

An exclusive interview with OTP's Tom Whitehead  
tracks administration's grand design against networks

# Broadcasting Feb 12

The newsweekly of broadcasting and allied arts

Our 42nd Year 1973

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## Prize Catch.

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

### Viacom

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

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# **“Let’s Make A Deal” The No. One Primetime Access Show AGAIN!**

**For the second consecutive season Let’s Make A Deal takes the honors as television’s number one rated half-hour syndicated series having captured first place in ratings and shares in all of these markets:**

New York  
Los Angeles  
Chicago  
Philadelphia  
Boston  
San Francisco  
Detroit  
Cleveland  
Joplin-Pittsburgh  
Dallas-Ft. Worth  
St. Louis  
Minneapolis-St. Paul  
Atlanta  
Indianapolis  
Baltimore  
Hartford-New Haven  
Cincinnati  
Buffalo  
Milwaukee

Sacramento-Stockton  
Denver  
New Orleans  
Grand Rapids-Kalamazoo  
Greenville-Spartanburg-  
Asheville  
Dayton  
Oklahoma City  
Charleston-Huntington  
Harrisburg-York-Lancaster-  
Lebanon  
Wilkes Barre-Scranton  
Salt Lake City  
San Antonio  
Orlando-Daytona Beach  
Greensboro-Winston Salem-  
High Point  
Syracuse  
Rochester, N. Y.

Shreveport  
Knoxville  
Mobile-Pensacola  
Springfield-Decatur-  
Champaign  
Paducah-Harrisburg  
Chattanooga  
Spokane  
Greenville-New Bern-  
Washington  
Youngstown  
Springfield-Holyoke  
Evansville  
Lexington  
Monterey-Salinas  
Fargo  
Columbia, S.C.  
Baton Rouge  
Columbus, Ga.

Waco-Temple  
Amarillo  
Sioux City  
LaCrosse-EauClaire  
Montgomery  
Rochester-Mason City-Austin  
Macon  
Bluefield-Beckley-Oak Hill  
Erie  
Las Vegas  
Bakersfield  
Salisbury  
Laurel-Hattiesburg  
Ardmore-Ada  
Harrisonburg  
San Angelo

The first returns are in for "Year Two" of the Primetime Access Rule and are conclusive... *Let's Make A Deal* is the number one half-hour local show in the country.

Both ARB and Nielsen concur that *Let's Make A Deal* is still the runaway winner in city after city, consistently attracting audiences that far surpass those of many primetime network shows. (Boston, 48% share; Chicago, 43% share; Greenville-Washington, 52% share; Cincinnati, 43% share; Knoxville, 50% share; Syracuse, 48% share; San Francisco, 44% share; Oklahoma City, 45% share; Montgomery, 65% share; and Philadelphia, 40% share.)

Most significant too is *Let's Make A Deal's* superiority not only in its time period, but as compared to all other syndicated shows in a market. For example, in Montgomery with a 44 ADI rating, *Let's Make A Deal* is number one for the entire week against all other programs scheduled in primetime access periods. In Boston it's tops with a 25 ADI rating, and similarly it's number one in Philadelphia, Sacramento-Stockton, Baltimore, Indianapolis, Grand Rapids, San Antonio, Chicago, Denver, Milwaukee, Dallas-Ft. Worth, and many other cities.

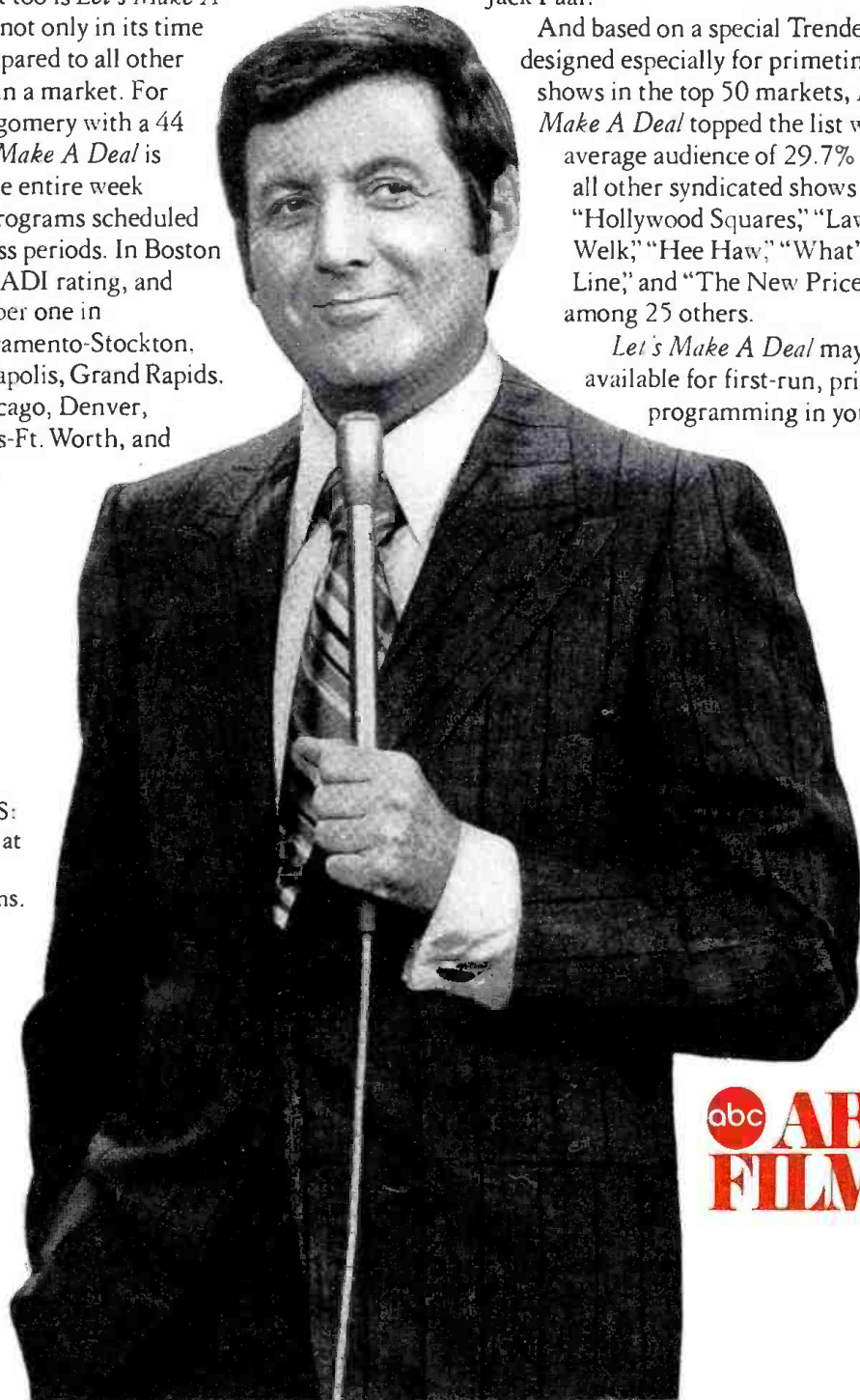
NATPE MEMBERS:  
Visit us in our suite at  
the Royal Sonesta  
Hotel in New Orleans.

Furthermore, *Let's Make A Deal* performs on par with network programming, ranking within the top 25 shows in the following major markets: Atlanta, Birmingham, Boston, Dallas-Ft. Worth, Dayton, Grand Rapids-Kalamazoo, Greenville-Spartanburg-Asheville, Hartford-New Haven, Minneapolis-St. Paul, New Orleans, Oklahoma City, Philadelphia, Sacramento-Stockton, Salt Lake City, San Antonio, Wilkes Barre-Scranton.

Also, according to a TVQ popularity study of all network and local television talkshow and game-show hosts, Monty Hall ranked number one topping Johnny Carson, Dick Cavett, David Frost, Merv Griffin, Mike Douglas, Bob Barker and Jack Paar.

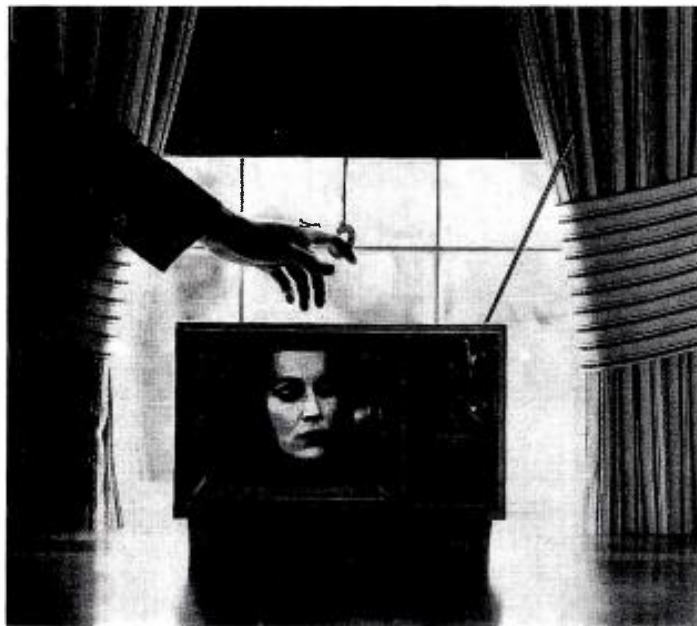
And based on a special Trendex study designed especially for primetime access shows in the top 50 markets, *Let's Make A Deal* topped the list with an average audience of 29.7% leading all other syndicated shows including "Hollywood Squares," "Lawrence Welk," "Hee Haw," "What's My Line," and "The New Price is Right" among 25 others.

*Let's Make A Deal* may still be available for first-run, primetime programming in your market.



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# Nobody else in Mpls. - St. Paul shows the late movie so early.



At 3:30 pm (M-F) we give them "Don't Go Near the Water" Or "The Matchmaker" Or "Pat & Mike"

And it works.

Not only with a big bunch of housewives.  
But with men, too.

For a total of 60,000 homes\* Five days  
a week.

**Our only problem is, our story sounds too good to be true.**

\*Feb.-March '72 ARB. Audience ratings are estimates only, and subject to the limitations thereof.

**4** WCCO  
TV  
Minneapolis Saint Paul

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**BRAND-NEW FOR 1973-74**

# **ELEPHANT BOY**



starring **ESROM** TV star of Walt Disney's  
"Chandar, The Black Leopard of Ceylon"

**KALA**, the wonder elephant

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elephant in Ceylon

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**PRIME TIME ACCESS SEASON**

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**starring**

**Bob Denver & Forrest Tucker**

**Jeannine Riley • Lori Saunders • Ivor Frances • Lynn Wood • Bill Cort**

**Executive Producer: Emmy Award winner Sherwood Schwartz**

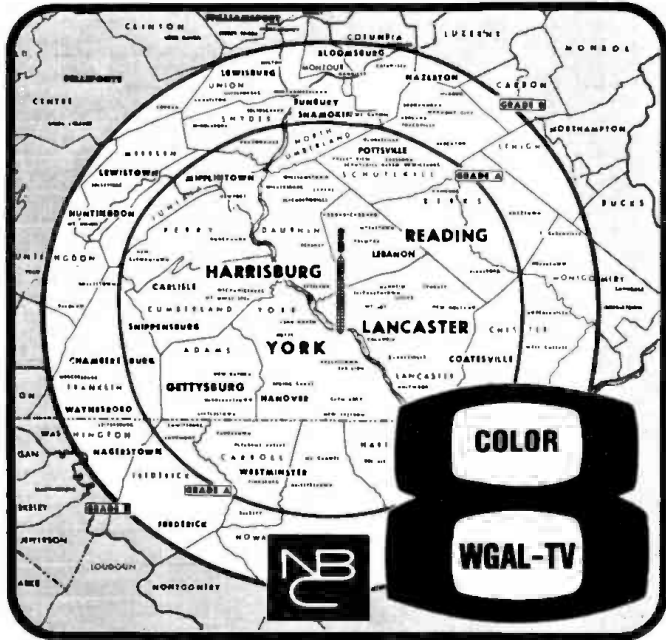
**26 COMEDY FIRST-RUN HALF-HOURS IN COLOR**

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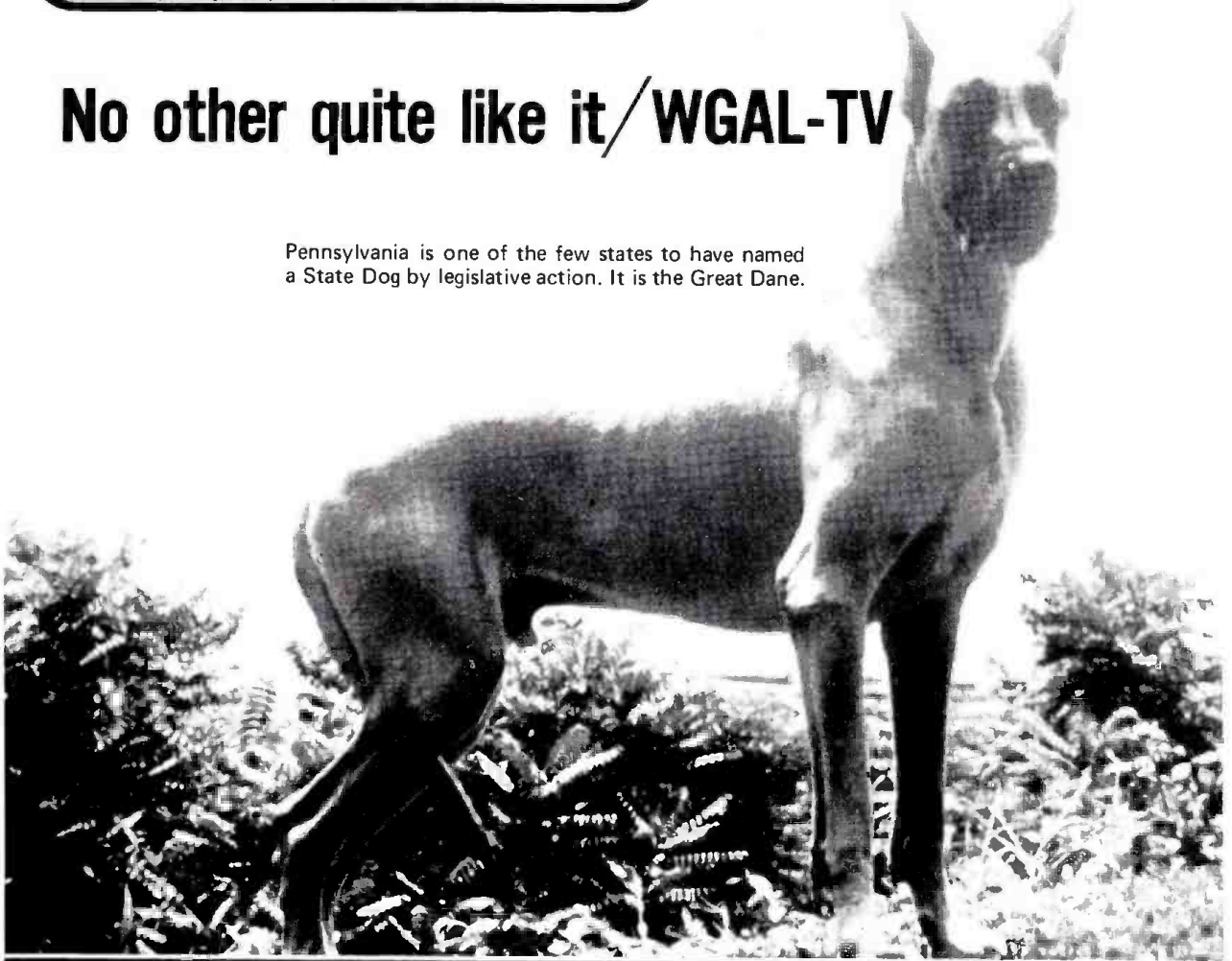
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Pennsylvania is one of the few states to have named a State Dog by legislative action. It is the Great Dane.



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# Closed Circuit®

## 180 degrees

Nicholas Johnson may be succeeded on FCC by Chicago lawyer, David E. Bradshaw, who is director of Amtrak. Mr. Bradshaw is Democrat but son-in-law of W. Clement Stone who is said to have contributed as much as \$2 million to President Nixon's re-election campaign. Reached last Friday at vacation home in Acapulco, Mexico, Mr. Bradshaw would not comment on report he was in line for appointment to Johnson seat, which becomes vacant June 30. Mr. Bradshaw is 45, graduated from De Paul University, Chicago, got law degree at John Marshall Law School, Chicago.

## Coming in, going out

Spot-TV business, which finished 1972 fourth quarter in burst that some sales executives say was without precedent, turned in January performance that one long-time observer says "has to be the biggest January we ever saw." And it's still moving right along in February, with one exception that's attributed directly to softness in stock market. That exception is New York, where about 10 days ago, in words of one major rep, "It was as if somebody suddenly turned off the faucet." Reasoning was that big companies were holding back waiting for stock market to stabilize. But in rep centers outside New York sales were reported strong—exceptionally strong in some cases—and in New York they were beginning to pick up last week.

TV business is good, but price of good salesmen is becoming outlandish. At least that's the view of one major rep firm. Sources there say they recently lost salesman to another rep company that gave him three-year contract guaranteeing him minimum of \$48,000 per year—and, assuming continuation of good business, his take could go well beyond that. "This is for a salesman, not a sales manager," source said. "We didn't even try to compete." Other rep executives say this deal is unusual but agree it's highly competitive field and, as one put it, "the price of good salesmen has always been high."

## Beginning of thaw

Proposed order ending four-year-old AM freeze and containing new AM allocation rules has reached FCC agenda, although there is no indication when final action will be taken. Proposed rules are said to be less stringent than those originally contained in notice of rulemaking, issued in 1969, when aim seemed to be to hlock all AM construction in any area already served. It is understood that existing stations would be permitted to make major changes in facilities to serve new areas of community that have developed beyond reach of existing facilities.

In addition, proposed ban on new service in area already receiving signals would not be imposed if only incoming signals were from distant station—50 miles is figure in staff document. Presence of FM station would be counted in determining whether "aural" service is being received in community; but if no AM were operating there, sources indicate, proposed rules would permit application for AM, on theory public is entitled to choice of services.

## High marks

In opinion of broadcasters who know him, Lewis A. Engman, newly named chairman of Federal Trade Commission, will be best thing that could happen for responsible media and advertisers. Broadcaster in Mr. Engman's native Grand Rapids, Mich., described him as "sensible, intelligent, fair-minded lawyer, with a judicial approach and in nobody's pocket." Mr. Engman, 37, has been assistant director of Domestic Council at White House. He won swift approval of Senate Commerce Committee last week, with Senate confirmation considered automatic (see page 26).

## Rerun rundown

Office of Telecommunications Policy's analysis of causes and effects of network reruns (BROADCASTING, Feb. 5) is said to have itself been subject of critical analysis—by FCC economist, Dr. Alan Pearce. OTP report concluded that reruns are function of networks' economic power which in turn leads to "cycle of rivalry behavior" that has effect of driving down quantity of new programming and maintaining high profits. But Dr. Pearce is said to have called OTP's analysis inferior, internally inconsistent (in discussing rivalry "model" of network behavior) and reflecting lack of understanding of programming market.

Dr. Pearce is said to have noted that in showing advertising revenues as far outstripping costs for original programming, OTP chart on "network prime-time trends" actually depicts revenues for all day parts and does not account for commissions to agencies or compensation to affiliates. Dr. Pearce's report was distributed within FCC and to OTP—where spokesman would say only that it was read "with great interest."

## Revivals

Continuing trend of radio-station interest in old-time serials, 32 outlets are said to have bought original *Tarzan* (52 episodes) for start on March 1. *Tarzan* is seventh series dusted off in recent years by Charles Michelson Inc., New York (others are *The Shadow*, *Gangbusters*,

*Fibber McGee and Molly*, *Green Hornet*, *The Lone Ranger* and *Sherlock Holmes*). Another vintage series in syndication is *Lum and Abner*, handled by Lum and Abner Distributors, Little Rock, Ark.

## Gang war

FCC is due to issue order this week designating nine-year-old contest for 1110 khz Los Angeles—now occupied by KRLA(AM)—for oral argument. Principal question last week was whether commission would hear from all nine surviving applicants (of original swarm of 20), or drop two proposing low power—Charles W. Jobbins, proposing 1 kw daytime only and Topanga Malibu Broadcasting Co. (partnership of C. D. Funk and George A. Baron), proposing 500 w unlimited time. Indications were that majority favors hearing only seven proposing full power. Oral argument will be held March 19 and 20.

Issue facing five proposing site now occupied by KRLA, which is being operated on interim basis by nonprofit Oak Knoll Broadcasting Corp., is whether they could meet engineering standards. Frequency has been without regular occupancy since 1964. Eleven Ten Broadcasting Corp. lost its license because it broadcast fraudulent contests.

## Win one, lose one

Some administration sources are expressing regret that Senator Howard H. Baker (R-Tenn.) joined special Senate committee to investigate Watergate bugging and allegations of related political espionage. Concern does not revolve around work he will do on special committee but on time it will take from his duties on Senate Communications Subcommittee, where he is ranking minority member and has developed into best answer Republicans have had in years to peppery and knowledgeable Senator John O. Pastore (D-R.I.), chairman of subcommittee.

## Proof sought

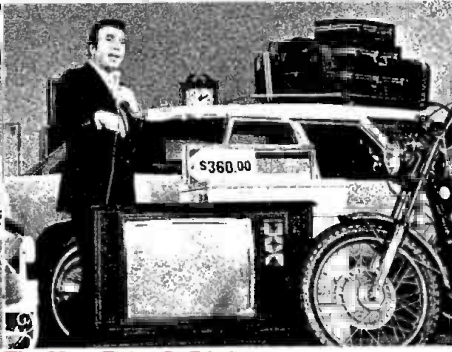
National Association of Broadcasters staff is quietly going to explore possibility of coming up with study on broadcasting's influence on public in time of crisis. Proposed study, suggested by Robert F. Wright, WTKR-TV Meridian, Miss., vice chairman of TV board, initially seems headed in direction of in-depth research possibly to be done at university instead of commercial survey. If NAB staffers, under direction of executive vice president, James H. Hulbert, find that broadcasting's impact can indeed be documented, funding would come from board and research probably coordinated with Television Information Office.

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you would have  
if you bought  
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**The Beverly Hillbillies**



**The New Price Is Right**



**Viacom Features**



**Perry Mason**



**Gomer Pyle—USMC**



**What's My Line?**



**The Andy Griffith Show**



**Hogan's Heroes**



**Wild Wild West**



**Petticoat Junction**



**Twilight Zone**



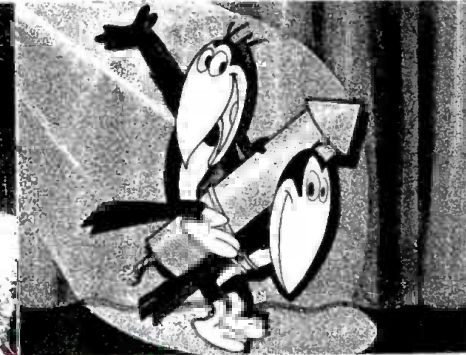
**The Dick Van Dyke Show**



**The Amazing World of Kreskin**



**I Love Lucy**



**Terrytoons**

**KSDO**  
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Tailoring the tradition to today...and tomorrow.

# At Deadline

## Sale of NBC Films completes exodus of networks from syndication

NTA to pay \$7.5 million for it and other program units

National Telefilms Associates, Los Angeles, has agreed to purchase NBC Films and several other programming units of NBC for approximately \$7.5 million.

Joint announcements by NTA and NBC last Friday (Feb. 9) said NTA Films, subsidiary of parent company, will purchase all stock of NBC Films and of NBC Canada Ltd. and certain assets of NBC International. Formal completion of transaction and actual transfer of assets are expected to take place soon.

NTA Films is acquiring distribution business of more than 180 television programs and specials, including *Bonanza*, *High Chaparral*, *Get Smart*, *I Spy*, *The Real McCoys*, *Laramie*, and *Divorce Court*.

Programs produced by NBC News will continue to be distributed outside U.S. by NBC Enterprises.

Sale is result of FCC ruling that all network companies must give up their domestic syndication business and certain foreign distribution activities by June 1, 1973. CBS Enterprises was spun off from CBS Inc. two years ago to form Viacom Enterprises, part of Viacom International, and ABC Films has been sold by ABC Inc. to group of key ABC Films officials.

National Telefilms Associates is film-distribution subsidiary of Tele-Communications Inc., Denver, group cable systems operator. Board chairman of NTA is George C. Hatch Jr., who also is officer and substantial stockholder in Tele-Communications Inc.

## Network-license proponent gets into AMA-NBC tiff

Representative Samuel L. Devine (R-Ohio) has entered controversy over NBC's *What Price Health?* documentary, with request to FCC that it investigate complaints to determine whether program was factually correct.

One-hour documentary on Dec. 19 has come under heavy criticism from nation's doctors, number of whom have registered complaints with commission.

American Medical Association has "formally and officially" protested "inaccuracy and the over-all bias" of program, and has asked for "equal time" to reply.

Dr. Ernest B. Howard, executive vice president of AMA, in letter to Julian Goodman, president of NBC, said pro-

gram was neither news nor analysis but "pitch for Kennedy-Griffiths health-insurance proposal."

Representative Devine, ranking minority member of House Commerce Committee, said in letter to FCC Chairman Dean Burch last week that commission has duty to investigate such complaints and that he was requesting "short investigation aimed at only one finding"—whether program contained "facts" which were misrepresented or untrue.

Representative Devine said he was not interested in whether program raised fairness-doctrine issue. "If a program has been telecast which misrepresents and distorts the true facts, then we shall take the necessary next step," he added.

FCC has consistently held that it is not "arbiter of truth" and that it will not check into accuracy of news programming absent extrinsic evidence of wrongdoing on part of licensee.

Representative Devine also wrote Mr. Goodman to ask his cooperation in requested investigation, and to ask for information he said would aid in determining whether case like *What Price Health?* justifies enactment of his proposal to license networks.

Mr. Devine asked number of affiliates that carried program, whether they had opportunity to view program tape before air time and whether program was produced under direction and control of NBC. He also wanted to know if NBC officers reviewed program before broadcast.

Network had not discussed any comment on controversy as of Friday.

## Sarnoff says ITU planning needed now to forestall satellite chaos later

Robert W. Sarnoff, chairman of RCA, called Friday (Feb. 9) for International Telecommunications Union to take lead in developing "an effective system for dealing with global problems that span regulation, legislation and international relations." Without such system, he said, arrival of direct-broadcast satellite may escalate current confusion into "an electronic free-for-all of worldwide dimensions." He proposed creation of small ITU working group to get project under way.

Mr. Sarnoff, addressing Executives Club of Chicago, said large scale satellite-to-home broadcasting will soon be technically feasible, with tests scheduled later this year in Rocky Mountain area and next year in India. He did not envision it as replacing existing TV system in U.S. and other countries where television is well established, but rather as providing supplementary programs. But, he said, it will certainly require better

than current "global patchwork of national policies rooted in the past and reflecting more improvisation than design."

Mr. Sarnoff noted that some countries, such as Russia, want strict censorship of programs broadcast directly to homes by satellite while others, such as U.S., want no restrictions. He proposed compromise, at outset, on "broad middle ground."

Satellite convention being planned by United Nations, he said, "should specify as a basic principle the commitment of all nations to the eventual goal of unrestricted programming. It should also specify broad categories of programs that all would agree to accept without censorship or prior approval. These provisions would recognize the legitimate concern of many nations, including the underdeveloped countries fearful of undue foreign influence. Yet they would acknowledge a commitment to the principle of freedom for the exchange of ideas and information."

Other issues requiring resolution on global basis, Mr. Sarnoff said, include copyright, libel, equitable access to facilities and preservation of order among all satellite systems.

He said ITU, an agency of UN, is only existing body that might logically bring order out of current confusion but that it has historically steered clear of political issues and must be given "a broader franchise" in era "when every technical decision touches the vital interest of every country."

## INTV chairman says independents will bill \$330 million in '73

At least eight independent TV stations in top-25 markets will rank first or second in audience and revenues in their markets within five years, Roger D. Rice of KTVU(TV) Oakland-San Francisco, chairman of Association of Independent Television Stations (INTV), predicted in speech to Radio-Television Research Council in New York. He forecast that in much less time than that—this year, in fact—independents' total billings will reach \$330 million, up from \$248.3 million reported by FCC for 1971 and \$285.5 million projected by Mr. Rice for 1972.

FCC cable rules encouraging CATV systems to favor independents, Mr. Rice said, are rapidly making them "regional stations" with larger audiences far beyond their broadcast service areas, creating for advertisers TV's counterpart of radio's 50-kw clear-channel stations. And, he said, network affiliates are becoming more and more independent of networks: In top-25 markets, he reported, there are

19—all but the network O&O markets—in which 52 network prime-time programs “are being pre-empted every week.”

As for independents ranking first or second in big markets within five years, Mr. Rice said WTTG(TV) Washington became number one in total homes sign-on to sign-off in 1966, WNEW-TV New York is second in net weekly circulation and KPTV(TV) Portland, Ore.; KTVT(TV) Fort Worth-Dallas, WTTV(TV) Indianapolis, KWGN-TV Denver and WGN-TV Chicago are among independents to watch for future gains.

## Reid reaffirms opposition to ‘bigger government role’

After 15 months in job, Commissioner Charlotte Reid feels FCC should never commit itself unequivocally to one course of action, should keep flexible to meet technological and other advances in dynamic communication arts. Addressing concluding breakfast Friday (Feb. 9) of Abe Lincoln Awards Conference of Southern Baptists Radio and Television Commission in Fort Worth, Mrs. Reid said commission faced dozen major actions, all entailing infinite wisdom, and said she opposes “bigger government role.”

At same session, answering question put by Mike Shapiro, vice president-general manager of WFAA-AM-FM-TV Dallas, as to most important issue facing FCC, Commissioner Robert E. Lee responded spontaneously: “Nick Johnson.” Then, seriously, he said license-renewal legislation was first priority but questioned whether it could get beyond hearing stage at this congressional session. Later, he ascribed complication to Office of Telecommunications Policy Director Clay T. Whitehead’s two-way thrust on matter: that is, coupling license-renewal promise to overview of network performance by affiliated stations.

Abe Lincoln award, highest citation among 15 given annually by Baptist group, went Thursday night to Donald Trageser, general manager of CBS-owned WEEI-AM-FM Boston, for “aggressive and timely editorial policy.” (Also see earlier story, page 66.)

## NAB cites shortcomings in FCC’s log proposal

National Association of Broadcasters has accused FCC of attempting to implement “major change in policy under the guise of a hastily proposed rulemaking proceeding” with respect to commission’s proposal to require licensees to make program logs part of their public files.

In comments on proposal, NAB claimed such requirement could not fulfill anticipated objective—to aid members of public investigating station’s past performance and, subsequently, to facilitate dialogue between broadcasters and members of community—because program logs contain no additional information that would be of help to citizen groups.

NAB said proposal would “substantially reduce” prospects for dialogue because

it would establish such rigid framework for inspection of station file that “neither the licensee nor the general public is likely to achieve any understanding of each other’s problems and proposals.”

NAB and other industry representatives commenting on proposal last week agreed that planned requirement would place excessive burden on licensees. Proposal would necessitate creation of special storage area, it was argued, since logs accumulated over three-year license period can be expected to occupy several thousand pages. Problem is particularly serious for stations conducting automatic logging operations, they said.

Brief submitted by Rocky Mountain Broadcasters Association contended that in six-and-a-half-year history of FCC rule requiring maintenance of public file, occasions when members of public have taken advantage of file have been rare, and almost always limited to renewal time. Another problem, according to Metromedia Inc. and several others, is that program logs contain information relating to advertising schedules that are of no interest to public but of vital interest to station’s competitors.

## Baker starts ball rolling on his re-regulation ideas

Senator Howard H. Baker (R-Tenn.) late last week introduced joint resolution calling on FCC to establish pilot project on radio re-regulation, with special attention to small-market broadcasters (“Closed Circuit,” Feb. 5).

S. J. Res. 60 urges commission to consider adopting short license-renewal form, “determine whether fairness-doctrine obligations can be simplified and clarified” and review its ascertainment-of-community-needs requirements. Resolution also requests FCC to make concerted effort to relieve all broadcasters of unnecessary “technical, legal and administrative burdens.”

## FTC cracks down on Ford ad

Federal Trade Commission, continuing to challenge advertising claims, now says it will issue complaint objecting to door safety claims made in Ford Motor Co.’s TV commercial, “Ford Lift,” prepared by J. Walter Thompson Co.

Proposed complaint, which would cite both advertiser and agency, alleges that steel guard rails in side doors of Ford LTD and Galaxie model automobiles are not as strong as typical highway guard rail “in redirecting lateral impact at normal driving speeds” as claimed in commercial. FTC also charges that demonstration in TV spot, where Ford LTD is lifted up by steel guard rails, “is not actual proof of the lateral strength of the steel guard rail in LTD’s and Galaxie’s side doors.” Complaint is to be served under consent order procedure.

Upon notice of FTC action, Ford immediately denied that commercial in question is deceptive.

## Emergency session called off

Encouraged by progress of last week’s negotiations with Corporation for Public Broadcasting (see story, page 64), boards of directors of Public Broadcasting Service and Educational TV Stations division of National Association of Educational Broadcasters have postponed what was to have been “backs-to-the-wall” meeting of all public-TV station representatives scheduled for Feb. 15 in Chicago (BROADCASTING, Feb. 5). Given “pace” of “new dialogue” with CPB board, Robert F. Schenkkan, chairman of PBS board, and Frederick R. Breitenfeld, chairman of ETS, said, in joint message to public TV stations, “we believe that the special meeting . . . would be more useful for all of us after these discussions have proceeded further.” Meeting of all public TV licensees is now expected late in February or early in March.

## In Brief

**They made it.** Senate on Feb. 8 confirmed nomination of Lewis A. Engman to Federal Trade Commission (*Broadcasting*, Jan. 15).

Earlier in week, he easily passed confirmation hearing before Senate Commerce Committee (see story, page 26). Also, Senate Feb. 8 confirmed John Keogh, onetime White House aide, as director of U.S. Information Agency succeeding Frank Shakespeare (*Broadcasting*, Dec. 18, 1972).

▪ **Changes at ANA.** A. B. (Gus) Priemer, director of advertising services, S. C. Johnson & Son, Racine, Wis., named chairman, Association of National Advertisers’ television advertising committee. He replaces Robert G. Berry, vice president - productions director, Glenbrook Laboratories (Sterling Drug), New York. Robert S. Wheeler, vice president, advertising and marketing services, Best Foods Division of CPC International, Englewood Cliffs, N.J., appointed ANA’s advertising management policy committee chairman, succeeding William M. Claggett, vice president, director of communications, Ralston Purina Co., St. Louis.

▪ **HEW funding head dies.** Ray Stanley, 54, chief of educational facilities branch of Department of Health, Education & Welfare—branch responsible for funding, on matching basis, new stations and for station plant improvements—died Feb. 8 in University of Maryland hospital, College Park, following open-heart surgery. Mr. Stanley was first and only director of HEW’s facilities program, taking job in 1963. He administered some \$68 million in public station grants.

▪ **Also deceased.** John R. Evans, 60, deputy chief of FCC’s Field Engineering Bureau, on Feb. 9, and J. Patrick Scanlon, 58, chief of FEB’s field offices division, on Feb. 7. Both had been with commission since 1940. ▪ **Great A&P mystery.** Great Atlantic & Pacific Tea Co., through Gardner Advertising, New York, has requested cancellation of all A&P TV advertising between Feb. 12 and Feb. 25. No explanation was offered by either client or agency. At least two stations, WCBS-TV and WNBC-TV, both New York, were refusing to cancel and said Friday (Feb. 9) they are holding advertiser to contractual obligation.

**NEW HOST...**

**GENE WOOD...**

**NEW SHOW...**

THE NEW

GOODSON-  
TODMAN'S

# BEAT THE CLOCK

**NEW SUCCESS...**

THE NEW BEAT THE CLOCK has been on-the-air only since September, and is a much improved version of the old Beat The Clock... and includes a brand new host, Gene Wood.

The November 1972 ARB's prove that 'CLOCK' is very strong demographically and delivers a high density of young women.

For example:

In COLUMBUS, O. stripped on WLWC at 7:00 P.M., 'CLOCK' took station to first position at 7:00 from last position at 6:30. 'CLOCK' is strong #1 in young women (In spite of the fact that it is #2 in total women). Excellent demographic composition.

In PROVIDENCE stripped on WPRI at 7:30 P.M. against the strongest show in the market (To Tell The Truth), 'CLOCK' is strong #2 in rating, share, homes and total women, but a strong #1 in young women.

In SALINAS-MONTEREY stripped on KNTV at 5:30 P.M. against a very strong property (To Tell The Truth), 'CLOCK' is a virtual tie in total homes and is #1 in young women.

In RICHMOND stripped on WTVR at 9:30 A.M. against a long established local show, 'CLOCK' wins in time period, especially the young women.

*Even the old Beat The Clock continues to do well.*

*In DAYTON stripped on WLWD at 7:00 P.M., station was #3 in young women at 6:30, climbed to #1 at 7:00 with 'CLOCK'.*

Let THE NEW BEAT THE CLOCK work for you in a daytime strip, fringe strip, or prime access strip. Complete rating information available on request.

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THE NEW BEAT THE CLOCK is faster and funnier than ever. Star and host Gene Wood leads contestants and guest celebrities thru zany stunts as they compete against each other and against the clock for cash and prizes.

Data quoted here are estimates only, subject to certain effects and limitations described in the report. All ratings shown are from the ARB TELEVISION MARKET REPORTS OF NOV. 1972 (AD1).

# M&H

## 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

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## Open Mike.

### No failure to communicate

EDITOR: Your Feb. 5 editorial on the Whitehead matter indicated a need for professional consultation between network news people and station news people. I write to advise that NBC has been having just such meetings with its affiliated news staffs, and I attended one along with our news director. They are already scheduled for this year, too.

More to the issue, though, is the question of station reaction to network news:

Try as I might to catch an attempt to color the news, I do not see bias. When the networks did a story on the flood matters re Wilkes-Barre and I disagreed with their line of approach, I did not see it as a "biased" coverage of the flood. How does a network present its news items so as to be fair, pleasing, agreeable to, in agreement with, or unbiased, when even the station managements have such widely scattered viewpoints?

The obvious answer, to me, is that it cannot provide a national news [service] that is satisfactory to everyone, even among its affiliates, let alone to the multitude of governmental bodies that see it. And if we are to provide a news service that is inoffensive to our President, even here the affiliates will have a wide variety of views.

This difference of viewpoints among affiliates may be our greatest strength in this issue, but with the apparent desire of some broadcasters to support the original Whitehead concept, I fear we still have much trouble.—*David M. Baltimore, vice president, WBRE-TV, Wilkes-Barre, Pa.*

EDITOR: In an editorial in the Feb. 5 issue you state: "Perhaps network news departments and affiliate news departments would find mutual benefits from a system of professional consultation. None exists now."

We at CBS News would like to point out that not only do we have precisely such a system, but that we find it very useful and are actively encouraging its continuation and possible expansion.

Upcoming this Feb. 22 is our fourth annual CBS News/CBS Radio News seminar—a two-day meeting of station managers, program directors and news directors from stations that make up the CBS Radio Network, and members of CBS News management and CBS News correspondents. Panel discussions scheduled for that two-day period will focus on the problems of reporting, new developments in programming, and the law and broadcast journalism. It is worthwhile to note that similar panel-type meetings have become a fixture each year with news directors of both radio and television news affiliates at the annual Radio-Television News Directors Association convention. One of the prob-

lems we face in sustaining and possibly expanding these programs is that some station managers are not willing to pay the expenses of their news directors to attend these meetings.—*James H. Byrne, director, information services, CBS News, New York.*

(Do meetings held at yearly intervals constitute a "system of professional consultation" in an enterprise as volatile as network radio and television news?)

### Compromise voice

EDITOR: I'd like to take issue with a Jan. 22 editorial. It seems to me the National Association of Broadcasters exercised wise judgment in taking its stand supporting journalist-protection legislation that "will most nearly approach or achieve that idea."

I, personally, share the view that the national security and major serious crimes should not be exempted in a court of law or be deprived in a court of law from the benefit of any knowledge, regardless of the source. The consequences are too serious.

The NAB's approach is the most realistic. We have come up with the philosophy that is salable to the Congress of the United States. To just take a hard, arbitrary viewpoint such as many other organizations have done would be darn tough to defend to members of the Congress in all good conscience.—*Dan McKinnon, president, KSON(AM) San Diego.*

### Up and around

EDITOR: Your editorial entitled "Unity movement" in the Jan. 22 issue concerned broadcaster organizations and implied that there does not exist a viable FM broadcaster's group. You said, "FM later sought to fend for itself, failed. . ."

The National Association of FM Broadcasters is more than 13 years old and is doing very well, thank you! Having survived the bleak years and now riding the crest of the FM boom, we're here to stay.—*Abe J. Voron, executive director, National Association of FM Broadcasters, New York.*

(As the editors thought was clear, the editorial was speaking of the early days of FM when an organization of FM broadcasters was absorbed into the National Association of Broadcasters. The health of Mr. Voron and his organization have been repeatedly reported by BROADCASTING.)

### Quaal fan

EDITOR: Having had the opportunity of working with the WGN Continental Broadcasting family for 13 years as staff announcer under the guidance of Ward L. Quaal, I was deeply grateful for the National Association of Broadcasters' unanimous selection of Mr. Quaal as recipient of the Distinguished Service Award. Mr. Quaal's service and dedication have benefited all who endeavor to bring broadcasting to the pinnacle of perfection.—*Richard D. Lashbrook, president, WISV-AM-FM Pekin, Ill.*



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## PRIME ACCESS TIME

WTEN Albany, N.Y. 7:30	KLAS Las Vegas 6:30 C.T.
KOAT Albuquerque 6:30 C.T.	WKOW Madison 6:30 C.T.
KFDA Amarillo 6:30 C.T.	KGLO Mason City 6:30 C.T.
WLOS Ash-Green 7:30	WREC Memphis 6:30 C.T.
WQXI Atlanta 7:30	WPLG Miami 7:30
KJTV Bakersfield 7:30	WISN Milwaukee 6:30 C.T.
WMAR Baltimore 7:30	WLAC Nashville 6:30 C.T.
WMT Cedar Rapids 6:30 C.T.	WEEK Peoria 6:30 C.T.
WDEF Chattanooga 7:30	KOOL Phoenix 6:30 C.T.
WTVN Columbus, O. 7:30	WJAR Providence 7:30
KRNT Des Moines 6:30 C.T.	WSLS Roanoke 7:30
KVAL Eugene 7:30	KOVR Sacramento 7:30
KMJ Fresno 7:30	KSAT San Antonio 6:30 C.T.
WINK Ft. Myers 7:30	XETV San Diego 7:30
WBAP Ft. Worth-Dal 6:30 C.T.	KTBS Shreveport 6:30 C.T.
WZZM Grand Rpd 7:30	KTIV Sioux City 6:30 C.T.
WLUK Green Bay 6:30 C.T.	KTVI St. Louis 6:30 C.T.
WXII Greensboro 7:30	WFLA Tampa 7:30
KHAS Hastings 6:30 C.T.	WGTU Traverse City 7:30
WAAY Huntsville 6:30 E.T.	KOLD Tucson 6:30 C.T.
WISH Indianapolis 7:30	WTWV Tupelo 6:30 C.T.
WJHL Johnson City 7:30	WAOW Wausau 6:30 C.T.
WXOW La Crosse 6:30 C.T.	KSWO Wichita Falls 6:30 C.T.
KLFY Lafayette 7:30	

## 7:00 P.M.

WRDW Augusta	KOMO Seattle
WLBZ Bangor	KDRN Sioux Falls 6:00 C.T.
WICZ Binghamton	WNDU South Bend
WBRC Birmingham 6:00 C.T.	WHEN Syracuse
WCVB Boston	WTHI Terre Haute
WKBW Buffalo	WTOL Toledo
WVNY Burlington	WKTV Utica
WSOC Charlotte	KAKE Wichita 6:00 C.T.
WEWS Cleveland	WWAY Wilmington
WKEF Dayton	
KOA Denver 6:00 C.T.	
WXYZ Detroit	
WOAF Kansas City 6:00 C.T.	
WHP Lan-Harris	
WAVE Louisville	
KMSP Minneapolis 6:00 C.T.	
WNBC New York	
WESH Orlando	
WPVI Philadelphia	
WTAE Pittsburgh	
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WROC Rochester	
WTOC Savannah	

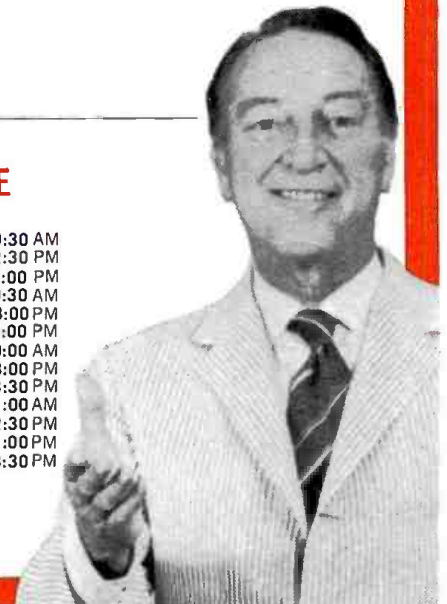
**WE'D BE HAPPY  
TO SUPPLY YOU  
WITH ITS CURRENT  
ARB RATINGS.**

## FRINGE TIME

KTBC Austin 5:00	WBLG Lexington 5:30
KVOS Bellingham 5:45	KTTV Los Angeles 11:30
WCSC Charleston, S.C. 6:00	WMAZ Macon 5:30
WRBL Columbus, Ga. 6:00	WOW Omaha 5:00
WOC Davenport 4:30	KFVS Paducah 5:00
WICU Erie 6:00	WGEM Quincy 5:00
KXJB Fargo 5:00	WXEX Richmond 5:30
WNCT Greenville-Wash. 5:30	KSBW Salinas 5:30
WHNB Hartford 6:00	KHQ Spokane 5:00
WJTV Jackson, Miss. 4:30	KYTV Springfield, Mo. 5:00
WTLV Jacksonville 5:00	WEAT West Palm Beach 5:30
	WKBN Youngstown 5:30

## DAYTIME

WSAZ Charles-Hunt 9:30 AM
KKTV Colo Spgs 2:30 PM
WJRT Flint 1:00 PM
WKJG Ft. Wayne 9:30 AM
KHOU Houston 3:00 PM
WBIR Knoxville 1:00 PM
WWL New Orleans 10:00 AM
WKY Okla City 3:00 PM
WRAL Raleigh 3:30 PM
KGO San Fran 11:00 AM
WNEP Scranton 2:30 PM
WWLP Spring, Mass. 1:00 PM
KOTV Tulsa 3:30 PM



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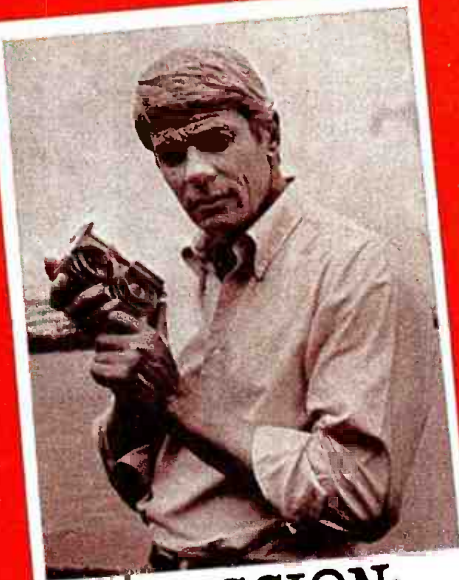
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# Datebook®

■ indicates new or revised listing.

## This week

**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 rulemaking considering operation of, and proposed changes in, prime-time access rule.

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

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

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

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

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

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

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

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

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

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

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

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

**Feb. 14-March 8**—Annual exhibitions of 50 best TV commercials and 50 best ads in print of 1972. American Institute of Graphic Arts, AIGA Gallery, 1059 Third Avenue, New York.

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

**Feb. 15-18**—1973 *Radio Advertising Bureau* management conference. Cherry Hill Inn, Cherry Hill, N.J.

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

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

## Also in February

■ **Feb. 18-22**—Advertising management symposium, *Association of National Advertisers*. Sonesta Beach hotel, Key Biscayne, Fla.

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

■ **Feb. 20**—Senate Communications Subcommittee oversight hearing on Office of Telecommunications Policy. 11 a.m., Room 5110, Dirksen 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 Fed-

eral Trade Commission as they relate to radio and television, sponsored by *New England Broadcasting Association*. Featured speakers: Gerald Thalm, 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, Russell (Old Senate) Office building, Washington.

■ **Feb. 22**—Senate Communications Subcommittee oversight hearing on FCC. 10 a.m., Room 5110, Dirksen Office building, Washington.

■ **Feb. 22**—37th annual Ohio State Awards luncheon, under auspices of *Telecommunications center, Ohio State University*. Awards presented for educational, informational and public affairs programing. Featured speaker: FCC Commissioner H. Rex Lee. Fawcett Center for Tomorrow, Ohio State University, Columbus.

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

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

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

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

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

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

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

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

## March

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

## 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*. Americas Bal Harbour, Miami Beach.

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

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

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

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

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

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

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

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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-Teletasting® was introduced in 1946.



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CHIEF OF STAFF  
L E GILLESPIE M.D.

# 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:

	Kildare	Average
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.

# Monday Memo

A broadcast advertising commentary from Henry W. Eisner, president, S. A. Levyne Co., Baltimore

## Building up bowling: right down broadcasting's alley

Ask any media buyer to make one advertising dollar do the work of five. He has to think you are crazy. But that is precisely what we have been doing for the past four years for our client, the National Bowling Council. Admittedly, this is a special case, a story with its own set of happy circumstances.

I was driving down to the office one morning several years ago, and it was a day like all days. The usual gaggle of commercials. Some good. Once in a while brilliance shining through. And some bad, really horrid. The last thing in mind was that I would receive a call that morning leading ultimately to an exciting new account—bowling.

I recall my initial reaction. Doesn't everybody already bowl? I had a lot to learn. During my first conference with the local bowling interests who had contacted me, here is what I learned:

Surveys show that 50 million people bowl. There are 8 million league bowlers, fanatics who ritualize at their local bowling shrines at least once a week, every week. The rest are "casual" bowlers—sometimes bowlers who bowl for the fun of it, rather than the competition.

I also learned that although league diehards are the mainstay of the industry, casual bowlers are vital. Their ranks not only replenish league enrollments, but make leagues multiply and become fruitful for bowling proprietors.

And there lay the problem in the late sixties. League lineage was still holding up, but "open play" was showing a decline. Knowing that the problem was industry-wide and realizing that the program we submitted might eventually be used in scores of markets, we invested far more time and effort than seemed warranted by this initial budget.

A lengthy campaign was out of the question. A short, intensive schedule was indicated. The medium? Broadcast won hands down. TV and radio are entertainment media; we were selling bowling as the fun thing to do. Listeners and viewers would be more receptive than newspaper readers (although we did support the schedule with some small-space newspaper insertions). In addition, particularly with radio, we could satisfy our demographic needs more efficiently and economically.

The rationale for the campaign theme went this way:

Our goal, of course, was to increase league membership. But we decided that asking anyone to swallow, without tasting, a steady diet of bowling was doomed to failure. On the other hand, league bowlers begin life as open-play bowlers.



Prior to joining the Baltimore-based S. A. Levyne Co., Henry W. Eisner worked at 20th Century Fox and at the Hearst Corp. He has been president of Levyne since 1965 and has served the agency as production manager, copy writer, account executive and executive vice president and account supervisor.

So our immediate campaign objective had to be to send people into centers for a casual game or two. Providence—and progressive proprietors—would take care of the rest.

Our preliminary research showed that people generally believed lanes were not available for off-the-street bowlers. This happens to be true week nights, at least until late in the evening. It is not true, however, daytimes during the week and on weekends. With weekend open-play presenting the biggest potential, we narrowed our campaign message down to meet the specific situation head-on: "Weekend bowling's lots of fun; there's room to spare for everyone."

People got the message and got rolling. Bowling centers reported open-play gains of from 10% to 21% over corresponding periods in previous years. In a business where additional volume is mostly gravy, leverage is on your side. Proprietors quickly recouped their investment, proceeded to rake in handsome profits from open-play increases alone. And the impact on league enrollments was still to come.

If you're still reading, you're no doubt wondering what all this has to do with buying \$5 worth of media for \$1 worth of money. Stay with me just a little longer.

Good news travels fast in a closely

knit industry. Before long our agency was implementing campaigns in other markets with equal success. We compiled a track record of success after success, which led to our appointment as agency for the National Bowling Council, largely through the instigation of two of its principal components, AMF and Brunswick, which recognized the effectiveness of our local campaigns.

Today, hundreds of areas and innumerable proprietors are participating in the unique subsidy program we subsequently initiated for the National Bowling Council. Under this program, the council pays 20% of the media cost of approved local campaigns sponsored jointly by the proprietors in an area.

Complete campaign packages are supplied. Included are not only commercials and ads, but tie-in, point-of-sale, traffic-building premiums and diverse promotional aids.

Administering such a far-flung program is not an easy job. It entails considerable legwork, air travel and merchandising nitty-gritty. Our media staff has threatened to quit more than once, but now seems to take in stride the voluminous detail.

The ad campaigns today remain predominantly broadcast-oriented, and many a station rep, working closely with our agency, has mined a bonanza by being able to offer \$5 worth of time at a net cost of \$4, thanks to the council's subsidy. That's got to be a good deal in any medium. But for our client, the National Bowling Council, this is an even better bargain, because it produces \$5 worth of media for every \$1 it lays out in seed money.

Obviously, the success of the program hinges on the degree of participation. To encourage local tie-ins, the council not only offers the subsidy and free advertising and collateral materials, but mounts its own full-scale national campaigns which add muscle and prestige to local programs.

National campaigns are again broadcast-oriented and have included co-sponsorship of World Series telecasts and the 1972 Summer Olympics radio broadcasts from Munich.

With it all, however, bowling proprietors must be sold again and again on the program's merits. To this end, presentations are made to proprietor groups at three levels: national, regional and grass roots.

It is now a matter of record that what was a serious downtrend when our agency entered the bowling picture is now a boom. Significantly, league enrollments are at an all-time high and are enjoying the largest annual increases in bowling history. Does our agency take the credit? Well, why not?

# 3 New Young Ideas

## 1

New family series:

### **Adventures in Rainbow Country**

26 action packed ½ hours about a 14 year old boy who faces man-sized adventures. Every foot filmed on location. Made of the stuff that spells success in family entertainment. Already proven as one of Canada's top rated series. Now ready to repeat this record all over the U.S.

## 2

New strip programming:

### **Doctor in the House**

Those mad, mod medics and their nurses are making it big in prime time. Number one with 18-49 year olds in such markets as Boston, Kansas City, Milwaukee, Providence and Seattle.\* Now the doctors are available (even Wednesdays) for stripping in transitional, fringe, prime areas, wherever your schedule needs hilarious medical attention. Ninety ½ hours loaded with young appeal.

\*Source: Nov. 1972 ARB  
Audience figures are estimates subject to  
the limitations of techniques and procedures used.

## 3

New flexibility:

### **Earth Lab**

Host Rex Trailer has discovered new ways to assure that learning about today's world is a thoroughly enjoyable experience for young people; basically — by involving them. And stations have discovered new ways of utilizing Earth Lab as an integral part of their children's line-up. We will be happy to fill you in on the flexibility of these 52 hours of quality programming.

Share these and other ideas at our NATPE suite at the Royal Sonesta, or phone us at 212-983-6500.



**PRODUCTIONS INC.**

WESTINGHOUSE BROADCASTING COMPANY

## How Nixon administration plans to cut TV networks down to size

**Whitehead, in frank interview, tells of calculated policy to encourage cable-TV growth as alternative to 'network power'**

In all the confusion and controversy that Clay T. Whitehead stirred up with his speech in Indianapolis on Dec. 18, one point appears to have been overlooked: The attack on the networks for alleged news bias and the criticism of network affiliates for their alleged shirking of responsibility for the network programing they air, though significant in their own terms, are only part of a pattern of administration concern over network "dominance." The concern extends well beyond the political views of commentators—whom administration spokesmen have called elite gossips—and is a factor in a determination to foster the growth of competing technologies as a means of checking that "dominance."

There may be a coincidence of politics and ideology in the policy that Mr. Whitehead is expressing. It would, for instance, be hard to picture so political an individual as White House aide Charles Colson forecasting with evident satisfaction the dissolution of network "power," if not of the networks themselves (BROADCASTING, Feb. 5, Jan. 22), if he felt the thinking of the networks' political commentators were in tune with the administration's.

But to Mr. Whitehead, the "political inclinations" of network reporters are only one aspect of the problem, though an important one. The issue of prime-time reruns is another, he said in an interview last week. So is the prime-time-access rule. So, too, are drug advertising and children's television programing and cable television.

"You try to deal with each problem on its merits," he said, "and you come up with the conclusion that each is hung up on network power"—on the fact that "there are only three companies that dominate network television in this country." The conclusion, he feels, is the same whether the problem is viewed from the point of view of a liberal or conservative.



OTP Director Whitehead and *Broadcasting* senior correspondent Leonard Zeidenberg.

OTP's function, in Mr. Whitehead's view, is to examine all problems that are related and to propose an over-all solution. And the fundamental problem regarding the networks, as Mr. Whitehead sees it, is not simply that they are dominant but that their dominance invites government intervention. His answer—competition (though not the kind to be provided by a government-subsidized non-commercial network. Mr. Whitehead, who was the administration's spokesman in opposing the development of a strong noncommercial network, complete with public-affairs programing, said: "The people shouldn't come to the government for a program service. You would have the fall program schedule debated in Congress every year, like the budget.")

It is the total concept that engages Mr. Whitehead's mind. "We will be making fundamental decisions about the future of communications," he said. "The basic one is whether we are going to have a monopoly system controlled by government, or a competitive system, with each element trying to figure out what the viewer wants, without being obliged to run to Washington—or to New York—to find out if the desired service can be provided.

"If you opt for a limited system and let the networks continue to acquire power, then the only recourse is to look to the government as a source of countervailing power," he added. "And I don't see how the viewer can be the winner when those forces collide."

Unlike Mr. Colson, Mr. Whitehead does not see the "breakup" of the networks flowing from the policy he favors. "They need not go bust," he said. The potential for more programing, more audience and new advertising support is present. Indeed "they can even make a few bucks as the pie gets bigger," he said. "Monopolists get into trouble when they insist on keeping the pie smaller so they can control it."

Mr. Whitehead has no master plan. But he feels the government can create the structure in which such competition will flourish. And, indeed, the structure, in his view, is being provided. The FCC's "competitive entry" domestic communications-satellite policy, influenced in its design by OTP and permitting virtually all those technically and financially qualified to go into the business, is part of it.

"A guy with programing to sell could rent a transponder on a domestic satellite, hire earth stations in each of the communities with more than three television stations, and sell his programing to the independents—or to the network affiliates that prefer his programing to that offered by the networks," he said. (Satellite interconnection rates are expected to be substantially lower than the present terrestrial rates.) The enlargement of choice, Mr. Whitehead said, would help affiliates exercise the kind of responsibility and independence of networks that he had called for in his Indianapolis speech, when he criticized affiliates for passing the buck to networks on



such matters as commercials, violent programming and—most important—news. And a fourth or fifth network, he said, would help advertisers who have been denied access to network television because of the cost.

As for cable television, Mr. Whitehead feels it is "the biggest potential source of diversity" because there is virtually no limit to the channel capacity that can be built into a system. He recites the advantages CATV's backers have long claimed for cable—its potential for providing programming of limited appeal, such as ballet, to those willing to pay special charges, and for the carriage of programming that would be sponsored by advertisers seeking specialized, not mass, audiences.

(Going beyond the hypothetical to the real is the proposal of Hughes Aircraft Co. to use the domestic satellite system it is planning to build for cable-television intercommunication service. Hughes has said it will make up to eight channels available for the distribution of material to cable-television systems' head-ends.)

Mr. Whitehead said cable television has not thrived thus far because of "network dominance"—the power he feels the networks can bring to bear at the FCC and in Congress—and because the commission, as protective, he said, as all regulatory agencies are of the industries they regulate, "has frozen the growth of cable." However, he conceded that the rules the commission adopted last year have served to unfreeze that growth somewhat.

The high-level administration committee that Mr. Whitehead heads and that has been at work for 19 months developing long-range proposals for the development of cable television is expected to submit its report to the President this month, Mr. Whitehead said. Its recommendations, he said, are designed to provide for the growth of cable "alongside broadcasting in a manner fair to both." It contains proposals to guard against the abuse of monopoly power by cable systems, to assure access to the medium and to provide for a "mixed system of funding program costs"—one that would make specialized programming available to those willing to pay for it (BROADCASTING, Nov. 20, 1972).

How soon will the government's efforts to provide more diversity bear fruit? "Properly structured," Mr. Whitehead said, "cable will provide significant impact by 1980." Half the homes in the country should be wired by then, Mr. Whitehead thinks, and cable can be expected to grow as television broadcasting did in the fifties.

Meanwhile, in Mr. Whitehead's view, the laboratories will continue to develop new means of transporting sound and pictures, as the boom in communications technology continues. "Why on earth should we stop it?" Mr. Whitehead asked.

Mr. Whitehead's concern with regulatory policies that involve government in program regulation is not new. In December 1970, in his first speech on broadcasting after becoming OTP director, he was critical of the FCC's fairness doctrine on that ground and suggested that solutions might be found in the area of

access to the media. "Failure to resolve the access issue is what is driving the government to determinations of fairness in the presentation of ideas rather than fairness in the conditions of their exchange," he said. (He later proposed abandonment of the doctrine, but retreated from that position when, in drafting the administration's license-renewal bill, he included adherence to the doctrine as one of the criteria for judging a renewal applicant's performance.)

It was not until last September that he began talking publicly of the need for new commercial networks as a long-term solution to some of the regulatory problems facing the government. In the speech in which he disclosed that President Nixon had entered the rerun issue on the side of the Hollywood craft unions and had asked him to find a way of reducing the number of reruns that networks broadcast in prime time, Mr. Whitehead said that issue and the problem that the prime-time-access rule is designed to solve are part of the larger problem involved in the need for more program diversity and more program choices for viewers (BROADCASTING, Sept. 18, 1972).

"In many ways," he said then, "these needs result from the fact that we have only three national television channels of programming in prime time. As long as we are working within a three-network system, we have to deal with problems such as reruns and prime-time access as best we can. But, from a longer-run policy perspective, creation of new networks may well be the only way to meet the needs of program diversity and audience choice."

OTP's concern with long-range solutions to interrelated problems does not free the agency from the need to find answers to individual problems as they develop. And Mr. Whitehead's feelings regarding the rerun question are instructive.

The President had asked him to obtain

the networks' cooperation in dealing with the problem, if possible, before considering government action. Asked the chances of a voluntary solution, Mr. Whitehead said it was not likely. The networks' attitude, he said, "reflected arrogance at best."

He did not know whether he would submit recommendations for action along with OTP's report on the rerun question (BROADCASTING, Feb. 5), which is to go to the President this week. But he said the rerun problem is getting worse each year and is within the power of the networks to control. One suggestion he said he had mentioned to FCC officials would curl the hair of antiregulators: License the networks, and limit them to a certain number of reruns each year.

Mr. Whitehead said he did not know the commission officials' reaction, but said they are sympathetic to the idea of some action being taken. (Aides say he does not endorse the idea himself, but his mentioning it may at least indicate a frame of mind.)

As for the prime-time rule, which bars affiliates from taking more than three hours a night of network programming in prime time and was designed to promote diversity in programming, that has been "an abysmal failure," in the sense that it has hurt the interest of the viewer and advertiser it was supposed to help, according to Mr. Whitehead. However, the commission, which is reconsidering the rule, faces a dilemma, he feels, since the problem the rule was designed to solve remains. Mr. Whitehead indicated OTP had no suggestions to offer. "Yes," he said, in response to a question, "we send them our sympathy."

Although he had no ideas of his own, he considered worth mentioning a suggestion made by Hollywood producers at a meeting he had with them last month; and again, it indicated a frame of mind, if not a policy proposal he was considering: Call the networks utilities, and let



On the TV circuit. Charles Colson, the presidential assistant who is frequently credited with a role in mapping the administration's attacks on the media, says the media have it all wrong in accusing the administration of attempting to intimidate them. It's just that the present administration is very "frank" and "forthcoming" in discussing its differences with the media, Mr. Colson said in an interview with Bill Monroe on NBC's *Today Show* last Thursday (Feb. 8). But such a public airing of differences is not intimidation, he said. If

the government were to act, or threaten to act, covertly, that would be intimidation, he said. Reporters have not been "bashful" about criticizing government for what they consider to be its errors, he said. And when those in government see what they regard as an error in the reporting of the news, they should talk about it.

Mr. Colson also defended the administration's position in favor of a cutback in news and public-affairs programming on the public television network. The issue, he said, is whether a government news network is desirable as a matter of public policy. The administration has been accused of involving itself too deeply in television when private networks are involved. "Imagine what criticism would be with a public television network."

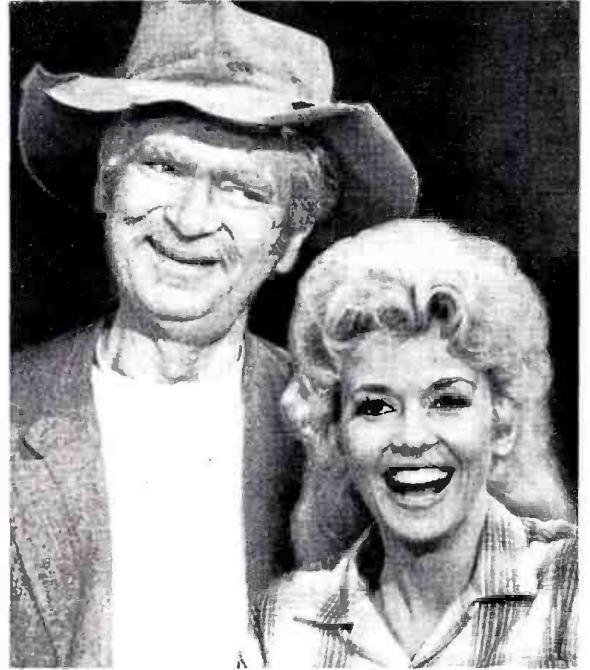
Mr. Colson's interview on the *Today Show* followed two appearances on public television in the past month, in both—on *Evening Edition*, on Jan. 17, and on *Thirty Minutes With . . .*, on Feb. 1, Mr. Colson predicted that the development of cable television, domestic satellites and other communications technologies would provide the answer to what the administration regards as the networks' concentration of power (Broadcasting, Jan. 22, Feb. 5).

the producers use network lines to reach \_\_\_\_\_ products and services." Mr. Engman

\_\_\_\_\_ representation of the FCC General Ac \_\_\_\_\_ 70%-80% range, though in relation to

# Laughter is contagious.

The Beverly Hillbillies



The Andy Griffith Show



I Love Lucy



The Dick Van Dyke Show



Gomer Pyle

Petticoat Junction



Hogan's Heroes

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!

## BAR reports television-network sales as of Jan. 21

CBS \$40,280,200 (33.8%), NBC \$44,586,300 (37.4%), ABC \$34,371,800 (28.8%)\*

Day parts	Total minutes week ended Jan. 21	Total dollars week ended Jan. 21	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	58	\$ 389,700	177	\$ 1,184,800	\$ 927,700
Monday-Friday 10 a.m.-6 p.m.	942	7,761,900	2,729	25,487,000	17,792,500
Saturday-Sunday Sign-on-6 p.m.	255	4,418,400	713	14,315,100	21,428,300
Monday-Saturday 6 p.m.-7:30 p.m.	86	1,861,000	253	6,372,600	6,331,900
Sunday 6 p.m.-7:30 p.m.	13	595,500	37	1,725,100	2,122,100
Monday-Sunday 7:30 p.m.-11 p.m.	393	22,193,800	1,175	64,995,900	60,641,800
Monday-Sunday 11 p.m.-Sign-off	136	1,693,800	360	5,157,800	3,477,600
<b>Total</b>	<b>1,883</b>	<b>\$38,914,100</b>	<b>5,444</b>	<b>\$119,238,300</b>	<b>\$112,721,900</b>

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

your total environment." Citizens For a Better Environment says that this claim is unsubstantiated. The petition not only asks the FTC to order Commonwealth Edison to run corrective advertising, but specifically expects that the cost of such an advertising campaign not be included in the utility's rate base.

Citizens For a Better Environment, which claims to have about 3,000 subscribers to its newsletter (tantamount to organizational membership) and which has another office in New York, last month testified before the Illinois Commerce Commission, and at that time initially asked that the cost of Commonwealth Edison's "fraudulent" advertisements not be included in the rate base of what is a public utility.

## CBS-owned TV's will run NOW spots

Public-service ads will begin this week on discrimination against women

The CBS-owned television stations will be the first to air commercials on behalf of the National Organization for Women.

CBS produced and is distributing the spots to its O&O's at no cost to NOW. The spots will be run in public-service time slots beginning late this week. After giving the CBS stations some first-run lead time, NOW will provide films of the two 30-second spots and tapes of 30- and 60-second radio spots to other interested stations.

George Dessart, executive assistant to the general manager, WCBS-TV New York, said: "We feel this campaign is long overdue. We believe in it."

One of the commercials shows a baby girl, as the female voice-over says: "This healthy, normal baby has a handicap—she was born female. When she grows up, her job opportunities will be limited, and her pay low." The voice explains that job discrimination based on sex is against the law, "and it's a waste. Think about your

own daughter—she's handicapped, too."

Anne Tolstoi Foster, vice president and creative director at William Esty Co., took charge of the creative development of the campaign. Jan Crawford, senior associate at Vitt Media International, is handling media placement, and Laura Scharf, account executive with Ries, Capiello, Colwell is in charge of media coordination. The TV spots were directed by Jeanne Harrison, president of Harrison Productions.



NOW's baby. They say she's born to lose.

## Business Briefs

**Paint firm moves.** Sherwin-Williams, Cleveland, has appointed Cleveland office of the Marschalk Co. for its coatings group of products. Account, billing \$5 million annually, had been with Griswold-Eshleman, Cleveland, since 1960.

**B&D goes to New York.** Black & Decker Manufacturing Co., Towson, Md., has appointed BBDO, New York, as agency for its Home Products Division, effective July 1. VanSant Dugdale & Co., Baltimore, is current agency. John I. Leahy, vice president/marketing for B&D, said company's growth in the past several years (1972 B&D sales of \$346 million were more than double total sales in 1967 and four times greater than 1962 sales)—"and the anticipation of

more to come has created the need for a larger agency."

**Clears first 100.** Nationally syndicated *Bobby Goldsboro Show*, sponsored by General Mills, was cleared in 100 TV markets as of Feb. 2. Thirty-minute prime-time access music series, made its debut nationally the week of Jan. 15 (BROADCASTING, Oct. 9, 1972). Markets include New York, Boston, Philadelphia, Los Angeles, and San Francisco. General Mills, which is taking two of the six commercial minutes in the half-hour, is using its time to advertise various products. Program is packaged by Show Biz Inc., Nashville, and is produced by Tulchin Productions, New York and Hollywood.

**Opens doors in Atlanta.** Tony Visk, formerly advertising and promotion director, WQXI-TV Atlanta, has formed Tony Visk Creative Broadcasting. Firm offers advertising and promotional consulting services along with commercial writing and production for radio-TV. 3802 Greenrock Court Northeast, Atlanta 30340.

**DKG picked.** Lafayette Radio Electronics Corp., Syosset, N.Y., has appointed DKG, New York, to handle its new radio advertising campaign.

**Chicle choice.** American Chicle Co., Morris Plains, N.J., has appointed Brandywine Advertising, New York, to handle new product development assignments. Products have not been revealed.

**Rep appointments.** WIST(AM) Charlotte, N.C.: Buckley Radio Sales, New York. ■ WLKW-AM-FM Providence, R.I., and WBNY-FM Buffalo, N.Y.: Avco Radio Sales, New York. ■ WVNY-TV, Burlington, Vt.: Adam Young, New York. ■ WLOL-AM-FM Minneapolis-St. Paul: McGavren-Guild, New York. ■ W4YN(AM) Detroit: Frederick W. Smith, New York.

**Arnie's program.** One-hour special on Arnold Palmer will be on NBC-TV, Friday, March 9 (10-11 pm, NYT). Sponsors for the program are: Allstate Insurance Companies, Northbrook, Ill. (through Leo Burnett, Chicago); Firestone Tire & Rubber Co., Akron, Ohio (through Sweeney & James, Cleveland); and United Air Lines, Elk Grove Village, Ill. (through Leo Burnett, Chicago).

**Broadway to TV.** Tony Award-winning Broadway musical "Applause" starring Lauren Bacall will be telecast on CBS-TV Thursday, March 15 (9-11 p.m., NYT). Connecticut General Insurance, Hartford (through Cunningham & Walsh, New York) and Volkswagen of America, Englewood Cliffs, N.J. (through Doyle, Dane, Bernbach, New York) are major sponsors of the special.

**Roll'em.** General Tire & Rubber Co., Akron, Ohio, will alter media strategy by placing most of its national advertising on network TV. Company previously had relied primarily on local spot TV and magazines. Over-all budget for 1973 will be about \$9 million with more than half earmarked for local newspaper and radio advertising. New campaign will not feature illustrations of tires, but will focus on great cars of present and past that use General quality tires. Campaign starts



**Two very useful 10th Anniversary gifts  
for all NATPE members.  
Available soon from  
Screen Gems.**





# 200 people spent 12,000 hours creating our three week special, "A Time of Youth"

We shot 77,000 feet of film and 22 hours of video tape, filming at 48 different locations. The results have filled 35½ hours of air time. Ten hours were prime time. Seven of those prime time hours were presented without commercial interruption, including one complete evening of prime-time programming.

The response so far has been excellent, and we're still receiving calls and letters. The Boston Globe said, "... it provided a pretty good picture of an agonizing and difficult time of life in which the only certainty is uncertainty and change... The station deserves credit for tackling such an abstruse subject... and even more for coming out as well as it did." The Herald American felt it was "very interesting and skillfully prepared..." The Real Paper stated that our first 90-minute special "covers

more ground than 'An American Family' probably will in its 12 hours." And the Quincy Patriot Ledger said, "... it's also one of the best-looking pieces of TV journalism you're likely to have seen anywhere in quite a while. Certainly a more interesting, sophisticated film than the cut-and-dried reporting we've come to expect from the networks, and more evidence that Boston is a very creative place so far as local television news and public affairs programming is concerned."

Most important to us has been the overwhelmingly enthusiastic reaction of our viewers. Their calls and letters have provided us with the most rewarding experience of our "Time of Youth."

Represented Nationally by hrp

**wcvb-tv**   
BOSTON  
BROADCASTERS, INC.

**It was worth it.**

**Anthony LaCamera**

**Jack's**

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**Debut: Paar for the Co**

**Tube Talk**

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(17, 15)  
Ambition

*Light focus on the arts*

er, Tues., Jan. 16, 1973 Page 26

THE REAL PAPER, JANUARY 17, 1973



**NIGHT WATCH**  
**Show proves**  
**not wasted c**

By Percy Shain  
lobe Staff

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**Monkeys and Bananas.** Bic Pen Corp., Milford, Conn., will be introducing its Bic Banana Ink Crayons on television in mid-March. The campaign will be heavily broadcast for six weeks, primarily on network children's programs. Created by Wells, Rich, Greene, New York, the 60-second commercial being used features a monkey, dressed as an artist, who demonstrates the creative possibilities of the porous-point ink crayon.

WRG also created the kick-off campaign for the Bic Banana porous-point pen, introduced last June via TV. According to David Furman, advertising manager for Bic, since that campaign began, Bic Banana's share of the porous-point pen business has risen to 15%. Mr. Furman added that Bic plans to spend between now and April \$3 million in TV advertising on the three networks for all five pen products by Bic. Bic's buys will be on network movies, *Jack Paar*, *Bobby Darin*, *Room 222*, *Emergency*, *Search*, *Laugh-In*, *Julie Andrews*, *Circle of Fear*, specials on ABC-TV and nearly 100 daytime programs.

March 3. Agency is D'Arcy-MacManus Advertising, Bloomfield, Mich.

**Manoff for Luden's.** Luden's Inc., Reading, Pa., has appointed Richard K. Manoff, New York, as agency for its confectionery division. Account includes Fifth Avenue candy bars. Luden's advertises heavily on TV.

**Long-range planning.** The Snowmobile Division of Mercury Marine, Fond Du Lac, Wis. (through Gardner Advertising, St. Louis), will sponsor one-hour variety special on snowmobiling produced by Heathertel Enterprises, New York. Michael Landon will star. Program is scheduled for airing in U.S. and Canada next fall. CPM Programs will handle its distribution.

**Tony backers.** 1973 Tony Awards (for theatre performance) telecast will be sponsored by American Express Co., New York, through Ogilvy & Mather, New York; Merrill Lynch, Pierce, Fenner & Smith, New York, through Ogilvy & Mather, New York; Lincoln-Mercury Division, Ford Motor Co., Dearborn, Mich., through Kenyon & Eckhardt, Detroit; and Stouffer Foods of Litton Industries, Cleveland, through Ketchum, MacLeod & Grove, Pittsburgh. Special will be telecast

Sunday, March 25 (9-11 pm, EST) on ABC-TV.

**Easter special.** E. I. du Pont de Nemours, Wilmington, Del., through BBDO, will sponsor *Portrait: A Man Named John*, on Easter Sunday, April 22 (8-9 p.m., EST) on ABC-TV. Raymond Burr will star, Buzz Kulick will direct.

**Choo-choo plans.** AHM Inc., Philadelphia, supplier of model railroads, has appointed Helitzer Advertising, New York, as its agency. Helitzer has created TV commercials that will be test-marketed next fall.

**Something new at Y&R.** Young & Rubicam International, New York, has formed Y&R Enterprises to handle industrial, trade-oriented and comparatively small-budget consumer ad accounts. Initial billings for new company are over \$15 million. Chairman of new company will be William P. Reilly, vice president of Y&R International. President and chief executive officer will be A. C. Dalton, also vice president with parent company.

**Special advertising.** Specialty stores increased average number of TV commercials they run per week by 37.3%, during the first nine months of 1972 over the same period in 1971. Figures came from Broadcast Advertising Reports cited by the Television Bureau of Advertising. Furniture showed the largest increase, up 49% over 1971. Sport, hobby and toy stores, appliance stores and appliance repair, clothing stores and jewelry stores all showed large gains. The smallest gain showed large gains.

**Kelly, Nason chosen.** Food Fair Stores, Philadelphia, has appointed Kelly, Nason, New York, as its advertising agency for all Food Fair and Pantry Pride stores. Billings for 1973 are expected to be in excess of \$2 million.

**Women honors.** Clairol, a subsidiary of Bristol-Myers, New York, will be sponsoring the TV special *Women of the Year—1973* to be telecast live from the John F. Kennedy Center for the Performing Arts in Washington, on Monday, May 21, on CBS-TV.

**Fitting for fall.** Hart Schaffner & Marx Clothes Division of Hart Schaffner & Marx, Chicago, through J. Walter Thompson, Chicago, will be using network television for first time next fall. It has purchased participations in ABC's *Monday Night NFL Football* and Saturday *NCAA Football*.

**Telmar to use Metroline.** Telmar Communications, New York, has acquired rights to Metromedia's on-line radio reach and frequency analysis system called Metroline. System is used by buyers and sellers of radio time, as is Telmar's Radio System III, in which features of Metroline will now be incorporated. Metro-media has new two-year agreement with Telmar for system's use by its owned stations and rep offices. Telmar's current client list includes McGavren-Guild/PGW, RKO General Radio, Radio Advertising Bureau, Golden West Broadcasters, Major Market Radio, CKLW(AM) Detroit, WBAL(AM) Baltimore and WQVR-FM Philadelphia.

## Burch seeks relief from paperwork, but not as much as licensees want

**At Senate hearings FCC chairman says re-regulation will help; small-market broadcasters plead to be spared big-market burdens**

For nearly five years Senator Thomas J. McIntyre (D-N.H.) and his Subcommittee on Government Regulation have been delving into the question of whether the government's seemingly inexhaustible demands for form-filling have overburdened small businesses. Last week, during two days of hearings, Feb. 6-7, small-market radio broadcasters were given an opportunity to voice their complaints.

As might be expected, the paperwork associated with being a licensee of the FCC bore the full brunt of their criticism. Accordingly, when Commission Chairman Dean Burch was called before the subcommittee to respond to those attacks, he was quick to note improvements that the agency has recently made—or intended.

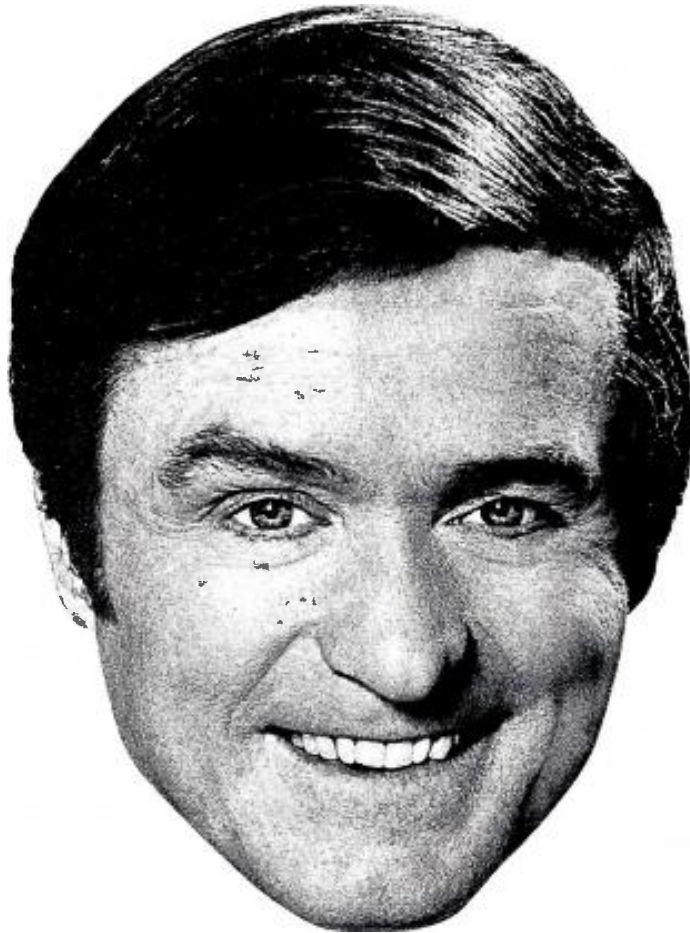
The licensee "is always going to have forms to fill out—probably more than he feels is necessary," Mr. Burch said. Beyond that, he conceded: "I expect we still receive information we don't use, or perhaps we use it but our needs don't justify the burden involved in supplying it." And since the necessity of regulations is not under question, the logical approach, Chairman Burch said, is to "have them good and meaningful, not old and silly." That, he said, is the thrust of the commission's radio re-regulation inquiry now in process.

He said that the entire re-regulation project can be expected to take about two years, within which time several revolutionary approaches are to be considered. Included on the agenda, the chairman said, is the possibility of instituting different forms for radio and television licenses; different reporting procedures for stations in different-size markets; a "short-form" license-renewal application for radio stations; the combination of certain forms to perform dual functions; modification of existing forms to improve clarity, and an inquiry into the community-needs ascertainment procedure.

Industry representatives at the hearing were unanimous in their condemnation of what was represented as an inequitable distribution of paperwork by the FCC. Mrs. Lorraine Walker Levine, (KCBN-[AM] Reno), president of the Nevada Broadcasters Association, placed particular emphasis on an assertion that small-market radio licensees are more attuned to the needs of their communities, and therefore should not be required to undertake ascertainment efforts identical to their major-market counterparts. Mrs.



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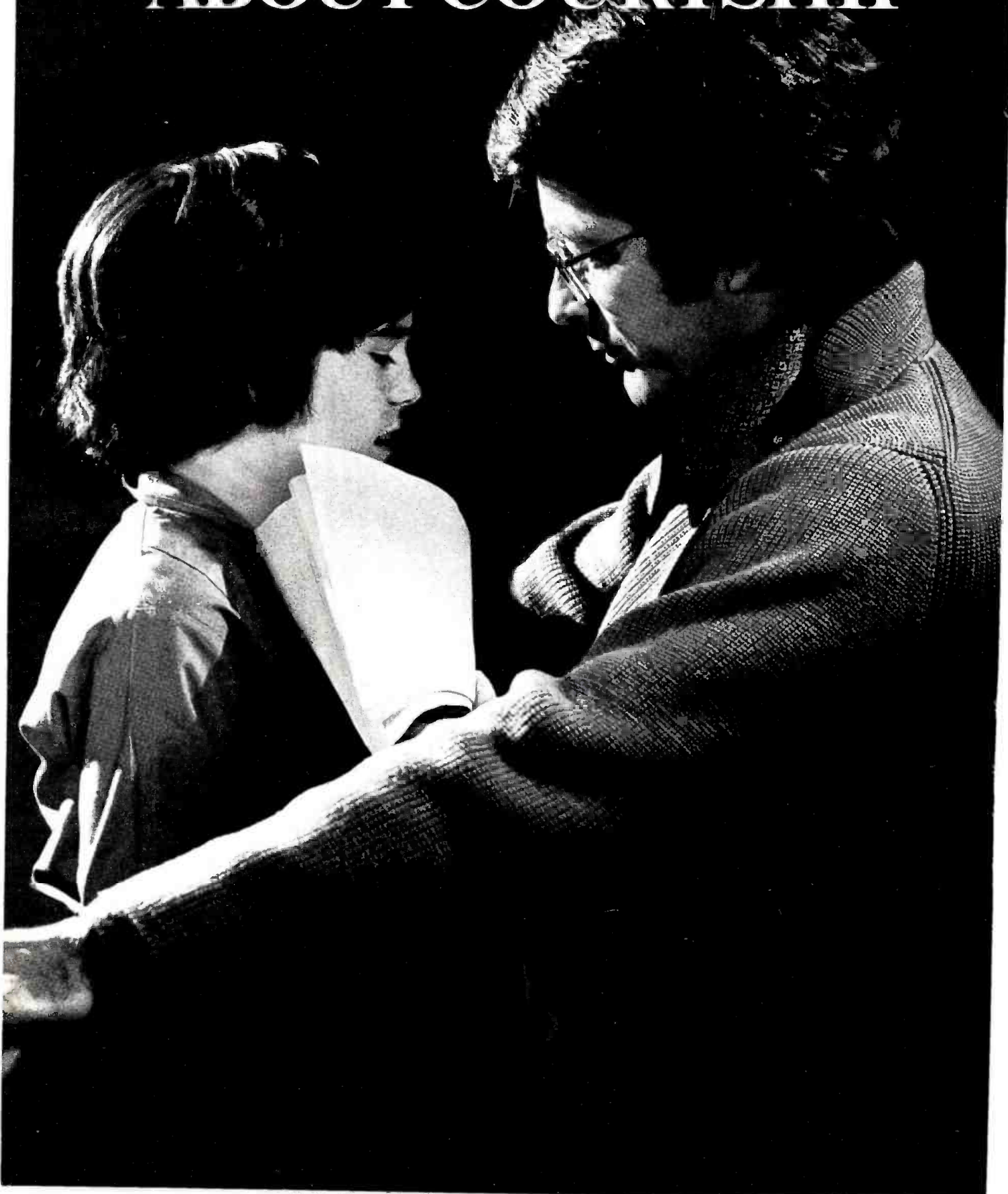
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# SOME STRAIGHT FACTS ABOUT COURTSHIP



## One

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

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

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

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

## Two

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

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

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

## Three

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

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

## Four


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

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

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

# The Courtship of Eddie's Father

73 Half Hours in Color



## MGM Television

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

Levine, who was introduced by Senator Alan Bible (D-Nev.), chairman of the parent Small Business Committee, claimed that the broadcaster who has been operating in his community for a number of years "should certainly know his community and its needs better than anyone in Washington and could serve that community better if he were not so tied with restrictions and red tape." Her sentiments were echoed by Donald A. Thurston, president of Berkshire Broadcasting Co., North Adams, Mass. Mr. Thurston told the subcommittee that problems that develop in larger markets or specific areas of the country often lead to FCC regulations that apply to all markets. The result, he said, "generally is overkill, like using a howitzer to kill a mosquito." Another concurring note came from Ray Johnson, executive vice president of Radio Medford Inc., Medford, Ore. Mr. Johnson noted that his first effort in completing an FCC renewal form—in 1948—took about four hours. His latest, he added, took 400 man hours, weighed 30 pounds and cost his station \$24 just for postage to Washington.

While Chairman Burch appeared sympathetic toward these complaints, he emphasized that the blame for verbosity in FCC forms does not rest entirely with the commission. "Nobody in broadcasting is known for being terse in their replies," he said, expressing the belief that many licensees look to their renewal applications as a form of "insurance policy," in

which detailed and thorough answers—however unsolicited—are of paramount importance.

The subcommittee also heard from Grover C. Cobb, executive vice president for government relations of the National Association of Broadcasters, Mr. Cobb was particularly critical of the commission's increased fee schedules, noting that no other governmental agency is attempting to collect 100% of its revenues from the regulated. "Broadcasters don't want a free ride," Mr. Cobb said, "but they don't want to be the victim of government spending inspired by an awareness that the whole tab is being picked up by the regulated industry."

Mr. Cobb said it was ironic that, at a time when the commission is moving toward re-regulation for radio broadcasters, it would see fit to propose an added burden requiring licensees to make their program logs part of their public files (BROADCASTING, Jan. 8). He called the proposal, which the NAB has condemned, "a quantum leap toward compounding rather than reducing the mass of paper stations must maintain for public inspection."

Chairman Burch was asked about that proposal several times during his testimony. In response, he said licensees are required now only to supply logs for the predetermined composite week on their renewal forms. This information, he said, "simply isn't adequate" for citizen groups seeking to determine the quality of the

licensee's past performance. "Broadcasters," Mr. Burch said, "traditionally resist the public looking at any of their books." While he said he sympathized with this feeling from a businessman's point of view, he emphasized that "the public file, if it is to have any meaning at all, has got to include some information that people can get their teeth into." This, he said, is in line with a general feeling at the commission that a greater emphasis should be placed on licensees settling their differences with community groups outside the government.

While Mr. Burch seemed sympathetic about many of the alleged inequities brought to the subcommittee's attention by small-market licensees, he was adamant about the importance of one FCC procedure—community-needs ascertainment. While conceding that reporting procedures might conceivably be abbreviated for stations in smaller markets, he emphasized that the ascertainment process is the most significant tool by which the commission can judge a licensee's past performance. "I don't know how you can make all these assumptions unless you are familiar with the local scene, which we are not," he said.

Noting that the industry witnesses had agreed that a five-year license period is preferred to the present three-year term, Senator McIntyre at one point inquired of Chairman Burch as to why he thought five years was the broadcasters' "magic number." To which the chairman replied: "I'm sympathetic to that point of view in that I'm not opposed to five-year renewals at all." But, he added, "That's up to you, senator. That's not up to us."



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73-10

**Changing Hands**

**Announced**

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

▪ **WTNJ(AM)** Trenton, N.J.: Sold by Edward Cossman to Marketing Survey and Research Corp. for \$237,500. Mr. Cossman is president of group-owner San Juan Communications Inc., a subsidiary of San Juan Racing Association. He personally has no other broadcast interests. Herbert Greenberg is president of the buying firm, a Princeton, N.J., consulting company. It is the company's initial broadcast purchase. WTNJ is a daytimer on 1300 khz with 5 kw. Broker: Blackburn & Co.

▪ **KSOA(AM)** Ava, Mo.: Sold by Ava Radio Association Inc. to Guilford Broadcasting Co. for \$55,000. Thomas Guilford is the principal in the buying firm. He is currently employed by the University of Missouri at Rolla. KSOA is a daytimer on 1430 khz with 500 w. Broker: Ralph E. Meador, Lexington, Mo.

**Approved**

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 83):

▪ **WNFL(AM)** Green Bay, Wis.: Sold by Green Bay Newspaper Corp. to Com-

munications Properties Inc. for \$312,500. Selling firm publishes the daily *Green Bay Press Gazette*. Communications Properties, 88.5% of which is owned by Hart N. Cardozo Jr., operates KATE(AM) Albert Lea, Minn.; KFGO(AM) Fargo, N.D.; KHAK-AM-FM Cedar Rapids and WDBQ-AM-FM Dubuque, both Iowa, and WDBC(AM) Escambia, Mich. WFNL operates full time on 1440 khz with 5 kw day and 500 w night.

▪ WSTM(FM) St. Matthews, Ky.: Sold by Lad Broadcasting Corp. to Thomas Jefferson Wright and Edward Sheehan Schroering for \$275,000. Mr. Wright owns two advertising firms in Louisville, Ky. Mr. Schroering owns a life insurance and accounting firm, also in Louisville. WSTM operates on 103.1 mhz with 3 kw and an antenna 140 feet above average terrain.

▪ WBNL-AM-FM Booneville, Ind.: Sold by the estate of the late Henry C. Sanders to Norman Hall for \$110,000. Mr. Hall is presently a 25% owner of WBNL-AM-FM and is acquiring controlling interest. He also has a minority interest in WPCD(AM) Mt. Vernon, Ind. WBNL(AM) is a daytimer on 1540 khz with 250 w. WBNL-FM operates on 107.1 mhz with 3 kw and an antenna 185 feet above average terrain.

## San Diego U fights final efforts of XETV

**KCST, hoping for ABC affiliation denied Mexican station, tells FCC that matter is now in hands of court**

The licensee of KCST(TV) (ch. 39) San Diego last week told the FCC that the latest attempt by XETV(TV) Tijuana, Mexico to overturn the FCC decision ending that station's affiliation with ABC-TV was an abuse of the commission's processes and should be ignored.

The San Diego UHF, which expects to receive the ABC-TV affiliation if the commission's ruling stands, responded to an XETV filing of two weeks ago asking the commission to request a remand of the case from the U.S. Court of Appeals in Washington (BROADCASTING, Feb. 5). The court retained jurisdiction over the matter after affirming the FCC's decision. ABC was denied renewal of its authority to affiliate with the Mexican station on the grounds that the San Diego market would be better served by an affiliation with a domestic station providing more sufficient local programming. In its pleading, XETV had claimed that the commission's action should be reconsidered in light of findings that KCST had substantially reduced its local news and public-affairs programming.

But KCST, in its pleading last week, argued that XETV does not have standing to request a remand because, it claimed, the court's decision must be considered final. While it did not deny that economic factors have forced it to curtail its local programming efforts, KCST told the commission that it plans to radically expand its staff and local programming if it is awarded the network affiliation.

## Heavy backing for renewal relief surfaces in House

**Nearly half the membership of key Commerce Committee put names on broadcasters' bill**

The license-renewal bill backed by the National Association of Broadcasters was introduced last week by 20 members of the 43-member House Commerce Committee, which will eventually consider renewal legislation.

H.R. 3854 was introduced last week by Fred Rooney (D-Pa.) and co-sponsored by Democrats Goodloe Byron (Md.), Charles Carney (Ohio), Ralph Metcalfe (Ill.), J. J. Pickle (Tex.), Richardson Preyer (N.C.), William Roy (Kan.) and W. S. Stuckey Jr. (Ga.). Republican co-sponsors were James Broyhill (N.C.), who originally introduced the bill in the 92d Congress, Tim Lee Carter (Ky.), Barry Goldwater Jr. (Calif.), James Harvey (Mich.), James Hastings (N.Y.), William Hudnut III (Ind.), Dan Kuykendall (Tenn.), Norman Lent (N.Y.), John McCollister (Neb.), Ancher Nelsen (Minn.), John Ware (Pa.) and Samuel Young (Ill.).

The following additional renewal bills have been introduced in Congress: S. 613 by Carl Curtis (R-Neb.), S. 646 by Lloyd

Bentsen (D-Tex.), H.R. 3422 by Charles Gubser (R-Calif.), H.R. 3496 by Teno Roncalio (D-Wyo.), H.R. 3607 by Don Clausen (R-Calif.), H.R. 3609 by James Collins (R-Tex.), Robin Beard (R-Tenn.) and Tennyson Guyer (R-Ohio), H.R. 3636 by James Haley (D-Fla.), H.R. 3660 by William Lehman (D-Fla.), H.R. 3869 by Richard White (D-Tex.) and H.R. 4062 by Angelo Roncallo (R-N.Y.).

Other broadcast-related bills introduced in both houses include the following: H.R. 3412 by Ella Grasso (D-Conn.), H.R. 3503 by Charles Sandman Jr. (R-N.J.) and H.R. 3806 by Joshua Eilberg (D-Pa.), to permit the broadcast of information and advertising concerning state-run lotteries; H.R. 3512 by Mr. Sandman and six co-sponsors, to ban nationwide TV and radio blackouts of major sports events; H.R. 3516 by Charles Teague (R-Calif.) and Charles Bennett (D-Fla.), to require that TV and radio receivers meet certain technical standards to filter out interference; H.R. 3580 by Glenn Anderson (D-Calif.), to require that meetings of government agencies and congressional committees be open to the media and to the public; H.R. 3646 by Floyd Hicks (D-Wash.) and 14 co-sponsors, to prevent the telecast of professional football games from the second Friday in September to the second Saturday in December when a high-school or college game is being played within a 75-mile radius; H.R.

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3650 by Chet Holfield (D-Calif.) and 16 co-sponsors and S. 707 by Abe Ribicoff (D-Conn.) and five co-sponsors, to establish an Office of Consumer Affairs in the White House and establish a Consumer Protection Agency; S. 770 by Lee Metcalf (D-Mont.) to establish an Intergovernmental Office of Consumers' Counsel to represent consumers before federal and state regulatory agencies; H.R. 3784 by Clarence Brown (R-Ohio), to make clear that the "reasonable-access" provision of the Communications Act (as amended by the campaign-spending law) does not apply to noncommercial TV and radio stations.

## Orders of the week at the NAB: convention and re-regulation

### Association and the FCC get together over simplification of radio rules; committee works on March meeting

It was a busy time on varied fronts last week for the National Association of Broadcasters, highlighted by a meeting between the special NAB working group on re-regulation and the FCC's task force on re-regulation. This meeting, held at NAB headquarters in Washington, resulted in the FCC's seven-man task force—headed by Commissioner Richard E. Wiley—indicating that it would push ahead to eliminate or simplify the rules and regulations applying to a number of radio's mundane but necessary everyday operations.

Among them:

- Consider approval of monitor equipment that directional AM-FM stations would be allowed to use with a third-class operator permitted to perform antenna duties now performed by a first-class operator.

- Consider installation of extension meters to be used for transmitter readings in such instance where the transmitter can not be observed from the operating control point.

- Consider the restructuring of broadcast bands that are available for remote pickups so that these facilities would be better utilized.

According to NAB's report on the session, Commissioner Wiley said that the FCC task force is working diligently on simplifying the license-renewal form for smaller stations and indicated that a specific proposal may be forthcoming in the near future. The NAB working group, headed by Chairman Richard W. Chapin, approved and submitted to the FCC task force for consideration a 52-page report on a proposed automatic transmission system for AM and FM stations that would provide for extremely reliable transmitter and antenna operations without the need for the commission's current technical rules covering such systems. The report, prepared by NAB's engineering advisory subcommittee after study of more than two years, claims that the FCC's rules and regulations have failed to keep pace with the development of broadcast equipment during the last 50 years and



**Heads to heads.** FCC working group met NAB working group over radio re-regulation last week. Those attending were, front row (l to r): Harold R. Krelstein, Plough Broadcasting, Memphis; FCC Commissioner Richard E. Wiley; NAB Chairman Richard W. Chapin; Wally Johnson, chief of the FCC's Broadcast Bureau; Dick Painter, KYSM-AM-FM Mankato, Minn.; Joseph F. Tennesen, KFKA(AM) Greeley, Colo.; John Taff, FCC engineering assistant; and Lee Allen Smith, WKY(AM) Oklahoma City. Standing (l to r): Jack Pettit, FCC general counsel; Sam W. Anderson, KFFA(AM) Helena, Ark.; Harold Kassens, assistant chief of the FCC's Broadcast Bureau; Phil Cross, FCC legal assistant; Steve Crane, a consultant to the FCC; Stanley W. McKenzie, KWED-AM-FM Seguin, Tex.

emphasizes that the broadcasting industry is forced to operate within a frame of reference that was adopted nearly 40 years ago with the Communications Act of 1934.

The NAB last week also held an executive committee meeting and possibly because this session came so soon after the board meetings in Palm Springs, Calif. (BROADCASTING, Jan. 15), or maybe because such key NAB staff people as Executive Vice President Grover C. Cobb and General Counsel John B. Summers were busy testifying before congressional committees, mostly housekeeping items were discussed and moved. Much of the time at the meeting was devoted to preparations for the national convention, scheduled for Washington, March 25-28.

Senator Sam J. Ervin Jr. (D-N.C.) was confirmed as the Monday (March 26) luncheon speaker. FCC Chairman Dean Burch previously was announced as the Wednesday luncheon speaker, and Senator Howard H. Baker Jr. (R-Tenn.) subsequently was selected for the Tuesday luncheon spot. The executive committee also was told that John Redmond, director of engineering for the British Broadcasting Corp., will be the NAB convention's engineering luncheon speaker on March 26. It further was reported that former FCC Commissioner Lee Loevinger, now of the Washington law firm of Hogan & Hartson, has been retained to represent NAB in the class-action suit filed by the American Federation of Television and Radio Artists, which claims that new code provisions impair certain of its members' rights to earn a living (BROADCASTING, Jan. 22). The next meeting of the executive committee was scheduled for March 6.

Previous to and apart from the NAB executive committee meeting, the broadcasting industry's political-action group, the National Committee for the Support of Free Broadcasting, held a meeting of trustees Feb. 3 in Phoenix at which NAB President Vincent T. Wasilewski (who was not present for the session) resigned as treasurer, while remaining as a trustee. He was succeeded as treasurer by

NAB Vice President for Television William Carlisle.

## An early swan song for NAB Chairman Chapin

### Nebraska radio executive sees trade association in trim condition as end of his term approaches

Richard W. Chapin, in what amounted to a stewardship report of his two years as chairman of the 45-member board of directors of the National Association of Broadcasters, last week pronounced that organization to be stronger than ever—"functionally aligned, efficient and hard-driving." Appearing as the principal speaker at the Michigan Association of Broadcasters winter conference in Lansing, Mr. Chapin pointed to the reorganization of NAB—particularly in its increased government-relations activities—as one of two developments in which he takes "considerable pride" (while acknowledging that he's not solely responsible). His other prideful accomplishment: the effort given to radio re-regulation.

The NAB's government-relations program today "is more gutsy and hard-nosed than it has ever been before . . . more willing to take risks than it has ever been before," Mr. Chapin said. It's all part of "a dramatic turnaround" at NAB, he explained, "from a CIA-type, inwardly turned program to an activist, member-participation program."

The key achievement in radio re-regulation, in addition to demonstrating that television problems do not entirely dominate NAB efforts, he noted, is in changing the traditional governmental bent toward new rulemaking to one of easing or cutting out unnecessary existing rules. According to Mr. Chapin, the broadcasting industry has demonstrated, in the progress made in radio re-regulation, "that it need not always be critical and negative about the FCC but that it can work with the commission in good will to achieve beneficial results."

Mr. Chapin, president of Stuart Broad-

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casting Co., Lincoln, Neb., which operates six radio stations, cited as further progressive steps taken during his two years as joint board chairman of NAB the formation of political action and political-education committees, despite outcries that they were "bad business" and that NAB and the industry should not be involved. Referring to these committees, Mr. Chapin indicated that they can "change the whole future of broadcasting in this country."

Turning to immediate industry problems that still remain to be resolved, Mr. Chapin singled out the need for license-renewal legislation and the threat of a proprietary-remedy advertising ban on both radio and television. As regards license renewals, he observed that it may be 10 times tougher to get legislation through the Congress than to prevent a bill from passing. He described the effort to get corrective license legislation passed as "a long march that is not for the faint-hearted."

Mr. Chapin was even stronger on the possibility of a ban on home-remedies advertising. "We must beat this," he stressed. "We can and we will beat this," he added, asserting that the consequence of failure would be "an immense blow to the financial base of our broadcasting system," as well as specifically causing "the death of some broadcasting stations and a general deterioration in the industry's ability to program news and entertainment."

Concluding his talk to the Michigan broadcasters, Mr. Chapin made a plea for "unity," asking that all elements of the industry "join together and pursue our goals with unified strength."

## NBC, related groups hit by women's suit

**Discrimination complaint filed with N.Y., federal agencies; network rebuts with data on hiring, promoting and training**

The Women's Committee for Equal Employment Opportunity at NBC announced last week that it had filed charges of across-the-board sex discrimination against NBC, its parent RCA, NBC-owned WNBC-AM-FM-TV New York, and all unions affiliated with NBC.

The committee said it filed the complaint with the New York City Commission on Human Rights, the Equal Employment Opportunity Commission and the U.S. Labor Department, charging discrimination in "recruitment, hiring, placement, promotion and conditions of employment."

The filing, which the committee said was made on advice of counsel after a year of discussions with NBC management, came a week after the Equal Employment Opportunity Commission found NBC-owned WRC-AM-FM-TV Washington guilty of discriminating against women and blacks in hiring and promotion practices (BROADCASTING, Feb. 5).

In response to last week's filing, an NBC spokesman called it "unfortunate" in view of the time and attention NBC has devoted to improving the role of

women and "even more significant progress" currently being made at all NBC locations. The NBC statement said more than 300 women are employed in executive, managerial, professional and administrative positions at NBC, and that women also represent: 42% of all NBC employes promoted over the last 12 months, nearly 20% of all who were promoted to managerial and professional type positions in 1972 and 40% of all those hired from outside the company in 1972. The statement also said NBC has designed several programs specifically for women, including a management-training program, on-the-job training programs, the development of a female skills inventory and helping women increase their skills through college courses paid for by NBC.

In addition, NBC said almost one-third of all new employes and 30% of all NBC employes promoted to greater responsibility last year were members of minority groups.

## Dept. of Commerce foresees good year for broadcasting, great year for cable

**'U.S. Industrial Outlook' predicts a 9% rise in revenues for television, 8% rise for radio and 20% for CATV**

The U.S. Department of Commerce is expecting 1973 to be a particularly good year for radio and television, and especially for cable television. It also will be a record sales year for domestic color-TV sets despite continuing inroads by foreign marketers. These forecasts are contained in the 1973 edition of "U.S. Industrial Outlook," the Commerce Department's annual publication that calculates growth prospects on an individual industry basis as well as reviewing industry's past performance.

Cable-TV subscriber revenues should climb to \$470 million in 1973, says the publication, representing an increase of about 20% over 1972. Included in cable TV's gains is a forecast for an increase

of nearly 1.1-million new subscribers this year, a jump of almost 16% over last year. "By the end of 1973," says the forecast, prepared by E. MacDonald Nyhen of the Office of Business Research and Analysis, "close to 8-million households could have cable service if undue delays are not encountered in the processing of certificates of compliance by the FCC."

The long-range view of cable TV prospects is perhaps even more optimistic. Granted the availability of "sufficient investment capital," by 1980, 23.5 million cable-TV households providing \$1.7 billion in subscriber fees alone (not including pay cable or advertising revenues), is forecast.

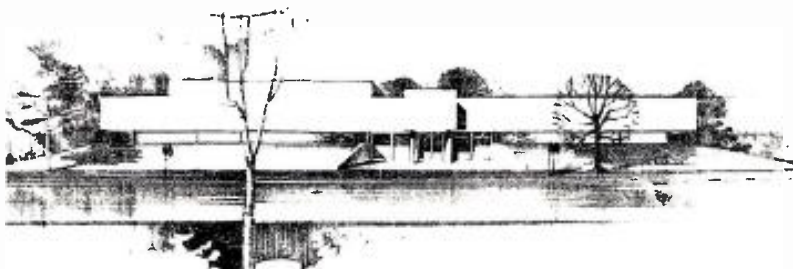
Television broadcasting revenues are projected to grow at about a 9% rate to about \$3.3 billion in 1973. But pretax earnings will grow even more vigorously, indicates the Commerce Department, to about \$590 million, a 12% increase. Better still for the television industry, broadcast station earnings before taxes are expected to increase to 18% in 1973.

An increase of 8% to nearly \$1.46 billion in aggregate revenues is in store this year for the four nationwide radio networks and the commercial AM and FM broadcasting stations, says the publication. Radio broadcasting earnings before taxes are forecast to rise about 8% this year to a new high of \$135 million. FM stations, though singled out as "the fastest rising sector" in generating revenues, still are noted to have operated at a loss last year.

An increase in consumer demand for entertainment electronic products is expected by the Commerce Department. Imports will satisfy nearly one-third of this consumer demand in 1973. Still, this year, U.S. TV shipments, the largest segment of the consumer electronic industry, should increase to nearly \$2.9 billion. Most of this business will be in color sets. The unit breakdown is expected to be 7.9 million color sets and 3.4 million monochrome sets shipped in 1973 for a total of 11.3 million sets.

## Westen wants action

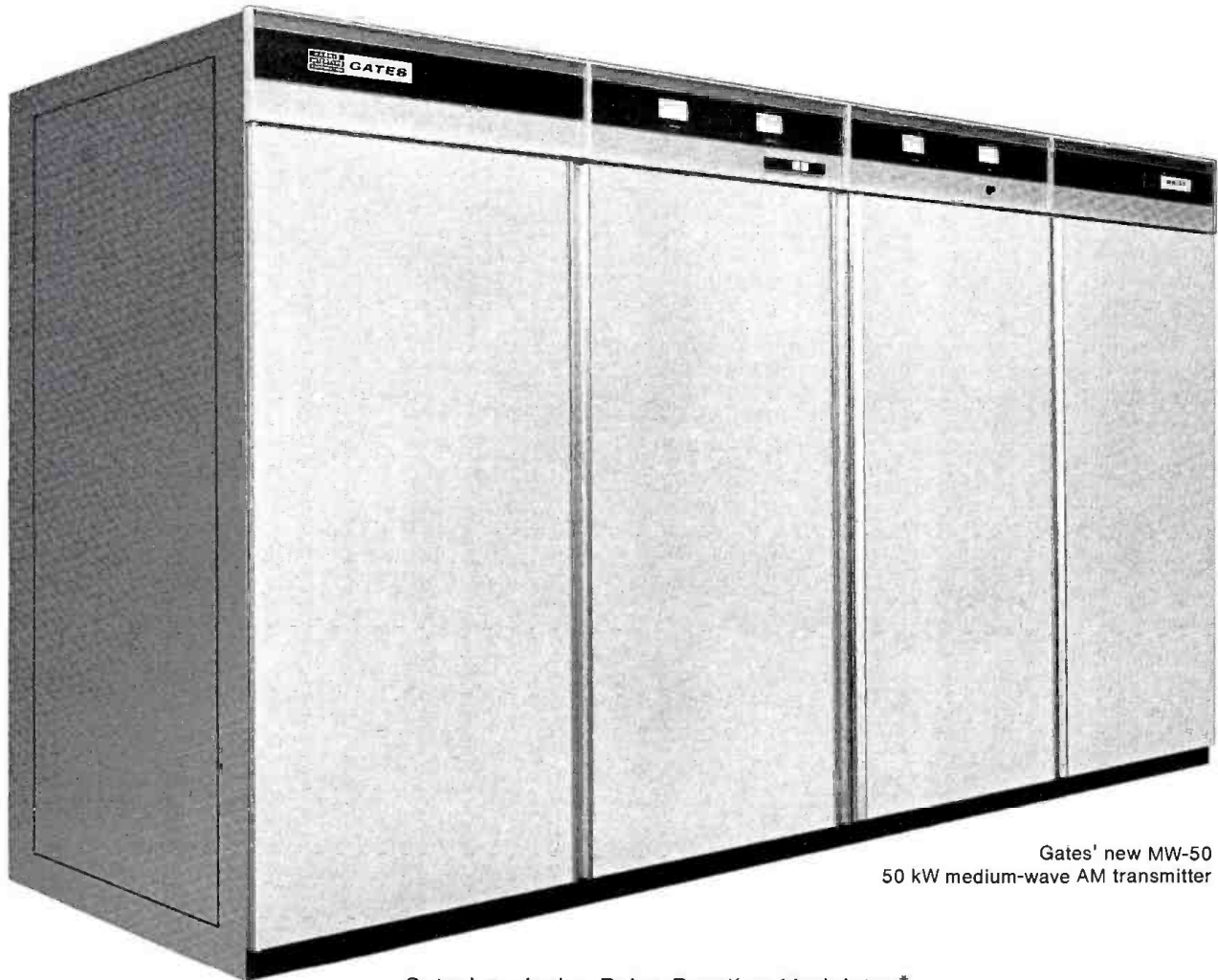
The Stern Community Law Firm last week complained to the Senate Subcom-



**Modern quarters.** Late summer or early fall is the target date for completion of the new home of WTVW(TV) Evansville, Ind. The 16,000-square-foot structure will house all operations of the ch.-7 ABC affiliate. Total cost is expected to be more than \$500,000 according to President E. Berry Smith. It will be located in downtown Evansville, adjacent to the present WTVW building at 405 Carpenter Street. Station is licensed to Evansville Television Inc., part of Fuqua Industries Inc.



**We threw away the 50 kW  
modulation transformer and reactor...  
With PDM,\* who needs them!**



Gates' new MW-50  
50 kW medium-wave AM transmitter

Gates' exclusive Pulse Duration Modulator\* System is 90% efficient. That's why Gates' new MW-50, 50 kW medium-wave transmitter operates at greater than 60% overall efficiency. With greater reliability, greater frequency response, and lower power consumption than any other AM broadcast transmitter in the same power range.

There are other reasons why the MW-50 is superior. Like the use of only 5 tubes (in just 3 tube types) in the entire transmitter. And 130% positive modulation capability.

If you'd like to hear the whole story of the MW-50, write Gates Division, Harris-Intertype Corporation, Quincy, Illinois 62301.

**HARRIS**  
 **GATES DIVISION**  
Quincy, Illinois 62301, U.S.A.

**"Hogan, I don't care  
how much grass roots  
support you have,  
I'm still in charge here."**



**“Hogan’s Heroes” are taking over  
smaller-market America!**

**They win more young (18-49) adult  
support than any competing program  
in: Albuquerque, Amarillo, Boise,  
Burlington-Plattsburgh, Corpus Christi,  
El Paso, Fort Wayne, Harrisburg-  
Lancaster-York-Lebanon, Honolulu,  
La Crosse-Eau Claire, Madison, Reno,  
Springfield, Mass. and Utica.**

**In these important smaller (outside  
the Top 50) markets, an average 60% more  
young adults choose “Hogan’s Heroes”  
over the closest competing programs!**

**Take charge of a key time period  
in your market with “Hogan’s Heroes.”  
(We’ll send word to Commandant Klink  
that you bought his show.)**

**Viacom**

mittee on Administrative Practice and Procedures about "inordinate" delays on six matters it has presented to the FCC in behalf of its public-interest clients. The matters involve pleadings filed up to 19 months ago, when the firm, acting in behalf of a Mexican-American group, petitioned the commission to deny the license renewals of KOB-TV, KGGM-TV and KNME-TV, all Albuquerque, N.M.

"Inordinate procedural delays are often discouraging and debilitating to public interest groups," Tracy Westen of the Stern firm wrote to Senator Edward Kennedy (D-Mass.), chairman of the Senate subcommittee that conducts a continuing review of the commission's administrative procedures. A subcommittee staff member said the complaint would be considered.

## Media Briefs

**Counseling on job-hunting.** Students in professional sequences in School of Communications at University of Washington, Seattle, are being afforded job and internship seminars that give hows and whys of rapidly changing job markets. Examples of current subjects: how to pitch for job interviews, rather than make appeals for jobs themselves; opportunities in secondary-market broadcasting.

**Laid to rest.** FCC has agreed to terminate fairness-doctrine proceeding involving complaint by Friends of the Earth that WNBC-TV New York had failed to present balanced viewpoint of environmental issues raised in commercials for high-powered automobiles and leaded gasolines. Action came at request of parties, which agreed to drop litigation following WNBC-TV's decision to cooperate with city of New York in broadcast anti-pollution campaign. Case resulted year ago in federal-court ruling that commercials in question are subject to fairness doctrine, despite commission finding to contrary.

**Date in court.** Justice Department suit aimed at blocking merger of American Television & Communications Corp. and Cox Cable Communications Inc. will start June 25 in federal district court in Atlanta. ATC directors will meet Feb. 16, and Cox cable directors Feb. 20, to vote on extension of their merger agreement—it is now due to expire March 1—and on the conditions of any extension. Antitrust suit was filed Dec. 20, day merger was set for completion (BROADCASTING, Jan. 1).

**FM promotion awards.** National Association of FM Broadcasters has established competition open to FM stations for awards of excellence in station promotion. Competition will cover audience promotion and sales promotion, with first, second and third place winners chosen in each category. Awards are to be presented at special luncheon as feature of NAFMB's national convention in Washington, March 23-25. Entries are to be mailed to promotion jury, NAFMB, 420 Madison Avenue, New York 10017.

**Placement service opens doors.** Michael A. Green, formerly vice president, PDR

Associates, has formed Sterling Media Corp. offering media placement services. 509 Madison Avenue, New York 10022. (212) 758-4807.

**Help from friends.** Frostburg has a population of only 7,500, but D. C. Loughry, president and general manager of WFRB-AM-FM there, proved that the little western Maryland town has lots more "neighbors" and in the true Biblical sense. A fire Saturday night, Jan. 13, in the business district had left four families of older people without homes and no visible means of support. On Monday, Jan. 15, Mr. Loughry made a 6:35 a.m. appeal for funds on the AM outlet and contributed the first \$100. By sign-off at 5:45 the fund had grown to \$6,900. Solicitations were continued between country-gospel albums on the FM that evening at 9 p.m. and the total finally went over \$15,000 in actual money turned in from listeners in a four-state area.

**First step.** KAYE(AM) Puyallup, Wash., has asked FCC to reverse initial decision by Administrative Law Judge Ernest Nash recommending that station's license be denied on fairness grounds. KAYE based request on its claim that Judge Nash's findings did not reflect issues in case but rather amounted to a censure of KAYE attorney Benedict Cottone (BROADCASTING, Dec. 11).

**Evaluation of emergency powers.** The Senate has established special committee to study termination of state of national emergency, declared by President Truman in 1950. Executive order and laws that were never repealed by Congress give President nearly 200 powers normally reserved to legislative branch—including power to suspend FCC's rules governing TV and radio stations. Special committee is scheduled to make final report by Feb. 28, 1974.

**Blood drive termed successful.** WBZ-AM-FM-TV Boston, in cooperation with Massachusetts Red Cross, sponsored "WBZ Blood Brotherhood Day" last month. Event resulted in donation of 1,108 pints of blood, said to be largest amount collected in one day in state's history.

**Four more.** NBC Radio has signed four new affiliates: WMPL-AM-FM Hancock, Mich.; WTVY-FM Dothan, Ala., and WROL(AM) Knoxville, Tenn.

### They're watching more, or less.

Television in 1972 established new highs in average home viewing daily—six hours, 12 minutes—or 10 minutes more than the previous record set in 1971. Television Bureau of Advertising also said that A. C. Nielsen Co., which supplies the audience data, had revised its previously released figure of average daily viewing in November 1972 of seven hours, four minutes (Broadcasting, Jan. 1) to six hours, 52 minutes. That new figure, TVB said, is still a record high for November, but January 1972 is now the month with an all-time high of seven hours, one minute. In addition, TVB said, eight other months (all except February and March) reached record levels during the year.

## Hooks criticizes networks over black access

**In dissent to majority ruling against free time for Black Caucus he says system is closed to blacks**

The three television networks' refusal to make time available to the congressional Black Caucus for a discussion of the race issue reinforces in the minds of some black citizens the idea "that the system is diametrically opposed to anything which can be categorized as black-oriented."

The comment was made by FCC Commissioner Benjamin L. Hooks, the commission's first black member, in a dissenting statement issued last week along with the text of the commission order denying the Black Caucus's request for a ruling that would entitle its members to a free half-hour or hour on the networks.

The commission had announced its decision in the case on Dec. 21, 1972, at the same time that it announced a decision denying the request of 14 members of Congress for a ruling requiring the networks to sell or give them time to discuss the Vietnam war (BROADCASTING, Jan. 1, 1973).

The votes in both cases were the same—5-to-2, with Commissioner Nicholas Johnson dissenting along with Commissioner Hooks and with Commissioner H. Rex Lee concurring. Commissioners Johnson and Lee haven't yet produced their promised statements.

The commission, as it has in previous cases, refused to declare a right of access to the media for any individual or group. It said that if Congress wants to create such a right for its members, it has the power to do so.

But the commission said it is preferable to rely on the fairness doctrine and the licensee's journalistic judgment "to insure that the public is adequately informed on views of national importance and the views of our elected officials" on such issues.

The Black Caucus complaint had its origins in President Nixon's State of the Union address two years ago, on Jan. 22, 1970. The complaint by the Caucus—composed of 13 black members of the House of Representatives, was not filed with the commission until February 1972.

Commissioner Hooks said in his dissent that the caucus's request highlights the main point he has been making in speeches since joining the commission, in July—that "the public is mostly deprived of the opportunity to hear and see blacks (and blacks' viewpoints) at variance with media-enforced stereotypes of black citizens."

He called it "presumptuous" of "white media executives and news editors . . . to believe that they can better convey to the public black views on controversial issues than can the Black Caucus."

The commissioner, who called those arguments his "emotional dissent," also contended that, "from a legal standpoint," the networks' refusal of the Black Caucus request violates the public-interest standard of the Communications Act.

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With 26 Brand New Episodes

Placed in **ALL TOP 10** markets  
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New York 7:30 PM Thurs.

(Leads time period in 3rd week with a 15 rating (NSI))

## **KNXT**

Los Angeles 5:00 PM Sat.

## **WBBM**

Chicago 6:30 PM Sat.

## **WBZ**

Boston 7:30 PM Sat.

## **KRON**

San Francisco 7:00 PM Mon.

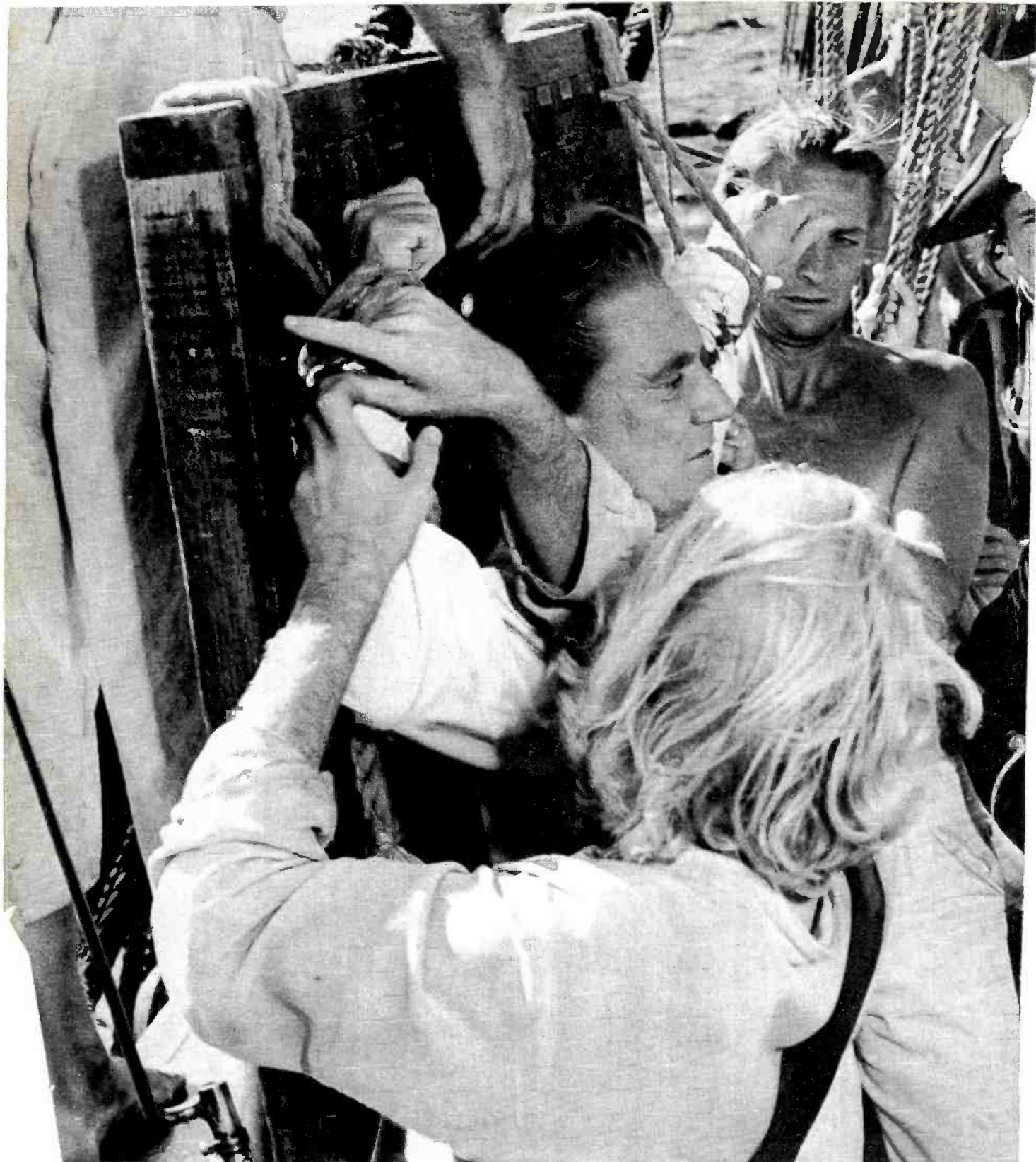
## **WEWS**

Cleveland 6:30 PM Sun.

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Royal Sonesta Hotel during NATPE.

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**MGM TELEVISION**

# The NATPE conference: rival to the NAB as the program marketplace?

**Expected this week in New Orleans is the largest attendance and the most exhibitors—many with new shows—in the 10-year history of the association**

The 10th annual conference of the National Association of Television Program Executives opening today (Feb. 12) in New Orleans promises to be a landmark meeting in terms of total attendance, attendance by program syndicators and the number of new series unveiled.

Perhaps even transcending the raw statistics is the growing sentiment that the NATPE conference is reaching—or already has reached—the point where it is on an even footing with the National Association of Broadcasters convention as the forum for showcasing syndicated programing, old and new.

Conference officials expect total attendance to reach a high of 700 this year, as compared to about 500 last year. Close to 60 TV production-distribution companies are scheduled to be on hand at the Royal Sonesta hotel and nearby hostels to promote their syndicated offerings, as against 40 in 1972. And at least 35 and perhaps as many as 50 syndicated pro-

graming projects are expected to make their official debut this week in New Orleans (compared with about 20 at last year's conference in San Francisco).

Conference officials could not reveal with precision the number of new series that will be shown in New Orleans this week because many distributors reported they wanted to make a splash by unveiling their properties at the conference.

Among the companies and new programs that have been already announced for release at the meeting are Allied Artists' *The Unknown*; Four Star Entertainment's *Inner Space*, *Animal Safari*, *Court House* and *There is No Place Like Home*; Metromedia Producers Corp.'s *Dusty Trail* and *Elephant Boy*; Show Biz Inc.'s *Bobby Goldsboro Show*; Viacom Enterprises' *The Addams Family Fun House*; Wolper Television's *Dulcie* and *Popcorn Palace*; Vipro Inc.'s *Nora Owens Show*, and Group W Productions' *Adventures in Rainbow Country*.

Spot checks of producers-distributors attending the NATPE conference for the first time indicated there was burgeoning sentiment that this meeting is increasingly vital to the purveyor of programs to stations. They noted that NATPE each year seems to be attracting not only the program directors but also the general managers of stations who often make the key decision on product purchases.

There was some belief—though by no means a unanimous view—that the NATPE is a more appropriate showcase for syndicated programing than the NAB. Several distributors stressed, on the other hand, that the NAB and NATPE meetings are complementary to each other.

"The way I look at it," one major syndication executive commented, "is that the NATPE gives broadcasters a first look at much of the upcoming product. We have a chance to expose our ideas to pro-

gram managers and to some, general managers. The time to dialogue between the program director, his general manager and also give syndicator the opportunity for follow calls. If a deal isn't closed right away, it could be clinched at the NAB."

Lew Klein, vice president of Gateway Communications Inc., and chairman of the conference, was more direct in espousing the role of the NATPE. He said:

"In 10 short years, NATPE has filled the void left by the NAB in the area of programing. The growth of NATPE reflects the growth of the role of the program director. This year many station managers themselves will be attending, a number of them former program executives and NATPE members.

"No individual responsibility in the industry has changed so much as that of the program manager. With these challenges and requirements have come new rewards. Many of them have moved into top management positions. Permissiveness, license attacks, counteradvertising, CATV and employment pressures are but the start of a long list of daily concerns which program managers were not confronted with a decade ago. But changes do not stop and we'd better keep with them. The best way is a continuing dialogue with the bright minds of our industry—Washington and educators and the advertising community—and the chemistry of a good convention can provide such enrichment."

The conference will indeed zero in on a number of problems plaguing the broadcast industry and also will provide a platform for speakers to dwell on topics of concern to the program chieftains.

In the problem areas, there will be seminars exploring minorities and programing, the prime-time-access rule and

## NATPE agenda

### Monday, Feb. 12

6:00 p.m.-9:00 p.m. Registration.

### Tuesday, Feb. 13

8:30 a.m.-11:00 a.m. Executive committee meeting.

10:00 a.m.-5:00 p.m. Registration.

11:00 a.m.-2:00 p.m. Board of directors meeting.

12:00 noon-10:00 p.m. Syndication screenings, hospitality suites.

10:15 p.m. on. Press conference, suite 5190.

### Wednesday, Feb. 14

8:00 a.m.-9:00 a.m. Registration.

9:00 a.m.-9:30 a.m. President's call to order; welcome, Mayor Moon Landrieu of New Orleans.

9:30 a.m.-11:00 a.m. Seminar, "Women In Television." Moderator: James Ferguson, WAGA-TV Atlanta. Panelists: Dr. Joyce Brothers; Rose Kemp, president, American Women in Radio & Television; Marion Campbell, past president, AWRT; Adele Kenyon, publications sales director, International Radio-Television Society; Lee Weller, program manager, WTVJ(TV) Miami.

11:15 a.m.-12 noon. Address—Archbishop Fulton J. Sheen.

12:30 p.m.-2:30 p.m. Scholarship luncheon;

program excellence awards and screening.

2:30 p.m.-4:30 p.m. Seminar, "The Three-Hour Rule—Report to the FCC." Discussion leader: Lew Klein, Gateway Communications. Panelists: Willard Block, president, Viacom Enterprises; Louis N. Friedland, vice president, MCA Inc.; Roger D. Rice, vice president & general manager, KTVU(TV) Oakland, Calif; Doug Ellison, manager, WVUE(TV) New Orleans; John Bass Jr., chief, Office of Network Study, FCC. Special FCC ballot vote.

6:00 p.m.-8:00 p.m. Aperitifs and entertainment hosted by Viacom.

### Thursday, Feb. 15

8:45 a.m.-9:15 a.m. Remarks, Representative Lionel Van Deerlin (D-Cal.)

9:15 a.m.-10:30 a.m. Seminar, "The Talk Show." Moderator: Squire Rushnell, WLS-TV, Chicago. Panelists: David Susskind, Hugh Downs, Phil Donahue, producer Roger Ailes.

10:45 a.m.-12:30 p.m. Workshop session, "Innovations in Campaign and Election Coverage," narrated by Allen Sternberger, WCKT(TV) Miami, and "Innovations in News, Weather and Sports," narrated by Harry Trigg, WMAQ-TV Chicago.

1:00 p.m.-2:45 p.m. 10th anniversary luncheon, including special film presentation

by Academy of Television Arts and Sciences.

2:45 p.m.-6:00 p.m. Open house, hospitality suites.

6:15 p.m. Departure for S.S. President riverboat cruise and buffet, hosted by 43 associate-member companies.

10:00 p.m. on. Press conference.

### Friday, Feb. 16

9:00 a.m.-10:00 a.m. For-wives-only breakfast at Brennan's, hosted by Phil Donahue for Avco Program Sales.

9:00 a.m.-10:30 a.m. Seminar, "A Critical Look at Television Criticism." Moderator: Ian Harrower, manager, WTAJ(TV) Altoona-Johnstown, Pa. Panelists: Mike Shapiro, general manager, WFAA-TV Dallas; George A. Koehler, president, Gateway Communications Inc.; Otto Dekom, critic and columnist, *Wilmington News Journal*.

10:45 a.m.-12:15 p.m. Seminar, "Minorities and Programing." Moderator: James Bradley, KWWL-TV Waterloo, Iowa, with FCC Commissioner Benjamin Hooks.

12:45 p.m.-2:30 p.m. "Man of the Year" luncheon and 2d annual straw poll. Toastmaster, Larry Einhorn, KABC-TV Los Angeles.

2:45 p.m.-4:30 p.m. Business meeting and elections.



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women in television. Sessions directed especially to the responsibilities of program managers have been arranged on political campaigns and election coverage, television criticism and the talk show.

Guest speakers will be Archbishop Fulton J. Sheen and Representative Lionel Van Deerlin (D-Calif.). Registration will begin today (Feb. 12) and tomorrow will be devoted to screenings of syndicated programs. The convention closes on Friday (Feb. 16).

## Who is selling what at the NATPE

Following are capsule listings of the program producers and distributors exhibiting their product at this week's convention of the National Association of Television Program Executives at the Royal Sonesta hotel in New Orleans. Each capsule lists the firm, its headquarters, the programs available and the firm's personnel attending the convention. There were no suite locations available; the hotel does not assign suites until actual registration.

### ABC Films Inc.

1330 Avenue of the Americas, New York 10019.

Let's Make a Deal (104), Prime I Features (10), Prime II Features (16), Prime III Features (16), Invaders (43), NYPD (49), Ben Casey (153), Africa (4), Harvey Cartoons (170), New Casper Cartoons (26), Fabulous

Sixties (10), One Step Beyond (26), George of the Jungle (51). **Personnel:** Kevin O'Sullivan, Colin Campbell, Neil Delman, Jerry Smith, Howard Lloyd, Ray Russum, Chuck Atkins, John Randall, Jim Thompson, John Ryan, Monty Lounsbury, Al Hartigan, Scott Moger.

### Alan Enterprises Inc.

17366 Sunset Boulevard, Los Angeles 90272. Young People's Cinema (39), Abbott & Costello Show (52), Felix the Cat (130), The Mighty Hercules (130), Mack and Myer for Hire (200), Gigantor (52), Speed Racer (52), Laurel & Hardy Shorts (52), "War and Peace" (eight-hour movie special). **Personnel:** Alan L. Gleitsman.

### Allied Artists Television

15 Columbus Circle, New York 10023. The Evil Touch (26), The Unknown (39), feature packages including Golden Sixties—Group VI (32), Cavalcade of 60's—Group V (22), Cavalcade of 60's—Group IV (24). **Personnel:** Andrew P. Jaeger, Leo M. Brody, Joe Zaleski, Jack Swindell, George Gilbert, Dean McCarthy.

### American International Television

165 West 46th Street, New York 10036. Feature packages including Startime Theater (17), World of Macabre (8), Films for the 70's (26), New Science-Fiction (15), Amazing '65 (19), Amazing '66 (20), Amazing Adventures 1967 (26), Adventures 1966 (20), New Color Adventures (33), A.I.P. (27), Selma (42) and Top Secret Adventures (20); The Avengers (83); Prince Planet (52); Sinbad Jr. (130). **Personnel:** Harold Brown, Alex

Horowitz, Milt Strasser, Chad Mason, Gerry Corwin, Ruth Levinson.

### Avco Embassy Pictures

1301 Avenue of the Americas, New York 10019.

American Sketchbook (5 specials), Captain Bob (52), feature-film packages including Plus Twelve (12), 28 for '68 (28), Top Time Features (46), Kickoff Catalogue (19). **Personnel:** Leonard Lightstone, E. Jonny Graff, Charles Britt, Sy Shapiro.

### Avco Program Sales

6 East 45th Street, New York 10017. Phil Donahue Show (260), Paul Dixon Show (260), Hanna-Barbera Holiday Specials (2), World Series of Tennis (20), Orson Welles Specials (2). **Personnel:** Hal Golden, Ron Goewey, Lee Jackoway, Gail Love, Eugene McPherson, Phil Donahue.

### BBD Media Syndication Division

585 Madison Avenue, New York 10017. Best of Bowling (13), Wonderful World of Golf (13), Laff Movie (52 featurettes), Shirley Temple Shorts (7), Sherlock Holmes Features (12). **Personnel:** George Nuccio, Robert Curtiss, Hal Katz, Richard Haufchild.

### Brut Productions

1345 Avenue of the Americas, New York 10019.

The Protectors (26), Beat The Pro's (13), Group Therapy with Dr. Irene Kassorla (39). **Personnel:** Dan Goodman, Bill Rhodes, Gary Gehlman.

### Campbell-Ewald Co.

3044 West Grand Boulevard, Detroit 48202.

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THE ABE LINCOLN AWARD

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VP & Gen. Mgr.  
WTTI, Dalton, Ga.  
Community radio deals with local issues



**JOSEPH DYER**  
Mgr. Community Relations  
KNXT-TV, Los Angeles, Calif.  
Educational TV on Sickle Cell Anemia



**MARK HATHAWAY**  
Station Manager  
KBYU-TV, Provo, Utah  
Plight of American Indian portrayed



**LLOYD BOLKOM**  
Dir. Community Affairs  
WQAD-TV, Moline, Ill.  
TV programs examining environmental problems



**PHILIP EBERLY**  
VP & Gen. Mgr.  
WSBA, York, Pa.  
Creative radio meets flood emergency



**DALE HOLT**  
Religious Dir.  
KOLN-TV/KGIN-TV  
Lincoln, Neb.  
Religious TV spots used effectively



**DONALD TRAGESER**  
VP, CBS Radio & Gen. Mgr., WEEI, Boston, Mass.  
Aggressive and timely editorial policy has impact



**JOSEPH COSTELLO, III**  
Owner and Gen. Mgr.  
WRNO, New Orleans, La.  
Community projects improve parish prison conditions



**DOUG FOX**  
Dir. Public Affairs  
KTOK, Oklahoma City, Ok.  
Series on problems of black community



**HOMER LOGAN LANE**  
Exec. VP & Gen. Mgr.  
KOOL-TV, Phoenix, Ariz.  
Documentaries on timely issues in Arizona



**JAMES W. WESLEY, JR.**  
VP & Gen. Mgr.  
WIOD, Miami, Fla.  
Weekly program helping personal, moral problems



**MRS. PATRICIA CRAMER**  
Public Affairs Dir.  
WTVN-TV, Columbus, Ohio  
Radio raises funds for disadvantaged children



**TURNER GRAYBILL**  
Spec. Prog. Group  
KUDI, Great Falls, Mont.  
Short, educational features to fit rock format



**JEROME SMITH**  
News Director  
KXYZ, Houston, Tex.  
Series on reforms for law and order to Texas



**THOMAS S. WATSON**  
News & Pub. Affairs Dir.  
WAKY, Louisville, Ky.  
Series on William Quantrell, Kentucky, and Civil War

The National Abe Lincoln Awards are presented annually to broadcasters whose lives exemplify the ideals of Abraham Lincoln's credo, "Firmness in the right as God gives us to see the right." By their energetic and imaginative performances, these men have honored their profession and enriched the quality of life in America. On behalf of the public and my fellow broadcasters I herewith salute them for a job well done. —PAUL M. STEVENS, President

THE RADIO AND TELEVISION COMMISSION of the Southern Baptist Convention, Box 12157, Fort Worth, Texas 76116

The Mancini Generation (26), The Wacky World of Jonathan Winters (26), Stand Up and Cheer (26). **Personnel:** Bill Kennedy, Jim Beavers, Dick Peterson.

#### Capital Cities Broadcasting

4100 City Avenue, Philadelphia 19131. Projects in development. **Personnel:** Charles Keller, Bill Mulvey.

#### Claster Television Productions

660 Kenilworth Drive, Towson, Md. 21204. Bowling for Dollars (local live); Romper Room (39); Pin Busters (local live). **Personnel:** John Claster, Ken Gelbard, Ron Snyder, Bud Eklund.

#### Firestone Film Syndication

540 Madison Avenue, New York 10022. To Tell the Truth (260), The New Beat the Clock (260), Branded (48), Addam's Family (64), I've Got A Secret (52). **Personnel:** Len Firestone, Alton Whitehouse, Phil Besser, Brian Firestone.

#### Four Star Entertainment Corp.

400 South Beverly Drive, Beverly Hills, Calif. 90212.

Inner Space (26), Animal Safari, Court House (26), There is No Place Like Home (26), Thrill Seekers (26), Police Surgeon (26), Seven Seas Specials (7), Big Valley (112), Wanted: Dead or Alive (94), Rifleman (168), Toward the Year 2000 (26), Can You Top This? (195), Burke's Law (81), The Detectives (97) and various specials. **Personnel:** John Newland, Richard Colbert, Joseph J. Doyle, Alvin Sussman, John Louis, Carl Miller, Roy George.

#### Sandy Frank Program Sales

635 Madison Avenue, New York 10022. The New Treasure Hunt (22), The Parent Game (39), The Bill Cosby Show (52), Lone Ranger Cartoons (78). **Personnel:** Sandy Frank, Maury Shields, Al Godwin, Irene S. Frydler.

#### Fremantle Corp.

555 Madison Avenue, New York 10022. The Adventures of Black Beauty (26), Galloping Gourmet (585), Paul Bernard, Psychiatrist (154), Woobinda, Animal Doctor (39). **Personnel:** Paul Talbot, Colgan Schlank.

#### GLL TV Enterprises Inc.

17 Sinclair Martin Drive, Roslyn, N.Y. 11576. Journey to Adventure (65). **Personnel:** Gunther L. Less.

#### Gottlieb/Taffner Programs Inc.

1370 Avenue of the Americas, New York 10019. World at War (26), Bless This House (26), Rivals of Sherlock Holmes (26), Father, Dear Father (32). **Personnel:** Don Taffner, Ira Gottlieb.

#### Gold Key Entertainment

855 North Cahuenga Boulevard, Hollywood 10022. Feature packages including 13 for '71 (13), Action-Adventure Features (150), Abbott & Costello cartoons. **Personnel:** Jerome Kurtz, Robert Muller, Carl Muller, Kelly Fitzgerald.

#### Group W Productions Inc.

240 West 44th Street, New York 10036. David Frost Revue (52), Doctor in the House (78), Norman Corwin Presents (26), Smothers Prime Time/Organic Space Ride (13), Street People (26), Mike Douglas Show

(250), Earth Lab (52), Adventures in Rainbow Country (26) and various specials. **Personnel:** Jack Reilly, Dick O'Shea, George Back, David Sifford, Joe Goldfarb, Pat Pantolini, Dick Perin, Robert F. Blake.

#### Hughes Sports Network

1133 Avenue of the Americas, New York 10036. Projects in development. **Personnel:** Ralph MacFarland, Roy Sharp.

#### Independent Television Corp.

555 Madison Avenue, New York 10022. Department S (28), UFO (26), The Persuaders (24), The Protectors (26), This Is Tom Jones (27), The Saint (114), The Champions (30), The Baron (26), Man in a Suitcase (28), The Prisoner (17), Secret Agent (45),

Danger Man (29), Fury, The Best of Tom Jones (12), Engelbert Humperdinck I (5), Engelbert Humperdinck II (4), Spotlight (9), Showtime (12) and various feature packages and cartoon series. **Personnel:** Abe Mandell, Dick Lawrence, Charlie Keys, Al Lanken, Bob Lloyd, Jim Stern.

#### Janus Films

745 Fifth Avenue, New York 10022. Feature films (400); Young People's Cinema (19 one-hour children's features). **Personnel:** D. Craig Oscarson, Alan L. Gleisman (Alan Enterprises).

#### King Features Television & Motion Pictures

235 East 45th Street, New York 10017. Beatles (39), Flash Gordon (40), Blondie Features (28), Blondie (26), Popeye (220),

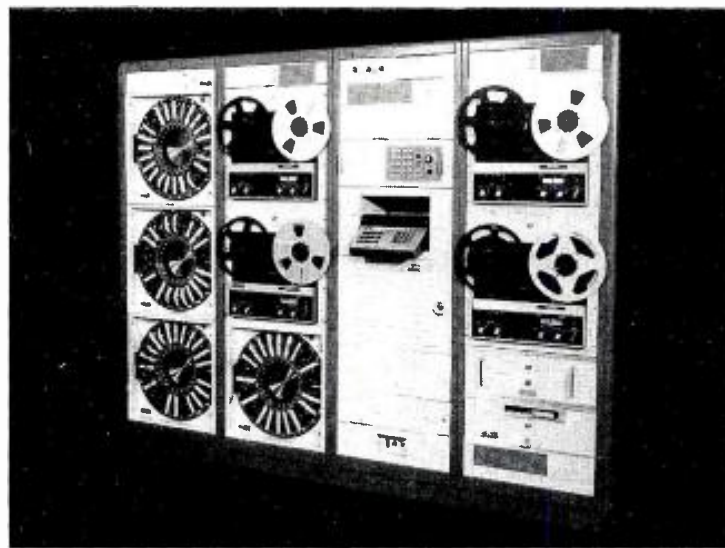
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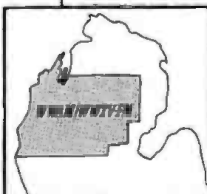
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\*\*National Radio Research. Three-County Survey (Wexford, Missaukee, Osceola), October, 1971.



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Trilogy (150), Cool McCool (20). **Personnel:**  
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### MCA TV

445 Park Avenue, New York 10022.

Universal World Premiere (35), Universal  
260 Select List (260), Universal 53 (53),  
Universal 50 (50), Universal 123 (123), Uni-  
versal 102 (102), Comedy Festival I (26),  
Ironside (177); The Virginian (225), The  
Name of the Game (76), Dragnet (98), Alfred  
Hitchcock Presents (268), It Takes A Thief  
(65), Adam-12 (175), Night Gallery (96);  
The Bold Ones (100). **Personnel:** Lou Fried-  
land, Keith Godfrey, Hal Cranton, Bob Davls,  
Bert Herbert, Layton Bailey, Dick Cignarelli,  
Phil Conway, Dick Cool, Bob Greenberg,  
Jack Robertson, Carl Runge, Carl Russell,  
Vince Fiumano, Dave Darley.

### Medallion TV Enterprises

8831 Sunset Boulevard, West Hollywood,  
Calif. 90069.

**Personnel:** John A. Ettlinger.

### Metromedia Producers Corp.

485 Lexington Avenue, New York 10017.

Dusty's Trail (26), Elephant Boy (26), The  
Merv Griffin Show (260), That Girl (136),  
National Geographic Specials (24) Truth Or  
Consequences (260), Mayberry R.F.D. (78),  
My Favorite Martian (32), Rona Barrett (260)  
and various specials. **Personnel:** Ken Joseph,  
Pierre Weis, Tony Brown, Jim Weathers,  
Jack Garrison, Noah Jacobs, Bob Green-  
stein, Harvey Reinstein, John Davidson.

### MGM-TV

1150 Avenue of the Americas, New York  
10019.

Young Dr. Kildare (26), Man to Man (26),  
High Speed Living (26), Flipper (88), Daktari  
(89), U.N.C.L.E. (128), Dr. Kildare (132),  
National Velvet (58), MGM/8 Features (18),  
MGM/7 Features (144) and various other  
feature film packages and short subjects.

**Personnel:** Harris L. Kattelman, Edward A.  
Montanus, George Hankoff, Clarice Dell-  
'Anno, Ben Wickham, Virgil B. Wolff, Jack  
Thayer, Joseph D. Indelli, Les Friends, Frank  
Nardi.

### National General Television Distribution

600 Madison Avenue, New York 10022.

Tarzan (57 episodes of series, 35 feature  
films), Bold Journey (104), Judge Roy Bean  
(39), Night Court U.S.A. (78), Big World of  
Little Adam (104) and Banner Features (36).

**Personnel:** Kenneth M. Israel, Ben Colman,  
B. Crenshaw Bonner.

### National Telefilm Associates

12636 Beatrice Street, Los Angeles 90066.

Feature-film packages including New Prime-  
Time Group (29), Gallery 1, Horror (43),  
Science Fiction (41), John Wayne Theater  
(17), Children's Theater (18), Mystery Sus-  
pense (372), Musicals (81) and syndicated  
series: Betty Boop (100), Classic Republic  
(48), Man From Cochine (156), U.S. Marsh-  
al (78), Third Man (77) Fireside Theater  
(100). **Personnel:** John N. Heim, Ridge  
Radney.

### NBC Films

30 Rockefeller Plaza, New York 10020.

Bonanza (260), High Chapparral (96), Get  
Smart (138), I Spy (82), The Real McCoys

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**Backers welcome.** Viacom Enterprises is soliciting the cooperation of station groups and major individual stations in the underwriting of first-run, syndicated programming, particularly for the prime-access period. As planned by Willard Block, president, and Henry A. Gillespie, vice president, domestic syndication, station groups and stations have been approached to provide a portion of the financing required for a major production and to participate in ensuing profits, if any. The first project in this plan is *The Addams Family Fun House*, a half-hour music-comedy series featuring Charles Addams characters and celebrity guests. The executive producers are Fred Peppiatt and John Aylesworth, whose credits include *Hee Haw* and *Kraft Music Hall* and the producer is Norman Baer of the *Harlem Globetrotters Popcorn Machine* and various entertainment specials. Viacom intends to launch other programming using this approach if *Fun House* is successful.

(223), Laramie (124), Divorce Court (260), It's Your Bet (355). **Personnel:** James T. Victory, Robert Kolb.

**Newsweek Broadcast Division**

444 Madison Avenue, New York 10022. Newsweek Broadcasting Service (12-15 90-second news segments weekly). **Personnel:** Lee Weston, Bernard Shusman.

**Nightingale-Conant**

6677 North Lincoln Avenue, Chicago 60645. Our Changing World (520 commentaries, 3½-minute segments, distributed five weekly). **Personnel:** Earl Nightingale, Lloyd Conant, Danny O'Neil, Donald Haverland.

**Paramount Television Sales**

5451 Marathon Street, Hollywood 90038. Star Trek (79), Mission: Impossible (149), The Lucy Show (156), Untouchables (114), and feature film packages including Portfolio I (56), Portfolio II (49), Portfolio III (62), Portfolio IV (42), Portfolio V (35), Marquee I (13), Paramount 38 (38). **Personnel:** Robert M. Newgard, Charles Alsup, Louis S. Israel, Robert J. Peyton, Con Hartsock, Robert J. Horen, Larry Hutchings, Robert F. Neece, Michael F. Mullins, Terry J. Fienberg.

**Arthur Pickens & Associates**

166 East Superior Street, Chicago 60611. Best of Bowling (13), Wonderful World of Golf (50), Golf With Sam Snead (13), The Pet Set (39), On the Spot (17) and Official Films Library (2,000). **Personnel:** Arthur Pickens, Bernard Krost.

**Prime TV Films**

527 Madison Avenue, New York 10022. Charlie Chaplin Comedy Theatre (26), The Goldbergs (39), Drugs: A to Z (30), Nutrition: A to Z (30), Feature Films (27). **Personnel:** Alec Campbell Jr., Frank Stone, Frank Parton, Jerry Weisfeldt (TV Cinema Sales Corp.).

**Program Syndication Services**

347 Madison Avenue, New York 10022. One-hour specials: The Eternal Tramp (1),

The Boy from New Orleans (1), The Great Gold Concert (1), The Hit Makers, plus Ron and Van Taylor's Inner Space (mini-series). **Personnel:** Pat McNamara, Andrew Spitzer.

**Rhodes Productions**

6535 Wilshire Boulevard, Los Angeles 90048. Hollywood Squares (32), Sale of the Century (39), Wait Till Your Father Gets Home (24), Green Acres (170), Banana Splits & Friends Show (125), Sea World Specials (13), Wonders of the World (78), Three Passports to Adventure (78), Worldwide Sportsman (26). **Personnel:** Jack E. Rhodes, Will Tomlinson, Bill Seiler, Dick Deitsch, Maury Lanken, Al Adolph.

**Screen Gems**

711 Fifth Avenue, New York 10022. Playboy After Dark (52), Dennis The Menace (146), All About Faces (130), Father Knows Best (191), Hazel (260), I Dream of Jeannie (139), Naked City (99) and feature packages including 210 Post '48 (210), 73 Post '50 Group I (73), 60 Post 50 Group II (60), 60

**Show Biz Inc.**

110 21st Avenue South, Nashville 37203. Bobby Goldsboro Show (19), Porter Wagoner Show (260), Wilburn Brothers Show (260), Gospel Singing Jubilee (30). **Personnel:** Jane Dowden, Gary Jones.

**Syndicast**

919 Third Avenue, New York 10022. Black Omnibus (13), Sports Challenge (65), Lloyd Bridges' Water World (26), Sports Action Profile (26), Not for Women Only (26), Celebrity Bowling (26), David Sheehan Show (78). **Personnel:** Leonard S. Koch, Sheldon Boden, Mitchell Johnson, Nat Cavalluzzi. Post '60 Volume I and Volume II (60 each), The Three Stooges (190 two-reelers). **Personnel:** William S. Hart, Sid Weiner, Paul Weiss, Dick Campbell, Herb Miller, James Ricks, Jack Ellison, David Friedman, Gerry Gogol, Roger Adams, Don Bryan.

**Tele Feature Programs**

516 Fifth Avenue, New York 10036. Various features, animated cartoons, TV specials. **Personnel:** Al Odeal, Max Stein.

**Time-Life Films**

Time & Life Building, New York 10020. Civilisation (13), Family Classic Dramas (25), Dr. Who (72), The Six Wives of Henry VIII (6), Elizabeth R (6), The First Churchills, Life Around Us (26), Great Zoos of the World (8), Life Adventure Specials (8), The Search for the Nile (6), Vision On (26), plus various one-hour specials. **Personnel:** John Vrba, Wynn Nathan, Jack Donahue, Don Menchel, Bill Finkeldey, Frank Miller.

**Tomorrow Syndication**

777 Third Avenue, New York 10017. Family Classic (20). **Personnel:** Matt Pauls, Brian O'Daly, James O'Daly, Gary Greene.

**Trans-America Films Corp.**

Hollywood Taft building, Hollywood & Vine, Hollywood 90028. (Recently acquired UCC Films, which has separate listing). UCC Feature Film Package (65); 200 theatrical westerns, 400 feature films and 400 color cartoons. **Personnel:** David Bloom, Ben Barry, A. R. (Bob) Nunes.

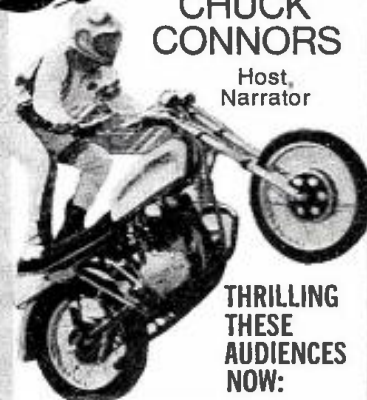
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WTOP	Wash., D.C.	Sun.	8:00 PM
KIRO	Seattle	Fri.	7:30 PM
KOIN	Portland	Sat.	6:30 PM
KXTV	Sacramento	Fri.	7:00 PM
WLKY	Louisville	Sat.	7:00 PM
KBTU	Denver	Mon.	6:30 PM
WFMJ	Youngstown	Sat.	7:30 PM
KFMB	San Diego	Fri.	7:30 PM
WFTV	Orlando	Tues.	7:00 PM
KLAS	Las Vegas	Thurs.	7:00 PM
KERO	Bakersfield	Thurs.	7:30 PM
WWLP	Springfield	Thurs.	7:30 PM
WSYR	Syracuse	Later Start	
KHVV	Honolulu	Later Start	

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# The Highway Users Federation announces the 25th Annual SLOAN AWARDS FOR HIGHWAY SAFETY

This year, as the Sloan Awards Program celebrates its silver anniversary, the Highway Users Federation will again honor those radio and television stations and newspapers and magazines who have distinguished themselves in the cause of highway safety.

Winners will be chosen in six broadcast and nine print media categories, with two \$1,000 cash prizes going to reporters — one from broadcasting and one from print media — for the most creative individual contribution to highway safety in 1972.

The purpose of the Sloan Awards Program is to recognize performance by the nation's news media in the continuing campaign to improve highway safety, and to encourage vigor and innovation in programs and activities aimed at the reduction of traffic accidents, injuries and deaths.



A distinguished panel of judges from the working press, the highway safety field, and the academic world select the winners.

Deadline for entries is April 2, 1973. Entry forms and complete information are available from: "Sloan Awards," Highway Users Federation, 1776 Massachusetts Avenue, N.W., Washington, D.C. 20036.



## TV Cinema Sales Corp.

9255 Sunset Boulevard, Los Angeles 90069. Buck Owens TV Ranch Show; Masterpiece Feature Package (25); Lippert Package (120); 122 Creative Cine-Tel (122). **Personnel:** Jerry Weisfeldt.

## 20th Century-Fox Television

10201 West Pico Boulevard, Los Angeles. Bracken's World (41), Daniel Boone (165), Lancer (61), Land of the Giants (51), Audubon Wildlife Theater (78), Circus! (52), Dobie Gillis (147), Peyton Place (514), The Time Tunnel (30), feature packages including Century 6 (32), Century 5 (39), Mark 1 (11) and various one-hour specials. **Personnel:** Alan Silverbach, William L. Clark, Joseph F. Greene, John P. Rohrs, Don Joannes, Tom Maples, Stan De Covnick, Gerry Feifer, Bob Kline.

## UCC Films Inc.

75 East 55th Street, New York 10022. Feature-film packages including Family Classic Theater (8), Westerns (7), Action-Spy-Adventure (12), Mystery & Horror (20), Edgar Wallace Mystery Theater (19) and RKO features outside the U.S. and Canada. **Personnel:** Ben Barry.

## United Artists Television

729 Seventh Avenue, New York 10019. More than 2,000 feature films including UA Showcase 7 (30), UA Showcase 6 (30), UA Showcase 5 (38), UA-Warner Bros. Library (400), UA-TV RKO Library (400), Gilligan's Island (98), The Rat Patrol (58), My Mother The Car (30), Hey Landlord! (31), Circus Parade (140), plus cartoons, shorts and specials. **Personnel:** Erwin H. Ezzes, Martin J. Robinson, Joseph Ceslik, Selwyn Ginsler, Harvey Chertok, Paul Kalvin, Lloyd Krause, Fred Watkins, Murray Oken.

## UPA Productions of America

4440 Lakeside Drive, Burbank, Calif. 91505. Feature-film packages including Volume 1 (21), Mr. Magoo Feature Film Festival (6), Project Action (8); family holiday specials (12), The Famous Adventures of Mr. Magoo (26), The New Gerald McBoing Boing Show (26 and 6 specials), plus five-minute Mr. Magoo (130), Dick Tracy (130), cartoons, Kukla & Ollie (195). **Personnel:** Henry G. Saperstein, Lee Cannon, Millard Segal.

## Viacom Enterprises

345 Park Avenue, New York 10022. Andy Griffith Show (249), Beverly Hillbillies (216), Candid Camera (158), Hogan's Heroes (168), Gomer Pyle (150), Kreskin I and II (26), I Love Lucy (179), The New Price Is Right (52), Perry Mason (245) and 20 feature films and various cartoon series. **Personnel:** Willard Block, Henry Gillespie, Irv Wilson, Elliott Abrams, Todd Gaulocher, William Stynes, Donald Toye, James Kellner, Robert Donnelly, Warren Tomassene, Edward Hewitt, William Andrews, James McCormick, Jack Waldrep, Morton A. Slakoff, Robert Bernstein.

## Vidistrib Inc.

6380 Wilshire Boulevard, Los Angeles 90048. "Mid-Nite Morning Show" with George Jessel as host (five per week). **Personnel:** John John P. Ballinger.

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#### Vikoa Enterprises Corp.

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The Spider Man (52), Marvel Super Heroes (52), Max the 2,000-Year-Old Man (104), Rocket Robin Hood (52). **Personnel:** Frank Murphy, Lucretia Ra Powers.

#### Vipro

645 North Michigan Avenue, Chicago 60611. Paul Harvey Comments (260 three-minute or 90-second shows over one year) and Nora Owens (260 2½-minute shows); Kup's Show (52), Computer Football Forecast. **Personnel:** Howard Christensen, Edward J. Broman, Donald J. Frehe, E. A. (Buzz) Hassett Jr., Donald L. Higley, Wally Lancton, Bud Thompson.

#### Warner Bros. Television

4000 Warner Boulevard, Burbank, Calif. 91505.

Superman (104), F Troop (65), Superman/Batman/Aquaman (69), Porky Pig & Friends (156), Bugs Bunny & Friends, (100), feature-film packages including Volumes 10-17 (31 up to 42 in each), Volume 1-A (25), Volume 2-A (22), Starlite 1-5 (29 to 46 films in each). **Personnel:** Charles D. McGregor, Alvin E. Unger, Peter Afie, Edgar J. Donaldson, S. Allen Ash, Sid Cohen, James Delaney.

#### Wolper Television Sales

8489 West Third Street, Los Angeles 90048. Dulcie (26), Popcorn Palace (26), 11 one-hour specials. **Personnel:** Richard Dinsmore, Don Colapinto.

#### WGN Continental Productions

2501 Bradley Place, Chicago 60618. Great Music from Chicago (76), Barn Dance (65), John Gary Show (26), Big Bands (26), Evening With . . . (26), various one-hour

**Access champs.** Nielsen Station Index has released a special report ranking prime-time-access programs carried on network affiliated stations in 25 major markets during last November. One section lists for each of the markets the top program based on DMA household ratings. Taking first place in nine markets was *Hollywood Squares*, followed by *Let's Make a Deal*, seven markets; *Lawrence Welk*, four markets, and *Wild Kingdom*, two markets. NSI also carries the top program in each market based on DMA men 18-49 and DMA women 18-49. *Hee Haw* was in first place in eight markets in the male tabulation and *Hollywood Squares* in the top ranking in six markets in the female computation.

and half-hour specials. **Personnel:** Bradley R. Eidmann, Dale M. Juhlin.

#### With This Ring

210 West Main Street, Manchester, Mich. 48158.

With This Ring, religious, family-centered series (52). **Personnel:** The Rev. Raymond P. Schinkert.

#### Yongestreet Productions

357 North Canon Drive, Beverley Hills, Calif. 90210.

Hee Haw (52), The New Hollywood Palace (52). **Personnel:** Sam Lovullo, Alan Courtney.

#### Young & Rubicam

285 Madison Avenue, New York 10017. The Adventures of Black Beauty (26), Wally's Workshop (65), Galloping Gourmet (400). **Personnel:** Steve Lazarus, John White.

## A less than fabulous time for features

**FCC's prime-time-access rule has depressed the marketplace for syndicated movies, but there's room to hope for rebound**

Add to the casualties of the FCC's prime-time-access rule the feature film sold for local TV presentation. Although still a magnet for advertisers and viewers, that category of film product lost sales ground in both 1971 and 1972. Whether 1973 will be better is still conjectural.

So BROADCASTING learned in a canvass of leading feature-film syndicators and executives at key station groups. Their consensus: Sales were off by about 10% in 1971, and by at least another 10% last year. Overwhelmingly, they singled out the prime-time rule as the culprit, although mentioning that general economic sluggishness was a strong factor two years ago.

"You have to remember that under the access rule a feature that has played on the network or in the market two years earlier may not play in prime time," said one leading station film buyer. "This has played havoc with a station's pre-emption practice. Back in the late 1960's, many network affiliates in the top-50 markets and elsewhere used to pre-empt on a reg-

ular basis, inserting features for regular network series and bringing in prime-time dollars. This practice has dwindled markedly. Stations figure that they should not stock up on features that can play prime time if they can't do it under the rules."

An executive at a major TV film distributor claimed that a complicating factor associated with the access rule is that its provisions are not clear. For example, he said, it is not spelled out whether a feature that has been rested for two years may be played only once or more often.

"Some stations have told me they have played these 'rested' features only once because they were afraid they would violate the access rule if they played them more often," he continued. "Others have played them more than once. And some stations that are uncertain have told us they have held off on buying until the rule is clarified."

Another syndication executive cited another hurdle raised by the FCC regulation. He said the contentious dialogue the rule has provoked and the ensuing soul-searching by the FCC has instilled a cautious attitude in film-buying station officials.

"Everybody seems to think that the

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**Double play.** Bay Area baseball fans may be split in their allegiances to the San Francisco Giants and the Oakland A's, but this season they will be agreed on local TV channel 2 as the one spot on the dial to watch their respective heroes. It's the result of an announcement last week by Roger D. Rice, vice president and general manager of KTVU(TV), of a unique plan for the Oakland-San Francisco station to carry a schedule of 19 games of the National League Giants and 22 games of the American League A's. KTVU, which will be in its 13th year of telecasting Giants games, made the agreements with Horace Stoneham, chairman of the Giants, and Charles O. Finley, owner of the A's.

FCC is going to do something next year," a syndication executive remarked. "Maybe the entire rule will be scrapped or maybe it will be modified. But a number of stations are waiting to see if action leads to more favorable circumstances for them."

Another depressant to the syndicated feature market cited by some distributors and station buyers is the plethora of features carried on the TV networks. With seven movie periods each week in prime time, according to these specialists, some stations feel there is scant need to invest added dollars for the newer packages being offered.

Also damaging to the features syndication marketplace was CBS-TV's decision to slot movies in the post-11:30 p.m. period. Although major studios have a shot at a network sale, syndication executives point out this shuts off another local business sector, which is their primary interest.

Distributors stressed that since syndication is a cyclical business, there can be no generalization that can apply to all companies in a given year. They explained that if stations are locked in under a three-year contract that has another year or two before expiration, that outlet is not an immediate prospect for renewal. But, conversely, a station whose pact is expiring in late 1972 becomes a prime target for a re-sale in 1973. In other words, the releasability of a product in a given year is a key consideration in the potential sales gross.

Syndicators, ever an optimistic breed, held out hopes that 1973 would be an improvement over 1972. They reasoned that stations that have been reluctant to buy features in the past two years may have reached the point where a replenishment of their supply is indicated. And, almost unanimously, they felt ABC-TV's late-night experiment in Dick Cavett/Jack Paar/potpourri programing seems destined for failure.

"And what could be more logical than turning over the time period to stations to program locally?" one distributor conjectured. "And what could be better in

late-night than features, which have a track record with audience and advertisers?"

### MGM TV, with access-proof films, is talking of special network

One film organization bullish—or at least hopeful—about features is MGM TV, which last Thursday (Feb. 8) announced formation of the "MGM Television Network" to present family-appeal films on a line-up of TV stations throughout the country. Harris Kattelman, MGM Television vice president, said the aim is to clear about 125 stations to present films on a Saturday or Sunday, 6-8 p.m. The presentations will be offered for sponsorship by national advertisers and the films delivered by interconnection or by air freight.

Ed Montanus, director of sales, MGM Television, said both station and advertiser interest in the project is "high." The present plans are to schedule one feature showing in October 1973 and another in December 1973 before proceeding on a more regular basis.

Mr. Montanus said films available to the MGM TV network include "The Wonderful World of the Brothers Grimm," "Tom Thumb," "Knights of the Round Table," "National Velvet," "The Sleeping Beauty," "Peter Rabbit and the Tales of Beatrix Potter" and "The Glass Slipper." In reply to a question, Mr. Montanus said none of the features would violate the prime-access rule. Many are first-run, and others will have been rested for two years by the time they are telecast.

### Made in Japan meets made in the U.S.

First in a planned annual series of program exchanges will take place in New York and then at the NAB

The first in a projected series of alternating annual U.S.-Japanese TV program festivals, looking toward a continuing program exchange, is scheduled to be held in New York March 21-22, then moved to Washington for the National Association of Broadcasters convention and then probably returned to New York for additional showings.

Two "digest" films of about 30 minutes each, containing highlights of some 60 Japanese TV programs, will be shown for U.S. broadcasters. The programs excerpted in the digest films will also be available in cassettes, so that broadcasters can take a complete look at those they are most interested in scheduling for broadcast.

The festival and exchange projects are part of the U.S.-Japan cultural and educational interchange program sponsored by the State Department. Plans were refined during a 10-day visit to Japan last fall by a delegation of leading U.S. broadcasters, headed by J. Leonard Reinsch of Cox Broadcasting Corp. (BROADCASTING, Dec. 11, 1972).

The March 21-22 showings will be



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held at Japan House in New York, with the digest films exhibited in the morning and complete programs available for viewing in the afternoon. Plans for showings during NAB's March 25-28 convention are being coordinated with NAB by a committee headed by Clair R. McCollough of the Steinman stations. A third showing is tentatively scheduled for March 29 and possibly March 30 back at Japan House. About 25 Japanese broadcasters are expected to be in the U.S. for the events.

E. R. Vadeboncoeur of Newhouse Broadcasting Corp. and Fred Weber of Rust Craft Broadcasting are chairmen of the committees named by Mr. Reinsch to coordinate the first and second New York sessions, respectively.

Plans call for the festivals to alternate annually between the U.S. and Japan, with 1974's in Japan, possibly in conjunction with the annual convention of the National Association of Commercial Broadcasters, which is normally held in October. The basic aim is to encourage better understanding between the U.S. and Japan through the exchange of programs and through related projects, including the development of "sister-station" relationships between U.S. and Japanese stations.

A composite film, made up of segments contributed by more than a dozen U.S. stations and called "Face of America," has already been put together and sent to Japan as a sort of pilot project. The film contributions came from WMAR-TV Baltimore; WNAC-TV Boston; KTVU(TV) Oakland-San Francisco; WWJ-TV Detroit; WFBC-TV Greenville, S.C.; WHC-TV Pittsburgh; KLS-TV Salt Lake City; WSB-TV Atlanta; WSM-TV Nashville; WGAL-TV Lancaster, Pa.; WRDW-TV Augusta, Ga.; WTIC-TV Hartford, Conn.; WCCO-TV Minneapolis, and Cox Broadcasting's Washington office.

Secretariats for the exchange are the Japan Society in New York and the Broadcast Programming Center in Japan.

## TVS going to Corinthian

Corinthian Broadcasting Corp. has reached an agreement to acquire TVS Inc., New York, which handles live regional and national telecasts of sports events.

In a joint announcement last week, the companies said that TVS will be purchased for an undisclosed amount of stock of Dun & Bradstreet Inc., New York, which owns Corinthian. A definitive contract will be signed upon compliance with certain New York Stock Exchange rules.

TVS currently has contracts to telecast basketball games of 10 major college conferences and of various independent colleges. In the past, TVS has also provided coverage of boxing, auto racing, horse racing and football bowl games.

The present operating management of TVS will continue, with Edward M. Einhorn as president; Alan Lubell, vice president, sales, and assistant to the president; Chris Zoulamis, vice president, station relations, and assistant to the vice president, sales.

## ABC plucks winning card from the discard pile

Bypassed in Boston network shuffling last spring, WCVB-TV jumps to top in prime time on ARB, NSI reports

The new boy in Boston, WCVB-TV, which took over channel 5 there from WHDH-TV last March, has a story to tell: The gains it has racked up in prime-time homes delivered, the station says, exceed those of any other ABC-TV affiliate in the top-10 markets and are more than double the average of the other nine—by both ARB and Nielsen measurements.

An analysis of American Research Bureau and Nielsen Station Index (NSI) reports from last November's sweeps shows the new station with a prime-time (8-11 p.m.) average of 324,000 homes in the ARB report, a gain of 25% over the 260,000 that ARB credited to WNAC-TV in November 1971 when WNAC-TV was ABC's Boston affiliate ("Closed Circuit," Feb. 5). In the NSI report, WCVB-TV is shown with 326,000 homes, up 16% from WNAC-TV's 280,000 in the NSI a year earlier. In both ARB and NSI, WCVB-TV's prime-time figure is highest of all network affiliates in Boston, with WBZ-TV (NBC affiliate) second in the ARB report and WNAC-TV (CBS) second in NSI.

The analysis was made by Harrington, Righter & Parsons, WCVB-TV's national sales rep. The findings are especially satisfying to the station's officials because CBS, which for years had affiliated with WHDH-TV, switched to WNAC-TV—up to then an ABC outlet—rather than stay with the new station when WHDH-TV went off. CBS had indicated it preferred a station with "significant professional broadcast experience" (BROADCASTING, June 28, 1971).

The HRP analysis indicates that CBS has not fared too badly with WNAC-TV, however. In fact, in the NSI report WNAC-TV's gain over what WHDH-TV was delivering in prime-time as a CBS affiliate in November 1971 is substantially bigger—a 23% increase—than the 16% that WCVB-TV has tacked onto WNAC-TV's performance as an ABC affiliate. ARB shows WNAC-TV with a 10% increase over WHDH-TV. (WBZ-TV, the NBC outlet, has a 5% increase in the ARB report, 4% in NSI.)

HRP's analysis shows that, in prime-time homes delivered, ABC-TV affiliates in the nine other top-10 markets gained by an average of 11% over their November 1971 figures, with individual gains ranging up to 22% (ABC-owned KGO-TV San Francisco), as compared with WCVB-TV's 25% increase. In NSI, the average for the others was 7%—and the highest was 14% (again KGO-TV)—as against WCVB-TV's 16%.

The analysis also shows WCVB-TV with substantially above-average prime-time delivery of women 18-49, women 18-34 and total women in both the ARB and NSI reports, and substantially greater gains for *ABC Evening News* and the late-night *Dick Cavett Show* as well. NSI

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shows its daytime homes down 2% from WNAC-TV's November 1971 figure, while ARB shows a daytime increase of 26%.

WCVB-TV officials credit their performance to a variety of factors that they say add up to a sense of audience excitement and involvement. Local lead-ins to prime-time—the syndicated *To Tell The Truth* at 7-7:30, and a rotating series of sports, minority, investigative, young people's and other local programs that vary from night to night at 7:30-8 p.m.—are not high on the list. More important contributors, they say, are 50 hours of local programming a week, monthly preference surveys, an hour of public-access programming a week, and through-the-night programming with much of it by and for the many college students in the market.

There was speculation at the time that one reason CBS did not affiliate WCVB-TV was fear the station would pre-empt too much network programming. Station spokesmen say they don't pre-empt ABC a great deal but do pre-empt "a reasonable amount" on a one-time-only basis.

## Jewish pressure is cited for CBS to drop 'Bridget'; network leaves door open

The television audience may love *Bridget Loves Bernie*—ranked seventh with a 25.7 rating and 40% share of audience in the latest Nielsen report—but last week the CBS 1972-73 hit show was reported at an all-time low with several Jewish groups.

The comedy series about a Jewish-Catholic couple is the target of a minor crusade by several Jewish groups that would be happy to see CBS cancel the series or at least change the theme.

Among the targets of the critics were the series' alleged emphasis on intermarriage between Jews and Christians and the portrayal of "offensive Jewish stereotypes."

Those said to be actively critical of the series are represented by the Synagogue Council of America, which speaks for several synagogue and rabbinical organizations. One other group, the B'nai B'rith Anti-Defamation League, said through a spokesman, Arnold Forster, director of the league's civil rights division:

"We are civil-liberties minded but disturbed about this program and we had complaints." Mr. Forster said that the league asked CBS to screen the series for it some weeks ago and that "we found over one dozen items objectionable." He said the concept was wrong and "from this flowed all other things." He said that at the time CBS appeared happy that the situation was "ventilated" but that the network said it then had 17 programs completed.

Mr. Forster said the files of the league show many complaints. Among these were expressions that the series was "an embarrassment to Jews," "demeaning to Judaism," "holding Jews up to ridicule" and "harmful in the stereotyping of Jews."

CBS indicated surprise at the com-



**Airing grievances.** Members of the negotiating teams of the Philadelphia School Board and the Philadelphia Federation of Teachers moved their bargaining session into KYW-TV Philadelphia studios Sunday, Feb. 4. The talks, an attempt to air viewpoints of opposing sides in the month-long public school teacher's strike, were led by John Ryan (l), chief negotiator for the Philadelphia Federation of Teachers and Jack Soloff (r), chief negotiator for the school officials. The discussion was broadcast over both KYW-TV and KYW(AM), continuing for four hours without commercial interruption.

plaints and noted that intermarriage was the peg for the series and to drop it would be to lose the point of the series. Robert D. Wood, CBS-TV president, pointed out that clergymen of both faiths were advisers on the series. He said that should CBS respond to pressures for cancellation, "we do a disservice to the millions who obviously like it."

Mr. Wood said that while CBS had no plans "to take the show off" he had to acknowledge that the network was now in the "deliberation period" for next fall's schedule and that while new shows with 40-share prospects are always hard to find, it was conceivable some programs may appear to be superior.

According to at least one report, some Jewish congregations in the New York area were threatening a boycott of products advertised on the show. TV's biggest sponsor, Procter & Gamble, is one of the major advertisers on *Bridget Loves Bernie*.

## 10 win Golden Globe honors

CBS's *All in the Family* and NBC's *Columbo* were chosen as the best TV programs in their classes at the annual Golden Globe Awards ceremony by the Hollywood Foreign Press Association.

The presentations were broadcast live Jan. 28 by Metromedia's KTTV(TV) Los Angeles and 22 other stations.

*All in the Family* won the best TV show award in the musical or comedy category; *Columbo*, the best drama award.

Other awards: best TV actor, musical or comedy, Redd Foxx, *Sanford and Son* (NBC); drama, Peter Falk, *Columbo* (NBC). Best TV actress, musical or comedy, Jean Stapleton, *All in the Family* (CBS); drama, Gail Fisher, *Mannix* (CBS). Best supporting TV actor, James Brolin, *Marcus Welby M.D.* (ABC); actress, Ruth Buzzi, *Laugh-In* (NBC). Best TV special, *Life of Leonardo Da Vinci* (CBS); best movie made for TV, *That Certain Summer* (ABC).

## 'Much Ado,' praised by critics, dies at box office, in ratings

**Attendance at theatrical production drops to cancellation point while Papp's play doesn't draw well on TV**

CBS-TV's three-hour presentation of *Much Ado About Nothing* was a low third in the network ratings in New York Feb. 2, but it was enough to put the Broadway version—with the same cast—out of business.

Joseph Papp, whose New York Shakespeare Festival Public Theater produced the Broadway version and adapted and taped it for TV, said box-office receipts dropped so sharply just before and after the CBS-TV showing that the theatrical production, already in the red, would have to close yesterday (Feb. 11). He speculated that ticket sales might pick up again in a few weeks but said: "We do not have enough capital to risk the experiment."

Mr. Papp said the TV production also ran into the red, with CBS allocating \$775,000 for it but with actual costs finally totaling \$810,000. He said he hoped CBS would make up the difference. CBS sources were noncommittal on that point but did not challenge Mr. Papp's figures.

Mr. Papp said the Broadway production, although highly acclaimed by critics, was already \$165,000 in the red, having rarely grossed the \$51,000 a week needed to break even. Most weeks, ticket sales ran between \$40,000 and \$50,000, but as the time for the TV showing approached, they declined, and in the week of the telecast—which was on a Friday night—they dropped to \$9,000. On the following Monday (Feb. 5) they slumped to about \$500 for the day.

Based on the New York overnight Nielsen ratings, CBS research estimated that two million New Yorkers saw the telecast and projected a national audience

of about 20 million for some or all of the play.

The overnights gave *Much Ado* an average 11.7 rating and 17% share against a 23.3 rating and 34 share for NBC's regular Friday-night line-up and 18.6 and 27 for ABC's regulars. Its first two half-hours provided its best audience draw, with a 19% share in each (enough to edge ABC's *Brady Bunch* by one point at 8-8:30). Then it slipped to a 16% share in its third half-hour and to 14% in its fourth, but came back with 17% in the fifth and sixth. But by then the *Bobby Darin Show* on NBC and *Love American Style* on ABC were both drawing shares at least twice as big.

*Much Ado* was one of two productions Mr. Papp and his nonprofit Shakespeare Festival Public Theater agreed to provide CBS-TV in the first year of what could be a four-year contract covering 13 classical and contemporary productions (BROADCASTING, Aug. 7, 1972).

CBS officials said last week Mr. Papp's having to close the Broadway *Much Ado* did not seem to have dampened his enthusiasm for the contract—though perhaps for again presenting a TV production still in its theatrical run. If anything, they said, he is "impatient to do more," including among his enthusiasms a projected production for children.

Nevertheless, Mr. Papp was understood last week to be dismayed over some of the tactics employed by CBS to promote the TV version of *Much Ado*. The *Washington Post* reported that the producer was particularly incensed over newspaper ads placed by CBS inferring that viewers could save the expense of patronizing the Broadway performance by tuning in to the network. "I didn't like those ads," the *Post* quoted Mr. Papp as saying. "They were telling people to stay home." So concerned was Mr. Papp over the CBS ads that he purchased his own "counter-ads" in New York newspapers emphasizing that the best way to see the play was in the theater, the *Post* said.

## IATSE pact wording may cause trouble

A conflict broke out last week over the three-year agreement between the stagehands union and motion picture and TV producers, endangering the new contract that was announced Feb. 6 after month-long negotiations.

The point at issue, raised by some Hollywood union officials, is an item in the official joint release that claimed blurring of jurisdictional divisions in the new contract—so that a prop man, for instance, can pull an electric power plug from a socket rather than have to call for a union electrician.

Some union leaders claim the provision is not an element of the new contract. A producers' spokesman said the item is supplemental to the new contract.

The provision is considered significant by producers who see the move as erasing years-long practices that have imposed higher costs on TV and movie production. Producers also expressed the hope

that the move may help increase work for union members.

The agreement between the International Alliance of Theatrical Stage Employes and the Association of Motion Pictures and TV Producers covers, in addition to formulation of a basic stage crew of nine, such other items as hourly wage increases (30 cents extra the first year, 20 cents the second year and 30 cents the third year); increased contribution by employers to the health-and-welfare and pension funds, additional holidays, as well as other provisions dealing with working hours, mileage allowance, and grievance procedures.

The agreement is subject to ratification by IATSE's 25,000 members.

## WERE draws trouble with its talk shows

Congressman wants federal attorney to prosecute 'obscene' broadcasts

A dispute has arisen over allegedly obscene material broadcast by all-talk WERE(AM) Cleveland.

Representative James V. Stanton (R-Ohio), in a letter to Frederick M. Coleman, U.S. attorney for the Northern District of Ohio, said that on Jan. 17 his Cleveland office was "deluged" by telephone calls from citizens complaining about WERE programming. "The complaints were that much of the language being used was obscene," Mr. Stanton wrote.

A spokesman for Mr. Stanton said that the congressman's district office had been receiving complaints about WERE over the past year.

Mr. Stanton asked Mr. Coleman to consider prosecuting the station under the obscenity laws. (Mr. Coleman is reviewing tapes obtained from WERE by the FBI at the request of Mr. Stanton.)

Mr. Stanton had asked for a similar investigation in connection with a Nov. 1, 1972, WERE broadcast. The U.S. attorney said "some questionable language" was used "but . . . nothing which constituted obscene language."

In a Feb. 1 letter to FCC Chairman Dean Burch, enclosing a copy of a letter to Mr. Coleman, Mr. Stanton said the commission should consider taking action under the obscenity statute; imposing sanctions under the FCC's mandate to assure that stations operate in the public interest, or instituting a rulemaking proceeding "on promulgating a national regulatory policy in this area." He added he intends to introduce legislation "to assure more effective and fair enforcement" of the obscenity law.

But Paul Neuhoff, WERE vice president and general manager, unequivocally denied that the station had broadcast obscene material.

The subject of sex is sometimes dealt with, he said, but it is treated "clinically" and obscenity is strictly prohibited. He said the only program broadcast Jan. 17 that could be construed as obscene was on the subject of male impotence and was moderated by a local minister. The Nov. 1, 1972, incident, he added, con-

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cerned the accidental broadcast of a four-letter word used by a caller.

Attempts by the station to set up a meeting with the congressman or to elicit specific allegations of obscenity have thus far been unsuccessful, according to Mr. Neuhoff.

### Changing Formats

■ **WDOL(AM)** Athens, Ga., formerly a rock station, adopted a modern-country format Feb. 1.

■ **KFMY(FM)** Eugene, Ore., has initiated a "soft-rock" format emphasizing contemporary music mixed with light jazz and blues. The format replaced "easy-listening" programming but retained presentation of serious jazz and blues weekday evenings as well as classical programming Sunday evenings. In conjunction with the format shift, KFMY has named John Peterson, formerly with **KEED(AM)** Eugene, as production and program supervisor. Jeff Young, formerly with **KGW-TV** Portland, Ore., has joined KFMY as operations manager.

■ **KPTL(AM)-KRWL(FM)** Carson City, Nev., which formerly programed MOR, has adopted a "modern-personality" format. The new format combines strong-personality disk jockeys with million sellers and pick hits of such singers as Glen Campbell, Johnny Cash, Marty Robbins, Roger Miller, Eddy Arnold, Rick Nelson and Mac Davis. The format is designed for the 18-54 age group.

■ **KSCS(FM)** Fort Worth (formerly **WBAP-FM**) took on a new identity with both a format and call-letter change. Effective Feb. 1, the station introduced "silver country stereo" music to replace its MOR programming and adopted call letters of **KSCS-FM** "to help identify the station with the type of music we play," according to station manager Ted Norman. The new format features "soft" country—ballads and orchestrated versions of popular and standard country tunes. The changes do not reflect any switch in station ownership or management.

### NBC adds to Disney option

Rights to the *Wonderful World of Disney*, on NBC, extended only three weeks ago to the 1975-76 season, have been further extended through the 1977-78 season under an option agreement with Walt Disney Productions, Burbank, Calif.

The series has been on TV for 19 years. If it continues through 1978, it will mark 24 years on the air.

News of the new option agreement with NBC was disclosed by E. Cardon Walker, president and chief operating officer of Disney Productions, at the annual stockholders meeting in Los Angeles last week. All directors were re-elected and a stock option plan for executives was approved. Mr. Walker reported that first fiscal quarter (October 1972-January 1973) revenues in all areas of the company's business ran ahead of last year's period, except for domestic film revenues.

## Conciliatory talks with PBS prompt CPB to cautiously open its purse

'Black Journal' gets new lease on life as partial list of approved programing for fall is released

The Corporation for Public Broadcasting board of directors last week, acting on the "very safe" assumption that it will have a budget of at least \$35 million in the next fiscal year, has agreed to funding for eight programs for next season. It was emphasized this is only a partial list of the programs to be approved.

Among the approved programs is the weekly minority-interest oriented and produced public affairs series, *Black Journal*, which previously had been thought to be all but officially canceled. The CPB board also approved funding of *Sesame Street*, *The Electric Company*, *Misterogers Neighborhood*, *The Advocates*, a tentatively titled new *Theater in America* series, an opera series out of **WNET(TV)** New York, and a new science-type series to be produced by **WGBH-TV** Boston. CPB's board also allocated \$300,000 for the development of one or more additional minority interest programs.

These programming decisions were announced after a two-day meeting at Washington's Madison Hotel Feb. 6-7, during which the CPB board conferred with a 10-person group of local public-broadcasting management officials led by Ralph D. Rogers, chairman, **KERA-TV** Dallas, on suggestions as to how CPB and the Public Broadcasting Service can most beneficially coexist (**BROADCASTING**, Feb. 5). The meetings between the CPB-PBS representatives were described as preliminary and exploratory, but "fruitful," and they concluded with the understanding that both sides would get together again very soon. According to a CPB spokesman, the two groups "arrived at some tentative ideas and common objectives and now these have to be fleshed out."

No date is set for the next session but indications are that there will be more than one meeting before a joint, possibly compromise-type, statement is issued. Lending to optimism that PBS may be working out a solution to its confrontation with CPB over which organization controls programming and scheduling was the word out of the last week's meetings that general agreement was reached on some points at issue.

Beyond approving the partial list of programs for next fall, the CPB board also set aside \$950,000—an increase of \$600,000 over the current fiscal year—in a reserve fund for the corporation to experiment and innovate in programming. An additional \$600,000—representing an increase of \$200,000—was set aside for grants to encourage and stimulate local stations, who previously have not partici-

pated in developing major national productions.

Specific allocations for the new fiscal year beginning in July included \$350,000 for *Black Journal* (same as this year), \$5 million to the Children's Television Workshop for *Sesame Street* and *The Electric Company*, \$433,000 for *The Advocates*, \$650,000 for *Misterogers Neighborhood*, \$200,000 for WNET's opera series, \$1 million for *Theater in America* and \$600,000 for WGBH-TV's science series. In all the approved national program grants added up to approximately \$13 million of the \$35 million the CPB board is planning as a conservative budget for the new fiscal year. President Nixon, in his proposed budget for fiscal 1974, asked for authorization of \$45 million for CPB, but the corporation now is operating on a budget of about \$35 million and is proceeding cautiously on the contingency that it may continue to operate at the same fiscal level.

The CPB board deferred on the fate of a number of public-affairs programs—including the three turned out by the National Public Affairs Center for Television (*Thirty Minutes With . . .*, *Washington Week in Review* and *America '73*)—at least until its next meeting, scheduled for March 7 in Washington. Late last year, when the assumption was that there would be a much larger budget to work with, CPB approved of 26 programs for next fall including NPACT's *Thirty Minutes With . . .* (BROADCASTING, Dec. 18, 1972).

## ACT has some bouquets for the commercial side

Action for Television, Boston-based organization dedicated to the betterment of programming for children, has singled out some commercial broadcasters and national advertisers for praise. It came with an announcement of ACT's "Achievements in Children's Television Awards" to those making "a significant step toward upgrading children's television and eliminating commercialism on children's programs." The awards were determined on the basis of viewing comments from ACT members across the country and from ACT's own viewing staff.

In the first category—companies that underwrote the cost of children's television on public TV—awards were presented to the Sears-Roebuck Foundation for *Misterogers Neighborhood*; Xerox Corp. for Spanish and Portuguese versions of *Sesame Street*; Mobil Oil Corp. for *Electric Company*; General Foods for support to 20 local stations airing *Sesame Street* on Saturdays; Quaker Oats for support to three local stations airing *Sesame Street* on Saturdays, and International Business Machines for support of the ballet *Sleeping Beauty*.

In another category, Miles Laboratories, Sauter Labs/Hoffmann-Laroche and Bristol-Myers were recognized for "withdrawing ads for vitamin pills from TV programs with a majority audience of children."

Avco Broadcasting and Meredith

Broadcasting corporations received awards for combining their resources to produce "meaningful children's TV programming in hours of all-family viewing."

Awards for individual programs were made to ABC-TV for *After School Specials*, monthly afternoon programs, and *Multiplication Rock*, animated segments on mathematics aired during Saturday morning programs; to CBS News for children's news specials: *What's An Election All About* and *What's a Convention All About*; to NBC-TV for *Watch Your Child*, daily half-hour program for preschoolers; to Westinghouse Broadcasting for *Earth Lab*, weekly science program with limited commercialism; to WCVB-TV Boston for locally produced *Jabberwocky* and *Young Reporters*; to WMAL-TV Washington for daily children's program with clustered commercials, *The Magic Door*, and to WPIX(TV) New York for weekly locally produced programs with clustered commercials: *Magic Garden* and *Joya's Fun School*.

Additional awards were presented to commercial stations airing *Vision On*, first children's program designed for both deaf and hard-of-hearing viewers. Recognition was also given to commercial stations airing *Sesame Street* without commercials for the use of "commercial television to help children in areas where there is no public television."

The final category of ACT awards gave special mention to CBS-TV's *The Waltons*, National Geographic Society specials and Jacques Cousteau special for "outstanding regularly scheduled family programs."

## Program Briefs

**New name.** CPM Program Sales, Inc., New York, has changed its name to Syndicast Services Inc. to reflect expanded role of company in all areas of syndication. At its formation in 1970 CPM Programs specialized in advertiser syndication, but since has moved to direct sale to stations, program development and production, and merchandising, promotion and publicity.

**From ITC.** Independent Television Corp., New York, reports it has placed into syndication *Department S*, a one-hour action-adventure series. ITC said that in a pre-release test purchase, KGO-TV San Francisco and KABC-TV Los Angeles bought the series and have placed it into prime access time.

**For next fall.** Metromedia Producers Corp., New York, is introducing two first-run, half-hour series, *Dusty's Trail* and *Elephant Boy*, for 1973-74 season. Bob Denver and Forrest Tucker star in *Dusty's Trail*, a western-comedy series. *Elephant Boy* is a jungle-adventure series being filmed in Ceylon. It stars Esrom, who has been featured in Walt Disney's "Chandar, The Black Leopard of Ceylon."

**10 persuaded.** Independent Television Corp., New York, has placed *The Persuaders* into syndication and reported last week that 10 stations have bought it in prerelease sales. Stations, which have acquired 24 one-hour segments of *The Persuaders* (formerly on ABC-TV), are KCOP(TV) Los Angeles, WTAF-TV Philadelphia; WDCA-TV Washington; KOA-TV

## The Colonel's quote...

"Who changed the rules? And for what purpose? And who will benefit from these changes? You are suddenly told that efficiency and hard work, foundations of any successful business, are now taboo and that you must find someone to buy part of your company to compete against you. And, furthermore, you are going to be forced to show that someone how to do it. How would you react?"

Lyle C. Roll,  
Chairman & Chief Executive Officer  
Kellogg Company,  
as reported in NAM Reports 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

Denver; KTVW(TV) Tacoma, Wash.; WOITV Ames, Iowa; KOVR(TV) Stockton, Calif.; KFMB-TV San Diego; KORK-TV Las Vegas, Nev. and WBAP-TV Fort Worth-Dallas.

**Still racking up sales.** Two MCA-TV series introduced in fall of 1970, half-hour *Dragnet* and one-hour *It Takes A Thief*, are on renewal splurge. Recent resales of *Dragnet* to WMAR-TV Baltimore, KCOP(TV) Los Angeles and KWGN(TV) Denver, among others, place series in more than 160 markets. Renewals on *Thief* to stations including WDCATV Washington, WKBS-TV Philadelphia and WKBG-TV Boston raise market total to more than 130.

**Ambitious schedule.** Winters-Rosen Productions, Hollywood, is developing 13 new projects for 1973-74 season, including network and syndicated TV specials and series, three original musicals and one play.

**Summer football.** Ral-Mar Productions and CPM Programs Inc., both New York, report 11 games of Canadian Football League will be offered for telecasting on stations in U.S. in prime time, starting June 21. Weekly games will be carried for two-and-a-half hours and, according to CPM, which is handling sales, 80% of 115 markets that signed for these telecasts last year have agreed to carry 1973 schedule.

## Broadcast Journalism

### NBC and NAB support absolute news privilege

Justice opposes concept on Hill; indications point to action next month on legislation giving some protection

A House hearing on newsmen's-privilege legislation picked up last week where it left off in October 1972. But it produced no hard-and-fast answer to what Representative Robert W. Kastenmeier (D-Wis.) said was the key issue before his Judiciary Subcommittee: If a shield law is to be enacted, precisely what kind of statute is needed to provide protection for confidential information and sources when newsmen are subpoenaed by federal and state courts and other agencies?

It seemed clear, however, that the subcommittee is ready to move on a bill soon. House Judiciary Committee Chairman Peter Rodino Jr. (D-N.J.) said "early enactment of an effective shield law is a must for the 93d Congress." And Mr. Kastenmeier predicted at the outset of the hearing that the subcommittee would be able to deal with shield legislation next month.

The only witness that disputed the need for a shield law was Roger Cramton, assistant attorney general in the Justice Department's Office of Legal Counsel. Mr. Cramton repeated testimony he gave last year that Justice does not "oppose in principle the creation of a qualified privilege" but that the attorney general's

guidelines on issuing subpoenas to newsmen renders federal legislation unnecessary. (The guidelines, in effect since August 1970, require that efforts be made to obtain information from nonpress sources before subpoenas to newsmen are contemplated. They also require negotiations with newsmen and prohibit Justice officials from issuing subpoenas without specific authorization from the attorney general.)

Mr. Cramton then turned to the question of whether any privilege enacted should be binding on state bodies.

"We believe that a resounding 'no' is the only possible response to this question if the states are to remain viable units of government," he said. "No aspect of state government is more appropriately left to state determination." Any statute enacted, he said, should apply only to federal proceedings.

One witness who urged the subcommittee to adopt an absolute newsmen's-privilege bill applicable to federal and state proceedings was *New York Times* reporter Earl Caldwell. Mr. Caldwell was one of the principal litigants in a number of cases decided by the Supreme Court last June. The high court ruled that newsmen are not entitled to protection of their confidential information and sources.

Another witness calling for absolute privilege was Peter Bridge, the first newsmen to be jailed after the Supreme Court decision for refusing to answer questions before a grand jury.

The absolute approach also received strong support in a statement submitted by John B. Summers, general counsel of the National Association of Broadcasters, and in testimony of Richard C. Wald, president of NBC News; Jack Landau, Freedom of the Press; Edward Nager, a member of the Wisconsin legislature, and John R. Callahan, editorial vice president for McGraw-Hill Inc.

"Any qualification appended to a statutory newsmen's privilege, irrespective of how well intentioned, would bear the seeds of . . . governmental interference and intimidation," Mr. Summers stated, "for any qualification would necessarily be subject to varying interpretations by a wide range of judicial and quasi-judicial authorities. . . ."

Mr. Wald told the subcommittee NBC believes "the scope of statutory protection. This need is for absolute protection of the need—a need demonstrated by recent instances of testimonial compulsion. This need is for absolute protection of media and news people against forced testimony regarding either information or source."

With anything less than an absolute privilege, he said, "prosecutors will be able to act on loopholes in the law, and opportunities for narrowing the scope of protection will multiply."

Mr. Wald stressed that the news media must not be made an investigative arm of the government because "that restricts our freedom of access and value to the community."

Throughout the hearing last week, several subcommittee members indicated that they thought that newsmen's-privilege

legislation should contain some qualifications so that newsmen could be compelled to disclose important information under certain circumstances. Said Representative Tom Railsback (R-Ill.): "I am concerned that if we enact an absolute privilege the TV networks would fail to respond to subpoenas."

The hearing is to resume after Feb. 20, when the House returns from its Lincoln's-Washington's birthday recess.

Senator Sam Ervin Jr.'s (D-N.C.) Constitutional Rights Subcommittee has scheduled a newsmen's-privilege hearing for Feb. 20-22, Feb. 27-28 and March 1.

Meanwhile, the following additional newsmen's-privilege bills have been introduced in Congress: S. 637 by Walter Mondale (D-Minn.) and eight co-sponsors, H.R. 3520 by Jerome Waldie (D-Calif.) and 14 co-sponsors, S. 750 by Lloyd Bentsen (D-Tex.), H.R. 3595 by Jack Brooks (D-Tex.), H.R. 3674 by John Moss (D-Calif.) and William Moorhead (D-Pa.) and H.R. 3741 by Mr. Waldie and Yvonne Burke (D-Calif.).

### Goodman fears government heat plus public apathy

NBC president says danger lies in acquiescence by the people to assaults on journalists' rights

A call for the public to wake up and resist government attempts to discredit the news media was sounded last week by Julian Goodman, president of NBC. He told the Abe Lincoln awards banquet of the Southern Baptist Radio and Television Commission, which presented him its distinguished communications medal Thursday night (Feb. 8) in Fort Worth, that freedom of the press is vital: "the keystone of our system," the "public's principal defense against centralized government power," the "primary means the people have of examining and analyzing government policies and actions" and "the citizen's main source of independent knowledge and understanding of public issues."

Thus, he said, "press freedom belongs not so much to the press as it belongs to you, and I hope you believe, as I do, that the preservation of that freedom is worth every ounce of energy we can give it."

Mr. Goodman reminded his audience that the freedoms of press and religion spring from the same source. "I am sure," he said, "that any public official who attacked a church or a religious faith or suggested controls over religious worship would be run out of town or, worse, returned to private life. Yet some federal government officials are waging a continuing campaign aimed at intimidating and discrediting the news media, and the public has expressed very little concern. More distressing, some people seem to approve."

Mr. Goodman saw "a clear and present danger" to freedom of the press. "The danger," he said, "is twofold. It is a gov-

ernment that would try to reshape the news in a fashion more to its liking, and it is public apathy to such attacks on press freedom. The campaign to undermine public trust in the news media is perhaps the media's most serious problem. But it is a much more serious public problem, because the public will be injured if the government interferes with the free flow of news and information."

Mr. Goodman invoked some epithets that Vice President Agnew and Clay T. Whitehead, director of the White House Office of Telecommunications Policy; have used in their attacks on TV news: "When spokesmen for the administration direct at the networks their own particular brand of instant analysis and querulous criticism and ideological plugola and elitist gossip, many of us are led to conclude it is their considered policy to label as 'biased' news reports that they do not like."

He said he was "totally confident that a jury of fair men and women would judge that we—all three networks—are not biased, but I do admit that we frequently report news that governments would prefer not be reported. So perhaps what the director of telecommunications policy hopes to achieve is not the prevention of bias—but the creation of it on behalf of the government he represents."

He agreed with Mr. Whitehead that the networks must carry greater responsibility than they would if there were 10 networks.

But, he added, "it is just as true that there is only one executive branch of government—not 10. And, to me, this places on it the added responsibility to be cautious and restrained in dealing with a news medium that is both licensed by the government and protected from the government by the First Amendment."

Mr. Goodman said no part of the press should be immune from criticism but that "lightning bolts handed down by spokesmen for a government that has many powerful weapons at its command—including licensing—are far different from specific criticisms. To some broadcasters, on some occasions, the very threat of reprisal can be effective, and we may never know the measure of its effect."

He wondered how many people realize "how much your rights in the media are being questioned and even curbed" through reporters' being jailed for refusing to divulge sources, having their notes subpoenaed and being ordered not to publish reports on certain court cases, and through attacks by administration spokesmen. "As isolated incidents these would be disturbing enough," he said. "We sense, however, that they form a pattern of action aimed at weakening the press as the public's watchdog."

He said he doubted there was anyone who had never objected, for whatever reason, to some news report he read or watched. "In cases like that there is a temptation to call the reporter biased," he said. "Perhaps the report was not perfect. But imperfection is not bias—and accusations of bias will not help to achieve perfection."

## Democrats get time to answer Nixon talk

### Albert slotted on radio networks

The four radio networks were scheduled to give the Democrats comparable time yesterday (Feb. 11) to respond to President Nixon's Jan. 28 address on the budget.

House Speaker Carl Albert (D-Okla.) and Senate Majority Leader Mike Mansfield (D-Mont.) had asked the networks for the time on behalf of the Democrats in Congress. The address was to have been delivered by Mr. Albert.

ABC Radio scheduled Mr. Albert for approximately 11 minutes at 6:06 p.m. EST. It was to be fed to all four ABC Radio networks.

CBS Radio, which carried Mr. Nixon and an ensuing analysis for a total of 17 minutes at 6:06 p.m. on Jan. 28, scheduled Mr. Albert and an analysis for another total of 17 minutes at 6:06 p.m. Newsmen Nelson Benton and Daniel Schorr were to do the analysis.

NBC Radio scheduled the speaker for about 10 minutes at 6:05. In addition it presented last Friday (Feb. 9), under plans which it said were made before the Albert-Mansfield request, a radio special, *The Congress and the Budget*, which included several members of both parties. Both Mr. Albert and Senator Mansfield were among the participants on this program, broadcast 7:30-8 p.m. EST with newsmen Paul Duke and Robert McCormick as anchormen.

Mutual, which carried the Nixon address from 6:06 to 6:17, reserved the same time for the Albert speech.

## Journalism Briefs

**CBS re-evaluates.** CBS-Owned Television Stations Division, which has been experimenting on different approach to presentation of news on its five stations, plans to have changes implemented by this summer. Changes will include use of portable lightweight camera (Mini-Cam) for coverage of local stories and microwave relay back to station; increased use of live cut-ins on major stories throughout day, interrupting regular programs and commercials; assignment to Washington of one correspondent for each station; adoption of more casual, informal, conversation style by on-air reporters.

**Funding electronic journalists.** Radio Television News Director Association has notified schools of communications and journalism in 100 colleges and universities of the availability of "electronic" journalism scholarships through Radio Television News Directors Foundation. Competition is open to sophomores with winners to get \$1,000 in semi-annual instalments during their last two undergraduate years. RTNDF will accept one entry per school. Deadline for entries on campus is March 15, and for submission to RTNDF, April 15. Winners will be announced in May. RTNDF c/o Dr.

Harold Niven, scholarship committeeman, National Association of Broadcasters, 1771 N Street, N.W., Washington 20006.

**Legislature coverage.** KVDO-TV Salem, Ore., commercial station, for first time covered opening of joint legislative session with live 100-minute color telecast in cooperative agreement with KOAC-TV Corvallis and KOAP-TV Portland, both noncommercial stations. Talent and production crew for telecast was on pooled basis with two noncommercial stations picking up feed from commercial station. Included in coverage was pickup of state-of-state address by Oregon Governor Tom McCall.

## 'America '73' under way with show on health care

The National Public Affairs Center for Television, noncommercial TV's primary producer of news and public-affairs programs, last week introduced its first and only regular new series—concerned with national problems and the possible solutions to them—that is funded only through the end of June. The weekly hour report, *America '73*, actually got under way Jan. 31 with a special edition on public reaction to peace in Vietnam, but the Feb. 7 program (on health care problems) was the first in the regular schedule.

Still in the planning stage last December when the Corporation for Public Broadcasting announced approval of 26 programs for next fall's schedule (BROADCASTING, Dec. 18, 1972), *America '73* has no commitment beyond the current fiscal year which ends June 30. Currently it is one of three regular NPACT series. Of the others, neither *Thirty Minutes With . . .* or *Washington Week in Review* is on CPB's approved list.

NPACT's current budget of about \$3 million is funded on a nearly equal basis by the Ford Foundation as well as CPB. Consideration is being given to continuing the new series into next season via private funding.

## Texans to honor Ervin

Senator Sam J. Ervin Jr. (D-N.C.) has been chosen as the first recipient of the Thomas Jefferson Award honoring public officials who "defend and preserve the freedom of news media."

Senator Ervin, sponsor of legislation that would shield newsmen from forced disclosure of confidential sources, is chairman of the Senate Constitutional Rights Subcommittee which last year held hearings on freedom of the press and which will begin hearings next week on newsmen's privilege legislation.

The award is made by the Texas Association of Broadcasters, Texas Daily Newspaper Association and Texas Tech University. It will be presented Feb. 16 to Senator Ervin during Texas Tech's Mass Communications Week.

## Burch says FCC doesn't want to regulate cable by itself

**Chairman clarifies commission's position to officials from U.S. cities**

The FCC is not interested in crowding cities and states out of all responsibility for regulating cable television. But on the other hand, cities and states should not look to Congress for legislation that would guarantee them a role.

FCC Chairman Dean Burch expressed those views last week in New York, during the opening session of a two-day seminar on cable television sponsored by the National League of Cities and the United States Conference of Mayors Congress.

Washington cannot do the entire regulatory job, he said, adding that the commission lacks the staff and the knowledge of local circumstances. Cable television, he said, could be effectively regulated by "a working partnership" among the FCC, state governments and municipalities."

In response to a question, Chairman Burch said Congress was not likely to adopt legislation that would prevent the commission from assuming jurisdiction over all areas of cable regulation. He said the feeling in Congress, if anything, would favor FCC preemption of the field. He also said Congress is likely to steer clear of the cable-TV thicket, since "most congressmen have friends in the cable-TV industry and among over-the-air broadcasters."

One legislative area involving cable where he expressed the hope Congress would act soon, however, is cable copyright. "I simply cannot emphasize too strongly my personal conviction that the entire cable industry rests on shaky foundations so long as the gut issue of its copyright liability remains in limbo," he said.

In another effort to ease the fears of cities and states concerned about being preempted by the commission, Chairman Burch announced that the commission, in considering further its rules that bear on federal/state-local relationships, will not rely solely on the reports now being prepared by the government-industry committee advising the commission on those relationships.

"We contemplate some form of open hearing this spring before the full commission—and only then will we consider any changes, minor or major, in the cable rules" involved, he said.

Earlier in the session, Mayor John Lindsay of New York declared that "the cities have a pre-emptive right to regulate and control their streets and what goes under these streets." He called cable television "an urban oil well," and added: "You can be sure that state and federal authorities are eager to take control of this commodity away from the cities."



**Franchise forum.** In the left panel, FCC Chairman Dean Burch (l) is pictured next to Roman Gribbs, mayor of Detroit. In the right panel are Morris Tarshis (l), New York City director of franchises, and New York Mayor John Lindsay.

Roman Gribbs, the mayor of Detroit and president of the National League of Cities, also called for "maximum local control" of cable-TV systems and said that there should be "no limit" as to what cities should be able to charge cable companies for franchise rights. Current FCC rules limit franchise fees to 5% of revenue.

The two-day program involving mayors, city councilmen and other municipal officials from around the country featured seminars dealing with all phases of cable-TV operation. At the conclusion of the conference, the officials issued a statement endorsing a recommendation that franchise fees be established first on the basis of a percentage of anticipated gross subscriber revenues. The statement also said that, additionally, once the cable system is in operation, the fees be based on advertising revenues, anticipated pay-TV earnings, and on money received by cable owners for the leasing of channels to other entrepreneurs. The officials also agreed to work together with their respective states to limit the federal role in cable-TV regulation.

## Viacom to lend a hand on Utah cable system

**Unusual three-company pact set up to expand 100-subscriber operation**

In a particularly complicated three-party transaction, Viacom International Inc., New York, which through its Viacom Communications division is said to be the fourth largest operator of cable-TV systems, has agreed to manage the development and expansion of an existing cable-TV system in Salt Lake City that currently has fewer than 100 subscribers. Other parties to the unusual agreement, announced last week, are Globe Inc., parent of Western TV Cable Corp., which currently operates the cable-TV system in Salt Lake, and Cadco of Utah, a private investment and development group based in Salt Lake.

Under conditions of the agreement, Globe and Cadco have formed a general partnership and plan, in turn, to organize a limited partnership to finance the expansion of the Salt Lake cable system. Initially, Viacom will be paid to manage the system, being responsible for its expanded construction, as well as operation. Equity and debt financing is to be arranged by the limited partnership estab-

lished by Globe and Cadco, with Viacom not investing but having, through its board of directors, the right to approve financing arrangements. Indications are that implementation of the agreement will start when appropriate financing is completed and approved by the Viacom board.

Also, under terms of the agreement, Viacom has the option to purchase the Salt Lake system during either the fifth or sixth year of operation, but if the company doesn't choose to exercise this option, the Globe-Cadco partnership can, in effect, force Viacom to make the purchase in the seventh year of operation. Viacom's option to buy is to be based on a formula contingent on the number of subscribers the system then serves.

## Pay cable says it will pay in Pennsylvania

**Home Box Office-commissioned study finds ready viewer acceptance for at-home film and sports viewing**

Preliminary results of a survey commissioned by Home Box Office Inc., New York, among pay-cable-TV subscribers in Wilkes Barre, Pa., indicates there is a satisfactory market for feature-film and live sports events programming on a pay basis.

The study was conducted by Lieberman Research Inc. among 150 subscribers, 150 former subscribers and 150 non-subscribers of Home Box Office programming carried on the Wilkes Barre CATV system owned by Service Electric TV Inc., Mahony City, Pa. The system has been carrying feature films and sports attractions, including college and professional basketball and hockey, supplied by Home Box Office, since last November. Home Box Office is a cable programming firm, which is a subsidiary of Sterling Communications, New York. Its president is Charles F. Dolan.

Among Home Box Office program subscribers, the study shows, 79% said they preferred to watch films at home rather than at a theater. Among former subscribers, 76% said they preferred to view at home, and among nonsubscribers, the figure was 59%. A substantial part in each category had no preference.

The study also found that sports interest was heavy for males and that viewers expressed "a strong interest" in live



Broadway musicals and plays but a slight interest in ballet or opera.

Under the Home Box Office formula, subscribers pay an added \$6 per month charge. Its programs are made available by the installation of a push-button converter supplied by the cable-system operator.

Another Service Electric system, in Allentown, Pa., began to carry Home Box Office's mix of features and sports events last week. Films being shown in February are "Mary, Queen of Scots," "Frenzy," "The Great Northfield, Minnesota, Raid" and "Silent Running."

## Panagos fears take-over of cable by county

The founder and owner of the first cable television franchise granted in the metropolitan area of Washington says the threat of government ownership of cable television "scares me to death." John Panagos, whose Gaithersburg (Md.) CATV-Inc. became operative a little more than a month ago, told the Advertising Club of Metropolitan Washington at a luncheon meeting that the franchise authority of the Montgomery county council in suburban Maryland, acting as a result of a proposal for a county-owned and operated local cable system (BROADCASTING, Oct. 9, 1972), has authorized a \$200,000 feasibility study of government ownership of cable TV systems. Noting that he is currently one of 11 applicants for a cable-TV franchise in Montgomery county, Mr. Panagos made it clear that he would rather lose his franchise bid to a competitor than to see government operation of the system.

He cited the inherent danger to freedom of the press and the "staggering" financial burden to the county and its taxpayers as primary reasons for his fear of government ownership. "The county has enough to do in solving sewer problems, roads, schools," Mr. Panagos said.

**Smalls talk.** Lots of little things accomplished but no major action—that was the summary of the two-day board of directors meeting of the National Cable Television Association in New Orleans, Feb. 7-8. NCTA's dues committee, reporting work on a specific proposal for dues reduction, was directed by the board to have a firm plan available for the next board meeting in April. The board made clear that it favors a substantial reduction in dues at the bottom of the scale for small cable operators, while advocating an increase at the top.

The board also approved the concept of holding five meetings in Washington next spring with cable operators from five different regions invited in for briefings on legislative matters. Also approved by the board was a definition of a "small" cable system as one that has 3,500 subscribers or fewer and has a potential of no more than 5,000 homes.

## Equipment & Engineering

### Tightening up at Collins

A new division to incorporate all aspects of its broadcast operation has been established by Collins Radio Co., Dallas.

Steve Spence, who joined Collins in 1961 and most recently was director, computer services division, has been named general manager of the division that will handle marketing, engineering and manufacturing for broadcast products. John Haerle is to continue as marketing manager.

"The customer will benefit from the centralization," according to D. R. Beall, executive vice president of Collins. "And because the division will have complete responsibility for all engineering and manufacturing functions, we will be able to produce a better-than-ever product at competitive prices."

Mr. Beall also said the Collins booth

at the National Association of Broadcasters convention in Washington next month will include a new-product section, and that the introduction and delivery of other new products will be accelerated by the reorganization.

## Technical Briefs

**Selling by tape.** Simpson/Reilly & Associates, Seattle station rep, plans to use Sony Videocassette recorders to make more effective sales presentations to advertisers for its station clients. Firm says it will employ tape medium in visual depiction of client's facility, to provide sponsors with air check of their spots from distant markets and to provide advertisers with personal message from station managers. Simpson/Reilly is regional representative with station clients in Washington, Idaho, Oregon and British Columbia.

**Put off.** Launch of Intelsat IV, commercial communications satellite to be



**Together.** District and federal officials were on hand Feb. 1 for the dedication of the new joint television tower and antenna for the Evening Star Station Group's WMAL-TV and Post-Newsweek's WTOP-TV, both Washington. The new 640-foot facility, which was put into operation Dec. 18, 1972, is located at 40th and Chesapeake Streets, N.W. It is credited with improving reception for a million viewers in the immediate area as well as adding 150,000 viewers in adjacent states. At the ceremony (l-r): Richard S. Stakes, executive vice president of Washington Star Station Group; Katharine Graham, president, Washington Post Co.; Larry H. Israel, chairman of the board, Post-Newsweek Stations; District of Columbia Mayor Walter Washington; John H. Kaufmann, president, Washington Star Communications Inc.; Senator J. Glenn Beall Jr. (R-Md.), and John W. Thompson, president of the Washington Star Station Group. The new facility is also being used by WMAL-FM and WHUR-FM, both Washington.

## Know any funny stories you can't tell on the air?

Put 'em on tape or cassette and send 'em in! Contemporary new humor service pays \$25 for each joke used. Stories need not be original if you tell them great or add a fresh new twist. All risqué ratings needed: "G", "PG", "R", even "X". Audience: adult men and women. Ideal length: 30 to 60 seconds. Laugh all the way to the bank. Send as many as you can think of to: "Ever hear the one about...", Box 670 44, Century City Station, Los Angeles, California 90067. All jokes acknowledged.

used for Pacific Ocean service, has been postponed for second time. Communications Satellite Corp. announced that satellite first scheduled for lift-off in January, then delayed for month, will be launched sometime in second quarter of 1973, maybe as early as May. Testing problems with on-board guidance equipment has caused latest delay.

**Expansion.** As part of new program to provide complete service to broadcast and closed-circuit TV industries, Rank Precision Industries, Des Plaines, Ill., has expanded its service operations in areas such as lens repair, mobile-TV and studio installation and CCTV and security systems. Further expansion will be devoted to special projects such as lens-to-camera adaptation and modification of TK 42/43 color camera to accept Plumbicon tubes in chroma channels.

**Backdrop aid.** American Scenic Co., Greenville, S.C., is offering Insta-Key, nonreflective bonded fabric used as studio backdrop to produce "chroma-key" special effects in live/tape programming or commercials. Insta-Key, available in three shades of nonfade blue, has been tested at several commercial stations in South. 11 Andrews Street, Box 283, Greenville, S.C. 29602

**Burbank to Tulsa.** RCA, Camden, N.J., has sold \$650,000 color-TV studio system to Oral Roberts University, Tulsa, for use in production of Oral Roberts syndicated programs. Installation of RCA studio system on Tulsa campus has allowed university to move its TV production operations from Burbank, Calif. Major items in installation include four type TK-44B color cameras, two TR-70 C video-tape recording systems, and audio switching and control equipment.

**Pro amateur.** Professional version of Eastman Kodak's new XL55 super 8 movie camera has been introduced. Capable of being used with existing light, Supermatic 24 has three additional features: socket that permits remote control with cable release, manual zoom, film-plane marker for accurate distance measurement and lens that accepts series VII adapter for filters. Price: \$189.50.

**Together again.** James O. Weldon, who owned Continental Electronics Manufacturing Co. before it was sold in 1959, has formed another electronics company with the same name, operating out of the same Dallas facilities. The original company supplied broadcast transmitters for the Voice of America, domestic and international AM radio stations and military installations. Mr. Weldon said the new Continental Electronics will continue in this manufacturing capacity.

**Counter-timer.** Systron-Donner Corp. has introduced 50 mhz counter-timer, model 6250, for making direct frequency, period, time interval, ratio and totalize measurements. Priced at \$575, unit sets all input adjustments automatically and provides automatic display of measurements. Robert D. Geddes, Product Manager, LF Counters, Instruments Division, Systron-Donner Corp., 10 Systron Drive, Concord, Calif. 94520.

# 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
2	1	<b>Crocodile Rock</b> (3:56) Elton John—MCA	1	1	2	1
1	2	<b>You're So Vain</b> (4:07) Carly Simon—Elektra	2	2	1	2
3	3	<b>Superstition</b> (3:57) Stevie Wonder—Tamla	3	3	3	3
6	4	<b>Why Can't We Live Together?</b> (3:11) Timmy Thomas—Glades	5	5	5	5
7	5	<b>Could It Be I'm Falling In Love</b> (4:13) Spinners—Atlantic	7	4	6	4
12	6	<b>Love Train</b> (2:59) O'Jays—Philadelphia Intl.	8	6	4	6
5	7	<b>Oh Babe, What Would You Say?</b> (3:22) Hurricane Smith—Capitol	6	7	7	11
4	8	<b>Your Mama Don't Dance</b> (2:47) Loggins and Messina—Columbia	4	10	8	8
10	9	<b>Rocky Mountain High</b> (4:39) John Denver—RCA	9	8	9	9
8	10	<b>Don't Expect Me To Be Your Friend</b> (3:38) Lobo—Big Tree	12	9	10	7
11	11	<b>Dancing in the Moonlight</b> (2:57) King Harvest—Perception	11	11	13	13
14	12	<b>Do It Again</b> (4:03) Steely Dan—ABC	10	13	12	14
15	13	<b>The World Is a Ghetto</b> (3:59) War—United Artists	17	12	14	10
25 •	14	<b>Daddy's Home</b> (2:59) Jermaine Jackson—Motown	13	16	15	16
24	15	<b>Killing Me Softly With His Song</b> (4:46) Roberta Flack—Atlantic	16	14	11	12
9	16	<b>Trouble Man</b> (3:50) Marvin Gaye—Motown	14	17	16	15
19	17	<b>Last Song</b> (3:15) Edward Bear—Capitol	18	15	18	17
20	18	<b>Jambalaya</b> (3:06) Blue Ridge Rangers—Fantasy	15	18	17	18
27	19	<b>Dueling Banjos</b> (2:10) "Deliverance" Soundtrack—Warner Brothers	19	20	20	21
13	20	<b>Me &amp; Mrs. Jones</b> (4:34) Billy Paul—Philadelphia Intl.	20	19	23	22
33 •	21	<b>Love Jones</b> (3:19) Brighter Side of Darkness—20th Century	23	21	21	20
17	22	<b>Hi Hi Hi</b> (3:10) Paul McCartney & Wings—Apple	26	23	19	19
18	23	<b>Super Fly</b> (3:03) Curtis Mayfield—Curtom	21	25	22	26
21	24	<b>Rockin' Pneumonia</b> (3:16) Johnny Rivers—United Artists	22	24	24	25
23	25	<b>Do You Wanna Dance?</b> (2:44) Bette Midler—Atlantic	29	22	26	24
41 •	26	<b>Cover of Rolling Stone</b> (2:53) Dr. Hook and the Medicine Show—Columbia	27	28	25	23
16	27	<b>Clair</b> (3:00) Gilbert O'Sullivan—MAM	24	26	28	27
22	28	<b>Funny Face</b> (2:42) Donna Fargo—Dot	25	27	29	30
35	29	<b>Dreidel</b> (3:45) Don McLean—United Artists	28	29	27	28
36	30	<b>You Turn Me On, I'm a Radio</b> (2:40) Joni Mitchell—Asylum	30	32	30	33
45 •	31	<b>Peaceful Easy Feeling</b> (4:15) Eagles—Asylum	31	33	31	32

# The Broadcasting Playlist

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
37	32		<b>Pieces of April</b> (4:00) Three Dog Night—Dunhill	32	30	32	31
43	• 33		<b>Also Sprach Zarathustra</b> (5:06) Deodato—CTI	36	31	33	29
44	• 34		<b>Jesus Is Just Alright</b> (3:50) Doobie Brothers—Warner Brothers	39	35	37	34
42	35		<b>Hummingbird</b> (3:30) Seals & Crofts—Warner Brothers	38	36	36	35
26	36		<b>Don't Let Me Be Lonely</b> (2:31) James Taylor—Warner Brothers	37	37	35	37
51	• 37		<b>Don't Cross the River</b> (2:22) America—Warner Brothers	34	39	39	40
34	38		<b>Smoke Gets In Your Eyes</b> (3:15) Blue Haze—A&M	35	34	45	41
—	• 39		<b>I'm Stone In Love With You</b> (3:12) Stylistics—Avco	33	44	34	43
48	40		<b>Aubrey</b> (3:38) Bread—Elektra	41	40	40	39
28	41		<b>Living in the Past</b> (3:13) Jethro Tull—Chrysalis	43	38	42	38
47	42		<b>Big City Miss Ruth Ann</b> (2:34) Gallery—Sussex	45	41	46	44
40	43		<b>Keeper of the Castle</b> (2:44) Four Tops—Dunhill	44	48	44	42
53	44		<b>Danny's Song</b> (3:06) Anne Murray—Capitol	40	42	48	46
31	45		<b>Separate Ways</b> (2:36) Elvis Presley—RCA	47	46	38	49
52	46		<b>Control of Me</b> (3:28) Les Emmerson—Lion	46	45	43	50
55	47		<b>I'm Just a Singer</b> (4:16) Moody Blues—Threshold	55	43	41	36
50	48		<b>Neither One of Us</b> (4:15) Gladys Knight & The Pips—Soul	48	47	47	47
30	49		<b>I Am Woman</b> (3:03) Helen Reddy—Capitol	42	49	50	48
46	50		<b>Harry Hippie</b> (3:50) Bobbie Womack & Peace—United Artists	50	50	49	51
29	51		<b>It Never Rains In Southern California</b> (2:53) Albert Hammond—Mums	49	55	51	52
62	• 52		<b>Dead Skunk</b> (3:08) Loudon Wainwright III—Columbia	51	51	52	55
59	53		<b>Good Morning Heartache</b> (2:20) Diana Ross—Motown	52	52	56	53
57	54		<b>Space Oddity</b> (5:05) David Bowie—RCA	71	56	54	45
—	• 55		<b>Break Up To Make Up</b> (4:00) Stylistics—Avco	53	57	57	56
39	56		<b>I Wanna Be With You</b> (2:53) Raspberries—Capitol	59	70	55	57
—	• 57		<b>Aln't No Woman</b> (2:59) Four Tops—Dunhill	54	58	59	60
—	• 58		<b>Living Together, Growing Together</b> (3:50) Fifth Dimension—Bell	56	54	65	74
61	59		<b>Reelin' &amp; Rockin'</b> (4:16) Chuck Berry—Chess	*	*	53	54
58	60		<b>Little Willy</b> (3:13) The Sweet—Bell	60	60	58	61
—	• 61		<b>Stir It Up</b> (3:09) Johnny Nash—Columbia	58	63	61	68
56	62		<b>Daytime Nighttime</b> (3:07) Keith Hampshire—A&M	57	68	64	66
—	• 63		<b>Yellow Ribbon</b> (3:19) Dawn—Bell	68	53	*	58
—	• 64		<b>Bitter Bad</b> (2:30) Melanie—Neighborhood	65	59	71	65
—	• 65		<b>Hello Hooray</b> (3:01) Alice Cooper—Warner Brothers	62	72	62	67
54	66		<b>I'm Never Gonna Be Alone Anymore</b> (2:37) Cornelius Brothers & Sister Rose—United Artists	63	64	70	63
—	67		<b>Sail on Sailor</b> (3:15) The Beach Boys—Brother	72	62	72	59

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## The Broadcasting Playlist *Continued from page 71*

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	68		<b>You Are What I Am</b> (2:35) Gordon Lightfoot—Warner Brothers	66	71	69	64
—	69		<b>Names, Tags, Numbers, Label</b> (3:38) The Association—Mums	70	61	66	69
71	70		<b>Love Music</b> (3:42) Raiders—Columbia	*	74	60	72
—	71		<b>You've Got To Take It</b> (3:28) Main Ingredient—RCA	69	75	67	71
—	72		<b>Magic Woman Touch</b> (3:17) The Hollies—Epic	64	*	68	75
—	73		<b>Love and Happiness</b> (5:00) Al Green—Hi	75	65	*	70
70	74		<b>Lucky Man</b> (4:36) Emerson-Lake-Palmer—Cotillion	*	69	*	62
67	75		<b>Boogie Woogie Man</b> (2:18) Paul Davis—Bang	73	*	73	73

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

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

Ain't No Woman (57), Also Sprach Zarathustra (33), Aubrey (40), Big City Miss Ruth Ann (42), Bitter Bad (64), Boogie Woogie Man (75), Break Up To Make Up (55), Clair (27), Control of Me (46), Could It Be I'm Falling In Love (5), Cover of Rolling Stone (26), Crocodile Rock (1), Daddy's Home (14), Dancing in the Moonlight (11), Danny's Song (44), Daytime Nighttime (62), Dead Skunk (52), Do It Again (12), Do You Wanna Dance? (25), Don't Cross the River (37), Don't Expect Me To Be Your Friend (10), Don't Let Me Be Lonely (36), Dreidel (29), Dueling Banjos (19), Funny Face (28), Good Morning Heartache (53), Harry Hippie (50), Hello Hooray (65), Hi Hi Hi (22), Hummingbird (35), I Am Woman (49), I Wanna Be With You (56), I'm Just a Singer (47), I'm Never Gonna Be Alone Anymore (66), I'm Stone in Love With You (39), It Never Rains in Southern California (51), Jambalaya (18), Jesus Is Just Alright (34), Keeper of the Castle (43), Killing Me Softly With His Song (15), Last Song (17), Little Willy (60), Living in the Past (41), Living Together, Growing Together (58), Love and Happiness (73), Love Jones (21), Love Music (70), Love Train (6), Lucky Man (74), Magic Woman Touch (72), Me & Mrs. Jones (20), Names, Tags, Numbers, Label (69), Neither One of Us (48), Oh Babe, What Would You Say? (7), Peaceful Easy Feeling (31), Pieces of April (32), Reelin' & Rockin' (59), Rockin' Pneumonia (24), Rocky Mountain High (9), Sail on Sailor (67), Separate Ways (45), Smoke Gets In Your Eyes (38), Space Oddity (54), Stir It Up (61), Super Fly (23), Superstition (3), Trouble Man (16), Why Can't We Live Together? (4), The World Is A Ghetto (13), Yellow Ribbon (63), You Are What I Am (66), You Turn Me On, I'm a Radio (30), You're So Vain (2), You've Got To Take It (71), Your Mama Don't Dance (8).

### Music

## They're trying, again, to rock in Washington

**WRC's decision to go top 40 has inspired new competition in a town generally torn between MOR and rhythm-and-blues**

For years, Washington, D.C.—the nation's seventh largest metro area—has been regarded as a solid rhythm-and-blues town. Containing an urban area that is 71% black, the market has been a successful stomping ground for the likes of Sonderling's WOL(AM), United's WOOK(AM) and—more recently—Howard University's WHUR(FM). The undisputed ratings king has been WMAL(AM), an MOR operation that is traditional in every sense of the word. What Washington wasn't noted for was top 40. Indeed, there was a noticeable lack of competition among Washington's four top-40 stations and, many observers feel, it hurt them, both individually and severally.

Dormancy is no longer a fact of life in Washington top-40 radio, a development to which any of the area's programmers will readily—and in some cases, remorsefully—attest. For the past several months Washington has been the scene of an energetic three-way battle for

prominence among the area's contemporary media. Two of the outlets involved, WPGC-AM-FM Morningside, Md., and WEAM(AM) Arlington, Va., are established facilities that have weathered many changes. The third, WRC(AM) Washington, is the insurgent. Formerly an old-line MOR outlet that for years competed head-on with WMAL before losing, NBC-owned WRC last October underwent a radical change that saw the displacement of its entire staff in favor of an ambitious team of rockers. Now a hard-driving top-40, WRC at the outset set its sights on total market dominance and in the process has sent its competitors scurrying back to the drawing board for innovations that would have been unheard of in quieter times.

To Paul Drew, a noted contemporary radio consultant who went to Washington last year to program RKO General's WGMS(AM) when it was slated to switch from classical to top-40 programming (that plan was later abandoned in the midst of substantial public protestation), the situation in Washington has become a question of survival. "When you have so few listeners in the first place and you lose some of them," Mr. Drew says, "you begin to look like a chicken with its feathers plucked." That, he says, is what WRC's competitors—particularly WPGC and WEAM—are trying to avoid. WRC, Mr. Drew feels, "has a great advantage over the other contemporary stations in town because it's the only one you can hear continuously if you drive all the way around the beltway" (the interstate high-

way that encircles the city). But for Lee Sherwood, wrc's 33-year-old program director, the considerations are far more extensive than the technical.

"Washington is the last virgin major market as far as contemporary radio is concerned," Mr. Sherwood claims. "The facility doesn't do much good without the product. We're supplying that product now." Mr. Sherwood is only one of many who feel that until recently Washington could not claim to have a "big-city" sounding top 40. As far as wpgc and weam were concerned, he says, "It was too easy for them to exist. There are no longer two guys in town. There are three. We're going to make them spend money. We're going to make them promote and program more consciously."

No one would doubt that wrc has been promoting and programing with unrestrained ambition. Mr. Sherwood estimates that since the station switched formats, NBC has spent about \$70,000 in advertising and give-aways. Foremost among those efforts has been "Washington Payoff," in which a listener who answers his phone with those words wins a new car and the opportunity to win an additional several thousand dollars. Soon it will initiate "Prize Patrol," in which a station mobile unit will travel the area's thoroughfares awarding prizes to motorists who are listening to wrc.

In the programing area, Mr. Sherwood notes: "If a station doesn't have magic, it isn't going to cut it. Our magic is outrageousness." He maintains a tight playlist consisting of established hits peppered with an above-average number of album cuts, but places particular emphasis on the personalizing of wrc's disk jockeys. Consequently, Simon Train, whom Mr. Sherwood brought from KAKC(AM) Tulsa, Okla., has been known to "simonize" various callers by reciting self-composed poetry to them. And Mark Driscoll, a product of KLOS(AM) Los Angeles, is prone to snap his "cosmic whip" at callers-in—a bizarre conglomeration of audible effects reputed to send recipients into various forms of ecstasy.

One might wonder about the reaction of NBC's tradition-bound management to such goings-on. According to Mr. Sherwood: "I don't think they knew what they were in for" when they gave him near absolute autonomy in programing

the station. "Obviously," he said, "a little diplomacy was called for." An initially cool reception has warmed considerably, he says, under a general impression that the changes are working.

Elsewhere in the market, the reaction to wrc has been understandably more frigid. At wpgc, the current number-one top-40 in the local ratings, it's almost a case of all-out war. "You have to be concerned with them being there," says wpgc Program Director Harv Moore, "particularly with their signal." But Mr. Moore is quick to point out that wpgc's strength has been in FM, where it has enjoyed near absolute dominance in the evenings. (WPGC[AM] is a daytimer; the FM simulcasts until sunset.) While he does not downplay his concern about wrc, Mr. Moore remains confident that wpgc will win out in the long run. Since last fall it has spent an estimated \$60,000 in promotion to document that prediction. "We try to entertain," says Harv Moore. "That's the whole story in radio. Everybody plays basically the same kind of music. So what's the difference? In our case, the success has been in the happy marriage between the records we play and what we put in between them. What it's going to come down to is who sounds better."

At weam, it's a case of getting back to basics. Since 1970, weam, which used to be the number-one rocker in town, has slipped noticeably in the ratings. Alen Hall, weam's new PD, attributes this to his predecessor's tendency to make the station sound more "laid back," as well as a former music director's infatuation with black music that "didn't even make the grade at the black stations." Now, under Mr. Hall, "personality is our key word." He has overhauled weam's announcing staff and has come up with the likes of Tom Watson (from KKDJ Los Angeles) and Jerry Goodwin (from WPDQ Jacksonville, Fla.). "I want to bring personalities back to this station," says Al Hall. "I want our guys to relate more to the audience besides just screaming at them." weam has been promoting heavily, but economic limitations have forced it to stop short of the spending employed by wrc and wpgc. The competition, Mr. Hall claims, "has chalked us off" as a threat, adding that action may turn out to be premature. "I can't beat



Mr. Hall



Mr. Sherwood



Mr. Moore

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them in promotion. We just don't have that kind of money. I hope to beat them in sound."

The last American Research Bureau rating period in Washington covered only five days of WRC's operation under the new format and it is generally understood that conclusive evidence as to whether any of the three stations has achieved a substantial edge will not emerge until the issuance of the April-May ARB report.

While it may be premature to speculate about the outcome of the battle, it now seems apparent that one immediate effect has been to influence the two remaining top-40's in the Washington market—WINX(AM) Rockville, Md., and WEEL(AM) Fairfax, Va.—into concentrating their efforts within their traditional strongholds, suburban Montgomery county in the case of WINX and northern Virginia in the case of WEEL. For Skip Groff and Bob Raleigh, program directors of WINX and WEEL, respectively, "regionalizing" is the order of the day. "We've always been strong in Montgomery county," notes Mr. Groff. "As long as we maintain our attitude of serving it first, we can survive quite well there." Adds Mr. Raleigh: "My little bastion is pretty tight and if I find a hole in it, I plug it up quickly. I can't see anybody beating us out here."

Meanwhile, a confident Lee Sherwood leans back in his office at WRC and speculates about the future. In that speculation, he readily admits that his ambitions do not stop at winning the local top-40 race. Number-one on the agenda, he claims, is tackling the venerable WMAL.

## NBC scores in wee hours

Premiere night for NBC-TV's late-night music show, *Midnight Special* (Feb. 2, 1-2:30 a.m. NYT), produced better-than-expected ratings and high hopes by the network on the viability of the after-1 a.m. time slot which may be filled by a variety show, *Tomorrow Show*, in early spring. In Nielsen overnight ratings for Los Angeles and New York, *Midnight Special*—which featured Helen Reddy, Curtis Mayfield, George Carlin and The Byrds—drew audience shares almost twice the size of its closest competitor. There was no network-supplied programming for CBS-TV and ABC-TV affiliates during that time and, in both cities, movies were scheduled opposite the music program.

In New York, *Midnight Special* received a 9.7 rating and a 48 share against a 4.8 rating and a 24 share for the CBS affiliate and a 2.5 and 11 for the ABC outlet. In Los Angeles, NBC drew a 7.8 rating and 48 share against CBS's 4.2 and 26 and ABC's 0.7 and 4 share. Part of the credit for NBC's strong late, late night showing must be given to the lead-in by the *Tonight Show* whose strongest night has traditionally been Friday.

## Country talk

The agenda and keynote speaker for the fourth annual Country Music Seminar—formerly the Country Radio Programming Seminar—were announced last week.

Discussion topics for the March 16-17 sessions at the King of the Road motor inn in Nashville will include audience research, directions in country music, automated programming, traditional vs. modern country formats, interdepartmental relations in country radio, station image and a study session on the components of the country format. Keynote speaker for the seminar will be recording artist Bill Anderson.

In years past, this seminar emphasized programming. This year, stronger attention will also be paid to radio management.

### Breaking In

**"Drift Away"—Dobie Gray (Decca)** ■ Recorded in Nashville, "Drift Away" is a distinctive blend of soul and rock and roll. Written by the song's producer, Mentor Williams, the record is about the escapist quality of music. The presentation is relaxed and polished.

Reaction to "Drift Away" has been swift. Important secondaries went on it almost immediately and last week, major-market stations began to follow up. KSFJ (FM) San Francisco played the record continuously for eight-and-a-half hours as a promotion.

Stations reported playing the new Dobie Gray include: KJR (AM) Seattle, WIBG (AM) Philadelphia, KDAY (AM) Santa

Monica, Calif., and KTAC (AM) Tacoma, Wash.

**"Stuck in the Middle with You"—Stealers Wheel (A&M)** ■ This record seems to be taking an unorthodox route in its search for hit status. Culled from the band's premiere album, "Stuck in the Middle with You" went on several major stations two weeks ago as an album cut. A&M rush-released the song as a single last week after seeing the reaction of programmers.

"Stuck in the Middle," characterized by combination of acoustic and electric guitar (more acoustic, though) and a lead vocal reminiscent of Bob Dylan's style, has a unique country flavor. Production credit goes to Mike Lieber and Jerry Stoller, the team responsible for writing and producing many early rock-and-roll hits for Atlantic Records and others ("Up on the Roof", "Charlie Brown").

Stations last week playing the new Stealers Wheel in LP-cut rotation included: WIXY (AM) Cleveland, KJR (AM) Seattle, WEAM (AM) Arlington, Va., WIBG (AM) Philadelphia, KRLA (AM) Los Angeles, KILT (AM) Houston and WKBW (AM) Buffalo, N.Y.

**"Magic Woman Touch"—Hollies (Epic)** ■ One of the most prolific pop groups, the Hollies have put out three albums since last summer. The first two contained hits for this British group ("Long,

Cool Woman in a Black Dress" and "Long, Dark Road"). And their third album of the season may be as good to them with "Magic Woman Touch".

The Hollies' new lead singer, Michkael Likfors, has not changed the sound of the harmony-based group, and the early Beatles influence is still present.

Stations reported playing the new Hollies include: WPRO (AM) Providence, R.I., KOIL (AM) Omaha, KYA (AM) San Francisco, KJRB (AM) Spokane, Wash., WIBG (AM) Philadelphia and WKBW (AM) Buffalo, N.Y.

### Music Briefs

**Commercial on third label.** Add Miller beer's jingle to list of commercials being released as legitimate songs. Within last 12 months three different renditions of "If You've Got The Time" ("We've Got The Beer") have been released. Latest is by 1950's rock star Freddie Cannon, on Metromedia label. It has also been rendered by Sammy Kaye orchestra (on Project III label) and Brook Benton (MGM Recordings).

**Black label.** Warner Bros. Records has formed rhythm-and-blues label, "Kwanza." The first single on Kwanza was released last week, "Paint Yourself in a Corner" by the Classics Sullivans. Kwanza means "first" in Swahili.

## Broadcasting Stock Index

## Weekly market summary of 138 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Feb. 7	Closing Jan. 31	Net change in week	% change in week	1972-73 High	1972-73 Low	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	ABC	N	67	67 1/2	- 1/2	- .74	81 1/2	51 1/4	8,418	564,006	
ASI COMMUNICATIONS	ASIC	O				.00	5	1	1,815	1,815	
CAPITAL CITIES	CCB	N	55 3/4	55 1/2	+ 1/4	+ .45	64 1/4	48	6,991	389,748	
CBS	CBS	N	46 3/4	48 1/4	- 1 1/2	- 3.10	63	44 1/2	28,096	1,313,488	
COX	COX	N	34 3/4	35 7/8	- 1 1/8	- 3.13	51	32 5/8	5,838	202,870	
FEDERATED MEDIA	O		2 3/4	2 1/2	+ 1/4	+ 10.00	4 1/8	2	820	2,255	
GROSS TELECASTING	GGG	A	14 3/4	15	- 1/4	- 1.66	23 7/8	12 1/4	800	11,800	
LIN	LINB	O	13 3/8	13 7/8	- 1/2	- 3.60	22 3/8	10 3/4	2,341	31,310	
MOONEY	MOON	O	9 5/8	10 1/8	- 1/2	- 4.93	11 5/8	4	250	2,406	
PACIFIC & SOUTHERN	PSOU	O	13 1/2	13 3/4	- 1/4	- 1.81	18 1/4	6 1/2	2,010	27,135	
RAHALL COMMUNICATIONS	RAHL	O	10 3/4	10 1/2	+ 1/4	+ 2.38	29	8	1,297	13,942	
SCRIPPS-HOWARD*	SCRP	O		20 3/4		.00	27	18	2,589	53,721	
STARR*	SBC	M	21	22 5/8	- 1 5/8	- 7.18	30 1/2	15 1/2	1,042	21,882	
STORER	SBK	N	34 3/4	33 1/4	+ 1 1/2	+ 4.51	49 3/8	31	4,402	152,969	
TAFT	TFB	N	49 3/4	50 1/2	- 3/4	- 1.48	59 1/4	41 3/4	4,064	202,184	
									<b>TOTAL</b>	<b>70,773</b>	<b>2,991,531</b>
<b>Broadcasting with other major interests</b>											
ADAMS-RUSSELL	AAR	A	4 3/8	4 7/8	- 1/2	- 10.25	8 3/4	4 3/8	1,259	5,508	
AVCO	AV	N	14	13 5/8	+ 3/8	+ 2.75	20 7/8	12 7/8	11,497	160,958	
BARTELL MEDIA	BMC	A	2 3/8	2 5/8	- 1/4	- 9.52	7 1/8	2 1/4	2,257	5,360	
CHRIS-CRAFT	CCN	N	5 1/4	5 3/8	- 1/8	- 2.32	8 3/4	4 5/8	4,008	21,042	
COMBINED COMMUNICATIONS	CCA	A	35 5/8	39 1/2	- 3 7/8	- 9.81	44 3/8	28 1/2	3,405	121,303	
COWLES COMMUNICATIONS	CWL	N	8 1/4	9 1/8	- 7/8	- 9.58	13 1/8	8 1/4	3,969	32,744	
DUN & BRADSTREET	DNB	N	76 3/4	78 3/4	- 2	- 2.53	81 3/8	63	12,998	997,596	
FAIRCHILD INDUSTRIES INC.	FEN	N	10	10 7/8	- 7/8	- 8.04	14 1/4	9	4,562	45,620	
FUQUA	FOA	N	15 7/8	17	- 1 1/8	- 6.61	27 7/8	15 5/8	9,587	152,193	
GABLE INDUSTRIES	GBI	N	21	23	- 2	- 8.69	32 1/4	21	2,551	53,571	
GENERAL TIRE & RUBBER	GY	N	23 3/4	25 1/4	- 1 1/2	- 5.94	32 5/8	23 3/8	20,195	479,631	
GLOBETROTTER COMMUNICATION INC	GLBTA	O	8	7 5/8	+ 3/8	+ 4.91	20 1/2	7	2,843	22,744	
GRAY COMMUNICATIONS	O		11 3/4	12 1/4	- 1/2	- 4.08	14	6 1/2	475	5,581	
HARTE-HANKS NEWSPAPERS INC.	HNK	O	26	25 1/2	+ 1/2	+ 1.96	33 1/4	21	4,321	112,346	
ISC INDUSTRIES	ISC	A	7 1/8	7 3/4	- 5/8	- 8.06	9 1/8	6	1,655	11,791	
KAISER INDUSTRIES	KI	A	5	5 3/8	- 3/8	- 6.97	9 5/8	5	26,948	134,740	
KANSAS STATE NETWORK	KSN	O	6 1/8	6 1/8		.00	7 7/8	5 5/8	1,621	9,928	
KINGSTIP INC.	KTP	A	11 7/8	11 1/2	+ 3/8	+ 3.26	17 3/4	10 7/8	1,155	13,715	
LAMB COMMUNICATIONS*	O		2 1/2	2 1/2		.00	4 7/8	2	475	1,187	
LEE ENTERPRISES	LNT	A	21 3/8	22 1/8	- 3/4	- 3.38	30	17 1/2	3,340	71,392	
LIBERTY CORP.	LC	N	18 3/4	19 7/8	- 1 1/8	- 5.66	25 1/2	17 1/2	6,753	126,618	
MCGRAW HILL	MHP	N	13 1/4	13 1/2	- 1/4	- 1.85	20 7/8	12 7/8	23,327	309,082	
MEDIA GENERAL INC.	MEG	A	34 3/4	36 3/8	- 1 5/8	- 4.46	49 3/8	27 7/8	3,434	119,331	
MEREDITH CORP.	MDP	N	18	17 3/4	+ 1/4	+ 1.40	30 3/4	17 1/2	2,820	50,760	
METROMEDIA	MET	N	28 1/8	29 5/8	- 1 1/2	- 5.06	39	27 1/4	5,959	167,596	

	Stock symbol	Exch.	Closing Feb. 7	Closing Jan. 31	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitali- zation (000)	
							High	Low			
MULTIMEDIA INC.		D	27	26 3/4	+ 1/4	+ .93	45	14	3,612	97,524	
OUTLET CO.	OTU	N	14 1/2	15 3/8	- 7/8	- 5.69	19 3/8	13	1,336	19,372	
PACIFIC SOUTHWEST AIRLINES	PSA	N	18	18 1/4	- 1/4	- 1.36	37 1/2	17 3/4	3,771	67,878	
POST CORP.	POST	O	14 1/2	15	- 1/2	- 3.33	30	9	942	13,659	
PUBLISHERS BROADCASTING CORP.	PUBB	D	1 5/8	1 5/8	-	.00	4 7/8	1 5/8	919	1,493	
REEVES TELECOM	RBT	A	2 3/4	3 3/8	- 5/8	- 18.51	4 1/4	2 1/8	2,294	6,308	
RIDDER PUBLICATIONS	RPI	N	27	28	- 1	- 3.57	34 1/2	21 7/8	8,327	224,829	
ROLLINS	ROL	N	30 1/2	33 1/4	- 2 3/4	- 8.27	43 1/4	29 1/2	12,146	370,453	
RUST CRAFT	RUS	A	26	27 1/4	- 1 1/4	- 4.58	39 3/8	24	2,350	61,100	
SAN JUAN RACING	SJR	N	19 3/8	20 3/8	- 1	- 4.90	34 3/4	18 3/4	2,153	41,714	
SCHERING-PLOUGH	SGP	N	142	142	-	.00	144	82 5/8	25,471	3,616,882	
SONDERLING	SOB	A	13	12 3/4	+ 1/4	+ 1.96	30 3/4	11	1,005	13,065	
TECHNICAL OPERATIONS, INC.	TO	A	11 1/2	11 5/8	- 1/8	- 1.07	17 7/8	9	1,386	15,939	
TIMES MIRROR CO.	TMC	N	21 5/8	22 1/4	- 5/8	- 2.80	27 7/8	20 1/8	31,080	672,105	
TURNER COMMUNICATIONS*	OT	O	5 7/8	5 3/4	+ 1/8	+ 2.17	7	2	1,486	8,730	
WASHINGTON POST CO.	WPD	A	30 7/8	31	- 1/8	- .40	38	23 1/2	4,818	148,755	
WHOM CORP.*	W	O	14 1/2	14	+ 1/2	+ 3.57	30	11	589	8,540	
WOMETCO	WOM	N	16	16 3/8	- 3/8	- 2.29	25 7/8	16	6,001	96,016	
<b>Cable</b>									<b>TOTAL</b>	<b>271,100</b>	<b>8,716,699</b>
AMECO	ACD	O	1 5/8	2	- 3/8	- 18.75	12 3/4	1 1/2	1,200	1,950	
AMERICAN ELECTRONIC LABS	AELBA	O	2 7/8	3	- 1/8	- 4.16	9 3/4	2 7/8	1,726	4,962	
AMERICAN TV & COMMUNICATIONS	AMTV	D	35 3/4	34	+ 1 3/4	+ 5.14	47 1/4	17 1/4	2,670	95,452	
BURNUP & SIMS	BSIM	O	28 5/8	30 1/2	- 1 7/8	- 6.14	31 3/4	6 3/4	7,510	214,973	
CABLECOM-GENERAL	CCG	A	6 1/2	6 5/8	- 1/8	- 1.88	18 1/4	6 1/2	2,472	16,068	
CABLE FUNDING CORP.*	CFUN	O	6 1/8	6 5/8	- 1/2	- 7.54	15 1/4	6 1/8	1,233	7,552	
CABLE INFORMATION SYSTEMS*	O	O	2	2 1/2	- 1/2	- 20.00	4 3/4	1 3/4	955	1,910	
CITIZENS FINANCIAL CORP.	CPN	A	8	8 1/4	- 1/4	- 3.03	15 1/4	7 1/2	2,416	19,328	
COMCAST CORP.	O	O	4 1/2	4 5/8	- 1/8	- 2.70	7	4 1/8	1,280	5,760	
COMMUNICATIONS PROPERTIES	COMU	D	7 1/2	8 3/4	- 1 1/4	- 14.28	27 3/8	7 1/2	1,917	14,377	
COX CABLE COMMUNICATIONS	CXC	A	27	27	-	.00	41 3/4	23 1/4	3,556	96,012	
CYPRESS COMMUNICATIONS*	CYPR	D		15 1/8	-	.00	23	7	2,732	41,321	
ENTRON	ENT	A	2 1/2	2 1/2	-	.00	9 1/4	2 1/2	1,358	3,395	
GENERAL INSTRUMENT CORP.	GRL	N	24 7/8	25 7/8	- 1	- 3.86	32 7/8	20 3/4	6,503	161,762	
LVO CABLE INC.	LVO	O	9 1/8	9 1/8	-	.00	16 1/2	6 3/4	1,466	13,377	
SCIENTIFIC-ATLANTA INC.	SFA	A	12 1/8	12 3/4	- 5/8	- 4.90	15 3/4	8 1/8	914	11,082	
STERLING COMMUNICATIONS	STER	D	3 1/8	3 1/2	- 3/8	- 10.71	7 3/4	3 1/8	2,162	6,756	
TELE-COMMUNICATIONS	TCOM	D	17 1/2	15 1/2	+ 2	+ 12.90	35 1/4	15 1/2	3,866	67,655	
TELEPROMPTER	TP	A	26 3/4	27 1/2	- 3/4	- 2.72	44 1/2	24 3/4	16,381	438,191	
TIME INC.	TL	N	52 7/8	51	+ 1 7/8	+ 3.67	64 3/4	44 5/8	7,284	385,141	
TOCOM	TOCM	O	10 3/8	11	- 5/8	- 5.68	12 1/8	7	596	6,183	
VIACOM	VIA	N	15 7/8	16	- 1/8	- .78	28 1/2	15	3,931	62,404	
VIKOA	VIK	A	7 1/2	7 7/8	- 3/8	- 4.76	19 3/4	7 1/2	2,333	17,497	
<b>Programming</b>									<b>TOTAL</b>	<b>76,461</b>	<b>1,693,108</b>
COLUMBIA PICTURES	CPS	N	7 5/8	7 7/8	- 1/4	- 3.17	14 7/8	7 5/8	6,335	48,304	
DISNEY	DLS	N	101 3/4	106 5/8	- 4 7/8	- 4.57	123 7/8	95	27,836	2,832,313	
FILMWAYS	FWY	A	3 7/8	4 1/8	- 1/4	- 6.06	8	3 5/8	1,807	7,002	
GULF & WESTERN	GW	N	29 1/2	30 3/8	- 7/8	- 2.88	44 3/4	27 3/8	16,387	483,416	
MCA	MCA	N	27	27 1/2	- 1/2	- 1.81	35 7/8	23 1/8	8,243	222,561	
MGM	MGM	N	21 1/4	22 1/4	- 1	- 4.49	27 1/2	16 3/4	5,905	125,481	
MUSIC MAKERS	MUSC	D	1 5/8	1 5/8	-	.00	3 3/4	1 1/8	534	867	
TELE-TOPE PRODUCTIONS*	O	O	1 3/4	1 1/2	+ 1/4	+ 16.66	2 7/8	1	2,190	3,832	
TELETRONICS INTERNATIONAL*	O	O	9	10 1/4	- 1 1/4	- 12.19	18 1/2	6 1/4	724	6,516	
TRANSAMERICA	TA	N	15 3/4	16 1/8	- 3/8	- 2.32	23 1/2	15 1/8	67,413	1,061,754	
20TH CENTURY-FDX	TF	N	9 1/4	9 7/8	- 5/8	- 6.32	17	8 5/8	8,562	79,198	
WALTER READE ORGANIZATION	WALT	D	7/8	1	- 1/8	- 12.50	4 1/8	7/8	2,203	1,927	
WARNER COMMUNICATIONS INC.	WCI	N	27 7/8	31 3/8	- 3 1/2	- 11.15	50 1/4	27 7/8	18,883	526,363	
WRATHER CORP.	WCO	A	13 3/4	15 3/8	- 1 5/8	- 10.56	17 7/8	7 1/8	2,164	29,755	
<b>Service</b>									<b>TOTAL</b>	<b>169,186</b>	<b>5,429,289</b>
JOHN BLAIR	BJ	N	11	11 1/8	- 1/8	- 1.12	22 3/8	9 1/2	2,606	28,666	
COMSAT	CQ	N	53 3/4	56	- 2 1/4	- 4.01	75 3/8	52	10,000	537,500	
CREATIVE MANAGEMENT	CMA	A	8 5/8	8 1/8	+ 1/2	+ 6.15	15 1/2	7	975	8,409	
DOYLE DANE BERNBACH	DDYL	O	19 3/4	21 1/2	- 1 3/4	- 8.13	34 3/4	19 3/4	1,945	38,413	
ELKINS INSTITUTE	ELKN	O			-	.00	16 3/8	1 1/4	1,664	2,080	
FODTE, CDNE & BELDING	FCB	N	10 5/8	11 1/8	- 1/2	- 4.49	14	10 5/8	2,152	22,865	
CLINTON E. FRANK INC.*	O	O	10 3/4	11	- 1/4	- 2.27	20	10 3/4	720	7,740	
GREY ADVERTISING	GREY	O	15 1/2	16 1/4	- 3/4	- 4.61	18 1/8	9 1/4	1,200	18,600	
INTERPUBLIC GROUP	IPG	N	19	21 3/4	- 2 3/4	- 12.64	36 1/8	19	2,130	40,470	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	17 1/4	18 1/4	- 1	- 5.47	18 1/2	5 7/8	825	14,231	
MCCAFFREY & MCCALL*	O	O		10 1/4	-	.00	16 1/2	7	585	5,996	
MCI COMMUNICATIONS	MCIC	O	7	7 1/2	- 1/2	- 6.66	12 3/4	6 5/8	11,810	82,670	
MOVIELAB	MOV	A	1 5/8	1 3/4	- 1/8	- 7.14	3 1/8	1 3/8	1,407	2,286	
MPO VIDEOTRONICS	MPO	A	2 1/2	3 3/8	- 7/8	- 25.92	7 1/8	2 1/2	547	1,367	
NEEHDAM, HARPER & STEERS INC.*	NDHMA	O	21 1/4	23	- 1 3/4	- 7.60	34 1/8	21 1/4	911	19,358	
A. C. NIELSEN	NIELB	O	76 1/2	74	+ 2 1/2	+ 3.37	78 1/8	37 5/8	5,299	405,373	
OGILVY & MATHER	OGIL	O	29	28 3/4	+ 1/4	+ .86	48 1/2	16	1,716	49,764	
PKL CO.*	PKL	O	2 1/4	2 3/8	- 1/8	- 5.26	9 1/2	3/4	778	1,750	
J. WALTER THOMPSON	JWT	N	21 1/4	22 7/8	- 1 5/8	- 7.10	49 1/4	21 1/4	2,694	57,247	
UNIVERSAL COMMUNICATIONS INC.*	O	O	10 1/2	11	- 1/2	- 4.54	17	8	715	7,507	
WELLS, RICH, GREENE	WRG	N	17 1/4	16 7/8	+ 3/8	+ 2.22	27 7/8	16 3/8	1,635	28,203	
<b>Electronics</b>									<b>TOTAL</b>	<b>52,314</b>	<b>1,380,495</b>
ADMIRAL	ADL	N	13 1/2	14 5/8	- 1 1/8	- 7.69	27	13 1/2	5,813	78,475	
AMPEX	APX	N	6 1/4	6 5/8	- 3/8	- 5.66	15 1/8	5	10,875	67,968	
CARRIDGE TELEVISION INC.	O	O	11 1/2	12 1/2	- 1	- 8.00	43 1/2	11 1/2	2,083	23,954	
CCA ELECTRONICS	CCAE	O	2 1/4	2 3/8	- 1/8	- 5.26	6 1/4	2 1/4	881	1,982	



	Stock symbol	Exch.	Closing Feb. 7	Closing Jan. 31	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitalization (000)
							High	Low		
COLLINS RADIO	CRI	N	22	23 5/8	- 1 5/8	- 6.87	27 1/4	13 1/4	2,968	65,296
COMPUTER EQUIPMENT	CEC	A	2 3/8	2 5/8	- 1/4	- 9.52	4 5/8	2 1/8	2,421	5,749
CONRAC	CAX	N	25 1/4	26	- 3/4	- 2.88	39 3/8	24	1,261	31,840
GENERAL ELECTRIC	GE	N	67	70	- 3	- 4.28	75 7/8	58 1/4	182,123	12,202,241
HARRIS-INTERTYPE	HI	N	47 7/8	48 1/4	- 3/8	- .77	59	44 3/4	6,358	304,389
INTERNATIONAL VIDEO CORP.*	IVCP	D	12 3/4	13	- 1/4	- 1.92	15	12 1/2	2,735	34,871
MAGNAVOX	MAG	N	21 3/4	23 7/8	- 2 1/8	- 8.90	52 1/4	21 3/4	17,685	384,648
3M	MMM	N	83 1/4	84 1/4	- 1	- 1.18	88 7/8	74 1/4	112,986	9,406,084
MOTOROLA	MDT	N	123 1/8	128 3/4	- 5 5/8	- 4.36	138	80	13,609	1,675,608
OAK INDUSTRIES	OEN	N	15 7/8	17 1/4	- 1 3/8	- 7.97	21 3/4	9 5/8	1,638	26,003
RCA	RCA	N	31	33 1/8	- 2 1/8	- 6.41	45	31	74,432	2,307,392
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8	-	.00	4 3/8	1 5/8	3,458	6,483
SONY CORP	SNE	N	48 3/4	48 7/8	- 1/8	- .25	57 1/4	40 1/2	66,250	3,229,687
TEKTRONIX	TEK	N	46 1/2	51	- 4 1/2	- 8.82	65 1/2	32 3/4	8,162	379,533
TELEVISION	TIMT	O	4 5/8	4 1/2	+ 1/8	+ 2.77	13 3/4	3 1/2	1,050	4,856
WESTINGHOUSE	WX	N	39	40 1/4	- 1 1/4	- 3.10	54 7/8	38 3/8	88,235	3,441,165
ZENITH	ZE	N	46	46 3/4	- 3/4	- 1.60	56 5/8	39 3/4	19,040	875,840
TOTAL									624,063	34,554,064
GRAND TOTAL									1,263,897	54,765,186

Standard & Poor's Industrial Average

127.23 130.00 -2.77

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.

Telestatus

# Sharp rises in penetration of UHF, color, multisets, cable

ARB's newest "Television USA" documents increased numbers of variables of TV medium

Color-equipped TV homes in the U.S. increased by 5.2 million to 38,284,900, or 59% of all U.S. TV homes, between November 1971 and November 1972, while total TV homes increased by 2.3 million to 65,243,900. UHF-equipped homes rose 4.2 million to 54,571,500, or 84%. Multiset homes rose 2.3 million to 27,777,600, or 43%, and cable-TV homes

went up by 776,000 to 6,209,500, or 10%.

These figures are drawn from the American Research Bureau's latest "Television USA," a market-by-market report based on ARB's November 1972 sweep. It covers all 209 ARB area-of-dominant-influence (ADI) markets.

ARB said it found that 18 of the 20 markets with all-UHF service have UHF penetration rates of 91% or more, while 22 mixed UHF-VHF markets have 90% or greater penetration, with six of those ranging above 94%, led by Erie, Pa., Fort Myers, Fla., and Springfield-Decatur-Champaign, Ill., with 96% each. Another 26 mixed markets are in the 85%-89% penetration range and seven others match the national average of 84%.

In color penetration, ARB said, Las Vegas, Nev., and Lima, Ohio, lead with 72% each, followed by Fort Myers (71%) and Flint-Saginaw-Bay City, Mich., and Odessa-Midland, Tex. (70% each). Twenty-seven others have color penetration rates of 65% or more.

Although CATV's national penetration

was put at 10%, the ARB report showed some CATV homes in all ADI markets but two: Hartford-New Haven, Conn., and Las Vegas, Nev. Generally, highest penetration tended to be in smaller markets. At the top of the list was Palm Springs, Calif., where 28,600 subscribers represented 90% penetration. Three others were in the 60%-or-over range—Elmira, N.Y. (68%), Flagstaff, Ariz. (66%), and Santa Barbara-Santa Maria, Calif. (60%)—while 10 others were between 50% and 59% and 17 between 40% and 49%. Among the top 10 U.S. markets, Pittsburgh and San Francisco lead with 18% each, but Philadelphia has the most CATV homes, 292,900, or 13%.

There are 10 markets, the study showed, in which half or more of the TV homes have two or more sets. Baltimore is first: 62% of its TV homes are multiset homes. Then come Las Vegas (61%), Philadelphia (55%), Miami (54%), Cincinnati (53%), Chicago, Detroit, New York and Rochester, N.Y. (52% each) and Boston (50%).

Market	Total ADI TV households	CATV		Color		Multiset		UHF		UHF (metro)	
		TV HH	%	TV HH	%	TV HH	%	TV HH	%	TV HH	%
Abilene-Sweetwater, Tex.	93,100	40,500	44	57,900	62	27,500	30	73,700	79	35,800	83
Albany, Ga.	83,000	12,900	16	42,500	51	22,100	27	56,900	68	21,800	78
Albany-Schenectady-Troy, N.Y.	399,200	32,600	8	224,900	56	183,900	46	325,600	81	201,500	85
Albuquerque, N.M.	204,000	21,100	10	109,200	54	80,600	30	159,400	78	78,600	80
Alexandria, La.	64,000	16,400	26	34,300	54	17,300	27	41,500	64	—	—
Alexandria, Minn.	80,000	17,800	22	37,700	47	17,100	21	58,000	72	—	—
Amarillo, Tex.	141,200	37,300	26	94,100	67	48,300	34	115,800	81	37,500	79
Anniston, Ala.	30,100	8,600	29	17,100	57	11,200	37	28,000	93	—	—
Ardmore-Ada, Okla.	53,600	13,100	24	27,400	51	11,900	22	35,000	85	—	—
Atlanta	744,300	45,500	6	447,700	60	289,500	39	652,000	87	420,100	91
Augusta, Ga.	148,500	7,300	5	76,200	51	55,000	37	112,600	75	59,200	82
Austin, Tex.	134,700	23,500	17	70,400	52	45,600	34	119,600	88	93,100	94
Bakersfield, Calif.	87,500	42,700	49	60,200	69	29,800	34	85,600	97	85,600	97
Baltimore	708,200	6,800	1	384,200	54	437,300	62	608,100	85	568,800	86
Bangor, Me.	81,800	4,500	6	37,300	46	26,600	33	57,700	70	27,300	74
Baton Rouge	155,500	4,500	3	94,300	61	69,200	44	142,700	91	82,100	95
Baumont-Port Arthur, Tex.	125,300	11,000	9	87,500	70	52,800	42	104,900	83	85,500	85
Bellingham, Wash.	28,500	10,700	38	16,200	57	7,600	27	20,000	70	—	—
Billings, Mont.	56,700	17,900	32	33,000	58	16,400	29	43,000	75	24,300	81
Blount-Gulfport-Pascagoula, Miss.	40,200	13,000	32	23,700	59	14,200	35	30,600	76	—	—
Binghamton, N.Y.	123,800	56,100	45	66,400	54	48,500	39	114,200	92	87,500	96
Birmingham, Ala.	369,500	21,600	6	197,500	53	140,900	38	304,200	82	209,700	90
Bluefield-Beckley-Oak Hill, W.Va.	107,700	44,500	41	53,700	50	33,900	31	74,700	69	—	—

Market	Total ADI TV households		CATV		Color		Multiset		UHF		UHF (metro)	
			TV HH	%	TV HH	%	TV HH	%	TV HH	%	TV HH	%
Bolse, Idaho	92,800		5,200	6	51,800	56	23,000	25	67,300	72	44,100	73
Boston	1,644,800		84,300	5	944,600	57	816,500	50	1,405,000	85	903,400	85
Bristol, Va.-Kingsport-Johnson City, Tenn.	205,800		45,100	22	93,500	45	58,700	29	154,000	74	76,900	81
Buffalo, N.Y.	595,200		74,200	13	359,300	60	271,500	46	504,900	84	371,800	87
Burlington, Vt.-Plattsburgh, N.Y.	159,500		46,800	29	76,400	48	55,300	35	124,800	78	43,200	87
Casper-Riverton, Wyo.	41,100		17,300	42	23,900	58	11,000	27	30,800	74	—	—
Cedar Rapids-Waterloo, Iowa	264,500		21,200	8	153,500	58	90,900	34	205,400	77	81,100	76
Charleston, S.C.	131,000		1,900	2	69,100	53	61,600	47	95,100	72	60,600	71
Charleston-Huntington, W.Va.	391,400		88,100	23	199,400	51	112,900	29	280,000	71	124,500	73
Charlotte, N.C.	469,500		31,300	7	252,000	54	182,400	39	403,700	86	124,300	95
Chattanooga	238,600		9,800	4	129,200	54	77,500	32	181,200	76	75,600	76
Cheyenne, Wyo.	54,100		17,600	33	33,300	62	15,300	28	42,200	78	—	—
Chicago	2,686,000		49,100	2	1,548,600	58	1,407,800	52	2,434,900	90	2,209,500	90
Chico-Redding, Calif.	82,700		30,000	36	54,200	66	24,400	30	70,300	85	65,500	84
Cincinnati	602,900		6,900	1	387,400	64	318,700	53	537,100	89	401,700	90
Clarksburg-Weston, W.Va.	62,500		27,600	44	28,000	45	17,800	28	43,000	68	—	—
Cleveland	1,304,300		122,600	9	856,200	66	633,300	49	1,161,500	89	621,500	91
Colorado Springs-Pueblo	151,100		31,300	21	92,300	61	55,900	37	121,000	80	97,000	81
Columbia, S.C.	158,000		4,500	3	89,600	57	64,100	41	143,600	90	88,200	97
Columbia-Jefferson City, Mo.	117,700		22,300	19	61,300	52	37,400	32	92,400	78	34,900	85
Columbus, Ga.	151,000		16,400	11	79,500	53	60,300	40	118,900	78	58,800	90
Columbus, Miss.	58,500		14,800	25	24,100	41	10,600	18	40,500	69	—	—
Columbus, Ohio	469,500		27,400	6	318,100	68	229,400	49	406,000	86	266,900	89
Corpus Christi, Tex.	135,100		12,900	10	85,800	64	45,600	34	109,100	80	65,400	79
Dallas-Fort Worth	991,900		53,100	5	642,500	65	431,200	43	865,400	87	707,700	89
Davenport, Iowa-Rock Island-Moline, Ill.	264,700		18,800	7	157,100	59	108,700	41	215,500	81	97,700	82
Dayton, Ohio	420,400		24,200	6	267,800	64	205,000	49	371,700	88	250,400	91
Denver	528,600		18,000	3	337,500	64	205,700	39	421,900	79	336,800	80
Des Moines, Iowa	298,000		9,400	3	185,100	62	98,800	33	226,700	76	91,700	77
Detroit	1,529,800		14,200	1	948,200	62	788,700	52	1,406,700	92	1,216,700	92
Dickinson, N.D.	9,600		500	5	3,700	39	2,100	22	5,800	60	—	—
Dothan, Ala.	81,400		16,400	20	43,200	53	31,000	38	68,000	83	—	—
Duluth, Minn.-Superior, Wis.	148,400		16,600	11	85,800	58	57,100	38	117,800	79	71,600	82
Elmira, N.Y.	41,800		28,500	68	23,400	56	13,900	33	39,200	93	—	—
El Paso	142,800		17,600	12	89,600	63	69,100	48	110,900	77	79,000	79
Erle, Pa.	107,000		14,300	13	65,100	61	45,800	43	103,600	96	78,400	97
Eugene, Ore.	113,900		41,300	36	68,300	60	35,000	31	90,200	79	55,200	76
Eureka, Calif.	40,900		8,000	20	24,900	61	13,800	34	32,300	78	24,300	75
Evansville, Ind.	185,900		12,300	7	107,100	58	71,300	38	177,700	95	73,700	98
Fargo, N.D.	160,400		15,500	10	84,000	52	42,700	27	113,600	70	26,800	71
Flagstaff, Ariz.	12,100		8,000	66	7,100	59	3,200	26	9,400	78	—	—
Flint-Saginaw-Bay City, Mich.	355,800		28,900	8	248,700	70	140,100	39	315,100	88	214,900	89
Florence, S.C.	69,900		13,300	19	30,600	44	19,900	28	47,100	67	—	—
Fort Myers, Fla.	57,500		30,200	53	40,700	71	23,200	40	55,200	98	—	—
Fort Smith, Ark.	56,800		16,400	29	28,400	50	12,900	23	49,900	87	—	—
Fort Wayne, Ind.	171,700		2,300	1	109,700	64	73,200	43	163,500	95	88,200	98
Fresno, Calif.	248,700		9,100	4	163,300	66	70,400	28	244,400	98	124,100	98
Gainesville, Fla.	31,700		17,100	54	15,700	49	8,300	26	28,600	90	—	—
Glendive, Mont.	4,100		1,800	44	2,500	61	400	10	2,700	65	—	—
Grand Junction, Colo.	30,800		10,100	33	15,800	51	7,300	24	22,800	74	—	—
Grand Rapids-Kalamazoo, Mich.	421,400		30,500	7	281,100	67	174,200	41	345,000	81	208,800	80
Great Falls, Mont.	47,800		14,500	31	29,700	62	12,500	26	36,000	75	19,200	76
Green Bay, Wis.	273,400		12,100	4	178,400	65	102,700	38	224,500	82	67,400	84
Greensboro-Winston-Salem-High Point, N.C.	348,100		15,600	5	186,600	54	141,200	41	256,100	73	143,300	73
Greenville-New Bern-Washington, N.C.	217,800		7,700	4	121,300	56	73,200	34	153,500	70	50,600	67
Greenville-Spartanburg, S.C.-Asheville, N.C.	420,600		16,700	4	218,400	52	146,300	35	304,300	72	155,300	73
Greenwood-Greenville, Miss.	37,600		12,300	33	17,100	45	8,900	24	26,500	70	—	—
Harrisburg-York-Lancaster-Lebanon, Pa.	379,100		88,200	23	241,900	64	162,900	43	358,700	94	355,500	95
Harrisburg, Pa.	34,500		8,400	19	13,300	39	7,500	22	23,400	67	—	—
Hartford-New Haven, Conn.	621,700		—	—	355,800	57	295,100	47	562,300	90	—	—
Hartford Metro	—		—	—	—	—	—	—	—	—	257,700	97
New Haven Metro	—		—	—	—	—	—	—	—	—	204,800	85
Helena, Mont.	10,800		4,300	41	8,900	85	2,900	28	8,400	79	—	—
Honolulu	207,400		18,500	9	141,800	68	70,200	34	176,300	85	150,400	87
Houston	786,000		22,200	3	500,200	64	332,400	42	724,600	92	673,200	94
Huntsville-Decatur-Florence, Ala.	156,600		44,200	28	89,300	57	58,800	37	151,800	96	—	—
Idaho Falls-Pocatello, Idaho	57,100		15,000	26	38,100	67	14,100	25	39,600	89	26,700	69
Indianapolis	740,200		64,000	9	489,700	66	314,700	43	623,200	84	309,400	84
Jackson, Miss.	209,400		19,200	9	111,800	53	70,500	34	171,300	81	68,200	91
Jackson, Tenn.	32,400		9,600	30	14,200	44	8,100	25	19,700	60	—	—
Jacksonville, Fla.	269,800		24,600	9	155,900	58	110,000	41	249,200	92	158,500	94
Johnstown-Altoona, Pa.	269,500		133,200	49	148,400	55	69,400	26	205,700	76	95,700	74
Jonesboro, Ark.	31,900		5,900	19	14,600	46	6,100	19	20,000	62	—	—
Joplin, Mo.-Pittsburg, Kan.	143,800		26,700	19	72,100	50	40,000	28	118,500	82	36,500	85
Kansas City, Mo.	605,700		20,500	3	270,800	61	264,600	44	500,300	82	382,500	85
Klamath Falls, Ore.	18,500		6,500	35	11,100	60	4,800	26	13,300	71	—	—
Knoxville, Tenn.	293,600		27,100	9	140,000	48	97,300	33	243,600	83	124,100	94
La Crosse-Eau Claire, Wis.	128,500		35,800	28	75,300	59	36,000	28	99,600	77	—	—
Lafayette, La.	128,400		8,800	7	63,700	50	50,000	39	103,900	80	28,200	87
Lake Charles, La.	45,000		5,000	11	26,000	58	18,400	41	35,500	78	—	—
Lansing, Mich.	173,800		16,300	9	104,700	60	73,000	42	143,900	82	108,100	86
Laredo, Tex.	19,300		11,400	59	8,200	42	8,400	33	13,200	68	—	—
Las Vegas	96,900		—	—	69,900	72	59,200	61	80,900	83	80,800	83
Laurel-Hattiesburg, Miss.	57,300		9,800	17	29,000	51	16,600	29	38,100	66	—	—
Lexington, Ky.	162,600		20,300	13	89,300	55	54,000	33	156,900	96	58,500	98
Lima, Ohio	34,000		15,600	46	24,400	72	13,100	38	32,800	96	—	—
Lincoln-Hastings-Kearney, Neb.	219,000		25,600	12	129,200	59	63,600	29	181,000	73	—	—
Lincoln Metro	—		—	—	—	—	—	—	—	—	41,500	73
Hastings-Kearney Metro	—		—	—	—	—	—	—	—	—	27,800	79
Little Rock, Ark.	318,400		14,100	4	168,600	53	93,800	29	212,800	66	96,800	72
Los Angeles	3,415,100		160,300	5	2,327,100	68	1,537,800	45	2,966,100	86	2,552,200	87
Louisville, Ky.	438,100		21,700	5	240,400	55	167,800	38	396,100	90	280,800	95
Lubbock, Tex.	107,000		16,700	16	71,300	87	36,500	34	100,300	93	51,200	94

Market	Total ADI TV households	CATV		Color		Multiset		UHF		UHF (metro)	
		TV HH	%	TV HH	%	TV HH	%	TV HH	%	TV HH	%
Macon, Ga.	118,500	35,200	30	60,900	51	40,800	34	100,800	85	58,400	87
Madison, Wis.	151,100	3,600	2	87,800	58	46,800	31	144,300	95	91,200	98
Mankato, Minn.	41,800	11,600	28	23,600	56	9,400	23	34,100	81	—	—
Marquette, Mich.	47,100	19,100	41	27,400	58	14,100	30	36,600	77	—	—
McAllen-Brownsville (lower Rio Grande valley) Tex.	84,700	25,800	31	46,800	55	31,000	37	57,700	68	58,800	70
Medford, Ore.	56,800	12,900	23	33,000	58	13,800	24	41,800	73	—	—
Memphis	492,700	35,000	7	253,200	51	188,200	38	336,700	68	181,000	76
Meridian, Miss.	61,100	11,800	19	26,800	44	15,500	25	39,600	64	—	—
Miami	731,800	12,400	2	489,000	87	395,300	54	636,300	86	407,700	88
Milwaukee	588,100	4,900	1	387,300	66	289,300	49	549,300	93	421,800	94
Minneapolis-St. Paul	828,400	22,600	3	464,300	56	334,700	40	623,800	75	453,000	77
Minot-Bismarck, N.D.	101,300	7,200	7	48,100	47	22,500	22	71,500	70	—	—
Missoula-Butte, Mont.	81,700	30,400	37	45,100	55	21,900	27	58,400	71	—	—
Mobile, Ala.-Pensacola, Fla.	281,700	28,500	10	172,600	81	114,600	41	220,500	78	150,200	79
Monroe, La.-El Dorado, Ark.	145,200	21,800	15	68,300	47	39,300	27	106,800	73	43,000	78
Montgomery, Ala.	127,600	9,300	7	65,800	52	48,100	38	108,200	84	57,900	95
Nashville	519,100	30,600	6	257,100	50	173,700	33	361,000	69	135,800	76
New Orleans	430,700	9,900	2	262,500	61	209,000	49	384,000	89	296,300	91
New York	6,161,900	153,600	2	3,163,300	51	3,220,600	52	4,808,300	78	4,150,200	77
Norfolk-Portsmouth-Newport News-Hampton, Va.	372,900	6,200	2	195,300	52	187,400	45	316,000	84	255,300	89
North Platte, Neb.	15,300	3,300	22	9,500	62	4,800	32	11,900	77	—	—
Odessa-Midland, Tex.	100,200	35,700	36	69,800	70	34,700	35	80,600	80	40,700	84
Oklahoma City	410,700	34,100	8	254,900	62	124,000	30	328,500	80	188,700	83
Omaha	287,500	5,000	2	179,800	63	94,600	33	255,500	78	142,400	82
Orlando-Daytona Beach, Fla.	354,200	65,100	18	232,100	66	144,000	41	293,300	82	238,700	84
Ottumwa, Iowa-Kirksville, Mo.	30,900	6,500	21	13,200	43	6,500	21	20,500	66	—	—
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	249,800	23,800	10	131,300	53	78,400	31	186,100	75	—	—
Palm Springs, Calif.	31,900	28,600	90	19,200	60	9,800	31	30,900	96	—	—
Panama City, Fla.	38,100	9,200	24	22,100	58	12,300	32	26,400	69	—	—
Parkersburg, W.Va.	28,800	16,600	58	15,300	53	8,900	31	26,900	93	—	—
Pembina, N.D.	6,300	700	11	2,400	38	1,200	19	4,200	67	—	—
Peoria, Ill.	185,000	3,700	2	123,900	87	63,100	34	180,900	97	106,900	97
Philadelphia	2,209,900	293,900	13	1,313,300	59	1,215,400	55	2,055,800	93	1,424,100	94
Phoenix	421,900	26,500	6	267,100	63	164,900	39	342,900	81	275,800	83
Pittsburgh	1,064,200	190,800	18	592,300	56	511,500	48	864,800	81	617,400	80
Portland, Ore.	575,500	59,300	10	365,200	63	201,100	35	449,300	78	275,300	76
Portland-Poland Springs, Me.	249,900	32,700	13	122,800	49	95,100	38	179,300	71	67,500	73
Presque Isle, Me.	25,000	9,900	40	12,000	48	8,900	36	17,700	70	—	—
Providence, R.I.	532,100	2,600	1	310,100	58	257,800	48	440,200	82	212,500	83
Quincy-Hannibal, Mo.	125,400	25,000	20	72,100	57	33,900	27	93,900	74	24,800	73
Raleigh-Durham, N.C.	281,300	30,300	11	153,300	54	119,800	43	218,400	77	109,100	84
Rapid City, S.D.	54,300	11,600	21	29,800	55	12,700	23	37,500	69	—	—
Reno	75,900	22,000	30	48,900	64	28,000	37	62,100	81	38,600	83
Richmond, Va.	330,600	30,700	9	164,300	50	138,700	42	263,300	79	161,900	84
Roanoke-Lynchburg, Va.	278,800	26,800	10	138,000	49	87,300	31	199,600	71	89,700	78
Rochester, N.Y.	312,200	6,000	2	183,200	59	163,400	52	266,500	85	210,300	86
Rochester-Austin, Minn.-Mason City, Iowa	121,400	15,900	13	73,400	60	41,800	34	87,900	72	—	—
Rockford, Ill.	158,000	18,900	12	95,300	61	59,800	38	149,800	98	84,700	88
Roswell, N.M.	29,900	13,400	45	18,100	61	7,500	25	21,600	72	—	—
Sacramento-Stockton, Calif.	562,900	72,800	13	367,900	65	212,800	38	490,400	87	313,500	88
St. Joseph, Mo.	49,000	13,000	27	25,400	52	11,200	23	31,200	63	—	—
St. Louis	915,100	12,600	1	480,900	53	401,300	44	762,200	83	637,000	85
Sallinas-Monterey, Calif.	160,500	73,700	46	99,600	82	53,600	33	136,500	85	69,300	94
Salisbury, Md.	57,700	26,200	45	27,700	48	17,800	31	50,300	87	—	—
Salt Lake City	360,300	20,600	6	221,000	61	119,800	33	279,700	77	196,500	77
San Angelo, Tex.	23,300	13,000	56	15,500	87	7,200	31	17,200	74	—	—
San Antonio, Tex.	355,300	22,700	6	192,900	54	109,600	31	294,900	83	226,200	88
San Diego	456,600	96,400	21	298,700	65	193,000	42	406,900	89	406,900	89
San Francisco	1,535,500	281,700	18	927,100	60	615,400	40	1,317,100	85	888,600	85
Santa Barbara-Santa Maria, Calif.	84,500	50,500	60	56,800	67	33,000	39	68,500	81	—	—
Savannah, Ga.	109,900	15,100	14	57,800	53	33,800	31	99,900	90	57,300	94
Seattle-Tacoma	754,100	119,500	16	465,200	62	262,900	35	589,200	78	465,200	77
Shreveport, La.-Texarkana, Tex.	312,000	15,200	5	173,600	56	103,000	33	240,700	77	104,800	82
Sioux City, Iowa	138,400	5,500	4	85,500	62	38,900	28	117,100	84	35,000	91
Sioux Falls-Mitchell, S.D.	186,800	13,500	7	94,500	51	42,600	23	121,700	65	20,700	71
South Bend-Elkhart, Ind.	202,200	4,900	2	136,500	67	90,200	45	197,400	97	129,200	97
Spokane, Wash.	230,000	43,000	19	149,900	65	72,100	31	180,700	78	79,300	82
Springfield, Mass.	204,700	19,600	10	119,500	58	90,300	44	197,900	96	180,200	97
Springfield, Mo.	178,800	17,000	10	80,700	45	47,800	27	140,700	78	45,300	83
Springfield-Decatur-Champaign, Ill.	253,500	37,000	15	157,000	82	87,400	34	245,600	96	—	—
Springfield-Decatur Metro	—	—	—	—	—	—	—	—	—	94,500	99
Champaign Metro	—	—	—	—	—	—	—	—	—	76,800	96
Syracuse, N.Y.	314,000	45,300	14	192,200	61	136,300	43	265,500	84	167,900	86
Tallahassee, Fla.	98,100	24,300	25	46,400	47	30,500	31	68,900	70	23,200	69
Tampa-St. Petersburg, Fla.	662,200	63,200	10	417,400	63	286,400	43	592,400	89	365,900	89
Terre Haute, Ind.	143,800	27,400	19	81,300	57	49,900	35	115,800	80	46,900	80
Toledo, Ohio	316,100	48,500	15	195,300	62	137,000	43	286,800	90	170,000	89
Topeka, Kan.	119,000	25,900	22	67,800	57	39,700	33	98,100	82	43,900	86
Traverse City-Cadillac, Mich.	115,200	29,200	25	63,200	55	36,900	32	92,000	79	15,700	85
Tucson, Ariz.	155,100	14,800	10	93,200	60	66,700	43	122,000	78	94,400	77
Tulsa, Okla.	343,100	29,600	9	208,000	61	118,300	34	255,500	74	133,800	80
Tupelo, Miss.	18,700	8,800	37	9,100	49	4,700	25	13,200	70	—	—
Tuscaloosa, Ala.	33,000	10,500	32	19,100	58	11,300	34	29,500	89	—	—
Twin Falls, Idaho	35,500	11,100	31	19,900	56	5,700	16	23,500	66	—	—
Tyler, Tex.	75,900	30,800	41	40,000	53	24,600	32	59,500	78	34,500	83
Utica, N.Y.	94,800	37,100	39	51,800	55	39,600	42	73,600	77	—	—
Waco-Temple, Tex.	148,700	39,900	27	80,800	55	37,800	26	124,000	84	76,700	86
Washington	1,183,500	74,000	6	656,000	55	560,200	47	1,035,400	87	833,100	89
Watertown-Carthage, N.Y.	66,400	24,900	38	35,700	54	22,300	34	47,100	70	20,800	71
Wausau-Rhineland, Wis.	114,200	10,800	9	59,600	52	42,200	37	79,000	69	34,500	75
West Palm Beach, Fla.	183,300	34,900	19	121,200	66	78,700	43	158,200	86	111,600	83
Wheeling, W.Va.-Steubenville, Ohio	157,300	45,500	29	96,500	61	59,800	38	128,100	81	96,300	86
Wichita-Hutchinson, Kan.	342,200	42,300	12	201,300	59	104,600	31	257,500	75	108,300	78

Market	Total ADI TV households	CATV		Color		Multiset		UHF		UHF (metro)	
		TV HH	%	TV HH	%	TV HH	%	TV HH	%	TV HH	%
Wichita Falls, Tex.-Lawton, Okla. ....	143,200	32,600	23	88,100	62	51,100	36	113,300	79	—	—
Wichita Falls Metro .....	—	—	—	—	—	—	—	—	—	35,200	82
Lawton Metro .....	—	—	—	—	—	—	—	—	—	23,800	81
Wilkes-Barre-Scranton, Pa. ....	370,900	147,700	40	235,700	64	140,000	38	360,700	97	187,700	96
Wilmington, Del. ....	111,900	12,500	11	54,600	49	41,200	37	74,700	66	24,300	68
Yakima, Wash. ....	120,600	38,200	32	77,300	64	34,700	29	115,200	95	44,500	99
Youngstown, Ohio .....	206,000	5,300	3	140,700	68	99,400	48	201,500	97	94,900	98
Zanesville, Ohio .....	24,900	12,600	51	14,400	58	8,600	35	22,800	91	—	—
<b>Total .....</b>	<b>65,243,900</b>	<b>6,209,500</b>	<b>10</b>	<b>38,284,900</b>	<b>59</b>	<b>27,777,600</b>	<b>43</b>	<b>54,573,500</b>	<b>84</b>	<b>35,994,100</b>	<b>—</b>

The following estimates are provided for those television markets that, according to ARB findings, have no geographic area of dominant influence of county size or greater. They are based on the home counties of the market and therefore are not directly comparable to the ADI estimates listed previously. The home counties are shown in parentheses following each non-ADI market. Because the survey areas of the markets listed below are composed of counties which are part of other market's ADI's, these estimates are not additive.

Market	Home County								
	Total TV Households	CATV		Color		Multiset		UHF	
		TV HH	%	TV HH	%	TV HH	%	TV HH	%
Hagerstown, Md. (Washington, Md.)	33,800	9,652	29	16,200	48	14,200	42	30,000	88
Worcester, Mass. (Worcester, Mass.)	204,000	22,896	11	132,800	65	101,000	49	187,500	91

Viewing estimates for the home stations of the following non-ADI markets are reported in the television-market reports for the ADI markets, noted in parentheses, in which each of these is located. Therefore no CATV, color, multiset or UHF estimates are shown here for these non-ADI markets: Akron, Ohio (Cleveland); Anderson, S.C. (Greenville-Spartanburg-Asheville); Battle Creek, Mich. (Grand Rapids-Kalamazoo); Bowling Green, Ky. (Nashville); Canton, Ohio (Cleveland); Dubuque, Iowa (Cedar Rapids-Waterloo); El Centro, Calif. (Los Angeles); Fayetteville, Ark. (Tulsa); Fond du Lac (Green Bay); Fort Dodge, Iowa (Des Moines); Fort Lauderdale, Fla. (Miami); Fort Pierce-Vero Beach, Fla. (West Palm Beach); Hazard, Ky. (Bristol-Kingsport-Johnson City); Hickory, N.C. (Charlotte); Houma, La. (New Orleans); Lafayette, Ind. (Indianapolis); Manchester, N.H. (Boston); Miles City, Mont. (Billings); Modesto, Calif. (Sacramento-Stockton); Salem, Ore. (Portland); Sarasota, Fla. (Tampa-St. Petersburg); Tulare, Calif. (Fresno); Wildwood, N.J. (Philadelphia).

## Fates & Fortunes®

### Broadcast Advertising



Mr. Maloof

Mr. Berenson

**Louis Maloof**, senior VP-management supervisor, Grey Advertising, Detroit, named executive VP. **Robert Berenson**, VP-management supervisor, Grey, New York, named senior management supervisor. **John K. Essington**, copy supervisor, and **Robert E. Lyons**, group supervisor, Campbell-Ewald, Detroit, join Grey Advertising there as associate creative directors. **Barry Hodges**, with W. B. Doner and Co., Detroit, joins Grey as account executive.

**Stanley A. Bogan**, principal and chief operating officer, Spitzer/Bogan, New York, named senior VP-management supervisor, Norman, Craig & Kummel, New York.

**John C. Ryan**, VP and account supervisor, Oldsmobile account, Leo Burnett Co. of Michigan, Detroit, named senior VP and management director. He is succeeded by **Val Corradi**, with Detroit office, **Edwin Scully**, treasurer, Leo Burnett Co. of Michigan, assumes additional post, office manager. **Daniel R. Glynn**, account executive, Leo Burnett Co., Chicago, appointed account supervisor. **David L. Smith**, with Norman Craig & Kummel,

New York, joins Leo Burnett as account supervisor.

**Roy Block**, adjunct assistant professor of communication arts, New York Institute of Technology, Old Westbury, N.Y., and formerly senior VP, Grey Advertising, New York, named VP-assistant to president, Warren, Muller & Dolobowsky, New York.

**Ted Williams**, VP-management director, Tatham-Laird & Kudner, New York, appointed to executive committee and named director of client services.

**Ira Ginsberg**, **Lou Martinaitis** and **Bill Schenkel**, account supervisors, Ted Bates & Co., New York, elected VP's.

**A. Laney Lee**, executive VP, Gardner Advertising, St. Louis, named senior VP-special projects.

**Daniel G. Lewis**, account supervisor, Chirurg & Cairns, New York, named VP.

**James L. Ramsey**, creative director, Grey Advertising, Detroit, joins McCann-Erickson there as VP-creative director.

**Charles E. Walsh**, management supervisor, Wells, Rich, Greene, New York, appointed VP-administration and account supervisor, Jack Byrne Advertising, New York.

**Charles A. Rockefeller**, VP and account supervisor, BBDO's pharmaceutical division, appointed senior VP, Frank J. Corbett, New York, health-care advertising division, BBDO International.

**William Zarkades**, creative supervisor, Young & Rubicam, Los Angeles, joins Boylhart, Lovett & Dean, Los Angeles agency, as creative director.

**Myra Ginsberg**, media planner, Dancer-

Fitzgerald-Sample, New York, appointed media supervisor. **Gerald P. Darringer**, account executive, Masius, Wynne-Williams, New York, joins DFS in similar capacity. **Eileen Ryan**, account coordinator DFS, appointed assistant account executive. **Joan Whaley**, market development manager, R. J. Reynolds Foods, New York, joins DFS as senior research group head. **Arthur Gager**, art director/producer, Sokolsky Film, New York, joins DFS in similar capacity. **Penelope B. Westerbeck**, copywriter, D'Arcy-MacManus & Masius, New York, joins DFS in similar position.

**Lorraine Cobb**, with Media Corp. of America, Atlanta office, joins Cargill, Wilson & Acree, Atlanta, as media buyer.

**Peter B. Desnoes**, with ABC Spot Sales, New York, joins wxyz-TV Detroit as local sales manager.

**Grady Pridgen**, general sales manager, WWBT(TV) Richmond, Va., named VP.

**Robert G. Tash**, with Metro Radio Sales, New York, joins WRC-AM-FM Washington as general sales manager.



Mr. Tash

**Dick Gary**, formerly general manager, WPIX(TV) New York, named local sales manager, KFAC-AM-FM Los Angeles.

**Joe Parenzen**, with KLAC(AM) Los Ange-

les, joins KHJ(AM) there as local sales manager.

**Ben F. Mann**, sales manager, WAYS(AM) Charlotte, N.C., appointed national sales manager, WAYS(AM)-WRNA(FM) Charlotte and WAPE(AM) Jacksonville, Fla., all owned by Sis Radio Inc. **George R. Francis**, with WAYS, appointed sales manager there, and **James T. Branson**, with WAYS, appointed regional sales manager.

**Edward T. McCann Jr.**, VP-sales, WEZE(AM) Boston, joins WCOZ(FM) there as general sales manager.

**John Stolzenburg**, sales manager, KMEN(AM) San Bernardino, Calif., named VP.

**Bob Rogers**, general manager, KTUF(AM)-KNIX(FM) Tempe, Ariz., joins KRIZ(AM) Phoenix as local sales manager.

**Don E. Breede**, with KEX(AM) Portland, Ore., appointed local sales manager.



Mr. Goldsmith

**Norman Goldsmith**, California marketing director, ABC-owned KGO(AM) San Francisco and KABC(AM) Los Angeles, appointed director of sales and marketing, ABC-owned AM radio stations.

**Burton McIlvain**, marketing manager, McCall's magazine, New York, named to the newly-created post, manager, market development, CBS Television Stations National Sales, New York.

**Dennis W. Jackson**, account executive, WXYZ(AM) Detroit, named division manager, Detroit, for ABC/FM Spot Sales.

**Jack R. McCormack**, VP, assistant to president and management director, Vitt Media International, New York media buyer, joins Exchange Media there as executive VP, sales and client service.

**Vincent J. Conroy Jr.**, account executive, CBS/FM Sales, Chicago, appointed to newly created post, national manager, record advertising sales.

**Richard Perin**, director of television for Cinema 5 Ltd., New York, named director, sales development, Group W Productions, New York. **Margaret Batsford**, research manager, Independent Television Corp., joins Group W Productions in same capacity and **Karla Brooks**, in sales service for company, named sales service manager.

**John Serrao**, assistant general manager, KTLA(TV) Los Angeles, joins Bennett, Luke & Teawell, Phoenix agency, as VP.

**Edwin L. Jay**, advertising manager, Madison Co., in-house agency for Mobile Townes Corp., joins Jack Thrift and Co., Atlanta agency, as senior account supervisor.

**Robyn Besem**, radio-TV buyer, National Media Consultants, Los Angeles, joins Jay M. Kholos Advertising, Encino, Calif., as media buyer.

**Barbara Pesin** and **Jim D. Abel**, VP's-creative with Dreher Advertising, New York, join Needham, Harper & Steers,

New York, as senior creative group head and executive art director, respectively.

**Mark Goldman**, partner, Kreuger & Goldman, Westfield, N. J., accounting firm, named VP and treasurer, Air Time, New York.

**Donald F. Fischer**, formerly with WPLG-TV Miami, and now with Time & Space, Miami Beach, named VP-sales.

**Paul Bohsung**, account executive, N. W. Ayer, New York, joins Tatham-Laird & Kudner, New York, in similar capacity.

**James Rowbotham**, account executive, Wells, Rich, Greene, New York, joins Cunningham & Walsh there in similar capacity. **Thomas Hooke**, account executive, Dancer-Fitzgerald-Sample, joins C&W in similar position. **Melvin H. Diamond**, assistant account executive, Young & Rubicam, New York, appointed account executive, C&W.

**Kevin Begos**, managing partner and creative director, Russell & Begos, Dallas, named VP-copy group head, McCaffrey & McCall, New York.

**Art Sasso**, copy supervisor, Cunningham & Walsh, New York, and **Don Turner**, associate creative director, Jacqueline Brandywine Associates, New York, join Kenyon & Eckhardt there as copy group head and art group head, respectively. **David Miranda**, group head, Norman Craig & Kummel, New York, joins Kenyon & Eckhardt there as co-group head.

**Oran Gough**, with WEAT-AM-FM-TV West Palm Beach, Fla., joins Ray Advertising, Delray Beach, Fla., as creative director and account executive.

**Patricia Ann Condon**, copywriter, Grey Advertising, Detroit, appointed group supervisor, general accounts.

**Paul Davies**, with M. R. Bolin Inc., Minneapolis agency, appointed broadcast production supervisor.

**Paul Armand**, art director, Ries Cappiello Colwell, New York, appointed executive art director.

**Joe Fellhauer**, with Dallas insurance company, joins Mitchell & Manning Advertising there as copywriter.

## Media



Mr. Turner

**Roger Turner**, executive VP and general manager, WNAX(AM) Yankton, S.D., named VP-radio, Park Broadcasting Inc., which includes 10 radio stations in addition to WNAX.

**E. Grey Hodges**, managing director, Jefferson Productions, Charlotte, N.C., TV production firm, elected assistant VP, Jefferson Pilot Broadcasting Co., owner of WBT-AM-FM, WBT(TV) Charlotte, WBIG(AM) Greensboro, N.C., and WWBT(TV) Richmond, Va.

**Gordon Potter**, general manager, kwst(FM) Los Angeles; **John Detz**, general manager, WABX(FM) Detroit, and **Sheldon Grafman**, general manager, KSHE(FM) Crestwood, Mo., elected VP's. Century Broadcasting Corp. is owner of stations.



Mr. Sullivan

**Tim Sullivan**, VP and director of sales, Metromedia Radio, West Coast and general sales manager, Metromedia's KLAC(AM) Los Angeles, named station manager KHJ(AM) Los Angeles, owned by RKO General.

**Tal Jonz**, general manager, KFRE(AM) Fresno, Calif., named VP.

**Dale Peterson**, sales manager, KHJ(AM) Los Angeles, joins WIOE-FM Chicago (formerly WKFM(FM)) as VP and general manager. Both stations are owned by



Mr. Kennedy



Mr. Sereteau

**RCA board changes.** William J. Kennedy III, president of the black-managed North Carolina Mutual Life Insurance Co., Durham, N.C., was elected to RCA's board last week. Mr. Kennedy is the first black member of the RCA board. At the same time, RCA's board accepted the resignation of Martin B. Sereteau as one of its directors. He is chairman of the board and had been president of Coronet industries, an RCA subsidiary. Mr. Sereteau also is RCA's largest single shareholder (about 1.3 million shares as of late last year). According to a *Fortune* magazine article last September (BROADCASTING, Sept. 18, 1972), Mr. Sereteau was the exception on the RCA board in supporting RCA's president, Robert W. Sarnoff. *Fortune* said that Mr. Sereteau was in effect disenchanted with Mr. Sarnoff's performance and quoted Mr. Sarnoff as calling the Coronet executive "one of the finest rug merchants in the country . . . but he is a relative newcomer to this company and I don't think that what he says or thinks is of great moment." RCA said Mr. Sereteau continues to hold his post of chairman at Coronet, which coincidentally announced a reorganization of its top management, including replacement of Mr. Sereteau as president and chief executive officer by B. J. Bandy, who has been executive vice president and secretary. Said Mr. Sereteau last week: ". . . I informed the [RCA] board that I was pleased with the substantial improvement which RCA has experienced in its operating performance over the past six months." He believes the company "is now well poised for a prolonged period of growth and increased profitability."

RKO General. (Call letter change is pending FCC approval.)

**Allan Howard**, station manager, WAXX(AM) Chippewa Falls, and WEAU-FM Eau Claire, both Wisconsin, named general manager, WAXX and WEAU-FM-TV. **Clark Wideman**, local sales manager, WEAU-TV appointed station manager. **Robert Holtan**, program director, WAXX and WEAU-FM, appointed radio station manager.

**Jerry Shinn**, administrative assistant and advertising manager, WAYS(AM) Charlotte, N.C., appointed station manager.

**Bill Farlie**, president, Firestone Communications Inc., licensee, KSDO(AM) San Diego, resigns.

**Allen R. Cooper**, VP and director of planning, NBC, New York, joins James B. Kobak Inc., Darien, Conn., consulting firm, as partner.

**Carroll Edward Carrington**, market analyst, Celanese Co., New York, appointed co-supervisor of program and primary research, ABC-TV, New York. **Carol Rubin**, senior research analyst, ABC-TV, appointed co-supervisor of program and primary research there. **Bertand M. Fainberg**, associate director of contracts, East Coast, ABC Entertainment, New York, appointed director of contracts there. **Joseph Morris**, program attorney, ABC Entertainment, New York, appointed associate director of contracts there. **Henry Howard**, staff lawyer, ABC Entertainment, West Coast, Los Angeles, appointed director of contracts, West Coast.

**Rupert Sterling**, administrator, research projects, NBC television stations division, named manager, research.

**Jesse Prisock**, assistant executive director, Kansas Association of Broadcasters, Wichita, named executive director.

**Thursa Crittenden**, manager, minority affairs, Washington Star station group, appointed urban affairs manager, WMAL-TV Washington.

**Gilda C. White**, administrator of financial aid, Yale University's schools of art and architecture, joins WELI(AM) New Haven, Conn., as business manager.

**Mickey Cade**, with WTHB(AM) Augusta, Ga., joins KOKY(AM) Little Rock, Ark., as public service director.

**Robert Baikauskas**, writer/producer at WBAL-TV Baltimore, appointed assistant director of advertising and promotion.

**L. Jane Helsley**, with WHIO-AM-FM-TV Dayton, Ohio, appointed assistant promotion director.

## Programing



Mr. Ward

**Jonathan Ward**, executive producer, CBS-owned radio stations' Private Line News Exchange, New York, appointed director, program services, CBS Radio division there.

**Paul Drew**, head of Drew-Atkinson, Washington consulting firms, joins RKO General Inc.'s KHJ(AM) Los Angeles as program director.

**Don Patrick**, with news department, WXYZ(AM) Detroit, joins WETE(AM) Knoxville, Tenn., as program director.

**Buddy Scott**, program director, KMEN(AM) San Bernardino, Calif., named VP.

**Rocky C. Martin**, music director, KOKY(AM) Little Rock, Ark., appointed program director.

**Paul Miller**, director, business affairs, Universal Television, Hollywood, named VP. He will continue to supervise firm's coordinators, as well as participate in UT's business affairs and administration.

**Shirley Stahnke**, director of contract administration, Paramount TV, Hollywood, appointed director of business affairs.

**Terry J. Fienberg**, cash and banking manager, Paramount TV, New York, appointed director, sales and collection administration.

**Lucretia Ra Powers**, with Modern Media Services, division of Modern Talking Pictures Inc., distributor of documentary and educational films, joins Vikoa Entertainment Corp., New York film syndicator, as director of sales and marketing for programming properties.

**Diana Dean**, associate producer, *Misterogers Neighborhood* series, noncommercial WQED(TV) Pittsburgh, joins non-commercial WPSX-TV Clearfield, Pa., as executive producer, instructional production unit.

**Lois Matheson**, production assistant, KTVW(TV) Tacoma, Wash., joins KOMO-TV Seattle in similar capacity.

**Don Criqui**, sportscaster, WOR(AM) New York, appointed sports director.

**Peter R. Gross**, with KJOY(AM) Stockton, Calif., joins KIRO-AM-FM Seattle as sports director.

**John Gross**, with KGLO-TV Mason City, Iowa, joins WICS(TV) Springfield, Ill., as sports director.

## Broadcast Journalism

**Mitchell Krauss**, CBS News reporter and special correspondent, New York, re-elected to second term as president, Association of Radio and Television News Analysts there. Mr. Krauss currently is heard in evening hourly broadcasts on CBS Radio.

**Bob McBride**, news anchorman, WBBM-TV Chicago, joins WJBK-TV Detroit in newly created managerial post with responsibility for news and public affairs programming, editorials, community relations and special projects.

**Bob Martin**, sports director, KOA-AM-FM-TV Denver, appointed news and sports director, KOA-AM-FM.

**Dean Mell**, writer, reporter and anchorman, NBC News, New York, joins KHQ-AM-FM-TV Spokane, Wash., as news director.

**Bo Nance**, news editor, WKY(AM) Oklahoma City, appointed news director succeeding Ed Hardy.

**Bryan Dawson**, newsman, WLMD(AM) Laurel, Md., appointed news director.

**John Callaway**, director, program services, CBS Radio division, New York,

joins CBS-owned WBBM-TV Chicago as reporter.



Mr. Dillman



Mr. Frandsen

**Grant Dillman**, Washington, D.C., news editor, UPI, elected VP and general manager, UPI's Washington bureau, succeeding Julius Frandsen, who retires in June. **Martin Houseman**, news editor, UPI bureau, Buenos Aires, appointed manager, UPI's Caribbean division, San Juan, Puerto Rico.

**Dan Cryor**, political editor, WCAU-TV Philadelphia, appointed Washington news bureau chief for station.

**Ralph Begleiter**, news writer, WTOP-TV Washington, appointed news editor, WTOP(AM), all-news station. **John Aubuchon**, editor, WTOP(AM) appointed on-air newsman and Maryland correspondent.

**Jeff Fisher**, news director, WERE(AM) Cleveland, joins WJW(AM) there as business news editor. (This corrects Feb. 5 item.)

**Bob Circosta**, with Community Telecommunications Inc. CATV system, Marion, Ohio, joins WWAY(TV) Wilmington, N.C., as news announcer.

## Music

**Lucky Guy**, with KOKY(AM) Little Rock, Ark., appointed music director.

## Cable

**Robert F. Ennist Sr.**, with Jerrold Electronics Corp., Philadelphia, appointed manager, turnkey project operations.



Mr. Kazacos

manager.

**William C. Burdick**, manager, WGN Electronic Systems Co., Palmdale, Calif., office, appointed California division manager. Company operates CATV systems in Palmdale, Quart Hill, Edwards Air Force Base and Lancaster, all California.

**Daniel Robinson**, research manager, Viacom Enterprises, New York, appointed to newly created post, director of research.

## Equipment & Engineering



Mr. Kennedy



Mr. McCoy

**John R. Kennedy**, director, technical operations, West Coast, NBC, named VP, operations and engineering, New York. He succeeds **William Trevarthen**, who retires April 1. Mr. Kennedy is succeeded by **Clair E. McCoy**, manager, studio-field technical operations, NBC West Coast, **Joseph M. Strauss**, supervisor, technical operations, succeeds Mr. McCoy.

**Jerry D. Stahler**, assistant director, engineering services, CBS television stations, New York, appointed director.

**Bill Feitz**, merchandising manager, consumer equipment division, Ampex Corp., joins Switchcraft Inc., Chicago, as advertising and sales promotion manager.

**Perry W. Esten**, director of engineering, Radio Free Europe, since 1954, retires. He is succeeded by **Earnal Campbell**, manager, RFE's relay transmitter base, Northern Germany.

**H. Lou Woosley**, chief engineer, WKEF-TV Dayton, Ohio, appointed assistant director of engineering, Springfield Television Broadcasting Corp., owner of WKEF-TV and WWLP-TV Springfield, Mass. He is succeeded by **Darrell Hunter**, assistant chief engineer.



Mr. Esten

## Allied Fields

**David H. Buswell**, director, office of public information, Federal Trade Commis-

sion, Washington, joins **Kormeier, Ladd & Buswell**, Washington consulting firm, as partner.

**Richard S. Ward**, general counsel and secretary, ITT Space Communications, New York, elected VP.

## Deaths

**William C. Brophy Jr.**, 46, ABC staff announcer, died Feb. 1 in Roosevelt hospital, New York, where he had been under treatment since Jan. 21 following a heart attack. He was an announcer at WTIC(AM) Hartford, Conn., 1951-55, before he joined ABC. He is survived by his father, **William C. Brophy Sr.**, Kingston, N.Y.

**Wilbert L. Markle**, 65, senior staff announcer, WQLR(FM) Kalamazoo, Mich., died Feb. 7 in Kalamazoo of an apparent heart attack. Mr. Markle, who had been with station since June, 1972, was also staff announcer for WBZ-AM-FM-TV Boston, WCSH(AM) Portland, Me., and WESX(AM) Salem, Mass. He is survived by one son, David.

# For the Record®

As compiled by BROADCASTING Jan. 31 through Feb. 6, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—Antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

## New TV stations

### Application

■ **Lakeland, Fla.**—Channel 51 Inc. Seeks UHF ch. 32 (578-584 mhz); ERP 206.34 kw vis., 41.3 kw aur. HAAT 742 ft.; ant. height above ground 796 ft. P.O. address c/o William F. Johns Jr., 605 East Sheridan Street, Dania, Fla. 33004. Estimated construction cost \$429,000; first-year operating cost \$300,000; revenue \$300,000. Geographic coordinates 28° 00' 29" north lat.; 81° 53' 18" west long. Type trans. RCA ITU-10A. Type ant. RCA TFU301. Legal counsel Everett D. Johnston, Washington. Principals: Recreation Corp. of America Inc. (80%), William F. Johns Jr., president (8%), et al. Recreation Corp. of America Inc. is owner of Pirates World Amusement Center, Film World Studios and children's film distribution firm, all in Dania. Mr. Johns owns Everglades Yacht & Tennis Club, and has majority interest in Wm. Johns & Associates, advertising firm, both in Ft. Lauderdale, Fla. Channel 51 Inc. is licensee of WKID-TV Ft. Lauderdale. Ann. Jan. 31.

### Rulemaking action

■ **Houston, Miss.**—FCC amended TV table of assignments to assign ch. 45 to Houston (Doc. 19638). Action Jan. 31.

## Existing TV stations

### Final actions

■ FCC extended time to Feb. 26 to file reply com-

ments on possible modifications, repeal or extension of prime-time access rule (Doc. 19622). Action Jan. 31.

■ FCC denied complaint by Action for Children's Television against various TV's which broadcast spot announcement by Television Information Office of National Association of Broadcasters. The one-minute announcement extolled beneficial impact of television on children. Action Jan. 31.

■ **William B. Ray**, chief, complaints and compliance division, informed Accuracy in Media Inc. that commission cannot intervene on complaint about NBC documentary program on narcotics trafficking in Southeast Asia. Group alleged program was in part inaccurate or omitted certain facts which should have been included, and that commentator drew unjustified conclusions. Ann. Feb. 1.

■ **WAPI-TV Birmingham, Ala.**—Broadcast Bureau granted CP to make changes in transmission line. Action Jan. 29.

■ **KBAK-TV Bakersfield, Calif.**—Broadcast Bureau granted CP to change type of trans. Action Jan. 29.

■ **\*KLCS-TV Los Angeles**—Broadcast Bureau granted remote control operation of trans. from 1061 Temple Street, Los Angeles. Action Jan. 29.

■ **Tujung, Calif.**—Chief, complaints and compli-

ance division, notified **Donald C. Skone-Palmer** that commission cannot take action on fairness doctrine complaints without detailed information on how licensee has failed to present contrasting views in overall programming. Mr. Skone-Palmer had complained about coverage of Vietnam war on CBS program, *Sixty Minutes*, contending that use of excerpts from letter he sent was not adequate for presenting his views. Ann. Feb. 2.

■ **\*WTHS-TV and \*WSEC-TV**, both Miami—Broadcast Bureau granted mod. of licenses covering change of name to School Board of Dade County, Florida. Action Jan. 26.

■ **KLFY-TV LaFayette, La.**—Broadcast Bureau granted license covering changes; ERP 302 kw vis., 44.7 kw aur. Action Jan. 26.

■ **\*KETC-TV St. Louis**—Broadcast Bureau granted license covering changes; ERP 295 kw vis., 58.9 kw aur. Action Jan. 26.

■ **KRTV-TV Great Falls, Mont.**—Broadcast Bureau granted license covering changes; ERP 87.1 kw vis., 10 kw aur. Action Jan. 26.

■ **KCFW-TV Kalispell, Mont.**—Broadcast Bureau granted remote control operation of trans. from 401 First Avenue East, Kalispell. Action Jan. 29.

## EDWIN TORNBERG & 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 York—Chief, complaints and compliance division, denied complaints by Horace P. Rowley III, New York, alleging fairness doctrine and equality violations against WNET(TV) and equality violations against WABC-TV, both New York. Ann. Feb. 2.

■ WKBN-TV Youngstown, Ohio—Broadcast Bureau granted CP to change ERP to vis. 219 kw, aur. 21.9 kw; make changes in ant. system and structure; ant. height 1,400 ft.; condition. Action Jan. 31.

■ KVAL-TV, KEZI-TV and KPNW, all Eugene, Ore.—FCC denied application by Charles O. Porter and James R. Klonoski, chairman of Lane county (Ore.) Democratic committee, for review of June 28, 1972, ruling by Broadcast Bureau denying political access and fairness doctrine complaints against stations. Action Jan. 31.

■ WGGTS-TV Greenville, S.C.—Broadcast Bureau granted license covering new station. Action Jan. 26.

■ WOAI-TV San Antonio, Tex.—Broadcast Bureau granted remote control operation of trans. from 1031 Navarro Street, San Antonio. Action Jan. 29.

■ WTAR-TV Norfolk, Va.—Broadcast Bureau granted authority to operate trans. by remote control from 720 Boush Street, Norfolk. Action Jan. 30.

#### Actions on motions

■ Administrative Law Judge Isadore A. Honig in matter of Alabama Educational Television Commission renewal of license for WAIQ(TV), Montgomery, Ala., et al., granted motion for receipt of evidence and for closing of record filed by petitioners on Jan. 22; received in evidence certain petitioners' exhibits; scheduled April 23 for filing proposed findings of fact and conclusions; closed record (Docs. 19422-30). Action Jan. 31.

■ Administrative Law Judge Isadore A. Honig in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV], Furniture City Television Co.), TV proceeding, accepted amendment by Furniture City to application concerning ascertainment of community needs, programming plans, pending court actions, and minority employment policy (Docs. 18906-7); by separate order, accepted amendment to application by Southern Broadcasting Co. concerning ascertainment of community needs and proposed programming; granted petitions by Southern Broadcasting to amend application to report changes in certain business interests of Earl F. Slick, stockholder, to report acquisition by Southern of WPKM Tampa and changes in business interests of two stockholders. Actions Jan. 29 and 30.

■ Administrative Law Judge Isadore A. Honig in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV], Furniture City Television Co.), TV proceeding, granted petitions by Southern Broadcasting to amend application to report proposed acquisition by Southern of WHBQ-FM Memphis; to update ownership report and indicate change in call signs of two of stations; to report changes in business interests of Earl F. Slick and Albert L. Butler, Jr., stockholders, and to report certain changes in ownership report dated Oct. 31, 1972, and proposed sale of Southern's interest in WBMG-TV Birmingham, Ala., and potential interests of Southern in FM stations in Phoenix and Pasadena, Tex. (Docs. 18906-7). Actions Jan. 30, 31 and Feb. 1.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, on conference held Jan. 24, since hearing date is inconvenient for witness scheduled to testify, continued hearing date to March 6 (Docs. 19168-70). Action Jan. 24.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, scheduled conference for Feb. 1 for views on request by Las Vegas Broadcasting for issuance of subpoena (Docs. 19519, 19581); in separate action, granted petition by Western Communications Inc. to amend application to reflect recent commission grant of authority to construct television translator system; considered request by Western Communications for clarification of concept of jeopardy in meritorious programming issue added by review board's order released Jan. 4. Actions Jan. 23 and 29.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted petition by Las Vegas Valley to amend application to show changes in home addresses and business interests of certain of principals, to show previously unreported past broadcast connections of certain of principals and to report discharge in bankruptcy of certain of principals, and accepted amendment (Docs. 19519, 19581); by separate order, granted petition by Western Communications, to amend application to correct inadvertent errors made in composite week program analysis contained in application, and accepted amendment (Docs. 19519, 19581). Action Jan. 31.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted

motion by WPIX to amend application to reflect current ownership information and filing of civil complaint against parent company (Docs. 18711-2). Action Jan. 16.

#### Other actions

■ Review board in Las Vegas, TV proceeding, granted motion by Las Vegas Valley Broadcasting Co. for extension of time through Feb. 20 to file response to sixth motion by Western Communications Inc. (KORK-TV) to add issues. Proceeding involves application by Western Communications Inc. for renewal of license for KORK-TV Las Vegas, and competing application by Las Vegas Valley for television facility (Docs. 19519, 19581). Action Feb. 2.

■ Review board in High Point, N.C., TV proceeding, in response to request by Furniture City Television Co., competing applicant for ch. 8, High Point, modified information issue against Southern Broadcasting Co., applicant for renewal of license of WGHP-TV High Point. Issue is concerned with failure to report to commission certain changes in business and broadcast interests. Action Feb. 2.

#### Call letter action

■ WJMY(TV) Allen Park, Mich.—Granted WXON-TV.

#### Network affiliations

##### ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ KGUN(TV) Tucson, Ariz. (May Broadcasting Co.)—Agreement dated Nov. 22, 1972, to replace one dated Sept. 2, 1971, effective Jan. 1 through Jan. 1, 1975. First call right. Programs delivered to Phoenix. Network rate \$363; compensation paid at 30%.

■ WHYI-TV Springfield, Mass. (WHYI Stations Corp.)—Agreement dated Nov. 20, 1972, replacing earlier one dated July 15, 1971, effective Jan. 2 through Jan. 2, 1975. First call right. Network rate \$543; compensation paid at 30%.

■ KMTC(TV) Springfield, Mo. (Midland Television Corp.)—Agreement dated Nov. 22, 1972, replacing agreement dated Sept. 10, 1970, effective Jan. 3 to Jan. 3, 1975. First call right. Programs delivered to Joplin, Mo. Network rate \$174; compensation paid at 30%.

■ WENY-TV Elmira, N.Y. (WENY Inc.)—Agreement dated Dec. 1, 1972, replacing earlier agreement dated Sept. 10, 1970, effective Jan. 3 through Jan. 3, 1975. First call right. Network rate \$125; compensation paid at 30%.

■ KSWO-TV Lawton, Okla. (KSWO-TV Inc.)—Amendment extends agreement to Jan. 2, 1975.

##### NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of the multiplication—minus, usually 3.59% for ASCAP and BMI payments.

■ KARD-TV Wichita, Kan. (Kansas State Network Inc.)—Amendment changes network rate to \$748, effective Jan. 1.

■ WATE-TV Knoxville, Tenn. (Nationwide Communications Inc.)—Amendment changes network rate to \$935, effective Jan. 1.

## New AM stations

### Application

■ Independence, Calif.—Israel Sinofsky and Sol Leroy, dba Mt. Whitney Broadcasters. Seeks 600 khz, 500 kw-D. P.O. address c/o Israel Sinofsky, Box 27881, Los Angeles 90027. Estimated construction cost \$23,124; first year operating cost \$23,092; revenue \$26,250. Principals: Israel Sinofsky (51%) and Sol Leroy (49%). Mr. Sinofsky owns movie theater in Moorpark, Calif. Mr. Leroy is employed by Systems Sales Inc., Los Angeles. Ann. Feb. 2.

### Processing line

■ FCC announced that applications of Amos Joseph Mathewson, trading as Bud's Broadcasting Co., and Dale A. Owens to operate facilities of KPAS Banning, Calif., both on 1490 khz, 250 w-U, are ready

for processing. Other applications seeking same facilities are to be tendered by March 14. Ann. Jan. 31.

■ FCC announced that application by Mid-Michigan Broadcasting Corp. for CP to operate facilities of WCRM Clare, Mich., on 990 khz, 250 w, DA-D, is ready for processing. Other applications that necessitate hearing with this application are to be submitted by March 14. Ann. Feb. 1.

### Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Clovis, Calif. (Clovis Broadcasting), AM proceeding, scheduled hearing for March 26 and certain other procedural dates (Doc. 13995). Action Jan. 23.

■ Administrative Law Judge Jay A. Kyle in Pineville, La., and Dermott, Ark. (Robert Cowan Wagner and Southeast Arkansas Radio Inc.), AM proceeding, to formalize verbal rulings made at prehearing conference on Jan. 15, granted petition by Southeast Arkansas Radio to amend application to sever applications and for approval of reimbursement proposal; granted motion by Robert Cowan Wagner for grant of Mr. Wagner's application; scheduled hearing for March 13 on application by Southeast Arkansas Radio (Docs. 19473, 19474). Action Jan. 23.

■ Administrative Law Judge Jay A. Kyle in Springfield, Mo. (Queen City Broadcasting Co.), AM proceeding, reopened record, granted petition by Queen City Broadcasting Co. to amend application to reflect severance with KGOY(FM) by Gary Acker by consummation on Dec. 11, 1972, of assignment of license of KGOY(FM) according to commission authorization, and closed record (Doc. 19480). Action Jan. 23.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Indianapolis, Omaha, Neb. and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM-FM proceeding, granted petition to amend by Indianapolis Broadcasting Inc. to show most recent stock subscription agreement by shareholders, and accepted amendment (Doc. 19122-5). Action Jan. 31.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and PBL Broadcasting Co.), AM proceeding, granted petition by Northeast to amend application to show that one of principals has resigned from employment at KVIN Vinita and taken position with Joplin, Mo., station but will continue to live in Vinita (Docs. 19639-40). Action Jan. 19.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and PBL Broadcasting Co.), AM proceeding, granted petition by PBL Broadcasting to amend application to correct representation contained in engineering portion of application, and accepted amendment (Docs. 19639-40). Action Jan. 29.

### Other action

■ Review board in Salem and West Derry, both New Hampshire, AM proceeding, denied joint request by Salem Broadcasting Co. and New Hampshire Broadcasting Corp. for waiver of rules to permit review board to reconsider Nov. 22, 1972, action adding prohibited overlap issues to proceeding (Docs. 19434-6). Case involves applications of Salem Broadcasting and New Hampshire Broadcasting for new AM at Salem and Spacetown Broadcasting Corp. for facilities at West Derry. Action Feb. 2.

## Existing AM stations

### Applications

■ Banning, Calif.—FCC waived rules of interim criteria governing acceptance of AM applications and accepted for filing applications of Amos Joseph Mathewson and Dale A. Owens requesting facilities of former KPAS, on 1490 khz, with 250 w-U at Banning. Action Jan. 31.

■ WNJR Newark, N.J.—FCC accepted for filing applications by WMED Associates Inc. (WMED), Fidelity Voices Inc. and Greater Newark Broadcasters Inc. for authorization to operate the facilities of WNJR. Action Jan. 31.

■ WBLA Elizabethtown, N.C.—Seeks CP to increase ant. height to 368 ft. Ann. Feb. 5.

■ KWLW Wagoner, Okla.—Neo Broadcasting Co. and William H. Payne, dba Wagoner Broadcasting Co., seek interim operating authority. Ann. Jan. 29.

■ WKBO Harrisburg, Pa.—Seeks CP to change trans. and ant. site to City Island, southeast of Market Street bridge, Harrisburg. Ann. Feb. 2.

■ WSIX Nashville—Seeks CP to change trans. and ant. site to western side of Neelys Bend Road, 3,700 ft. South of Menes Lane, Nashville. Ann. Feb. 5.

### Final actions

■ KEOS Flagstaff, Ariz.—Broadcast Bureau granted mod. of license to change license name to Thunderbird Broadcasting Co. Action Jan. 31.



# Independents Day – March 5

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

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LKG

■ Los Angeles—Chief, complaints and compliance division, informed Councilman Arthur K. Snyder that no further action was warranted in complaint against editorials on KNX Los Angeles. Councilman Snyder charged editorials were inaccurate, untrue and slanted to reflect on his integrity. Ann. Feb. 2.

■ WONS Tallahassee, Fla. and WWVK(FM) Wheeling, W. Va.—Broadcast Bureau granted mod. of license covering change in corporate name to Campdown Industries Inc. Action Jan. 31.

■ Chicago—Chief, complaints and compliance division, informed Anthony R. Martin-Trigona, Champaign, Ill., that no action could be taken on fairness doctrine complaint against WLS Chicago, without specific details to support allegations. Mr. Martin-Trigona claimed he was refused time to respond to station's editorials on airline hijacking. Ann. Feb. 2.

■ WRYT Boston—Broadcast Bureau granted CP to install aux. trans. Action Jan. 31.

■ WCRM-AM-FM Clare, Mich.—FCC granted STA to Mid-Michigan Broadcasting Corp. to operate WCRM for period not to exceed 90 days. Commission also waived certain procedural rules in order to accept Mid-Michigan's applications for defunct facilities. Action Jan. 31.

■ WABY Albany, N.Y.—Broadcast Bureau granted CP to replace expired permit for changes. Action Jan. 31.

■ WPFB Middletown, Ohio—Broadcast Bureau granted CP to increase tower height and increase nighttime radiation efficiency; condition. Action Jan. 31.

■ WHJB Greensburg, Pa.—Review board denied application by WHJB Radio for increase in D power from 1 kw directional to 5 kw directional (Doc. 18868). Action Jan. 29.

#### Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Columbia, S.C. (WOIC Inc.), in matter of renewal of license of WOIC, designated Administrative Law Judge David I. Kraushaar to serve as presiding judge; schedule prehearing conference for Feb. 26 and hearing for April 9 (Doc. 19674). Action Jan. 24.

■ Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc. [WHLN]), AM proceeding, granted motion by Broadcast Bureau and postponed hearing to Feb. 27 (Docs. 19614-5). Action Jan. 30.

■ Administrative Law Judge David I. Kraushaar in Fargo, N.D. (Northwestern College [KFNW]), AM proceeding, granted motion by Northwestern College and returned application for change in frequencies to AM proceeding line at applicant's request; terminated proceeding (Doc. 19313). Action Jan. 24.

#### Fines

■ WSRF Fort Lauderdale, Fla.—Broadcast Bureau, by letter, notified that it has incurred apparent liability for forfeiture of \$200 for violation of rules including failure to maintain required operating log for certain dates. Action Jan. 9.

■ WWSD Monticello, Fla.—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability for forfeiture of \$200 for violation of rules by failure to provide data concerning equipment performance measurements as required. Action Jan. 8.

#### Call letter action

■ KBUB Sparks-Reno, Nev.—Granted KWRL.

### New FM stations

#### Applications

■ Birmingham, Ala.—Birmingham Southern College. Seeks 91.7 mhz, TPO 10 w. HAAT 336 ft. P.O. address Box A-44, 800 Eighth Avenue West, Birmingham 35204. Estimated construction cost \$3,225; first-year operating cost \$1,000; revenue none. Principals: Douglas H. Brown, president of Student Government Association, et al. Ann. Jan. 29.

■ Arkadelphia, Ark.—Great Southwest Media Corp. Seeks 100.9 mhz, 3 kw. HAAT 30 ft. P.O. address Box 527, Ozark, Ark. 72949. Estimated construction cost \$6,473; first-year operating cost \$30,249; revenue \$41,000. Principals: Wayne Duncan, president (35%), Leo J. Wiederkehr, vice president (40%), et al. Mr. Duncan is general manager and chief engineer of KZRK(AM) Ozark. Mr. Wiederkehr is president and general manager of Wiederkehr Vine Cellars Inc., Altus, Ark. Ann. Jan. 29.

■ Fillmore, Calif.—Class A Broadcasters Inc. Seeks 96.7 mhz, 87 w. HAAT 1,515 ft. P.O. address 86 East Algeria Avenue, Sierra Madre, Calif. 91024. Estimated construction cost \$8,341; first-year operating cost \$29,778; revenue \$40,098. Principal: John J. Davis, president (100%). Mr. Davis owns Davis Enterprises, broadcast engineering consultant firm, Sierra Madre. He also has interests in Folkartists

## 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.

Productions, radio and concert production firm, Sierra Madre. He serves as engineering consultant to various FM's in Los Angeles. Ann. Jan. 29.

■ \*Baltimore—Board of Education, Baltimore County. Seeks 90.3 mhz, TPO 10 w. HAAT 80 ft. P.O. address 7400 Old North Point Road, Baltimore 21219. Estimated construction cost \$885; first-year operating cost \$150; revenue none. Principals: H. Emslie Parks, president, et al. Ann. Jan. 29.

■ Pittsfield, Mass.—Radio Pittsfield Inc. Seeks 95.9 mhz, 3 kw. HAAT minus 125 ft. P.O. address 73 Fourth Street, Pittsfield 01201. Estimated construction cost \$41,762; first-year operating cost \$13,300; revenue \$55,062. Principals: Jerry Graham, president (30%), Melvin Gordon (33 1/3%), et al. Mr. Graham, former news director and program director of WNEW(AM) New York, owns 50% of Graham Ruttenberg Inc., broadcast consulting firm. He also owns 45% of Grahani-Ruttenberg Public Relations Corp., New York, and has minority interest in Sarasota Radio Corp., proposed licensee of WSAF-AM-FM Sarasota, Fla. Mr. Gordon is president and stockholder of Gallant Printing Co., New York. Radio Pittsfield is licensee of WGRG(AM) Pittsfield. Ann. Jan. 29.

■ \*Rockland, Mass.—Rockland Public Schools. Seeks 91.5 mhz, TPO 10 w. HAAT 90 ft. P.O. address 34 Goddard Avenue, Rockland 02370. Estimated construction cost \$5,622; first-year operating cost \$1,000; revenue none. Principals: John W. Rogers, superintendent of schools, et al. Ann. Jan. 30.

■ \*Sheffield, Mass.—The Berkshire School Inc. Seeks 91.7 mhz, TPO 10 w. HAAT not applicable. P.O. address Route 41, Godman Hall, Sheffield 01257. Estimated construction cost \$8,615; first-year operating cost \$1,500; revenue none. Principals: Thomas H. Dixon, faculty advisor of school, et al. Ann. Jan. 29.

■ Jefferson City, Mo.—KAIR Inc. Seeks 100.1 mhz, 3 kw. HAAT 300 ft. P.O. address 211 East Capitol Avenue, Jefferson City 65101. Estimated construction cost \$59,704; first-year operating cost \$35,000; revenue \$60,000. Principals: James L. Risner, president, Paul D. Adams and John W. English (each 33 1/3%). Mr. Risner is president of KJEL-AM-FM Lebanon, Mo., and owns 50% of KRMS-AM-FM Osage Beach, Mo. Mr. Adams is secretary of Transportation and Development Council, Jefferson City. Mr. English, lawyer in firm of Carson, English, Monaco and Coil, Jefferson City, owns majority interest in California Foods Inc., supermarket, California, Mo., among other interests. Ann. Jan. 29.

■ \*Las Vegas—Operation Opportunities, Clark County, Nev. Seeks 88.1 mhz, TPO 10 w. HAAT 49 ft. P.O. address 900 West Owens Avenue, Las Vegas 89106. Estimated construction cost \$2,519; first-year operating cost \$2,500; revenue none. Principals: J. David Hoggard, executive director, et al. Ann. Jan. 29.

■ Cabo Rojo, Puerto Rico—David Ortiz Radio Corp. Seeks 92.1 mhz, 3 kw. HAAT minus 76 ft. P.O. address Route 103 Km, 4Hm, 1, Cabo Rojo 00623. Estimated construction cost \$7,160; first-year operating cost \$3,416; revenue \$18,000. Principals: David Ortiz-Cintrón, president (50%), Virginia Ortiz-Cintrón (45%), et al. David Ortiz-Cintrón is president and owns 50% of WEKO(AM) Cabo Rojo. He also is general manager of WNIK-AM-FM Arecibo, Puerto Rico. Virginia Ortiz-Cintrón is farmer in Cabo Rojo. Ann. Jan. 29.

■ Brownsville, Tex.—Valleywide Enterprises Inc. Seeks 100.3 mhz, 25 kw. HAAT 234 ft. P.O. address 8705 Chippendale Court, Annandale, Va. 22003. Estimated construction cost \$78,543; first-year operating cost \$57,600; revenue \$83,000. Principals: Enrico Frank Bove, president (15%), et al. Mr. Bove owns 50% of Hi Way Dispatch Inc., motor freight firm in Marion, Ind. He also owns 14% of WGOM(AM)-WMRI(FM) Marion. Valleywide Enterprises Inc. owns WSNY(AM) Schenectady, N.Y. Ann. Jan. 29.

#### Final actions

■ \*Monroe, La.—Northeast Louisiana University. Broadcast Bureau granted 88.7 mhz, 10 kw. HAAT

75 ft. P.O. address 700 University Avenue, Monroe 71201. Estimated construction cost \$7,827; first-year operating cost \$9,740. Revenue none. Principals: George T. Walker, president, et al. Action Jan. 31.

■ \*Central Point, Ore.—School District 6. Broadcast Bureau granted 91.7 mhz. HAAT does not apply. P.O. address 451 North 2d Street, Central Point 97501. Estimated construction cost \$1,000; first-year operating cost \$100; revenue none. Principals: Dean Wilson, J. D. Straus, et al. Mr. Wilson is chairman and Mr. Straus vice chairman of board of directors. Action Jan. 29.

#### Actions on motions

■ Administrative Law Judge Basil P. Cooper in Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, in accordance with conference call held Jan. 24, scheduled evidentiary hearing for Feb. 26 and exhibits exchanged Feb. 9, with notification of witnesses by Feb. 16 for cross-examination (Docs. 19568-9). Action Jan. 24.

■ Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc.), FM proceeding, granted request by Colorado West Broadcasting and continued hearing to Feb. 21 (Docs. 19588-9). Action Jan. 31.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, granted motion by Cumberland Broadcasting Co. and extended to Feb. 20 date for exchange of exhibits (Docs. 19468-9, 19471). Action Jan. 24.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, denied petition by Cumberland Broadcasting Co. to appeal order of presiding judge, released Jan. 18, denying in part petition to amend application, and disallowed Cumberland's proposed appeal (Docs. 19468-9, 19471). Action Jan. 29.

■ Administrative Law Judge Forest L. McClenning in Cabool and Mountain Grove, both Missouri. (Cabool Broadcasting Corp. and Kickapoo Prairie Broadcasting Co.), FM proceeding, granted joint motion and continued without date procedural dates previously scheduled, in light of joint petition for rulemaking to allocate additional channel (Docs. 19620-21). Action Jan. 31.

■ Administrative Law Judge Chester F. Naumowicz Jr. in West Palm Beach, Fla. (Guy S. Erway, et al.), FM proceeding, denied petition by Sun Sand and Sea Inc. to amend application to change transmitter site, substitute 25% stockholder, and modify financial proposal (Docs. 19601-4). Action Jan. 29.

■ Administrative Law Judge Herbert Sharfman in Sioux City, Iowa (John L. Breece and Jim and Tom Hassenger Broadcasting Co.), FM proceeding, denied motion by Mr. Hassenger to compel answers; on request of Mr. Hassenger, rescheduled hearing to April 17 and extended other procedural dates for one week (Docs. 19633-4). Action Jan. 19.

■ Administrative Law Judge James F. Tierney in Washington (Pacific Foundation), noncommercial FM proceeding, set certain procedural dates; canceled scheduled hearing date of Feb. 1, and reset hearing for April 2 (Doc. 18634). Action Jan. 16.

■ Administrative Law Judge James F. Tierney in Easton, Md. (Community Broadcasters Inc. and Easton Broadcasting Co.), FM proceeding, having at hand motion for production of documents by Easton, motion for production of documents by Community, Broadcast Bureau comments on both motions, opposition by Easton and motion to change procedural matters by Community, set certain procedural dates and ordered that each party shall, to best of ability, produce for other requested information and data, without qualification (Docs. 19303-4). Action Jan. 23.

#### Other actions

■ Review board in Birmingham, Ala., FM proceeding, rescheduled oral argument for Feb. 22 in Birmingham. Proceeding involves applications of Voice of Dixie Inc. and First Security & Exchange

Co. for FM (Docs. 18664, 18666). Action Jan. 31.

■ Review board in Harriman, Tenn., FM proceeding granted motion by Folkways Broadcasting Co. and Harriman Broadcasting Co. for extension of time through Feb. 15 to file exceptions to initial decision released Nov. 30, 1972, in which Administrative Law Judge James F. Tierney proposed denial of both mutually exclusive, competing applications for new FM at Harriman (Docs. 18912-3). Action Jan. 31.

### Rulemaking actions

■ FCC amended FM table of assignments to assign ch. 257A to Chatsworth, Ga., ch. 285A to Union City, Tenn., chan. 252A to Camden, Tenn., and ch. 272A to Eldorado Ill., as first FM channels (Doc. 19613). Action Jan. 31.

■ FCC proposed, in notice of rulemaking, amendment of FM table of assignments to assign ch. 288A to Richlands, Va., or in alternative, to Welch, W. Va.—Action Jan. 31.

### Call letter applications

■ WCUW Inc., Worcester, Mass.—Seeks \*WCUW-FM).

■ Rochester Area Educational TV Association Inc., Rochester, N.Y.—Seeks \*WXXI-FM.

■ United Community Enterprises Inc., Greenwood, S.C.—Seeks WMTY(FM).

■ Radio Montgomery Inc., Blackburg, Va.—Seeks WCBV(FM).

### Call letter action

■ William R. Gaston, Southern Pines, N.C.—Granted WIOZ(FM).

## Existing FM stations

### Final actions

■ WJLN(FM) Birmingham, Ala.—Broadcast Bureau granted mod. of license covering change of studio location and remote control to 1449 Spaulding-Ishkooda Road, Birmingham. Action Jan. 26.

■ KJLH(FM) Compton, Calif.—Broadcast Bureau granted CP to replace damaged ant. Action Jan. 26.

■ \*KCSM(FM) San Mateo, Calif.—Broadcast Bureau granted mod. of license covering change in name of licensee to San Mateo Community College District; granted mod. of CP to change name of permittee to San Mateo Community College District. Action, Feb. 1.

■ KGNU-FM Granite City, Ill.—Broadcast Bureau granted request for waiver of rules to identify as Granite City, Ill.-St. Louis. Action Jan. 26.

■ WTTR-FM Westminster, Md.—Broadcast Bureau granted license covering changes: ERP 2.25 kw; ant. height 350 ft. Action Jan. 31.

■ WEEI-FM Boston—Broadcast Bureau granted CP to install new alt. main trans. Action Jan. 26.

■ WDVLFM Vineland, N.J.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (increase height); ERP 3 kw; ant. height 250 ft. Action Jan. 26.

■ \*WPOB(FM) Plainview, N.Y.—Broadcast Bureau granted license covering new noncommercial FM. Action Jan. 31.

■ WBNO-FM Bryan, Ohio—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 3 kw; ant. height 155 ft. Action Jan. 26.

■ WKRQ(FM) Cincinnati—Broadcast Bureau granted license covering changes; ERP 23 kw; ant. height 690 ft. Action Jan. 31.

■ WCUL(FM) Culpeper, Va.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action Jan. 26.

### Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Communicom Media Inc.), FM proceeding, accepted amendment by WHCN Inc. filed March 27, 1972, as matter of right in redesignation order released Feb. 24, 1972, scheduled hearing for March 12, and set certain other procedural dates (Docs. 18805-6). Action Jan. 23.

■ Administrative Law Judge Jay A. Kyle in Tulsa, Okla. (Turnpike Broadcasting Corp. and KMOD Broadcasting Corp.), in matter of assignment of license of KMOD(FM), upon statement by Broadcast Bureau at hearing conference, dismissed application and terminated proceeding (Doc. 19631). Action Feb. 1.

### Call letter applications

■ WATR-FM Waterbury, Conn.—Seeks WENU-FM.

■ WBNY(FM) Buffalo, N.Y.—Seeks WUEZ(FM).

■ WHOH(FM) Hamilton, Ohio—Seeks WYCH-FM.

■ WJAS-FM Pittsburgh—Seeks WSHH(FM).

■ KJET-FM Beaumont, Tex.—Seeks KWIC(FM).

### Call letter actions

■ WFBM-FM Indianapolis—Granted WFBQ(FM).

■ KBTC-FM Houston, Mo.—Granted KSCM-FM.

■ WOPA-FM Bethlehem, Pa.—Granted WEZV-FM).

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: WPFA Pensacola and WPLA Plant City, both Florida; WPRP-AM-FM Ponce, Puerto Rico; WPUL Bartow, WPXE Starke, WQAM Miami, WQPD Lakeland, WQXK(FM) Hialeah, WQXM(FM) Clearwater, WRDD Pompano Beach, WRMF-AM-FM Titusville, WROD Daytona Beach, WRSD Homestead, WRVY Jupiter, WSBP Chattahoochee, WSWR Boca Raton, WSHF(FM) Ft. Lauderdale, WSOJ Tampa, WSOR(FM) Fort Myers, WSTU Stuart, WSUZ Palatka, WTAL Tallahassee, WTLN-FM Apopka, WTM(FM) Miami, WTMP Tampa and WTOT-AM-FM Marianna, all Florida; WTPM(FM) Aguadilla, Puerto Rico; WTRR Sanford, WTRS-AM-FM Dunnellon, WTTB Vero Beach, WTYS Marianna and WVCF Windermere, all Florida; WVVI Charlotte Amalie, Virgin Islands; WWAB Lakeland, WWBC Cocoa, WWJB Brooksville, WWKE Ocala, WWOQ(FM) Boca Raton, WWQS(FM) Orlando, WYHI Fernandina Beach, WYND Sarasota, WYOU Tampa, WYSE Inverness, WZNG Winter Haven, WZST Leesburg, \*WFSU-FM Tallahassee, \*WMCU(FM) Miami, \*WPCS(FM) Pensacola, \*WTHS(FM) Miami, \*WUSF(FM) Tampa, \*WVUM(FM) Coral Gable, WCIX-TV Miami, WCKT(TV) Miami, WDBO-TV Orlando, WEAT-TV West Palm Beach, WFLA-TV Tampa, WFTV(TV) Orlando, WINK-TV Fort Myers and WJKS-TV Jacksonville, all Florida; WKAQ-TV San Juan and WKBM-TV Caguas, both Puerto Rico; WKID(TV) Fort Lauderdale and WLTV(TV) Miami, both Florida; WRIK-TV and WSUR-TV, both Ponce, Puerto Rico; WTLV(TV) Jacksonville, WTVJ(TV) Miami, WTVT(TV) Tampa, WTVX(TV) Fort Pierce and \*WEDU(TV) Tampa, all Florida; \*WIPM-TV Mayaguez and \*WIPR-TV San Juan, both Puerto Rico; \*WJCT(TV) Jacksonville, \*WMFE-TV Orlando, \*WPBT(TV) Miami, \*WSEC-TV Miami, \*WSRE-TV Pensacola, \*WUFT-TV Gainesville, \*WUSF-TV Tampa and WQBA Miami, all Florida (grant for WQBA is conditioned on outcome of now pending civil anti-trust action in which Susquehanna Broadcasting Co. is party defendant, U.S. District Court for middle district of Pennsylvania, and that licensee shall immediately notify commission of final disposition of case). Actions Jan. 31.

■ Broadcast Bureau granted renewal of licenses for following stations, their co-pending auxiliaries and SCA's when appropriate: WABA Aguadilla, Puerto Rico; WACY Kissimmee, Fla.; WATA(FM) Miami, WALO, Humacao, Puerto Rico; WAOC St. Augustine, Fla.; WAPA San Juan, Puerto Rico; WAPE Jacksonville, WAPG Arcadia, WAPR Avon Park, WAUC Wauchula, WAXE Vero Beach, WAWK Lehigh Acres, WBAR Bartow, WBIX Jacksonville Beach and WBJW Winter Park, all Florida; WBMJ San Juan and WBRQ(FM) Cidra, both Puerto Rico; WBUS-FM Miami Beach, WCAI Fort Myers and WCEA-FM Immokalee, all Florida; WCGB Juana Diaz, Puerto Rico; WCKO(FM) Pompano Beach, WCNH-AM-FM Quincy, WCNV Crestview and WCOF Immokalee, all Florida; WCPR Coamo, Puerto Rico; WDAE-AM-FM Tampa, WDAT Ormond Beach, WDBF Delray Beach, WDBO-FM Orlando, WDFC Dade City, WDLF(FM) Deland, WDLP Panama City, WDNJ(FM) Daytona Beach, WEAT West Palm Beach, WEDR(FM) Miami Beach, WELE South Daytona and WERD Jacksonville, all Florida; WESP(FM) Charlotte-Amalie, Virgin Islands; WETO Orlando, WEZX(FM) Tampa, WFLA-AM-FM Tampa, WFOY-AM-FM St. Augustine, WFOS Pinellas Park, WFUN South Miami, WFYN-FM Key West, WGBS Miami, WGGG Gainesville, WGKR Perry, WGNB-AM-FM Panama City, WGUL-AM-FM New Port Richey, WHBO Tampa and WHFL(FM) Winter Haven, all Florida; WHOY Salinas and WIVA-FM Aguadilla, both Puerto Rico; WIVI St. Croix, Virgin Islands; WJAX-AM-FM Jacksonville, Fla.; WKAQ-AM-FM San Juan, Puerto Rico; WKAT Miami Beach, WKKO Cocoa, WKTZ-AM-FM Jones College-Jacksonville, WLBE-AM-FM Leesburg, WLOD Pompano Beach, WLOF Orlando, WLOQ(FM) Winter Park, WLQH Chieftand, WMAF Madison, WMBR Jacksonville, WMCF(FM) Stuart, WMEN Tallahassee and WMEZ(FM) Pensacola, all Florida; WMLD(FM) and WMNT, both Manati, Puerto Rico; WNDB Daytona Beach, WNER Live Oak, WNVY Pensacola, WOKB Winter Garden nad WOOO Deland, all Florida; WPAB-AM-FM Ponce, Puerto Rico; WPBR Palm Beach, Fla.; actions Jan. 31.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: WAEL-FM Mayaguez, Puerto Rico; WALJ(FM) Naples, WBOP-AM-FM Pensacola, WCCF-AM-FM Punta Gordon and WDVH Gainesville all Florida; WEUC Ponce, WIPR and

WJIT-AM-FM, both San Juan and WKJB-AM-FM Mayaguez, all Puerto Rico; WKXY Sarasota, WMJR(FM) Ft. Lauderdale, WMYQ(FM) Miami, WMOP(AM)-WFLZ(FM) Ocala, WOCN-AM-FM Miami, WONN Lakeland and WPAS Zephyrhills, all Florida; WPRM-FM and WRAI, both San Juan, Puerto Rico; WSEB-AM-FM Sebring, Fla.; \*WIPR-FM and WAPA-TV, both San Juan, Puerto Rico; WPTV(TV) West Palm Beach, Fla.; WBNB-TV Charlotte Amalie, Virgin Islands; WAYR Orange Park, WCKS(FM) Cocoa Beach, WENG Englewood and WIOD Miami, all Florida; WRPC(FM) San German, Puerto Rico; WSTX Christiansred, Virgin Islands; \*WHRS(FM) Boynton Beach, Fla. Actions Jan. 31.

■ WTYM-AM-FM Inglewood, Calif.—FCC granted renewal of licenses for remainder of license term. Action Jan. 23.

■ KSHE-FM Crestwood, Mo.—FCC granted application of Century Broadcasting Corp. for renewal of license of KSHE-FM for remainder of regular license period for Missouri stations. Action Jan. 31.

■ WDRK(FM) Greenville, Ohio—FCC granted application by Lewel Broadcasting Inc. for renewal of license for WDRK(FM) for remainder of regular license period for Ohio stations. Action Jan. 31.

## Modification of CP's, all stations

■ Sierra Vista, Ariz., Huachuca Broadcasting Co.—Broadcast Bureau granted mod. of CP to change trans. of FM; change ant. Action Jan. 26.

■ WMAL-TV Washington — Broadcast Bureau granted mod. of CP to extend completion date to July 26. Action Jan. 26.

■ KGMB Honolulu — Broadcast Bureau granted mod. of CP to change ant.-trans. site to 331D Kamani Street, Honolulu as previously proposed. Action Jan. 31.

■ WSJV(TV) Elkhart, Ind. — Broadcast Bureau granted mod. of CP to extend completion date to July 31. Action Jan. 31.

■ KSTP-TV St. Paul — Broadcast Bureau granted mod. of CP to extend completion date to July 26. Action Jan. 26.

■ KEKO(TV) Elko, Nev. — Broadcast Bureau granted mod. of CP to extend completion date to July 26. Action Jan. 26.

■ \*WMHT(TV) Schenectady, N.Y.—Broadcast Bureau granted mod. of CP to change ERP to vis. 2000 kw; aur. 398 kw; trans. location to Pinnacle Road, New Scotland (Voorheesville, N.Y.); make changes in ant. structure; mod. of CP to extend completion date to July 31. Action Jan. 31.

■ \*WMEQ-TV Alliance, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to July 31. Action Jan. 31.

■ \*WUOC-TV Cambridge, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to July 31. Action Jan. 31.

■ Ch. 57, Lima, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to July 31. Action Jan. 31.

■ \*WPBO-TV Portsmouth, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to July 31. Action Jan. 31.

■ KBJH(FM) Tulsa, Okla.—Broadcast Bureau granted mod. of CP to change trans. location to 0.5 mile northwest of Red Fork, Tulsa; change studio location and remote control to 2819 South Sheridan Road, Tulsa; change ant.; make changes in ant. system (decrease height); ERP 100 kw; ant. height 660 ft.; remote control permitted. Action Jan. 26.

■ WSCI(FM) Charleston, S.C.—Broadcast Bureau granted mod. of CP to change trans. location to Rifle Range Road, 5.5 miles east of Charleston; change trans.; change ant.; make changes in ant. system (increase height); ERP 97 kw; ant. height 540 ft.; remote control permitted. Action Jan. 26.

■ WTWE(FM) Manning, S.C.—Broadcast Bureau granted mod. of CP to change studio location and remote control to 517 Sunset Drive, Manning; make change in transmission line and change make and model of monitors. Action Jan. 26.

## Translators

### Applications

■ Broadcast Bureau accepted for filing application by Phillips County TV Translator District for new UHF translator on ch. 65, 776-782 mhz, at Loring and west rural area, both Montana; primary station CJFB-TV Swift Current, Saskatchewan. Ann. Feb. 2.

■ Broadcast Bureau accepted for filing application by Community Television Association Inc. for new UHF translator on ch. 68, 794-800 mhz, at Gold Beach-Wedderburn, Ore.; primary station KMED-TV Medford. Ore. Ann. Feb. 2.

### Actions

■ K04HE Yreka and Montague, both California—

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Broadcast Bureau granted license covering new VHF translator. Action Jan. 31.

■ K224AC Ellsworth, Kan.—Broadcast Bureau granted license covering new FM translator. Action Feb. 2.

■ W28AA Iron Mountain, Mich.—Broadcast Bureau granted license covering new FM translator. Action Jan. 31.

■ K76AI Powers, Ore.—Broadcast Bureau granted mod. of UHF translator license to change primary TV to KOB(TV) Medford, Ore. Action Jan. 26.

■ K296AA rural Wayne county, Utah—Broadcast Bureau granted license covering new FM translator. Action Feb. 2.

■ K257AC Teasdale and Torrey, both Utah—Broadcast Bureau granted license covering new FM translator. Action Feb. 2.

■ W240AA Garden City, South Salem, Hidden Valley and Sugar Loaf Estates, all Virginia—Broadcast Bureau granted license covering new FM translator. Action Jan. 31.

## Other action, all services

■ Chief, Broadcast Bureau, on request by National Association of Broadcasters, extended through Feb. 9, for filing comments and through Feb. 23, for filing reply comments in matter of petition for rule-making to require broadcast licensees to maintain certain program records (Doc. 19667). Action Jan. 29.

## Ownership changes

### Applications

■ WJOE(AM) Port St. Joe, Fla.—Seeks assignment of license from William S. Dodson, receiver, to Mills & Crisp Enterprises Inc. for \$80,000. Buyer: Paul E. Mills (100%). Mr. Mills, real estate investor, owns Breakers East and The Breakers Restaurant and Lounge, Panama City Beach, Fla. Ann. Jan. 16.

■ WEEF-AM-FM Highland Park, Ill.—Seek assignment of licenses from Unique Radio Inc. to Vanguard Communications Inc. for \$290,000. Sellers: Irwin J. Askow, secretary, et al. Buyer: James F. Hoffman (100%). Mr. Hoffman, formerly sales manager of KDKA-TV Pittsburgh, is account executive with John Blair Co., Chicago broadcast station representative firm. Ann. Jan. 26.

■ WMIX-AM-FM Mt. Vernon, Ill.—Seeks transfer of control of Mt. Vernon Radio and Television Co. from Ruby L. Miller, executrix of estate of John R. Mitchell, John Page Wham, successor executor of estate of Eleanor R. Mitchell, et al (100% before, none after) to Withers Broadcasting of Illinois Inc. (none before, 100% after). Consideration: \$600,000. Principals: W. Russell Withers Jr. (85%), et al. Mr. Withers owns 90% of KGMO-AM-FM Cape Girardeau, Mo. Ann. Jan. 26.

■ WMCS(AM) Machias, Me.—Seeks transfer of control of Washington County Broadcasting Co. from Otho F. Knowles Jr. (65% before, none after) to Winston D. Chapman (35% before, 100% after). Consideration: \$26,200. Principal: Mr. Chapman is vice president of corporation. Ann. Jan. 26.

■ WESM(FM) Prince Frederick, Md.—Seeks assignment of license from Calvert County Broadcasting Co. to Melvin Gollub for \$115,000. Sellers: George E. Gautney and Carl T. Jones. Buyer: Mr. Gollub owns Tower Distributors, mail order tapes and printing firm, Morristown, Pa., and is sales manager of QRK/Rex-O-Kut, division of CCA Electronics, Gloucester City, N.J. He is currently seeking to transfer his ownership of KOME(AM) San Jose, Calif. Ann. Jan. 26.

### Actions

■ KTYM-FM Inglewood, Calif.—FCC granted assignment of license from Trans America Broadcasting Corp. to Avant Garde Broadcasting Inc. for \$315,000 plus \$15,000 broker fee. Sellers: Albert J. Williams, president, et al. Trans America owns KTYM(AM) Inglewood and KAIL-TV Fresno, Calif. Buyers: Clarence Avant, president and treasurer (91%), et al. Mr. Avant owns several music publishing and record production firms. Action Jan. 23.

■ KVFS(FM) Vacaville, Calif.—FCC granted renewal of license and assignment of license from Northern California Stereoasters to KPOP Radio for \$16,000. Both grants are subject to conditions, including KPOP returning on air within 90 days. Station has been silent since June 1, 1970. Sellers: Bruce V. and Dennis T. Ziemienski. Buyers: Donnelly C. Reeves (73%), et al. Mr. Reeves is Western area vice president of Hamilton-Landis & Associates Inc., station brokerage firm. KPOP Radio is licensee of KPOP(AM)-KP(FM) Roseville, Calif. Action Jan. 23.

■ WRBL-AM-FM-TV Columbus, Ga.—FCC waived one-to-a-market provisions of multiple-ownership rules and granted transfer of control of Columbus Broadcasting Co. from The R. W. Page Corp. (51% before, none after) to J. W. Woodruff Jr. (39.8%

before, 81.2% after). Consideration: \$2,244,003. Principal: Mr. Woodruff owns majority interest in WGPC-AM-FM Albany, Ga. He also has various real estate and restaurant interests in Columbus. Action Jan. 31.

■ WBNL-AM-FM Boonville, Indiana—Broadcast Bureau granted transfer of control of Boonville Broadcasting Co. from Bertha Ellen Sanders, executrix of estate of Henry C. Sanders, to Norman Hall. Consideration: \$10,000. Principal: Mr. Hall is 25% owner of WBNL. He is also 25% owner of WFCO(AM) Mt. Vernon, Ind. Action Jan. 31.

■ WTLC(FM) Indianapolis — Broadcast Bureau granted transfer of control of Colojay Enterprises Inc. from James W. Beatty, Thomas W. Mathis, John W. Chittenden, et al. (69.26% before, none after) to Frank Perry Lloyd and Associates Inc., et al. (none before, 68.57% after). Consideration: \$369,110. Principal: Frank P. Lloyd (100%). Dr. Lloyd is director of medical research at Methodist hospital, Indianapolis. He also has minority interest in Midwest National Bank, also in Indianapolis. Action Jan. 31.

■ WGLM(FM) Richmond, Ind.—Broadcast Bureau granted assignment of license from Broadcasting Services Inc. to Brewer Broadcasting Corp. for \$57,500. Sellers: C. T. Garten, president, et al. Broadcasting Services owns WTAP-AM-FM-TV Parkersburg, W. Va. Buyers: James R. and Maytha N. Brewer (together 75%) and James L. Brewer, son (25%). James R. Brewer owns WTCI(AM) Tell City, Ind. James L. Brewer is general manager of that station. He also has interest in construction company. Action Jan. 31.

■ WSTM(FM) St. Matthews, Ky.—Broadcast Bureau granted transfer of control from Lad Broadcasting Corp. to Scott Broadcasting Co. for \$275,000 (plus assumption of liabilities). Seller: Linda A. Dunn, sole owner. Buyers: Thomas Jefferson Wright and Edward Sheehan Schroering (each 50%). Mr. Wright owns T. Jefferson Wright Associates Inc., advertising and public relations firm in Louisville, Ky. He also owns Viewright Inc., advertising firm, also in Louisville. Mr. Schroering owns Schroering Agency, life insurance firm, and accounting firm, both in Louisville. Action Jan. 31.

■ WKNX(AM) Saginaw, Mich.—Broadcast Bureau granted sale of stock of Lake Huron Broadcasting Corp. from Howard H. Wolfe (50% before, 43% after) to William J. Edwards (50% before, 57% after). Consideration: \$30,000. Principal: Mr. Edwards is president and general manager of WKNX. Action Jan. 22.

■ KLTR(AM) Blackwell and KFOR-FM Ponca City, both Oklahoma—Broadcast Bureau granted transfer of control of Indian Nation Broadcasters Inc. from K. Patrick Elliott (50% before, none after) to Don M. Kelly (50% before, 100% after). Consideration: \$19,216. Principal: Mr. Kelly is president of corporation. Action Jan. 24.

■ KTIX(AM) Pendleton, KGRL(AM) Bend, and KACI(AM) The Dalles, all Oregon—Broadcast Bureau granted transfer of control of Juniper Broadcasting Inc. (majority stockholder of KTIX's licensee, parent company of KACI's licensee and licensee of KGRL) from Bradley D. and Dagmar Fancher, and Glen and Betty Cushman to Gary L. Capps, David N. Capps and Inland Radio Inc. Consideration: \$505,062. Principals: Inland Radio Inc., licensee of KSRV(AM), Ontario, Ore. and KEEP(AM) Twin Falls, Idaho, is controlled by Gordon L. Capps (60.2%), David N. Capps (16.3%), Gary L. Capps (16.1%), et al. Gordon Capps has controlling interest in KLB(AM) La Grande, Ore. David Capps is general manager and has interests in KTIX(AM) Pendleton, Ore. Gary Capps is president of Juniper Broadcasting. Action Jan. 31.

■ WJAS-AM-FM Pittsburgh—FCC granted assignment of license from National Broadcasting Co. to Cecil Heftel and Joyce Heftel for \$1,800,000. Sellers: Robert L. Stone, executive vice president, et al. Buyers: The Heftels own KGMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, Hawaii. Action Jan. 31.

■ WNFL(AM) Green Bay, Wis.—Broadcast Bureau granted assignment of license from Green Bay Newspaper Co. to Communications Properties Inc. for \$312,500. Sellers: Daniel C. Beisel, president, et al. Buyers: Hart N. Cardozo Jr. (88.5%), et al. Communications Properties owns KATE(AM) Albert Lea, Minn.; KFGO(AM) Fargo, N.D.; KHAK-AM-FM Cedar Rapids, Iowa; WDBC(AM) Escanaba, Mich., and WDBQ-AM-FM Dubuque, Iowa. Action Jan. 24.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance, FCC announces Jan. 31 (stations in parentheses are TV signals proposed for carriage):

■ Arkansas Cable Television Inc., Malvern, Ark. (KARK-TV, KATV(TV), KTHV(TV) and KETS(TV), all Little Rock, Ark.; KTVI(TV) Ft. Worth; KDTV(TV) Dallas; KPLR-TV St. Louis).

■ Fresno Cable Television Co., Fresno, Calif. (KAIL-TV, KFSN-TV, KJEO-TV and KMJ-TV,

all Fresno, KFTV-TV Hanford, KTVU-TV Oakland, KBHK-TV and KQED-TV, both San Francisco, all California).

■ Hoopston Cable Co., Hoopston, Ill. (WILL-TV Urbana, WCID(TV) and WCIA(TV), both Champaign, all Illinois; WLWI(TV) Indianapolis; WTTV(TV) Bloomington, Ind.; WSL-TV WGN-TV, WFLD-TV and WNSN-TV, all Chicago).

■ Quint Cities Cablevision Inc., Moline, Davenport, Silvis and East Moline, all Illinois, and Bettendorf, Iowa (delete WFLD-TV Chicago and add WNSN-TV Chicago).

■ Bucklin Community TV, Bucklin, Kan. (CKKT-TV) Great Bend, KTVCTV) Ensign, KPTS(TV) and KTVH(TV), both Hutchinson and KGLD(TV) and KUPK(TV), both Garden City, all Kansas).

■ Continental Cablevision of New Hampshire Inc., Berwick, Me. (WCSH-TV and WGAN-TV, both Portland and WMTW-TV Poland Spring, all Maine; WMUR-TV Manchester and WENH(TV) Durham, both New Hampshire; WSBK-TV, WBZ-TV, WNAC-TV, WCVB-TV and WGBH-TV, all Boston; WKBG-TV Cambridge and WSMW-TV Worcester, both Massachusetts).

■ Mineral Area Cablevision Inc., Rivermeries, Mo. (KFVS-TV Cape Girardeau, Mo.; KMOX-TV, KNDL-TV, KPLR-TV, KSD-TV, KETC(TV) and KTVI(TV), all St. Louis; KRCG(TV) Jefferson City, Mo.; WSIU-TV Carbondale, Ill.; WPSD-TV Paducah, Ky.; WSIL-TV Harrisburg, Ill.).

■ Cablehaven TV, Union township, N.J. (WCBS-TV), WNBC(TV), WABC(TV), WNEW(TV), WOR(TV) and WPIX(TV), all New York; KYW-TV, WPVI(TV), WCAU(TV) and WPHL(TV), all Philadelphia).

■ Amherst Cablevision Inc., Amherst, N.Y. (CBLT-TV) and CFTO(TV), both Toronto).

■ Amherst Cablevision Inc., Williamsville, N.Y. (CBLT(TV) and CFTO(TV), both Toronto).

■ Grand Lake Cablevision Inc., Grove and immediate adjacent areas of Delaware county, both Oklahoma (KTEW-TV, KOTV-TV, KTUL-TV and KOED-TV, all Tulsa, Okla.; KODE-TV and KUHI-TV, both Joplin, Mo.; KFSA-TV Portsmouth, Ark.; KOAM-TV Pittsburg, Kan.; KGTO-TV Fayetteville, Ark.).

■ Community Cable Inc., Gold Beach, Ore. (KCBY-TV Coos Bay, Ore.; KIEM-TV and KVJQ-TV, both Eureka, Calif.; KOB(TV) Medford, Ore.).

■ Cable Video Communications Inc., North Charleston, S.C. (WCBD-TV, WCMT-TV, WCSC-TV and WITV-TV, all Charleston, S.C.; WTCC-TV Atlanta).

■ Cable TV of Cuero, Cuero, Tex. (KXIX-TV and KAVU-TV, both Victoria, WOA(TV), KENS-TV, KSAT-TV, KLRN-TV and KWEX-TV, all San Antonio and KHTV(TV) Houston, all Texas).

■ JST CATV Co., Howardwick, Tex. (KGNC(TV), KVII(TV) and KFDA(TV), all Amarillo, Tex.).

■ Communicable of Texas Inc., Kermit, Tex. (KDTV(TV) Dallas).

■ The Viking Media Corp., Menona, Wis. (WMVS-TV Milwaukee).

### Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Hernando Cable TV Inc., Hernando and Brookville, both Florida; Glasgow TV Cable Co., Glasgow, Mont.; Canton Cable TV, Canton, Ga.; TV Cable of Henryetta Inc., Henryetta, Okla.; General Development Cable TV, Holiday Park, Fla.; Teleton Cable TV, town of Wausau and Rib Mountain, both Wisconsin; Ocean View Cablevision Inc., Asilomar Beach, Del Ray Oaks, Marina, Pacific Grove and Seaside, all California. Actions Jan. 30.

■ FCC granted applications by Saginaw Cable TV Co. for certificates of compliance for four new 26-channel cable television systems to operate from common headend and offer service to Saginaw, township of Saginaw, Zilwaukee and township of Carrollton, all Michigan. Action Jan. 31.

■ Lafourche parish, La.—FCC authorized Lafourche Communications Inc., subsidiary of Wometco Communications Inc., and operator of cable television systems at Thibodaux and adjacent unincorporated wards of Lafourche parish, both Louisiana, to continue existing cable service in these wards until March 31, 1977. Action Jan. 31.

■ Wymore and Blue Springs, both Nebraska—FCC granted applications of Parsen Electric Co., proposed operator of cable TV systems at Wymore and Blue Springs, for certificates of compliance. Action Jan. 31.

■ Las Vegas, N.M.—FCC granted application by Mickelson Media Inc., operator of 475-subscriber cable TV system at Las Vegas, for certificate of compliance to carry additional television signals KTLA(TV) and KTTV(TV), both Los Angeles, and XEPM-TV Juarez and Chihuahua, both Mexico. Action Jan. 31.

■ Glen Rock, Dillsburg and Spring Grove, all Pennsylvania—FCC granted applications by Regional Cable Corp. for certificates of compliance. Action Jan. 31.

# 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 counts 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

Working partner wanted for going radio station representative. Headquarters New York. Must have rep. agency or station experience. Great potential. Box B-83, BROADCASTING.

### Sales

Combination announcer-salesman wanted for small market in the Midwest. Salary plus commission amounts to about \$140 per week. Fringe benefits and lots of recreation nearby. Applicants with limited experience considered. Reply to Box A-178, BROADCASTING.

Radio sales for Baltimore with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box B-16, BROADCASTING.

Sales Manager for heavy billing Contemporary station in a medium sized New England market. Substantial earnings possible with great incentive plan and working with established sales staff and outstanding sales minded manager. Write in confidence to Box B-71, BROADCASTING.

Sales Manager for the fastest growing station in New England. Excellent coverage, facilities, acceptance and prestige plus constantly growing sales and ratings. Pleasantly located within driving distance to the sea shore, golf course or ski resort. We are looking for a mature, experienced, strong manager type capable of taking over complete responsibility of the Sales Department. Salary and Account List commensurate with ability. Rush complete resume including picture to Box B-119, BROADCASTING.

Ambitious energetic salesman, Oklahoma station. Salary, commission, bonus, insurance, vacation. Send resume to Box B-124, BROADCASTING.

Sales manager. The best job in broadcasting. For details write Box B-126, BROADCASTING.

Good opportunity established station. Salary, commission. Send resume, sales record. KFRO, Longview, Texas 75601.

Top 100 market, Contemporary station. Active list available for an experienced salesman or experienced radio man who wants to get into sales. \$150.00 per week to start, plus commission, hospitalization, life insurance and other benefits. Should make \$10,000.00 your first year. Number one in A.R.B. and a RAB member. Contact Mike Roswig, WTLB, Box 781, Utica, New York. (315-797-1330).

### Sales Continued

WPIX/WXRA-FM, Washington, D.C. metro area needs an experienced salesman immediately. Good numbers in ARB, small sales staff, many fringe benefits. Should be good with details, agency proposals, compute CPM's and sell ideas. FM going 50KW Stereo in few weeks. Both stations Modern Country. Income potential 1st year \$15-20,000. 2nd year unlimited. Rush resume to Sales Manager, WPIX/WXRA, 523 First St., Alexandria, Va. 22314.

Fast growing Top 40 FM looking for fast growing dynamite salesman. If you're the guy we're looking for, the money is here. Send resume or call 608-837-8591—Berry Murphy for details. Our staff knows of this ad.

Sell a lot, announce a little, 1st phone, handle minor engineering problems. Ready to assume and prove management capabilities. Stable, married, sober with good references? If you can answer yes all the way, we have an excellent opportunity for you. Send resume, picture and tape: Horizon Broadcasting, Box 398, Iuka, Miss. 38852.

Good small market station in northern Ill. has immediate opening for top flight salesman-announcer. Must be honest and have proven sales record. Call Jim Feather 815-562-7001. No collect calls, please.

### Announcers

Fla. growing chain needs: 1st-CE to maintain gear and handle light evening anncng. shift; 1st-anncr/sales dj combo man pro for major daytime show; 1st-for all nite soft-soul/jazz/talk show. Could be greatest opportunity for a real veteran pro. Veteran sales pro to build new block in medium resort market. We offer permanency. A career growth. All fringes and being a member of one of the finest broadcast teams in the South. An Equal Opportunity Employer. Box A-35, BROADCASTING.

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.

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 lock to fill number one morning slot. Rush resume to Box A-179, BROADCASTING.

Mid So. full time AM station seeks announcer. Top 40 format. College town of 13,000. Equal Opportunity Employer. Box B-2, BROADCASTING.

Announcer interested in gathering and writing local news. Board work, third phone, \$150 with experience. Box B-43, BROADCASTING.

Florida MOR seeking clever morning man ready for sales and future in management. You must be good, stable, ready to settle down. Forward resume, tape, picture and salary requirements first letter. Box B-68, BROADCASTING.

Rising station in major Eastern market seeks enthusiastic announcer, experienced in classical format; operate own board. Send resume and tape to Box B-128, BROADCASTING.

Announcer for top rated major market Beautiful Music station. You must have an adult voice with a friendly warm natural delivery. You must be a professional who understands the workings of a highly controlled quality radio station. Send a complete resume, photo and tape to: David Millan, KEY AM/FM St. Paul, Minnesota 55104.

If you like the great outdoors plus the convenience of metropolitan city life, you'll love Anchorage, Alaska. KHAR is looking for a mature sounding, professional announcer. No beginners! Good Music format. Excellent working conditions. 5 day week. Good salary. Send tape and resume to Ken Flynn, KHAR AM/FM, 3900 Seward Hwy., Anchorage, Alaska 99503.

Communicator for morning or mid-day who can reach +18 audience in conservative medium Midwest market. No Rockers. 2 years experience. Good family and cultural town. Good pay and benefits and friendly staff of pros. Tape, photo and resume to PD, WDBQ, Box 1280, Dubuque, Iowa 52001.

### Announcers Continued

Super Jock . . . with super production. Looking for a big voice and concise humor, as well as ability to incorporate personality into a well conceived format. We are looking for a major market jock who would like to achieve or perpetuate major market pay in one of the nation's most competitive secondary. Tapes and resumes to Scott Christenson, Program Director, WIST, Box 59, Charlotte, NC 28201.

Knowledgeable Progressive Rock disc jockey wanted for WMMS, Cleveland, Ohio. Must know broadcasting techniques in addition to music. Outstanding opportunity. Send tape and resume to John Chaffee, WMMS, 5000 Euclid Ave., Cleveland, Ohio 44103.

First phone for Easy Listening SE New York power house FM. Must be able to read news, too. WSKP-FM, Box 1703, Poughkeepsie, N.Y. 12601.

Know Parma, O.? New AM on air about April 15. \$6M-\$10M. Experience, first ticket a plus. Adult. Involved. Tape, resume to General Manager, WSUM, Parma, 44129.

Chicago region: MOR station with great working conditions has immediate opening for qualified announcer, full or semi-full time. Must have previous experience and must work well with others and be willing to advance with growing radio group. Write J. Robert Wheeler, Midwest Radio Corp., Box 914, Joliet, Ill. 60431 or call Mr. Wheeler at 815-727-5176. No collect calls and references required.

Wanted. Experienced announcer, night shift. Mostly Contemporary format. 5,000 watter. Contact Greeley N. Hilton, Manager, Box 668, Lexington, N.C. 27292. Equal Opportunity Employer.

Small market radio group has immediate opening. Contact Dennis Behan. 303-336-2206 or send complete resume to Box 890, Lamar, Colo. 81052.

Beautiful New Hampshire is calling an aggressive young broadcaster with programing and administrative potential. Well developed air sound and creative, responsible ideas are essential in the hard working pro we hire. People without professional experience will not be considered. Jerry Dunklee, OM 603-352-6113.

Experienced morning announcer with newscasting and Middle-of-the-Road programing experience. Fulltime station in growing market near Atlanta. Send tape, photo and resume to: Room 307, 709 Washington St., SW, Atlanta, Ga. 30315.

### Technical

Man with first phone to read meters at the transmitter. Elderly person preferred. Box B-18, BROADCASTING.

Chief engineer. Immediate opening for modern AM-FM Stereo station in Northeast. No sales, no airwork. Just engineering. Looking for family man ready to settle. Enthusiasm and dependability the key. Box B-125, BROADCASTING.

Chief. 5KW Directional. Must be experienced with both directional and audio. Top pay. Good equipment. Located within sight of Blue Ridge Mts. Tell us how much you need. Box B-127, BROADCASTING.

Chief, for successful Modern Country station. Automated. Our growing pattern presents opportunity for outstanding future. Send full particulars to KVOC, 2090, Casper, Wyoming 82601.

Immediate opening for chief 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.

Immediate opening for experienced engineer in Chicago area station. Board shift, production and maintenance. No announcing. Pleasant working conditions. Call 312-787-3900 or write, WFMM, John Hancock Center, 875 N. Michigan Ave., Chicago, Ill. 60611.

WSAM AM/FM Muzak in Saginaw, Mich. Winter and Summer wonderland needs chief engineer immediately. Send resume with experience, availability, salary requirements or call 517-752-8161.

Chief engineer for established AM/FM. Send picture, resume, salary desired and references to Box 167, Jasper, Ind. 47546.

Young man with drive to succeed in radio engineering. Work with the very latest automation equipment. Help create and develop microwave network. Initial compensation mediocre but growth potential is fantastic. Inexperienced need not apply. Limited announcing helpful. Send full particulars. Box 2090, Casper, Wyoming.

### News

Announcer interested in gathering and writing local news. Board work, third phone, \$150 with experience. Box B-43, BROADCASTING.

## News Continued

Equal Opportunity Employer. Major Southeastern market 50KW seeks aggressive young newsman for expanding award-winning news department. You must have broadcast news experience and possess ability to learn. Excellent starting salary and fringe benefits. Forward photo resume tape and salary requirements first letter. We are an Equal Opportunity Employer. Box B-102, BROADCASTING.

News Staffer to work with four man news operation. At least two years radio news experience. Send resume and tape to News Director, WDBQ Radio, Dubuque, Iowa 52001.

Assistant newsmen wanted for 5,000 watt station, 6 day evening shift, Sat. off. Experience necessary, 3 week vacation. Starting salary \$125. Send tapes or apply in person. H. M. Thayer, WGHQ, Kingston, N.Y.

Morning news editor/anchorman needed. Strong background, good voice. Tape and resume to Program Director, WGST, Box 7888, Atlanta 30309. An Equal Opportunity Employer.

Know Parma, O.? New AM on air about April 15, \$6M-\$10M. Experience, first ticket plus. Adult. Involved. Tape, resume to General Manager, WSUM, Parma, 44129.

## Programing, Production, Others

Advertising/PR copywriter. Wanted by large Atlanta, Georgia company. If you have a degree in Journalism or a major in English, some writing and production experience, lots of imagination and can organize, let us hear from you. If you worship accuracy and punctuality, despise cliches and appreciate originality and fresh phrasing, and can really write, we'll pay a good salary and abundant "homage." If this sounds good, the job is even better. Equal Opportunity Employer. Box B-40, BROADCASTING.

Florida MOR seeking PD who does it all. Rebuild station sound, head up production, be our right hand man. If you're ready to settle down send full details, resume, picture, salary requirements and example of on the air and production work first letter. Box B 69, BROADCASTING.

Operations Director/Announcers major market Connecticut station going Beautiful Music. Immediate opening for professional. Equal Opportunity Employer. Box B-75, BROADCASTING.

Wanted "Born Again" staff. New 5KW, S. West sales, anncs., engineers, news, etc. Great opportunity. Box B-89, BROADCASTING.

Program Director for the fastest growing station in New England. Excellent coverage, facilities, acceptance and prestige plus extra strong ratings. Pleasantly located within driving distance to the sea shore, golf course or ski resort. We are looking for a mature, experienced, strong manager type capable of taking over complete responsibility of the Program Department. Salary commensurate with ability. Rush complete resume including picture to: Box B-118, BROADCASTING.

Program Director for top rated major market beautiful music station. You must be thoroughly familiar with all phases of directing a highly controlled quality radio station. You must know FCC Rules, proper news content, production, and be a leader who gets the job done both on and off the air. If you have a successful track record in a major market send a complete resume, photo and tape to: David Millan, KEY AM/FM St. Paul, Minnesota 55104.

## Situations Wanted Management

Shriner, community involvement, strong on st. and agency. Good background. Available now. Stable family man. Box B-27, BROADCASTING.

General Manager available. 25 years at present location. Medium market preferred. Challenge and responsibility a must. Box B-63, BROADCASTING.

Management team available to run your station profitably. Sales, programing, everything. Terms negotiable. Let's make money. Box B-72, BROADCASTING.

Somewhere there is an absentee owner with a "sick" facility. Prefer multi station medium to large market. Experienced in diagnosing problems, hiring and training personnel, revitalizing programing, training and placing salesmen, and overall management. All inquiries confidential. Box B-76, BROADCASTING.

GM desires change. Management and/or sales. Currently number one in large market. Why change? For details, inquire today. AM-FM, large, medium, small. Box B-77, BROADCASTING.

Please don't write unless you would like to increase your station profits, have a staff that works well together, have happy 52 week clients and other side benefits. After all, my dad is 33 and he has to support my sister, my mother and me all on the profits he makes for you. P.S. He has 13 years experience. Box B-95, BROADCASTING.

## Situations Wanted, Management

### Continued

Searching for ambitious, cost conscious, administrative professional with ability to select and motivate the right people to do the right thing for a highly successful, satisfying broadcast operation? Check this 31 year old mainstay at #1 rated profit maker in top 55. Box B-108, BROADCASTING.

### Sales

Station Manager, presently employed would like to move into sales slot with successful operation. Box B-56, BROADCASTING.

Professional salesman, five years in small and medium markets—ready for another move. Prefer large market or sales manager. Box B-78, BROADCASTING.

Sales ability available. Experienced in national, regional, local, large, medium, small, markets. AM and FM. Box B-92, BROADCASTING.

### Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-1, BROADCASTING.

Experienced air spokeswomen desires position on radio or television as woman's interest commentator or interviewer. Salary open, will relocate. Fifteen years writing experience in this field. Box A-199, BROADCASTING.

Giddeldump! Station changing format, leaving after four years. Top 40 or Contemporary MOR. 6 yrs. 3rd. Box B-10, BROADCASTING.

Creative, experienced, pro looking for exciting station. Top 40, MOR or Prog. Rock. Currently employed, college grad., hard working, cooperative. Prefer NY or Phila metro area but will consider all offers. Box B-37, BROADCASTING.

Creative personality seeks position in top 30 market. Have received national recognition ARB #1 total persons in million plus market with Progressive MOR. Reliable, young, married, college. Box B-39, BROADCASTING.

Some limited major market experience. DJ, production, 3rd endorsed, news, commercials. Want Top 40, Solid Gold, any reasonably UP Tempo station anywhere. Any size market. Available immediately. Salary unimportant. Just want opportunity to work as dj. Super references. Box B-74, BROADCASTING.

DJ, fantastically tight board, family man, 3 children, 3rd endorsed, reliable, 4 years experience. Relocate anywhere, available now! Box B-87, BROADCASTING.

Announcer. Bright morning man, sign on until 9:00 A.M. Top production experience. For growing CW station in Southeast suburban medium market. Send resume, air check and snapshot. Box B-96, BROADCASTING.

Versatile announcer/dj. Good production. Solid delivery, experienced. Top 40 or MOR. New England, all replies answered. Box B-97, BROADCASTING.

Very energetic, creative articulate, college grad. seeking more experience on the air. Expertise in: Prog. Rock, news-public affairs, talk, and sports. Salary not major consideration. Have ability, will travel; have done it all on college radio! Third phone. Box B-98, BROADCASTING.

Conscientious worker, experience in announcing, copy, sales, news and traffic. Ideal for small market. Northeast. First phone. Box B-101, BROADCASTING.

Changes in station policy force me to look for new station. Present manager has full knowledge of situation and will send top recommendation on request. Have permission to move immediately, if necessary. Prefer Rock, but have experience in all formats and can run a tight board for you. You will definitely agree with present manager that I am not afraid of work. Will answer all inquiries. College grad, single, 3rd endorsed, Phone 602-687-1533 or 602-864-9982. Ask for Al or write Box B-104, BROADCASTING.

Comedy dj team! Topical, entertaining. Different. Blend perfectly with Young Adult-MOR-Contemporary format. Experience, ratings. Ready to take your market by storm. Sure we'll cost a little more, but isn't #1 worth it? Box B-111, BROADCASTING.

Five years experience in broad spectrum radio. First class engineer. Interested in Top 40 jock or PD position. 26 years old. Will relocate. Contact Alan J. Bianco, 1825-13 Shoshone Dr., Lafayette, Ind. 47905. 317-474-1319 or 312-289-5151.

1st phone, some experience. Single, will relocate. Robert Powers 914-238-3390.

Professionally trained beginner desires first break. Willing to work hard anywhere, USA. Sam Wells, 1110 E. Main, Annyville, Pa. 17003. 717-867-2670.

## Announcers Continued

Art Keller, top rated afternoon drive jock for 6 years at Modern Country KBOX, Dallas, is now available. Call 214-321-1878.

Young Columbia School of Broadcasting grad seeking announcing position in small station in N.Y., N.J., Pa. or Conn. area. Salary unimportant. Contact Gregory Bresiger, 91-04 109th St., Richmond Hill, N.Y. 11418. Telephone 212-849-2313.

Philly beginner seeks Sunday shift in Tri-State area to get feet wet. Professionally trained, twenty, personable, hard worker. Jim Sacony, 2817 Reynolds St., Philadelphia, Pa. 19137. 215-JE 3-6731.

Announcer copywriter. Deep voice best suited to news, commercials, quality music. Currently employed. Canada welcome! Barry Ritenour, 727 Martin, Fond du Lac, Wisc. 414-921-4391.

Male, single, 26. Experienced, dependable disc jockey. Versatile, authoritative newscaster. Relocate anywhere. Al Locke, 575 Hancock St., Brooklyn, N.Y. Telephone 7 to 11 evenings. 452-2028.

Young dj, 3rd phone with some experience is looking for permanent position in Central or Southern New Jersey and vicinity. Tight board, good news, commercials ready now. Larry Ferritta, 12 Lawrence Circle, Middletown, N.J. 07748. 201-671-5741.

Looking for some "hot" action? Three years experience in college radio. College broadcasting graduate this May. APD, MD, writer, producer, personality, news, single and "crazy." Relocatable. 317-285-6240. Johnnie.

Announcer: 31, married, 3rd endorsed. Eight years in Nashville Music, motion picture and TV industry. Seeking medium CW market allowing creativity, AM or FM, 5-6 hour shift, afternoons or evenings. No selling! No time and temp. robot. Wages negotiable. Available mid-February. For tape, photos, resume contact Edd Livingstone, 972 Pinson Blvd., Rockledge, Fla. 32955. 305-636-5661.

Black dj formerly with WWRL Soul radio, New York. Am available. 212-427-3086.

Anyone interested in a Black jock with an ounce of experience but tons of talent and ambition, aggressive, hard working, middle age. Will relocate. Looking for a permanent, full time job. Salary isn't too important. If so, I'm your man. Fred Brown, Box 44, Roosevelt Station, Dayton, Ohio 45417.

Outstanding college grad has BS in Broadcast Journalism seeking job as jock/newsman anywhere. Former Music Director of college station, 2 years dj experience, good production. Easy-going voice and personality, single, 22, ambitious, creative. Contact Rock, Southward, RR #4, Upper Sandusky, Ohio 43351. 419-927-6202.

Disc jockey, "Oldies Specialist," sportscaster, race track announcer, third endorsed, one year experience. Dependable. George Daney, 59A Larch St., Carteret, N.J. 07008. 201-541-6879.

3 years experience. Will have degree March 2. Serious, 23 year old, Top 40 jock. Wants work with pro staff. 2355 Dellwood Ave., St. Paul, Minn.

Young married, 1st phone announcer with limited experience seeking position in small market anywhere. Prefer Rock or MOR. Available immediately. Nick Linberg, 538 Linberg, 538 Labor Dr., Jacksonville, Ill. 62650. 217-245-8451. If no answer call 314-631-0488.

Top 40, Contemporary jock. First, experienced, flexible. Copywriting, production. Dave Caspliff, 6195 Lambda, San Diego, Calif. 92120. 714-583-4026.

## Technical

Chief Engineer. Experienced, highly creative and competent. Very strong maintenance and audio. Management degree. Currently top 10 market 50KW AM/FM. Box B-85, BROADCASTING.

23 years experience engineer. AM-FM-DA. Available immediately. George Donahue, RD #1, Gramplan, Pa. 16838.

Looking for secure position as studio engineer. Good electronics background. First ticket, amateur license too! Can do announcing, five years experience. Soon to be married. Call 207-772-1130 or write to Peter, 267 Allen Ave., Portland, Maine. Experienced with directional AM systems.

Chief Engineer. 25 years thorough experience in AM-FM construction & maintenance. Salary 5 figures. Rocky Mt. region only. 904-255-6215.

## News

Sports loving female seeking position as a sports reporter. Degree, TV and print experience. Salary negotiable. Box B-15, BROADCASTING.



## News Continued

Formerly part-time newsmen with suburban FM. Now looking for position in small or medium market. College degree in Political Science plus college credit in Journalism. Box B-21, BROADCASTING.

Announcer, first phone. Experienced news, sports, will relocate. Box B-54, BROADCASTING.

Three years experience in news reporting. Seeks permanent position. Prefer Connecticut. Will consider Boston to Baltimore. Box B-82, BROADCASTING.

Will relocate anywhere for News Directorship. Will accept news announce in West only. Black 1st, college, Los Angeles CBS-TV, radio experience. Box B-112, BROADCASTING.

Play-by-play, news. 1st class, some sales. 5 years experience. 30 year old family man looking to settle in sports area. Box B-113, BROADCASTING.

News and sports director seeks medium market opening, director or reporter. Have filed reports with national network. Am doing talk show. Dedication and actualities combine for top notch product. Baseball and football play-by-play. Box B-116, BROADCASTING.

Experienced young broadcast journalist seeks stable medium market challenge. Dick Scott. 414-551-8144.

## Programing, Production, Others

Veteran with experience and BA in TV and film. Desires production position in small station. Box A-176, BROADCASTING.

Looking to upgrade the programing of your small or medium market Rock, Adult Contemporary, or Country station? Can you pay a pro with a track record who wants to settle down a decent salary? Box B-6, BROADCASTING.

PD wants move up to Contemporary, MOR, medium market. Major, medium, small market announcing experience. Can do all, announcing, production, music, programing. 3rd, married, no children, college, BS, Draft exempt. Currently employed. Box B-23, BROADCASTING.

Producer/Director seeking new challenges.. BS Degree. 3 years experience. Now upper Midwest. Will relocate. Box B-44, BROADCASTING.

MA degree plus first phone. Experience in educational Television and commercial radio. Taught college level broadcast courses. Box B-57, BROADCASTING.

Proven PD/Music Director/Announcer seeks a Country or MOR programing challenge. I'm a married worker who wants to plant roots. Box B-80, BROADCASTING.

Ass't PD Top 40 market seeks PD medium/major market. Contemporary, Adult Contemporary, MOR. Oldies. Married, 27, college grad. Excellent references. Box B-84, BROADCASTING.

Write the magic words: stable, medium market Contemporary. Already pretty good, always finding ways to be better. Need PD with ideas and experience. You'll get a tape and resume instantly. Box B-105, BROADCASTING.

Producer/Direcotr. Qualified for producer/director. Over nine years experience, or other positions requiring creative analytical and technical abilities. Box B-123, BROADCASTING.

1st ticket, neat. Hard worker but limited experience. Dependable. Consider any position in Radio-TV. Will answer all offers. Ken Anderson, 1204 Raleigh, Anaheim, Calif. 92801. 714-533-3798.

## TELEVISION

### Help Wanted Management

Sales Service Director. Group owned, network affiliated, top 10 Eastern market, seeks experienced person to supervise sales department. Send resume to Box B-129, BROADCASTING. All replies confidential. An Equal Opportunity Employer.

### Sales

TV Salesman needed for local sales department of leading station in Northern Michigan market. Previous experience in media sales essential. Great opportunity for the person who knows potential and likes to sell. Submit resume in writing to Box B-106, BROADCASTING. We are an Equal Opportunity Employer.

WISH-TV Indianapolis has an immediate opening as an assistant to the sales manager. If you have an outstanding record in local sales plus national sales experience, send your resume to Bill Stough, General Sales Manager, WISH-TV, 1950 N. Meridian St., Indianapolis, Ind. 46202. No phone calls, please.

## Announcers

Staff announcer for Midwest station, located in capital city, needs staff announcer for booth work, commercials and some special assignments with public contact. An Equal Opportunity Employer. Please send resume with VTR to: Gary Spears, WISC-TV, 2680 East Cook, Springfield, Ill. 62708.

## Technical

Immediate opening in Southeast. TV maintenance engineer. Must be strong in solid state. 5 years maintenance experience minimum. Box A-101, BROADCASTING.

Established station in all U market needs maintenance supervisor with experience in VTR's and color cameras. Salary commensurate with experience. Equal Opportunity Employer. Send resume to Box B-33, BROADCASTING.

Wanted immediately, video tape engineer, excellent salary, live near the top ski areas of the Rocky Mountain West, America's cleanest air. Call collect Scott Tipton, Opr. Dir., KYCU-TV, Cheyenne, Wyoming. 307-634-7755.

Immediate opening for studio or transmitter operator and maintenance technician. Send resume to Chief Engineer, WQAD-TV, 3003 Park 16th St., Moline, Ill, 61265.

U.S. Information Agency has openings in Washington for Journeymen Television Technicians: Commercial Broadcasting experience in operation and maintenance of full range of broadcasting and recording equipment for black/white and color television broadcasting. Pay ranges from \$7.40 to \$8.01/hour. Normal 8 hour shifts but programming needs may require overtime. Send standard government application to USIA, Media Personnel Office, Washington, D.C. 20547. An equal opportunity employer.

## News

Major market, group owned, Southwest station needs experienced, young news reporter and relief anchorman. Send VTR's and resume to Box B-35, BROADCASTING.

Young weather personality, sincere, believable with good commercial experience wanted by major market, group owned Southwest station. Send resume and/or tape to Box B-60, BROADCASTING.

Florida TV station needs on air filed reporters; news and documentary producers; editing and photo equipment supervisor with mechanical ability; investigative reporter. Experienced only need reply. Resume and salary 1st letter. Equal Opportunity Employer. Box B-131, BROADCASTING.

Experienced television newsmen to anchor late evening newscasts. Must have experience in preparing news programs and editing news film, as well as experienced delivery. Excellent starting salary to the right individual. Send resume and photo, if possible, to Box 1448, Huntington, W. Va. 25701.

## Programing, Production, Others

Program Promotion Manager—group owned, top NBC station, Southern market needs capable person knowledgeable of all phases of programing, film buying, production, audience and sales promotion. Person must be strong in personnel supervision, motivation and evaluation. Send complete information and resume to Box B-50, BROADCASTING.

## Situations Wanted Management

Video Tape Editor. Hollywood pro experienced in all areas seeks management challenge. Presently with #1 LA station. Will consider medium market. Top references. Box B-5, BROADCASTING.

Minority Candidate with management experience in promotion, traffic, production, sales public affairs and programing in a top 20 market, seeking job as Program Director-Station Manager. Young, aggressive, currently employed. Reply Box B-53, BROADCASTING.

## Sales

Aggressive, young salesman experienced in small market sales ready for move up. Box B-12, BROADCASTING.

TV Salesman available. Now employed with major group. Top 15 network affiliate. Desires advancement into top 10 market. Honest, sincere. No gimmicks. Will work hard and produce results. Proven track record. Rep work considered. Box B-65, BROADCASTING.

Local sales manager offering experience and ability in leading 6 man sales department to record billings. Goal, progressive group in market size of 50 to 100. Challenge and responsibility most important. Top references available. Box B-121, BROADCASTING.

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701 214-592-6280.

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Kids' show host can produce quality program for older youngsters. Community relations oriented. Available now or Fall. Box B-110, BROADCASTING.

Television-radio annrc. 20 years experience. 1st ticket. Currently weatherman-newsmen on "V". Alma mater includes, WOWO, Fort Wayne; WSPD, Toledo, WEBB, Duluth. Would like to stay in Wisconsin or Twin Cities area, but am open to any offer. Box B-114, BROADCASTING.

## Technical

FCC first phone, ten years in radio as announcer-engineer, limited TV studio engineering. Desire permanent position as television studio engineer. Will relocate. Box B-81, BROADCASTING.

First phone, AM-FM-TV, directionals, solid state expert, prefer transmitter or maintenance. Box B-103, BROADCASTING.

Chief engineer, over 20 years all phases of broadcast engineering management. Still young enough to perform. Top references, top output. Box B-120, BROADCASTING.

## News

Experienced television news reporter, Black, in major market now, seeking television news position in major Eastern market. Have sample of work available for viewing. Box B-22, BROADCASTING.

Newscaster. Eight years broadcast journalism experience (radio-TV) on top flight level; New York City and Washington, D.C. Full range background, impeccable credentials. Writing, performing, editing, legwork, studio direction on air documentary and hard news, three years on scene coverage NASA space shots, etc. Box A-26, BROADCASTING.

Meteorologist combines warm personable approach with meteorological expertise, will improve reputation of station's weather programs. Meteorology degree and AMS seal of approval. VTR upon request. Box B-31, BROADCASTING.

Experienced news director now in major market. Success record. Outstanding qualifications, background and references. Know how to make news operations profitable. All replies answered. Box B-62, BROADCASTING.

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 B-67, BROADCASTING.

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Attention: Intense desire to become news journalist. Will start at bottom to learn how. 24, former teacher in tough inner-city environment. Know how to work long hours to gain experience. BA, will relocate. Box B-91, BROADCASTING.

Personality weatherman seeks position with interacting news team. Sharp, experienced performer at all staff duties. Medium or large market. Box B-117, BROADCASTING.

Reporter, producer or editor position wanted in 100,000+ market. Three years network, wire service and O&O experience. Great references. BA Political Science, 24, married. 201-384-4750.

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## Programing, Production, Others

Hard working switcher-director now employed in small market station desires move of another small or medium market. Box A-193, BROADCASTING.

Producer/Director; extensive production bkgd. Interested in large Midwest market program and commercial production. Film and video tape. 14 years experience. Professional, ambitious, and creative. Resume and VTR on request. Box B-79, BROADCASTING.

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Up to four Philips PC70 camera chains, state availability, price and condition. Box B-58, BROADCASTING.

Wanted: Fully equipped color remote unit with VTR three years old or less. Rush costs and specifications on all equipment in detail to John C. Schwarzwalder, Executive Vice President and General Manager, KTCATV, 1640 Como Ave., St. Paul, Minn. 55108.

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Local stations—attention; spots professionally voiced, your copy, \$12 each, special rates 3 or more. Sample tape \$1. Sundial Productions, Box 5426, Santa Barbara, Calif. 93109.

## RADIO

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Acquisition two new stations and continued growth of our radio group creates General Manager opening in good sized Midwest market. Top opportunity for proven SM to step up or experienced GM who wants new challenge. Resume and income requirements to T. W. Textor of our consulting firm please. This will assure confidential handling without obligation.

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Progressive Cincinnati company selling broadcast productions internationally to radio stations, advertisers and advertising agencies, is looking for energetic executive-type sales representative for established Southeast US territory. Top management prospects in every city. 90% travel. Excellent opportunity for high earnings. Expenses paid. Must have car. Send resume giving personal, education, experience and earnings data to president.

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### MIDWEST TALK

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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

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An Equal Opportunity Employer.

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### CHIEF ENGINEER—RADIO

Large group broadcaster needs aggressive and experienced chief for its FM property in a Midwest City. Must have experience in all phases of broadcast engineering, management and operations. Resume must include experience, salary history and desired salary.

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### CHIEF ENGINEER

Major multiple station AM-FM organization needs Chief Engineer of excellent qualifications as to education, experience and administrative ability. Reply to

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## Help Wanted News

### CREATIVE NEWS?

Major market West Coast AM Radio looking for three super-talents! Writing ability more important than delivery... but we need samples of both. Pre-requisite: An interest in humans.

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## Help Wanted Programing, Production, Others

### MAJOR FORMAT CHANGES DEMAND CREATIVE, TALENTED STAFF

Unusual opportunity for jocks, operations directors, newsmen experienced in contemporary programing and desiring to live in Texas. Excellent benefits. Details and tape first letter in complete confidence.

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#### READY TO MOVE UP?

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## 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.

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### TV MAINTENANCE ENGINEER

Position now open with Southeastern VHF-TV station located in progressive Piedmont section of Carolinas. Excellent working conditions, good climate. Applicant should have a minimum of three years of extensive maintenance experience on TV studio types of equipment, such as video tape machines, live color cameras, video switching systems, film systems, audio systems and associated equipment. Prefer applicant have technical school background. Must hold a first class FCC Radiotelephone license. Excellent fringe benefits, including profit sharing. Salary range \$9,000 to \$10,000.

Write Box B-93, BROADCASTING

### Help Wanted News

## NEWS ANCHOR

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All replies will be held in strict confidence.

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### Help Wanted Programing, Production, others

#### Television Program Director

Upper Mid-West top 50 VHF network affiliate for Meredith Broadcasting. Must have production and programming background. Will manage program department, including production, promotion, art, photography, film booking, personnel, etc. Experience in film buying and booking as well as program development essential. Position is now open. Send resume and salary requirements to Mr. Harry Francis, V.P. Operations, Meredith Broadcasting, 1345 Avenue of the Americas, New York, New York 10019. An equal opportunity employer.

### Situations Wanted, Management

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#### "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.

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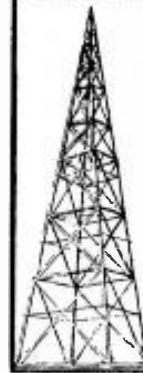
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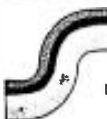


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SE	Medium	AM/FM	\$650M	Cash	E	Metro	AM/FM	\$565M	Nego
E	Metro	Daytime	\$280M	29%	MW	Metro	AM/FM	\$600M	Cash
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<input type="checkbox"/> Management	<input type="checkbox"/> Management	<input type="checkbox"/> Equipment	<input type="checkbox"/> Equipment
<input type="checkbox"/> Sales	<input type="checkbox"/> Sales	<input type="checkbox"/> Stations	<input type="checkbox"/> Stations
<input type="checkbox"/> Announcers	<input type="checkbox"/> Announcers		
<input type="checkbox"/> Technical	<input type="checkbox"/> Technical	<b>ADDITIONAL CATEGORIES</b>	
<input type="checkbox"/> News	<input type="checkbox"/> News	<input type="checkbox"/> Instruction	
<input type="checkbox"/> Programming	<input type="checkbox"/> Programming	<input type="checkbox"/> Comedy Material	
<input type="checkbox"/> Production, Others	<input type="checkbox"/> Production, Others	<input type="checkbox"/> Miscellaneous	

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ . Box No.  Yes  No (\$1 Additional)

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See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.

# Profile

## With NATPE all the way and now its president: Allen Francis Sternberg

Allen Sternberg vividly remembers the first conference of the National Association of Television Program Executives in 1964: 20 television station programming managers jammed into a New York hotel room.

"We just had an idea that it would be fruitful for program executives at the station level to meet and exchange ideas," Mr. Sternberg, who now is president of NATPE, said. "What many of us remember about the first conference is that Mike Dann [then the top programming executive at CBS-TV] spoke to us and said, 'Feature films never will be carried on the CBS television network.'"

Times have indeed changed. Mr. Sternberg, whose paid professional post is program and operations manager of WCKT(TV) Miami, has been working at a whirlwind pace for the past few weeks, preparing for the 10th convention of NATPE which opens today (Feb. 12) in New Orleans.

"We organized NATPE in 1963 with 27 members," he said, "today we have more than 300 voting members who work for stations and 70 nonvoting members, including program syndicators. We are looking forward to about 700 persons attending the conference this year, as against about 500 who came last year."

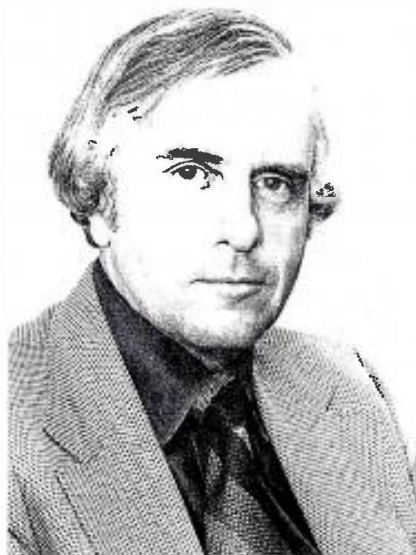
Mr. Sternberg himself is a compactly built man of 46 who has spent his entire professional career in television production and programming. As a youngster growing up in Cincinnati, he envisioned a career as a newspaper reporter. But following graduation from college in 1951, he realized society was moving toward the television era and shifted his sights to the new medium.

His first job in television was in 1951 as a prop man at WCPO-TV Cincinnati. He graduated shortly thereafter to producer-director. He then worked for several years as executive producer at WTVN-TV Columbus, Ohio, before moving south to Miami and joining WCKT. "I helped put WCKT on the air in 1956 and it was a strenuous but very satisfying experience," he related.

Now as program and operations manager of WCKT, Mr. Sternberg supervises a staff of 43, including producers, directors, announcers and other on-the-air personnel, as well as studio technicians.

He said he is probably typical of many program directors throughout the country—always stimulated but sometimes frustrated by the challenges of their jobs.

"The thrust of television programming should be as a unifying agent," Mr. Sternberg said, "but there are so many pres-



Allen Francis Sternberg—president, National Association of Television Program Executives, and program and operations manager, WCKT(TV) Miami; born May 6, 1926, Cincinnati; U.S. Army, 1944-46; BS political science, University of Cincinnati, 1950; prop man and later producer-director, WCPO-TV Cincinnati, 1951-54; executive producer, WTVN-TV Columbus, Ohio, 1954-56; executive producer-director WCKT(TV) Miami, 1956-63; program manager, 1963-65; present post, 1965; m. Dori Schorr, 1963; children—Arden, 17; Todd, 13 (by previous marriage); Stephen, 4.

ures from various groups that it's hard to find a common ground. We are being pressured to focus on the differences in our society. It's a mistake for TV to be responsive to the latest and the loudest voice."

Mr. Sternberg believes the challenges besetting program managers will become even sharper over the next few years. He said the issue of censorship is assuming wider interest as society becomes more permissive and films reflecting this relaxed attitude flow into the marketplace. The program manager, he said, will have to gauge with accuracy the mores of his station's community.

Mr. Sternberg spoke glowingly of a wide array of local programs he has developed or help to create throughout the past 17 years at WCKT. Among them have been *Youth and the Issues*, which he described as "a serious teenager discussion show with no holds barred"; *Camera Seven*, a three-layered series embracing the performing arts one week, a local documentary the second week and *Summation*, a dramatic review of court-room cases, in the third week.

"Last year we developed a weekly half-

hour series called *Perspective*, in which minority representatives of the various media join together to interview and quiz local leaders on problems common to all of their groups," Mr. Sternberg said. "It is this approach I like best, one that tackles problems common to various minority sections of the population."

As a founding member of NATPE, Mr. Sternberg has been active in the organization since 1963. He pointed out that the initial impetus for such an organization was to build a forum at which program managers throughout the U.S. could engage in meaningful dialogue. He cited a collateral consideration: The National Association of Broadcasters and other existing associations did not provide a satisfactory platform for either station program chieftains or the program syndicators.

Mr. Sternberg is understandably pleased with the progress NATPE has achieved over the past decade both in membership growth and in the stature NATPE is acquiring in the eyes of different segments of the broadcast industry.

One crucial item on the NATPE agenda this year is the FCC prime-time-access rule. Mr. Sternberg noted this issue is going to be fully explored by a panel of industry officials, and at the conclusion of the session, a ballot will be taken among NATPE members to determine their responses to a series of nine questions related to the regulation. "We've asked the FCC to extend its deadline for receiving comment beyond Feb. 14 for two days," Mr. Sternberg said. "We are taping the discussion on the prime-access rule and will send it to the commission. In addition, we will send the FCC a tabulation of how NATPE members feel about the rule."

Though Mr. Sternberg would not say whether he would vote for retention of the rule, he asserted that to date it has not worked. But he was quick to add:

"Granted that access programs have not been as good as those the networks supplied in the past. But I like the concept of a multiplicity of sources and there may be some excellent programming material now in the development stages."

Mr. Sternberg detects a growing number of advertiser-syndicated (barter) programs offered to stations but is not certain that a larger proportion of these shows will be accepted by stations.

"I see more barter programs being produced but the competition for time slots is becoming fiercer," he observed. "At many stations, the barter programs must meet the same criteria as programs that are bought for cash."

Away from programming decisions, Mr. Sternberg, a true Miamian, dotes on outdoor relaxation; he is a tennis, swimming and boating enthusiast.

# Editorials

## Leave it in the attic

The Twentieth Century Fund is doing its best to drum up support for its proposed press council, a vaguely purposed bureaucracy that would in some way be expected to elevate journalistic standards in print and on the air. The promoters of the council have even rediscovered its inventor, Dr. Robert Maynard Hutchins, who back in 1946 headed a commission that delivered the council idea to a world that was smart enough then to reject it.

Dr. Hutchins is now in residence at the Center for the Study of Democratic Institutions, in Santa Barbara, Calif., a Shady Rest for aging thinkers of great thoughts. It was at the center that the press council was exalted in a seminar two weeks ago. Among participants the only dissenter was Lawrence H. Rogers II of Taft Broadcasting.

The council idea deserves wider opposition than that, and indeed has already attracted some. A month ago the *New York Times* announced it would refuse cooperation with the council. That is good company that broadcasters ought to follow.

The council would provide a handy apparatus to intensify external control over radio and television journalism. Complaints to the council would inevitably get into license-renewal files and thus become added instruments of broadcast regulation. As licensees of government, broadcasters have even more reason than the *Times* to reject a concept that is no more practical or necessary now than it was when Dr. Hutchins thought of it.

## Test case

The FCC has been presented with a real-world case that ought to clinch the argument against municipal ownership of cable-television systems. A privately owned system in Frankfort, Ky., on the verge of extermination by the calculated maneuvers of a rival system owned by the city, has asked for federal relief. The National Cable Television Association has interceded on the petitioner's behalf and, beyond that, has asked the FCC to "take a long, hard look at the entire subject of municipal ownership." That look, it seems to us, might well include a rule-making to keep governments out of the cable business.

In Frankfort the privately owned Consolidated TV Cable Service and city-owned Community Service co-existed in their original domains until activists in the city government decided to take over. By such crude measures as refusing new pole-line attachments for Consolidated to expand its plant while extending their system into the area Consolidated was seeking to develop, city officials have created intolerable conditions of competition. As the NCTA pleading stated (BROADCASTING, Feb. 5): "Unless the commission acts, or the city government of Frankfort has a sudden change of heart, Frankfort will soon have only one CATV system, one that is owned by the city."

Whatever the immediate effect might be in Frankfort, an emergence of the city system as sole survivor of the one-sided contest would set a bad precedent for national policy. For all we know, the private system may have performed inferior service, and Frankfort citizens may approve the city's designs. That is not the point. Absent a reversal of the present trend, the city government of Frankfort, which has no local television station, will wind up owning all local television access. That is more power than any government should have.

In the present state of cable development it has been wise for the federal government to let local jurisdictions retain con-

trol of the franchising of cable systems, subject to the general regulations of the FCC. Nor is there reason now to dilute that local authority. But there is a decisive difference between that and municipal ownership, and the latter ought explicitly to be prohibited by FCC rule.

## Goodbye

Charles W. Colson, the burly White House hatchet man, is in the final phase of a publicity build-up calculated to launch him into a lucrative law practice after March 1. What he really needs is a refresher course—if he intends to earn a living in the legal field.

In his pot shots at broadcasters—notably the networks—he has demonstrated an astonishing ignorance of both law and technology. The only thing he has clarified is that he has been a force in the antibroadcasting crusade carried on by other administration messengers.

Mr. Colson predicts the demise of networks in the next "four or five years." He called them public-utility common carriers, which, of course, they are not. He envisions cable and video cassettes doing the networks in, presumably basing this on direct-to-home service by satellites.

Mr. Colson could have saved himself embarrassment if he had talked to an informed colleague—say, Clay T. Whitehead, chief of the Office of Telecommunications Policy—instead of popping off. He would have known that Mr. Whitehead, as the President's telecommunications expert, had written off direct-to-home satellites for the foreseeable future—at least until the end of the century ("Closed Circuit," Feb. 5).

As for cable, we wonder whether Mr. Colson has any idea what it would cost to wire just one major market. Would a billion dollars surprise him? Or maybe \$10 billion?

How would Mr. Colson, even four or five years hence, have video cover the settlement of a war in Vietnam, an inauguration of one President and the death of another all in one week? (see BROADCASTING, Jan. 29). A pre-arranged Super Bowl? Maybe. But an earthquake, a flood or a riot on a recorded basis?

Without the White House behind him, Charles Colson would be a colossal flop.



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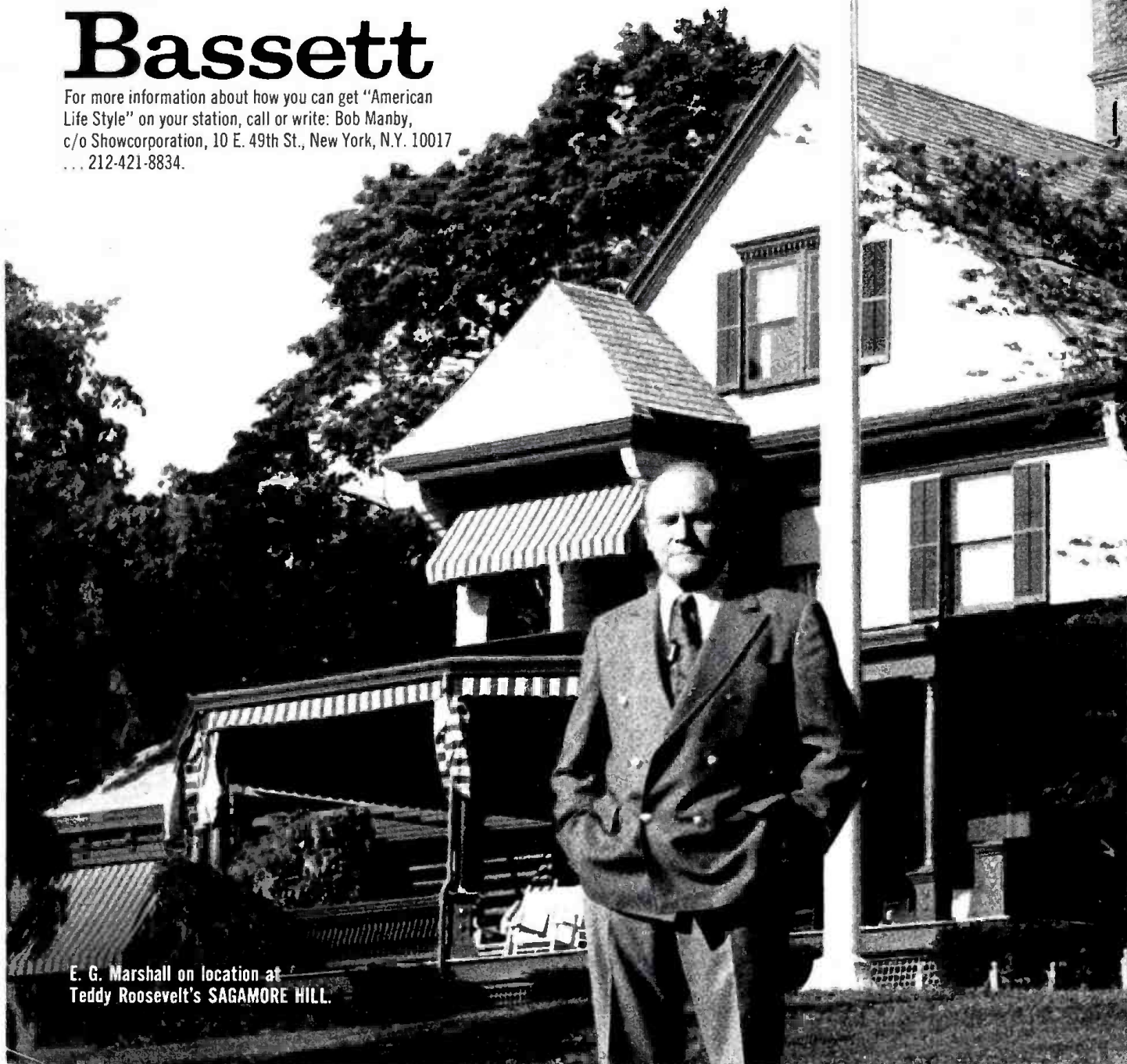
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