

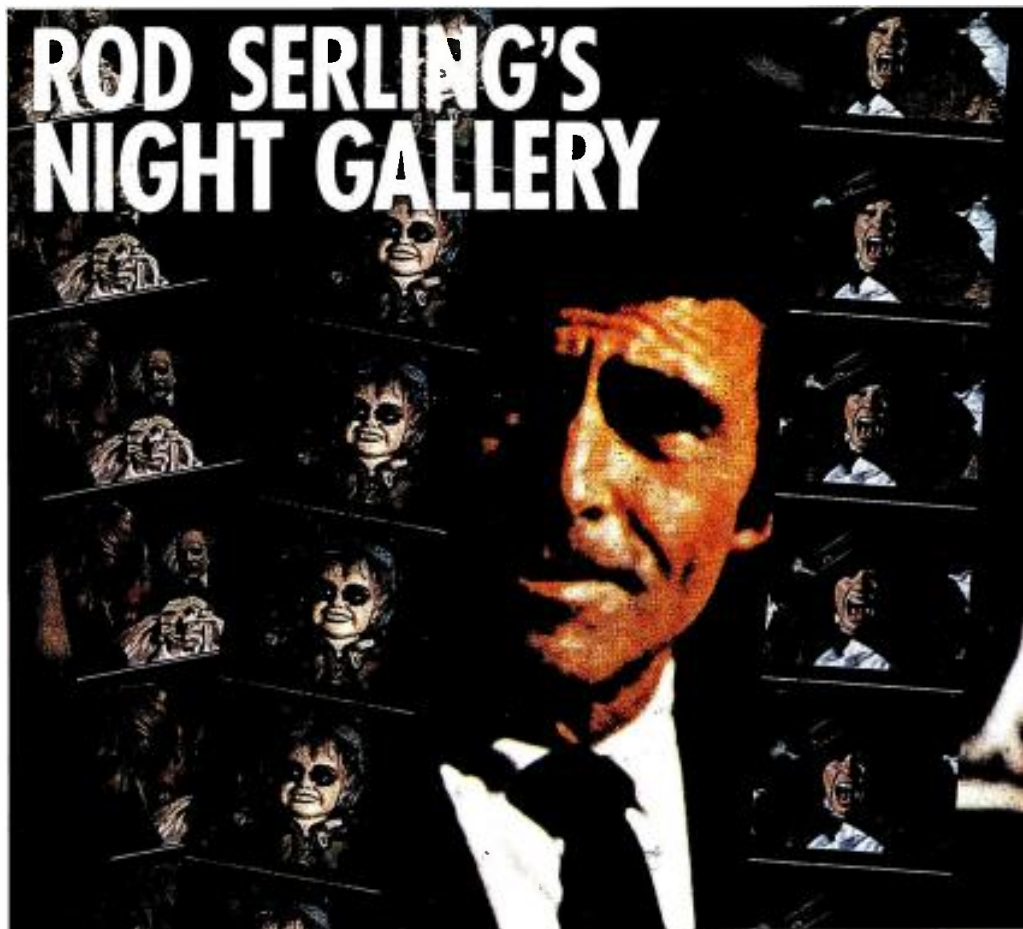
**Ma Bell challenged as distributor of network TV
Friends and foes of prime-time access clash at NATPE**

Broadcasting Feb 19

The newswweekly of broadcasting and allied arts

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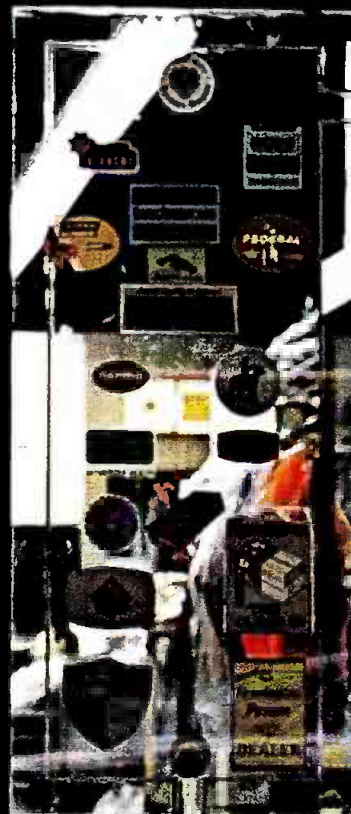
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It takes about \$100 a day to support a heroin habit.

That's big money, but addicts make it. They don't need a head for business, just a hand-gun. And hand-guns are a dime a dozen.

WMAL Stations think guns are too easy to come by. And that if you cut off the gun supply you break the vicious cycle between drugs, crime and jail.

For the past two years, we've fought what Maryland's Governor Marvin Mandel called an "unprecedented" campaign for tougher controls on the sale of hand guns. A campaign the National Association of Broadcasters singled out as "absolutely unprecedented" in broadcasting.

When stations get involved like this no one stays neutral. We've been praised by many, bitterly criticized by others. Especially the Washington Area Gun Lobby.

But our campaign will continue until addicts can't rely on the easy availability of hand-guns.

We figure it's the best investment we can make.

Washington Star Station Group
WMAL AM, FM, TV.



In North Carolina Remember the New

Remember the newest call letters in North Carolina — WXII. Remember that Winston-Salem-Greensboro-High Point is North Carolina's biggest market. Remember that WXII is represented by Katz. Remember that WXII is the newest member of the Multimedia Team, with WFBC-AM-FM-TV, Greenville, S. C.; WBIR-AM-FM-TV, Knoxville, Tenn.; and WMAZ-AM-FM-TV, Macon, Ga.

Remember WXII-TV, the new station in North Carolina.

We sell for you.

WXII



Represented by KATZ

WINSTON-SALEM • GREENSBORO • HIGH POINT

Broadcasting Feb 19

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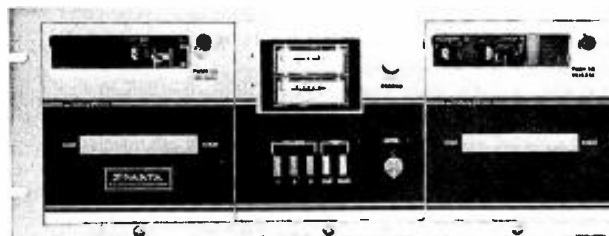
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Trade-off

Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, could help White House crystallize its thinking on FCC's prime-time-access rule in questioning Clay T. Whitehead, director of Office of Telecommunications Policy, tomorrow (Feb. 20). Mr. Whitehead, who has made no secret of his view that rule has failed (BROADCASTING, Feb. 12), is known to have submitted memorandum to White House containing several suggestions for dealing with it—and indicating its relationship to another ongoing problem, network reruns. (Mr. Whitehead sees two problems related to same cause—networks' "dominance".) He has not yet focused on which suggestion he regards as most feasible, and whether to state it once he makes up his mind. But Senator Pastore, whose panel is holding oversight hearing on OTD, could prod for answers.

Meanwhile, seven FCC commissioners remain widely split on what course to follow, though odds seem to be against outright repeal. Chairman Dean Burch and possibly Commissioner Charlotte Reid can be counted for repeal. Commissioner Richard E. Wiley, generally regarded as favoring repeal also, insists he has not yet made up his mind. Commissioner Robert E. Lee is strongest advocate for retaining rule substantially in its present form, while Nicholas Johnson, H. Rex Lee and Benjamin Hooks appear to favor retaining some version of it.

Paley stays on

William S. Paley will continue as chairman and chief executive officer of CBS for foreseeable future, instead of retiring March 31 along with Vice Chairman Frank N. Stanton, chief operating officer. Mr. Paley will retain chairmanship at his option or that of board of directors. President Arthur S. Taylor will succeed Dr. Stanton as chief operating officer.

Although Dr. Stanton hasn't disclosed plans, he does not intend to retire at age 65. He is about to lease new office space few blocks from CBS New York headquarters. Dr. Stanton was guest at testimonial dinner at Blair House, White House guest house, last Monday hosted by just retired USIA director, Frank Shakespeare, in tribute to his stewardship as chairman of U.S. Advisory Commission on Information. He will be honored April 25 at banquet at Waldorf-Astoria in New York by Four Freedoms Foundation.

Chicago, Chicago

Though David E. Bradshaw, Chicago attorney, is still likeliest successor to Nicholas Johnson on FCC ("Closed Circuit," Feb. 12), others may be considered before White House comes to final decision, on which it still has time. Johnson

term runs until June 30. One whose name has been advanced is Barry Zorthian, president, Time-Life Cable Communications (Time-Life Broadcast before most of its stations were sold). Mr. Zorthian, as independent, would be eligible for Democrat Johnson's seat; law says only that no more than four members may be of same party.

Authority for prediction that Mr. Bradshaw's appointment was all but made is said to have been Charles Colson, Nixon aide who is now on presidential mission to Europe before retiring to private law practice. If Mr. Bradshaw is named, he'll be fourth FCC member from Chicago area, joining Robert E. Lee, Richard Wiley and Charlotte Reid (from suburban Aurora). Mr. Bradshaw is Democrat, though his father-in-law, W. Clement Stone, is reputedly biggest Nixon contributor. Still another candidate is James Quello, retired manager of WJR-AM-FM Detroit and consultant to Storer (BROADCASTING, Jan. 8).

Clear channels gird

Remaining "Class 1-A" clear-channel broadcasters, now occupying 13 of original 40 "national" channels (no duplication) are bestirring themselves as FCC considers anew "unfreezing" of so-called standard broadcast band. FCC's allocation engineers for most part contend there's no room remaining in standard band—540 to 1600 kHz—without breaching mileage separations and that if more stations are to be authorized it will have to be through "breakdown" of remaining clear channels with resultant deterioration of their rural and remote coverage.

Clear Channel Broadcasting Service, which has resisted encroachment for four decades, met last month (BROADCASTING, Jan. 29) in Phoenix. It pledged all-out opposition to breakdowns along with campaign for increases in power from present 50 kw maximum, to what used to be called "superpower" of 500 kw or more, but which now pales in comparison with UHF TV, which allows maximum of 5 megawatts (5 million watts).

Futures

Nobody's talking about it officially—although officials indicated long time ago they were getting ready for it—but apparently video-cassette rights as well as TV broadcast rights are being covered in contracts for special productions that ABC is acquiring through Sir Lew Grade's Incorporated Television Corp. Ltd., London. Programs include Britain's National Theater Company's production of "Merchant of Venice" and Royal Shakespeare Company's "Antony and Cleopatra," both scheduled for ABC-TV next season, and National Theater's "Long Day's Journey into Night," set for March 10. Cassette rights go to cassette-

programming partnership set up two years ago by ABC and Sir Lew's Associated Television Corp., parent of ITC. Partnership announced cassette agreement with National Theater in mid-1971 but did not specify productions.

Cloudy outlook

Some FCC officials last week were speculating that commission will opt for policy statement rather than rule as conclusion to inquiry and rulemaking on children's television programming. But not all sources at commission shared that view, following commission's first discussion of matter, on Monday, since listening to extensive panel discussions and oral arguments. And indications are that options are still wide open. Staff is said to be preparing "option paper" that would include draft of policy statement along with discussions of areas where rules might be appropriate—if commission decides to take that approach—and rules it could consider.

Where's the money?

Financial qualifications of group seeking to take over channel 9 New York from RKO General Inc., which operates WOTV on facility, are being questioned by FCC. Commission staff wrote Multi-State Communications Inc. seeking substantiation of its claim that proposed \$4-million loan from Chase Manhattan Bank will be available to finance construction and operation of station. Multi-State was said to have failed to demonstrate how two principals, James C. Torres and Charles O. Blaisdell, could meet their respective stock-subscription commitments. Staff said even if Multi-State can demonstrate availability of funds, it will have to show additional \$976,017 to meet total cash requirement.

New frontier

Despite less than rousing ratings generated by Joseph Papp's first network TV presentation, *Much Ado About Nothing* (see story, page 43), CBS-TV is jumping right in with producer's second offering, *Sticks and Bones*, and is reserving 9-11 p.m. time slot on Friday, March 9 for what amounts to experimental production. Program is considered pioneering effort because instead of being taped in TV studio as was *Much Ado*, *Sticks and Bones* was video-taped entirely on location in Bronxville, N.Y. This is said to be first time theatrical presentation of such length was taken out from proscenium, shot with one-camera technique with many scenes in one continuous shot and some using hand-held camera (CBS Labs-developed PCP-90). Show may be landmark in merging film and video-tape techniques in recording theatrical material.

Much Ado ABOUT

On Friday, February 2, a bright new chapter was added to showbusiness history. The delightful New York Shakespeare Festival production of "Much Ado About Nothing" enchanted millions of television viewers on CBS at the same time it was packing 'em in on Broadway.

It was a labor of love for all concerned. Not just for CBS, but for producer Joseph Papp. For directors A. J. Antoon and Nick Havinga. For the magnificent cast. And for IBM, who sponsored the entire three-hour presentation.

Nor was it a case of love's labor lost. To a man, the nation's critics agreed that "Much Ado" was definitely something to make a to-do about:

THE WASHINGTON POST

"...simply the most enjoyable, intelligent, accessible commercial TV venture ever. Every single scene has been filmed with attention to detail and tone never sustained on any comparable TV production in this memory."

LOS ANGELES TIMES

"Joseph Papp's rousing production of 'Much Ado About Nothing' on CBS is Shakespeare set to a ragtime beat. And he never sounded better. It's not only great fun but good Shakespeare, sinewy and boisterous and fresh. It's also admirably suited to television."

NEW YORK POST

"A total delight. ... A. J. Antoon (the director) has given the romantic comedy joyful flavor. Kathleen Widdoes is superb as the acidulous Beatrice and Sam Waterston is a joy as her hesitant admirer. It's all so strikingly attractive and colorful ... a superb dramatic venture in TV theatre."

DALLAS TIMES HERALD

"Viewers will find few familiar names or faces in the cast, but a finer group of professionals would be most difficult to assemble. Creative brilliance also extends to those who toil behind the cameras...."

CHICAGO DAILY NEWS

"Throughout I marvelled at how inventive the director was. The text is still firmly Shakespeare's. Marvelous acting by Sam Waterston and Kathleen Widdoes."

WASHINGTON STAR

"It is infinitely more interesting and rewarding than nine-tenths of the successes on television. ... The staging of scene after scene is the most fluid and persuasive you are likely to have encountered anywhere."

BOSTON HERALD AMERICAN

"One of television's truly memorable evenings. Brilliant, provocative and highly amusing... Kathleen Widdoes and Sam Waterston contribute outstanding performances."

THE NEW YORK TIMES

"Provides a splendid illustration of what commercial TV programming can be at its innovative and imaginative best.... The question is: does it work? 'Much Ado' works. And on television it works beautifully... with a clear and special charm."

HOUSTON CHRONICLE

"Without one whit of reservation I commend it to your undivided attention. It's a delight. It all tates up to a new Shakespearean sensation."

PHILADELPHIA BULLETIN

"'Much Ado About Nothing' a brilliant coup for TV. What CBS has really presented is a beautiful, fragile, poetic, musical and romantic three-hour special. The production actually enhances Shakespeare's little comedy."

UNITED PRESS INTERNATIONAL

"If you want to get an idea of just how much fun Shakespeare can be, then tune in CBS tonight. ... Viewers will be treated to Shakespeare in a way that television watchers have not seen before. The tone is as airy and whimsical as the plot implies."

VARIETY

"... a three-hour visual joy. ... in performance and production polish, the program ranks as a triumph...."

THE BOSTON GLOBE

"The surprising thing is that it works beautifully for an evening of frolicking theatre you won't soon forget. ... The chance to see this work living and breathing and, indeed, bursting with laughter and sentiment is one to be relished."

"Much Ado."

LOS ANGELES HERALD-EXAMINER

"A buoyant, somersaulting delight. The ingredients of the mixture have been put together with such skill and affection that they permeate one another to emerge as a unity that evokes sheer fun and a warmth of sentiment. Joseph Papp turns 'Much Ado' into total entertainment...."

TIME

"...Papp scored a clear triumph. ... a dazzling reward for actor, manager and audience alike. ... the play proved ideal for the small screen. ... this 'Much Ado' was like a jewel!"

CHICAGO TODAY

"It is a stunning television adaptation of a somewhat eccentric, endlessly inventive and truly funny stage production."

THE CHRISTIAN SCIENCE MONITOR

"A jaunty, inventive, eye-opening version of the spring comedy that puts the caustic love-word-play of Beatrice and Benedick into a stylized American small town of 1910."

THE CINCINNATI ENQUIRER

"It's family entertainment, it's Shakespeare, it's delightful, it deserves your attention. What else can I say? ... The cast is superb!"

NEW YORK DAILY NEWS

"A lively, innovative production, imaginatively staged, and worth every minute of the three hours you'll spend before a television set. The witty, wonderful lines of the Bard, delivered so all can understand and hear, are intact and apparently ageless."

CHICAGO TRIBUNE

"A major dramatic presentation. ... It is very colorful and happy."

ST. LOUIS GLOBE-DEMOCRAT

"'Much Ado About Nothing' is in fact a highlight of the season. An extremely rewarding evening of TV.... The production is superb!"

DETROIT FREE PRESS

"TV's Shakespearean valentine: lovely, lively, 'Much Ado'. Shakespeare's love piece of plot and counterplot has been turned into three hours of purest joy and television pleasure."

KANSAS CITY STAR

"It is a most unusual and unforgettable production. Slick, enchanting and totally outrageous in its razzle-dazzle, carnival-like atmosphere. A spritely, entertaining three hours of song, dance and melodrama in no way impaired by its transition from stage to television."

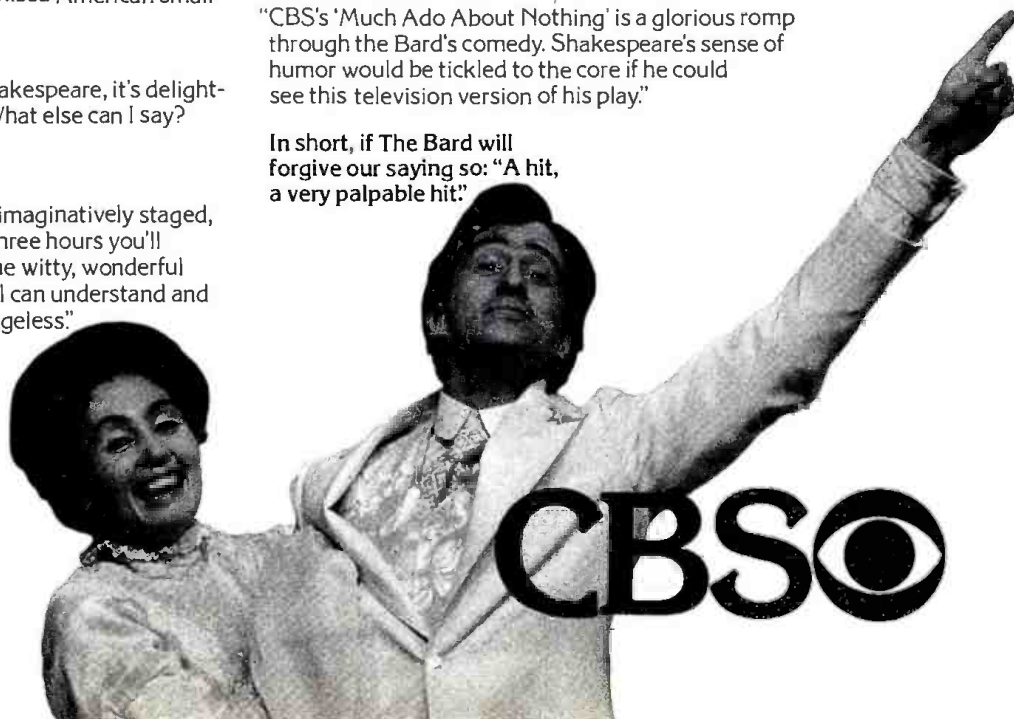
DAILY VARIETY

"Joseph Papp's New York Shakespeare Festival production of 'Much Ado About Nothing' has been lovingly and magnificently transferred to television.... They have crafted a most fragile bubble, delicately floating about and occasionally bursting into wild, zany humor. Almost every scene is a gem in itself, adding up to a most effervescent and entertaining whole."

THE PITTSBURGH PRESS

"CBS's 'Much Ado About Nothing' is a glorious romp through the Bard's comedy. Shakespeare's sense of humor would be tickled to the core if he could see this television version of his play."

In short, if The Bard will forgive our saying so: "A hit, a very palpable hit!"



At Deadline

Two little cigars bite the radio-TV dust

R. J. Reynolds pulls Winchester, Lorillard pulls Omega off air; agreement was set up by Magnuson and Cook, is endorsed by Moss

Withdrawals of R. J. Reynolds's Winchester and P. Lorillard's Omega little cigars from television and radio advertising were reported Friday (Feb. 16). Both companies said they were dropping broadcast at request of Senators Warren D. Magnuson (D-Wash.) and Marlow W. Cook (R-Ky.), chairman and member, respectively, of Senate Commerce Committee.

Both members of Congress and Federal Trade Commission officials had been pressing for extension of law now prohibiting cigarette commercials on radio-TV to include those for little cigars. Winchester, by far biggest user of broadcast in that category, put at least \$6 million in TV last year (out of \$9-10 million represented by "little and small" cigars in television). Winchester also spent in six figures for radio commercials. Omega spent approximately \$600,000 in TV last year, the bulk in network. Broadcast spending by Winchester has been through Dancer-Fitzgerald-Sample, New York; agency for Omega is Grey Advertising, New York.

U.S. Tobacco, which has test-marketed its Zig Zag little cigar on network TV (about \$170,000 worth in 1972), said it had not set media schedule for this year so "we don't have to make a decision on TV just now."

According to both Senate and tobacco company sources, agreement to withdraw by little-cigar makers was made voluntarily in what they said appeared to be their best interests and in interest of public. Also involved in arrangement was senators' request of TV networks that Reynolds and Lorillard be relieved of contractual obligations as soon as possible, and tobacco companies indicated Friday they would be pulling out of network commitments accordingly.

Senators Magnuson and Cook hailed decision by companies. "This follows the example set by voluntary agreements which, as chairman of the Commerce Committee, I made with the distilling and brewing industries years ago," Senator Magnuson said.

Senators stated that they believe little-cigar manufacturers have right to advertise on TV and radio, but that increased antipathy to little-cigar advertising made voluntary agreement desirable.

Senator Frank Moss (D-Utah) said Friday he was "pleased to see that to-

bacco companies are now willing to abide by the spirit of the Public Health Cigarette Smoking Act. . . ." But, he added, he still plans to introduce legislation to ban broadcast advertising of little cigars "so that it will signal others who may think that they too can evade their responsibility to abide by the will of the Congress and the American people."

Hooks declares in favor of prime-time-access rule

FCC Commissioner Ben Hooks told National Association of Television Program Directors Friday (Feb. 16) that he leans toward retaining prime-time-access rule with modification requiring local stations to produce community and minority-interest programs for freed half-hour. Subject was of prime interest to delegates at 10th annual NATPE conference in New Orleans, who two days earlier had voted their own support for prime-time rule (see page 20).

In speech that was moderate in tone and cognizant of broadcasters' problems. Mr. Hooks said progress has been made in past six or seven years, but stressed more can and must be done in minority employment and programming. He said he favored programs that would appeal to general white populations as well.

Panelists in session dealing with criticism of television agreed medium must

fight back to win support of viewers. George A. Koehler, president, Gateway Communications Inc., urged station operators to challenge unfair criticism by using own airwaves to reply to attacks from government, special-interest groups and cable-TV companies. Mike Shapiro, vice president and general manager, WFAA-TV Dallas, suggested stations answer criticism by carrying regular program on which management would answer viewers' questions. Otto Dekom, columnist for *Wilmington* (Del.) *News Journal*, agreed that much of professional print-media criticism of TV is "uninformed and unfounded," recommended stations set up speakers bureaus.

Nixon sends up one-year, \$45-million bill for CPB

Nixon administration on Friday (Feb. 16) sent bill to Congress seeking \$45 million authorization for one-year operation (1974) for Corporation for Public Broadcasting. Of total, \$5 million would have to be matched by nonfederal funds. Clay T. Whitehead, director of Office of Telecommunications Policy, in letter accompanying bill, said proposal recognizes "substantial contribution and potential of public broadcasting to the life of the nation."

But at same time, he added, proposal acknowledges that "still-unresolved problems facing government-financed public broadcasting" demand the continuation of carefully measured annual funding.

He also said Secretary of Health, Education and Welfare would send Congress proposed authorization for grants for construction of educational broadcasting facilities. He said that measure and CPB bill should be considered together. Administration is expected to request \$13 million in facilities bill.

Come back little NASA—D.B.

FCC Chairman Dean Burch says that National Aeronautics and Space Administration's decision to terminate virtually all of its programs in satellite communications will have potentially adverse impact on technical advice NASA has furnished commission in its proceedings involving commercial communications satellites.

Chairman Burch, in letter to Dr. James C. Fletcher, NASA administrator, released on Friday (Feb. 16), urged NASA to reconsider decision, announced on Jan. 5, to drop all communications satellite projects, except those involving Application Technology Satellite (ATS-F) and Communications Technology Satellite, jointly funded with Canada. Mr. Burch noted that commission has over

In Brief

Takers. Five major station groups are first subscribers to "Viacom Plan," under which broadcasters advance pilot money for "quality" prime-time-access series. They are: ABC's owned and operated stations, Cox, King, McGraw-Hill and Scripps-Howard chains. Initial venture is *Addams Family Fun House* (Broadcasting, Feb. 5).

■ **Glamour.** There'll be extra added attraction for ABC-TV affiliates at their annual convention, set for May 21-24 in Los Angeles. They're due to receive invitations to go early and be network's guests at May 20 Emmy awards presentations, to be carried this year by ABC-TV. ■ **First star in new flag.** Worldvision Enterprises Inc., new name for ABC Films Inc., reports first venture will be *It Pays To Be Ignorant*, TV version of old radio game show. Host will be Joe Flynn, with panelists Charles Nelson Reilly, Jo Ann Worley and Billy Baxter.

■ **Dead.** Wally Cox, 48, best known for role as "Mr. Peepers" in TV series of that name, was found dead in Bel Air, Calif., home Thursday (Feb. 15). Heart attack was suspected as cause of death.

years relied heavily on NASA for advice and technical expertise covering wide range of matters involving communications satellites. He also made point of NASA's "statutory responsibilities" to provide commission with technical assistance.

Commission sources said that if NASA's decision sticks, commission will be obliged to turn to—and pay—outside consultants for expertise and advice NASA had furnished at no cost.

TVN says AT&T rate hike would handicap its start

Television News Inc., which plans to start daily newsfeeds to TV station subscribers by April 30, estimates AT&T's proposed rate increase for occasional long-line users would run its projected bill from \$1.26 million to \$2.34 million annually. That estimate is based on distribution of TVN news to stations in 24 major markets that company officials say they expect to be serving within first year. Figures are contained in TVN filing with FCC opposing AT&T hike as "an excessive economic burden for our fledgling enterprise." (Also see story page 47.)

TVN petition says it is not seeking "government favoritism" but that "the viewing and listening public all across America" is seeking kind of "balanced and diversified" news service it plans to offer, and it asks FCC to weigh "the public's rights and the public's needs" along with "the narrower economic issues of rate-increase justification." Company, formed originally as TVN Inc., is headed by Chairman Robert R. Pauley and President John O. Gilbert (BROADCASTING, Jan. 22). Its new headquarters are at 10 Columbus Circle, New York 10019, telephone (212) 582-6666.

Batson to review board

In change that does not become effective until close of upcoming National Association of Broadcasters convention, Charles A. Batson becomes chairman of NAB TV Code Review Board, succeeding Max Bice. In separate move, Roger D. Rice, vice president and general manager of KTVU(TV) Oakland-San Francisco, was reappointed to second term on board. Mr. Batson is president of Cosmos Broadcasting Corp., Columbia, S.C. Mr. Bice, vice president and general manager of KTNV-TV Tacoma-Seattle, currently is serving second consecutive term on TV Code Review Board and consequently is ineligible for reappointment. Mr. Batson and Mr. Bice are both members of NAB subcommittee on medication advertising, which is scheduled to re-examine NAB's policy on advertising over-the-counter products at closed meeting of TV Code Review Board, Feb. 21-22 in Washington.

Not so gay at ABC

Six members of Gay Activists Alliance were slated to be arrested Friday (Feb. 16)—at their insistence—after they and

11 other members protested at ABC headquarters in New York against program concerning homosexuality, slated to be shown on ABC-TV's *Marcus Welby, M.D.* tomorrow night (Feb. 20).

ABC authorities said 17 protesters went to one of ABC executive floors about 1:30 p.m., were told executives would meet with two of them but refused and were then told they could leave building without charges being brought against them. Six preferred to be arrested, ABC spokeswoman said, and ABC executives said they would sign complaint later that day charging six with criminal trespass.

Welby episode was described by ABC as dealing with man who is faced with divorce, alcoholism and diabetes and fears he is becoming homosexual and consults Marcus Welby. Gay Activists were said to object to, among other things, Welby's referring man to psychiatrist, implying homosexuality is mental

Headliners

Harry Trigg, program director of WMAQ-TV Chicago, was elected Friday as new president of National Association of Television Program Executives, succeeding Allen Sternberg, WKCT(TV) Miami. Jim Ferguson, WAGA-TV Atlanta, was named first vice president, presumably will succeed Mr. Trigg next year. Marvin R. Chauvin, WOIV(TV) Grand Rapids, Mich., was named second VP.



Mr. Lee

Carl E. Lee, executive VP and general manager, Fetzer Broadcasting Co., named president of Fetzer Michigan group which includes WKZO-AM-TV Kalamazoo, WWAM-AM and WWTU-FM-TV Cadillac, WJFM-AM Grand Rapids, WWUP-TV Sault Ste. Marie and WJEF-AM Grand Rapids (sold, subject to FCC approval, to John F. Dille, Indiana broadcaster). Other Fetzer stations in Nebraska and Iowa remain under presidency of John E. Fetzer, chairman of Michigan group. Gordon S. Anderson, operations manager, WKZO-AM-TV, named administrative VP, radio and TV operations of Michigan group. Otis T. Gaston, manager, WKZO(AM), named VP, radio, Michigan group. Donald D. DeSmit, sales manager, WKZO-TV, named VP-sales.

Alice H. Prager was elected president of Sesac Inc., music-performance-licensing concern, succeeding her father, late Paul Heinecke, founder of organization. Mrs. Prager, formerly executive vice president of Sesac, retains her duties as managing director. Salvatore B. Candilora, vice president and executive administrator, replaces Mrs. Prager as executive vice president and was elected to board.

illness. ABC insisted program is "sensitive and understanding" presentation of problems of an individual and will be shown as scheduled.

New names for NARB

National Advertising Review Board (NARB) has appointed two panels to study national advertising for reasons other than truth and accuracy. One will study advertising that may tend to foster unsafe practices and behavior. Chairman is John E. O'Toole, president of Foote, Cone & Belding, New York. Other members are: Benny L. Kass, attorney, Washington; William Carpenter, vice president-corporate relations, PPG Industries, Pittsburgh; F. Kent Mitchel, vice president-director of corporate marketing services, General Foods, White Plains, N.Y.; Walter B. Roberts Jr., president, Abbott Laboratories, North Chicago, Ill. Arnold Elkin, attorney and former chairman of National Commission on Product Safety, will serve as voluntary counsel.

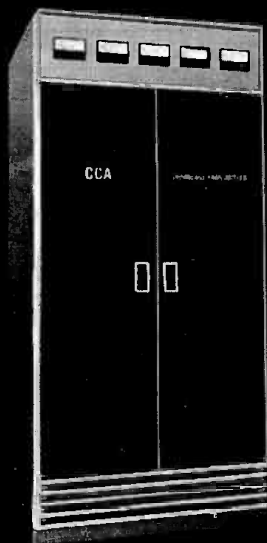
Second panel will explore extent to which advertising portraying women or directed at women may be deemed offensive. Chairman is Dr. Aurelia Toyer Miller, national board of YWCA. Members are: James C. Nelson Jr., executive vice president, Hoefer, Dieterich & Brown, San Francisco; William C. Claggett, vice president-director of consumer and new products, consumer products group, Ralston Purina Co., St. Louis; Fred W. Heckel, vice president-advertising and promotion, United Air Lines, Chicago, and PPG's Mr. Carpenter, who will serve as counsel and member of both panels. NARB Chairman Charles W. Yost expects panels to spend several months taking comprehensive overview of advertising concepts and techniques rather than case-by-case challenges.

Squaring away for the NAB

National Association of Broadcasters has set plans to examine cable TV-copyright controversy in depth at Wednesday morning, March 28, TV management conference at upcoming national convention in Washington. Office of Telecommunications Policy General Counsel Henry Goldberg will be moderator for panel discussion. Panelists will be Arthur Scheiner, counsel for MCA Inc., representing copyright proprietors; Gary Christensen, special counsel for copyrights, representing National Cable Television Association, and Michael Horne, another counsel, representing Association of Maximum Service Telecasters.

Also set is following line-up of speakers for convention sessions: Senator Sam J. Ervin (D-N.C.), Monday management luncheon; Senator Howard Baker (R-Tenn.), Tuesday management luncheon; FCC Chairman Dean Burch, Wednesday management luncheon; James Redmond, British Broadcasting Corp.'s director of engineering, Monday engineering luncheon.

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This week

Feb. 14-March 6—Annual exhibitions of 50 best TV commercials and 50 best ads in print of 1972. American Institute of Graphic Arts, Alga Gallery, 1059 Third Avenue, New York.

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

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

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

Feb. 22—Hearing on newsmen's-privilege legislation by Subcommittee No. 3 of House Judiciary Committee, 10 a.m., Room 2141, Rayburn House Office building, Washington.

Feb. 22—Senate Communications Subcommittee oversight hearing on FCC, 10 a.m., Room 5110, Dirksen (New Senate) 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 programming. 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.

Also in February

Feb. 26—Hearing on newsmen's-privilege legislation by Subcommittee No. 3 of House Judiciary Committee, 10 a.m., Room 2141, Rayburn House Office building, Washington.

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, National Association of Broadcasters, Suffolk University Law School, Boston.

March

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

March 1—Hearing on newsmen's-privilege legislation by Subcommittee No. 3 of House Judiciary Committee, 10 a.m., Room 2226, Rayburn House Office building, Washington.

March 1—Deadline for entries, Radio Television News Directors Association Radio and Television News Awards. Contact: Dick Wright, WTAG(AM), Worcester, Mass.

March 3—Annual Grammy awards, to be presented by the National Academy of Recording Arts and Sciences (see story page 52), Nashville.

■ **March 5**—Hearing on newsmen's-privilege legislation by Subcommittee No. 3 of House Judiciary Committee. 10 a.m., Room 2141, Rayburn House Office building, Washington.

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

■ **March 5-7**—Second annual "Black careers in communications" conference, sponsored by Howard University School of Communications and Black Journal. Guest speaker will be FCC Commissioner Benjamin J. Hooks. Cramton auditorium, Howard University, Washington.

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

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

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

■ **March 7-9**—Senate Communications Subcommittee hearing on bill (S. 372) to amend Federal Election Campaign Act of 1971. 10 a.m., Room 5110, Dirksen Office building, Washington.

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

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

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

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

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

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

■ **March 15**—Federal Communications Bar Association luncheon with Torbet H. Macdonald (D-Mass.)

Major meeting dates in 1973

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

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

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

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

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

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

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

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

■ **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.

as guest speaker. Army-Navy club, Washington.

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

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

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

■ **March 15**—Deadline for entries in Gavel Awards

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

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

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

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

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

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

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

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

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

■ **March 24**—Ninth annual Armstrong awards presentation, in conjunction with National Association of FM Broadcasters convention. Featured speaker: Fred W. Friendly, former president, CBS News. Washington Hilton hotel, Washington.

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

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

■ **March 25-28**—Annual convention, National Association of Broadcasters. Sheraton Park and Shoreham hotels, Washington. (1974 convention will be March 17-20, Civic Center, Houston; 1975, April 8-9, Convention Center, Las Vegas; and 1976, March 28-31, Superdome, New Orleans.)

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

■ **March 26-30**—International convention, Institute of



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MIFED, the International Film and TVfilm Market for film buyers and film sellers, is held in Milan twice a year: April and October.

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For further information and bookings concerning the 27th MIFED, 18 to 25 April 1973, write to: MIFED, Largo Domodossola 1, 20145 Milano (Italy) ☎ 495.495, Cables MIFED-Milano, Telex 33660 Fieramil.

Requests for bookings should be made before 15 March 1973 together with the registration fee of U.S. \$ 18.

MIFED Delegation in Rome: Via in Arcione 71, 00187 Roma ☎ 67.80.362

MIFED Delegation in Paris: 90 Avenue des Champs-Élysées, 75008 Paris, Telex 29642 Inconta

MIFED Delegation in London: Dr. Vittorio Schiazzano, 20 Savile Row, London W1X 2DQ

MIFED Delegation in Los Angeles: Dr. Vittorio Sanguineti, 1900 Avenue of the Stars, 90067 Los Angeles, Cal., Telex 67-3394 Italttrade LSA

Electrical and Electronics Engineers. Americana hotel, New York.

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

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

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

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

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

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

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

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

April

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

April 5-7—Spring convention, Texas Educational Television Association. Ramada inn, Austin.

April 8-7—Conference, Sigma Delta Chi Region 5. Champaign, Ill.

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

April 7—Meeting, Georgia Associated Press Broadcasters. Marriott motor hotel, Atlanta.

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

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

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

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

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

April 10—Annual Congressional Gold Medal reception and dinner, sponsored by Pennsylvania Association of Broadcasters. Washington Hilton, Washington.

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

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

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

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

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

April 16—"Broadcast Day-1973," co-sponsored by Florida Association of Broadcasters and Department of Broadcasting, College of Journalism & Communication, University of Florida. Participants to include speakers from other states, as well as faculty, students and Florida broadcasters. University of Florida, Gainesville.

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

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

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

April 25—33d annual George Foster Peabody Awards luncheon. Pierre hotel, New York.

April 26-May 3—13th International "Golden Rose of Montreux" contest, sponsored by European Broadcasting Union and Swiss Broadcasting Corp. Awards offered for television light entertainment programs. Montreux, Switzerland.

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

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

April 27-29—Illinois News Broadcasters Association spring convention. Sig Mickelson, professor of journalism, Northwestern University, guest speaker. Henric's Motor inn, Rockford, Ill.

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

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May

May 1-2—Second annual retail television commercial workshop, Television Bureau of Advertising. Biltmore hotel, New York.

May 1-3—National Association of Broadcasters 18th annual conference of state association presidents and executive secretaries. Mayflower hotel, Washington.

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

May 4-5—Region 3 meeting, Women in Communications Inc. Holiday inn #2, Madison, Wis.

May 4-5—Conference, Sigma Delta Chi Regions 6 and 7. Omaha.

May 4-6—First annual meeting, Michigan News Broadcasters Association. Hospitality inn, Grand Rapids, Mich.

May 5—Annual Sigma Delta Chi Distinguished Service Awards Banquet. Omaha.

May 6-9—Annual convention, NBC-TV affiliates. Century Plaza hotel, Los Angeles.

May 9-11—Spring meeting, Washington State Association of Broadcasters. Rosario resort, Orcas Island, near Bellingham.

May 10-12—National Cable Television Association 2d annual marketing workshop with 1973 presentation of national awards for marketing, advertising and public relations. Fairmont hotel, Dallas.

May 10-27—26th International Film Festival. Cannes, France.

May 11-12—Conference, Sigma Delta Chi Region 9. Park City, Utah.

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

May 14-15—Annual spring conference, Oregon Association of Broadcasters. Thunderbird Motor Inn, Jantzen Beach, Portland.

May 15-16—Annual convention, CBS-TV affiliates,

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among young women 18-34 in 17 markets.

The Andy Griffith Show.

Girls!

50% more women 18-34
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The way to get girls is to
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A great sitcom from **Viacom**

Century Plaza hotel, Los Angeles.

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

May 16-20—22d annual national convention, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

May 18-19—Spring convention, *Kentucky Broadcasters Association*. Galt House, Louisville.

May 20—Academy of Television Arts & Sciences Emmy awards. Shubert Theater, Los Angeles.

May 20-24—Annual convention, *Pennsylvania Association of Broadcasters*. Castle Harbour hotel. Golf and Beach club, Bermuda.

May 21-24—Annual convention, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 23—Annual awards dinner, *Sigma Delta Chi*. New York city professional chapter. Deadline Club. Americana hotel, New York.

May 24-26—Annual spring convention, *Iowa Broadcasters Association*. Fort Des Moines hotel, Des Moines.

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

June

June 7-10—Spring meeting, *Missouri Broadcasters Association*. Lodge of the Four Seasons, Lake of the Ozarks.

June 10-12—Georgia Association of Broadcasters 39th annual convention. Callaway Gardens, Atlanta.

Open Mike®

Top-40 fans and foes

EDITOR: Your Jan. 29 special report on the state of the art in top-40 radio was generally excellent. However, you made reference to San Francisco as one of the several markets in which a top-40 station achieved the distinction of being the overall "number one" station. In each of the past four ARB reports there are four stations, including KABL(AM), that have a higher share of total persons 12+, Monday-Sunday, 6 a.m.-12 midnight, than the leading top-40 station.

It is true that [KFRC(AM)] currently ranks first in weekly cume when teens are included, but since there are so many different ways to answer the question "Who is number one?" your article seems a bit misleading on this point.—*Bill Clark, general sales manager, KABL-AM-FM San Francisco.*

EDITOR: To set the record straight, KOMO(AM) [not KJR(AM)] is number one in total persons 12+, Monday through Sunday, 6 a.m. to midnight, in average quarter-hour listening estimates (both total and metro areas), cume listening estimates, and on and on. Furthermore, in Monday through Sunday metro shares, KOMO is number one with a 13.1 to KJR's 8.7.—*Jay Ward, station manager, KOMO(AM) Seattle.*

EDITOR: The tightening of music lists by top 20 (sic) program directors and non-resident program consultants is contrary to the principle of creative radio programming. Despite the fact that these programmers have given contemporary radio a vasectomy, they have provided bulk numbers of listeners. However, please don't make heroes of them.—*Ron Fell, manager, programs, NBC Radio Division/KNBR-AM-FM San Francisco.*

EDITOR: During the past three years I have enjoyed the various feature articles which your publication has written about American radio. I find them informative and I occasionally make them required reading by students in my radio class. I found the [top-40] article in the Jan. 29 issue particularly interesting and informative. As a former disk jockey from the early to mid-1960's era, the article brought back many memories.

If you would allow, I will make one comment on "An Audio Odyssey: coast-to-coast and back again in top-40 radio." Shouldn't the penultimate and antipenultimate paragraphs on page 52 be transposed? Even in these days of jet travel, it is easier and more direct to pass from Milwaukee to Seattle by first hitting Minneapolis and then Denver.—*Dr. Douglas A. Boyd, department of speech-communication, University of Minnesota, Minneapolis.*

EDITOR: WABC(AM) New York might be pleased to know that one night last fall, with good reception, I picked it up for a full hour in Orlando, Fla. That's great for a station "with its old 50-kw transmitter," and quite a bit farther than Maryland.—*Martin C. Mooney, photographer, Arlington, Va.*

(BROADCASTING's Jan. 29 story said that WABC's signal "traversed the terrain between Rhode Island and Maryland.")

EDITOR: It was during this past year that BROADCASTING really started to become a total broadcasting publication. For years I glanced through the pages of your publication each week. During the past few months I have started reading BROADCASTING. Your story on top-40 radio is so complete and accurate that I wanted to compliment you. Please continue with the new BROADCASTING.—*John H. Rook, programming consultant, Northridge, Calif.*

EDITOR: Enjoy the new record survey you've added. It was long overdue.—*John Millinder, music director, KLOM Lompoc, Calif.*

Wrong number

EDITOR: Noting a profound drop in the volume of our incoming calls, we have sought the reason. Lo, we find that the 1972-73 CABLE SOURCEBOOK lists our old number instead of (202) 466-8111. Please do what you can to put us back in touch with the world.—*Wally Briscoe, senior vice president, National Cable Television Association, Washington.*

Call for help

EDITOR: We need professional volunteers to help with news coverage of the National Boy Scout Jamboree next Aug. 1-10,

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



* Reg. U.S. Patent Office.
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For one of the few times
in my life
I'm at a loss for words.

To be chosen "Man of the Year"
by the National Association of
Television Program Executives
on their 10th Anniversary was
a thrill by itself. But to be named
their "Man of the Decade"
leaves me just speechless,
except to say thanks.

Mike Douglas



The Mike Douglas Show

WESTINGHOUSE PRODUCTIONS INC.
WESTINGHOUSE BROADCASTING COMPANY

Straight talk about the crisis in American health care.

America's skyrocketing medical costs are out of control. The average patient expenditure for general hospital care now exceeds \$90 a day. In fiscal year 1971, Americans paid out \$75 billion for health care. That's about seven percent of the Gross National Product!

Such vast expenditures signal an impending breakdown of our entire medical care delivery system. That's why health care reform has become one of the most crucial issues facing the 93rd Congress.

Extensive hearings in both the House and Senate are underway. Major health care providers have submitted a variety of proposals for consideration. While each of the plans make important contributions to the debate, it is important to know that all but one of the proposals have a serious common flaw. Except in minor ways, they would continue to neglect the nation's current major health problem: chronic disease and disability.

That's why we've asked the Congress to consider CHRONICARE—a national plan for long-term health care—as an essential factor in any legislation that reconstructs our national insurance program.

CHRONICARE is a bold, new concept of health care specifically designed for the chronically ill and disabled. It also includes a broad range of additional health services to increase the accessibility of modern health care for others.

The uniqueness of CHRONICARE is its focus on the root problem of the medical care crisis: the orientation of present programs that concentrate on the treatment and financing of short-term illness with little, if any, coverage for long-term care. Present reimbursement mechanisms promote the use of costly acute care hospitals even when al-

ternative, less costly facilities would be more appropriate.

The validity of CHRONICARE's thrust is confirmed by the General Accounting Office's Report to the Congress explaining that hospital costs have become so great "it is no longer economical to use such an institution for convalescent care or the treatment of chronic illness, to say nothing of custodial care."

The GAO report cites an extensive range of cost examples, including a 1970 comparison where the average expense per patient day for acute general hospitals was \$81 compared with an estimated \$24 a day for skilled care in an extended care facility. Routine convalescent care provided in modern nursing homes was even less costly. The long-term patient in a short-term general hospital is inefficient and the GAO says "whoever pays the bills is paying for more expensive services than are required."

We believe that CHRONICARE—if accepted as a nationwide program—can make a major contribution to the reorganization, redirection and revitalization of the nation's health care program.

We care.

To tell you more about CHRONICARE, we've produced reprints of our earlier messages in this continuing advertising series and an informative booklet: "CHRONICARE—A National Plan For Long-Term Health Care." They are available free, upon request.

AMERICAN NURSING HOME ASSOCIATION



Suite 607
1025 Connecticut Avenue, N.W.
Washington, D.C. 20036

when 80,000 Scouts are expected to encamp simultaneously at Moraine State Park, Pa., and Farragut State Park, Idaho. Each encampment plan calls for volunteer staffs of about 50 writers, editors, photographers, newscasters and technicians, serving both print and electronic media.

I know there must be many professionals who would volunteer their services, if they knew the need of their skills. The job of finding them has fallen in

good part on me as director of public-relations staff organization for the Jamboree-East. Those who wish to help may communicate with me at U.S. Steel—*M. J. Wurzbach, director of products and services information, public relations, U.S. Steel Corp., 600 Grant Street, Pittsburgh 15230.*

Hix strikes home

EDITOR: The people at the Wrigley Co. were quite amused by a cartoon that appeared in your Jan. 29 issue. It is a car-

toon in which a little boy refuses a package of gum and says: "Not that one! I want the big package of gum you show on your TV commercials." The cartoon was drawn by Sid Hix.

The Wrigley people have asked whether it would be possible for them to have the original drawing of this cartoon.—*Rodger M. Mitchell, vice president and director, Arthur Meyerhoff Associates, Chicago.*

(They now have it.)

Monday Memo

A broadcast advertising commentary from Harvey Gabor, vice president, McCann-Erickson, New York

Back to Bernbach: recalling creativity

I just saw a terrific reel. It was the American Institute of Graphic Arts best 50 commercials of 1972.

What was the year like? It was the year little Barney grew up in New York. It was the year Ford rediscovered the Model T, J. Paul Getty listened to E. F. Hutton, and Mr. Ferrari drove a Fiat.

It was a year that some people tried it, and a lot of people liked it. And if you didn't use Mobil gasoline, Mr. Dirt fouled up your car engine. It was also the year we learned to write with the Bic Banana, and a Coca-Cola theme song hit the pop-music charts.

The AIGA best 50 commercials and print advertisements of the year can be seen in New York (at 1059 Third Avenue) from now through March 6. For those not familiar with it, the AIGA's purpose is to reflect and foster graphic excellence in all phases of the communication arts. And so the criteria for judging the 1972 show were excellence in art direction, copy, and production—effectively combined to sell a product.

But after seeing the winning reel, I was curious to know how many other good commercials had to be cut to hold the line at the 50 chosen for the show. The show chairman, George D'Amato, and the various art directors and copywriters who served as jurors confirmed what I had suspected:

There were about 50 good entries and then the quality level was like stepping off the Continental Shelf.

Why were the entries as impoverished as they were? Some agencies, either show weary or budget weary, didn't enter. Some great conceptual talents have moved onward and hopefully upward into directing. Some accounts have budgets too small to do effective commercials. (There have been some terrific ones done for just a few thousand dollars but on that kind of budget, God help you if you miscalculate.)

But I think the biggest reason for such a dearth of really good commercials is something I would call "the new pragmatism."

This new pragmatism is an illness



Harvey Gabor had been an art director and designer in the areas of promotion, book and editorial activity before he turned to advertising in 1965. He joined McCann-Erickson in New York as an art director and subsequently was named a vice president and senior art director on the Coca-Cola account. He also serves as associate creative director on the New York Racing Association account. Mr. Gabor is an illustrator whose work has appeared in national magazines including *Red Book*. He has won numerous awards in TV and other areas (Art Directors Club, Society of Illustrators, Clio). Mr. Gabor is a New York native and a graduate of Cooper Union.

creeping into our business marked by the frequent repetition of the phrase, "advertising is a business and that business is to sell." Of course advertising is a business and that business is to sell.

But somewhere between the halcyon days of Bill Bernbach et al. and the present, the lie was born that commercials could not be both effective at selling and creative at the same time.

We forgot Mr. Bernbach's demonstration not so long ago of the great selling power of a total creative approach to a client's product. We began to commit the

ultimate creative crime: creating a dull commercial.

"The new pragmatism" can be brought on in a number of ways. Having to answer to stockholders for the first time can do it. So can losing an account. So can a very large mortgage. So can going to a new agency for a lot of money. So can starting your own business. (Although Della Femina-Travisano, Scali-McCabe, George Lois and some others are still doing creative *selling* advertising years after going out on their own.)

In its middle stage this illness produces a kind of euphoria. Creating commercials seems easy, almost automatic.

In its final stages it can make you do a commercial that would have gotten the account director thrown out of your office had he suggested it a few years earlier.

We are *the* communications medium of our age. The McLuhans postulate over us. The Burkes and Schwerins measure us. And millions of Americans watch us and judge us, whether they like it or not.

We are attracting some of the best art-director and copywriting talent to the television commercial business. Our film technology and production value are some of the most sophisticated in the world. We are getting a larger slice of the advertising budget than was ever dreamed possible a decade ago.

We can help sell a product. We can help sell a President. We fight the drug pusher. We can help a child with a bad kidney. We can help clean up our air. Make no mistake about it. We have an awesome power.

And with that power comes an awesome responsibility:

That much more of our commercials be honest, bright, sensitive, and even entertaining when need be; that we not buy the myth that they tried to sell us a long time ago—the myth that creative advertising and selling somehow don't go together—and to begin to take some chances again. And to feel better about ourselves as creative people.

The next time I see that little boy run to his daddy in the commercial, I hope he doesn't even have *one* cavity. And if Crest sells a lot of toothpaste, fine.

But that Mr. Bernbach. I'm still on his side.

A dramatic about face on FCC's prime-time access rule

Straw vote at NATPE conference indicates sentiment of nation's program directors has shifted in favor of limitation on hours of network programing; poll reflects growing optimism about quality programs to come, plus reluctance to let 21 half-hours revert to three-network control

Television's ugly duckling has turned into a swan.

The prime-time-access rule, or PTAR, or the three-hour rule—by whatever name, the subject of endless recriminations since its inception two television seasons ago—came out of New Orleans last week with a brand-new aura of respectability. The nation's leading station program directors, assembled under the banner of the National Association of Television Program Executives, voted their hope that the rule would be retained in one form or another. It was a result made more dramatic by the prediction of one conference speaker—and of most informed guessers—that delegates would vote precisely the opposite.

The actual ballot count: 32.9% for continuation of the prime-time rule as presently applied, 24.4% for revocation of the rule, 42.7% for continuation of the rule but revised in one or more of several ways.

The vote was taken last Wednesday (Feb. 14) after a two-hour panel-and-floor discussion on merits and demerits of the FCC regulation (Sec. 73.658 [k]) that prohibits stations in the top-50 markets from carrying more than three hours of network programing between 7:00 and 11 p.m. That rule became effective in its initial form (allowing scheduling of off-network product in the access half-hour) in the fall of 1971, and became fully effective (insisting on new product, from whatever source) in the 1972 television season. The FCC, troubled by the way the access rule has worked out, and beset by petitions to revoke or change it, announced an inquiry into the rule last fall, and said it would determine its future policy course this spring. According

to the billing given NATPE's straw poll, one of the elements in that consideration will be last Wednesday's vote.

Prior to that balloting, it was assumed that the program directors, most of them representing network-affiliated stations, would come out strongly for repeal. (It was Roger Rice, the general manager of an independent station and head of the new Independent Television Association, who predicted during the panel session that the vote would go against the rule.) The reasons for their change of heart are not clear. They had, however, just heard a persuasive set of presentations that included:

- The assertion by one major syndicator that his and other program production companies could make money with or without the rule, and that the only thing standing in the way of quality series for prime-time-access periods was lack of an FCC commitment for a three-to-five-year test.

- The ringing declaration by a minority spokesman—and access producer—that PTAR has afforded one of the greatest opportunities for minority programing in the history of television.

- The qualified promise by one of television's major advertisers that his company would support the access principle with real dollars, if it could make competitive sense.

- The widespread sentiment that prime-time access amounted to a proclamation of emancipation from network dominance, and the warning that if those 21 weekly half-hours are turned back, they will never be seen again.

They also heard from the opposition, to the effect that:

- No matter how you slice it, the facts of life of short station line-ups and smaller dollar commitments would prevent prime-time-access programing from ever matching the quality of network fare.

- The opinion that stations could always pre-empt their networks if they wanted to, and didn't need an FCC rule that took the option out of their hands.

- The statement that, in the end, it is the viewer who pays the heaviest price because he is fed an access-time budget of game shows and retreads of old network series.

That opposition was led by Louis Friedland, vice president of MCA, the only panelist unequivocally opposed to the rule. As the dominant Hollywood production company, MCA's interests are clear: the more time available for network product, the more product opportunity for MCA. Mr. Friedland put the 1971-72 cost to MCA of the prime-time-access experiment at \$20 million.

Mr. Friedland tracked what he called the "delicate balance" in which a series is created by a producer for a network (for initial sale at less than total cost), becomes a hit, makes 130 or so episodes and then goes into syndication for full recoupment of its costs and most of its eventual profit. The cost of a half-hour in that sequence is a minimum of \$100,000, he said, of which \$60,000 is beyond the producer's control and the other \$40,000 represents creative factors that can be trimmed only at the cost of quality. Networks can commit to such budgets because of their long station line-ups, he said, while under the market circumstances created by the prime-time rule, station lists are shortened dramatically, providing less money for product.

Mr. Friedland said MCA had tried to produce two series for prime-time-access sale, calculated the most it could realize from the market at \$45,000, budgeted each show at \$65,000 and then scrapped them when quality fell below what it considered minimum.

Willard Block, president of Viacom Enterprises, said his company could make it with or without the rule, but it was evident from his comments that he leaned toward its retention. The problem, he said, is for the FCC to make up its mind, a sentiment that brought enthusiastic response from the floor. "We must know what the rules are," he said, adding that a one-year extension would be of no help. "If the present rule, or some variation thereof, is to stay, then give us a climate of certainty for three to five years in which to innovate, invest and play the game."

Mr. Block found the rule itself in concert with American policy of (1) living with bigness while (2) allowing smaller companies to compete.

Roger Rice, vice president-general manager of KTVU(TV) San Francisco, came to the podium pessimistically. He supports the rule, and as an independent operator has profited from it. But he read the sentiment of the convention as being in opposition and, anticipating the straw vote in which the delegates would make their preferences known, said: "I predict that the program directors of America, represented in this room, will vote to give prime access back to the networks, and I think that's a scandal."

Doug Elleson, general manager of WVUE(TV) New Orleans, owned by Screen Gems, one of the major production companies that has opposed the prime-time rule, said that those who drafted it could not have realized the proliferation of game shows and barter programs that would follow, accom-



MCA's Lou Friedland:

"We took the position from the very beginning, and we take it now, that it is absolutely impossible to [program in the access time periods] on any practical economic basis and to maintain a level of professionalism."



Viacom's Willard Block:

"If the present rule, or some variation thereof, is to stay, then give us a climate of certainty for three to five years in which to innovate, invest and play the game."



KTVU's Roger Rice:

"I predict that the program directors of America, represented in this room, will vote to give prime access back to the networks, and I think that's a scandal."



WVUE's Doug Elleson:

"Unfortunately, I don't think television is in any way going to be more meaningful or better off for it [the prime-time rule]. At the end of the line it is the viewer who is being shortchanged."



ABC's Squire Rushnell:

"Here we are today, barely 20 weeks after [the rule] went into full effect, trying to determine whether to keep it or scrap it. My lord, Dick Cavett had a better chance than that."



General Foods' Arch Knowlton:

"You clear the access period at a time when we can use it effectively and we in turn will support the time period with a significant portion of our dollars that normally go to networks in prime time."

panied by a drop-off in viewer interest. At the end of the line, he said, it is the viewer who has been shortchanged.

On neutral ground was John Bass, head of the FCC's Office of Network Study, who had come to the conference as an observer but stayed to comment and answer questions. "The results so far, to one who likes to evaluate programs on a quality and diversity basis, are perhaps not, to put it mildly, optimum," Mr. Bass observed. He contradicted Mr. Elleson, however, on the ratings loss in prime-time-access periods, saying they had rebounded this season after a slump the first time around, although he did confirm that network affiliates had lost ratings ground to independents.

Mr. Bass said the FCC regretted as much as did the industry its own seeming indecision on the prime-time rule, and suggested an up, down or sideways vote would come soon. "If it's ended, so be it," he said, "but if it stays, it stays for a while to come." Mr. Bass noted the three-to-five years asked for by Viacom's Willard Block as one possibility.

Squire Rushnell, programming chief for the ABC-owned television stations, was

another to raise a vigorous defense of the rule. Among its several benefits, he said, was the fact that reducing the hours of network competition had increased network competitiveness, and he credited PTAR with giving U.S. television a third network on par with the first two. Mr. Rushnell also noted that the full impact of the FCC's rule had only been in effect for 20 weeks, and noted that the FCC had begun asking life-or-death questions after only 25 days. "Dick Cavett had a better chance than that," he said.

Mr. Rushnell, in what turned out to be the last word of the discussion period, related the prime-time-access experience to the early days of the medium itself, and said no one should be surprised that the first access shows were derivative of earlier television. The first television was derivative of radio, he said. Rather, he invited delegates to consider how much progress had already been made in tuning up quality standards and in reaching for more ambitious program vehicles. "If this much has been accomplished under these conditions," he said, "consider what might be accomplished in a fair test." Don't "throw out the baby with the bath water," he advised the delegates.

Lovell Dyett, producer of an access series on Westinghouse's WBZ-TV Boston, flew down from that city specifically to appear before the prime-time panel and to urge the rule's retention. "For the first time, we have been granted access to the larger urban community," he said, adding that without a way into the larger-audience nighttime periods there would be no way for minority viewpoints to penetrate the majority. Mr. Dyett cautioned that the nation still lived in dangerous times, and said that a communication system that allowed the unheard to be heard could help prevent frustrations from boiling over into violent reaction. Moreover, the prime-time concept promotes an ethnic diversity which is at the heart of the American way, he said.

In a presentation that went beyond rhetoric to promise, Arch Knowlton, director of media services for General Foods, told the delegates his company would back its support for the prime-time-access principle with real dollars. But he attached a big "if." The present 7:30-8 p.m. half-hour is too early for GF's media strategy, which aims for 9 p.m. or later with consequent higher sets-in-use and station clearances, and

that's when Mr. Knowlton wants to buy. "To be completely candid," he said, "I've always had a lurking suspicion that there were other creative talents [in television] sort of locked out with the networks so strongly in control of what goes on the air."

General Foods has not allocated any of its "fixed funds" into access periods until now, but Mr. Knowlton—who had asked for time to appear before the NATPE conference—emphasized he was ready to. "You clear the access period at a time when we can use it effectively and we in turn will support the time period with a significant portion of our dollars that normally go to network in prime time."

The last of the day's added starters was Henry G. Saperstein, president of UPA Productions, who—like ABC's Mr. Rushnell—delivered an impassioned plea not to let the prime-time-access half-hours slip back into network hands. "The one thing this room should be unanimous about," he said, "is that in these times of limited industrial opportunity, particularly in industries that are government-regulated, we have an opportunity to do something, and if we louse it up by knocking it out now, we may never have the opportunity again."

Mr. Saperstein criticized many television executives for "scheduling, not programming," and cautioned them not simply to "thread projectors" in filling their prime-time-access periods.

Sheen's charge to television: 'Remember the people'

NATPE keynoter says medium must heed nation's program desires; panels talk of talk and women

Archbishop Fulton Sheen delivered the keynote address to the NATPE Wednesday morning, after being introduced by President Allen Sternberg, WCKT-TV Miami, as having proved that "the man, not the medium, is the message." The prelate, who himself won prime-time fame in the early days of the medium, took his lead from a question he had been asked the night before: If there were one thing he could tell the nation's program directors, what would it be. His answer: "Remember the people."

Archbishop Sheen pursued that point to three suggestions: that television effect a relationship with the people in terms of programming, censorship and their desire for leadership. "The people can elect a President but they cannot select their television programs," he said, offering the further suggestion that pilot programs be distributed among affiliated stations for local showing—and reaction—before final network scheduling. He also cautioned that there is a growing concern about decency in media, along with a growing feeling that it does not

The sins of TV. Archbishop Fulton J. Sheen, a man from television's past, was less than enthusiastic about some aspects of its present last week. Appearing before a news conference at the National Association of Television Program Executives meeting in New Orleans last week, he said he watched only sports and comedy on the tube, relied on the *New York Times* for news coverage, and said of television news:

"It is very selective [in its subject matter]. There is an infallibility [about its presentation]. There is an emphasis on bad news. There is not enough good news." He later remarked that television was guilty of being a "half-shut eye," and said that "when we look for the worst in people, we ordinarily find it."

Later, in an obvious effort to temper what appeared to be a hostile attitude toward the medium, the archbishop—recalling his early days as a television regular—said that TV had "done more for me than can ever be calculated. I reached more people than did St. Paul in all of his journeys."

good to write your local station. Instead, he said, the people are turning to a "consumer censorship" manifested in boycotts of products advertised on programs an audience may find offensive.

The archbishop urged television executives to have a mission, a purpose, in using their medium. He referred to an "authority of visibility" that has grown out of "a medium of the eye," and said the nation depended upon television for leadership in troubled and changing times. "You hold America in your hands," he said. "It's passed out of the hands of religion into your hands. There's no such thing, really, as just washing your hands and saying 'I'm just for entertainment,' holding up dripping hands as Pilate did, saying 'I'm innocent.'"

Congressman Lionel Van Deerlin (D-Calif.), appearing before a Thursday morning session, continued in the vein he had begun at a press conference two nights before (see page 28): critical of the Office of Telecommunications Policy, skeptical of the chances for license-renewal legislation in the face of opposition from minorities and public-interest groups, and convinced that the prime-time-access rule will not be repealed.

"It is almost certain to be modified, however," he said, listing some shortcomings he felt ought to be recognized: the emergence of barter programming, which he said had led to increased commercialization of both syndicated and network shows, the deteriorating quality of access programming and claims by some entertainment unions that it has led to decreased employment opportunities.

In a Thursday panel session dealing with the TV talk show, moderator Squire D. Rushnell, vice president for program services for the ABC-owned television stations, prefaced the discussion by reporting that 72 talk programs had been placed on television between

1967 and 1972, and only 15 remain today. Hugh Downs, former host on NBC-TV's *Today Show*, felt that many talk programs fail because the interviewers do not ask the right questions. The job of the host, he said, is to elicit from the guests replies to questions the audience itself would want to ask.

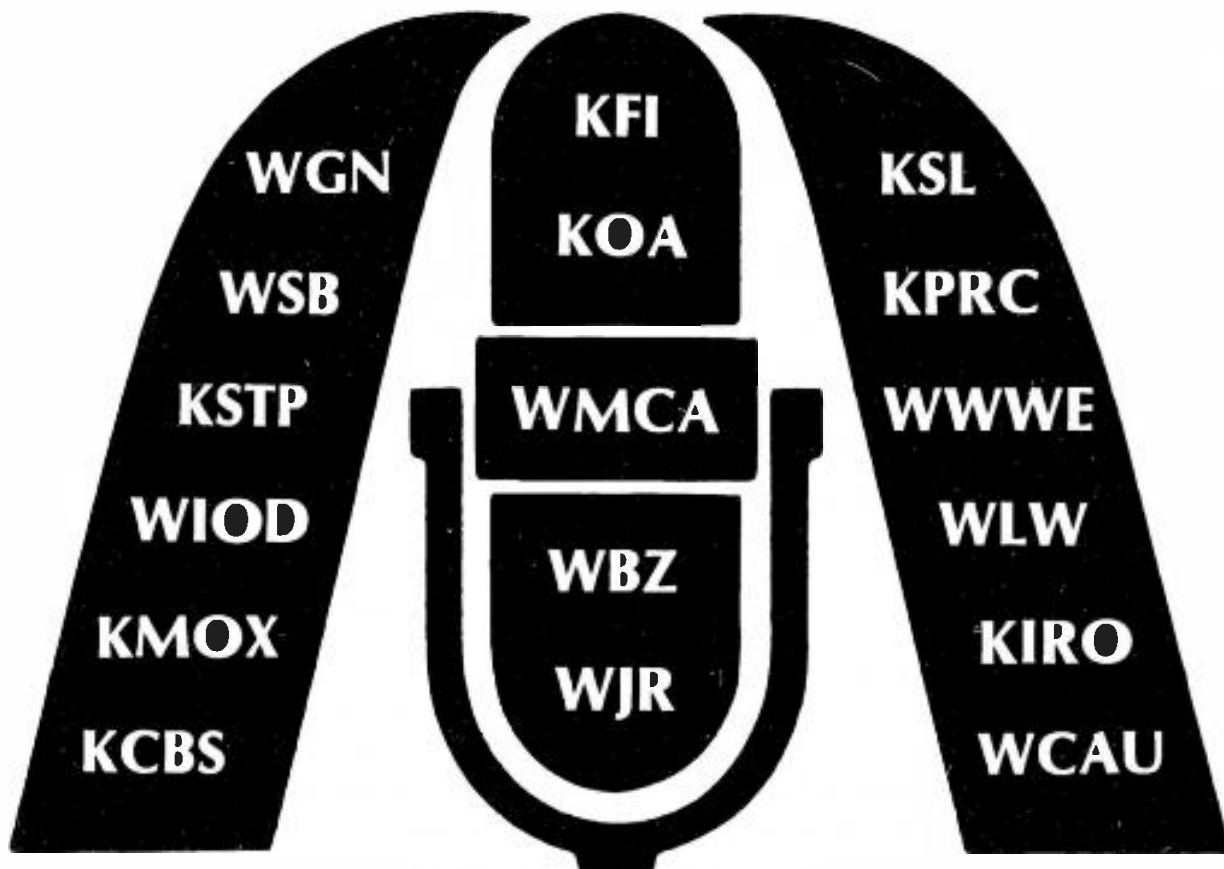
Jill Marti, producer of the *Betty Hughes Show* on WCAU-TV Philadelphia, stressed that a local talk show should focus on issues that effect the community and should be discussed by local residents who have "strong interest" in a particular topic. She listed some of the subjects a local station might explore: how to organize a clean block; how to have a wedding on \$300 dollars and how to celebrate Christmas for a family of five on \$50.

Producer Roger Ailes, formerly producer of the *Mike Douglas Show*, indicated that one of the reasons many talk programs fail is that they are committed for only 13 weeks at the outset. He urged prospective producers of this type of show to obtain management approval for a lengthier trial, giving an opportunity for the program to be refined and to build up an audience. Phil Donahue, host of Avco's *Phil Donahue Show*, contended that the broadcast industry had abdicated its responsibility in the daytime area by concentrating on soap operas and reruns. He claimed there is opportunity at many stations to develop a concerned-with-issues talk program that would appeal both to audiences and advertisers.

Women's liberation advocates would have called Wednesday's session on women in television extremely bland. Although the panelists all conceded that there is bias against women in employment and promotional opportunities, the suggestions were conciliatory.

Rose Blyth Kemp, president of the American Women in Radio and Television, discussed the educational programs AWRT has been conducting in various cities to train women for better jobs in the television industry. Marianne B. Campbell, a communications executive with the Holzer Medical Center, Gallipolis, Ohio, said there are opportunities in television if women are prepared. Lee Waller, program director, WTVJ-TV Miami, decried the paucity of women in such posts as engineers, news directors, on-the-air news announcers and program directors. She noted that some women have become producers, particularly for children's programs, but said they rarely are promoted to program executive posts. On the other hand, Adele Kenyon, sales director of the International Radio and Television Society, said throughout her career she has been helped by men.

Dr. Joyce Brothers, psychologist and star of the *Living Easy With Dr. Joyce Brothers* syndicated series, claimed that the occupational status of women over the years has changed relatively little and said women are paid about 80% of what men earn in comparable jobs. Dr. Brothers said that very few executives in the broadcasting field are women, and added: "I'm not talking about liberation, but about elevation."



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mutual radio networks

How the vise has tightened on broadcast journalism

Du Pont-Columbia jurors find newsmen in middle, pressured on all sides, but doing generally perceptive job; network-bias charges are rejected; report does cite some shortcomings

The Nixon administration's attacks on the networks have weakened broadcast journalism and imperiled it as never before, according to the fourth annual Alfred I. du Pont-Columbia University Survey of Broadcast Journalism. The survey, covering the 1971-72 season and titled "The Politics of Broadcasting," was released last week.

The 238-page volume deals extensively with broadcast coverage of the presidential race but finds it "a mild distraction from the broader struggle that was going on between politician and broadcaster, a struggle which was already having a dangerous effect on the nation's broadcast journalism and perhaps its politics.

"In this war between management-stockholder and politician-bureaucrat, the broadcast journalist was the 'non-combatant,' used and abused, first by one side and then the other, suspected, held hostage and in some instances eliminated. He was by turns weapon and target, depending upon which adversary you chose to believe and the strategic requirements of the moment. As usual in such battles, it was the public who paid, with cash and with the loss of essential services."

The survey is the result of a year of research supervised by the Columbia Graduate School of Journalism's special-projects division under the direction of Louis Cowan, a former president of CBS-TV, and a board of seven jurors headed by Elie Abel, dean of the journalism school and a former NBC newsmen. Marvin Barrett, director of the du Pont-Columbia survey and awards, is editor of the volume, which also is based on reports from 65 special correspondents, local chapters of the League of Women Voters and more than 300 news and public-affairs departments of stations and networks.

The survey does not paint a pretty picture of the situation broadcast journalism is in, or in many cases of its performance, though it does find many exceptional examples. As for the combatants, the report asserts:

"The broadcasters were engaged in a desperate struggle to keep their wealth, their power and their self-respect—possibly in that order. The politicians, in the interest of their incumbencies, and perhaps their sense of propriety, seemed

bent at one time or another of depriving them of all three. . . .

"Granted the primacy of electronic news among all the media, its practitioners still seemed to have the most precarious of platforms from which to launch their reports and commentaries. And the uncertainty of their footing did not come primarily from bad research or faulty information—although these played a part.

"It came from the very nature of U.S. broadcasting: a merchandising operation, managed by entrepreneurs, paid for by businessmen, licensed and regulated by politicians in 'the public interest, convenience and necessity.' Uncertain budgets and time allotments for news and public affairs, growing in some cases from managerial nerves, or sponsor disapproval or public indifference, could also be blamed on the acts and threats of the adversary in Washington who often seemed more intent upon emasculating than reforming the broadcaster's vast enterprise."

But the survey also finds "some signs of freedom and strength":

"Importuned to bring only glad tidings, U.S. broadcasters, more than ever before, attended to the depressing conditions of the poor, the sick, the handicapped and the old who made up the nation's real silent majority.

"Broadcasters, perhaps trying to steer clear of controversy, sometimes found deeper, more universal and ultimately more upsetting human failures than the political or economic to attend to. If as corrector, investigator and gadfly, electronic journalism had its least effective season in several years, as observer, seeing life steadily and whole, and adding a few question marks to some of America's smuggest and most strongly held assumptions, it had seldom been more perceptive."

The du Pont-Columbia jurors, in separate "observations" of their own, also come out on the side of the networks against charges their news reports are slanted: "In the main, the jurors believe, imbalance and unfairness on the major news broadcasts are rare. For integrity,

Later data cited. NBC researchers said last week the du Pont-Columbia survey of broadcast journalism (see this page) was right to report decline in audiences for the three networks' evening news broadcasts a year ago but that more recent figures show the losses have been recouped—and then some. The du Pont-Columbia survey, using Nielsen figures for February 1971-72, put the loss at about 900,000 homes, from 25.6-million homes to 24.7 million. NBC said Nielsen data for October-December showed a three-network drop of about 600,000 homes in the fourth quarter of 1971—from 23.02-million homes per average minute in 1970 to 22.42 million in 1971—but that October-December 1972 ratings put the total at 24.82 million, a gain of 2.4 million from 1971 and 1.8 million more than in 1970.

striving for fairness and general responsibility the jury must give high marks to those broadcasts and to the journalistic professions who staff them. Theirs is a difficult assignment carried out with decency and honor."

For the first time, the 1971-72 study found ratings and other evidence that network-TV news audiences had declined. "Explanations," the survey says, "ranged from loss of network credibility, and too much unpleasant news, to the prime-time access rule. Whatever the explanation, the fact remained that in a year when both the use of sets and number of sets in use increased substantially, news watching was down."

The number of "courageous" documentaries presented by the networks declined, the report says, and the network prime time allotted to regularly scheduled news and public affairs went from an hour a week in 1970-71 to zero hours in 1971-72.

Locally, however, the scene was "somewhat brighter." Of news and public-affairs directors reporting to the survey, 63% had larger budgets, 47.5% had larger staffs and 39.7% had more time at their disposal than in 1970-71, and "the rest were holding their own." Special du Pont correspondents reported neither more nor less time being devoted to news, but "substantially more local documentaries and public-affairs programs" in almost half of the cities.

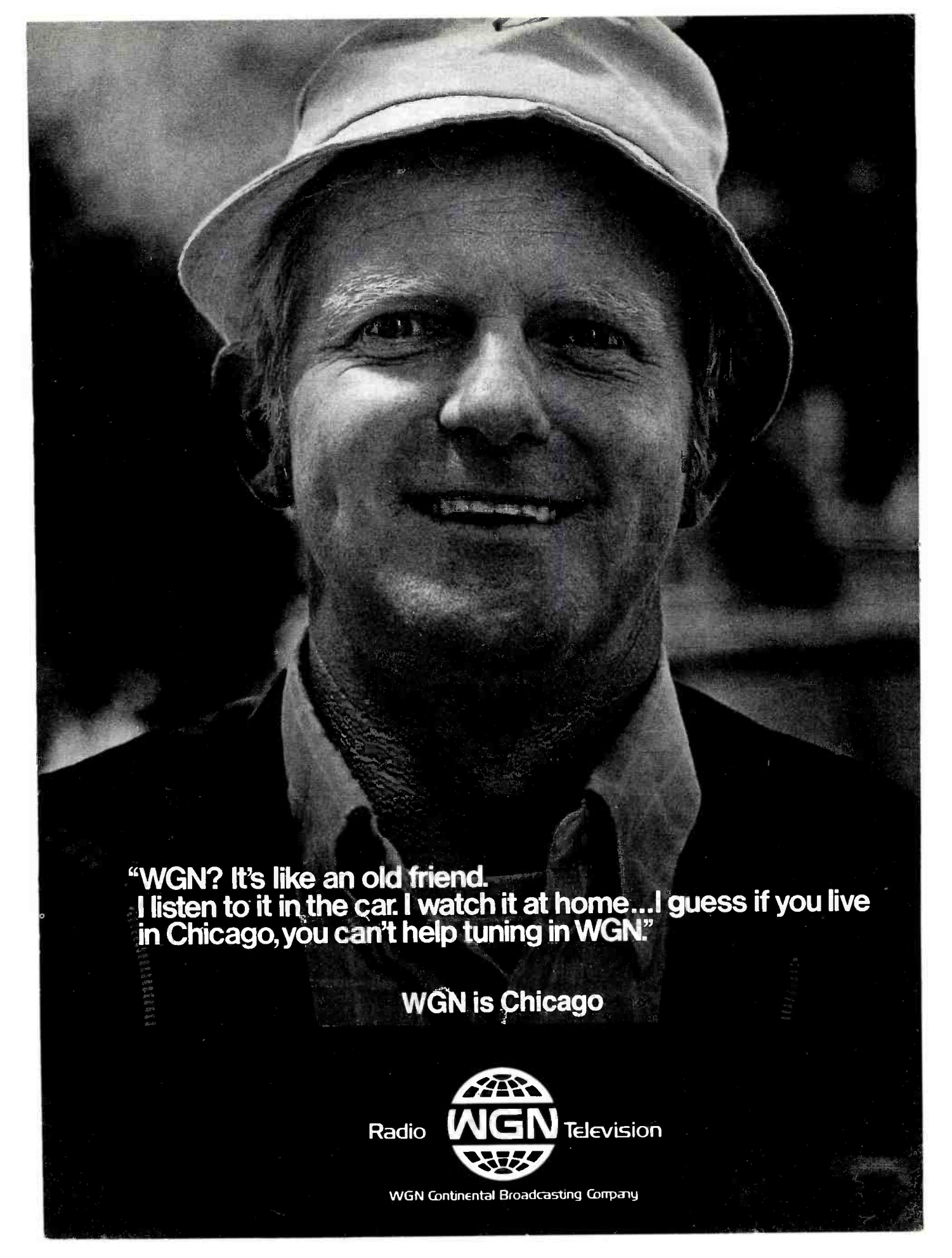
The report notes a resurgence in so-called "happy-news" formats, stemming from increased competition, and admonishes: "The choice before the nation's electronic newsmen sometimes seemed to be: Do what you know you should and, for the moment, lose listeners and cash; or ignore your own best instincts—make money—and risk, perhaps a long way off, a well-deserved oblivion."

The survey reviews the attacks on broadcast journalism by representatives of the Nixon administration, and newsmen's countercharges that the administration was deliberately trying to discredit the press. Moreover, it reports that "concern was just as deep on the local level [as on the network level], contradicting the administration's assumption that station owners and news directors had no interests beyond the parochial."

The study reports striking increases in local time devoted to political coverage and consumer programs, the latter "all the more striking because the possibility of inflicting pain on advertisers and getting hurt in return was immediate." And some advertisers did react: "On the local stations, instances of attempted interference by advertisers reported to the survey took a sharp upturn." For the most part, apparently, the attempts did not succeed.

At the network level, news executives said "their product had never been harder to sell." Richard S. Salant, president of CBS News, is quoted as saying he expected his department's returns to fall \$20-million short of expenditures in 1972.

The survey faults the networks on many points in their coverage of the political conventions, but also concludes

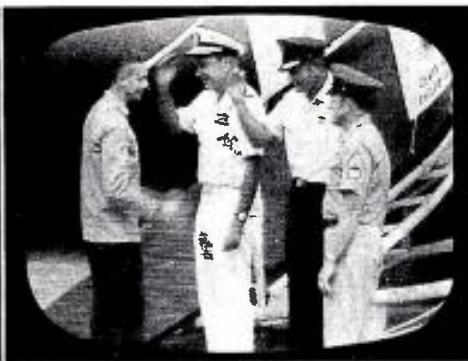


**"WGN? It's like an old friend.
I listen to it in the car. I watch it at home... I guess if you live
in Chicago, you can't help tuning in WGN."**

WGN is Chicago



WGN Continental Broadcasting Company



Welcome home. Last Monday morning (Feb. 12) when the first returning Vietnam war POW's landed at Clark Air Force base in the Philippines at 3:15 (above), all three commercial television net-

works covered the event live by satellite. The radio networks also went with live coverage and both radio and TV continued through the week with specials and on-the-spot coverage.

that gavel-to-gavel coverage is a major service: "However confused or perfunctory the job sometimes seemed, however confused or contrived the quasi-events that were covered, whether the politicians or the public wished it or not, television still managed to reveal and inform. In the final analysis, the network coverage had to be accounted a valuable service to the public; the way American politics now worked, it was indispensable."

The du Pont-Columbia jurors, in their "observations," say they are "troubled by the fact that although revenues at the networks are once more increasing, there is no commensurate increase in the time allotted to regular news and public-affairs programming, whether in network or local-station schedules." They acknowledge this is not solely management's fault—that the public and advertisers are also implicated—but also say: "Both the networks and the sponsors would make more plausible their protestations of unjust treatment by government agencies, dissident groups and critics in general if their investment in the worthwhile were more conspicuous on television—regardless of the ratings."

The jurors are especially critical of administration policy against public-affairs programming on public television. And they urge rapid development of cable-TV technology as offering, "over the long haul, the most promising" alternative outlet for news and public affairs programming.

They also "continue to deplore the overcommercialization of radio and TV"; "regret the continued second-class status given to important documentaries [in their scheduling]"; "are appalled" at the infrequency with which documentaries are repeated; "question the continued trend to fragmentize and trivialize the news through gags, jokes and other cosmetic and attention-getting devices" and "continue to find unsatisfactory the apparent rule-of-thumb that says that a given news item must not run more than a limited length of time."

But they "are encouraged," they say, "by the growing number of stations which are giving the public access to the air, particularly those members of the public interested in correcting errors in news and public-affairs programs which heretofore have too infrequently (sic)

gone uncorrected."

Jurors in addition to Dean Abel were Richard T. Baker, professor of journalism at Columbia; Edward W. Barrett, director of the Communications Institute, Academy for Educational Development; Dorothy I. Height, president of the National Council of Negro Women; John Houseman, director of the drama division at the Juilliard School, Lincoln Center; Sig Mickelson, a former president of CBS News, and Michael Novak, associate professor of philosophy and religious studies at the State University of New York at Stony Brook.

The survey also includes special reports on "Blurred Image in the Electronic Mirror," a campaign analysis that concludes that television failed to attain its potential in 1972 because "the candidates would not use its facilities to educate the voters" and broadcasters were unable to take the initiative on that issue, by Mr. Mickelson; "Notes on the Drama of Politics and the Drama of Journalism," by Mr. Novak; "Radio News—Promise and Performance," by Steve Knoll; "Sports and Television: The Perfect Marriage," by Dick Schaap, and "TV Drama in the USA—The Great Draught of 1971-72," by Mr. Houseman.

The survey, to be published March 5 by Thomas Y. Crowell Co., New York, is issued in conjunction with the Alfred I. du Pont-Columbia University awards in broadcast journalism, announced earlier this year (BROADCASTING, Jan. 22).

NBC will fight AMA over health-care documentary

Network denies 'equal time'; next step for doctors: FCC

The American Medical Association's bid for "equal time" to reply to NBC News's *What Price Health?* documentary (BROADCASTING, Feb. 12) appeared last week to be headed for the FCC after NBC rejected AMA's request on grounds that its charges were "completely without basis."

An AMA spokesman said Wednesday (Feb. 14) that NBC's letter of rejection

had not yet been received but that AMA officials were aware of it and he was sure they would appeal to the FCC "at the minimum." A copy of AMA's original request for reply time had already been sent to the commission, the spokesman said.

The request was contained in a 15-page single-spaced letter from Dr. Ernest B. Howard, AMA executive vice president, charging that the one-hour documentary last Dec. 19 "emerged as a virtually unrelieved plug for this familiar non-sequitur: The condition of Americans' health is so poor, the costs so inexcusably out of control, the instances of injustice so widespread and the delivery system so inefficient that rescue must come through a radical, federal, top-to-bottom overhaul—and that only."

Dr. Howard repeatedly cited instances of alleged inaccuracies, truth-twisting, "blatant exploitation," reliance on "horror stories" and "deliberate and possibly malicious" omission in a program he said was "nothing more or less than a pitch for the Kennedy-Griffiths health insurance proposal."

In his letter, addressed to NBC President Julian Goodman, Dr. Howard also said: "You in television news are worried now about what may or may not happen to your freedoms. But perhaps your problem lies not in the White House but in your own news room. If *What Price Health?* represents the standard of your journalistic quality and integrity, I would say you have good reason for concern."

Dr. Howard also said that "as one of the three major sources of nationally televised news, you represent a rare concentration of journalistic power, something in marked contrast to the diversity of the print media," and therefore have a commensurately greater obligation "to be accurate, to be honest intellectually and to offer the public the means to reach some rational conclusions of its own, rather than to give people the dubious benefit of the slick, pre-packaged 'thinking' of your news staff."

In reply, Richard C. Wald, president of NBC News, told Dr. Howard that NBC had reviewed the program and that "each of the specific statements you question was documented with material based on government studies and re-

ports, AMA data or other equally reputable sources"; that in some cases Dr. Howard was complaining not of inaccuracy but about NBC's choice of statistics and that at other times Dr. Howard seemed to be quarreling about the significance of a particular statistic.

"In any event," Mr. Wald wrote, "we believe the selection of the statistics was entirely reasonable and we are satisfied that the statistics were drawn from reliable sources."

As for general charges of bias, Mr. Wald said the case histories used were "fairly typical, certainly not the worst we could have chosen," and that a number of doctors had since written to tell NBC "that they and doubtless everyone else could relate similar instances." He denied Dr. Howard's claim that "the preponderance" of the program's consultants and spokesmen were members of the "Committee of 100" supporting the Kennedy-Griffiths bill; rather, Mr. Wald said, it was the other way around.

He also denied that the program advocated a federal overhaul of the health care system, saying anchorman Edwin Newman made it clear both that one option was the status quo and that NBC was not taking a position on the merits of proposed solutions.

"It may be that the program's objective"—which Dr. Howard had called "noble"—"could have been accomplished differently, in a manner that you would have found more acceptable," Mr. Wald concluded. "We are genuinely sorry that you found the program we did present displeasing. It was, however, an honest forthright statement well within the bounds of responsible journalism and the proper exercise of journalistic judgment."

He said, "We fully recognize and voluntarily assume our responsibility to present diverse views on important public issues" and "believe that NBC coverage of the general subject [of health care] in news, public affairs and general information programs has dealt fairly with it."

NBC expects to continue to treat the subject from time to time, he said, and "will welcome the participation of AMA officials and members in such programming," but "we do not feel your request for 'equal time' for a reply is justified and we are declining that request."

Policy briefings in March

The Department of State's annual national foreign policy conference for editors and broadcasters is tentatively scheduled late next month in Washington.

The one-day conferences, held since 1961, are designed to give broadcasters and editors an opportunity to obtain information on foreign-policy issues directly from key government officials.

Any domestic radio or TV network or station, newspaper, magazine or other medium engaged in informing the public about foreign affairs may request an invitation by writing: Director, Office of Media Services, Department of State, Washington, D.C. 20520.

Churchmen call for united front against attacks on First Amendment

Unit of National Council of Churches says Congress should pass shield law, reassert the authority of the FCC

Congress, church groups throughout the U.S. and other national organizations were urged last week to join in defending freedom of the press against unprecedented attacks by the Nixon administration.

The call came from the board of managers of the Broadcasting and Film Commission of the National Council of Churches, which, with a membership of 33 denominations, is said to be the largest Protestant and orthodox body in the country. BFC officials said they were also seeking the support of Catholic and Jewish groups and, among others, the National Education Association, the National Association of Parents and Teachers and the American Civil Liberties Union.

The Rev. Dr. William F. Fore, executive director of the BFC, said "the present administration is the very first in history to try to change the very structures of the way the press operates—through intimidation, warnings, budget cuts and legal action."

Dr. Fore spoke at a news conference after the BFC board, at its annual meeting in New York, had called upon Congress to pass a newsmen's shield law and reassert the authority of the FCC. The BFC board also said that other organizations should make citizens aware that public access to information has been threatened by governmental attacks on broadcasting and other news media.

The action followed adoption of a resolution last December by the National Council of Churches' general board expressing concern about government encroachment on the rights of public access to information and on the freedoms of speech and press, including broadcasting.

Dr. Fore said: "The First Amendment is under more serious and insidious attack today than any time since the McCarthy era. We are particularly concerned about the recent jailings of reporters for refusal to reveal their sources, government pressure on broadcasters such as the Dec. 18, 1972, speech by Clay T. Whitehead [director of the White House Office of Telecommunications Policy, who in that speech proposed longer licenses and greater renewal protection for stations but said they must be more responsible for what they broadcast, including allegedly biased network news] and last year's veto by President Nixon of the public broadcasting bill."

Dr. Fore also cited as other elements of what he called "an ominous picture"

Vice President Agnew's "attack of two years ago, the Pentagon Papers incident which is still unresolved, the Watergate incident and the lack of real clarity about what happened, the growing inaccessibility of the President to the members of the press, the attempts by Mr. Whitehead to pit local educational-public stations against the Corporation for Public Broadcasting . . . and even the recent challenges to Florida broadcast stations (owned by the same ownership as the *Washington Post*, a frequent target of White House aides)."

The First Amendment covers the freedoms of assembly and of religion as well as press, Dr. Fore noted. "Thus," he said, "when the freedom of the press is under fire, we become equally concerned about the freedom of religion and its exercise in American life."

BFC officials said they were urging that Congress reassert FCC's authority because they felt Mr. Whitehead plans to reduce that authority.

Dr. Fore said "religion is a controversial issue of public importance," dealing with such questions as abortion, general amnesty for those who refuse to serve in the Vietnam War, sex and violence in American life. "If we take Mr. Whitehead literally," he said, "then there is no place for such controversial matters to be stated with advocacy—'ideological plugola'—in broadcasting."

Nelson Price, BFC chairman, who appeared with Dr. Fore at the news conference, accused Dr. Whitehead of "politicizing broadcast news and public affairs," and "the Nixon Supreme Court" of "handcuffing reporters" by "jeopardizing the confidentiality of news sources." He said the "crisis" puts a new responsibility for "moral leadership" on newsmen, broadcasters, publishers, business leaders, advertisers and the public.

"Will newsmen be intimidated or will they protect their sources?" Mr. Price asked. "Will broadcast managers and owners be induced to accept five-year licenses in exchange for pressure on network news? Will advertisers support controversial issues—the reporting of issues which don't always please the government, or business, or the church, or perhaps the public? Will the reading and viewing public encourage the presentation of the facts and open discussion of

Lost round. A First Amendment case that may have national importance is in litigation in Boise, Idaho. KTVB(TV) Boise filmed and broadcast the arrest of a local citizen a year ago, showing police breaking into his home and dragging him out. Part of the report showed him nude, although police almost immediately threw a blanket around him. The citizen sued for invasion of privacy and earlier this month won a \$15,000 jury verdict. The station, arguing the First Amendment, contended it had the right to show the film as a legitimate news report. The station and its attorneys are considering an appeal to the state supreme court.

controversial subjects without penalizing the advertiser?"

The BFC said it had written to more than 1,200 executives of local, state and regional councils of churches, urging them to "develop as broad a community base of support as possible" and then get in touch with their local station managements and assure them of the community's interest in "strong, vigorous news from as many sources as possible." The councils were also asked to confirm their views in writing to the stations, with copies to FCC Chairman Dean Burch and to the appropriate network presidents.

The councils were sent copies of Mr. Whitehead's December speech, along with several analyses, and were told in a memo by Dr. Fore: "The tactic being used [by Mr. Whitehead] is to drive a wedge between the local-station management and the network news divisions. Most local stations are eager to have what the Whitehead bill promises. And many may be willing to acquiesce to pressure to reduce the vitality of network news. This tactic must be dealt with locally."

During its annual meeting the BFC board heard Fred W. Friendly, a former president of CBS News, now Edward R. Murrow professor of broadcast journalism at Columbia University, characterized the issue as "the most important story in the country now that the war in Vietnam is, we hope, over."

"Most [people] think it's an intramural fight between broadcasters, the White House and stations," he said in a luncheon speech. "Broadcasters unfortunately have no appetite to share this discussion. . . . What an irony it would be if Americans, who govern themselves by getting an image of reality on which they can act and vote, were to be denied that image because the media doesn't want to talk about it."

Journalism Briefs

Almost here. March 1 has been set as deadline for submission of entries in Radio and Television News Awards competition sponsored by Radio Television News Directors Association. Awards will be made in following categories: Edward R. Murrow awards for documentation of significant community problem or issue; reporting of on-the-spot news story; investigative reporting, and editorial awards.

Entries must have been broadcast during 1972 calendar year and may be submitted by nonmembers. Contact: *Dick Wright, award chairman, WTAG(AM) Worcester, Mass.*

Deadline deadline. March 31 is final date for entries in New York Deadline Club's annual United Nations Award competition. Competition is open to newsmen from all countries and is for distinguished UN coverage. Winner will be announced May 23. Contact: *Deadline Club Awards, c/o Leigh Smith, 39th floor, One Gulf & Western Plaza, New York 10023.*

Media

Van Deerlin casts skeptical eye on renewal relief

He says longer it waits for vote, less chance it has; he's also critical of OTP bill and OTP

Congressman Lionel Van Deerlin (D-Calif.) said last week—half seriously—that license-renewal legislation being promoted in Congress by the National Association of Broadcasters may have more co-sponsors than it needs votes (218) to assure passage in the House. Moreover, he told a news conference at the National Association of Television Program Executives meeting in New Orleans, if put to a vote today, renewal relief would carry—presumably, with no help from Mr. Van Deerlin.

Whether that situation will obtain after hearings and in the face of counter-lobbying by minority and public-interest groups is another matter, Mr. Van Deerlin said. Although asserting that he is trying to keep an open mind on the subject, the California congressman's lack of enthusiasm was evident. He said that only a few licenses have been lifted while thousands have been renewed, making it clear that he felt no urgency to protect licensees. He also recalled the experience of Senator John O. Pastore (D-R.I.), who was labeled a racist after he proposed license-protection legislation in 1969. That lesson will not be lost on any legislator with minorities among his constituents, Mr. Van Deerlin said.

Mr. Van Deerlin was particularly critical of the renewal legislation proposed by Clay Whitehead, director of the Office of Telecommunications Policy. He ridiculed its provisions for a "reasonably good-faith effort" in matching performance to promise, saying such a test set lower standards than were required for a license in the first place. Mr. Van Deerlin also said that Mr. Whitehead's Indianapolis speech tying license-renewal relief to affiliate policing of network programming had virtually assured a hostile reception from the congressional majority.

Continuing his criticism of the OTP, Mr. Van Deerlin:

- Said that Mr. Whitehead's intent was to regulate, although his job was only to advise.

- Predicted the OTP director would get a "warm reception" the next time he appears before the House Communications Subcommittee.

- Reflected on the OTP's lack of professional broadcast background, pointing out that only two of a 58-member staff had commercial radio-TV backgrounds.

- Conceded Mr. Whitehead does speak for the President, noting that "the whole effort [to shake the media] has to be orchestrated." According to Mr. Van Deerlin, the primary orchestrator is a presidential aide, Patrick Buchanan.

Back on the subject of license renewals

and speaking of one license that was challenged successfully—that of WLBT-TV Jackson, Miss.—Mr. Van Deerlin praised the early efforts of the Office of Communication of the United Church of Christ. That organization's more recent activities have not won the congressman's favor. He referred to some of the recent license challenges as "almost whimsical," and said that the Office of Communications had lent its support to questionable causes.

Addressing two programming issues, Mr. Van Deerlin said:

- The prime-time-access rule has had too short a test for long-range judgment to be made of its effectiveness. And in any event, he predicted, the FCC will not now opt to abandon it.

- Pay TV on cable is a "defensible use of the medium"—an opinion held not only by Mr. Van Deerlin, but also, he said, by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). Mr. Macdonald was on the West Coast last week inspecting a pay-cable system in San Diego.

Richard Krolik, Mr. Macdonald's special assistant for communications matters who accompanied the congressman to San Diego, said last week that Mr. Macdonald was particularly impressed by one aspect of the pay-cable installation, owned by Optical Systems Inc. and used in conjunction with a CATV system owned by Cox Cable Communications. The fact that the system could be operated only through the use of a special card, said Mr. Krolik, satisfied Mr. Macdonald's concern that adult movies on pay-cable could be made available to children. (Other installations lease channels to subscribers, who are charged a flat monthly fee and who may view the channel at any time.)

CBS orders women to be given even break

It elects Mrs. Tree to top board, creates special group counselors; Taylor passes directive to staff

CBS last week named a woman to its board of directors, appointed another as "woman counselor" to its broadcast division and circulated a policy statement asserting the intention to accord equal opportunities to women and men.

The new director is Marietta Tree (see page 57). The new counselor is Kay Wight Bovers, promoted from manager of CBS Broadcast Group audience services (see below). The policy statement came from Arthur Taylor, president, and was sent to all employees.

Mr. Taylor said CBS was trying to accelerate the hiring and promotion of women. He cited training programs, management courses and revisions of CBS's "career inventory system" that is intended to detect executive potential among employees.

The position of woman counselor, to which Ms. Bovers was appointed in the Broadcast Group, will also be created in other groups within the company. It is

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intended, said Mr. Taylor, "to provide a working and responsive apparatus to deal with the gripes, the hopes and the aspirations of woman employees." Ms. Bovers and Harvey Struthers, vice president and management development executive with the Broadcast Group, will work with Boyle Kirman Associates, New York consultants, in a program designed to promote the employment of women "in meaningful and responsible positions."

WTMJ stations, cable put in new subsidiary

The Journal Co., Milwaukee, licensee of WTMJ-AM-FM-TV Milwaukee and publisher of the morning *Milwaukee Sentinel* and evening *Milwaukee Journal*, is restructuring its corporate operation. The broadcast and newspaper properties, now operating as divisions, will be spun off into separate incorporated subsidiaries of the corporate parent, which will remain The Journal Co.

Under the new organization, WTMJ Inc. will operate WTMJ-AM-FM-TV and Teltron, a cable-TV business with systems in Stevens Point, Stettin and Wausau, all Wisconsin. Newspapers Inc. will operate the *Milwaukee Sentinel* and *Milwaukee Journal*. Each subsidiary will have its own officers and boards of directors.

The proposed changes are to be sub-

mitted to the board of directors of The Journal Co. March 6. The changes, as they affect the broadcast properties, also are subject to approval by the FCC.

Getting under way on KRLA Los Angeles

FCC slates oral argument for remaining seven applicants for 1110 frequency that has been up for grabs since 1964

The FCC will hold two days of oral argument March 19 and 20 on the nine-year-old comparative hearing involving 1110 khz Los Angeles, on which KRLA (AM) is now operated on an interim basis by nonprofit Oak Knoll Broadcasting Corp.

The order setting the oral argument confirms reports that the field of competitors, which originally numbered 20, is now down to seven ("Closed Circuit," Feb. 12). The commission excluded the two remaining applicants proposing less than the maximum 50-kw power—Charles W. Jobbins and Topanga Malibu Broadcasting Co.—from the list of those who will participate.

The commission's review board on May 26, 1971, had denied all of the remaining applications except Orange Radio Inc.'s, of Fullerton, Calif. However, it remanded Orange's application to the administrative law judge for a further hearing on character-qualification issues

involving Robert A. Maheu, an Orange principal who is a former public-relations consultant for billionaire industrialist Howard Hughes.

The commission, which ordered the oral argument in response to appeals from six of the applicants (appeals of Mr. Jobbins and Malibu were denied), directed the parties to discuss two questions in their presentations:

■ Whether the review board's "theory of the case"—that it was not necessary to make findings and conclusions on each of the issues specified in the designation order—is valid for a disposition of the case.

■ And whether the review board committed a prejudicial error in taking official notice, in the manner it did, of material regarding the technical operation of Oak Knoll and its predecessor, Eleven Ten Broadcasting Inc., and whether the record is sufficient without the use of that material.

The parties, which will be given 45 minutes each to present their arguments (and some of their principals), are Goodson-Todman Broadcasting Inc. (Mark Goodson and Bill Todman), Pacific Fine Music Inc. (A. Arthur and Jean E. Crawford), Crown City Broadcasting Co. (Donald McBain and Marshall S. Neal), and Voice in Pasadena (Robert E. Lovett)—whose representatives will appear on March 19—and Western Broadcasting Corp. (Bob Hope), Pasadena Broadcasting Co. (Mitchell B. Howe and Peter Davis), and Orange Radio (Mr. Maheu and Frank W. Gay), whose representatives will appear on the following day. The Broadcast Bureau will also appear on the 20th.

The frequency has been without a regular occupant since Eleven Ten left it in 1964. The commission two years earlier had denied it a renewal of license on charges it broadcast fraudulent contests. Oak Knoll, under the terms of its interim grant, has been turning over its profits to noncommercial KCET(TV) Los Angeles and other nonprofit institutions.

Changing Hands

Announced

■ **WLBE-AM-FM** Leesburg-Eustis, Fla.: Sold by Edwin Mead and others to Miami Mission Association for \$506,000. Donald G. Manuel is president of the buying organization, a nonprofit group with no other broadcast interests. WLBE (AM) operates full time on 790 khz with 5 kw day and 1 kw night. WLBE-FM is on 106.7 mhz with 50 kw and an antenna 210 feet above average terrain. Broker: R. C. Crisler & Co.

■ **WARO(AM)** Cannonsburg, Pa.: Sold by Universal Broadcasting Co., Lawrence Brandon, president, to the Rev. John Mortenson and others for an estimated \$250,000. Mr. Mortenson and the members of his family own, through Christian Broadcasting Co., WTOF(FM) Canton, Ohio; WHKK(FM) Erlanger, Ky. (Cincinnati), and WEMM(FM) Huntington, W. Va. WARO operates daytime on



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540 khz with 250 w. Broker: R. C. Crisler & Co.

■ **WWRH(FM)** Columbus, Ga.: Sold by B. Ken Woodfin and Milton Hirsch to Louis O. Hertz for \$165,000. Mr. Hertz is the owner of **WOKS(AM)** Columbus and **WENN-AM-FM** Birmingham, Ala. **WWRH** operates on 104.9 mhz with 3 kw and an antenna 49 feet above average terrain.

■ **KSPL-AM-FM** Diboll, Tex.: Sold by Piney Woods Broadcasters to William L. Walling for \$150,000. Mr. Walling has a one-half interest in Walling Music Co., firm involved in the distribution of vending machines. **KSPL(AM)** is a daytimer on 1260 khz with 1 kw. **KSPL-FM** operates on 95.5 mhz with 6 kw and an antenna 455 feet above average terrain.

Approved

■ **WGAC(AM)** Augusta, Ga.: Sold by Twin States Broadcasting Co. to George G. Beasley, D. E. Gwaltney and others for \$375,000. Mr. Beasley is general manager of and has a majority interest in **WFMC-AM-FM** Goldsboro, N.C. He also has interests in **WMOO(AM)** Mobile, Ala.; **WFAI(AM)** Fayetteville, and **WHNC-AM-FM** Henderson, both North Carolina, and **WASC(AM)** Spartanburg, S.C. He also is a principal in the applicant for a new FM in Mobile. Mr. Gwaltney has a minority interest in **WMOO**. **WGAC** operates on 580 khz with 8 kw day and 1 kw directional at night.

■ **WFNL(AM)** North Augusta, S.C.: Sold by George G. Beasley and others (see above) to Richard and Farley Warner for \$151,159. Richard Warner is president and majority stockholder of a record distributor, music-publishing firm and talent agency, all in Augusta, Ga. Farley Warner is an attorney and real-estate and properties entrepreneur. **WFNL** operates daytime on 1600 khz with 500 w.

■ **KDEO(AM)** El Cajon, Calif.: 44% sold by Mortimer Hall to Donald Balsamo, Morton Sidley and Leonard Cohen for \$156,000. Buyers are station employees who previously owned 25% of licensee as a group. **KDEO** is on 910 khz with 1 kw.

Kennedy takes Stern cue

Senator Edward M. Kennedy (D-Mass.) has asked FCC Chairman Dean Burch to supply his Subcommittee on Administrative Practices and Procedures with a complete list of rulemaking proceedings, license-renewal challenges and general complaints pending before the commission, in response to charges by the Stern Community Law Firm that the agency has permitted "inordinate" delays in several proceedings (**BROADCASTING**, Feb. 12).

Senator Kennedy, who is chairman of the subcommittee charged with reviewing the FCC's procedures, also asked for Mr. Burch's personal evaluation of the requested information, "including whether delays involved appear reasonable under the circumstances and whether additional resources might be necessary to eliminate delays which are not justifiable on other grounds."

Dakota sale prompts media-control charge

KTHI-TV cites buyer's broadcast-newspaper holdings

The proposed acquisition of two South Dakota television stations by a Fargo, N.D., communications firm was opposed last week by a broadcast competitor, claiming that FCC approval of the purchase by the Forum Co. would create an even greater concentration of media control than now exists.

Spokane Television Corp., licensee of **KTHI-TV** (ch. 11) Fargo, asked the FCC either to designate the sale for hearing or to deny it outright.

Forum proposes to purchase **KSOO-TV** (ch. 13) Sioux Falls and **KCOO-TV** (ch. 9) Aberdeen, both South Dakota, from **KSOO-TV Inc.** for \$2,225,000 (**BROADCASTING**, Dec. 11, 1972). Forum is already licensee of **WDAY-AM-FM-TV** Fargo and **WDAZ(TV)** Devils Lake, both North Dakota, and it publishes the *Fargo Forum*, a dominant daily newspaper in the area.

Spokane Television emphasized that it is not opposed to newspaper ownership of broadcast properties. But, it said, in this case the situation that could result from the sale would be so adverse to Forum's competitors that the transaction should be denied. It noted that **WDAZ**, a satellite of **WDAY-TV**, has a service area that substantially overlaps that of the Fargo sta-

tion. Since time on the two stations is sold only on a package basis, it said, Forum has become the beneficiary of "a unique situation perhaps unparalleled anywhere else in the country" in that it has the capacity to blanket a single geographic area with two separate television signals.

KTHI-TV, an ABC-TV affiliate, has failed to show a profit in four years under its present ownership.

How Chicago radio split the \$49-million pot

Gross advertising revenues of Chicago radio stations were up by about 8% in 1972, with **WGN(AM)** again taking first place, according to estimates published in the *Chicago Tribune* last Wednesday (Feb. 14).

The increase, according to *Tribune* columnist George Lazarus, "would push total revenues for the 30-plus Chicago radio stations, both AM and FM, to nearly \$49 million for the year."

Following are the *Tribune* estimates of 1972 revenues (1971 revenues in parentheses): **WGN**, \$11 million (\$10.25 million); **WLS(AM)**, \$6 million (\$5 million); **WBBM(AM)**, \$4.75 to \$5 million (\$4.25 million); **WIND(AM)**, \$3 million to \$3.5 million (\$2.8 million); **WVON(AM)**, \$3.3 million (\$2.8 million); **WMAQ(AM)**, \$2.75 million (\$1.9 million); **WCFL(AM)**, \$2 million to \$2.5 million (\$2.75 million); **WAIT(AM)**, \$2.2

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FM—in single station market of 10,000 population. Station is underdeveloped. Price: \$150,000 on terms.

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million (\$2.4 million); WJJD(AM), \$2.1 million (\$1.75 million); WBBM-FM, \$1.1 million (\$800,000); WGRT(AM), \$1.1 million (\$1.2 million); WFMT(FM), \$1.05 million (\$900,000), and WNUS(AM), \$1 million (\$1 million).

WVON was the only station supplying its revenue figures for the *Tribune* survey. Others came from industry sources.

EEOC also upholds blacks' complaints against NBC's Washington stations

Earlier in month, WRC-AM-FM-TV were charged with discriminating against women; now they are accused by commission of racial bias in employment practices

For the second time in two weeks, the U.S. Equal Employment Commission has found "reasonable cause" to believe that NBC's WRC-AM-FM-TV Washington have violated the Civil Rights Act.

The EEOC, acting on complaints filed by five present or former WRC employees, said the stations discriminated against blacks in hiring, job placement, wages, training and promotions, and by harassing blacks either because of their race or because of their participation in groups that opposed discrimination.

The earlier discrimination complaint was lodged by women employees at the station. The commission upheld their charges that the stations discriminated against women in hiring and promotion practices. The commission also supported a racial-discrimination charge the women had brought (BROADCASTING, Feb. 5).

Local NBC officials responded to the commission's findings last week as they did to the earlier ones—denying that the stations practice discrimination and asserting, on the contrary, that they are among the leaders in the broadcasting industry in implementing an affirmative-action employment program.

The EEOC based its finding of discrimination in hiring on statistical data; it noted that although the District of Columbia is 70% black and the metropolitan area 25%, black employees account for only 17% of the stations' employees.

It also said that the stations' policy of requiring prior related job experience of job applicants has "a disproportionate impact upon blacks" and violates the law, "in the absence of a business justification" for such a policy.

The stations' policy of relying on job referrals by employees as a recruitment method was also said to be a violation. "Given the virtually all-Anglo character of [the stations'] work force," the commission said, "the foreseeable result is that fewer black than white applicants will be referred for employment."

The commission also cited statistical data in support of its conclusion that the stations discriminated in job placement and wages (100% of the laborers are black, 5% of the managerial and executive forces). But it cited as well the finding that entering black employees with qualifications similar to those of whites

are assigned lower-paying job qualifications.

The commission, in finding the stations guilty of harassment, cited the case of one of the complainants whose attitude and job performance "deteriorated" as a result of the stations' "deliberate acts designed to discourage and stifle charging party because charging party was not wanted in an all-white job category [film editing]." The complainant was fired, reinstated by the union, then fired again, according to EEOC.

The commission also said that during the time blacks at the stations were participants in groups "which opposed discriminatory practices against blacks, and advocated finding solutions to these problems," the stations maintained "detailed records" on them. The commission added that the record included a daily account of all moves the parties made, "ranging from exact time of arrival and departure to all telephone calls, all conferences, all errors in job performances and outside activities. . . ."

EEOC also said the stations ultimately discharged or disciplined the complainants, and concluded that since whites in similar situations were not treated the same way, the stations' conduct "was intimidating and retaliatory."

Several other complaints were rejected by the commission—that the stations denied blacks the same employment opportunities given whites in vacation-relief positions, discriminated against blacks in promotions and training, and denied two of the complainants promotions.

NBC, in its reaction, said EEOC reached its conclusions "by citing highly selective facts and erroneous information," while ignoring the stations' "outstanding" record in employment.

Ned Ryan, publicity and press manager for NBC's Washington stations, said that WRC-TV employs more blacks than any other television station in the country and that the percentage of minority employees in the top four categories cited by EEOC—professional and administrative, technicians and sales personnel—exceeds that at 82% of comparable stations.

He also said that minority employees constitute 34.5% of all professional and administrative employees at WRC-TV and that minority employees received 53.5% of all promotions at NBC Washington last year, when minorities accounted for 37.7% of all new hirings.

Mr. Ryan also said it is inappropriate to refer to the EEOC statement as a "decision," since no hearings were held and no witnesses testified. "The report has no legal effect," he noted.

However, the EEOC machinery provides for an effort at conciliating the differences between the stations and the complainants. If that effort—which will be undertaken by a representative of the EEOC office—fails, the parties or EEOC could sue to bring the stations into compliance with the law.

The EEOC complaints by the women and blacks do not exhaust those filed against NBC's Washington stations. One, still pending, was filed last year—by a group of white men, who allege that the stations discriminate in favor of women and blacks.

FCC judge says WIFE should lose license

Tactics in 1964 Senate campaign are one reason; competing applicant in Indianapolis favored for grant; other Burden stations in clear

An FCC administrative law judge worked his way through 20 issues raising serious questions about the manner in which Don Burden has run his radio stations in Indianapolis, Omaha and Vancouver, Wash., and decided that most of the charges involved were either unfounded or, if substantiated, of minor significance.

But Judge Chester F. Naumowicz Jr. found substantial evidence of wrongdoing under two of the issues, both involving WIFE(AM) Indianapolis's coverage of the 1964 Indiana Senate campaign. And this was enough "to tip the balance"—to persuade him to recommend denial of Mr. Burden's renewal application for the station and a grant of the competing application of Indianapolis Broadcasting Inc., which is composed of area businessmen.

Judge Naumowicz found that WIFE had in effect attempted to give Senator Vance Hartke, then running for re-election, free time by broadcasting substantial numbers of free political spots in his behalf under the terms of "a sham contract," and that the station's news staff, acting under orders, slanted their reports to favor the Hartke candidacy.

This performance, Judge Naumowicz said, "was wholly unacceptable" and constitutes actions that are "serious in the extreme."

However, he held that the evidence does not support the conclusion that Mr. Burden was aware of the wrongdoing. Judge Naumowicz placed the blame in both instances on the station's general manager, Ronald M. Mercer, but the judge concluded that Mr. Burden's aide, Steve Brown, knew of the news slanting.

(Judge Naumowicz noted in his findings that in December 1969, Senator Hartke's office requested that a bill for the spots be submitted. At that time, the judge said, the station's logs for September 1964 were not available, so a bill covering only the spots broadcast in October and November was sent. The bill, for \$3,265, was paid in May 1970.)

Judge Naumowicz held that although Mr. Burden failed in his duty to supervise the day-to-day operations of his station, that reflects a flaw in his managerial ability rather than in his character. And Mr. Brown's failure to take "prompt effective action" to halt the news slanting, Judge Naumowicz added, "reflects discredit" on the licensee but "does not require the drastic conclusion that the applicant wholly lacks the character qualifications demanded of a commission licensee."

As a result, Judge Naumowicz said the licensee's character qualifications had not been "disproven." Accordingly, he recommended renewal of the other licenses involved in the hearing—those for WIFE-



In eighteen years or so, this child may be competing with hundreds of others for the same job.

By the time this child is grown, our nation's work force should total 106 million persons. A net increase of 27 million jobs by 1990.

How will they be created?

Foreign trade in the 1960's generated from 600,000 to 900,000 new U.S. jobs.

One way is through further expansion abroad. The more a company expands abroad the greater its growth in domestic employment.

In the 1960's, U.S. multinational companies increased domestic employment at a higher rate (31.3%) than the national average (12.3%).

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Foreign trade generated from 600,000 to 900,000 new jobs for Americans during the 1960's, when U.S. multinational companies in-

creased exports by 180% while the national average went up 53.5%.

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Conversely, many are used abroad—with a portion of the profits from new sales remaining there. This helps create new jobs, new purchasing power, new taxes, new technologies and increased exports.

Restrictions on foreign expansion and repeal of tax credits could inhibit future growth of U.S. economy.

Some of the profits, of course, accrue here as an important contribution to the U.S. balance of payments.

Restrictions on foreign expansion, on imports and the transfer

of technology, and the repeal of tax credits for payment of foreign income taxes, could seriously inhibit multinational companies' contributions to U.S. economic growth.

This could reduce earnings, especially those funds for research and development and domestic expansion—from which spring new products and new jobs. Not to mention increased exports.

So if our nation takes the position that growing companies like ours are today, in effect, exporting jobs—something we would never condone—there may one day be a lot more 18-year-olds than there are jobs for them.

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The applications had been set for hearing on Dec. 15, 1970, on issues that involved allegations of violations of the equal-time and fairness-doctrine obligations, of a contribution to Senator (then Governor) Mark Hatfield of Oregon, in violation of the Corrupt Practices Act, of efforts to harass witnesses, and of misleading the public regarding broadcast contests, among others.

Judge Naumowicz concluded that, in addition to the matters involving Senator Hartke, two of WIFE's contests were rigged, and a witness was harassed by a Star vice president.

But on most issues, he said, "the ultimate conclusion has been that the charge has been unsubstantiated. Conjecture, suspicion and speculation have been substituted for fact." He added that the commission's Broadcast Bureau was "forced to rely on certain witnesses who were confused or plainly deceitful. The substantial lapse of time between events and the hearing thereon has blurred the memories of honest witnesses to the point that their testimony was too vague or too much in conflict with that of other equally sincere witnesses to permit any firm finding."

The allegation that Mr. Burden donated \$1,000 to Senator Hatfield in 1966 was based entirely on the testimony of Dorothy Storz, then the bookkeeper of the Star stations. Judge Naumowicz said Senator Hatfield and the staff aide who signed for the envelope supposedly containing the cash in corporate funds denied the receipt of such a transaction, as Mr. Burden giving it.

In evaluating the competing applications of WIFE and Indianapolis Broadcasting Inc., Judge Naumowicz said the choice between them would be close but for WIFE's performance in the 1964 election. IBI, he said, deserves "a clear" but "not substantial preference" on the diversification-of-ownership-of-mass-media issue; none of the IBI principals has any meaningful interest in other media. And while IBI's showing as to the kind of service it would provide "is no better than adequate," WIFE's past broadcast record "cannot be characterized as other than average."

Aim of re-regulation: freeing broadcasters to do better jobs

FCC Commissioner Richard E. Wiley, who for months has been giving broadcasters the good news about the commission's re-regulation policy, last week dispensed some bad—or at least sobering.

The commission's policy, he told the South Carolina Broadcasters Association, meeting in Columbia, is designed to assist broadcasters to meet the legitimate needs of the nation's citizens. But if broadcasters regard it as "an invitation to sloth, greed and consuming self-interest," they will be inviting trouble.

"If re-regulation, and concomitantly

greater freedom of action for the individual licensee, brings about poorer service to your listening and viewing public," he said, "the result inevitably will be—some day—a different commission, a different administrative attitude and, as sure as night follows day, a different and far more restrictive scheme of regulation."

"And frankly, you would deserve it." The commissioner, who heads the commission's re-regulation task force, expressed confidence that broadcasters will act responsibly. "My belief in this regard begins with the premise that, despite all of its alleged faults and imperfections and despite all of current rhetoric to the contrary, our system of broadcasting is still far and away the best in the world. And I would suggest that the genius of that system lies not in government dictation and control but in private ownership and private initiative."

Coal miners, vegetarians, AIM and Martin-Trigona all lose fairness cases

In separate rulings, FCC rejects their appeals for reply time

A Charleston, W. Va., public-interest law firm's fairness-doctrine complaint against a state-operated radio network's presentation of institutional advertising for the coal-mining industry has been denied by the FCC. The commission's action highlighted a busy week for the agency in passing judgment on several unrelated fairness cases.

The commission's action on the coal-mining spots affirmed a December 1971 Broadcast Bureau ruling dismissing a complaint by the Appalachian Research and Defense Fund Inc. against the Mountaineer Sports Network, an arm of the state-owned University of West Virginia, Morgantown. The complaint alleged that spots placed on the network, which feeds university sports events coverage to 25 radio stations, by the West Virginia Coal Association presented only the mine owners' side of the controversial issue of mine safety. The complaint was filed on behalf of four mine workers' organizations. It sought free time on the network to offer rebuttal to the spots' contention that coal, West Virginia's economy, and safety are inseparable.

The commission refused to accept the law firm's argument that its complaint should be accepted on the basis of a 1968 FCC decision, which declared that networks are responsible for fairness obligations incurred in the programming they feed to their affiliates. The commission said the immediate case does not fall under this precedent because the 1968 decision applied to the three commercial TV networks, which own and operate affiliated stations that carry their programming. The commission agreed with the Broadcast Bureau's conclusion that a forced presentation of response time on the Mountaineer network would place an undue burden on the network's limited commercial time.

In another action, FCC Complaints

and Compliance Division Chief William B. Ray dismissed two separate fairness complaints by Accuracy in Media Inc. against public broadcasting's treatment of Southeast Asia issues—one directed against the National Public Affairs Center for Television and the Public Broadcasting Service, and the other against non-commercial WNET-TV New York. AIM claimed that the NPACT-produced program, *Special Report: The President in Vietnam*, which was carried by PBS last April, presented a biased, antiadministration viewpoint of the Vietnam conflict that was not balanced out by countering commentary. It asked that NPACT be required to produce another program embodying the administration's position on the issue. The complaint against WNET-TV concerned the May 1972 program, *Free Time*, which AIM claimed presented a "completely unbalanced and violent assault" on the President's Vietnam policies. A second WNET-TV program, also broadcast in May, featuring antiwar activists Jane Fonda and Tom Hayden was also named in the complaint.

Responding to both complaints, Mr. Ray concluded that PBS and WNET-TV had given balanced commentary on the Vietnam issue in their general programming. He noted that the fairness doctrine does not require that a particular issue be balanced equally within a given program.

Mr. Ray also referred to a commission action last month, in which it asked for comments on its authority to enforce congressional standards for objectivity on the Corporation for Public Broadcasting (BROADCASTING, Jan. 29). In that action the commission said it could not determine Congress's intent in writing the objectivity standards into the Public Broadcasting Act. Mr. Ray emphasized that action in rejecting AIM's request

More bills. A total of 63 license-renewal bills have now been introduced in the 93d Congress. The latest additions to the list are: H.R. 4148 by Gus Yatron (D-Pa.), S. 822 by Clifford Hansen (R-Wyo.) and Gale McGee (D-Wyo.), S. 844 by William Scott (R-Va.) and S. 849 by Ernest Hollings (D-S.C.).

There also have been additional newsmen's-privilege bills offered in the House. The measures are: H.R. 3964 by Paul Findley (R-Ill.), H.R. 3975 by Robert Glaimo (D-Conn.), H.R. 4020 by Dawson Mathis (D-Ga.), H.R. 4035 by Donald Mitchell (R-N.Y.), H.R. 4135 by Charles Whalen Jr. (R-Ohio) and five co-sponsors and H.R. 4275 by Edward Patten (D-N.J.).

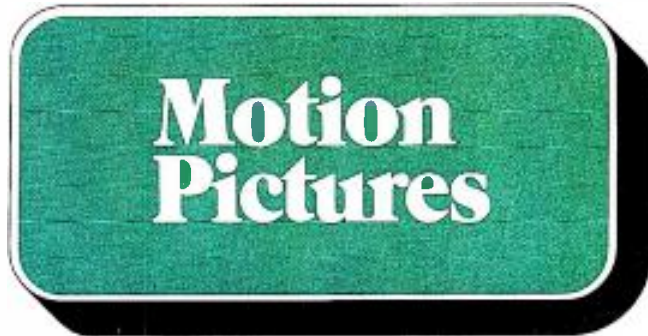
In other broadcast-related legislation, H.R. 4065, introduced by Benjamin Rosenthal (D-N.Y.), Robert Roe (D-N.J.) and Patricia Schroeder (D-Colo.), would establish an Office of Consumer Affairs in the Executive branch and an independent Consumer Protection Agency to represent interests of consumer before government agencies.

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Alec Guinness—Simon Ward in

Hitler: The Last Ten Days

Produced by John Heyman

Directed by Ennio de Concini

Written by Ennio de Concini, Maria Pia Fusca and Wolfgang Reinhardt

Adapted by Ivan Moffat

A Paramount release

A Franco Cristaldi—Fernando Ghia Production

Sarah Miles—Jon Finch

Richard Chamberlain as "Lord Byron" in Robert Bolt's

Lady Caroline Lamb

John Mills—Margaret Leighton—Pamela Brown

Silvia Monti—Ralph Richardson and

Laurence Olivier

Executive Producer—Franco Cristaldi

Producer—Fernando Ghia

Written and directed by Robert Bolt

A United Artists release

Marco—A Rankin/Bass Production

Desi Arnaz, Jr.—Jack Weston and

Zero Mostel as Kublai Khan

Directed by Seymour Robbie

Screenplay and lyrics by Romeo Muller

Counterpart

Produced by Eugene S. Jones and Natalie R. Jones

Directed by Eugene S. Jones

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Currently before the cameras in Africa

Donald Sutherland—Jennifer O'Neill in

The Master

with Robert Duvall—Patrick Magee

Produced by Alan Steele

Directed by Tom Gries

Screenplay by Alan Trustman and Harry Kleiner

The Hobbit

(A Rankin & Bass Production)

Written by J. R. R. Tolkien

A Doll's House

By Hendrick Ibsen

Jane Fonda

Edward Fox—Trevor Howard

Delphine Seyrig—David Warner

Produced by John Heyman

Directed by Joseph Losey

Screenplay by David Mercer



A War Of Children—The new CBS Tuesday Night

Movie starring Vivien Merchant—John Ronane—

Special guest star Jenny Agutter

Executive Producer—Roger Gimbel

Produced and directed by George Schaefer

Written by James Costigan

Filmed on location in Dublin and Belfast

Truman Capote's

The Glass House—Currently in theatrical release in Europe starring Vic Morrow—Clu Gulagher—Billy Dee

Williams—Kristoffer Tabori—Dean Jagger—Alan Alda

Executive Producer—Roger Gimbel

Produced by Robert W. Christiansen and

Rick Rosenberg

Directed by Tom Gries

Teleplay by Tracy Keenan Wynn

Story by Truman Capote and Wyatt Cooper

Brand New Life—The ABC Movie of the Week

starring Cloris Leachman—Martin Balsam

Marge Redmond—Gene Nelson—Mildred Dunnock

Wilfrid Hyde—White

Produced by Robert W. Christiansen and

Rick Rosenberg

is doing it all!

Hitler: The Last Ten Days



Lady Caroline Lamb



Marco



The Master



A War Of Children



The Glass House



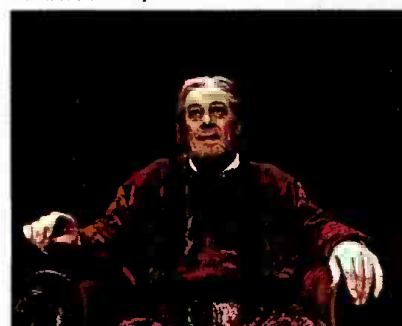
Brand New Life



Birds Of Prey



Pirandello's "Henry IV"



Bellevue



Frosty The Snowman



Rudolf Nureyev



MENT '72-'73!

James Michener's

The Source

To be filmed in Israel

Written by Fay and Michael Kanin

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Starring Vittoria de Sica

Written by Paul Gallico

Hallmark Hall of Fame

Behind Prison Walls—on Location
with Truman Capote inside San Quentin Prison
Two 90-minute ABC Late Night World of
Entertainment

We Two

Created and written by Rod Serling

Directed by Carl Reiner

Starring Herschel Bernardi

Pilot in development with CBS

Adventures In Life—Broadcast in association with
Encyclopedia Britannica Educational Corporation
Pilot in development with NBC

Are You Losing Your Mind?

In association with Bristol Myers

Produced by Kay Hoffman

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In 14th century America came the Spanish
conquistador seeking riches. They left behind a
singular gift that created the American West—
the horse.

Big Ditch G E Monogram

In story and song the rousing tale of the Erie Canal.

On Location With Alan King In Las Vegas

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The Osmond Brothers

Kid Power

Saturday Superstar Movie—ABC

The Red Baron

That Girl

Willie Mays And The Say Hey Kid

The Mad Mad Mad Monsters

Weekly Syndication

Family Classics

Traditional Holiday Specials—ABC

Santa Claus Is Coming To Town

Frosty The Snowman

Rudolph The Red-Nosed Reindeer

The Little Drummer Boy

Marco (feature film)

Desi Arnaz, Jr.—Jack Weston and

Zero Mostel as Kublai Khan

Directed by Seymour Robbie

Screenplay and lyrics by Romeo Muller

The Hobbit

By J. R. R. Tolkien



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Sopranos—Sheila Armstrong, Giulia Barrera, Grace Bumbry, Mary Costa, Gilda Cruz-Romo, Victoria De Los Angeles, Ute De Vargas, Carole Farley, Marisa Galvany, Leyla Gencer, Raina Kabaivanska, Louise Lebrun, Berit Lindholm, Adriana Maliponte, Carol Neblett, Maria Pellegrini, Roberta Peters, Galina Vishnevskaya, Claire Watson, Joann Yockey

Mezzo Sopranos—Janet Baker, Claudine Carlson, Nedda Casei, Joann Grillo, Susanne Marsee, Nell Rankin, Anna Reynolds, Shirley Verrett

Tenors—Luigi Alva, Helge Brilioth, Giuseppe Campora, Richard Cassilly, Sergio Di Amorim, Pier Miranda Ferraro, Nicolai Gedda, Raymond Gibbst, Charles Hindsley, Grayson Hirst, Richard Knesst, Jerome Lomonaco, Jan Pearce, Alberto Remedios

Baritones—John Fioritot, Richard Fredricks, Robert Goodloe, Douglas Lawrence, Louis Quilico, Guillermo Sarabia, Mario Serenit, Enzo Sordellot

Bass-Baritones—Andrij Dobriansky, James Morris

Bass—Ezio Flagello, Jerome Hines, John West

Violinists—Daniel Heifetz, Leonid Kogan, Gidon Kremer, Sergiu Luca, Nathan Milstein, David Oistrakh, Igor Oistrakh, Itzhak Perlman, Isaac Stern, Henryk Szeryng, Wanda Wilkomirska, Pinchas Zukerman

Flute—Elaine Shaffer

Pianists—Vladimir Ashkenazy, Gina Bachauer, Daniel Barenboim, Yuri Boukoff, Van Cliburn, Robert De Gaetano, Vasso Devetzi, Misha Dichter, Peter Frankl, Nelson Freire, Emil Gilels, Horacio Gutierrez, Eugene Istomin, Byron Janis, Terence Judd, Joseph Kalichstein, Jerome Lowenthal, Radu Lupu, Israella Margalit, Minoru Nojima, Rafael Orozco, Jean Bernard Pommier, Sviatoslav Richter, Artur Rubinstein, Ilse Von Alpenheimt, Ralph Votapek, Alexis Wissenberg

Cellists—Yo-Yo Ma, Leonard Rose, Mstislav Rostropovich, Jeffrey Solow, Christine Walevka

Harpsichordist—Kenneth Gilbert

Conductors—Maurice Abravanel, Antonio De Almeida, Piero Bellugi, Erich Bergel, Mihai Bredeanu, James De Preist, Jacques Delacotet, Antal Dorati, Lawrence Foster, Serge Fournier, Rafael Frühbeck De Burgos, John Green, Anton Guadagno, Michiyoshi Inoue, Milton Katims, Paul Kletzki, Kiril Kondrashin, Efrem Kurtz, John Lanchbery, Erich Leinsdorf, Arthur Lief, Alain Lombard, Peter Maag, Lorin Maazel, Eduardo Mata, Henry Mazer, Jorge Mester, Stefan Minde, May Rudolf, Kenneth Schermerhorn, Georg Semkow, Alfredo Silipigni, Jacques Singer, Stanislaw Skrowaczewski, Andre Vandernoot, Robert Zeller

Guitarists—Paco De Lucía, Alirio Diaz, Michael Lorimer, Andres Segovia

Stage Directors—George Londont, James Lucast, Fabrizio Melanot

Attractions—Dance; The Royal Ballet, The Bolshoi Ballet*, Leningrad Kirov Ballet*, The Stuttgart Ballet*, National Ballet of Canada, with Rudolf Nureyev, Guest Artist, The Harkness Ballet, Ballet Folklorico of Mexico, Moiseyev Dance Company*, Virsky Ukrainian Dance Company*, Mazowsze, Polish Song and Dance Company, Agnes De Mille Heritage Dance Theatre, Ambakailat, Carnival Ballet and Steel Band

Choruses—The Vienna Choir Boys, The Roger Wagner Chorale

Orchestras—Houston Symphony Orchestra, Lawrence Foster, Music Director, National Symphony Orchestra*, Antal Dorati, Music Director, Milwaukee Symphony Orchestra, Kenneth Schermerhorn, Music Director, Vienna Johann Strauss Orchestra, National Symphony Orchestra of Turkey

Chamber Orchestra—I Solisti Di Zagreb*, Slovak Chamber Orchestra

Special Attractions—Trio: Eugene Istomin, Piano; Isaac Stern, Violin; Leonard Rose, Cello; *Trio: Daniel Barenboim, Piano; Pinchas Zukerman, Violin; Jacqueline Du Pre, Cello; Trio: Vladimir Ashkenazy, Piano; Itzhak Perlman, Violin; Lynn Harrell, Cello; Duo: Vladimir Ashkenazy, Piano; Itzhak Perlman, Violin; *Duo: Daniel Barenboim, Piano; Pinchas Zukerman, Violin; Marian Anderson, Lecturer and Narrator; Jose Ferrer, Narrator; Joshua Rifkin, and The Piano Rags of Scott Joplin; Emlyn Williams as Charles Dickens; Pirandello's, "Henry IV" starring Rex Harrison

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Magna Artists Corp.

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David Buskin, Harry Chapin, Tim Hardin, The Edwin Hawkins Singers, Ian And Sylvia, Thad Jones / Mel Lewis Orchestra, Jubal, The Kris Kristofferson Show, with Special Guest Star, Rita Coolidge, Mickey Newbury, The New York Rock Ensemble, Bobby Whitlock, Hagood Hardy & The Montage

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Teleplay by Jerome Kass and Peggy Chantler Dick
Story by Peggy Chantler Dick

Gargoyles

The New CBS Tuesday Night Movie
starring Cornel Wilde—Jennifer Salt
Executive Producer—Roger Gimbel
Produced by Robert W. Christiansen and
Rick Rosenberg
Directed by B. W. L. Norton
Teleplay by Steven and Elinor Karpf

Birds Of Prey

The New CBS Tuesday Night Movie
starring David Janssen—Ralph Meeker
Elaine Heilveil
Executive Producer—Roger Gimbel
Produced by Alan A. Armer
Directed by William Graham
Written by Robert Boris

The Man Who Could Talk To Kids

In development with ABC Movie of the Week
Produced by Robert W. Christiansen and
Rick Rosenberg
Directed by Donald Wrye
Written by Douglas Day Stewart

Series and Specials

Robert Riger—Producer-Director **Bellevue**

An unprecedented live documentary filmed entirely
inside Bellevue Hospital, narrated by Stacey Keach

Bighorn

A magnificent special filmed on location in Canada,
Alaska and Wyoming with an original musical
score written and performed by John Denver
(including "The Rocky Mountain Suite")

Love And Hate

A fascinating hour special illustrating the drives that
bring both animals and humans close together,
narrated by Richard Burton

Bob Markell—Producer **Luke**

A New York based drama about a policeman
turned lawyer—in development with NBC

Dark Side

A psychological dramatic anthology— in development
with NBC

The Play Break—"Learn to Say Goodbye"
A story of young people—in development with ABC

Hy Averbach—Producer-Director **Andy Capp**

Weekly film version of popular comic strip—ABC pilot
Starring Pat Henry

Robert W. Christiansen

Rick Rosenberg

The Fabulous Dr. Fable

Pilot in development with ABC

Alan Landsburg Productions

Larry Savadove—Howard Lipstone
Herb Hirschman—Stanley Chase

The American Idea

A series of one-hour specials
Produced for the Ford Motor Company
Music by Richard Rodgers Narrated by Henry Fonda
Edward G. Robinson—Dick Van Dyke
Tracing the colorful history of the U.S.

that the FCC determine whether the NPACT and WNET-TV programs were in violation of those standards.

Two other fairness cases came before the commission last week and both were resolved in favor of defendant broadcast stations. In one, the commission ruled that Mr. Ray had not acted unreasonably in denying a complaint by the American Vegetarian Union against WLWD(TV) Dayton, Ohio. The complaint involved a discussion of nutrition on a May 1972 episode of the syndicated *Phil Donahue Show*, which is originated at WLWD. In another action, the commission affirmed Mr. Ray's denial of a fairness complaint brought against four Illinois television stations by Anthony R. Martin-Trigona. The complaint charged that the stations had been unfair in broadcasting commercials for the Illinois Power Co. advocating increased use of electrical energy. The stations involved were WCIA-TV and WICD-TV, both Champaign, WAND-TV Decatur and WICS-TV Springfield.

SEC, court slip halter over TV evangelist

Injunction stops sale of securities in Ohio business complex that includes video-production firm

Evangelist Rex Humbard, whose weekly televised sermons are seen on some 360 stations in the U.S., was named last week in a civil suit brought by the Securities and Exchange Commission challenging the fund-raising activity of Mr. Humbard's multimillion-dollar religious and business enterprise.

The SEC suit, filed in a Cleveland federal court, seeks an injunction to stop Mr. Humbard's Cathedral of Tomorrow from selling any additional securities to the public.

The cathedral, located in the Akron, Ohio, suburb of Cuyahoga Falls, is the fulcrum of Mr. Humbard's investment activity. Its assets include a \$4-million television production studio which has turned out commercials for major corporations, including Eastman Kodak and Goodyear.

The SEC suit also asks the court to appoint a receiver to handle the assets of the cathedral, which recorded an operating loss of some \$4.7 million during the last fiscal year. The SEC said the cathedral has current tangible assets

totaling \$3.4 million against liabilities estimated to be at least \$8.2 million.

Mr. Humbard and the cathedral are charged with violating fraud provisions of federal securities laws. The object of the suit is to force the cathedral to work out equitable arrangements with securities holders whereby their investments may be rebated upon demand. Sale of cathedral securities have been banned in six states—Ohio, Wisconsin, Michigan, Oregon, Indiana and Missouri—and Mr. Humbard voluntarily suspended the sale of all cathedral notes last September. It was emphasized that the cathedral has never been in default in interest payments to its investors.

In a related action, a Cleveland common pleas court last week complied with a request of the state of Ohio and issued a temporary restraining order prohibiting the cathedral from selling securities, disposing of assets, acquiring loans or soliciting contributions. Mr. Humbard has regularly requested donations on his television series, which is said to be viewed by an estimated 22-million persons each Sunday.

The actions against Mr. Humbard could have an effect on the future of his television series, an FCC spokesman speculated last week. Stating that, to his knowledge, no complaint against Mr. Humbard's broadcast activities has been received at the commission, he noted that licensees carrying the program would be expected to be aware of the circumstances if a judgment is made against Mr. Humbard. He added that the FCC is not presently investigating the matter.

NAB elections preview: tempo of campaigning for TV board picks up

Number of candidates expected to increase drastically; Storer seen running for joint chairman

The current election campaign to the TV board of the National Association of Broadcasters, unlike last year when there was virtually no contest (BROADCASTING, April 17, 1972), is heating up and features several interesting angles.

There are six openings on the 15-member TV board (three seats are designated by the TV networks and six others are in the first year of two-year terms), four of them currently occupied by members eligible to serve a second two-year term. These incumbents—Leonard J. Patricelli, WTIC-TV Hartford, Conn.; Wilson C. Wearn, Multimedia, Greenville, S.C.; Robert F. Wright, WTOK-TV Meridian, Miss.; and Earl W. Hickerson, Rock River Television Corp., Rockford, Ill.—are considered likely to be re-elected (based on past history that has seen incumbents unfailingly re-elected over the past several years). This leaves the two seats being vacated by Peter Storer, Storer Broadcasting Co., Miami, Fla.; and William Grant, KOAA-TV Pueblo, Colo., as the ones really up for grabs.

Already announced as candidates for

these two seats are Kathryn F. Broman, Springfield Television Broadcasting Corp., Springfield, Mass.; and Fred Weber, Rust Craft Broadcasting, New York. Other NAB members who are said to have endorsements for TV-board election are Max H. Bice, KTNT-TV Seattle and Robert Gordon, WCPO-TV Cincinnati.

Roger D. Rice, KTVU(TV) Oakland-San Francisco, was a candidate but had to bow out when James Wesley, WIOD(AM)/WAIK(FM) Miami, Fla., was elected to the NAB's radio board (BROADCASTING, Feb. 5). Both Mr. Rice and Mr. Wesley are employed by Cox Broadcasting and NAB rules preclude a group member being represented on both radio and TV boards.

In other twists developing during this year's campaign, Peter Storer, now chairman of the TV board and who is winding up his second two-year term on the board, is running for the chairmanship of the NAB's joint board ("Closed Circuit," Dec. 18, 1972). Though not eligible for re-election by the television membership to the TV board, Mr. Storer is eligible for the joint-board chairmanship because that position does not require that the candidate be an elected member of the board.

Mrs. Broman's candidacy to the TV board was preceded unsuccessfully by the candidacy of Virginia F. Pate, WASA-AM-FM Havre De Grace, Md., to the radio board. Mrs. Pate was defeated by Bill McKibben, WEBR-AM-FM Buffalo, N.Y., in her effort to represent Class A, large-market, stations on the radio board. Only once, in NAB history, has a woman served on either of the organization's two boards. Marianne Campbell, then with WJEH(AM) Gallipolis, Ohio, served on the radio board in 1966-67.

It's possible, according to NAB insiders, that as many as six or seven candidates, other than the four incumbents running for re-election, will be vying for the six available seats on the TV board by the time the floor is opened to formal nominations, March 26, on the first afternoon of the NAB convention in Washington. "To me," says one veteran NAB observer, "some of the people on the board running for a second term may very well be defeated. When you get a number of people running for limited seats, something has got to give."

In last year's election, there was only one more candidate than seats available, and that extra candidate was a last-minute entry. It was a foregone conclusion that the four incumbents and the two active, long-time campaigners would win.

Why so many more candidates this time? "We really don't know," says an NAB official. "The job certainly doesn't pay any more this year."

Radio earns bigger place in Richard Nixon's plans

Like the recording star and the record company, President Nixon has discovered the power of radio. It offers an audience

Three-fifths color. Households equipped with color TV now represent 80.1% of the total households in the U.S., according to NBC's quarterly estimate. The estimate of 39.4-million color-equipped homes as of Jan. 1, 1973, NBC said, is an increase of 5.9 million homes over Jan. 1, 1972. Also projected: Assuming the current pace of color-set sales, now running almost 25% above the record level of 1971, color-set penetration will exceed 70% by the end of 1973.

Probably more talk than action in NATPE suites

Station programmers and syndicators at NATPE speak more of 'dialogues' and 'information' than of hard sales

A cautious National Association of Television Program Directors opened its door a crack last week to the sellers of syndicated product—but kept the chain on just in case. The result seemed to be what conference officials were after: a balance between everyday commerce in the suites and high policy in the ballrooms.

The NATPE conference has been an ever-more-inviting target for film salesmen in recent years. It has several advantages, among them its early date (in February, at least six weeks before the National Association of Broadcasters annual convention in March or April) and its membership (program directors who ordinarily do not attend the NAB). For a while it looked as though the NATPE might replace the NAB as the marketplace for syndicated fare; 1973 was to be the big test.

The conference planners set aside a day and a half of last week for a concerted sales opportunity—Tuesday, the day before the NATPE's official opening in New Orleans, and Thursday afternoon, after the morning's official events and before the night's entertainment (a riverboat cruise, itself a giant sales opportunity for host syndicators whose station clients would have to jump ship to escape). The ground rules called for all suites to be closed when official agenda events were taking place; NATPE's conference planners wanted full houses and, generally, they got them.

Both program directors and syndicators encountered in the hospitality suites, corridors and lobby of the Royal Sonesta hotel agreed almost unanimously that the conference succeeded in setting up a dialogue between program directors and distributors, particularly on new projected series.

There was less agreement on whether the NATPE meeting was rivaling the NAB convention as the forum for buying and selling syndicated product. The general sentiment was that NATPE was growing in stature and though some buying decisions were being made there, the more substantial attendance by station managers at NAB was still a pivotal factor.

Though there was no official count of the number of first-run series unveiled at NATPE, approximately 60 new properties were shown to prospective buyers in either pilot or written presentation form.

New projected series ranged over the spectrum of programing. There were dramatic programs, such as *Arthur of*

interested in listening, even if the numbers are not in television's league, and is a quick and easy way to make an impact.

The President was on the ABC, CBS, NBC and Mutual Broadcasting System networks at noon on last Wednesday (Feb. 14) discussing one of the major subjects in his State of the Union address—natural resources and the environment.

And White House News Secretary Ronald Ziegler said that was only the beginning. He told reporters: "The President has decided to give radio speeches on subjects contained in the State of the Union as part of his effort to report to the American people."

The discovery of radio is not a new one on the President's part. He used it extensively in his 1968 campaign for the White House, giving rise to speculation it would be his favorite medium of communication as President.

It did not work out that way in his first term, although he did use radio from time to time.

His use of radio on Oct. 21, 1972, to discuss the relatively weighty subject of his philosophy of government was perhaps significant. For it served to indicate the virtues he sees in the medium.

Bill Safire, one of the President's speech writers, said Mr. Nixon likes radio because it "requires a thoughtful audience; it does not grab the audience, like television." Furthermore, he said, "it enables you to be more discursive; you don't have to get to the point right away. You can be more reflective."

The President also likes it, Mr. Safire

said, because the technical demands are less than they are for television. There is no need, for instance, to worry about remembering to look at the camera.

And the President is less concerned than his media-minded advisers about audiences that are small when compared to those television would provide. For to a politician who is pleased to pack Madison Square Garden with an appearance, an audience of six to eight million is impressive.

He also knows the newspapers will report his remarks extensively and that television cameras will record pieces of his radio address for presentation on the network news programs that night. Along with the President's "evocation of FDR's fireside chats," Mr. Safire said, "it all adds up to an excellent tool."

Indeed, the President is still getting mileage out of the Oct. 21 speech, as James Reston and other commentators have returned to it in recent weeks in connection with pieces they were doing on the President's philosophy.

Television is not being forgotten in the enthusiasm for radio. "For hard news, announcements, crises, press conferences, television will be used," Mr. Safire said.

But then he quoted political scientist Richard Neustadt's warning against constantly striking the "highest note in the scale." And that, Mr. Safire said, is TV.

Program-log proposal not enough for Church

An FCC proposal to require station licensees to include program logs in their public-access files came in for some criticism last week from an unexpected source—the United Church of Christ's Office of Communication.

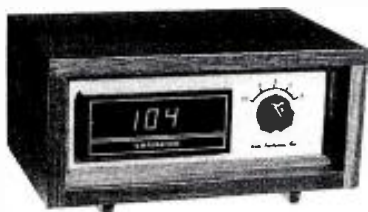
The church agency, which in the past has provided substantial assistance to citizen groups in litigation with broadcasters, told the commission that it was wrong in deciding to institute proceedings on the program-log matter, while disregarding other parts of a 1969 proposal by the National Citizens Committee for Broadcasting.

In addition to the program-log proposal, which is designed to foster dialogue between licensees and community groups, NCCB had suggested that broadcasters be required to include an index of all programs pertaining to controversial issues carried on their stations in the public file and to also include a "meaningful record" of all broadcast discussions of such issues.

Those three proposals, the church group asserted, are "inextricably related" and the program-log proposal "is of little value taken by itself." It claimed that the commission has implied that the two other NCCB proposals are not worthy of consideration at present (it actually said that the proposals need further study).

The church position is at odds with the feeling of nearly all industry representatives who have offered comment on the FCC proposal (BROADCASTING, Feb. 12)

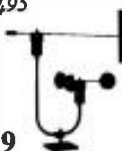
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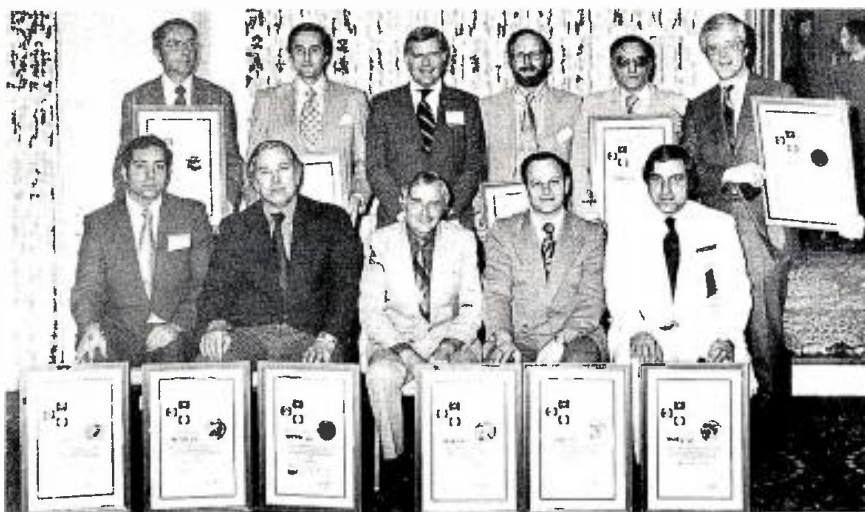


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The program directors' own. The National Association of Television Program Executives acknowledged meritorious performance among its own members last week with awards for program excellence. They were presented at the organization's 10th annual conference in New Orleans by Allan Sternberg, president. L to r: standing—Richard Herzog, KFMB-TV San Diego for *Universal Language*, winner for performing arts programming in markets below the top 25; Frank Jank, KVOS-TV Bellingham, Wash., for *Do You Think the Rain Will Hurt the Rhubarb?*, variety, below top 25; John P. Koppone, WWL-TV New Orleans, for *China: A Hole in the Bamboo Curtain*, public affairs, below top 25; Joseph Sands, KNXT(TV) Los Angeles, for *The Very Personal Death of Elizabeth Schell Holt-Hartford*, public affairs, top-25 markets; Robert Guy, KING-TV Seattle, for *Northwest Sings*, variety, top-25 markets; Edward G. Aiken, WNEM-TV Saginaw-Flint, Mich., for *World of Wonder*, children's, below top 25.

Seated: Don Cunningham, WTAJ-TV Altoona-Johnstown, Pa., for *Disk Jockeys—The Truth*, instrumental, below top 25; Peter Twaddle, WCVB-TV Boston, for *New Heaven, New Earth*, religion, top 25, and *Jabberwocky*, children's, top 25; Mr. Sternberg; Lawrence Clamage, WWJ-TV Detroit, for *Christmas with the Spurlows*, performing arts, top 25, and *The Collectors: Their Legacy of Art*, instrumental, top 25, and Marv Chauvin, WOTV(TV) Grand Rapids, Mich., for *The Buck Matthews Show*, interview, below top 25.

the Britons (Syndicast Services Inc.), *Adventures in Rainbow Country* (Group W Productions); comedy shows, including Viacom's *The Addams Family Fun House*; Metromedia Producers Corp.'s *Dusty's Trail* and Wolper Television's *Dulcie*, and a multitude of game shows.

Station program directors questioned could not pinpoint a first-run series they felt would be a hit. Some mentioned they were bringing to the attention of their management certain programs that might fit fringe periods.

Some properties were explained only conceptually to the program directors. Four Star Entertainment, for example, discussed four program ideas: *Inner Space*, *Animal Safari*, *Court House* and *There Is No Place Like Home*. Group W outlined its plans for a teen-ager entertainment series and a daytime group-encounter project.

Richard O'Shea, vice president and general manager, Group W Productions, said "the feedback on these ideas was useful to us." He said program directors had supplied "several good suggestions."

MGM Television placed emphasis on its new "MGM Television Network," which plans to telecast family classic features next fall on about 125 stations with several national advertisers sponsoring the program (BROADCASTING, Feb. 12). Ed Montanus, director of sales, said a sample reel was shown to program directors and the reaction was "very gratifying." He added that a number of

stations indicated they would support the endeavor.

Ken Joseph, executive vice president of Metromedia Producers, said the traffic in the MPC suite was "heavy" and the company managed to complete a number of sales. He said the screenings and the conference were "important in setting up a dialogue with program directors, who may not be able to clinch a deal but can report back to their management."

Len Firestone, president of Firestone Film Sales, found the conference "very attractive because you get a chance to meet the program directors you don't meet at the NAB." Mr. Firestone did not introduce any new product at NATPE, but he voiced the view that much of the new product shown did not seem to be salable enough to attract a key station group sale required to launch a series.

Major producer-distributors, such as MCA, Screen Gems, 20th Century-Fox, Paramount, Warner Bros. and United Artists Television, supported the concept of a conference by NATPE by assembling substantial contingents in New Orleans. But the programming they promoted consisted of the regular product in their catalogues: off-network series and feature films.

There was diversity in the programs being screened even if there is no assurance many of the projects will reach the tube. Among the varied assortment were *Group Therapy With Dr. Irene Kassorla*

(Brut Productions); *George Jessel Mid-Morning Show* and *Adventures In ESP* (Vidtrib Inc.); *Pop Corn Palace* (Wolper Television); *The Story of World War II*, narrated by Sir Laurence Olivier (Gottlieb-Taffner Programs Inc.); *The New Hollywood Palace* (Yongestreet); *Last of the Mohicans* and *Tom Brown's School Days* (Time-Life Films).

High-budgeted 'Ado' near Nielsen bottom

An estimated 11,150,000 persons per average minute watched CBS-TV's three-hour presentation of *Much Ado About Nothing* on Feb. 2. That estimate, based on Nielsen data, was less than one-fourth as many as watched the half-hour *All in the Family* (about 48.8 million people), also on CBS-TV, the following night. The low scoring *Ado* was rated number 60 out of 64 programs on the networks in the week ended Feb. 4. Archie Bunker's *Family* was number one.

According to Nielsen's fast weekly report, *Ado* had a 9.5 rating and 16 share for an average household audience of 6,160,000 (*Family* had a 34.7 rating, 54 share, representing over 22.4 households).

CBS spokesmen said the rating was about what had been expected following receipt of New York overnight Nielsen ratings that indicated two million New Yorkers saw the telecast. CBS research then projected the national audience to have been about 20 million who saw some or all of the three-hour play. While the play's TV ratings were comparatively low, the exposure apparently was great enough to put the Broadway version, which had the same cast, out of business (BROADCASTING, Feb. 12).

The scheduling of *Ado* for a full night dropped CBS's nighttime ratings averages for the week. Over the preceding four-week period, CBS and NBC had been averaging about 20.1 rating points each, but in the week that *Ado* was telecast, CBS dropped to third position. NBC had 20.1, ABC 19.4 and CBS 19.2. In the week ended Jan. 28, CBS had 21.7, NBC 19.7 and ABC 17.3. In ratings for the season, CBS and NBC were tied at 19.7 and ABC had 18.1.

Changing Formats

■ WXXV(AM) Jeffersonville, Ind., introduced a "golden oldies" format to replace its adult contemporary sound. The new format features hits from 1956-72 presented in rotating cycles of five-year periods. General Manager Charlie Jenkins said the new format was adopted as a result of listener response to two specials aired in 1972—*Grandma's Old Radio*, a six-hour Thanksgiving day presentation of radio programs of the past, and *American Chronology of Music*, a 20-hour countdown of hits from 1955-72 aired New Year's eve and day. The format change occurred Feb. 1.

■ KIEV(AM) Glendale, Calif., initiated a modified "golden oldies" format Feb. 5 featuring top recordings of the 50's

and 60's interspersed with current hits. The station had been programing country music for the past 10 years.

■ **KKAR(AM)** Pomona, Calif., will adopt a modern country-western format on Feb. 24 to replace its top-40 programing. According to General Manager Armand Kovitz, a former country disc jockey, KKAR will become the only local station in the San Gabriel-Pomona valleys to offer country programing.

Program Briefs

Slope scoops. Pennsylvania Bureau of Travel Development, Harrisburg, announces availability free to stations of three weekly ski reports covering conditions at state's 48 winter resorts during skiing season. Narrated by bureau's Ed Gundaker, reports are available on Wednesdays, Thursdays and Fridays between 9:30 a.m. and 4 p.m. *Ed Gundaker, Pennsylvania Bureau of Travel Development, room S-102, Harrisburg, Pa. 17120.*

Help to Yale. CBS Foundation has made grant of \$100,000 to finance program of creative-writing fellowships at School of Drama at Yale University for academic year 1973-74. Grant will provide compensation for year in residence at Yale for up to five writers of drama, fiction or poetry. Plays will eventually be produced by the Yale Repertory Theatre. First CBS fellows will be designated by school within next six months.

Education by puppetry. Slabach-Pobuda Associates, New York, is offering for sale to stations half-hour entertainment-educational series, *Puppet Quiz*, designed for children 9 to 12. Format of program consists of video-taped vignettes in which puppets pose questions to be answered by opposing teams of children, with the latter segment produced live in station's studio or taped for later broadcast.

NASRN formed. National Association of State Radio Networks has been established to foster development of state networks and obtain support of national advertisers. Kenny Bedford, manager of Oklahoma News Network (affiliated with KTOK[AM] Oklahoma City) is founder and president of organization, whose members include ONN, Arkansas Radio Network, Missouri and Texas State Network. Membership is open to any commercial state network that originates programing and provides live feeds to stations. *NASRN, Box 1000, Oklahoma City 73101.*

Prizes available. Deadline for entries in the 25th annual Alfred P. Sloan Awards for Highway Safety has been announced as April 2. Radio and television stations, writers and producers are eligible. All winners will receive engraved plaques. One award of \$1,000 will be given for an outstanding contribution to highway safety by an individual in broadcasting. Entry forms are available from Sloan Awards, Highway Users Federation, 1776 Massachusetts Avenue, N.W., Washington 20036.

Cablecasting

Whitehead touts cable as great White House hope

He criticizes some CATV tactics, but praises its value to offset on-air broadcasting; OTP head also indicates soon-to-be-released policy will accelerate cable growth

Clay T. Whitehead, director of the Office of Telecommunications Policy, has dropped another broad hint that a high-level administration committee he heads will recommend to the President legislation designed to promote cable television as a strong competitor of broadcasting. The administration's interest, he made clear, is to broaden the spectrum of ideas that could be provided the public—a spectrum, he feels, is now far too narrow.

But he wrapped the hint—dropped on William F. Buckley's *Firing Line* program, on the Public Broadcasting Service Sunday (Feb. 18)—in some sharp criticism of the cable industry and its leaders. Mr. Whitehead cited cable television—specifically, pay cable—as the medium that would provide a breakthrough in offering the public greater diversity of programing. Viewers, he said, would be able to pay for programing beyond that offered on advertiser-supported over-the-air television.

He also said that the administration committee developing long-range cable policy is completing its work, and added the hope that, if President Nixon accepts the recommendations and sends them to Congress, "we will begin to see cable growing more rapidly and there will be this opportunity for all manner of people to produce programing and make it available to the public."

Asked why cable has been so slow to develop, Mr. Whitehead exposed his annoyance at the cable industry for what he regards as its fault in stalling cable-copyright legislation—the keystone to the cable-television rules the FCC adopted last year.

The cable industry, he said, has been content to carry broadcasters' programing but not pay for it. "That is hardly fair competition," he said. "And I think the FCC is quite right in being concerned about the growth of an industry that is basically a parasite of the broadcasting industry."

He accused cable interests of responsibility for stalling congressional action on copyright legislation. "We think that copyrights ought to apply to cable. The cable industry doesn't exactly see it that way," he said.

This was an apparent reference to the cable industry's refusal to agree to legislation that would provide for arbitration of copyright fees. The consensus agreement that was reached in November 1971 among broadcasters, copyright owners and cable operators—and that paved the way for the commission's adoption of the new cable rules—envisaged such legisla-

tion if the parties could not agree on the fees to be included in the bill, as they have not.

Mr. Whitehead's remarks "appalled" David Foster, president of the National Cable Television Association, whose remarks were distributed to reporters along with a transcript of the *Firing Line* program before it was broadcast. "Mr. Whitehead is not just grazing the truth," in suggesting cable operators do not want to pay copyright fees, Mr. Foster said, "he's driving a wagon train around it."

Mr. Foster said that, despite a Supreme Court ruling that CATV is not liable for copyright under existing law, the cable industry has consistently demonstrated its willingness to pay reasonable copyright fees. "The issue is not and has not been one of will CATV pay copyright. The issue is what are reasonable copyright fees. Mr. Whitehead knows this quite well. To suggest otherwise before a national television audience does a grave disservice to the public, to the CATV industry and to the resolution of an important and complex issue."

Throughout the program, Mr. Whitehead stressed the need to develop additional means of airing points of view. But he was subjected to close questioning from Mr. Buckley as well as from three college professors who were members of a panel of interrogators on the administration's interest in the prime-time rerun issue and its concern about alleged network news bias.

When Mr. Whitehead ascribed the rerun issue to the "tremendous economic power" of the networks and the manner in which they deal with Hollywood, Mr. Buckley said, "This has got to be as frightening an insight as has issued from the Nixon administration."

Mr. Buckley referred to it as "hyper-planned obsolescence" and wondered whether a logical extension would be a government decree that, in the interest of stimulating Detroit's economy, car owners refrain from keeping their automobiles more than two years.

"We're not saying there should be no reruns," Mr. Whitehead answered. "We're not trying to do anything by decree."

OTP, which was directed by the President to look into the rerun problem and suggest a way to reduce the number of prime-time programs that are repeated in a season, has completed an analysis that says the cause is the networks' power and their rivalry, which drives program quantity down as a means of preserving profits (BROADCASTING, Feb. 5).

If the public could buy programing directly, Mr. Whitehead said to Mr. Buckley, "I'd feel a lot more comfortable about saying, 'That's none of government's business.' But there is no opportunity for the public until we get cable, until we get cassettes, or something, for them to go out and buy it."

TVC expanding in Ohio

Television Communications Corp., the cable-TV subsidiary of Warner Communications Inc., New York, in a move said to be consistent with a policy to acquire cable-TV systems and franchises in com-

munities contiguous to those in which the company already has operations, has signed a letter of intent to purchase a 5,000-subscriber cable system, doing business as Stark CATV Inc., in North Canton, Ohio, from Lamb Communications Inc., Toledo. The proposed transaction, which is subject to approval of regulatory agencies, apparently calls for a straight cash deal of undisclosed amount. TVC already operates a cable system in Canton, serving about 15,000 subscribers. The plan is to interconnect the Canton and North Canton systems as a complex totaling about 23,000 subscribers and a potential of more than 50,000 homes.

New York-based TVC currently serves about 400,000 homes in the U.S. Lamb Communications, which operates four VHF stations, also has cable-TV interests in Michigan.

Ousted franchise holder blamed for own loss

Respondents in Owensboro cable case deny wrongdoing, tell FCC that complainant defaulted on obligations

The Owensboro, Ky., city attorney has branded as "libelous and scandalous" a local cable company's move to have the FCC investigate charges that the city public utilities commission and a rival company acted in collusion to terminate its nonexclusive cable-TV franchise.

Hugh D. Moore, on the city's behalf, asked the FCC to deny relief sought by Top Vision Cable Co. The same request was made in separate FCC filings by the City Utilities Commission of Owensboro and Owensboro On The Air Inc., which was awarded a nonexclusive franchise by the Owensboro government after Top Vision's franchise was lifted in 1971. Owensboro On The Air is also the licensee of WVJS(AM)-WSTO(FM) Owensboro.

The three pleadings follow a December 1971 Top Vision request that the FCC examine the city government's dealings with itself; an allegation that the public utilities commission granted Owensboro On The Air access to pole attachments before bids for a second cable franchise in the city were solicited; and the stations' role in the alleged conspiracy. (BROADCASTING, Dec. 13, 1971).

All three respondents denied wrongdoing in connection with Top Vision's loss of its franchise. It was noted that the Kentucky Court of Appeals last September held that the city's termination of the Top Vision franchise must stand (that decision is now being appealed to the U.S. Supreme Court). It was also contended that the cancellation of Top Vision's franchise was brought about by the cable company's failure to construct its system within the period specified in the franchise and its failure to pay gross receipts taxes to the city government and pole-attachment rentals to the utilities commission.

The city brief noted that one of Top Vision's principal complaints against the city, regarding an allegedly excessive 26% gross-receipts tax, was not forced

upon the system. Rather, the city said, Top Vision had made the 26% bid in a successful competition with five other franchise applicants (none of which had proposed a tax in excess of 9%).

Blue on Gray startles cable viewers in Dixie

Off-color film accidentally switched onto Albany, Ga., system

In an incident reminiscent of the Palm Springs pornovision caper of 1968, a Georgia cable-TV system last week found itself inadvertently presenting a "very explicit" silent but "very blue" film of

two men and two women cavorting. For some six minutes in prime time on Feb. 12, subscribers to Gray Cablevision in Albany, Ga., saw what was described as "hard-core pornography" of the home-made variety in place of ABC-TV's virtually sexless *The Rookies* series.

According to Gray Cablevision Manager Pete Freeauf, two technicians—one from the cable system, the other from a local TV station—took advantage of a break period in their work to record the visual pornography. An automatic switching system had taken WDHN(TV), the ABC-TV affiliate from Dothan, Ala., off the air and a slide was to advise viewers that a superior picture of *The Rookies* was available on channel 9 from WTVM-

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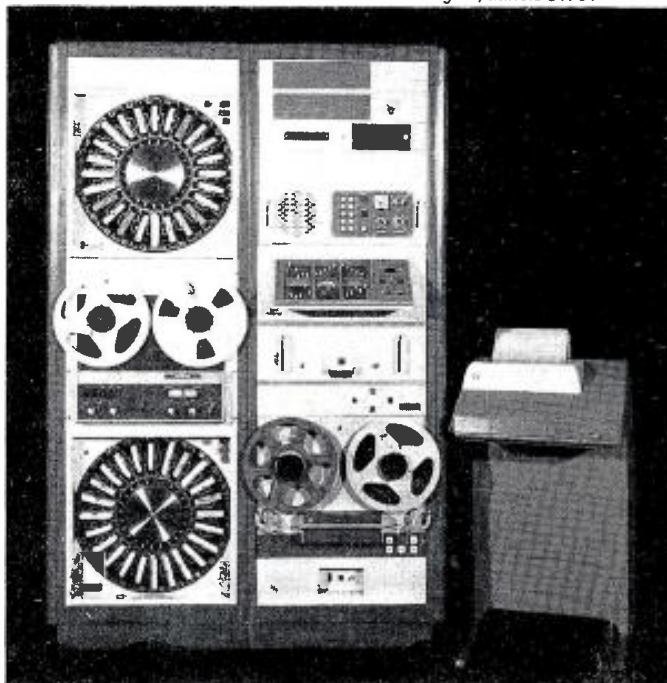
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(TV) Columbus, Ga. Instead, however, there was a pickup of the technicians' home movie.

Mr. Freeauf reported fewer than 10 complaints. Both technicians involved, he said, have been dismissed.

More than four years ago, in a celebrated incident, images of nudes at play were accidentally distributed over a cable system via the facilities of KPLM-TV Palm Springs, Calif. One of the station's video operators was found to have been at fault (BROADCASTING, Nov. 4, 1968).

Little CATV's escape from access minimums

Small cable-television systems in major television markets will be spared the expense of full compliance with the FCC rule requiring each system to provide three access channels.

The commission expressed that position in granting a certificate of compliance, with a waiver of the access-channel requirement, to Regional Cable Corp., which is planning to build systems in three communities in the Harrisburg-Lancaster-York, Pa., area, all operating from the same headend. The waiver was the second of its kind issued in the past month. The first was given to Stark County Communications, which is planning to operate systems, from a common headend, in five communities in the Cleveland-Lorain-Akron market. The Stark waiver, along with a certificate of compliance, was granted to one of the systems; the other four applications and the waiver were granted on Dec. 20, 1972.

Under the new cable rules that became effective on March 31, 1972, the companies would have been required to provide three access channels (one for the public, one for local government and one for education) for each system.

However, they contended that the cost would be burdensome and that the small communities they serve would not need three separate access channels each. They sought permission to operate three channels for all of their systems.

The commission, in granting the requested waivers, said the companies would be expected to provide additional access channels if demand developed.

Commissioner Nicholas Johnson was the lone dissenter in both cases. He saw the commission actions as a retreat from a policy designed to create an opportunity for services he said commercial broadcasting does not provide.

Commissioner Johnson dissented, on similar grounds, from a commission grant of a certificate of compliance to Saginaw Cable TV Co. for systems in Saginaw, Township of Saginaw and Zilwaukee, all Michigan, to be served from a common headend.

However, Saginaw Cable did not seek a waiver; its 26-channel plant will have sufficient capacity to meet the requirements of the rule. But Saginaw Cable asked for permission to make the access channels available only as their use is justified by demand.

Broadcast Advertising

FTC report cites rise in deceptive-ad complaints

The Federal Trade Commission last week released its annual report for the fiscal year ended June 30, 1972, with an accounting of complaints and cease-and-desist orders. "Fiscal year 1972 saw a marked strengthening and a consolidation of commission efforts to carry out its congressional mandate to protect the American public, both consumers and businessmen, against unfairness and deception in the marketplace," the report proclaims.

Specific examples are cited of this "marked strengthening" of the FTC's mandate: Consumer-protection complaints were up to 281 from 208 in 1971; cease-and-desist orders increased to 273 in fiscal 1972 from 199 the previous year.

One of the biggest increases cited by the commission was for complaints specifically involving deceptive advertising under Section 5 of the FTC Act. According to the annual report, there were 35 more deceptive advertising complaints registered in fiscal 1972 over fiscal 1971, with the total rising to 118 from 73.

The report also singles out the commission's efforts to continue "to attack misleading and deceptive national advertising and to use, where appropriate, innovative remedies that go beyond the once-traditional cease-and-desist order."

4A's, ANA offer recap of FTC's ad hearing

Highlights of the advertising industry's presentation to the Federal Trade Commission during the FTC's October 1971 hearings on modern advertising practices (BROADCASTING, Oct. 25, 1971, et seq.) have been edited into a 94-page book

"The Case for Advertising," released last week.

The editing was done by J. Robert Moskin, a veteran writer and editor, under the auspices of a joint committee of the Association of National Advertisers and the American Association of Advertising Agencies, which also developed the presentation to the FTC.

Excerpts from testimony of more than 40 witnesses are presented in 13 chapters ranging across such subjects as advertising and the nation's growth, the functions and objectives of advertising, advertising to children and the effects and future directions of advertising.

Copies are available at \$2 each. AAAA, 200 Park Avenue, New York 10017, and from ANA, 155 East 44th Street, New York 10017.

Free rides to be sought for paid self-puffery

TV series on business successes, underwritten by those businesses, is to be offered in barter deal

U.S.I. Network Ltd., New York, is soliciting businesses to underwrite episodes of a projected weekly, half-hour TV film series frankly intended to exalt the underwriters (BROADCASTING, Aug. 7, 1972). As of last week, according to U.S.I. President David Yarnell, the company was not in a position to disclose participants, "though we have several orders and are gearing for production."

Art Linkletter will be host of the series, entitled *America—The Men Who Make Her Great*, which is to focus on young and successful businessmen. Mr. Yarnell confirmed reports that the company is asking \$24,000 for a half-hour episode and \$12,500 for co-sponsorship.

He said the underwriter would be identified at the conclusion of the show. The series is to be provided free to stations which will have four to six minutes of commercial time to sell for themselves.

BAR reports television-network sales as of Jan. 28

CBS \$52,212,600 (33.4%), NBC \$57,089,100 (36.5%), ABC \$46,966,900 (30.1%)*

Day parts	Total minutes week ended Jan. 28	Total dollars week ended Jan. 28	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	62	\$ 406,400	239	\$ 1,591,200	\$ 1,221,100
Monday-Friday 10 a.m.-6 p.m.	808	6,643,100	3,537	32,130,100	24,508,500
Saturday-Sunday Sign-on-6 p.m.	255	3,511,300	968	17,826,400	24,208,100
Monday-Saturday 6 p.m.-7:30 p.m.	92	2,045,400	345	8,418,000	7,977,800
Sunday 6 p.m.-7:30 p.m.	20	549,600	57	2,274,700	2,486,600
Monday-Sunday 7:30 p.m.-11 p.m.	386	21,731,200	1,561	86,727,100	78,161,900
Monday-Sunday 11 p.m.-Sign-off	146	2,143,300	508	7,301,100	4,879,200
Total	1,769	\$37,030,300	7,215	\$156,268,600	\$143,443,200

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

Bell system challenged in television distribution

So far only four special carriers have cut into AT&T's huge domain, but slew of others seek FCC OK's, and TV networks encourage them

The three commercial television networks, making good on a threat to abandon AT&T if transmission rates were substantially increased, are busily committing their program-transmission business in various "spur" sections of the country to a variety of miscellaneous common carriers. "We told AT&T in 1969: 'If you push this rate thing through, we'll leave,'" recalls ABC-TV executive Julius Barnathan, in what amounts to the keynote for the action of the three networks. "We told them: 'Your rates are not competitive and we can do it for a lot less.'"

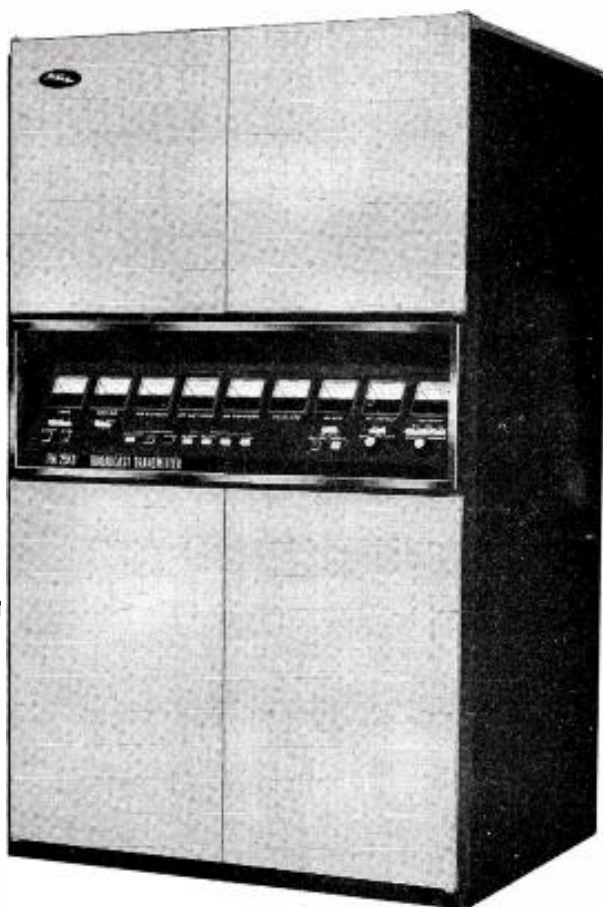
It was in 1969 that AT&T proposed and the FCC approved a more than \$20-million-per-year network rate increase (BROADCASTING, Sept. 8, 1969, et seq.). Since then, but mostly in the last couple of years, the networks have been systematically dumping AT&T service wherever alternatives seem feasible.

"We're looking for a better service and a better price than what we have been getting from the Bell system," explains Charles Cadley, director of facilities operations for CBS-TV. "We have talked with anybody who was interested in providing us with service and made an offer."

More specifically, in the last two years, the networks have committed to non-Bell companies for common-carrier service in four different segments of the country. Currently, Western Telecommunications Inc., a private microwave common-carrier firm (through its Mountain Microwave Corp. subsidiary), is providing service to CBS-TV and NBC-TV from Denver through Grand Junction, Colo., to Salt Lake City, and to all three commercial networks from Portland, Ore., to Spokane, Wash., via Seattle and Yakima. More recently, the three networks started taking a program transmission service from Midwest Relay out of Chicago going north. This system, now only partially operative, will terminate in Minneapolis and include Milwaukee, Madison, Green Bay, LaCrosse and Wausau, all Wisconsin; Austin, Duluth and Rochester, all Minnesota, and Waterloo, Iowa. A fourth non-Bell common-carrier system for the networks, out of Dallas, going south to Beaumont, Tex., operated by CPI Microwave, currently is being constructed.

And in what appears to be a still greater accentuation of the trend that has been developing over the last two years, two

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more independent microwave companies, in just the last month, have announced that they are on the brink of supplanting AT&T transmission service to the television networks in several other chunks of the country.

Microwave Associates Inc., in the first of the announcements, said that through Video Microwave Inc., a wholly owned subsidiary (both parent and subsidiary are based in Burlington, Mass.), it expects to have a common-carrier microwave network in operation by May 1, 1974, serving the three commercial TV networks in the six New England states of Maine, New Hampshire, Vermont, Massachusetts, Connecticut and Rhode Island.

LVO Cable Co., Tulsa, in a separate announcement, said that through United Video Corp., a subsidiary also based in Tulsa, it is planning a microwave system to provide video service throughout Florida to at least two—and possibly all three—commercial TV networks.

Microwave Associates, having applied in May 1971 for FCC authority to operate a system between New York City and New England, is immediately concentrating on providing transmission from atop the Empire State building to the New England states for not only ABC, CBS and NBC but also for the Hughes Television Network, individual stations on an independent basis and cable-TV systems.

Microwave Associates also is planning a common-carrier system to service only CBS in four states—Pennsylvania, West Virginia, Virginia and North Carolina. It's estimated that the New England system will cost between \$4 and \$5 million to construct, while the four-state system for CBS will cost an additional \$1 million, making up a total \$5- to \$6-million investment for Microwave Associates for both systems.

According to Microwave Associates, the company has received letters of intent from the three networks confirming their plan to switch away from AT&T service. Construction permits for the new systems, however, have not yet been issued by the FCC. "We anticipate no difficulties in having these CP's issued," a company spokesman said. "It certainly looks good and we have no reason to think they won't be issued within the next month or so."

Microwave Associates, which primarily designs and makes specialized components and accessories associated with microwave transmission, is traded on the American Stock Exchange (but already has received preliminary approval for filing on the New York Stock Exchange). The New England system would mark the company's first entry into the business as a miscellaneous common carrier.

LVO Cable is one of three companies that have asked to provide microwave common-carrier service to the TV networks in Florida (one of the others is Microwave Associates). The company claims that letters to the chief of the FCC's Common Carrier Bureau have been filed by both CBS and NBC recommending the selection of LVO Cable's subsidiary, United Video, as the common carrier throughout the state.

"ABC is currently studying its selection process and has indicated that it will make a decision within a week or 10 days," a spokesman for United Video reported.

If LVO Cable-United Video provides service to all three networks the system that would be constructed is estimated to cost \$5.5 million (actually, with plans calling for the simultaneous construction of private-line facilities with the video line the estimate increases to nearly \$8 million). Without ABC included in the video service, the construction figures to cost some \$1.6 million less.

It is believed by United Video that the Florida system will become operational about a year after the FCC issues a construction permit and contractual agreements are executed. LVO Cable, which operates 24 cables systems in 12 states serving some 117,000 subscribers, is traded over-the-counter. The company is controlled (with ownership of 59% of common stock) by LVO Corp., also Tulsa, a New York Stock Exchange-traded firm involved principally in oil and gas exploration and production.

Additionally, a number of other applications for miscellaneous common-carrier network program-transmission service are pending. Among them:

- Eastern Microwave Inc., in an application filed last April, would route from Erie, Pa., through Buffalo, Rochester, Syracuse, Utica, Albany-Schenectady and Binghamton, all New York.

- Western Telecommunications, also with an April 1972 filing, would go from San Francisco to Springfield, Ore.

- Hildreth Broadcasting Co., in a September 1971 filing, proposes to go from Portland, Me., to Boston.

- Nebraska Consolidated Communications Corp., in a filing in May 1972, is asking for a route from Sioux Falls, S.D., to Sioux City, Iowa.

- Mountain Microwave Corp. is looking to go from Freeman, Neb., to Sioux City, Iowa (filed in June 1972).

- Newhouse Alabama Microwave Inc., in a July 1970 filing, asks for a Tuscaloosa, Ala., to Columbus, Miss., route.

- Microwave Service Co. (filed in July 1970) and Microwave Relay Services Inc. (filed in August 1970), both are asking for Columbus, Miss., to Birmingham, Ala., routes.

- Nebraska Consolidated Communications Corp., in another filing (January 1973), wants to go from Chicago to Omaha.

- West Texas Microwave Co., in July 1972 asked the FCC to grant an Abilene to Midland route in Texas.

- Mountain Microwave Corp., in another of its filings (this one in July 1971), proposed an Omaha to Denver route.

- Nebraska Consolidated Communications Corp., in one of its several filings (October 1971), similarly asked for a Lincoln, Neb., to Denver microwave common-carrier link.

"We're doing it for simple economic reasons," explains an NBC-TV spokesman. "We find we can get the same or better service for less money."

"We're not talking about backbones—

the basic, fundamental service going across the country," points out Mr. Barnathan, who is ABC-TV's vice president in charge of broadcast operations and engineering. "We're talking about spurs where the service wasn't the greatest to begin with."

Adds CBS-TV's Charles Cadley: "Obviously, you can see what's happening. These companies are competing with Mother Bell in the broadband, common-carrier field. They are looking for whatever data customers they can get, whatever broadcasters they can get and any other type of service the commission will license them for."

And lurking in the background, the catalyst for all this activity in the once near-monopolistic common-carrier field, is the more than 50% AT&T network tariff increase of Oct. 2, 1969. "Maybe," offers one network executive, "Mother Bell now is going to change her mind and come back into the realm of reasonableness in rates."

Last year, a somewhat chastened AT&T went back to the FCC and again asked for a network program-transmission tariff revision, this time a substantial decrease. Competitors will tear out large chunks of its TV program-transmission business, AT&T, in effect, told the commission, and the total service will be weakened (BROADCASTING, Nov. 20, 1972, et seq.). The telephone company said that if it maintained rates adopted in 1969, facilities for monthly contract users would be reduced to less than 20% of current size and, more consequently, net revenues from network service would decline from an estimated \$55.9 million for the year ending Oct. 31, 1973, to a projected \$11.3 million for the year ending Oct. 31, 1975.

Asked to explain why AT&T currently has pending at the FCC proposed tariffs that would lower rates for the networks (while generally increasing them for occasional users), a spokesman reported: "It's like anything else. We provide a tariff service and hopefully we have customers who will use it. We are trying to make all of our services—not only program transmissions, any other service—as attractive as we can. What I'm saying is that we're constantly reviewing our services and working to provide service that the customers want."

ABC-TV's Mr. Barnathan takes strong exception. "All they're saying right now is: 'We made a mistake fellows, let's go back where we were,'" he contends. "Back in 1969, they stuck it to us just when we needed it least—when we were in trouble up to our ears. We lost our tail around here."

The fiery Mr. Barnathan obviously is still smoldering over past experiences with AT&T and, apparently, now feels that justice is triumphing. "I saw these guys smile as they gave us the shaft," he says. "Do you realize they raised us \$7 million from the bottom line—that was 7 million bucks per network, a more than 50% increase."

AT&T, in its filing of last November, proposed rates that would reduce the monthly charge for full-time television-network service from \$82.50 to \$55 per mile for the interexchange channel serv-

ice. This would be in line (although slightly higher than most) with rate proposals for television service asked by the miscellaneous common carriers. Mountain Microwave, for example, for the Denver-to-Salt Lake City spur, asked \$34 per mile for the same interexchange channel type of service to the regular TV network users, while Midwestern Relay proposed \$45 per mile for the Chicago-Minnesota-Wisconsin-Iowa service, and CPI Microwave suggested \$57 per mile for the Dallas-to-Beaumont link.

Still, whether AT&T is slightly higher in its rates than many of the miscellaneous common carriers is not at vital issue, according to the TV networks. "When AT&T has a \$25-per-mile higher rate, that's ridiculous," explains a network operations man. "But if AT&T is at \$55 per mile, you wouldn't think of leaving to go with a guy for \$53 or \$52. You wouldn't want to leave AT&T and the luxury of its kind of routing."

AT&T has advantages of flexibility in its rerouting options, it is further explained. "When something happens, they have many different routes to go to get to a certain market."

AT&T, through a spokesman, emphasizes that it provides a "super-service" that can't be duplicated by miscellaneous common carriers. "The real factor in all of this competition," says the spokesman, "is: Are the networks getting an equal service for a lower price?"

Answers Julius Barnathan: "When AT&T was going to raise its rates in 1969, they told us, 'You can't do our service for less money.' They had a paid study to prove it. I said, 'Baloney, we can do it for a lot less than what you're talking about, particularly in the areas where we're underserved now that does not involve backbone service.' I said, 'We can build in better systems than you have there for a helluva lot less money.' And they went ahead and put the rate increase in and now they realize they made a stupid mistake."

Until network people such as Mr. Barnathan became motivated and the miscellaneous common carriers were encouraged, AT&T was providing all the TV network program transmission service. It's a service that dates back to the very beginnings of network television (BROADCASTING, May 3, 1948).

TV imports up sharply in '72

Imports of monochrome television sets last year showed a whopping 21.4% increase over such imports in 1971, according to a report issued by the Electronic Industries Association marketing services department in Washington. Color television imports also increased last year, but on a much more modest scale, up 2.9%.

Over-all, total television imports in 1972 were 17% over sets imported in 1971. On a numerical basis, 1972 saw 1,318,292 color imports and 5,056,382 monochrome imports for a total of 6,375,785 sets. The previous year's imports included 1,281,335 color sets, and 4,165,831 monochrome sets for a total of 5,448,873 sets.

Generally, the EIA report summarizes,

all major consumer electronic categories, including home-radio imports (up 29.6%), showed increases in 1972 imports. In addition, exports of all categories of consumer electronics also showed varying increases in 1972 over exports in 1971.

NBS hitch-hiking plan runs into opposition

Broadcasters fear other agencies might also want to poach on signals, see costly technical problems

A proposal by the National Bureau of Standards, Gaithersburg, Md., that would authorize television stations to transmit NBS-originated statistical data is being fought by broadcasters.

Pleadings against the NBS request were submitted to the FCC by the National Association of Broadcasters, Association of Maximum Service Telecasters and CBS. Each claimed that the proposal is contrary to FCC policy on utilization of broadcast-spectrum space, would place an undue burden on licensees and could inspire a rash of similar requests for transmission space by other government agencies.

NBS has requested that the commission institute a rulemaking proceeding on its proposal, which calls for stations to place in line 21 of the vertical-blanking interval the digital information relating to NBS's "TV-Time" service. The service supplies time and frequency information of particular interest to scientists, engineers and other persons in technical capacities. But according to the plan's opponents, the information is of no concern to the general public. NBS wants to supply equipment to the three commercial networks and to the Public Broadcasting Service which would enable them to feed the information to affiliates. Independent stations apparently would not be included in the program.

NAB, AMST and CBS noted that the commission has stated that it will not accept proposals for utilization of broadcast carriers for purposes other than broadcast transmissions. Very few exceptions, they said, have been made to this policy. They charged that the licensee transmitting the NBS data would have no control over content, although licensees could conceivably be held responsible for inaccuracies in the material.

CBS said that there is a limited number of lines available for the carriage of independent transmissions and claimed that this space should be made available only to functions directly related to the broadcast process.

NAB agreed and added: "If such a rule were contemplated, federal, state and local agencies would clamor for a portion of the television broadcast signal format." Very few agencies, NAB asserted, "could not make some use of this sort of data transmission service, especially if private industry were to foot the bill."

AMST cited another problem. Network affiliates that tape network feeds for delayed broadcast, the association

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said, would be obligated to delete NBS information from the feed since the data would no longer be accurate when presented on a delayed basis. Deletion, AMST claimed, would involve the licensee purchase of expensive equipment as well as the allocation of station manpower.

First for new Intelsat board

The International Telecommunications Satellite Organization, the international organization known as Intelsat that operates the global commercial communications satellite system, has scheduled the first meeting of its board of governors for Washington, beginning March 14. The meeting, which is expected to last for some two weeks, will be held at the Communications Satellite Corp. headquarters building. Intelsat's board of governors has primary responsibility for the design, development, construction, establishment, operation and maintenance of the global satellite system. The meeting of the governing body was set after new definitive arrangements for operation of Intelsat went into force Feb. 12. As of that date, 79 countries adhered to new agreements (with additional countries in the process of ratification) for operation of Intelsat—including a four-tier operational structure consisting, in addition to the board of governors, of an assembly of parties (meaning governments), meeting of signatories (governments or telecommunications entities) and an executive branch (responsible to the board of governors). This new organization succeeds the arrangement that operated Intelstat since August 1964.

Technical Briefs

Cassette breakthrough. Memorex Corp. consumer products division, Santa Clara, Calif., announces availability of new cassette line treated with MRX₂ oxide, represented by firm as finest iron-oxide tape cassette on market. MRX₂ coating, Memorex claimed, permits tape performance comparable with chromium-dioxide tape without need for special bias switches. Company says treatment with formula enables greater low-frequency output than any other tape available and makes possible performance from cassette tape previously available only on reel-to-reel. New Memorex cassettes are available in 30, 45, 60, 90 and 120-minute configurations.

New cartridge video recorder system. International Video Corp., Sunnyvale, Calif., will introduce automated broadcast cartridge video recorder system, model BCR-200, at National Association of Broadcasters convention March 25-28 in Washington. System offers six to 12 playback decks which can be automatically programmed to operate in any sequence. System plays from 10 seconds to one hour of video tape to allow for automatic programming of commercials, short segment programs as well as one hour tapes.

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	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1		Crocodile Rock (3:56) Elton John—MCA	2	3	2	1
5	2		Could It Be I'm Falling in Love (4:13) The Spinners—Atlantic	3	1	1	2
2	3		You're So Vain (4:07) Carly Simon—Elektra	1	2	3	4
3	4		Superstition (3:57) Stevie Wonder—Tamla	5	4	4	5
6	5		Love Train (2:59) O'Jays—Philadelphia International	4	6	6	3
15	6		Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	8	5	5	6
10	7		Don't Expect Me To Be Your Friend (3:38) Lobo—Big Tree	6	9	10	8
4	8		Why Can't We Live Together? (3:11) Timmy Thomas—Glade	7	8	9	10
19 •	9		Dueling Banjos (2:10) "Deliverance" Soundtrack—Warner Brothers	9	13	7	14
17	10		Last Song (3:15) Edward Bear—Capitol	13	11	11	7
9	11		Rocky Mountain High (4:39) John Denver—RCA	10	7	15	12
13	12		The World Is a Ghetto (3:59) War—United Artists	18	10	8	9
11	13		Dancing in the Moonlight (2:57) King Harvest—Perception	14	12	16	11
14	14		Daddy's Home (2:59) Jermaine Jackson—Motown	11	14	13	16
7	15		Oh Babe, What Would You Say? (3:22) Hurricane Smith—Capitol	12	16	12	18
12	16		Do It Again (4:03) Steely Dan—ABC	15	15	17	13
8	17		Your Mama Don't Dance (2:47) Loggins and Messina—Columbia	16	17	14	15
16	18		Trouble Man (3:50) Marvin Gaye—Motown	17	19	18	19
18	19		Jambalaya (3:06) Blue Ridge Rangers—Fantasy	19	18	19	20
25	20		Do You Wanna Dance? (2:44) Bette Midler—Atlantic	20	20	20	17
22	21		Hi Hi Hi (3:10) Paul McCartney & Wings—Apple	22	21	21	21
26	22		The Cover of Rolling Stone (2:53) Dr. Hook & the Medicine Show—Columbia	24	22	22	22
21	23		Love Jones (3:19) Brighter Side of Darkness—20th Century	21	24	23	24
33	24		Also Sprach Zarathustra (5:06) Deodato—CTI	23	23	25	23
47 •	25		I'm Just a Singer (4:16) Moody Blues—Threshold	25	25	24	25
29	26		Dreidel (3:45) Don McLean—United Artists	27	26	26	26
31	27		Peaceful Easy Feeling (4:15) Eagles—Asylum	29	27	28	28
44 •	28		Danny's Song (3:06) Anne Murray—Capitol	32	28	30	29
42 •	29		Big City Miss Ruth Ann (2:34) Gallery—Sussex	30	31	29	31
20	30		Me & Mrs. Jones (4:34) Billy Paul—Philadelphia International	26	34	27	44
30	31		You Turn Me On, I'm a Radio (2:40) Joni Mitchell—Asylum	28	29	32	37

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
27	32	Clair (3:00) Gilbert O'Sullivan—MAM	31	30	38	35
55	• 33	Break Up To Make Up (4:00) Stylistics—Avco	36	33	31	27
40	34	Aubrey (3:38) Bread—Elektra	34	36	34	39
24	35	Rockin' Pneumonia (3:16) Johnny Rivers—United Artists	33	43	37	34
35	36	Hummingbird (3:30) Seals & Crofts—Warner Brothers	35	40	33	33
37	37	Don't Cross the River (2:22) America—Warner Brothers	37	38	35	36
28	38	Funny Face (2:42) Donna Fargo—Dot	38	32	45	40
60	• 39	Little Willy (3:13) The Sweet—Bell	44	39	36	42
32	40	Pieces of April (4:00) Three Dog Night—Dunhill	43	37	48	32
52	• 41	Dead Skunk (3:08) Loudon Wainwright III—Columbia	40	46	40	47
43	42	Keeper of the Castle (2:44) Four Tops—Dunhill	39	42	43	50
54	• 43	Space Oddity (5:05) David Bowie—RCA	63	49	39	30
57	• 44	Ain't No Woman (2:59) Four Tops—Dunhill	51	41	44	41
48	45	Neither One of Us (4:15) Gladys Knight & The Pips—Soul	50	47	41	45
46	46	Control of Me (3:28) Les Emmerson—Lion	46	44	46	49
38	47	Smoke Gets in Your Eyes (3:15) Blue Haze—A&M	41	45	55	48
23	48	Super Fly (3:03) Curtis Mayfield—Curton	42	51	42	62
56	49	I Wanna Be With You (2:53) Raspberries—Capitol	62	35	50	43
34	50	Jesus Is Just Alright (3:50) Doobie Brothers—Warner Brothers	56	48	49	38
49	51	I Am Woman (3:03) Helen Reddy—Capitol	45	64	47	62
51	52	It Never Rains in Southern California (2:53) Albert Hammond—Mums	47	59	53	56
—	• 53	Wildflower (4:08) Skylark—Capitol	62	52	51	54
—	• 54	You Ought To Be With Me (3:09) Al Green—London	48	60	58	55
—	• 55	Papa Was a Rollin' Stone (4:00) Temptations—Motown	49	66	62	59
—	• 56	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	58	50	61	63
—	• 57	Peaceful (2:50) Helen Reddy—Capitol	53	55	54	57
53	58	Good Morning, Heartache (2:20) Diana Ross—Motown	55	61	57	63
63	59	Tie a Yellow Ribbon (3:19) Dawn—Bell	59	53	60	66
—	• 60	Keep on Singing (3:40) Austin Roberts—Chelsea	54	58	64	60
—	• 61	Sing (3:20) The Carpenters—A&M	57	57	62	74
41	62	Living in the Past (3:13) Jethro Tull—Chrysalis	76	63	*	46
50	63	Harry Hippie (3:50) Bobbie Womack & Peace—United Artists	69	69	59	65
—	• 64	Rosalie (3:16) Sam Neely—Capitol	64	54	67	68
65	65	Hello Murray (3:01) Alice Cooper—Warner Brothers	71	71	65	51
45	66	Separate Ways (2:36) Elvis Presley—RCA	67	62	63	73
72	67	Magic Woman Touch (3:17) The Hollies—Epic	61	*	56	75

continued on page 52

SOLID GREASE!

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The Broadcasting Playlist continued from page 51

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	68		One Less Set of Footsteps (2:46) Jim Croce—Dunhill	65	56	69	67
58	69		Living Together, Growing Together (3:50) Fifth Dimension—Bell	60	65	66	*
62	70		Daytime, Nighttime (3:07) Keith Hampshire—A&M	66	67	74	70
—	71		Kissing My Love (3:50) Bill Withers—Sussex	72	68	*	69
67	72		Sail on Sailor (3:15) The Beach Boys—Brother	77	72	72	58
—	73		Pardon Me Sir (3:37) Joe Cocker—A&M	*	*	71	61
70	74		Love Music (3:42) Raiders—Columbia	*	75	70	71
66	75		I'm Never Gonna Be Alone Anymore (2:37) Cornelius Brothers & Sister Rose—United Artists	68	*	*	*

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

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

Ain't No Woman (44), Also Sprach Zarathustra (24), Aubrey (34), Big City Miss Ruth Ann (29), Break Up To Make Up (33), Clair (32), Control of Me (46), Could It Be I'm Falling (2), The Cover of Rolling Stone (22), Crocodile Rock (1), Daddy's Home (14), Dancing in the Moonlight (13), Danny's Song (28), Daytime, Nighttime (70), Dead Skunk (41), Do It Again (16), Do You Wanna Dance? (20), Don't Cross the River (37), Don't Expect Me To Be Your Friend (7), Dreidel (26), Dueling Banjos (9), Funny Face (38), Good Morning, Heartache (58), Harry Hippie (63), Hello Hurray (65), Hi Hi Hi (21), Hummingbird (36), I Am Woman (51), I Wanna Be With You (49), I'm Just a Singer (25), I'm Never Gonna Be Alone (75), It Never Rains in Southern California (52), Jambalaya (19), Jesus Is Just Alright (50), Keep On Singing (60), Keeper of the Castle (42), Killing Me Softly With His Song (6), Kissing My Love (71), Last Song (10), Little Willy (39), Living in the Past (62), Living Together, Growing Together (69), Love Jones (23), Love Music (74), Love Train (5), Magic Woman Touch (67), Me & Mrs. Jones (30), Neither One of Us (45), The Night the Lights Went Out in Georgia (56), Oh Babe, What Would You Say? (15), One Less Set of Footsteps (68), Papa Was A Rollin' Stone (55), Pardon Me Sir (73), Peaceful Easy Feeling (27), Peaceful (57), Pieces of April (40), Rockin' Pneumonia (35), Rocky Mountain High (11), Rosalie (64), Sail on Sailor (72), Separate Ways (66), Sing (61), Smoke Gets in Your Eyes (47), Space Oddity (43), Super Fly (48), Superstition (4), Tie a Yellow Ribbon (59), Trouble Man (18), Why Can't We Live Together? (8), Wildflower (53), The World is a Ghetto (12), You Ought To Be With Me (54), You Turn Me On, I'm a Radio (31), You're So Vain (3), Your Mama Don't Dance (17).

Music

The Grammy hopefuls

Flack, McLean, O'Sullivan are top contenders for NARAS awards

Nominations for the Grammy Awards—to be telecast live from Nashville March 3 by CBS-TV (10-11:30 p.m. NYT)—were announced last week. The Grammy telecast will present 11 of the 44 awards on the air and feature performances by Gilbert O'Sullivan, Curtis Mayfield, Helen Reddy, Donna Fargo, Charley Pride, Loggins and Messina, the Fifth Dimension, Mac Davis, the Staple Singers, Don McLean and Anna Moffo.

Gilbert O'Sullivan, Don McLean and Roberta Flack seem to have the best chance of claiming the lion's share of awards, presented by the National Academy of Recording Art and Sciences. Gilbert O'Sullivan received three nominations, Don McLean, four, and Roberta Flack, three.

Notable omissions from the Grammy awards list, several industry observers pointed out, included Al Green, the Osmonds and Bill Withers.

The Grammy Award nominations in the categories that will be presented on the CBS special follow:

Record of the year—Gilbert O'Sullivan, "Alone Again (Naturally)"; Don McLean, "American Pie"; Roberta Flack, "First Time Ever I Saw Your Face"; Neil Diamond, "Song Sung Blue"; Harry Nilsson, "Without You."

Album of the year—Don McLean, *American Pie*; George Harrison and friends, *Concert for Bangladesh*; Cast of "Jesus Christ Superstar," *Jesus Christ Superstar*; Neil Diamond, *Moods*; Harry Nilsson, *Nilsson Schmilsson*.

Song of the year—Gilbert O'Sullivan, "Alone Again (Naturally)"; Don McLean, "American Pie"; Iwan McColl, "First Time Ever I Saw Your Face"; Neil Diamond, "Song Sung Blue"; Michelle LeGrande, "Summer Knows."

Best new artist of the year—America, Harry Chapin, Eagles, Kenny Loggins and Jim Messina, John Prine.

Best female pop, rock or folk vocal performance—Carly Simon, "Anticipation"; Aretha Franklin, "Daydreamin'"; Helen Reddy, "I Am Woman"; Roberta Flack, *Quiet Fire*; Barbara Streisand, "Sweet Inspiration/Where You Lead."

Best male pop, rock or folk vocal performance—Gilbert O'Sullivan, "Alone Again (Naturally)"; Don McLean, "American Pie"; Mac Davis, "Baby, Don't Get Hooked On Me"; Sammy Davis Jr., "Candy Man"; Harry Nilsson, "Without You."

Best male rhythm-and-blues vocal performance—Joe Simon, "Drowning in a Sea of Love"; Curtis Mayfield, "Freddie's Dead"; Joe Tex, "I Gotcha"; Billy Paul, "Me & Mrs. Jones"; Ray Charles, "What Have They Done to My Song."

Best rhythm-and-blues performance by a duo, group or chorus—Gladys Knight and the Pips, "Help Me Make It Through the Night"; Harold Melvin and the Blue Notes, "If You Don't Know Me by Now"; Spinners, "I'll Be Around"; Staple Singers, "I'll Take You There"; Temptations, "Papa Was a Rolling Stone."

Best female country vocal performance—Tanya Tucker, "Delta Dawn"; Donna Fargo, "Happiest Girl in the Whole U.S.A."; Tammy Wynette, "My Man"; Skeeter Davis, "One Tin Soldier"; Loretta Lynn, "One's on the Way"; Dolly Parton, "Touch Your Woman."

Best male country vocal performance—Jerry Lee Lewis, "Chantilly Lace"; Charley Pride, *Charley Pride Sings Hart Songs*; Waylon Jennings, "Good Hearted Woman"; Charlie Rich, "I Take It On Home"; Merle Haggard, "It's Not Love (But It's Not Bad)."

Best classical vocal solo performance: Brahms: "Die Schöne Magelone," Dietrich Fischer-Dieskau; Elgar: "Sea Picture," Janet Baker; "Five Great Operatic Scenes," Leontyne Price; "Songs of Stephen Foster," Jan Di Gaetani; "Songs of Debussy," Anna Moffo; Wagner: "Wesendonck Leider," Brigitte Nilsson.

CMA to revisit NBC-TV

As part of its "Night of Specials," Feb. 25, NBC-TV will present *Country Music Hit Parade* (8:30-9:30 p.m. NYT). The Country Music Association, Nashville,

will produce the show in conjunction with Philip Productions, packager of the last CMA TV special, *Country Music Awards Show*, also on NBC.

The program was to be taped in Nashville at the Grand Ole Opry House last Thursday (Feb. 8). Hosting will be Tennessee Ernie Ford and guests will include Lynn Anderson, Donna Fargo, Eddy Arnold, Charlie McCoy and Loretta Lynn.

The show will be sponsored by the American Gas Association in cooperation with local companies.

Breaking In

"Today I Started Loving You Again"—Bettye Swann (Atlantic) ■ With the increased hit potential of rhythm and blues these days, program directors are becoming inundated with more and more black product each week. And, subsequently, records that radio men concede are quite good are being left off playlists because of heavy commitments to other R&B records already on the air. The Atlantic promotion staff has been working the Bettye Swan record for more than a month, and only in the past week has it found sympathetic ears.

WTIX(AM) New Orleans went on it early and it went to number four there. On most of the other stations playing it, it is in the mid-twenties and moving up at a moderate-to-good pace.

Originally a country tune written and recorded by Merle Haggard and his wife Bonnie Owens, "Today I Started Loving You Again" was wholly transformed in its trip from Bakersfield, Calif., where it was originally produced, to Muscle Shoals, Ala., where Atlantic now produces most of its R&B artists. The record is now a rumbling and soulful song about a revitalized love affair.

Stations playing Bettye Swann last week included: WTIX(AM) New Orleans, WQAM(AM) and WMYQ(FM), both Miami, WMPS(AM) Memphis, WBBQ(AM) Augusta, Ga., KGBS(AM) Los Angeles and WHOT(AM) Youngstown, Ohio.

"I'm Doing Fine Now"—New York City (Chelsea) ■ Thom Bell is one of the most prolific and successful freelance producers working today. This week he has two records charted high on the "Playlist"—"Could It Be I'm Falling in Love," (number two) and "Break Up to Make Up" (number 33). Now, working for the RCA custom-label owned by Partridge Family-Austin Roberts producer Wes Farrell, Chelsea Records, he has produced a rather sweet, non-raunch soul record called "I'm Doing Fine Now" with a new group, New York City.

R&B stations have picked up on the record strongly, though its greatest potential is probably pop. And there is a strong initial line-up of top 40's on the record for the short time it has been out.

Stations on the New York City record last week included: WMAK(AM) Nashville, KCBQ(AM) San Diego, WMPS(AM) and WOIA(AM) both Memphis, and WDAS(AM) Philadelphia.

ABC says 1972 was its best year

Goldenson and Rule also announce stock split and dividend increase

An optimistic report on 1972 earnings expectations at ABC was issued last week by Chairman Leonard H. Goldenson and President Elton H. Rule. The executives also announced a two-for-one split of common stock and an increase of its dividend by 6.7%.

They estimated 1972 operating earnings at \$4.05 a share, fully diluted, an all-time high and 110% greater than 1971's operating earnings level of \$1.92 a share. According to ABC, the previous record earnings at ABC was set in 1966, when it reported \$2.54 a share.

The record earnings, Mr. Goldenson and Mr. Rule said in a report issued last week, are based on a larger average number of shares outstanding in 1972 than in 1971. But the report was extremely bullish, with Messrs. Goldenson and Rule noting "1972 was the most outstanding year in the history of our company and we are confident that 1973 will be a year of continued progress with increased revenues and earnings."

ABC's actual 1972 revenues and earnings figures will be reported in several weeks.

In the stock split, stockholders of record at the close of business Feb. 26 will receive one additional share of common stock for each issued share of common, with certificates mailed on or about March 20. No increase in the number of authorized shares is necessary as there are 30 million shares of common authorized and but 8,480,000 shares outstanding.

The board also increased the quarterly cash dividend to 32 cents on shares outstanding before the stock split (the previous quarterly dividend was 30 cents). This dividend is payable March 15 to holders of record Feb. 23. Beginning with the second quarter of this year the board intends to declare quarterly dividends at the rate of 16 cents per share.

CBS sets new record

Earlier announcement of profit rise is confirmed by full-year report that is every bit as good

CBS had record sales, income and per-share earnings in 1972, according to Chairman William S. Paley and Vice Chairman Frank Stanton.

As CBS had indicated weeks ago (BROADCASTING, Feb. 5), 1972 operating earnings were \$2.88 per share (29% increase in the year), a figure that represented a new high for CBS—25 cents a share above the record achieved in 1966.

CBS's net income in 1972, the report said, rose 28% and net revenues were up

11% compared with 1971. Per-share earnings in the fourth quarter of 1972 were also up 29% over the same period in 1971. The CBS board last week declared a 36.5-cent dividend on each share of common stock payable March 16 to holders of record on March 2.

For the year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 2.88	\$ 2.23*
Revenues	1,403,184,000	1,263,377,000
Net income	82,866,000	64,696,000

* \$2.06 after 17 cents extraordinary item and accounting change.

Financial Briefs

Metromedia Inc., New York, had record earnings and sizable boost in revenues in 1972. John W. Kluge, Metromedia president, said advances were made by improvements in all areas of company's operations. For year ended Dec. 31:

	1972	1971
Earned per share	\$ 2.07	\$ 1.30
Revenues	181,880,025	153,407,078
Net income	12,668,130	7,681,588

Cox Broadcasting Corp., Atlanta, cited 24% jump in earnings and 17% hike in revenues for year ended Dec. 17, 1972:

	1972	1971
Earned per share	\$ 1.73	\$ 1.40
Revenues	77,281,000	66,213,000
Net income	10,102,000	8,153,000

Cox Cable Communications Inc., Atlanta, reported 32% jump in income and 17% boost in revenues for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 0.48	\$ 0.36
Revenues	15,798,422	13,457,437
Net income	1,692,110	1,277,728

Communications Satellite Corp., Washington, reported that as result of increased use of satellite system by customers, revenues for 1972 jumped 20% over 1971. For year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 2.50	\$ 2.25
Revenues	105,965,000	88,385,000
Net income	24,967,000	22,537,000

Note: 1972 results include \$2.8-million write-off, equal to 15 cents per share.

Harte-Hanks Newspapers Inc., San Antonio, Tex., reported record earnings for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 1.20	\$ 0.90
Revenues	69,509,007	49,509,075
Net income	4,768,883	3,253,631

Multimedia Inc., Greenville, S.C., reported 21% jump in earnings and 16% rise in income last year. For year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 1.40	\$ 1.17
Revenues	42,100,000	36,450,000
Net income	5,550,000	4,600,000

Capital Cities Broadcasting, New York, reported 30% increase in net income and 21% in revenues for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 2.21	\$ 1.72
Revenues	118,488,000	98,076,000
Net income*	17,015,000	13,129,000

* Excludes special credit in 1971 of \$18,168,000 equal to \$2.50 per share primary and \$2.38 per share fully diluted. For year, per-share primary earnings totaled \$2.29 in 1972 and \$1.80 in 1971.

Combined Communications Corp., Phoenix, reported substantial gains in revenues

and income for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 1.24	\$ 0.91
Revenues	56,359,000	32,071,000
Net income	4,040,000	2,410,000

LIN Broadcasting Corp., New York, reported gains in revenues and income for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 0.84	\$ 0.78
Revenues	20,649,000	18,975,000
Net income	2,201,000	1,809,000

Scripps-Howard Broadcasting Co., New York, reported jump in revenues and income for 1972. For year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 2.03	\$ 1.57
Revenues	26,288,895	23,657,675
Net income	5,248,874	4,060,670

Meredith Corp., Des Moines, Iowa, reported gains in revenues and income for first half of its fiscal year. For six months ended Dec. 31:

	1972	1971
Earned per share	\$ 0.99	\$ 0.63
Revenues	80,854,000	76,996,000
Net income	2,797,000	1,742,000

John Blair & Co., New York, reported substantial increases in revenues and in net earnings for 1972, attributed to strong performance of its graphic division. Broadcast representation earnings were said to have dropped from 1971 levels because of previously reported loss of WHDH-TV Boston as client last March. For year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 1.27	\$ 0.36*
Revenues	72,192,000	62,303,000
Net income	3,298,000	921,000*

* Includes extraordinary charge in 1971 of \$1,775,000, including write-offs and loss on disposal of unprofitable operations.

Viacom International, New York, increased its net income 31% and revenues 22% in 1972, over 1971. For the year ended Dec. 30:

	1972	1971
Earned per share	\$ 0.54	\$ 0.41
Revenues	25,889,000	21,150,000
Net income	2,083,000	1,591,000
Shares outstanding	3,842,000	3,855,000

Washington Post gets highest rate of profit from broadcast division

Radio-TV holdings return \$5.9-million income from \$24.2 million in revenues

The Washington Post Co., parent of group broadcaster Post-Newsweek Stations Inc., reported last week that its profits and revenues were at an all-time high during the past calendar year.

The Post company said that the Post-Newsweek subsidiary, which operates WTOP-AM-FM Washington, WPLG(TV) Miami, WJXT(TV) Jacksonville, Fla., and WKYC(AM) Cincinnati, registered a 75% increase in operating profits during 1972. Its two other major divisions, newspaper publishing (the *Washington Post*) and magazine publishing (*Newsweek*), had earnings gains of 17% and more than 100%, respectively. Of the firm's cumulative 1972 revenue total of \$217.8 million, the broadcasting division contrib-

uted \$24.2 million, newspapers \$99.8-million and magazines \$93.8 million. However, while better than one of every four revenue dollars was retained by the broadcast division as profit (the broadcast division registered an operating income of \$5.9 million against revenues of \$24.2 million), the two print divisions' rates of return in this category were only about one dollar for every 20 grossed.

Newspapers had profits of \$10.2 million last year against the \$99.8-million revenue figure; for magazines, income amounted to \$5.7 million against \$93.8 million in revenues. Cumulatively, the Post firm's operating income (before taxes) was \$21.8 million last year against \$15.2-million in 1971—an increase of 43.4%. The firm's net income (after taxes) was \$9.7 million last year, against \$11.8-

million in 1971. The 1971 income figure, however, reflects a special credit of \$4.6-million brought about by changes in accounting procedures.

For the fiscal years ended Dec. 31, 1972, and Jan. 2, 1972:

	1972	1971
Earned per share	\$ 2.08	\$ 1.52
Revenues	217,844,000	192,749,000
Net income	9,732,000	7,171,000
Shares outstanding	4,807,000	4,429,000

Broadcasting Stock Index

Weekly market summary of 138 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Feb. 14	Closing Feb. 7	Net change in week	% change in week	1972-73 High	Low	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting										
ABC	ABC	N	65 3/4	67	- 1 1/4	- 1.86	81 1/2	51 1/4	8,418	553,483
ASI COMMUNICATIONS	ASIC	O				.00	5	1	1,815	1,815
CAPITAL CITIES	CCB	N	56 1/2	55 3/4	+ 3/4	+ 1.34	64 1/4	48	6,991	394,991
CBS	CBS	N	49 5/8	46 3/4	+ 2 7/8	+ 6.14	63	44 1/2	28,096	1,394,264
COX	COX	N	33 3/4	34 3/4	- 1	- 2.87	51	32 5/8	5,838	197,032
FEDERATED MEDIA		O	2 1/2	2 3/4	- 1/4	- 9.09	4 1/8	2	820	2,050
GROSS TELECASTING	GGG	A	15	14 3/4	+ 1/4	+ 1.69	23 7/8	12 1/4	800	12,000
LIN	LINB	O	13 5/8	13 3/8	+ 1/4	+ 1.86	22 3/8	10 3/4	2,341	31,896
MOONEY	MOON	O	9 3/8	9 5/8	- 1/4	- 2.59	11 5/8	4	250	2,343
PACIFIC & SOUTHERN	PSOU	O	12 3/4	13 1/2	- 3/4	- 5.55	18 1/4	6 1/2	2,010	25,627
RAHALL COMMUNICATIONS	RAHL	O	12	10 3/4	+ 1 1/4	+ 11.62	29	8	1,297	15,564
SCRIPPS-HOWARD*	SCRP	O	20 1/4	20 3/4	- 1/2	- 2.40	27	18	2,589	52,427
STARR*	SBG	M	21 5/8	21	+ 5/8	+ 2.97	30 1/2	15 1/2	1,042	22,533
STORER	SBK	N	33 7/8	34 3/4	- 7/8	- 2.51	49 3/8	31	4,402	149,117
TAFT	TFB	N	50	49 3/4	+ 1/4	+ .50	59 1/4	41 3/4	4,064	203,200
Broadcasting with other major interests								TOTAL	70,773	3,058,342
ADAMS-RUSSELL	AAR	A	4 1/2	4 3/8	+ 1/8	+ 2.85	8 3/4	4 1/4	1,259	5,665
AVCO	AV	N	13 1/4	14	- 3/4	- 5.35	20 7/8	12 7/8	11,497	152,335
BARTELL MEDIA	BMC	A	2 5/8	2 3/8	+ 1/4	+ 10.52	7 1/8	2 1/4	2,257	5,924
CHRIS-CRAFT	CCN	N	5 3/8	5 1/4	+ 1/8	+ 2.38	8 3/4	4 5/8	4,008	21,543
COMBINED COMMUNICATIONS	CCA	A	36	35 5/8	+ 3/8	+ 1.05	44 3/8	28 1/2	3,405	122,580
COWLES COMMUNICATIONS	CWL	N	8 1/4	8 1/4		.00	13 1/8	8 1/4	3,969	32,744
DUN & BRADSTREET	DNB	N	79 1/4	76 3/4	+ 2 1/2	+ 3.25	81 3/8	63	12,998	1,030,091
FAIRCHILD INDUSTRIES INC.	FEN	N	10 1/4	10	+ 1/4	+ 2.50	14 1/4	9	4,562	46,760
FUQUA	FQA	N	14 3/4	15 7/8	- 1 1/8	- 7.08	27 7/8	14 3/4	9,587	141,408
GABLE INDUSTRIES	G8I	N	20 1/2	21	- 1/2	- 2.38	32 1/4	19 3/4	2,551	52,295
GENERAL TIRE & RUBBER	GY	N	24 3/8	23 3/4	+ 5/8	+ 2.63	32 5/8	23	20,195	492,253
GLOBETROTTER COMMUNICATION INC	GLBTA	O	7 5/8	8	- 3/8	- 4.68	20 1/2	7	2,843	21,677
GRAY COMMUNICATIONS	O	11 1/4	11 3/4	- 1/2	- 4.25	14	6 1/2	475	5,343	
HARTE-HANKS NEWSPAPERS INC.	HMN	N	26 7/8	26	+ 7/8	+ 3.36	33 1/4	21	4,321	116,126
ISC INDUSTRIES	ISC	A	7	7 1/8	- 1/8	- 1.75	9 1/8	6	1,655	11,585
KAISER INDUSTRIES	KI	A	5	5		.00	9 5/8	4 7/8	26,948	134,740
KANSAS STATE NETWORK	KSN	O	6	6 1/8	- 1/8	- 2.04	7 7/8	5 5/8	1,621	9,726
KINGSTIP INC.	KTP	A	11 1/8	11 7/8	- 3/4	- 6.31	17 3/4	10 7/8	1,155	12,849
LAMB COMMUNICATIONS*	O	2 1/2	2 1/2			.00	4 7/8	2	475	1,187
LEE ENTERPRISES	LNT	A	21 1/2	21 3/8	+ 1/8	+ .58	30	17 1/2	3,340	71,810
LIBERTY CORP.	LC	N	19 1/2	18 3/4	+ 3/4	+ 4.00	25 1/2	17 1/2	6,753	131,683
MCGRAW HILL	MHP	N	13 1/4	13 1/4		.00	20 7/8	12 7/8	23,327	309,082
MEDIA GENERAL INC.	MEG	A	39	34 3/4	+ 4 1/4	+ 12.23	49 3/8	27 7/8	3,434	133,926
MEREDITH CORP.	MDP	N	17 1/2	18	- 1/2	- 2.77	30 3/4	17 1/2	2,820	49,350
METROMEDIA	MET	N	26 1/4	28 1/8	- 1 7/8	- 6.66	39	26 1/4	5,959	156,423
MULTIMEDIA INC.	O	27	27			.00	45	14	3,612	97,524
OUTLET CO.	OTU	N	14 1/2	14 1/2		.00	19 3/8	13	1,336	19,372
PACIFIC SOUTHWEST AIRLINES	PSA	N	18 1/8	18	+ 1/8	+ .69	37 1/2	17 3/4	3,771	68,349
POST CORP.	POST	O	14 3/4	14 1/2	+ 1/4	+ 1.72	30	9	942	13,894
PUBLISHERS BROADCASTING CORP.	PUBB	O	1 5/8	1 5/8		.00	4 7/8	1 5/8	919	1,493
REEVES TELECOM	RBT	A	2 5/8	2 3/4	- 1/8	- 4.54	4 1/4	2 1/8	2,294	6,021
RIDDER PUBLICATIONS	RPI	N	27	27		.00	34 1/2	21 7/8	8,327	224,829
ROLLINS	ROL	N	29 3/4	30 1/2	- 3/4	- 2.45	43 1/4	29 1/8	12,146	361,343
RUST CRAFT	RUS	A	26	26		.00	39 3/8	24	2,350	61,100
SAN JUAN RACING	SJR	N	19 3/8	19 3/8		.00	34 3/4	18 3/4	2,153	41,714
SCHERING-PLOUGH	SGP	N	142 3/4	142	+ 3/4	+ .52	144	82 5/8	25,471	3,635,985
SONDERLING	SDB	A	13 3/8	13	+ 3/8	+ 2.88	30 3/4	11	1,005	13,441
TECHNICAL OPERATIONS, INC.	TO	A	10 1/2	11 1/2	- 1	- 8.69	17 7/8	9	1,386	14,553
TIMES MIRROR CO.	TMC	N	20 1/4	21 5/8	- 1 3/8	- 6.35	27 7/8	20 1/8	31,080	629,370
TURNER COMMUNICATIONS*	O	5 3/4	5 7/8	- 1/8	- 2.12	7	2	1,486	8,544	
WASHINGTON POST CO.	WPO	A	29 7/8	30 7/8	- 1	- 3.23	38	23 1/2	4,818	143,937
WHDH CORP.*	O	15	14 1/2	+ 1/2	+ 3.44	30	11	589	8,835	
WOMETCO	WOM	N	16	16		.00	25 7/8	15 5/8	6,001	96,016
Cable								TOTAL	271,100	8,715,425
AMECO	ACO	O	1 5/8	1 5/8		.00	12 3/4	1 1/2	1,200	1,950
AMERICAN ELECTRONIC LABS	AELBA	O	2 7/8	2 7/8		.00	9 3/4	2 7/8	1,726	4,962
AMERICAN TV & COMMUNICATIONS	AMTV	O	34 3/4	35 3/4	- 1	- 2.79	47 1/4	17 1/4	2,670	92,782
BURNUP & SIMS	BSIM	O	29 7/8	28 5/8	+ 1 1/4	+ 4.36	31 3/4	6 3/4	7,510	224,361
CABLECOM-GENERAL	CCG	A	6 7/8	6 1/2	+ 3/8	+ 5.76	18 1/4	6 1/4	2,472	16,995
CABLE FUNDING CORP.*	CFUN	O	6	6 1/8	- 1/8	- 2.04	15 1/4	6	1,233	7,398
CABLE INFORMATION SYSTEMS*	O	2	2			.00	4 3/4	1 3/4	955	1,910
CITIZENS FINANCIAL CORP.	CPN	A	7 3/4	8	- 1/4	- 3.12	15 1/4	7 1/2	2,416	18,724
COMCAST CORP.	O	4 1/4	4 1/2	- 1/4	- 5.55	7	4 1/8	1,280	5,440	

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	Stock symbol	Exch.	Closing Feb. 14	Closing Feb. 7	Net change in week	% change in week	1972-73 High	Low	Approx. shares out (000)	Total market capitali- zation (000)
COMMUNICATIONS PROPERTIES	COMU	O	7 3/4	7 1/2	+ 1/4	+ 3.33	27 3/8	7 1/2	1,917	14,856
CDX CABLE COMMUNICATIONS	CXC	A	25 3/8	27	- 1 5/8	- 6.01	41 3/4	23 1/4	3,556	90,233
CYPRESS COMMUNICATIONS*	CYPR	O				.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	22 5/8	24 7/8	- 2 1/4	- 9.04	32 7/8	20 3/4	6,503	147,130
LVD CABLE INC.	LVOC	O	9	9 1/8	- 1/8	- 1.36	16 1/2	6 3/4	1,466	13,194
SCIENTIFIC-ATLANTA INC.	SFA	A	12 1/4	12 1/8	+ 1/8	+ 1.03	15 3/4	8 1/8	914	11,196
STERLING COMMUNICATIONS	STER	O	2 7/8	3 1/8	- 1/4	- 8.00	7 3/4	2 7/8	2,162	6,215
TELE-COMMUNICATIONS	TCDM	O	16	17 1/2	- 1 1/2	- 8.57	35 1/4	15 1/2	3,866	61,856
TELEPROMPTER	TP	A	24 5/8	26 3/4	- 2 1/8	- 7.94	44 1/2	24 5/8	16,381	403,382
TIME INC.	TL	N	52 3/4	52 7/8	- 1/8	- .23	64 3/4	44 5/8	7,284	384,231
TOCOM	TOCM	O	10 1/4	10 3/8	- 1/8	- 1.20	12 1/8	7	596	6,109
UA-COLUMBIA CABLEVISION INC.	UACC	O	12 1/4	12	+ 1/4	+ 2.08	19	12	1,792	21,952
VIACOM	VIA	N	16	15 7/8	+ 1/8	+ .78	28 1/2	15	3,931	62,896
VIKOA	VIK	A	7 1/2	7 1/2		.00	19 3/4	7	2,333	17,497
Programming								TOTAL	78,253	1,659,985
COLUMBIA PICTURES	CPS	N	7 7/8	7 5/8	+ 1/4	+ 3.27	14 7/8	7 1/2	6,335	49,888
DISNEY	DIS	N	96 3/8	101 3/4	- 5 3/8	- 5.28	123 7/8	95	27,836	2,682,694
FILMWAYS	FWY	A	3 7/8	3 7/8		.00	8	3 5/8	1,807	7,002
GULF & WESTERN	GW	N	27 5/8	29 1/2	- 1 7/8	- 6.35	44 3/4	27 3/8	16,387	452,690
MCA	MCA	N	27 1/8	27	+ 1/8	+ .46	35 7/8	23 1/8	8,243	223,591
MGM	MGM	N	20 5/8	21 1/4	- 5/8	- 2.94	27 1/2	16 3/4	5,905	121,790
MUSIC MAKERS	MUSC	O	2 1/4	1 5/8	+ 5/8	+ 38.46	3 3/4	1 1/8	534	1,201
TELE-TAPE PRODUCTIONS*		O	1 3/8	1 3/4	- 3/8	- 21.42	2 7/8	1	2,190	3,011
TELETRONICS INTERNATIONAL*		O	9	9		.00	18 1/2	6 1/4	724	6,516
TRANSAMERICA	TA	N	15 7/8	15 3/4	+ 1/8	+ .79	23 1/2	15 1/8	67,413	1,070,181
20TH CENTURY-FDX	TF	N	9 5/8	9 1/4	+ 3/8	+ 4.05	17	8 5/8	8,562	82,409
WALTER READE ORGANIZATION	WALT	O		7/8		.00	4 1/8	7/8	2,203	1,927
WARNER COMMUNICATIONS INC.	WCI	N	28 1/2	27 7/8	+ 5/8	+ 2.24	50 1/4	27 7/8	18,883	538,165
WRATHER CORP.	WCO	A	13	13 3/4	- 3/4	- 5.45	17 7/8	7 1/8	2,164	28,132
Service								TOTAL	169,186	5,269,197
JOHN BLAIR	BJ	N	11	11		.00	22 3/8	9 1/2	2,606	28,666
COMSAT	CQ	N	53 3/4	53 3/4		.00	75 3/8	52	10,000	537,500
CREATIVE MANAGEMENT	CMA	A	8	8 5/8	- 5/8	- 7.24	15 1/2	7	975	7,800
DOYLE DANE BERNBACH	DOYL	O	19 1/4	19 3/4	- 1/2	- 2.53	34 3/4	19 1/4	1,945	37,441
ELKINS INSTITUTE	ELKN	O				.00	16 3/8	1 1/4	1,664	2,080
FOOTE, CONE & BELOING	FCB	N	11	10 5/8	+ 3/8	+ 3.52	14	10 1/2	2,152	23,672
CLINTON E. FRANK INC.*		O	10 1/4	10 3/4	- 1/2	- 4.65	20	10 1/4	720	7,380
GREY ADVERTISING	GREY	O	14 1/4	15 1/2	- 1 1/4	- 8.06	18 1/8	9 1/4	1,200	17,100
INTERPUBLIC GROUP	IPG	N	20 3/4	19	+ 1 3/4	+ 9.21	36 1/8	18 3/4	2,130	44,197
MARVIN JOSEPHSON ASSOCS.	MRVN	O	16 1/4	17 1/4	- 1	- 5.79	18 1/2	5 7/8	825	13,406
MCCAFFREY & MCCALL*		O	9 3/4	10 1/4	- 1/2	- 4.87	16 1/2	7	585	5,703
MCI COMMUNICATIONS	MCIC	O	7 3/8	7	+ 3/8	+ 5.35	12 3/4	6 5/8	11,810	87,098
MOVIELA8	MOV	A	1 3/4	1 5/8	+ 1/8	+ 7.69	3 1/8	1 3/8	1,407	2,462
MPD VIDEOTECHNICS	MPD	A	2 5/8	2 1/2	+ 1/8	+ 5.00	7 1/8	2 1/2	547	1,435
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O	22 1/4	21 1/4	+ 1	+ 4.70	34 1/8	21 1/4	911	20,269
A. C. NIELSEN	NIEL8	O	38 1/4	76 1/2	- 38 1/4	- 50.00	78 1/8	37 5/8	5,299	202,686
OGILVY & MATHER	OGIL	O	29 3/4	29	+ 3/4	+ 2.58	48 1/2	16	1,716	51,051
PKL CO.*	PKL	O	2 1/8	2 1/4	- 1/8	- 5.55	9 1/2	3/4	778	1,653
J. WALTER THOMPSON	JWT	N	19 3/4	21 1/4	- 1 1/2	- 7.05	49 1/4	19 3/4	2,694	53,206
UNIVERSAL COMMUNICATIONS INC.*		O	10	10 1/2	- 1/2	- 4.76	17	8	715	7,150
WELLS, RICH, GREENE	WRG	N	16 7/8	17 1/4	- 3/8	- 2.17	27 7/8	16 3/8	1,635	27,590
Electronics								TOTAL	52,314	1,179,545
ADMIRAL	ADL	N	12 7/8	13 1/2	- 5/8	- 4.62	27	12 7/8	5,813	74,842
AMPEX	APX	N	6	6 1/4	- 1/4	- 4.00	15 1/8	5	10,875	65,250
CARTRIDGE TELEVISION INC.		O	10 1/8	11 1/2	- 1 3/8	- 11.95	43 1/2	10 1/8	2,083	21,090
CCA ELECTRONICS	CCAE	O	2 3/8	2 1/4	+ 1/8	+ 5.55	6 1/4	2 1/4	881	2,092
COLLINS RADIO	CRI	N	21 7/8	22	- 1/8	- .56	27 1/4	13 1/4	2,968	64,925
COMPUTER EQUIPMENT	CEC	A	2 1/4	2 3/8	- 1/8	- 5.26	4 5/8	2 1/8	2,421	5,447
CONRAC	CAX	N	25 1/2	25 1/4	+ 1/4	+ .99	39 3/8	24	1,261	32,155
GENERAL ELECTRIC	GE	N	69 5/8	67	+ 2 5/8	+ 3.91	75 7/8	58 1/4	182,123	12,680,313
HARRIS-INTERTYPE	HI	N	46 1/2	47 7/8	- 1 3/8	- 2.87	59	44 3/4	6,358	295,647
INTERNATIONAL VIDEO CORP.*	IVCP	O	13 3/4	12 3/4	+ 1	+ 7.84	15	12 1/2	2,735	37,606
MAGNAVOX	MAG	N	20 3/4	21 3/4	- 1	- 4.59	52 1/4	20 3/4	17,685	366,963
3M	MMM	N	83 1/8	83 1/4	- 1/8	- .15	88 7/8	74 1/4	112,986	9,391,961
MOTOROLA	MOT	N	133	123 1/8	+ 9 7/8	+ 8.02	138	80	13,609	1,809,997
OAK INDUSTRIES	OEN	N	15 5/8	15 7/8	- 1/4	- 1.57	21 3/4	9 5/8	1,638	25,593
RCA	RCA	N	29 3/4	31	- 1 1/4	- 4.03	45	29 3/4	74,432	2,214,352
RSC INDUSTRIES	RSC	A	2	1 7/8	+ 1/8	+ 6.66	4 3/8	1 5/8	3,458	6,916
SONY CORP	SNE	N	49 1/4	48 3/4	+ 1/2	+ 1.02	57 1/4	40 1/2	66,250	3,262,812
TEKTRONIX	TEK	N	49	46 1/2	+ 2 1/2	+ 5.37	65 1/2	32 3/4	8,162	399,938
TELEMATION	TINT	O	4 3/4	4 5/8	+ 1/8	+ 2.70	13 3/4	3 1/2	1,050	4,987
WESTINGHOUSE	WX	N	39 1/8	39	+ 1/8	+ .32	54 7/8	38 3/8	88,235	3,452,194
ZENITH	ZE	N	46 5/8	46	+ 5/8	+ 1.35	56 5/8	39 3/4	19,040	887,740
								TOTAL	624,063	35,102,820
								GRAND TOTAL	1,265,689	54,985,314

Standard & Poor's Industrial Average		128.97	127.23	+1.74	
A-American Stock Exchange	N-New York Stock Exchange	A blank in closing price columns		Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.	
M-Midwest Stock Exchange	O-Over the counter (bid price shown)	indicates no trading in stock.			
*Closing prices are for Tuesday					

Fates & Fortunes®

Broadcast Advertising

James H. O'Neil Jr., senior VP and director, domestic division, Ted Bates & Co., New York, joins Stan Merritt, New York agency, as executive VP and director.

Joy Golden, senior VP-co-creative director, Daniel & Charles, New York, named senior VP-associate creative director, Norman, Craig & Kummel, New York. **Charles Blustein**, copywriter, Benton & Bowles, New York, joins NC&K as associate creative director.

W. Whitley Hawkins, regional sales manager, Delta Air Lines, Atlanta, appointed director of advertising.

Bruce Bendinger, **Bruce R. Coe** and **Bill C. Gunn**, creative directors, Leo Burnett Co., Chicago, named VP's.

James D. Farris, with Rullman & Munger Advertising, Los Angeles, appointed VP and director.

Albert C. Lange, manager of corporate advertising and public relations, National Can Corp., joins Chicago Partnership, division of Griswold-Eshleman Co., as advertising account supervisor.

Arthur Matisoff, media group head, Norman, Craig & Kummel, New York, named group media director, Cunningham & Walsh, New York. **John Howard**, buyer/planner, Benton & Bowles, New York, joins C&W as media planner. **Gloria Guarnotta**, copy group head, Ogilvy & Mather, New York, appointed copy supervisor, C&W.

Anthony M. Perone, head of own agency, Communications House, joins J.M. Korn & Son, Philadelphia, as VP and director of creative services.

Joanne F. Harmelin, media director, Kalish & Rice, Philadelphia, elected VP.

Susan Postupalsky, media group head, Grey Advertising, Detroit, appointed associate media director, general accounts.

Robert L. Garrison Jr., media buyer, general accounts, Grey, Detroit, appointed senior media buyer, Grey, Minneapolis.

Craig Wiese, creative group head, Grey, Detroit, appointed associate creative director, Grey, Minneapolis. **Michael A. Fried**, art director, Leo Burnett Co., Chicago, joins Grey, Detroit, in similar capacity.



Mr. Strickland

Charles H. Strickland, local sales manager, WFAA-TV Dallas, joins WQXI-TV Atlanta in similar capacity.

Arthur J. Carr, with WSBK-TV Boston, appointed local sales manager.

Andrew K. Leach, Midwestern sales manager, Storer Tel-

evision Sales, Chicago, joins WJRT-TV Flint, Mich., as national sales manager.

Stan Nelson, general sales manager, WPRI-TV Providence, R.I., resigns. No future plans have been announced.

Robert A. Cobb, general sales manager, WZAT(FM) Savannah, Ga., named VP-sales and administration.

S. Paul Ryan, general sales manager, WPRO-FM Providence, R.I., joins WHIM-AM-FM there as local sales manager.

William T. White, manager, Blair Radio's Atlanta office, and **William D. McKinstry**, manager, Blair Television's St. Louis office, appointed VP's.

Lester N. Elias Jr., account executive, Avco Radio Sales, Chicago, appointed assistant radio sales manager, Chicago.

Lucille Chambers, associate media supervisor, Foote, Cone & Belding, Chicago, joins Swift & Co. there as media coordinator.

Leon M. Naveaux, manager, sales service, Miller Brewing, Milwaukee, appointed director of market planning.

Frank Nicolo, formerly co-creative director, Gilbert Advertising, New York, appointed creative director, Chalek & Dreyer, New York agency.

Carolyn C. Paxson, executive VP and creative director, White & Shuford Advertising, El Paso, Tex., assumes additional post, general manager, El Paso office.

Ted M. Jablonski, advertising manager, First City National Bank, Houston, joins W&S as financial marketing director.

Lesa M. Young, production manager, Dungan/Allen, Little Rock, Ark., commercial film production firm, joins W&S as production manager.

Alan Dietz, associate creative director, Leo Burnett, Chicago, joins Kracht, Ryder, Minicuss, Miami, in similar position.

Lewis De Seife Jr., product manager, Renfield Importers Ltd., New York, appointed account executive, Dancer-Fitzgerald-Sample, New York.

Charles Larson, account executive, Gardner Advertising, St. Louis, joins Needham, Harper & Steers, Chicago, in similar capacity.

Hal L. Farris, VP, J. Walter Thompson Co., Chicago, joins Sperry-Boom, Chicago, as account executive.

Burns Patterson, VP-executive TV producer, Foote, Cone & Belding, joins Kenyon & Eckhardt, New York, as senior producer.

Linell Vines, broadcast copywriter, Elder Beerman Corp., joins Kircher, Helton & Collet, Dayton, Ohio, agency, as radio/TV writer-producer.

Frank Grady, copywriter, Dentsu Agency, New York, joins Tatham-Laird & Kudner, New York, in similar capacity.

Bruce Goldman, copywriter, Needham, Harper & Steers, New York, joins Richard K. Manoff, New York in similar capacity.

Media



Mrs. Tree

Marietta Tree, partner, Llewellyn Davies Associates, New York, consultants in city, hospital and health planning, elected member of board, CBS. Mrs. Tree was first U.S. woman ambassador to United Nations (served with U.S. mission to UN, 1961-65 and also served as U.S. delegate to general assembly.) She helped establish Llewellyn Davies firm in 1969.

Alex Smallens, director of station acquisitions, ABC Radio, New York, appointed to newly created post, director, American FM Radio Network. **Richard P. McCauley**, general sales manager, KLZ-AM-FM Denver, succeeds Mr. Smallens as director of station acquisitions.

Richard F. Wolfson, senior VP and general counsel, Wometco Enterprises, Inc., Miami, Fla., elected executive VP. **J. Bruce Irving**, assistant house counsel, Wometco, elected secretary. **Marvin J. Krantz**, director, employee relations, Wometco, elected VP-personnel. Wometco is owner of WTVJ(TV) Miami, WLOS-AM-TV Asheville, N.C., and kvos-TV Bellingham, Wash.

Al Vecchione, assistant general manager and director of production operations, National Public Affairs Center for Television, Washington, appointed general manager, NPACT, and senior VP, Greater Washington Educational Telecommunications Association. NPACT is division of GWETA.

Frederick Breitenfeld, executive director, Maryland Public Broadcasting Commission, elected president, Eastern Educational Television Network. **J. Michael Collins**, president, noncommercial WNED-TV Buffalo, N.Y., elected chairman. **Lawrence Frymire**, executive director, New Jersey Public Broadcasting Commission, elected VP-instructional television, and **David O. Ives**, president, noncommercial WGBH-TV Boston, elected treasurer. EEN embraces 12-state region extending from Maine to Virginia.

Don C. Wirth, general manager, WNAW-AM) Neenah-Menasha, Wis., for past 26 years, joins WMAD-AM-FM Madison, Wis., as VP and general manager.

Raynor E. Rice Jr., general manager, Turner Advertising, Chicago, joins WQRK-FM Norfolk, Va., as general manager.



Miss Pitt

ager, WMAL-TV Washington, elected VP, BPA.

Gary Starr, sales manager, WMYQ(FM) Miami Beach, Fla., named general manager. **Mike Gable**, account executive, Ross Hancock Advertising, North Miami, Fla., joins WMYQ as promotion manager.

Marvin W. Houtz, national sales manager, Park Broadcasting's WEBC(AM) Duluth, Minn., KRST-AM-FM St. Louis Park, Minn., and WNAX(AM) Yankton, S.D., appointed general manager, WNAX.

Robert D. Thompson, general manager, Galveston, Tex., Chamber of Commerce, joins WNAD(AM) Norman, Okla., as operating partner and general manager.

Robert A. Feldman, with WEWS(TV) Cleveland, rejoins WNEP-TV Scranton-Wilkes-Barre, Pa., as manager of broadcasting.

Roger Gelder, program director, KICS-AM-FM Hastings, Neb., joins KODY(AM) North Platte, Neb., as operations manager.

Marilyn Russell, consultant on urban environment, New York, appointed regional manager, station relations, NBC there.

Joseph M. Aguayo, special assistant to administrator, Human Resources Administration, New York, appointed assistant to president, Children's Television Workshop, New York. Mr. Aguayo will be liaison between CTW and funding agencies in government.

William Strubbe, producer/director, KPDX-TV San Francisco, joins WBZ-TV Boston as audience promotion manager.

Programing

T. J. Escott, previously with Bill Cunningham Agency, Los Angeles, as talent agent in commercials field, named head of new West Coast TV-radio commercials department, International Famous Agency, Los Angeles.

Madeleine De Ryke, VP, Four Star Entertainment, New York, appointed director of international sales, Winters/Rosen Productions, New York.

Fred Foster, executive producer-sales, MPO, New York, named executive producer-representative, EUE/Screen Gems, New York.

E. Carlton Winckler, director of production standards and practices, CBS Laboratories, New York, appointed senior production consultant, Imero Fiorentino Associates Inc., New York.

Virginia Seipt, production assistant, NBC Sports, New York, and **Larry Cirillo**, associate director, NBC Sports, appointed associate producers, NBC Sports.



Mr. Sutton

Bob Sutton, director of advertising and press information, ABC-owned television stations, joins ABC-affiliated WPLG-TV Miami as program director. Mr. Sutton succeeds **Lee Eden**, named VP, Telcom Associates, New York broadcast consulting firm.

Bill Miller, producer-director, KOOL-TV Phoenix, appointed manager of special projects. **Maurie Helle**, director, KOOL-TV, appointed production manager.

Morey Wint, with WNEP-TV Scranton-Wilkes-Barre, Pa., appointed production director.

Ed O'Brien, with KTKT(AM) Tucson, Ariz., appointed production director.

William Stark, associate producer, Mark VII Ltd., Universal City, Calif., named VP. Mark VII (Jack Webb and associates) produces *Adam-12*, *Emergency!*, *Hec Ramsey*, *Escape*, and is now in production of *Chase* for NBC-TV.

Hal Parets, formerly producer, *Joe Pyne Show*, appointed producer, *Charlie McCarthy Show*, syndication offered by Hubbard Productions, Minneapolis.

Whit Davis, with Petersen Co., joins McGraw-Hill Pacific Productions, Los Angeles office, as producer and sales executive.

Broadcast Journalism

Ray Kupiec, production manager, *NBC Nightly News*, joins newly formed Television News, New York independent news film agency, as production director. **Gerald Dickler**, partner, Hall, Dickler & Howley, New York law firm, appointed broadcast attorney at TVN.

Stuart Seibel, news director and operations manager, KTVS(TV) Sterling, Colo., joins KYCU(TV) Cheyenne, Wyo., as news director. Both stations are owned by Lamb Communications Inc.

Michael Craig, with WGAN-TV Portland, Me., appointed news director. He succeeds **Bill Johnson**, appointed investigative reporter there. **Barbara L. Quill**, with WPRO-AM-FM Providence, R.I., joins WGAN-AM-FM-TV as reporter.

Max Lee Smith, with WGEM-AM-FM Quincy, Ill., joins KGLO-AM-TV Mason City, Iowa, as news director.

Ernie Grafe, with WHVW-AM-FM Hyde Park, N.Y., appointed news director.

Jim Huttenmaier, newsman with KWBE-AM-FM Beatrice, Neb., joins KODY(AM) North Platte, Neb., as news director.

Martin Giles, with WVCG(AM)-WYOR(FM) Coral Gables, Fla., appointed assistant news director.

Jim Farley, production aide and news writer, WINS(AM) New York, appointed news editor.

Weida T. McAuley, with *Gainesville* (Fla.) *Sun*, joins WDVH(AM) Gainesville as editorial director.

Russ Jackson, news director, WEBB(AM) Baltimore, joins WBAL-TV there as reporter.

Philip Reed, with KFWB(AM) Los Angeles, joins KNX(AM) there as broadcaster-reporter.

David Wahl, with WOMC(FM) Detroit, joins WDRQ(FM) there as reporter.

Cable



Mr. Curtis

Ivan Curtis, with LVO Cable Inc., Tulsa, Okla., appointed CATV sales representative, United Video Inc., microwave common carrier subsidiary of LVO.

Andrew F. Tresness, with CATV division, Magnavox Co., Manlius, N.Y., appointed marketing systems manager.

Jay J. Merkle, VP, group communications, Teleprompter Corp., New York, has formed own company, Bedford Productions Ltd., New York, as consultant in pay- and free-cable TV programming.

Charles B. Radloff, VP-operations, CATV division, Oak Industries Inc., Crystal Lake, Ill., named VP and general manager.

Equipment & Engineering

John Puente, director of technology, Communications Satellite Corp., Wash-

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ington, joins American Satellite Corp., Germantown Md., as VP-communications system development, with responsibilities for development of domestic satellite system.

Sanford Terry, engineering director, WWBT(TV) Richmond, Va., elected assistant VP.

John Gort, cable design engineer, LVO Cable, Casper, Wyo., joins Complete Channel TV Inc., CATV system under construction in Madison, Wis., as chief engineer.

Kenneth Owen, special assistant to president, Telcom Inc., McLean, Va., named VP and general manager, McLean operations. Telcom is involved in telecommunications, broadcast and geophysical instrumentation programs.

Keith Gaylord, staff salesman, Teletape Corp., New York, appointed manager, corporation and agency sales.

Kent Struckhoff, sales engineer and product specialist, Conrac Corp., Duarte, Calif., joins newly opened Western district sales office, Miratell division, Ball Brothers Research Corp., as Southwest district sales manager in charge of office, in Los Angeles. Miratell is manufacturer of video equipment for broadcast and computer industries.

Gene Bidun, sales manager, LPB Inc., joins Broadcast Electronics, Silver Spring, Md., as regional sales manager, Eastern Seaboard. **Don Herman**, with BE, appointed coordinator, field sales activities, Delaware, Maryland, Virginia, West Virginia and District of Columbia.

Allied Fields

Thomas J. Houser, FCC commissioner, January-October 1971, and most recently Illinois campaign chairman for President Nixon, returns to private practice of law

as partner in Sidley & Austin, Chicago.

Brenda Lee Fox, trial attorney, Federal Trade Commission's consumer protection bureau, joins legal staff, National Association of Broadcasters, Washington.

Wilbur L. Schramm, director, Institute for Communication Research, Stanford University, appointed director, East-West Communication Institute, East-West Center, Honolulu. Communication Institute, sponsored by U.S. government in cooperation with University of Hawaii, is research and educational division aimed at promoting mutual understanding between East and West.

Ray Kremer, with Wildrick & Miller Advertising, New York, joins National Association of Farm Broadcasters as sales marketing director. As part of a new NAFB service, advertisers and agencies may contact Mr. Kremer at no cost at Box 533, Mount Dora, Fla. 32757. (305) 293-5966.

John Couric, director of public relations, American Nursing Home Association, Washington, named deputy executive director. He is former VP, public relations, National Association of Broadcasters.

Deaths



Mr. Lawrence

David Lawrence, 84, columnist, early radio commentator and founder and editor of *U.S. News and World Report*, died Feb. 11 at his home in Sarasota, Fla. Death was attributed to a heart attack.

Mr. Lawrence was one of radio's earliest political commentators, broadcasting a weekly show

on NBC in 1929-33. He is survived by two sons and one daughter (see editorial, page 72).

John P. Williams, 57, owner and chairman of WEZE(AM) Boston, died Feb. 12 in Kettering, Ohio, of cancer. Mr. Williams was also a director and stockholder of Great Trails Broadcasting Corp., owner of WING(AM) Dayton, WCOL-AM-FM Columbus, and WIZE(AM) Springfield, all Ohio, WKLO-AM-FM Louisville, Ky., and WRIT(AM) Milwaukee. Prior to his association with WEZE, he had served as executive VP, Great Trails Broadcasting. He is survived by his wife, Marie, two daughters and two sons.

Glenn R. Parson, 69, newspaper editor and founder of KLFM(AM) Minot, N.D., died Feb. 10 following a long illness. Mr. Parson had been an editor with the *New York Daily News*, *Los Angeles Daily News* and *San Francisco Examiner*. He is survived by his wife, Ruby.

Roger Van Duzer, 61, station manager of KCRL(TV) Reno, for past decade, died Feb. 12 of apparent heart attack. He had undergone heart surgery two years ago. He is survived by his wife, Charlotte, and three sons.

Prunella Bodkin Godfrey (Pru Devon on WQXR[AM] New York from 1948 until 1971 retirement), died Feb. 13 in a New York hospital. As Pru Devon, she conducted a show of Latin-American folk and popular music. She was the wife of Gilbert H. Godfrey, news editor with United Press International, New York. She is survived by her husband and two children by previous marriage.

Kenneth L. Otstot, 51, executive VP and general manager, WELW-AM-FM Willoughby, Ohio, died Feb. 8 at the Veterans Administration hospital in Cleveland.

For the Record®

As compiled by BROADCASTING Feb. 7 through Feb. 13, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—Antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authorization. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

Existing TV stations

Final actions

■ Washington—Chief, complaints and compliance division, informed Edward R. Garvey, executive director of National Football League Players Association, that CBS's conclusion that comments by sports reporter Tom Brookshier were not controversial and were not unreasonable or arbitrary. Mr. Brookshier had commented on certain aspects of the National Football League retirement plan. Ann. Feb. 8.

■ WJXT(TV) Jacksonville, Fla.—Chief, complaints and compliance division, informed James L. Har-

ison, candidate in Democratic primary for state attorney, fourth judicial district, that there was no evidence that WJXT(TV) had intentionally discriminated against him in sale of political time. Ann. Feb. 8.

■ WTVM(TV) Columbus, Ga.—Chief, complaints and compliance division, informed Estelle L. Miller that no further action is warranted on complaint against coverage of school busing controversy in

Muscogee county by WTVM(TV). Ann. Feb. 8.

■ KSD(TV) and KTVI(TV), both St. Louis—Chief, complaints and compliance division, notified Alberta Slavin, president of Utility Consumers Council of Missouri, that commission action did not appear to be warranted at this time on fairness complaint against KSD(TV) and KTVI(TV). Ms. Slavin had complained that two stations were selling time to local electric utility company for what she de-

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Summary of broadcasting

Compiled by FCC Jan. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,361	5	19	4,385	46	4,431
Commercial FM	2,373	1	46	2,420	108	2,528
Commercial TV-VHF	504	1	6	511	10	522
Commercial TV-UHF	186	0	4	190	46	248
Total commercial TV	690	1	10	701	56	770
Educational FM	540	0	26	566	83	649
Educational TV-VHF	86	0	6	92	0	92
Educational TV-UHF	122	0	9	131	5	137
Total educational TV	208	0	15	223	5	226

* Special Temporary Authorization.

scribed as editorial advertising in support of rate increase, and refused to air opposing spot prepared by organization. Ann. Feb. 8.

■ **WNBC-TV New York**—FCC discontinued proceeding involving fairness doctrine complaint by Friends of the Earth against WNBC-TV, licensed to NBC, following settlement of dispute between parties. Action Feb. 7.

■ **New York**—Chief, complaints and compliance division, informed Robert E. O'Donnell, candidate for Democratic nomination for representative from 16th congressional district, that there was no basis for concluding there had been violations of fairness doctrine in coverage of primary election campaign. Mr. O'Donnell had requested that coverage by WGBS-TV, WPIX-TV and WABC-TV be investigated. Ann. Feb. 8.

■ **New York**—Chief, complaints and compliance division, notified Stephen J. Platt that no commission action was warranted in fairness-doctrine complaint against ABC. Mr. Platt contended that ABC's failure [sic] to cover shooting events in Olympics was reflection of editorial bias. Ann. Feb. 8.

Actions on motions

■ **Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas** (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, denied motion by Las Vegas Valley Broadcasting for production of documents; by separate action, denied request by Western Communications for permission to file appeal from ruling limiting showing on meritorious programming issue (Docs. 19519, 19581). Action Feb. 2.

■ **Administrative Law Judge James F. Tierney in New York** (WPIX Inc. [WPIX-TV]) and Forum Communications Inc., TV proceeding, reopened record; denied request by Forum for financial information of WPIX; closed record again (Docs. 18711-12). Action Feb. 6.

Call letter application

■ **KBFI-TV Dallas**—Seeks KXTX-TV.

New TV stations

Actions on motions

■ **Administrative Law Judge Frederick W. Denniston in Shreveport, Vivian and Bossier City, all Louisiana** (James E. Reese, et al.), AM proceeding, reopened record; granted motion by counsel for Alvin N. Dowd to amend application (Doc. 19508); substituted Ruby June Stinnett Dowd, executrix of estate of Mr. Dowd, as applicant; closed record again (Docs. 19507-9). Action Feb. 1.

■ **Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla.** (Northeast Oklahoma Broadcasting Inc. and PBL Broadcasting Co.), AM proceeding, granted petition by Northeast Oklahoma Broadcasting to amend application to show change of residence by one of principals (Docs. 19639-40). Action Jan. 31.

Other actions

■ **Review board in Santa Cruz and Aptos-Capitola, both California**, AM proceeding, added misrepresentation issues against St. Cross Broadcasting Inc., Santa Cruz, in hearing on competing applications of St. Cross and Progressive Broadcasting Co., Aptos-Capitola, for new AM (Docs. 19503, 19506). Action Feb. 7.

■ **Review board in Santa Cruz and Aptos-Capitola, both California**, AM proceeding, granted application by Broadcast Bureau appealing an order in which Administrative Law Judge Chester F. Naumowicz Jr. granted joint request by St. Cross Broadcasting Inc., Santa Cruz, and Progressive Broadcasting Co., Aptos-Capitola, competing applicants for new AM, for partial reimbursement of expenses, and dismissal of St. Cross application (Docs. 19503, 19506). Action Feb. 7.

■ **Review board in Pineville, La.**, AM proceeding, stayed order of Administrative Law Judge Jay A. Kyle granting application of Robert Cowan Wagner

for new AM on 1110 khz, 500 w-D, Pineville pending consideration of Broadcast Bureau's appeal of adverse ruling, filed Feb. 2. In same order, judge scheduled hearing for March 13 on competing application of Southeast Arkansas Radio Inc. for Dermott, Ark. (Docs. 19473-4). Action Feb. 5.

■ **Review board in Salem and Derry, both New Hampshire**, AM proceeding, denied petition by Spacetown Broadcasting Corp. to add information issue against Salem Broadcasting Co. Case involves applications of Salem Broadcasting and New Hampshire Broadcasting for new AM at Salem, and Spacetown Broadcasting Corp. for facilities at Derry (Docs. 19434-6). Action Feb. 5.

■ **Review board in Salem and Derry, both New Hampshire**, AM proceeding, denied request by Salem Broadcasting Co. to add information issue against Spacetown Broadcasting Corp. Action Feb. 5.

Call letter application

■ **Radio Corvallis Inc., Corvallis, Ore.**—Seeks KFLY.

Existing AM stations

Application

■ **KASI Ames, Iowa**—Seeks CP to change ant-trans. site to west end of Martin Street, Ames and increase tower height. Ann. Feb. 7.

Final actions

■ **KRDS Tolleson, Ariz.**—Broadcast Bureau granted CP to install new aux. trans. Action Feb. 5.

■ **KGO San Francisco**—FCC denied application by Kilo Sound Haan for review of Broadcast Bureau ruling of Oct. 19, 1972, denying fairness-doctrine complaint against KGO. Action Feb. 7.

■ **WSUB Groton, Conn.**—Broadcast Bureau granted request waiver of rules to identify as Groton-New London. Action Jan. 30.

■ **WJAX-AM-FM Jacksonville, Fla.**—Broadcast Bureau granted license covering use of formerly licensed trans. as aux. trans.; granted license covering changes; studio and remote control from 225 Coast Line Drive West; ERP 100 kw; ant. height 460 ft.; condition on CP concerning WJAX(AM) satisfied. Action Feb. 6.

■ **WOCN Miami**—Broadcast Bureau granted license covering use of former main trans. for aux. trans. use only. Action Feb. 6.

■ **WNOG Naples, Fla.**—Broadcast Bureau granted mod. of license covering change of main studio location and operate by remote control at 333 Eighth Street South, Naples. Action Feb. 5.

■ **WFLA Tampa, Fla.**—Broadcast Bureau granted license covering use of former main trans. for aux. trans. purposes only; remote control. Action Feb. 6.

■ **WKRO Cairo, Ill.**—FCC granted application by Cairo Broadcasting Co., licensee, for power increase to 1 kw of station operating on 1490 khz, 250 w-U. Grant of application was made without prejudice to any future action commission may take with respect to pending application for renewal of WKRO's license. Action Feb. 7.

■ **WJBO-AM-FM Baton Rouge**—Chief, complaints and compliance division, notified Mrs. V. E. Minhinette, of Females Opposed to Equality, that commission was unable to conclude that WJBO-AM-FM Baton Rouge had failed to present contrasting views on subject of equal rights for women. Ann. Feb. 8.

■ **WJAB Westbrook, Me.**—Broadcast Bureau granted request for waiver of rules to identify as Westbrook-Portland. Action Jan. 30.

■ **WJMD Bethesda, Md.**—Broadcast Bureau granted request for waiver of rules to identify as Bethesda-Washington. Action Jan. 30.

■ **WALE Fall River, Mass.**—Broadcast Bureau granted CP to change ant-trans. site to off Augustus Street, Fall River; conditions. Action Feb. 5.

■ **WKLK Cloquet, Minn.**—Broadcast Bureau granted CP to change ant-trans. site to approximately

two miles northeast of Cloquet; conditions. Action Feb. 5.

■ **WKYK Burnsville, N.C.**—Broadcast Bureau granted mod. of license covering change of corporate name to Mark Media Inc. Action Feb. 5.

■ **WNSD Cincinnati**—Broadcast Bureau granted license covering new station. Action Feb. 6.

■ **KWLG Wagoner, Okla.**—FCC granted application by NEO Broadcasting Co. and William Haydon Payne doing business as Wagoner Broadcasting Co. for joint interim operating authority of facilities of KWLG. Action Feb. 7.

■ **WABA Aguadilla, Puerto Rico**—Broadcast Bureau granted CP to change aux. trans. location to on Route 442, 0.6 mile west of junction of Routes 2 and 11, Espinar, Puerto Rico. Action Feb. 5.

Actions on motions

■ **Chief, office of opinions and review, in Clare, Mich.** (Bi-County Broadcasting Corp.), in matter of renewal of license for WCRM-AM-FM, dismissed as moot request by James A. Sanzone that Bi-County be ordered to submit immediately for cancellation of licenses (Doc. 19492). Action Feb. 7.

■ **Administrative Law Judge Lenore G. Ehrig in New Kensington and Pittsburgh, both Pennsylvania** (Gateway Broadcasting Enterprises Inc.), in matter of revocation of licenses of WKPA(AM)-WYDD-(FM), directed Broadcast Bureau to file memorandum within 10 days from release date of order in regard to how interrogatories propounded by it do relate to specific issues set out in commission's show cause order. Gateway may respond within five days (Doc. 19452). Action Feb. 2.

■ **Administrative Law Judge Lenore G. Ehrig in New Kensington and Pittsburgh, both Pennsylvania** (Gateway Broadcasting Enterprises Inc.), in matter of revocation of licenses of WKPA(AM)-WYDD-(FM), granted motion by Broadcast Bureau for production of documents; denied request by Gateway for protective order; granted motion by Gateway to compel answers to extent that Broadcast Bureau is directed to answer interrogatory two, and denied in all other respects (Doc. 19452). Action Feb. 5.

Fines

■ **WJJZ Mount Holly, N.J.**—FCC ordered West Jersey Broadcasting Co., licensee, to forfeit \$2,000 for willful or repeated violations of terms of station license, commission's rules and Communications Act. Action Feb. 7.

■ **WRNL Richmond, Va.**—FCC notified Rust Communications Group Inc., licensee, that it has incurred apparent liability of \$1,000 for violation of rules by exceeding licensed power and allowable tolerances during nighttime hours. Action Feb. 7.

Call letter applications

■ **KAOR Oroville, Calif.**—Seeks KORV.

■ **KLEN Killeen, Tex.**—Seeks KIXS.

New FM stations

Applications

■ **Sterling, Colo.**—Sterling Radio & TV Inc. Seeks 96.7 mhz, 940 w. HAAT 504 ft. P.O. address Box 830, Sterling 80751. Estimated construction cost \$9,529; first-year operating cost \$7,300; revenue \$7,000. Principals: William C. Whitlock, president, Donald L. Robson (each 29%), et al. Mr. Whitlock owns 51% of KUVF-AM-FM Holdrege, Neb. Mr. Robson owns 90% and Mr. Whitlock owns 10% of KTTT-AM-FM Columbus, Neb. They each own 29% of KGEK(AM) Sterling. Ann. Feb. 5.

■ **Jacksonville, Fla.**—Proud Broadcasting Co. Seeks 107.3 mhz, 100 kw. HAAT 324 ft. P.O. address 413 Sioux Trails, Chattahoochee 37411. Estimated construction cost \$52,836; first-year operating cost \$41,095; revenue \$98,000. Principals: Leroy Garrett, Robert A. Bennis and Michael J. Bennis (each 33%). Mr. Garrett owns WEUP(AM) Huntsville, Ala. Michael Bennis is assistant chief engineer and Robert Bennis is director and manager of WFLI(AM) Lookout Mountain, Tenn. Ann. Feb. 5.

■ **Jacksonville, Fla.**—Mark L. Wodlinger. Seeks 107.3 mhz, 100 kw. HAAT 603 ft. P.O. address 801 West 53d Terrace, Kansas City, Mo. 64112. Estimated construction cost \$90,200; first-year operating cost \$55,800; revenue \$100,000. Principals: Mr. Wodlinger owns KBEY(FM) Kansas City. He is president of Intermedia Inc., licensee of KQTV(TV) St. Joseph, Mo., KLYX(FM) Clear Lake City, Tex., and KGRV(FM) St. Louis, all of which are being sold, pending commission approval. Ann. Feb. 5.

■ **Marathon, Fla.**—WHOO Radio Inc. Seeks 94.3 mhz, 3 kw. HAAT 159.8 ft. P.O. address Central Bank building, Lexington, Ky. 40507. Estimated construction cost \$29,300; first-year operating cost \$12,000; revenue none. Principals: Garvice Kincaid, H. Hart Hagan Jr., et al. WHOO Radio Inc., licensee of WHOO-AM-FM Orlando, Fla., and WFFG(AM) Marathon, is subsidiary of Bluegrass Broadcasting Co. which also owns WVLK-AM-FM Lexington and WINN(AM) Louisville, both Kentucky. Ann. Feb. 1.

■ Kallispell, Mont.—North Valley Broadcasting Enterprises Inc. Seeks 97.1 mhz, 96.3 kw. HAAT minus 193 ft. P.O. address Box 1875, Billings, Mont. 59103. Estimated construction cost \$33,774; first-year operating cost \$46,688; revenue \$48,000. Principals: Harold Erickson, president of non-profit corporation, et al. Mr. Erickson is president of Chrisman Enterprises Inc., licensee of KGLE (AM)-KIVE (FM) Glendale, KGVW-AM-FM Belgrade and KURL-AM-FM Billings, all Montana. Ann. Feb. 1.

■ Woodward, Okla.—Woodward Broadcasting Co. Seeks 93.5 mhz, 3 kw. HAAT 152 ft. P.O. address Box 128, Woodward 73801. Estimated construction cost \$29,000; first-year operating cost \$4,800. Principals: Lenora W. and Edward A. Ryan (together 99%), et al. Woodward Broadcasting is licensee of KSIW (AM) Woodward. Programming of KSIW is proposed to be simulcast on new FM. Ann. Feb. 5.

■ Vieques, Puerto Rico—Carlos J. Colon-Ventura. Seeks 98.9 mhz, 50 kw. HAAT 952 ft. P.O. address Consominio Lagomar 5 N, Ponce do Leon 857, Santurce, Puerto Rico 00907. Estimated construction cost \$51,304; first-year operating cost \$17,700; revenue \$18,000. Principal: Mr. Colon-Ventura is announcer for WKBM-TV San Juan, Puerto Rico. He also owns taxi business and parking lot in San Juan. Ann. Feb. 8.

■ Nansemond, Va.—Town & Country Radio. Seeks 106.9 mhz, 50 kw. HAAT 447.1 ft. P.O. address Box 889, Blackburg, Va. 24060. Estimated construction cost \$62,400; first-year operating cost \$31,150; revenue \$30,000. Principals: Vernon H. Parker (100%). Mr. Parker, consulting engineer in Blackburg, owns 60% of WESR-AM-FM Tasley, Va., 95% of WJIC (AM) Salem, N.J., and 75% of both WGIC (AM)-WBZI (FM) Xenia, Ohio, and WBLU (AM) Salem, Va. Ann. Feb. 5.

Final action

■ Wisconsin Dells, Wis.—Obed S. Borgen. FCC granted 107.1 mhz, 3 kw. HAAT 260 ft. P.O. address: 1710 11th Avenue North East, Rochester, Minn. 55901. Estimated construction cost \$31,766; first year operating cost \$46,766. Revenue \$50,000. Principals: Mr. Borgen owns WWDA (AM) Wisconsin Dells and has interest in KFIL-AM-FM Preston, Minn. Action Feb. 7.

Actions on motions

■ Chief, Broadcast Bureau, on request of Harry P. Brewer, extended through Feb. 19 time to file reply comments in matter of amendment of FM table of assignments in Craig, Greeley, Vail and Windsor, all Colorado, and Laramie and Torrington, both Wyoming (Doc. 19663). Action Feb. 8.

■ Administrative Law Judge Frederick W. Denniston in Grandview and Sunnyside, both Washington (Prosser-Grandview Broadcasters Inc. and Bennett Broadcasting Co.), FM proceeding, granted joint motion by applicants and postponed procedural dates now specified including hearing date of March 1, without date (Docs. 16955-6). Action Feb. 5.

■ Administrative Law Judge David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, granted petition by Sound Media to amend application to reflect that it has filed an application for nighttime facilities for its WKIK Leonardtown; reopened record and continued hearings pending further order (Docs. 19410-1). Action Feb. 5.

Other actions

■ Review board in Sacramento, Calif., FM proceeding, in response to request by Intercast Inc., added misrepresentation issue against California Stereo Inc. in proceeding involving mutually exclusive applications of California Stereo Inc., Intercast Inc. and Royce International Broadcasting for FM ch. 293, Sacramento (Docs. 19515-6, 19611). Action Feb. 7.

■ Review board in Glenwood Springs, Colo., FM proceeding, in response to petition by Glenwood Broadcasting Inc., added disclosure issue against Colorado West Broadcasting Inc., in proceeding involving mutually exclusive applications by Glenwood and Colorado West for new FM at Glenwood Springs (Docs. 19588-89). Action Feb. 7.

■ Review board in Sioux City, Iowa, FM proceeding, denied petition by John L. Breece to add issues in proceeding involving mutually exclusive applications of Mr. Breece and Jim and Tom Hassenger Broadcasting Co. for new FM on ch. 238 (95.5 mhz) at Sioux City (Docs. 19633-34). Action Feb. 5.

■ Review board in Carlisle, Pa., FM proceeding, in response to petition by WIOO Inc., added issue in case involving three mutually exclusive applications for new FM (Docs. 19486-9, 19471). At issue is question whether Cumberland Broadcasting Co. in original application, misrepresented terms and conditions of loan commitment from James Line, and effect on Cumberland's basic or comparative qualifications to be licensee. Action Feb. 7.

Rulemaking actions

■ FCC amended FM table of assignments to assign ch. 285A to Hampton, Iowa, and ch. 277 to Pella,

Iowa; change ch. 285A to ch. 240A at Charles City, Iowa; assign ch. 253 to Crystal River, Fla., and add ch. 265A as third channel to Gainesville, Fla. (Doc. 19401). Action Feb. 7.

■ Ocala and Dunnellon, both Florida—FCC proposed amendment of FM table of assignments to assign ch. 224A to Ocala and redesignate Ocala ch. 272A to Dunnellon. Action Feb. 7.

Call letter applications

■ Mt. San Antonio College, Walnut, Calif.—Seeks *KSAK (FM).

■ American Radio Missions Inc., Knoxville, Iowa—Seeks KTAV (FM).

■ Radio Corvallis Inc., Corvallis, Ore.—Seeks KFLY-FM.

■ Union High School District 32, East Montpelier, Vt.—Seeks *WVEP (FM).

Designated for hearing

■ Fort Collins, Colo.—FCC designated for hearing mutually exclusive applications of Gilroy Broadcasting Co. and Beef Empire Broadcasting Co. for FM at Fort Collins. Gilroy proposes operation on ch. 300 (107.9 mhz), with 33.6 kw and ant. height of 247 ft. Beef Empire proposes operation on same channel with 100 kw and ant. height of 198 ft. Action Feb. 7.

Existing FM stations

Final actions

■ *KBDR (FM) Merced, Calif.—Broadcast Bureau granted CP to change trans. and studio location to 3600 M Street. Communications-Humanities building, Merced; make change ant. system (decrease height); ant. over-all height above ground 37 ft. Action Feb. 5.

■ KLAQ-FM Lakewood, Colo.—FCC granted application by Lakewood Broadcasting Service Inc., to move trans. site and increase facilities. Lakewood proposed to change operation on ch. 298 (107.5 mhz) from ERP of 56 kw and ant. height 80 ft. to ERP of 100 kw and ant. height of 950 ft. Action Feb. 7.

■ WPSB (FM) Bridgeport, Conn.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO and ant. height; ERP 25 kw; HAAT 660 ft.; remote control permitted from main studio at 1016 Broad Street, Bridgeport; condition. Action Feb. 5.

■ WRC-FM Washington—Broadcast Bureau granted CP to install new trans. (main); install new ant.; change TPO; ERP 50 kw; HAAT 480 ft. Action Feb. 5.

■ WSHE (FM) Fort Lauderdale, Fla.—Broadcast Bureau granted license covering changes; studio and remote control from 3000 Southwest 60th Avenue; ERP 100 kw; ant. height 570 ft. Action Feb. 6.

■ WFOY-FM St. Augustine, Fla.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 160 ft.; condition on CP regarding WFOY (AM) satisfied. Action Feb. 6.

■ *WMBI-FM Chicago—Broadcast Bureau granted license covering changes; trans. location redesignated as 100 North Mill Road; ERP 100 kw; ant. height 440 ft. Action Feb. 6.

■ KICT (FM) Wichita, Kan.—Broadcast Bureau granted license covering new station; ERP 100 kw; ant. height 440 ft. Action Feb. 6.

■ *WMFO (FM) Medford, Mass.—Broadcast Bureau granted CP to install new ant.; make change in ant. system (increase height); remote control permitted from main studio in Curtis Hall, Tufts University, Medford. Action Feb. 5.

■ *WMHW-FM Mt. Pleasant, Mich.—Broadcast Bureau granted license covering new station. Action Feb. 6.

■ *WPEA (FM) Exeter, N.H.—Broadcast Bureau granted CP to change trans. location to academy library, Front Street, Exeter; operate trans. by remote control from proposed studio site at academy student center; install new ant. sections; make changes in ant. system (increase height). Action Feb. 5.

■ *KTDB (FM) Ramah, N.M.—Broadcast Bureau granted license covering new station; ERP 2.6 kw; ant. height 330 ft. Action Feb. 6.

■ WEOK-FM Poughkeepsie, N.Y.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 14 kw hor., 11 kw vert.; HAAT 830 ft., using DA; remote control permitted from main studio on Pendell Road, Poughkeepsie; conditions. Action Feb. 5.

■ WDOH (FM) Delphos, Ohio—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 300 ft. Action Feb. 6.

■ WLYK (FM) Milford, Ohio—Broadcast Bureau granted mod. of license covering change of studio and remote control locations to northeast side of U.S. Route 50, Medford; waived rules. Action Feb. 5.

■ KLAY-FM Tacoma, Wash.—Broadcast Bureau

granted CP to change ant.-trans. location to 0.125 mile south of intersection Waterworks Roads and Pierce-King county line, Tacoma; change studio location and remote control to 215 Tacoma Avenue South, Tacoma; install new ant.; make change in ant. system (increase height); change TPO; ERP 25 kw; HAAT 700 feet; remote control from main studio permitted. Action Feb. 5.

Call letter applications

■ WQLT (FM) Florence, Ala.—Seeks WXOR (FM).

■ WNIB (FM) Chicago—Seeks WEFM (FM).

■ WESM (FM) Prince Frederick, Md.—Seeks WMJS (FM).

■ WMBC (FM) Columbus, Miss.—Seeks WJWF (FM).

■ KDNA (FM) St. Louis—Seeks KEZK (FM).

■ WBCE (FM) Buffalo, N.Y.—Seeks WREZ (FM).

■ KLEN-FM Killen, Tex.—Seeks KIXS-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following translators, all Oregon: K68AH, K72DK, K74BX and K78BC, all LaGrande, Elgin, Union and Baker; K72AG John Day; K69AB, K71AQ, K74BZ and K79AK, all Milton-Freewater; K74AG, K76BR and K78CT, all Newport and Otter Rock; K77AC John Day; K70EX, K72AY, K75AU and K78AU, all Maupin; K71AJ, K75AK and K81AD, all Wasco; K70AI Prineville; K73AE Redmond; K79AJ Redmond and Prineville; K73BR Powers; K71AP, K75AJ and K81AQ, all Seaside, Gearhart and Warrenton; K71AG, K74AJ, K77AH, K79BN and K81BP, all Cottage Grove. Actions Jan. 31.

■ Broadcast Bureau granted renewal of licenses for following translators, all Oregon: K02EK Applegate Valley; K10FP Brownlee power plant, Brownlee Creek farming area Idaho and Halfway; K10FU Brownlee power plant, Brownlee Creek farming area, Idaho and Halfway; K10GQ Huntington; K13HW Camas Valley; K11KM Crane; K04DR south section of Eugene; K02GT Windy Creek, Azalea, Wolf Creek and Glendale; K12FV Glendale, Wolf Creek and Azalea; K03BU Hampton; K12FW Brownlee power plant and Halfway; K12HH Huntington; K11GQ Lower Deschutes River subdivision, La Pine and Upper Deschutes River subdivision; K13JF Upper and Lower Deschutes



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River and La Pine; K071A Oakland; K071L Winston; K11GT College Hill, Friendly Street, East and southeast of Eugene, South Willemette and Fox Hollow; K12HA North Roseburg, Winchester, Roseburg, Deer Creek, South Roseburg, Oak, Glenary area, West Northwest Roseburg and Garden Valley area; K10CR Lonerock; K03DT, K09KQ and K11JC, all Mitchell; K10BY Monument; K08FU Myrtle Creek; K02GF, K08AK and K13AU, all Port Orford; K02FT Gold Hill and Tolo-Seven Oaks; K04DK Cave Junction, Selma and Deer Creek area; K04ER Applegate Valley. Actions Jan. 31.

■ Broadcast Bureau granted renewal of licenses for following translators, all Oregon: K04EY Grants Pass and Chinook Park; K07HS Williams; K04CB Plush; K07GI Prospect; K02DP Grants Pass; K02DV O'Brien, Cave Junction and Bridgeview; K03BZ Rogue River, Savage Creek and Foothills; K04EO Ashland, Talent, Phoenix and Jacksonville; K12GE Williams; K12GH Butte Falls; K12GQ Klamath Falls, Pelican City and Altamont; K12HF Gold Hill; K12HR Brookings; K04BV Tierra-del-Mar; K10GM Rome; K02ET, K04AY and K05CT, all Silver Lake; K02AP, K04AW and K05AN, all Swisshome; K02DS Roseburg; K12IA Oakland and Union Gap; K13HM Myrtle Creek; K02CG Canyonville, Riddle and Days Creek; K02CY Oakridge; K05BQ Athena, Weston and Adams; K71AS Newport and Otter Rock. Actions Jan. 31.

Modification of CP's, all stations

■ WABB-FM Mobile, Ala.—Broadcast Bureau granted mod. of CP to change trans.; change ant. system (increase height); ant. height above ground 440 ft. Action Feb. 2.

■ KUPD-FM Tempe, Ariz.—Broadcast Bureau granted mod. of CP for extension of time for changes to July 26. Action Feb. 6.

■ KAIR Tucson, Ariz.—Broadcast Bureau granted mod. of CP for extension of completion date for changes to Aug. 15. Action Feb. 6.

■ *KSPC(FM) Claremont, Calif.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to Replica House, Pomona College campus, Claremont; change ant.; change ant. system (decrease height); ERP 3 kw; HAAT 265 ft.; remote control permitted from main studio in Thatcher Music building, Pomona campus. Action Feb. 5.

■ KFOG(FM) San Francisco—Broadcast Bureau granted mod. CP to replace expired permit; granted mod. of CP (aux. trans.) for extension of time for changes to Sept. 14. Action Feb. 6.

■ WBGM(FM) Tallahassee, Fla., and WKWK-FM Wheeling, W. Va.—Broadcast Bureau granted mod. of CP, licenses, and SCA's to change name to Camptown Industries Inc. Action Jan. 31.

■ KIPA Hilo, Hawaii—Broadcast Bureau granted mod. of CP for extension of completion date to April 20. Action Feb. 5.

■ WLBH Mattoon, Ill.—Broadcast Bureau granted mod. of CP to change trans. site to south side of County Road 18, 0.5 mile west of U.S. Highway 45, Mattoon. Action Feb. 5.

■ WRVI(FM) Winnebago, Ill.—Broadcast Bureau granted mod. of CP to change studio location and remote control to 1/2 mile north of Guilford on Shaw Road, Rockford, Ill.; change trans.; change ant.; change TPO; ERP 3 kw; HAAT 175 ft. Action Feb. 5.

■ WFMS(FM) Indianapolis—Broadcast Bureau granted mod. of CP for extension of completion date to March 31. Action Feb. 5.

■ WAAM Ann Arbor, Mich.—Broadcast Bureau granted mod. of CP for extension of completion date to July 20. Action Feb. 5.

■ WFXM(FM) Jackson, Miss.—Broadcast Bureau granted mod. of CP for extension of time for completion date to July 17. Action Feb. 5.

■ WGRF(FM) Pleasantville, N.J.—Broadcast Bureau granted mod. of CP for extension of time for construction to April 26. Action Feb. 5.

■ WBRW Somerville, N.J.—Broadcast Bureau granted mod. of CP for extension of completion date to April 18. Action Feb. 5.

■ WGSE New Bern, N.C.—Broadcast Bureau granted mod. of CP to change ant.-trans. site and main studio location to 1.5 miles east of Bridgeton on North Carolina Highway 55, Bridgeton, N.C.; conditions. Action Feb. 5.

■ *WRSH(FM) Rockingham, N.C.—Broadcast Bureau granted mod. of CP to make changes in ant. system (decrease height); change trans. location; ant. height above ground 60 ft. Action Feb. 6.

■ WNCR(FM) Cleveland—Broadcast Bureau granted mod. of CP for aux. trans. to complete construction by April 12. Action Feb. 5.

■ W82AN Damascus, W80AM Honesdale and W72AR Lakewood, all Pennsylvania—Broadcast Bureau granted mod. of CP to extend completion date for UHF translators to Aug. 1. Action Feb. 1.

■ WMSP(FM) Harrisburg, Pa.—Broadcast Bureau

granted mod. of CP for extension of time for changes of completion to July 15. Action Feb. 5.

■ WPRM-FM San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to change ant.; make change in ant. system (increase height); change transmission line; HAAT 1,910 ft.; ERP 25 kw; remote control permitted from main studio at Maine and North 24 Street, Caguas Norte-Dev. 2, Caguas, Puerto Rico; waived rules to permit main studio location beyond corporate limits of San Juan. Action Feb. 5.

Translators

Actions

■ K70DK Cambridge-Bartley and K70DP Gothenburg, both Nebraska—Broadcast Bureau granted mod. of license covering UHF translator to change input channel to via K55AF Cozad, Neb. Action Feb. 5.

■ Williamsport, Pa.—FCC denied petition by WGAL Television Inc., licensee of W80AJ Williamsport, requesting modification of license by removal of program exclusivity condition. Action Feb. 8.

■ Mayaguez, Puerto Rico—FCC granted application by Telemundo Inc., licensee of WKAQ-TV San Juan, Puerto Rico, for CP for new 1-kw UHF translator to serve Mayaguez, by rebroadcasting WKAQ-TV on chan. 22. Action Feb. 7.

Ownership changes

Applications

■ WBMG(TV) Birmingham, Ala.—Seeks assignment of license from Birmingham Television Corp. to Roy H. Park Broadcasting of Birmingham Inc. for \$4,750,000. Sellers: Southern Broadcasting Co., station group owner (33%). Buyers: Park Broadcasting Inc. (100%). Roy H. Park is sole owner of Park Broadcasting which owns WNCT-AM-FM-TV Greenville, N.C.; WDEF-AM-FM-TV Chattanooga; WJHL-TV Johnson City, Tenn.; WTVR-AM-FM-TV Richmond and WSLT-TV Roanoke, all Virginia; WNAJ(AM) Yankton, S.D.; KRSI-AM-FM St. Louis Park and WBCB(AM) Duluth, all Minnesota. WUTR(TV) Utica, N.Y., and KWJJ(AM) Portland, Ore. Ann. Jan. 31.

■ KHOS(AM) Tucson, Ariz.—Seeks transfer of control of Graber Inc. Radio Enterprises from Fred L. Vance (100% before, none after) to KHOS Broadcasting Inc. (none before, 100% after). Consideration: \$560,000. Principals: William R. Phalen, Richard C. Phalen (each 20%) and Peer Pedersen (60%). Mr. Pedersen, partner in Chicago law firm of Pedersen & Houpt, owns 60% of KLUC(AM) Las Vegas. William Phalen is director and owns 10% of KLUC; Richard Phalen is president and general manager and owns 30% of KLUC. Ann. Feb. 5.

■ KZAP(FM) Sacramento, Calif.—Seeks assignment of license from California Talking Machine and Wireless Co. to New Day Broadcasting Corp. for \$210,000. Sellers: estate of Lawrence Gahagan (45%), et al. Buyers: George J. Fickes, chairman of board, (83%), et al. Mr. Fickes, retired since 1956, is private investor. Ann. Jan. 26.

■ WLBE-AM-FM Leesburg-Eustis, Fla.—Seeks transfer of control of Heard Broadcasting Inc. from Edwin Mead, H. James Sharp, D. Richard Mead Jr., et al (100% before, none after) to Miami Mission Association Inc. (none before, 100% after). Consideration: \$506,000. Principals: Miami Mission is non-profit corporation. Donald G. Manuel, president and director, et al. Mr. Manuel is pastor of Allapattah Baptist church, Miami. Ann. Jan. 30.

■ WSRM(AM) Milton, Fla.—Seeks assignment of license from Radio Milton Inc. to Happy Broadcasting Co. for \$65,000. Sellers: Curtis A. Golden, president, et al. Buyers: Raymond Woolfenden Sr., president, et al. Mr. Woolfenden is former general manager of WVLY(AM) Water Valley, N.C. Ann. Jan. 30.

■ WWRH(FM) Columbus, Ga.—Seeks transfer of control of Associated FM Broadcasting Inc. from B. Ken Woodfin and Milton Hirsch (100% before, none after) to Hertz Broadcasting of Columbus Inc. (none before, 100% after). Consideration: \$165,000. Principal: Louis O. Hertz (100%). Mr. Hertz owns WOKS(AM) Columbus and WENN-AM-FM Birmingham, Ala. He also owns 51% of WXAP(AM) Atlanta. Ann. Jan. 30.

■ WRGA-AM-FM Rome, Ga.—Seeks transfer of control of Rome Broadcasting Corp. from Charles Smithgall (60% before, none after) to Mather M. Payne (40% before, 100% after). Consideration: \$180,000. Principal: Mr. Payne is president and director of Rome Broadcasting, which in addition to broadcast interests, owns cable TV system in Rome. Ann. Jan. 30.

■ WEZE(AM) Boston—Seeks assignment of license from Easy Industries Inc. to McCormick Communications Inc. for \$2,250,000. Sellers: Arthur E. Haley, president, et al. Buyers: Technical Operations Inc. (80%) and William M. McCormick, president (20%). Technical Operations is publicly held corporation which produces scientific instruments, solid-state devices and radiation products.

Mr. McCormick is area VP for TV, RKO General. McCormick Communications has also acquired WLKW-AM-FM Providence, R.I., and WBNY(FM) Buffalo, N.Y. Ann. Jan. 30.

■ KSOA(AM) Ava, Mo.—Seeks assignment of license from Ava Radio Association Inc. to Guilford Broadcasting Co. for \$55,000. Sellers: Quinton Haden, president, et al. Buyer: Thomas S. Guilford (100%). Mr. Guilford, in physics department of University of Missouri at Rolla, Mo., owns cattle ranch in Salem, Mo. Ann. Feb. 5.

■ KSPL-AM-FM Diboll, Tex.—Seeks assignment of license from Piney Woods Broadcasters to William L. Walling for \$150,000. Sellers: J. H. Bates, LeRoy J. Gloger and C. A. Neal Pickett. Buyers: William Walling (100%). Mr. Walling owns 50% of Walling Music Co., vending machine firm. Ann. Jan. 30.

■ KLUF-FM Lufkin, Tex.—Seeks assignment of CP from Lufkin Broadcasting Corp. to Radio Lufkin Inc. for \$164,000. Sellers: Pitser H. Garrison, president, et al. Buyers: Radio Laredo Inc. (80%), R. Steven Hicks, president (19%), et al. Radio Laredo is licensee of KJAR(AM) Laredo, Tex. Mr. Hicks has minority interests in Radio Beaumont Inc., owner of KLVJ(AM)-KBPO(FM) Beaumont and KBYG(AM) Big Spring, both Texas. He is local sales manager for KLVJ. Radio Lufkin is also acquiring control of KLUF(AM) Lufkin, pending commission approval. Ann. Feb. 5.

Action

■ KDEO(AM) El Cajon, Calif.—Broadcast Bureau granted relinquishment of positive control of Metro Communications Inc. by Mortimer Hall (75% before, 31% after) through sale of stock to Donald Balsamo, Morton Sidley and Leonard Cohen (as group, 25% before, 69% after). Consideration: \$156,000. Principals: Mr. Balsamo is general manager and Mr. Sidley commercial manager of station. Action Jan. 29.

■ WGAC(AM) Augusta, Ga.—FCC granted assignment of license from Twin States Broadcasting Co. to CSRA Broadcasters Inc. for \$375,000. Sellers: A. D. Willard Jr., president, et al. Buyers: George G. Beasley, president (55%), D. E. Gwaltney, (25%), et al. Mr. Beasley is general manager and owns 60% of WFMC-AM-FM Goldsboro, N.C. He also has majority interests in WMOO(AM) Mobile, Ala., WFAI(AM) Fayetteville, N.C., and in application for FM in Mobile. He owns 50% of WHNC-AM-FM Henderson, N.C., and in WASC(AM) Spartanburg, S.C. Mr. Gwaltney owns 10% of WMOO. Action Feb. 7.

■ KVOV(AM) Henderson, Nev.—Broadcast Bureau granted transfer of control of WTOO Broadcasting Co. from Robert Wyatt, receiver (80% before, none after) to Cy Newman (20% before, 100% after). Consideration: \$161,188. Principal: Mr. Newman is president and general manager of KVOV. Action Jan. 18.

■ WNCA(AM) Siler City, N.C.—Broadcast Bureau granted transfer of control of Chatham Broadcasting Co. from Clyde R. Fry (50% before, none after) to Raymond Pearlstone (none before, 50% after). Consideration: \$6,500. Principal: Mr. Pearlstone, attorney in Morristown, Pa., has interest in Turner Communications Corp., licensee of WTCG(TV) Atlanta, WGOW(AM) Chattanooga, and WTMA(AM)-WPXI(FM) Charleston, S.C. He also has cable-TV interests in Pennsylvania. Action Feb. 2.

■ WFNL(AM) North Augusta, S.C.—FCC granted assignment of license from CSRA Broadcasters Inc. to The Warner Group Inc. for \$151,159. Seller: George G. Beasley, president, et al. Buyers: Richard Warner (51%) and Farley W. Warner (49%). Richard Warner is president and 64% owner of Dale Records, record distributors in Augusta, Ga., president and 76% owner of Request Line Music, a music publisher in Augusta, and president and 76% owner of Bobby Richardson Talent Agency, talent representatives in Augusta. Farley Warner is attorney. He is also sole owner of Valmy Inc., apartment rentals, and Bluewater Associates, boat chartering. Condition. Action Feb. 7.

■ KORA-AM-FM Bryan, Tex.—Broadcast Bureau granted transfer of control of Bryan Broadcasting Co. from Mike Mistovich (70% before, none after) to Carolyn G. Vance (20% before, 90% after). Consideration: \$320,000. Principal: Mrs. Vance owns and manages real estate firm in Bryan. Action Jan. 24.

■ KENR(AM) Houston—Broadcast Bureau granted transfer of Lake Huron Broadcasting Co. from Howard H. Wolfe (50% before, 43% after) to William J. Edwards (50% before, 57% after). Consideration: \$30,000. Principal: Mr. Edwards is president of company. Lake Huron Broadcasting is also licensee of WKNX(AM) Saginaw, Mich. Action Jan. 22.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Feb. 6 and 12 (stations in parentheses are TV signals proposed for carriage):

■ Fresno Cable TV Co., Fresno county (unincor-

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porated areas), Calif. (KAIL-TV, KFSN-TV, KJEO-TV and KMJ-TV, all Fresno; KFTV-TV Hanford; KTVU-TV Oakland and KBHK-TV and KQED-TV, both San Francisco, all California).

■ Cable Antenna Systems, Travis Air Force Base, Calif. (KTVU-TV) Oakland, KCRA-TV, KVIE-TV, KXTV-TV, KMOV-TV and KXTL-TV, all Sacramento; KRON-TV, KPIX-TV, KGO-TV, KQED-TV, KEMO-TV, KQEC-TV and KBHK-TV, all San Francisco; KNTV-TV, KOVR-TV, KGSC-TV and KTEH-TV, all San Jose; KCSM-TV San Mateo, KLOC-TV Modesto and KFTY-TV Santa Rosa, all California).

■ Valley Cablevision Inc., Shelton, Naugatuck, Oxford and Beacon Falls, all Connecticut (WTIC-TV, WHCT-TV and WEDH-TV, all Hartford; WHNB-TV New Britain; WTNH-TV New Haven and WATR-TV Waterbury, all Connecticut; WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV, WOR-TV, WPIX-TV, WNET-TV and WNYC-TV, all New York; WEDW-TV Bridgeport, Conn.; WXTV-TV Paterson and WNJU-TV Linden, both New Jersey).

■ LVO Cable of Northern Illinois Inc., Lakewood Village, Lakemoor Village, McHenry, Oakwood Hills Village and Wauconda Village, all Illinois (WVTV-TV) and WMVS-TV, both Milwaukee; WISC-TV Madison, Wis.).

■ Hawkeye Cablevision Inc., West Des Moines, Iowa (WOI-TV, Ames and KRNT-TV, KDIN-TV and WHO-TV, all Des Moines, all Iowa; WTCN-TV Minneapolis; KBMA-TV Kansas City, Mo.).

■ Edwards Cable TV, Louisa, Ky. (WSAZ-TV), WHTN-TV and WMUL-TV, all Huntington and WCHS-TV Charleston, all West Virginia).

■ Washington Cablevision Inc., Bogalusa, La. (WKRG-TV Mobile, Ala.; WRBT-TV Baton Rouge).

■ Washington Cablevision Inc., Franklinton, La. (WGNO-TV New Orleans; WRBT-TV Baton Rouge, La.).

■ CSH Inc., Hammond, La. (WBRZ-TV, WAFB-TV and WRBT-TV, all Baton Rouge; WWL-TV, WDSU-TV, WVUE-TV, WYES-TV and WGNO-TV, all New Orleans; KHMA-TV Houma, La.; WMAU-TV Bude and WLOX-TV Biloxi, both Mississippi).

■ James A. McCoy, Cass City, Almer township, Indianfields township, Caro and Vassar, all Michigan (WNEM-TV Bay City, WJRT-TV Flint, WEYI-TV Saginaw, WUCM-TV University Center and WKBD-TV and WTVS-TV, both Detroit, all Michigan; CKLW-TV Windsor, Ont.).

■ Satellite Systems Corp., K. I. Sawyer Air Force Base, Mich. (WKBD-TV Detroit).

■ Picayune Cablevision Inc., Picayune, Miss. (WMAH-TV Biloxi, Miss.; WGNO-TV New Orleans).

■ Brookhaven Cable TV Inc., Lake Grove Village, N.Y. (WTIC-TV and WEDH-TV, Hartford; WTHN-TV New Haven; WHNB-TV New Britain; WATR-TV Waterbury and WEDN-TV Bridgeport, all Connecticut; WSNL-TV Patchogue, N.Y.; WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV, WOR-TV, WPIX-TV, WNET-TV, WNYC-TV and WNYE-TV, all New York; WLIW-TV Garden City, N.Y.; WNJU-TV Newark, N.J.; WHCT-TV Hartford, Conn.).

■ Arapaho TV Cable Co., Arapaho, Okla. (WKY-TV, KWT-TV, KOCO-TV and KETA-TV), all Oklahoma City; KSWO-TV Lawton and KFDO-TV Sayre, both Oklahoma).

■ Cablevision of Fort Gibson Community Antenna Co., Fort Gibson, Okla. (KOAM-TV Pittsburg, Kans.; KODE-TV and KUHI-TV, Joplin, Mo.; KGTO-TV Fayetteville, Ark.; KIEW-TV, KOTV-TV, KTUL-TV and KQED-TV, all Tulsa; WKY-

TV, KOCO-TV, KWT-TV, KETA-TV and KOKH-TV, all Oklahoma City; KTEH-TV Ada and KXII-TV Ardmore, all Oklahoma; KFSA-TV and KFPW-TV, both Fort Smith, Arkansas).

■ Better-View Cable Vision, Winston and Green district, both Oregon (KPIC-TV) Roseburg, KOB-TV and KMED-TV, both Medford, KOAC-TV Corvallis, KEZI-TV Eugene and KPTV-TV Portland, all Oregon).

■ Stewartstown Cable TV, Stewartstown borough, Pa. (WLYH-TV and WGAL-TV, both Lancaster, Pa.; WMPB-TV, WBAL-TV, WJZ-TV and WMAR-TV, all Baltimore; WSBA-TV York, WITF-TV Hershey and WTPA-TV and WHP-TV, both Harrisburg, all Pennsylvania; WTIG-TV and WDCA-TV, both Washington).

■ North Gibson County Cable TV Co., Dyer, Tenn. (WREC-TV), WMC-TV, WHBQ-TV and WKNO-TV, all Memphis; WBBJ-TV Jackson and WLJT-TV Lexington, both Tennessee; WDXR-TV Paducah, Ky.).

■ North Gibson County Cable TV Co., Rutherford and Kenton, both Tennessee (WPSD-TV) and WDXR-TV, both Paducah, Ky.; KFVS-TV Cape Girardeau, Mo.; WHBQ-TV, WREC-TV, WMC-TV and WKNO-TV, all Memphis; WBBJ-TV Jackson, WLJT-TV Lexington and WSM-TV Nashville, all Tennessee).

■ Teleprompter Corp., La Marque, Tex. (KUHT-TV), KHOU-TV, KHTV-TV, KPRC-TV, KTRK-TV and KVRL-TV, all Houston; KDTV-TV Dallas; KTVT-TV Fort Worth; KWEX-TV San Antonio, Tex.).

■ Community Television of Utah Inc., Murray City, Salt Lake county (unincorporated areas) and South Salt Lake, all Utah (KUTV-TV), KSL-TV, KCPX-TV and KUED-TV, all Salt Lake City; KOET-TV Ogden, Utah; KWGN-TV Denver; KTXL-TV and KMOV-TV, both Sacramento, Calif.; KBYU-TV Provo, Utah).

■ Community Television of Utah Inc., Ogden Canyon, Utah (KWGN-TV Denver; KBYU-TV Provo, Utah; KMOV-TV and KTXL-TV, both Sacramento, Calif.).

■ Community Television of Utah Inc., Ogden City, Utah (KWGN-TV Denver; KMOV-TV and KTXL-TV, both Sacramento, Calif.; KUTV-TV, KSL-TV, KCPX-TV and KUED-TV, all Salt Lake City; KBYU-TV Provo and KOET-TV Ogden, both Utah).

■ Community Television of Utah Inc., Roy City, South Ogden and Washington Terrace, all Utah (KWGN-TV Denver; KMOV-TV and KTXL-TV, both Sacramento, Calif.; KUTV-TV, KSL-TV, KCPX-TV and KUED-TV, all Salt Lake City; KBYU-TV Provo and KOET-TV Ogden, both Utah).

■ Master Telecable Inc., Rich Creek and Petersburg, both Virginia (WOAY-TV Oak Hill, WHIS-TV Bluefield and WDBJ-TV, WSLV-TV, WBRA-TV and WRFT-TV, all Roanoke, all Virginia; WSWP-TV Beckley, W. Va.; WXII-TV Winston Salem, N.C.).

■ King Videocable Co., Grays Harbor county, Westport and Pacific county, all Washington (KCTS-TV Seattle; KTNT-TV Tacoma, Wash.).

■ Idamay CATV Co., Idamay, Four States, Boothsville and Adamsville, all West Virginia (KDKA-TV), WTAET-TV, WIIC-TV and WQED-TV, all Pittsburgh; WDTV-TV Weston, WTVJ-TV Wheeling, WBOY-TV Clarksburg and WVWU-TV Morgantown, all West Virginia; WSTV-TV Steubenville, Ohio; WJAC-TV Johnstown, Pa.).

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance:

Midwest Cable Television Inc., Wray, Colo.; Cablevision of Duncan, Duncan, Okla.; Mahoning Valley Cablevision Inc., Niles, Ohio; Cam-Tel Co., Camden, Ark.; Cypress Cable TV Inc., Warsaw, Kosciusko and Winona Lake, all Indiana; Oklahoma Cable Systems Inc., Weatherford, Okla.; Clearview Cable Inc., Surfside Beach, S.C.; Lockhard Cable TV Service, Lockhart, Tex.; Western Wildflower Corp., Freer, Tex.; Lebanon Valley Cable TV Co., Annville township, Pa.; Daves Cable Co., Itta Bena, Miss. Actions Feb. 6.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Fulton Community Antenna Television System Inc., Canton, Ill.; National Cable Co., East Lansing, Mich.; American Television and Communications Corp., La Grande, Union and Baker, all Oregon; Centre Video Corp. of Ohio, Follansbee, W. Va., and village of Brilliant, village of Mingo Junction and Steubenville township, all Ohio; Miller Cable TV, Miller, S.D. Actions Feb. 8.

■ FCC denied applications by King Videocable Co. to add signal of CHEK-TV Victoria, British Columbia, to cable TV systems at Ellensburg, Kittitas and Kittitas county, in Yakima, Wash., television market. Action Feb. 7.

■ Fort Smith, Ark.—FCC granted Fort Smith TV Cable Co., operator of cable television system at Fort Smith, certificate of compliance. Action Feb. 7.

■ Martinsville, Ind.—FCC granted application by Morgan County Tele-Cable Inc. for certificate of compliance for new cable TV system to operate at Martinsville. Oppositions filed by Sarkes Tazian Inc., licensee of WTTV-TV Bloomington, Ind., and Indiana Broadcasting Corp., licensee of WISH-TV Indianapolis, were denied. Action Feb. 7.

■ Muncie, Ind.—FCC granted application by Sentinel Communications of Muncie Inc. for certificate of compliance to begin cable TV service at Muncie. Opposition by Clearview Cable of Richmond, competitor for Muncie cable TV franchise, was denied. Action Feb. 7.

■ Cherry Hill township, N.J.—FCC granted application by Cable Telesystems of New Jersey for certificate of compliance for new cable television system to operate at Cherry Hill township. Action Feb. 7.

■ Saratoga Springs, N.Y.—FCC granted application by Saratoga Cable TV Co. for certificate of compliance for new cable television system at Saratoga Springs. Action Feb. 7.

■ Salt Lake City—FCC granted application by Western TV Cable Corp. to add signals of KTVU-TV Oakland, KBHK-TV San Francisco and KTXL-TV Sacramento, all California. Action Feb. 7.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Feb. 13. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Southeastern Massachusetts—Upper Cape Cablevision Inc., Wareham, Mass., has proposed regional cable TV system serving Fairhaven, Mattapoisett, Marion, Wareham and Bourne to Fairhaven Board of Selectmen.

■ Smithtown, N.Y.—Town board increased percent of revenues payable to the city by Suffolk Cablevision Corp. from 5% to 7%. It also approved \$1 monthly rate increase.

■ Cuero, Tex.—City council passed ordinance granting franchise to company owned by Mrs. Lyndon B. Johnson, wife of the former president.

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.

Interested in top notch fully responsible general manager for split AM-FM operation. Corporation in the black. Desire to realize full potential contact John Denney, owner or Ron Joseph, station manager, WLGM, Radio, Lynchburg, Va. 703-847-6666.

Fulltime faculty member needed to assume responsibilities as Head of Broadcast Dept. Master's Degree required. Jones College, Arlington Expressway, Jacksonville, Fla. 32211. 904-743-1122.

Help Wanted Management Continued

Need manager for award winning news station in Southeast. Great opportunity for someone on the way up. Contact Bob Thorburn, Box 569, Carrollton, Ga.

Sales manager, Long Island (Nassau territory) station seeks bonafide salesman, ability to train, excellent salary and override. "no desk jockys," car. Call Miss Adams 516-661-4000.

Station Manager. Atlantic Seaboard AM daytime in rural area. Flagship station of new communications conglomerate. Attractive growth potential for the right man. Operational sales and programing experience required. Send complete resume and salary requirements to Joseph F. McInerney, Leisure Time Communications, Inc., 120 East 71st St., New York City, N.Y.

Sales

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.

Sales manager. The best job in broadcasting. For details write Box B-126, BROADCASTING.

Most progressive station in W. Va. needs one top notch salesman with proven track record. Send resume and requirements with first letter. Box B-173, BROADCASTING.

Salesman for fastest growing area in Southern California. Salary plus commission. Box B-180, BROADCASTING.

Salesman, Florida major market Contemporary has opening for aggressive salesman with track record. Excellent income, fringe benefits, exciting organization. Write about your background, including sales performance. All replies acknowledged. Interviews in New York, Chicago, Atlanta, Florida. Box B-188, BROADCASTING.

Superior retail sales representatives needed for full-time 5,000 watt in top 30 markets. Generous draw against above average commission. Growing major market, major facility group. South. Send detailed billing, income history, resume to Box B-193, BROADCASTING.

Good opportunity established station. Salary, commission. Send resume, sales record. KFRO, Longview, Texas 75601.

The South's leading Contemporary radio station is looking for one more "pro." Must be experienced with at least three years of solid broadcasting experience. Must be earning good money now and able to stand rigid in-depth investigation of past performances. Great potential with top drawer broadcasting group. Call Murray Green at 703-288-2835 or rush resume to WLEE, Box 8477, Richmond, Va. 23226. EOE.

WPIK/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, WPIK/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.

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.

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.

Experienced announcer; entertaining, communicable, community-minded; for CW, MOR, news, markets, features. Stability and opportunity in small market Mid-America. Box B-142, BROADCASTING.

Announcers Continued

We are looking for a mature sounding Top 40 dj with a minimum of two year's experience for top rated Contemporary station in New England medium market. Stable, respected organization, offering many company benefits. Salary open. Send air check and complete resume. Box B-175, BROADCASTING.

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.

We're looking for a good staff announcer with first phone for nighttime Top 40 show. Good pay, good benefits, good operation. If interested, contact Mgr., KOKX, Keokuk, Iowa.

Top small market AM/FM station wants experienced, Midwest announcer. Contact: Tom Parker, KTRR-KZNN-FM, Box 727, Rolla, Missouri. 314-364-2525.

Automation experience helpful. Need good announcer for Gates automated Contemporary Country FM. We're 1 year old grow with us. Tape and resume to Bill Collins, WALJ, Box 2156, Naples Fla. 33940.

Experienced announcer-production man. Brand new studios. Air shift, lots production, tracking tapes, working with automated Contemporary-Oldie Golde library. Good pay, great area. A. R. Bishop, WCOD-FM Stereo, 28 Barnstable Rd., Hyannis, Mass. 02601. 617-775-6800. Pros only.

Announcer, interested in gathering and writing local news. Board work. 3rd phone. \$150 with experience. WHTG, Eatontown, N.J.

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.

Kentucky-Top 40 man with ideas and a self starter. Sales if wanted. Immediate opening. Call 606-248-5842.

Technical

Chief. 5KW Directional. Must be experienced with both directional and audio. Top pay. Good equipment. Located within sight of Blue Ridge Mts. Tell us how much you need. Box B-127, BROADCASTING.

Chief Engineer for Top 40 Rocker. Maintenance, design, construction for technical type. Must be strong in audio. Major market. Salary. Call Eric Small, WAVZ, 203-777-4761.

Chief Engineer for AM-FM, AM is directional, some board work. Mail resume and salary requirements, WLKR, Norwalk, Ohio.

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.

Combo chief/service manager. Gates automated FM and Lafayette store in Naples, Fla. Other opportunities for right man. Grow with expanding operation. Call collect. Bill Collins, 813-642-9777.

Midwest FM'er needs experienced Chief Engineer. Must know Stereo, SCA, strong on maintenance. Call Ovie, Loman, Cal Williams, 513-422-3625.

News

Newsman to dig, write and air local news for Pennsylvania station. Not for announcers or djs. Man we want is interested only in broadcast journalism. Experience not as important as desire to get the news. We'll back you up with the equipment to do the job. Box B-147, BROADCASTING.

Number one rated Contemporary in a market of 500,000 needs modern newscaster who can write and deliver. News Directorship possible. Send tape, writing samples and current photo. Box B-168, BROADCASTING.

News Continued

News (man/woman) reporter for Florida Gulf Coast radio station. Industrious self-starter with ability to write, report and deliver. Tape, writing sample and resume to Box B-204, BROADCASTING.

Southern California top rated adult station seeks on air newsmen able to do some production. Send aircheck, detailed resume and photo. Box B-205, BROADCASTING.

Morning news editor/anchorman needed. Strong background, good voice. Tape and resume to Program Director, WGST, Box 7888, Atlanta 30309. An Equal Opportunity Employer.

Announcer, interested in gathering and writing local news. Board work. 3rd phone. \$150 with experience. WHTG, Eatontown, N.J.

Aggressive newsmen. WTRX in Flint, Michigan wants a dynamic go getter with mature delivery, capable of moving up to department head. Good pay, fringe benefits and a pro staff. Call Jack Hood or Bob Eastman at 743-1150.

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.

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.

Situations Wanted Management

Shriner, community involvement, strong on st. and agency. Good background. Available now. Stable family man. Box B-27, 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.

Major market General Manager with the most recent big success story in broadcasting seeking new challenge in top market. Ten years solid experience rather than one years' experience ten times. Reply Box B-132, BROADCASTING.

Successful General Manager/Sales Manager desires new challenge in South or Southwest. Exceptional record in current current situation in billing, profit, ratings. Strong administrator. Best personal and professional references. Box B-144, BROADCASTING.

Sales and profit management pro. Eight years as GM. 35 with money to invest. Experience all phases including renewals & FM. Box B-145, BROADCASTING.

Stimulating, mood communicator. Seeking management who believes in the premise of intimate radio. Unique approach, 28, experienced. Box B-151, BROADCASTING.

Experienced general manager would like to relocate in Florida. Strong on local origination, AM-FM management and sales. Serious offers only, please. Box B-159, BROADCASTING.

Operations Manager of top rated station looking for GM spot in South. Have knowledge of all formats and market sizes. Have programed for past 4 years and am looking for step up to management. Must have good salary to justify move. Box B-164, BROADCASTING.

GM, top 100 markets, FM only, Midwest or West, record of results, can do it all, ability, enthusiasm and endurance to apply hard work. Box B-179, BROADCASTING.

Manager, small market Midwest. 4 years as General Manager. Family. Take less to prove ability. 618-943-3031, after 6 evenings. Sales. Programing, promotions, production.

Sales

Tenn. or Ky. AM-FM, 8 yr. experience in street sales, 4 yrs. in mgt. Available June. Box B-143, BROADCASTING.

7 Year medium market professional broadcaster, seeks production/sales position with Contemporary FM'er. Experience 4 years Top 40; 1 year local news; past 2 as program director with FM in 14 station market. Expert in creative, low key FM production. Short but lucrative FM sales record. 24, married, straight. Complete resume Box B-183, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-1, BROADCASTING.

Giddeldum! Station changing format, leaving after four years. Top 40 or Contemporary MOR. 6 yrs. 3rd. Box B-10, 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.

Conscientious worker, experience in announcing, copy, sales, news and traffic. Ideal for small market. Northeast. First phone. Box B-101, BROADCASTING.

Pro CW, MOR jock seeks permanent position. Will consider sales combination. Any market offering good opportunity welcome. Box B-135, BROADCASTING.

Do you want a mature, qualified, young man for your radio or TV station? Versatile personality, but most of all experienced announcer-newscaster-salesman. Dependable, very creative, dedicated, knowledgeable. Tight board, several years, NYC experience. Will relocate. Box B-148, BROADCASTING.

Sincere, warm announcer. Family man wants to settle. Box B-150, BROADCASTING.

DJ with 4 1/2 years experience. College grad. Dedicated, hard working, willing to follow directions. Experience in news, dj work, copy production, automation. Willing to relocate. Prefer Top 40, Contemporary. Box B-162, BROADCASTING.

Disc jockey. Experienced, authoritative; dependable, creative; versatile, tightboard; third endorsed, aggressive sales. Box B-167, BROADCASTING.

5 Years in field. 1st ticket 3 years in programing. Seeking position near ocean. Any ocean with sun. Hard worker. Box B-176, BROADCASTING.

I am ready! Robert Wolf, 806-372-9234, tape and resume available, willing to relocate anywhere. Box B-182, BROADCASTING.

Need first job. Awards in copywriting and announcing. DJ preferred; tight board, third endorsed. Box B-184, BROADCASTING.

Oldies jock. Recently completed two years with successful rock and roll revival show in Miami, Florida. Station changed format with new owners. Travel anywhere, full or part time. Any price to share these great memory lane sounds. Own complete collection 45's back to 1954. Write immediately. Box B-187, BROADCASTING.

1st phone announcer. Experienced in FM Good Listening format. Would like to get into Up-Tempo AM format. Can do production and news. Will take instructions and work hard. I'm 22, married, no children and will relocate. Box B-192, BROADCASTING.

Attention Atlanta and Florida. Experienced Top 40 radio and TV PD. Presently no. 1 mid-day at no. 1 in sc Ohio and nc Kentucky. \$160 and I'll "make" you be able to afford me. Box B-196, BROADCASTING.

1st phone personality announcer and sports director. Experienced in all formats. Prefer Up-Tempo music. Good production news and sales. Hard worker with good references. Presently employed. Age 25, married, no kids, will relocate. Box B-215, BROADCASTING.

1st phone, some experience. Single, will relocate. Robert Powers 914-238-3390.

Art Keller, top rated afternoon drive jock for 6 years at Modern Country KBOX, Dallas, is now available. Call 214-321-1878.

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 Ferlitta, 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, productioneer, personality, news, single and "crazy." Relocatable. 317-285-6240, Johnnie.

Announcers Continued

Top 40, Contemporary jock. First, experienced, flexible. Copywriting, production. Dave Claspill, 6195 Lambda, San Diego, Calif. 92120. 714-583-4026.

Top 40 pro looking for station to grow with. Always willing to learn. Al Franco, 632 Marlboro Rd., Brooklyn, N.Y. 11226.

Combo man available immediately: Have 1st, 13 years in broadcasting, 10 announcing, 3 in engineering, 6 weeks in sales. Family man, management minded. Need \$175 a week plus a crack at sales. Prefer personal interview if close enough. Rick, 319-391-8724, 2707 W. 68th, Davenport, Iowa.

Six years parttime sportscasting. Want full time. Can also sell, dj, news, copywrite. Dave Kunz, 904 Broadway Blvd., Eau Claire, Wisc. 715-834-8806.

California PD (FM Rocker) looking to move on. 3rd. Phone, college degree, will relocate. For tape, resume and photo, call Norm McBride. 408-424-0179.

Attention station! Black, experienced, creative announcer seeks immediate employment. Only full time work will be considered. I am presently holder of 3rd class FCC license with broadcast endorsement. If your station's format is MOR, Top 40 or Soul, it's my bag. Try me. For further info call or write Jesse Brooks, 696 E. 128 St., Cleveland, Ohio 44108. Salary will be discussed at appropriate time. 451-2735.

Experienced engineer-announcer available now, MOR or CW, production and some sales. Call after 7 p.m. 1-717-264-2120.

Young, experienced 1st phone. Good production. Want serious, demanding announcer's job around or within Wisconsin. Call Todd 414-233-0690 or 414-233-2062.

DJ work finest love, Seattle engineer now. Opening . . . ? Lynn Benson, 2247 South 308th, Federal Way, Washington. 206 VE 9-1515.

Young Columbia School of Broadcasting grad seeking announcing position in small station in N.Y., N.J., Pa. or Conn. area 3rd endorsed contact Gregory Bresiger, 91-04 109th St., Queens, N.Y. 11418. Telephone 212-849-2313

Wanted immediately, if not sooner, one permanent job for me. I'm 21, single with a first and willing to work. Sorry no maint. 9 months experience. If interested contact Al Robbins, 924 Cambridge, Fresno, Calif. 93705. 209-233-1430.

Employed 100,000 W FM Stereo CW format Greenville, S.C. Dead. Wish to advance more productive market. 16 years experience. 38 yrs. old. 3rd endorsed. Married, one child. Make 130.00 week. Can relocate. 150.00 week. Can do production. For tape, picture, resume write Lonnie McIntosh, 107 Broad St., Waynesville, N.C. Weekends call collect 704-452-4033. Sober, dependable can adjust to any format.

Technical

Chief Engineer, directional AM station. Technical background, AAS degree, with first phone. 25, married seeking engineering position AM-FM-TV. All offers considered, resume on request. Box B-134, BROADCASTING.

First phone, competent troubleshooter, own tools and test equipment, seeking to take over for a retiring Chief Engineer. Hilly, wooded country preferred. Box B-203, BROADCASTING.

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.

Experienced chief announcer seeks a position in Northern states. Prefer sportsman area. Excellent employment background. RR 2, Lebanon, Ind.

News

Sports loving female seeking position as a sports reporter. Degree, TV and print experience. Salary negotiable. Box B-15, BROADCASTING.

Formerly part-time newsman with suburban FM. Now looking for position in small or medium market. College degree in Political Science plus college credit in Journalism. Box B-21, BROADCASTING.

Three years experience in news reporting. Seeks permanent position. Prefer Connecticut. Will consider Boston to Baltimore. Box B-82, BROADCASTING.

Young, good experience in medium market. Covered politics, police, general. Several state awards. Presently general assignment. weekend anchor. Desire similar or better position in larger market. Reply Box B-137, BROADCASTING.

News Continued

Help! Experienced, young, aggressive weekend man seeking full time employment. Can do Top 40, Progressive jocking, news is first love. All replies answered. Will go anywhere in USA. Now working 50KW FM. Box B-138, BROADCASTING.

Aggressive newscaster seeks opportunity in medium market. Can gather, write and report news. Degree, experienced, ambitious. Box B-155, BROADCASTING.

Radio and TV sports director. Mid 20's. Play-by-play keeps people listening. Style draws both sexes. Excellent references. Ready March 1st. Box B-166, BROADCASTING.

Ambitious young Black female, third ticket with experience in news and production at major market station. Willing to relocate. Box B-197, BROADCASTING.

Million market radio newsmen radio newsmen seeks reporter or anchor position in top 10 or metro. Good voice, good writer, hard worker. Will produce results. Box B-202, BROADCASTING.

Help! I'm being held back! Experienced top notch, young, aggressive Rock, medium market digger. Work with me, I will produce for you. Box B-214, BROADCASTING.

Over 7 years in radio news, now employed in top 10. Seek position offering stability and advancement within organization. Family man. All markets welcome. Box B-216, BROADCASTING.

Ex WCFL (Chicago) newsmen, talk show host, documentaries production man looking. Documentaries won three awards in last two years. Looking for radio or TV. Will relocate for the right station. Write: Howie Kaplan, 6414 N. Ridge, Chicago, Ill. 60626.

Happy talk. News director/DJ desires all night talk show. Have creative ideas. Entertaining warm and opinionated. 30, single, have extensive travel background. Call 617-963-5981

Disc jockey, sportscasting, newscaster. New but experienced, dependable, creative, versatile, nostalgic. Tight board, third endorsed. Any location. Frank Zagarino, 65 Sullivan St., NYC, N.Y. 10012.

Michigan: If you feel local news makes a station-accnt on actualities—4 years commercial experience, 3 years Army AFRTS Write: 319 Fifth St., Elyria, Ohio 43311.

DJ and/or sportscaster looking for medium market MOR or Top 40. Tight board, football and basketball play-by-play. College, 25, married. Small market experience, 3rd. 6036 Doyle Ct., Greendale, Wisc. 53129. c/o BH.

Programing, Production, Others

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.

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.

Production/Operations Manager with proven success looking for larger market. Box B-177, BROADCASTING.

Experience counts! 4 years radio experience from jock to GM. Presently PD, OD. College grad, 3rd endorsed. Looking to bust for someone who can appreciate a good job. Box B-191, BROADCASTING.

Program director, age 30, with major market experience in MOR and Rock. A record of winning. Box B-194, BROADCASTING.

Experienced PD, announcer, dj, production, newsmen. Currently dj/newsman, New England. Seeking PD position with announcing duties. Good salary and job security a must. Have FCC first ticket, too. All locations considered. Prefer medium market or small market with great opportunity. Let's talk. Please contact Box B-195, BROADCASTING.

Creative programmer now running top rated FM and separate AM wishes to move away from stagnant front officer. Good background in MOR, Easy, Rock, and Country. Automation wizard and real production pro. Box B-198, BROADCASTING.

Pro. Jock looking for a program director position in a medium to large market Rocker. Only stations needing a major market air sound need answer. Box B-200, BROADCASTING.

How would decide? Mini features using Contemporary legal decisions. For free sample week, contact Nick Isenberg, 303-322-2356, 2890 Elm St., Denver, Colo 80207.

TELEVISION

Help Wanted Sales

TV 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.

Experienced preferred. \$15,000.00 or over (salary-plus) NBC affiliate in N.C. Write Box 8706, Durham, N.C. 27707.

Technical

Lab Supervisor/Cameraman. All phases of color, 16 mm and still photography. Must be self starter who can handle budgetary responsibilities. Box B-165, BROADCASTING.

Top Midwest NBC affiliate needs experienced video and audio engineers. Top wages and benefits. An Equal Opportunity Employer. Send resume to Box B-208, BROADCASTING.

Chief Engineer for Eastern small market UHF. Must have strong transmitter maintenance and administrative ability. \$11,000 to start. Write Box B-209, BROADCASTING.

Need broadcast maintenance engineer who wants challenge and a lot of experience in a short time. Work evening shift and weekends. Good salary commensurate with experience and formal education. Age no barrier. Contact C.E., KCOY-TV, Santa Maria, Calif.

Experienced television maintenance engineer. Send resume to Bibeau, KOB-TV, Box 1351, Albuquerque, N.M. 87103.

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.

TV maintenance technician for new station. First phone. IVC equipment. Write Box 5077, St. Thomas, US Virgin Islands 00801.

TV Engineer—1st class license. NBC affiliate in N.C. Write Box 8706, Durham, N.C. 27707.

News

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.

Programing, Production, Others

Wanted, a television artist for the Southeastern US. Their job will include developing a bold new look through station id's and on air promotion, producing the necessary art for a heavy local production schedule, and working with the news department in preparation of their daily air needs. Experience with a 35 mm camera would be helpful, but is not a requirement. An Equal Opportunity Employer. Send your resume to Box B-207, BROADCASTING.

Situations Wanted Management

Minority Candidate with management experience in promotion, traffic, production, sales public affairs and programming in a top 20 market, seeking job as Program Director-Station Manager. Young, aggressive, currently employed. Reply Box B-53, BROADCASTING. Accounting Manager. Six years experience in broadcasting and eight years outside of broadcasting. Top quality references provided. Will relocate anywhere, preferably Midwest. Have data processing experience. Box B-140, BROADCASTING.

Successful General Manager/Sales Manager desires new challenge in South or Southwest. Exceptional record in current situation in billing, profit, ratings. Strong administrator. Best personal and professional references. Box B-144, BROADCASTING.

Know television inside-out from administrative posture. Strong financial background, complete understanding of TV economics, engineering, production, sales, promotion, publicity, et al. Excellent right hand for busy No. 1 man. Box B-160, BROADCASTING.

Management Continued

Solvent, disciplined, versatile, sales cultured 34-year-old television radio broadcaster desires combination management-investment opportunity with currently profitable warm weather located facility. Please respond to: Occupant, 5917 N. Kenmore, Apt. 321, Chicago, Ill. 60660.

Sales

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.

Experienced 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 10. Challenge and responsibility most important. Top references available. Box B-121, BROADCASTING.

Versatile broadcaster offers a unique combination of skills to television, radio or CATV in any size market. Cost conscious management from pre-construction through daily operation. Personal sales at local or agency level. Knowledgeable film buyer. Experienced program director, announcer, on-camera newscaster. Superior play-by-play. First class license. Family man, active in community affairs. Currently employed. Moderate salary requirements are negotiable. All replies receive thorough consideration and immediate reply. Box B-141, 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.

Announcers

Kids' show host can produce quality program for older youngsters. Community relations oriented. Available now or Fall. Box B-110, BROADCASTING.

Experienced, versatile personality. Commercial weather. VTR available. Top 60. Box B-210, BROADCASTING.

Technical

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.

Chief Engineer/Operations Manager. Management oriented with 25 years of diversified TV broadcasting, military and industrial electronics. Emphasis on modern techniques for optimum quality and investment return. "V" preferred any location. Box B-152, BROADCASTING.

Control board operator (switcher), audio man. 1st ticket, no maintenance. Eight years in broadcasting. Write Don Heumann, 1813 Yale Ave., Metairie, La. 70003. 504-888-1291.

News

News is my business. It's your image. Put my time-tested experience to work on your problems. Real pro needs refreshing challenge. Money secondary. Box B-86, BROADCASTING.

Can do! News? Sports? Weather? Can do! Anchor? Report? Can Do! Dependable. Top references. Box B-154, BROADCASTING.

If it's on the air, I've done it. News, sports, weather, commercials. Also write, interview. Half my thirty-six years in broadcasting Married, responsible. Presently employed, finest references. Consider any market with long-term opportunity. Box B-172, BROADCASTING.

Public Information man with military, educational institution experience seeks opportunity (growth) position in news/public affairs. Experience includes researching, writing, producing, narrating for radio and TV. Young (28), willing to "pay my dues", relocate. Available May or sooner if necessary. Box B-185, BROADCASTING.

Sportscaster, experienced, versatile, knowledgeable, college graduate, 32, have covered both major and collegiate sports. Write Box B-186, BROADCASTING.

News Director at major AM-FM in top 60 market desires move into small medium market television. Young, enthusiastic, university graduate. Have built top quality operation at present location, but management decisions make future uncertain. Desire position with real career potential. Let's talk. Box B-199, BROADCASTING.

Programing, Production, Others

Hard working switcher-director now employed in small market station desires move to another small or medium market. Box A-193, BROADCASTING.

I am an engineer in top 7. Find engineer stigma unbearable when trying to break into production. Can you help! Box B-90, BROADCASTING.

Television film editor available soon. Exceptional experience in daily makeup/restoration, feature film editing and newfilm editing. Box B-99, BROADCASTING.

Interested in quality? Experienced operator, director seeking position as technical director and to settle down for job with future. Box B-100, BROADCASTING.

Training director or production manager. 15 years in production. Management experience. Currently teaching in university. Good lecturer. Public relations minded. Box B-133, BROADCASTING.

Five years experience. Director, camera man, lighting. Looking for position as a director. Also have film experience. Willing to relocate. Box B-136, BROADCASTING.

Poised, attractive young woman. Excellent on-air personality for professional sounding interviews, features and reports. Conscientious and dependable. Box B-149, BROADCASTING.

June grad, TV major, seeks summer internship before Masters. CCTV experience. Future permanent employment? Box B-158, BROADCASTING.

Viet Nam veteran. Ready, willing and capable. Degree in Television Production. Commercial, educational and military experience from production assistant to cameraman to director/producer. Age 28, married. Available now, any location. Phone 609-448-4716. Box B-169, BROADCASTING.

Desire commercial directing slot. 22 years operational experience. All positions; camera, lights, projection, audio, VTR, etc. Can write. Heavy remote experience. Immediate availability. Ready, willing and able. Write Box B-171, BROADCASTING.

Producer/Director news, talk public affairs. BS/MS in TV-R, major market experience. The challenge is as important as the salary or location. Box B-178, BROADCASTING.

Art Director, 9 years television experience. Would like to relocate, Southwest or upper Midwest. Family man, responsible, excellent references. Slides, portfolio, resume sent upon request. Box B-181, BROADCASTING.

Experienced producer-director, creative copywriter, news-sports editor, announcer-personality, wants Assistant PD or PD position with company which rewards hard work, dedication. \$12,000 up. Box B-211, BROADCASTING.

Producer/director. Educational television and film experience. MA Degree. Desires position in commercial, educational, industrial, or CATV. Write: Michael Thaller, 1714A E. Broadway, Columbia, Mo. 65201.

BS Radio/TV, MS Education, 4 1/2 years TV production experience. Married, stable, ready to work. Sid Fryer, 305 N. Vann, Pryor, Okla. 74361.

Operations Manager knowledgeable of all phases of programing, production, audience promotion. Strong in supervision, evaluation, budgeting. Will relocate. Call 919-885-6437.

Interested in quality? Experienced operator, director seeking position as technical director and to settle down for job with future. Box B-100, BROADCASTING.

CABLE

Help Wanted Sales

Sales Manager needed to develop cablecasting market sales. Time sales experience required. Equal Opportunity Employer. Box B-161, BROADCASTING.

Technical

Tech Manager. Cable Information Systems, Inc., growing MSO, 10 systems, 33,000 subscribers, building new franchise. Desires corporate technical manager. Salary, stock options, dependent upon experience. Send resume in confidence to Peter Nisselson, President, 230 Park Ave., New York City, N.Y. 10017.

Situations Wanted, Management

Experienced general manager would like to relocate in Florida. Strong on local origination, AM-FM management and sales. Serious offers only, please. Box B-159, BROADCASTING.

WANTED TO BUY EQUIPMENT

Up to four Philips PC70 camera chains, state availability, price and condition. Box B-58, BROADCAST-ING.

We need used 250, 500, 1 KW, 5 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

FOR SALE EQUIPMENT

GR 916-AL RF bridge like new condition. \$750. Box B-170, BROADCASTING.

Marti-Used, reconditioned and new Marti equipment in stock. Immediate delivery. Terms available. BESSCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

Complete broadcast mobile unit with 2 RCA TK-30 cameras, zoom lens, 2 sync gen., audio, director's console, etc. Ready to roll. Call 312-738-1022.

For Sale: RCA-BTF-5D FM transmitter complete with Stereo generator and 7 bay RCA antenna. Excellent condition \$5700. Available now. Contact Keith Baker, Radio Station KHBH, Monticello, Arkansas. Phone 501-367-5136.

VR-1100 tape recorder, used, complete with accessories, \$7900. 408-739-4262.

For Sale—used studio color cameras. 2-IVC model 100 color cameras with 6 to 1 zoom lens—complete with all associated control units; encoders, camera cables, tripod, dolly, etc. Cost new \$25,802—make an offer. Ron Roe, Danville Cablevision Company, 560 Patton St., Danville, Va. 24541. 703-797-4131.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

Heliast-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623.

For Sale complete FM system except antenna. One Federal FM transmitter Type 193A 5 to 10 KW tuned to 101.5; Federal Micro Match Model 412.4; General Electric FM transmitter BT 3 B 3 KW tuned to 101.5; General Electric Modulation Monitor Freq Monitor (combined unit); General Electric Limiter; C.B.S. FM Volumax control Model 410; RCA Console Six Channel Mono with talkback Type 76 B5; Gates Console Ten Channel Mono needs some work. Contact Robert A. Clark, KFLY Radio, Box K, Corvallis, Oregon 97330. 503-753-6633.

Available immediately, 500 foot Blaw Knox self supported tower, new, ready for erecting, bargain. Contact Glenn Callison, Dir. of Engineering, McLendon Stations, Dallas, Texas. 214-651-1010.

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Correspondence instruction leading to FCC license and electronics degree, G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared... let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in New Orleans***, 2940 Canal.

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Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date April 11, June 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

Need FCC License or announcer training? We've trained thousands. Call: R.E.I. 813-955-6922 or write: R.E.I., Box 806, Sarasota, Fla. 33578.

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FCC practice exams. Over 300 current questions and answers. Covers everything, even radar \$26.50. Current exams for third with Broadcast Endorsement \$14.50 R.E.I., Box 806, Sarasota, Fla. 33578.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. \$(10.00 with broadcast endorsement) 2nd. \$(12.00), and 1st. \$(16.00), phone exams; complete package, \$25. Research Company, Dept. B, 1630 Woodfern Dr., Homewood, Alabama 35209.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-lockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Elkins Institute in St. Louis. 314-752-4371. First Class FCC license.

COMEDY MATERIAL

30 Minute pop-in tapes. 500 One-liners, Sexy Secretary! \$10. Sample \$2. Free brochure. Tapes, 975 South Tuttle, Sarasota, Fla. 33579.

Raleighs' Weekly comedy. Our fifth year. Free sample. P.O. Box 1761, Little Rock, Ark 72203.

Michael Lefkowitz Comedy Service, 954 56th St., Brooklyn, N.Y. 11219. Weekly sheet \$10.00 per month.

Funny! Professional comedy. Sample only \$1. Sunshine Comedy Service, Room 23, Box 4636, Jacksonville, Fla. 32201.

MISCELLANEOUS

DJ cartoon portraits for promotions, surveys, stationery. Unique, professional. \$5.00, three/\$10.00. Send photo. Box B-212, BROADCASTING.

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog... everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

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. 93108.

Unsold time? FM stations wanted for quality PI account. FM Atlas, Adolph, Minn. 55701.

Photographers amateur or semi-pro with quality 35mm camera to take slides of buildings in your city in spare time. For details write Mixed Media Inc., 4457 Holly, Troy, Mich. 48084.

Automation Broadcaster! Looking for something different for weekend sounds but still in the same ballpark? Drop by and hear "Sunday Music Theatre", A Honey-of-a-Sound, a VIF International, NAB, D.C.

RADIO

Help Wanted Management

GENERAL MANAGEMENT OPPORTUNITY BLACK PROGRAMED RADIO STATION

If you have a successful background in ethnic radio sales... and have been exposed to superior management training and procedures, you may be just the man we are looking for. Due to personnel readjustments, we are in need of a man with a solid approach to sales and staff supervision and who can successfully run an ethnic property in a large metropolitan area. This may be your opportunity to move into top management or to a larger more lucrative market.

The opportunity is open to all.

You'll be working with a fine staff and be included in all benefits, including profit sharing. All replies are confidential.

BOX B-201, BROADCASTING

Help Wanted Management Continued

STATION MANAGER

AM daytime station, major market East Coast, seeking young aggressive take-charge manager. Must have excellent track record, heavy sales experience. Salary tied to gross sales. Resumes in confidence to BOX B-153, BROADCASTING

READY TO MOVE UP?

Here's your opportunity to be considered for management positions with leading radio and television stations in every state. And, on a completely confidential basis!

As management consultants specializing in executive search, our policy is to accept resumes with the understanding that we do not attempt to find jobs for individuals, but rather, retain these resumes to match your qualifications with client requirements.

No contact will be made with present or past employers without your permission.

Send your resume today for openings in the \$18,000 to \$75,000 income range. State position desired, salary requirements, and geographical preference. No fee and all replies answered.

ATTENTION: C. L. MITCHELL
RON CURTIS & COMPANY
O'HARE PLAZA, 5725 EAST RIVER ROAD
CHICAGO, ILLINOIS 60631

Help Wanted Announcers

Soul All The Way

Ohio major market needs additional mature R & B personality types, who are up to earning good bread. If you are it, lay your resume and photo on us.

Box A-197, Broadcasting

Need heavy contemporary morning personality. Good salary. Send tape and resume to Dan Brannan, KFYR Radio, Box 1738, Mismark, N.D. 58501.

ALL APPLICATIONS WILL BE KEPT
STRICTLY CONFIDENTIAL.

Help Wanted Technical

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.

Box B-73, BROADCASTING
An Equal Opportunity Employer M/F

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. Prerequisite: An interest in humans.

Box B-28, Broadcasting

Situations Wanted, Management

Sold my station. Looking for major market AM-FM that needs a take charge working mgr. I offer proven leadership, experience in the tough major top markets #1 properties, successful background includes engineering, programming, sales, management and ownership. Mid 30's, family, best references in industry.

Box 246, San Diego, Calif. 92112. 714-5300.

Situations Wanted Announcers

Looking for Announcer?

Now available. Broadcast school graduate. First phone. 1½ years experience-MOR or any format. Versatile, dependable. For tape, resume and photo write

Box B-109, BROADCASTING

Situations Wanted Technical

Former Director of Engineering of top 3 market TV station, former Chief Engineer large AM-SW complex in Middle East desires to return to U.S. 34 years old, well rounded. Resident of Holland. Would consider staying in Europe as representative of U.S. company.

BOX B-206, BROADCASTING

Situations Wanted News

NEED A TOP NOTCH SPORTS DIRECTOR?

Outstanding radio sportsman available. Excellent for play-by-play of all sports, sports reports, interviews, sports talk programs. Sixteen years top experience. Currently traveling with pro sports organization.

BOX B-148, BROADCASTING

SPORTS PRO

Heavy play-by-play experience, editorials, film script writing and narration, interviews, etc. Out of the business a while, grass definitely not greener, now want back in. "Sports-active" radio and/or TV situation, good market, going wages are the keys. Let's talk. Aircheck tapes, SOF personal interview. Write

J. Laflin
31 Woodland Street
Hartford, Connecticut
call AC 203-527-0626

NEWS, PUBLIC AFFAIRS EDITORIAL DIRECTOR

I AM . . . tenacious, literate, human, artistic, ethical, candid
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If you are disgusted with trite, turgid, superficial news, public affairs or editorials contact an experienced innovator. G. Guy Gibson, 1433 E. Larned, Detroit, Mich. Phone 313 961-0951.

Situations Wanted Programing, Production, Others

Cut Costs
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CW programmer, capable, conscientious, hard working, honest, innovative, organized, seasoned pro, with new concepts seeks relocation. Majors only. Replies confidential. If numbers mean dollars, write:

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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, based New York area.

Contact or write Marketing Mgr.



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Help Wanted Technical

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

ANCHORMAN

Experienced professional for Early and Late Shows in progressive Northeast medium size market. Send resume and VTR. An Equal Opportunity Employer.

BOX B-174, BROADCASTING

Situations Wanted, Management

28 years broadcasting experience to offer. Broad experience in Radio and TV Announcing and sales to Gen'l Sales Manager. Top 60 SW market. Record breaking sales. My experience invaluable. Mature, reliable, Personable. Excellent professional & personal references.

Box B-88, BROADCASTING

Situations Wanted News

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Solid Professional.
Outstanding Credentials.

BOX B-157, BROADCASTING

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Seeks local anchor or news directorship. 12 years experience on-air and production. Politics, space, Viet Nam and local news. Highest references from current employer.

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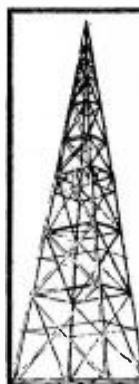
For Sale Equipment

FOR SALE

Gates BC-5P 5 KW transmitter with new modulation transformer and plate transformer, complete with tubes. Gates RDC-10 Remote Control Unit . . . Gates Studioette Console . . . two QRK turntables w/pre-amps . . . Gates Sta-level limiting amplifier . . . Portable Voice of Music stereo recorder. All operating when taken from service due to frequency and power changes. Complete \$5000.

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Ronnie Childress
WMSJ
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704-586-4858

Miscellaneous



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Small to medium station owners tell your problems to someone who knows, understands and will provide the right solutions without telling you to spend money. 15 years successful management, 6 years consulting, provide the insights for you to sight in the limelight. Call or write: Broadconsult, 7345 Jahnke Rd., Richmond, Va. 703-272-5282.

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Nostalgia is sweeping the country and so are our 5-minute daily programs featuring the great comedians of radio's Golden Age. Over 50 famous comedians . . . 130 programs on tape . . . fits any format . . . two commercial positions. Easy to sell—reasonable rates. Phone (703) 342-2170 and listen to audition tape or write for audition to Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, Va. 24011.

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SOLVENT INDIVIDUAL

Desires to buy AM or FM station in major market. Prefer Texas, Alabama, North or South Carolina, Georgia or Florida. Other good buys considered. All replies strictly confidential.

Box A-102, BROADCASTING

TOP 100 MARKETS WANTED

Successful Midwest operator desires station, not necessarily profitable. Any area of the country. Up to \$750,000 total price.

Box B-46, Broadcasting

**Wanted to Buy Stations
Continued**

**Wanted AM/FM or
TV Stations**

Private group wishes to acquire FM-AM or TV stations. We are not brokers. Please send full information. All replies confidential.
Box B-51, Broadcasting

Wanted to Buy FM Station-Class C.
Coverage Minimum 1,500,000.

Cash or Terms
Buyer not a Broker.
No Brokers Prefer Midwest
BOX B-156, BROADCASTING

RADIO—QUALIFIED BUYER

Desires AM or FM or combination.
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Up to \$500,000. Principals only.
Can act fast.
Completely confidential.

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For Sale Stations

FOR SALE

Wisconsin Class IV—Suburban-Rural \$530,000 cash—Good gross, high potential, owner is swamped with other business interests.

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Principals only—No brokers

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Coastal Florida AM
Fast Growing Major Market
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SE	Small	FM	\$98.5M	Terms	MW	Small	FM	\$100M	SOLD
SE	Small	AM/FM	\$120M	Terms	E	Small	Daytime	\$225M	Terms
SE	Medium	AM/FM	\$650M	Cash	MW	Metro	AM/FM	\$600M	Cash
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SE	Major	Fulltime	\$2MM	Nego	South	Metro	AM/FM	\$750M	SOLD



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See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.

Profile

A lawyer turned president of the ABC-owned AM's: Charles Allan DeBare

Chuck DeBare is not a salesman and never has been. So it was at least a mild surprise to industry observers that Hal Neal, now president of the ABC Radio Division, would appoint, last July, a lawyer to succeed himself as president of the ABC Owned AM Stations. It even surprised the lawyer—Mr. DeBare.

True to ABC's espoused principle of promoting from within, Chuck DeBare was no newcomer to ABC Radio. He had served with the company since 1959 in various legal capacities. He was involved in license renewals, contracts and legal problems concerning programing. And he helped set up the corporate policy on public service and editorials for the ABC-owned television and radio stations. His field of expertise may not have been operations—the area from which most executives of this high position are drawn—but that proved to be no deterrent to his appointment. Hal Neal said: "I appointed Chuck DeBare, not a lawyer."

"I love the communications business," Mr. DeBare said. "If I had wanted to set up a law practice, I would have gone to Maine or Georgia. I wouldn't have stayed in New York." And living in New York is important to him, he says. Born and raised in Jamaica, Queens, he has lived elsewhere only during his college and law-school years, and military service. "This city just has too much to offer," he said simply.

Gray-blue eyes, a tight, rounded mouth and his jutting lower jaw belie his quiet demeanor. Soft-spoken and considered in his speech, Mr. DeBare has been described by his colleagues as having one of the better problem-solving minds around. Charles Fritz, general manager of ABC's WXYZ(AM) Detroit for almost 10 years, said, "There isn't a problem that I have run across that you can't throw at him and he won't come up with the right kind of answer. He is bright. And by bright I mean he is the kind of person that would be good at things that required any thought process. He is a damn good thinker."

Chuck DeBare's intellect has been recognized for some time. He entered college at age 16, receiving a degree by the time he was 19. Biographies and books on parapsychology now take up the greatest part of his reading time. All five members of his family play piano (Mr. DeBare has played since he was 7 years old).

And sports—both as spectator and as participant—take much of his weekend and evening time. Tuesday-night tennis has been a constant in his schedule for years, as have the New York Giants. He has held season passes for almost 15



Charles Allan DeBare—president, ABC Owned AM Stations; born May 15, 1924, New York; BA, Cornell University, 1943; LL.B., Cornell Law School 1949; U.S. Army, Japanese translator, cryptographer 1943-46; attorney for ABC-TV, 1959; general private attorney, ABC-TV, 1959; general counsel, ABC-owned radio and television stations and radio network, 1960-67; director of legal and business affairs, ABC-owned radio and television stations and radio network, 1967-72; elected ABC VP, 1968; present post, July 1972; member of New York State and United States District Court bars; M. Nancy Skutch, 1956; children—Wendy, 15; Deborah, 12; Robert, 11.

years to their home games at Yankee stadium.

Asked about the reasons he believes Mr. Neal chose him for the president's position, Mr. DeBare said, "I suppose it was because I have an awareness of the pressures on the industry. I was involved with so many different aspects of the radio division, and I knew and got along well with the managers, that I had a good overview, even though I didn't know operations day to day."

Sitting on top of one of the most lucrative radio groups in the industry—the ABC AM radio division took in somewhere in the area of \$25 million last year, according to knowledgeable estimates—Mr. DeBare was faced with a gray national sales picture when he took over in July. Speculation was that ABC would set up its own national sales representative firm by early 1973 to help bolster a lackluster national business and keep a few more ABC dollars within the company.

Now, local sales are growing rapidly and beyond expectations, said Mr. DeBare. "The retailers and local agencies know the value of radio. They're not as bemused by the glamour of television as are the brand managers or media planners.

"Radio is its own animal," he continued, "but in the minds of the FCC and media planners it is not considered an entity with its own personality. We're in need of an industry effort to educate government and advertisers about this medium."

ABC has shelved the idea of starting its own rep firm, at least for the time being, Mr. DeBare revealed. It will stay with the several independent firms it uses now. "We have a new commitment by the independent representatives that advertisers who don't use radio now can be attracted and those who are using it only in a limited way will go deeper into radio. I'm convinced that any salesman who goes out to sell a station has to sell radio as a whole, first."

Though the task of setting up a major sales representative company for ABC has faced Chuck DeBare since his assumption of presidential duties, most of his time has been spent "looking ahead," he says. "I'm really very bullish on radio. As I look into the future I see that AM radio will be there, and an important 'there'. People in radio make excellent management and executive material," he said to the detractors of the importance of radio within the broadcasting industry. "If you can run a radio operation successfully, you're as good as any executive in the business. The dollars may not be as big, but ask a television man to operate his station in a market with 50 or 60 other signals and see what happens."

The ABC group of stations is itself a varied lot. WABC(AM) New York is a contemporary station with one of the largest cumulative audiences in the U.S. WLS(AM) Chicago is contemporary also, as is KQV(AM) Pittsburgh. KABC(AM) Los Angeles combines two-way talk with a heavy news commitment, while KGO(AM) San Francisco utilizes a talk format as well. WXYZ(AM) Detroit is a personality-emphasis, middle-of-the-road operation, and KXYZ(AM) Houston programs adult-appeal music without much disc-jockey talk. Together these seven outlets add up to one of the highest-rated radio groups in the industry.

Chuck DeBare leaned forward in his chair to discuss his career with ABC, the corporation. "I was raised to dislike corporations and those types of structures," he said. "My father ran his own business. And he taught us to have great respect for the individual. From an upbringing like that it would seem that I really wouldn't be able to work in a corporate situation very well. I realize that when you work and suffer with a group of people—Hal and I have been through hell and high water together for 10 years—you really get to know them. This is a people-oriented company. It's the man who counts, not the job."

And that is probably the best reason you will be able to find for why a lawyer now runs ABC's owned AM stations.

Editorials

Guts

The current dispute between the American Medical Association and NBC News is a classic example of the special pressures that exist for broadcast journalists but not for their print colleagues. The AMA claims NBC News's *What Price Health?* was biased and wants "equal" time to reply. NBC News claims it was not biased and President Dick Wald, in what has to be called a courageous decision in today's political climate, rejected the request for time. It won't end there.

The mandated requirement of fairness is a compulsion that broadcasters, unlike newspapers, cannot avoid keeping constantly in mind. It is understandable, but nevertheless a pity, if they sometimes have elected to avoid potential trouble at the FCC—or in Congress or the courts—by avoiding controversial subjects, as indeed many observers claim they have done.

One such group is the panel of jurors for the du Pont-Columbia Survey of Journalism for 1971-72, whose findings are reported, by coincidence, in this issue. The jurors are troubled by an apparent decline in "courageous" documentaries, but they also think that, given the circumstances, "it is remarkable that any substantial treatment of controversial subjects got on the air." More constructively, because it is a prestigious endorsement at a time when endorsements are not the order of the day, the jurors also gave the major news broadcasts high marks "for integrity, striving for fairness and general responsibility."

There is no way for an outsider to judge the merits of the AMA-NBC dispute, and no way for anyone to tell where it will end. Considering the AMA's considerable muscle and the almost certain prospect that it would not take no for an answer, Mr. Wald and his colleagues in NBC management could have saved themselves a lot of short-range time and trouble by giving the AMA a chance to reply, although "equal" time is nowhere required. It is to their credit that, having satisfied themselves that the documentary was fair, they did not take the easy way out.

David Lawrence, radio pioneer

News reports of the death, at 84, of David Lawrence, dean of America's columnists and editor of *U.S. News and World Report*, made casual mention, if at all, of the distinguished journalist's pioneering in radio as a news medium. He was a modest, gentle man who never sounded off about his accomplishments. He was on top of the news until the end came quietly Feb. 11 at his winter home in Sarasota, Fla.

It was this keen news sense that inspired what was to be Mr. Lawrence's final by-lined editorial for *U.S. News* which bore a Feb. 19 outdate. He captioned the familiar page of personal comment "Only the People Can Regulate Broadcasting." Basing his observations on the White House-Whitehead eruptions, Mr. Lawrence ventured (as he had repeatedly for more than half a century) that "if the power to license is interpreted to mean the power to regulate content, then the First Amendment to the Constitution is being ignored."

Not many people still around know the story of Mr. Lawrence and "audible journalism." Some may recall his Sunday 15-minute commentaries on NBC which he began in 1929 and continued for four years. Labeled *Our Government*, this probably was the first regularly scheduled Washington commentary. Because he maintained an arduous schedule (daily column, presidency of Consolidated Press Association, and editorship of *U.S. Daily*, predecessor of *U.S. News*) Mr. Lawrence decided

to forgo his radio commentary although urged to carry on by his friend, David Sarnoff.

Mr. Lawrence's Consolidated Press was the top news syndicate in the 1920's. Aside from its authoritative stock-market wire, his own column and other news features, he created a daily radio column by writers using the pseudonym "Robert Mack." The column covered the spectacular growth and regulation of radio as well as programs. The founders of BROADCASTING—Martin Codel and Sol Taishoff—had worked at the *U.S. Daily* and each served the Consolidated Press as "Robert Mack." The incumbent editor was "Robert Mack" at the time BROADCASTING was established in 1931 and continued to write the column for CPA's some 300 daily newspapers until 1934.

An early advertiser in BROADCASTING was Mr. Lawrence's CPA. He sought to sell the first radio news-feature service and while a few enlightened broadcasters bought it, the press-radio war of that murky era impeded acceptance. Mr. Lawrence was ahead of his time.

Mr. Lawrence was a dedicated journalist—to the end. This editor is convinced that if newspaper publishers had heeded his logic, instead of trying to suffocate radio in its crib, broadcasting today would be "as free as the printed press" and newspapers themselves would be in less jeopardy.

The shadow knows

A few days after his policy man on telecommunications had marked the television networks for eventual decay (BROADCASTING, Feb. 12), Richard Nixon turned up last week on the radio networks to make his case for his energy legislation. It was, the White House said, but the first of several appearances connected with Mr. Nixon's legislative package.

However he may wish for a hastened demise of the eastern television establishment, Mr. Nixon is too realistic to move to radio in the belief that by his abandonment, the TV networks will go away faster than Clay T. Whitehead has planned. As this publication has several times reported, the President sees peculiar virtues in radio. It demands less of him than television; he can even go on without shaving. It reaches large audiences. It merely whets newspaper editors' interests in covering what the President says. Altogether ideal for a man who wants his message to dominate the medium.



Drawn for BROADCASTING by Sid Hix
"B.J., can't we make just one exception to that rule about animals getting no residuals?"

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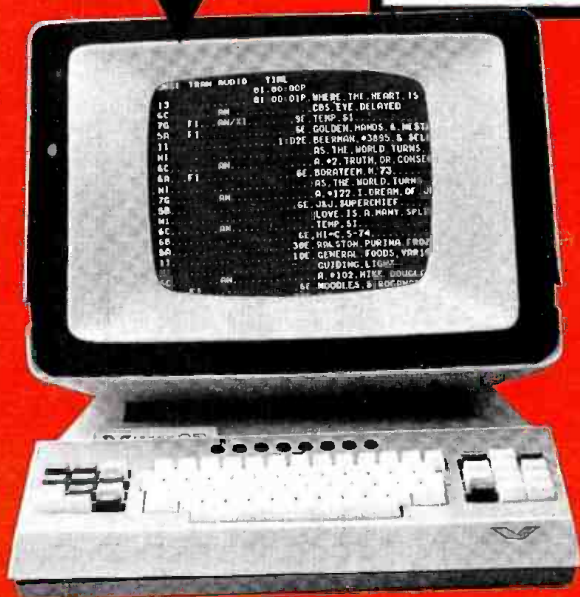
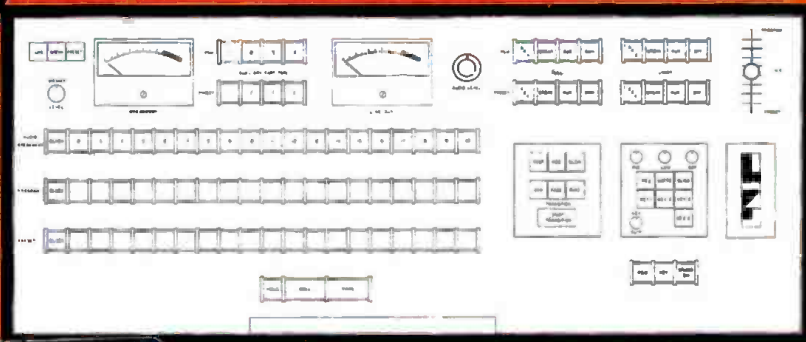


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