

NAB code adopts sweeping new rules on drug advertising
Pastore vows to hold the line on First Amendment

Broadcasting Feb 26

The newswkly of broadcasting and allied arts

Our 42nd Year 1973

SIOUX FALLS PUBLIC LIBRARY
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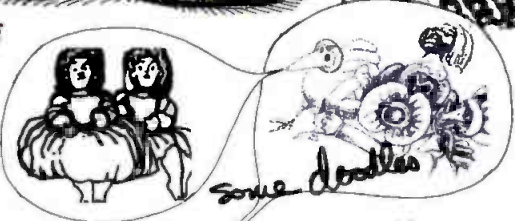
VOLUME 18
28 motion
pictures
...25 in color

WARNER BROS. TELEVISION

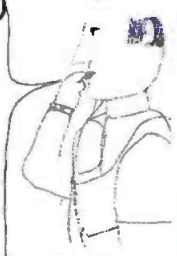
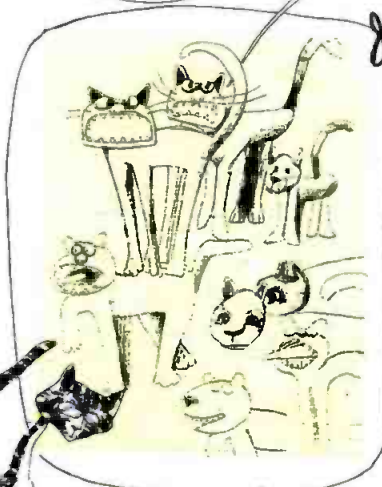


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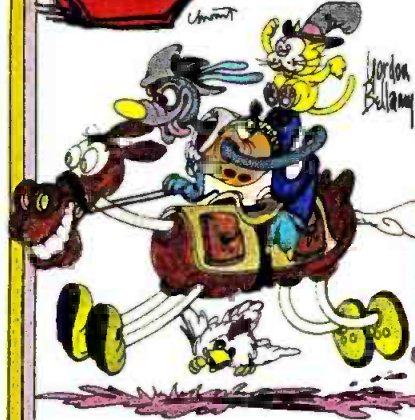
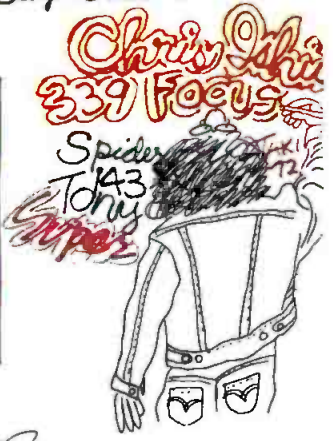
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John Hubley



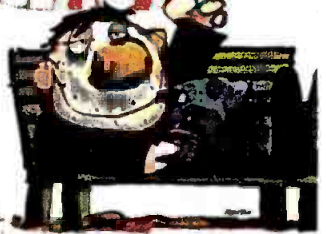
Debra Cannata



MW & Pann



Bill Littlejohn



The animated commercial.

It's a fantasy land of talking
cheeseburgers, flying purple cows
and tap-dancing daffodils.

A low-budget production shot on
the moon with a cast of thousands
and no residuals.

Or a candid conversation between
a man and his stomach.

They're imaginative, eternal, and
most of all, flexible.

In fact, if you gave a product story
to these 24 directors, designers and
animators, you'd get 24 hard-selling
commercials in return. All totally
different in look and execution,
except for one thing.

They'd all be done on film. And, in
most cases that film would be made
by Kodak.

For a free poster reprint of this ad, write
Eastman Kodak Company, Dept. MP&E
Rochester, New York 14650



EASTMAN KODAK COMPANY

Atlanta: 404/351-6510/Chicago: 312/654-5300/Dallas: 214/351-3221/
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415/776-6055/Washington, D.C.: 202/554-9300.



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represented nationally
by



Tailoring the tradition to today...and tomorrow.

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Distinctive in design and heraldic in concept, the Pennsylvania Coat of Arms includes the Commonwealth motto and the symbols of its Great Seal.



No other quite like it / **WGAL-TV**

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

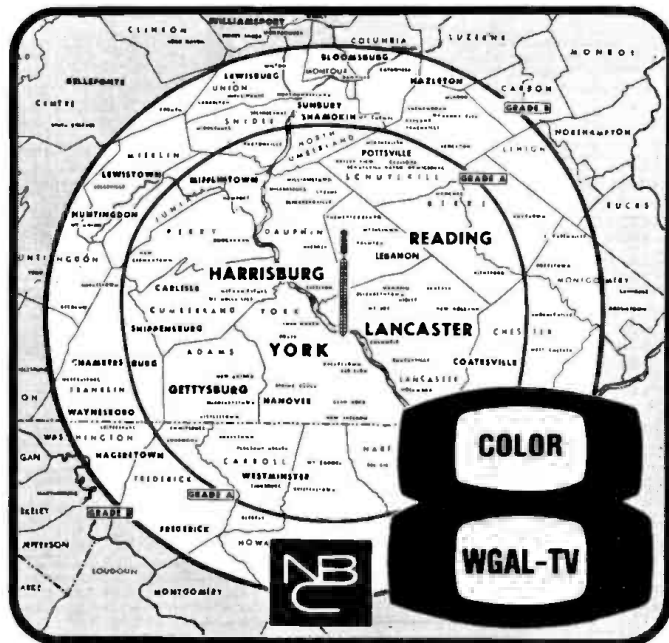
WGAL-TV

Channel 8 • Lancaster, Pa.

Representative:

THE MEEKER COMPANY

New York • Chicago • Los Angeles • San Francisco



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

Closed Circuit®

No immunity

Broadcasters and other members of advertising community will not have much time to congratulate themselves on tough new self-regulatory rules that National Association of Broadcasters code review board adopted last week (see page 21). FCC Chairman Dean Burch, in speech to Phoenix (Ariz.) Advertising Club today (Monday), is expected to applaud review board's action, but to warn that failure to implement rules effectively could be costly, in terms of relations with government.

Burch speech, which is expected to be aimed at all members of advertising industry, will make it clear that advertising's critics in and out of government see many problems in advertising—specifically in children's area—and do not expect them to disappear. Warning is said to be clear: Deal with problems as industry, or FCC, Federal Trade Commission or Congress will, even though, in chairman's view, government action might be counterproductive.

Full houses

By all indication it's going to be big—maybe biggest—National Association of Broadcasters convention in Washington last week in March. NAB is usually in sold-out position for exhibit space month before convention, but there was more space (60,000 square feet) than ever before available this year and sell-out was achieved two weeks ago. As another indicator, last year at comparable time, NAB had 2,100 people pre-registered for convention. This year there already are nearly 2,800 pre-registered. Hotels Sheraton, Shoreham, Windsor Park and Washington Hilton all report no rooms available for convention week (March 25-28).

Challengers under glass

Torbert H. Macdonald's (D-Mass.) House Communications Subcommittee, which last Friday announced it would convene hearing on license-renewal legislation beginning March 13, is reportedly anxious to get at problem posed by renewal challenges and petitions to deny, including challenges to multistation-transfer applications. It's felt that case history has been developed since 1969, when Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) held renewal hearing, and it is timely to review effects of wholesale interventions by outsiders.

Assertion of powers

National Cable Television Association, concerned over growing trend toward state regulation of cable systems, is drafting bill to guarantee basic FCC jurisdiction. What NCTA hopes Congress will

adopt is measure making clear that FCC may share regulatory responsibilities with local franchising authorities and, indeed, with states but that such sharing is to be under strong federal guidelines.

From friend to friend

Charles Lichenstein, who as special assistant to FCC Chairman Dean Burch for past two years has had hand in wide variety of major projects at commission, is leaving agency in mid-March. Next post is expected to be special assistant to L. Patrick Gray, acting director—and director-designate—of Federal Bureau of Investigation, though starting date is uncertain. Mr. Lichenstein will be away from his FCC desk next two weeks on what is described as "special assignment."

Mr. Lichenstein, who has had major role in drafting chairman's speeches and in staff work on such matters as fairness-doctrine review, children's television programming and cable-television rules, had served with Mr. Burch previously, when latter was chairman of Republican National Committee, in 1964-65. Mr. Lichenstein has also served Mr. Gray when latter was top aide to Robert Finch, both as secretary of Health, Education and Welfare, in first half of Nixon's administration, and, earlier, as director of Mr. Nixon's 1960 presidential campaign.

Sturdy believers

Not all those representing broadcasting in Washington have despaired of license-renewal relief at this congressional session, despite last week's Senate Communications Subcommittee hearings (see page 30). Vincent T. Wasilewski, president of National Association of Broadcasters, and his chief aide, Grover C. Cobb, executive vice president, still think bipartisan support of congressionally drafted legislation, not White House version, is solid. But they say task of getting it through hearing on to House and Senate floors is much tougher now.

Measuring futures

Formula that radio stations may use to project full-year sales and billings from quarterly totals has been worked out by Alan Torbet Associates, New York. Rep firm developed it from averages reflecting its own month-by-month experience over past three years. It goes like this: To project full-year sales, multiply first-quarter sales by 3.474, or first-half sales by 1.69, or nine-month sales by 1.253. To project billings from those that have already run, multiply first quarter's by 5.518, first half's by 2.08 or nine months' by 1.324. Torbet officials say accuracy may vary for individual stations, depending on local

conditions, but that their own use of similar formulas in past have come within 3% of actual year-end results.

Three-year averages (1970-72) on which current formula is based show no end of peaks and valleys that have long troubled spot salesmen. Almost 60% of annual sales were made in first two quarters, little over 40% in last two. As to when that business ran, situation was reverse: 52% in second half of year, 48% in first (with only 18% in first quarter).

Nixon in the den

President Nixon's second-term innovations in his dealings with news media, exemplified by use of radio as his anchor medium and holding of more frequent impromptu press conferences, has carried over to Washington's banquet circuit. He has accepted invitation to White House Correspondents Association dinner, which will open season April 14. No official word yet on whether he will attend Radio-Television Correspondents Association banquet tentatively scheduled for June 7, but guess is he'll be there too, although past snafus in controlling diners may pose security obstacles.

Border dispute

Four Buffalo, N.Y. TV stations—WBBN-TV, WKBW-TV, WGR-TV and WUTV(TV)—are laying plans for protection of their Canadian advertising revenues (estimated as much as 20% of their total revenues) in light of Canadian Radio Television Commission's encouragement of commercial-substitution plan in cable TV homes. Call to ramparts was sounded after CRTC's decision to allow two cable TV operators in Calgary to delete commercials from incoming U.S. stations and replace them with Canadian-marketed spots. Some U.S. border station people feel that Vancouver or Toronto may be next scene of substitution. If it's latter, Lawrence J. Pollock, WKBW-TV's vice president and general manager, has said: "Legal action will be taken." Claim of Buffalo stations is that they only get Canadian business because Toronto stations are sold out.

Going Hollywood

"Walking Tall" is title of new movie (cost about \$1.5 million) underwritten by three broadcast-oriented companies. Premiere last Friday at Pantages in Los Angeles was well received by press. Mitchell Wolfson, Wometco president and pioneer motion-picture exhibitor, predicts hit. Wometco has 25% as does Fuqua Industries, Atlanta, with Bing Crosby Enterprises, subsidiary of Cox Broadcasting holding remaining 50% and producing picture. Same group has underwritten "Terror in a Wax Museum" shortly to be released for theaters.



“What’s My Line?”
is not a game of chance.



It's about the surest show a station manager can put in a choice time slot. And keep it there for years. And avoid agonizing appraisals of new, untried programming with each coming season.

"What's My Line?" has a record of strong, long runs in first-run syndication: 3 or more years in 35 markets, 4 or more years in 28 markets, and 5 years in 18 markets.

Currently, "What's My Line?" wins time periods in 19 markets (14 in prime-access time) with an average 37% share of audience. And wins bigger audiences than lead-in programs in 25 markets (17 in prime-access time). With an average 35% more viewers.

This most famous of all game shows has proven its appeal to 18-49 women viewers. And has proven its strength as effective counterprogramming against early network and local news.

"What's My Line?" with Tony Award-winning Larry Blyden as its new host is available for September 1973 in some markets. Get it now, and rest easy for a long time to come.

**First in Prime-Access
Periods**

Bangor
Boston
Detroit
Greenville-Spartanburg-Asheville
Memphis
Orlando-Daytona
Philadelphia
Pittsburgh
Portland-Poland Spring
Providence
South Bend
Spokane
Tampa-St. Petersburg
Toledo

Viacom

At Deadline

Newsmen at CBS outlets urged to take fight for freedom to public

Affiliates at N.Y. radio seminar also get upbeat report on medium

Broadcast newsmen were told to take their fight against government intrusion directly to public, both on and off the air, and to defend their "economic freedom" as well as their editorial freedom.

That advice was offered to 81 news directors and general managers of CBS Radio Network affiliates attending fourth annual CBS News/CBS Radio Network news seminar last Thursday and Friday (Feb. 22-23) in New York. Advice came from Jeffrey St. John, conservative commentator on *Spectrum* opinion series on CBS Radio and CBS-TV, during what participants said were wide-ranging sessions on national and local news coverage.

Mr. St. John suggested that "a three-minute editorial series" presented by stations to "explain the function of a broadcaster, particularly when it comes to news," might "go a long way toward trying to deal with this problem of credibility." Broadcasters should also "get out and talk about the whole issue of economic and editorial freedom," he said.

At least one station participant in closed sessions was said to have suggested that CBS News produce documentary to let public know how broadcast newscasts are prepared.

Several top CBS News executives and newsmen, including Walter Cronkite and Roger Mudd, participated in seminar. Network source said great deal of attention was paid to "constitutional crisis" in broadcast journalism, and that there was no affiliate complaint of "bias" that governmental critics have imputed to networks.

Radio-station participants also received fresh reassurance of importance of their medium: George J. Arkedis, vice president and general manager of CBS Radio Network, released new study, conducted in December 1972 by R. H. Bruskin Associates, showing that during daytime 46% of U.S. adults get most of their news from radio, as against 39% who get most from TV, 34% from newspapers, 8% from other people and 2% from magazines. (Percentages do not add to 100 because of multiple answers.)

AP's Gallagher criticizes pressures on news media

Constant pressure on news media in U.S. and harsh censorship measures in other countries were cited by Associated Press President Wes Gallagher as factors mak-

ing "news reporting in 1972 more difficult than any time since World War II."

In his annual report to AP members, Mr. Gallagher said in U.S. pressure on news media came from "government, politicians, self-appointed watch-dog groups and assorted commentators who kept up barrage of partisan criticism." He said overseas there were tough censorship measures in Brazil, Peru, Argentina and Philippines.

AP's broadcast department added 78 stations during 1972, bringing total to 3,382 according to Mr. Gallagher. He said AP ended year with 1,259 newspaper members, numerically unchanged from 1971. AP photocol provided service to 102 TV stations in U.S., four in Canada and 18 overseas. Mr. Gallagher added that 12 cable-TV systems began receiving service in 1972, raising total to 148.

Danish lambasts OTP, FCC at KOLN-TV ceremonies

Roy Danish, director of Television Information Office, warned Friday (Feb. 23) of "power axis" centered in Washington that is complicating license-renewal practices and is accelerating trend toward suppression of free press.

In speech commemorating 20th anniversary of KOLN-TV Lincoln, Neb., he said that FCC and White House Office of Telecommunications Policy are placing extremely burdensome work on stations applying for renewal. He criticized FCC, particularly in area of competitive applications, noting that incumbent licensee is placed on equal footing with new applicant and ultimate judgment is not made on past performance but on promises. He sharply questioned OTP Director Clay T. Whitehead's proposal to tie license renewal to station responsibility for alleged network news bias carried on outlet.

Mr. Danish said criteria are needed to enable FCC to process renewal ap-

More time for prime time. FCC has extended to March 12 filing deadline for reply comments in its inquiry into prime-time access rule. Previous deadline was Feb. 12. Commission made adjustment in response to request by Independent Television Stations Inc. (INTV), which said that it had arranged for submission of "additional evidentiary material on the economics of television-program production and syndication" which should have bearing on the inquiry. INTV, proponent of prime-time rule, said it arranged to be provided with this material at National Association of Television Program Executives in New Orleans (also see page 51).

plications in more orderly manner and to assure responsible broadcasters that they will continue to hold licenses. He voiced view that number of bills pending in Congress would accomplish these goals and ventured that substantial number of congressmen recognize problem and will try to solve it.

With respect to trend toward government attempts to suppress flow of information, Mr. Danish agreed that television should be regulated so that records are open and tastes and interests of public are satisfied. But, he said, public is in danger when politically structured commission is given right to determine whether television station "is giving you news and opinion as you want it."

NAB board makes a date for Caribbean next January

Four members of radio code board of National Association of Broadcasters have been reappointed to two-year terms. They are: J. C. Stallings, KEEZ(AM) Nacogdoches, Tex.; Jerry Fitch, KOGO(AM) Durango, Colo.; Robert H. Harter, WHO-AM-FM Des Moines; William W. Hansen, WJOL-AM-FM Joliet, Ill. Mr. Hansen continues as chairman.

Grace Johnsen, ABC, replaces Carl Watson, NBC, as one of two network representatives on radio code board, effective March 28 (other network representative is Jack Kenton of CBS).

In separate action, NAB set Jan. 14-18, 1974 as date for next year's winter meeting of joint board of directors, which will be held at Mullet Bay Beach hotel in St. Maarten, Netherlands Antilles. No member of board attending meeting gets compensated further than Miami.

FCC reverses own judge, renews Greenwood stations

FCC has granted renewal applications of WCRS-AM-FM and WGSW(AM), all Greenwood, S.C., which were designated for hearing on grounds licensee corporations had participated in filing possible "strike" application.

Commission decision, prepared under supervision of Chairman Dean Burch, in part overruled initial decision of Chief Administrative Law Judge Arthur Gladstone, who had proposed denial of license renewal for WGSW.

Renewal hearing involved charges that licensee involved—Grenco Inc. (WCRS-AM-FM) and Radio Greenwood Inc. (WGSW)—had aided Saluda Broadcasting Co. in filing application for new station in Saluda, S.C., for purpose of obstructing mutually exclusive application filed by United Enterprises Inc. for station in Greenwood, 30 miles from Saluda.

Judge Gladstone absolved Grenco of



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representing

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KYW-TV	Philadelphia	WJXT	Jacksonville
WJZ-TV	Baltimore	WPLG-TV	Miami
WTOP-TV	Washington	KDKA-TV	Pittsburgh
WWBT	Richmond	KPIX	San Francisco

any wrongdoing, but said Greenwood had "embraced" Saluda application as "strike" vehicle. He also concluded that Greenwood's 25% owner, George Cook, had perjured himself in hearing.

Judge Gladstone had attached considerable significance to what he said was Mr. Cook's public avowal of interest in Saluda application "in the context of a strike application." But commission said that flaw in initial decision's logic is failure to bridge gap between desire and support in preparing and filing Saluda application.

Commission accepted Judge Gladstone's findings that there is no significant evidence that Mr. Cook or any other Radio Greenwood stockholder "committed any overt act which could be interpreted as support, encouragement or participation" in SBC's application, or that any Radio Greenwood stockholder provided SBC with aid which contributed to success of its application or to delay of United's.

Commission said it was not inclined to conclude Mr. Cook had perjured himself but rather that "a faulty shading of recollections—an attempt to recall long-past conversations where the consequences may have unconsciously influenced Cook's recollection in a manner favorable to himself." Commission said this could not be considered deliberate falsehood with degree of certainty required in renewal hearing.

Commission action was adopted on 5-to-1 vote, with Commissioner Nicholas Johnson lone dissenter. Commissioner Charlotte Reid was absent.

Writers authorize strike

Threat of strike loomed last week as negotiators for Writers Guild of America, West, and Association of Motion Picture & Television Producers continued meetings. WGA membership meeting is scheduled for March 5 when WGA officials are to report on results of negotiations. Key elements of dispute concern WGA demands for payment of 5% of gross revenues to writers from videocassette and cable-TV use, as well as increased fees for employment.

Writers' minimum fees now are \$2,500 for one-hour story, and \$2,000 for half-hour product.

WGA members met Feb. 20, and authorized strike call if negotiations are unsuccessful. Current contract expired Feb. 8, but terms have been extended on temporary basis.

St. Louis FM sale opposed

Cecil and Joyce Heftel's proposed \$1-million purchase of KDNA(FM) St. Louis is being opposed by local citizen who fears that buyers will turn city's only noncommercial, listener-supported broadcast station into "commercial jukebox."

James F. Mitchell petitioned FCC to deny purchase from nonprofit Parent Corp. claiming that Heftels' plan to

change KDNA's format to rock music and decrease public-affairs programming would disserve public interest.

He accused buyers of proposing to turn KDNA, call letters of which would be changed to KEZK, into "another crass drone, hard-selling its wares, with raucous pop songs interspersed between the constant flow of tasteless commercials."

Sponsors bat .500, adjust when they miss

National Advertising Review Board announced Friday (Feb. 23) that National Advertising Division of Council of Better Business Bureaus dismissed 10 complaints during January against national advertising and found five other complaints justified.

NAD, which handles investigative work for advertising industry's self-regulatory mechanism (NARB), said that in each of five justified complaints, advertiser agreed to change copy. Other complaints were dismissed because advertisers provided adequate substantiation of claims or for other reasons, in opinion of NAD.

Of 15 cases, six involved television advertising and one radio. Claims dismissed were against Gulf Oil Co., Borden Co., General Foods, Gillette Co. and STP Corp. (all involving television) and against Admiral Corp. (radio). In case of Allen Products Inc. (dog food), advertiser agreed to change its television copy.

Two more take 'Woof'

CBS-TV sources reported Friday (Feb. 23) that number of affiliates refusing to carry preceding night's "Who's Afraid of Virginia Woolf?" had dropped from 11 to 9 with decision of WDBO-TV Orlando, Fla., and WFMY-TV Greensboro, N.C., to present it on delayed basis (early story, page 56).

Headliner



Dr. Stanton

Frank Stanton, vice chairman of CBS Inc., appointed chairman of American National Red Cross, effective April 1, succeeding E. Roland Harriman, investment banker, who has held position since 1950. Although post is volunteer and unpaid, it is prestigious and considered top position in organization. Dr. Stanton, who has been active as volunteer in Red Cross since 1960, is slated to retire from CBS on March 31 upon reaching age 65. His appointment was announced by President Richard M. Nixon in his post of honorary chairman of American National Red Cross.

New AFTRA pact would hike network salaries 5.5%

American Federation of Television and Radio Artists has announced that its membership throughout country has ratified one-year contracts with ABC, NBC and CBS and also has approved three-year pacts in television-commercial and radio-transcription fields. AFTRA said contract with Mutual is still being negotiated.

Network agreements are for one year, retroactive to last Nov. 16, and call for 5.5% increase in all staff minimum salaries, including newsmen. Contracts also provide for boosts in employer contributions to pension and welfare plans and improvements in overtime payment.

AFTRA said advances in radio transcription are most significant in 25 years, including 30% increase in minimum session fees and 26% rise in commercials heard in three major cities and in majority of major markets.

Peace moves in San Diego

Apparent end of dispute over ABC-TV affiliation in San Diego area was signaled Friday (Feb. 23) with disclosure by ABC that it and XETV(TV) Tijuana, Mexico, its affiliate since 1955, and KCST(TV) San Diego, which has been opposing XETV affiliation since 1968, had entered "memorandum of understanding," subject to FCC approval.

If FCC agrees, ABC-TV will continue its affiliation with XETV until July 1, then switch to KCST "subject to the negotiation of a mutually acceptable affiliation contract between ABC and KCST." Some ABC programs may switch to KCST before July 1, ABC said without specifying any.

Klein packing his bag

Herbert G. Klein, Nixon administration's director of communications, plans to leave government soon for newspaper or TV professions, or both. Interviewed Friday on NBC's *Today* by Barbara Walters, principally on Henry Kissinger's mission to Peking, in which he participated, Mr. Klein said that he has no deadline but would leave "some time in the near future."

Asked whether Ronald L. Ziegler, White House press secretary would absorb Klein responsibility, Mr. Klein said there would be "adjustments" and praised Mr. Ziegler for his work.

Knox-Reeves loses GM

"Mutual agreement" has ended 37-year-old association between Knox-Reeves Advertising and General Mills, both Minneapolis. Account, estimated as billing between \$6-10 million, has been divided among Wells, Rich, Greene, New York (Betty Crocker Helper Casseroles and Chip O's); Needham, Harper & Steers, Chicago (Bac-O's and other protein products) and Campbell-Mithun, Minneapolis (Betty Crocker potato products).

Datebook®

■ Indicates new or revised listing.

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*, AIGA Gallery, 1059 Third Avenue, New York.

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 FCC's prime-time access rule (Doc. 19622).

■ **Feb. 26-27**—Hearing by Senate Consumer Subcommittee on S. 805, to establish a National Institute of Marketing and Health. Room 2705, 26 Federal Plaza, New York.

■ **Feb. 26-27**—"Truth in Advertising" briefing sponsored by American Management Association. Speakers include Richard A. Glens and Gerald J. Thain, Federal Trade Commission; William H. Ewen, National Advertising Review Board; Ronald J. Moss, Kenyon & Eckhardt; Jonah Gitlitz, American Advertising Federation. AMA building, New York.

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.

■ **Feb. 28**—Annual stockholders' meeting, Doyle Dane Bernbach. MGM screening room, 1350 Avenue of Americas, New York, 10:30 a.m.

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. Nashville.

Also in March

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 L. 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

YOUR BEST COMBINATION TO MEET NEW FCC 125% AM MODULATION



CCA AM TRANSMITTERS

ALL CCA AM broadcast transmitters from 250 watts to 50KW are designed to modulate on a continuous basis at 125% with full frequency response, minimum distortion and negligible effect on tube life.



CCA AM MONITORS

CCA AM monitors can simultaneously monitor both positive and negative peaks to assure you of the loudest sound and still conform with FCC limits!!



CBS AM VOLUMAX

This device, in conjunction with CCA transmitters, permits you to automatically set your audio gain to achieve 125% peak positive and 98% negative modulation — the highest modulation permitted by the FCC.

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M&H

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

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

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

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

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

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

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

March 18-17—46th annual convention, Interscholastic League Press Conference to include sessions in radio, TV, advertising and newspaper. University of Texas, Austin.

March 18-17—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 Arness, star of Gunsmoke, will be honored as "man of the year," during presentation of awards for best TV and radio commercials. Century Plaza hotel, Los Angeles.

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

March 22—Presentation luncheon. 25th annual George 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 6-9, 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 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—Annual Communications Conversation Day, sponsored by Graham Junior College, Boston. Event will be held at college.

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

March 29—Conference, New York chapter, American Marketing Association. FTC Commissioner David Dennison and Stanley Tannenbaum, board chairman, Kenyon & Eckhardt, New York, are speakers, and Dr. Seymour Lieberman, president, Lieberman Research, is to present study of consumer reaction to advertising. Billmore hotel, New York.

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

April 6-8—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 recep-

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 13-18—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.

tion 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 18—Annual meeting, *CBS shareholders*, North Hollywood, Calif.

April 18-25—27th *MIFED* international film and TV film market for buyers and sellers. Milan, Italy. Contact: *MIFED, Largo Domodossola 1, 20145 Milan, Italy*.

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

April 24-25—*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.

Open Mike®

News to newsmen

EDITOR: That was a fine editorial that you wrote on David Lawrence (*BROADCASTING*, Feb. 19) and all of us here at *U.S. News & World Report* are grateful to you. It contained some interesting history which I had not known before.—*Ben J. Grant, executive vice president, U.S. News & World Report, Washington.*

Ecological video tapes

EDITOR: Print isn't the only medium that can recycle. Television students in three universities are using used video tapes of MFA Insurance commercials for submitting auditions in their search for a job.

Some of the folks at KOMU-TV, the University of Missouri commercial TV station that has a training course for journalism students, reported that students needed tapes for auditions. Some of them couldn't afford the cost of such tapes.

When we sent out new tapes to the 75 stations in our 15-state area last month, we asked the stations to return the old ones. They did. We passed the tapes along to the TV professors at the University of Missouri, Central Missouri State University at Warrensburg and Southern Illinois University at Carbondale.

Maybe other advertisers are wondering what useful purpose can be served by used commercial tapes.—*W. Judd Wyatt, director of advertising, MFA Insurance Cos., Columbia, Mo.*

Thanks

EDITOR: All of us in the public relations department appreciate your in-depth coverage of current events affecting broadcasters and thus, directly, our company as advertisers.—*Frank W. Bean, senior public relations assistant, Coca-Cola Co., Atlanta.*

Undaunted woman

EDITOR: I lost the National Association of Broadcasters board election by a mere 15 votes, which is both discouraging and encouraging. However, I may be bloodied but not bowed. I shall try again in two years.—*Virginia Pate Wetter, president*

and general manager, WASA-AM-FM Havre de Grace, Md.

More about music

EDITOR: Regarding your fine article, "An audio odyssey: coast-to-coast and back again in top-40 radio" [*BROADCASTING*, Jan. 29]: How could you have overlooked perhaps the two most competitive top-40 markets in the country, Phoenix and Chattanooga? Both markets feature ultra-healthy top-40 situations with three full-time AM operations. In Phoenix, it's between KRUX, KRIZ and KUPD. Here in Chattanooga, WGOW, WDXB and WFLI compete for the top-40 audience.

There may be other three-way battles, but if so I am unaware of them. Otherwise, it was a most interesting article. Please continue *BROADCASTING's* coverage of and involvement in radio programming.—*E. Alvin Davis, program director, WFLI(AM) Chattanooga.*

EDITOR: I read with interest *BROADCASTING's* recent article on the trends and influences operating in contemporary radio. In way of comment, I wanted to point out one surprising omission among stations you listed as dominating the dial in markets coast-to-coast.

Surely a Storz station, KOMA(AM) Oklahoma City, has to rank as a highly influential signal if for no other reason than that the station is represented in more counties at night and shows in more ARB books than any other in America. Regards to you for an otherwise very well written article.—*J. Robert Dark, program director, KOMA(AM) Oklahoma City.*

EDITOR: A correction [of the Feb. 12 "Breaking In"] is in order. The Hollies have had two (not three) LP's since last summer. The first, *Distant Light*, contained both "Long Cool Woman" and "Long Dark Road." The second, *Romany*, contains their newest single, "Magic Woman Touch."—*Johnny Dean, music director, WSUB-FM Groton, Conn.*

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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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"There is a sixth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow—between man's grasp and his reach; between science and superstition; between the pit of his fears and the sunlight of his knowledge. This is the dimension of imagination. It is an area that might be called the twilight zone."

—Rod Serling



What more can we say about "The Twilight Zone"?

Except:

Cliff Robertson	James Whitmore
Ed Wynn	Earl Holliman
Carol Burnett	Dan Duryea
Peter Falk	Rod Taylor
Robert Cummings	Steve Cochran
Gig Young	Roddy McDowell
David Wayne	Buster Keaton
Thomas Gomez	Anne Francis
Julie Newmar	William Shatner
Agnes Morehead	Franchot Tone
Elizabeth Montgomery	Jonathan Winters
Jack Klugman	Inger Stevens
Burgess Meredith	Theodore Bikel

And:

"The Twilight Zone' is the sort of show that is rare on TV: a half hour of dramatic entertainment with no pretensions beyond a fresh idea presented by people with respect for the medium and for the audience. Playwright Rod Serling's stories are plotted as carefully as his ambitious 90-minute specials are written...acted and directed with consistent competence." TIME

"Television's most original series." TV-RADIO MIRROR

"Elements of suspense and imagination...excitingly dealt with...stories are marvelously ingenious exercises in fantasy that border on fact. They could almost be true." NEW YORK HERALD TRIBUNE

"The medium's best produced series." MOTION PICTURE DAILY

And:

Three Emmy Awards for television's "best dramatic series," "best written series" and "outstanding cinematography."

Enough said?

Viacom

Monday Memo

A broadcast advertising commentary from Herbert D. Fried, president, W. B. Doner & Co., Baltimore

Colt 45's Mr. Cool: still going strong after nine years

One sure thing in 1973: The year will find Colt 45 malt liquor's central character remaining cool, poised, fearless and the hero of millions. This will be the ninth year the sophisticated imbiber has calmly faced seeming disasters such as troop invasion, knife throwers, ghosts, raging bulls and karate experts.

Throughout all these years Colt 45's hero has remained unflappable. Without a change of expression, he has weathered the violence around him, reacting only when served Colt 45. The selling message has remained constant. Its now familiar copy states, "In the dull and commonplace occurrences of day-to-day living, one thing stands out as a completely unique experience—Colt 45 malt liquor."

When we first came up with the campaign in 1964, we were delighted with the reactions of our client, the National Brewing Co. We are still delighted with consumer reaction to what is now the longest running national-television advertising campaign. They like the campaign so much they don't want it changed.

When Colt 45 malt liquor was first launched, National was looking for a premium-priced product to go along with the popular-priced beer that it had been supplying to its distributors. Analyzing the trend toward premium products, National Brewing saw a void in the malt-liquor area. Once it established the product need, it asked our agency for a campaign to support it. The campaign yielded results. In just 18 months, Colt 45 moved out of the Florida test market and crossed the country to outsell the two leading brands of malt liquor combined.

Its growth rate has remained constant and today our "Mr. Cool" continues to build customers for Colt 45—to the point where the world's largest selling malt liquor has in excess of 40% of the market.

Our initial target audience was young men between the ages of 18 and 35, as well as blacks and the Spanish speaking. When you deal with an alcoholic beverage you have a problem in advertising—frankly, there are not a lot of things you can say about it. We decided to create a personality for our product rather than making claims for it. We positioned our hero to react the way our target audience imagined themselves reacting. Our cool character was the ultimate in antiestablishment thinking. Colt 45 was cool when coolness was just beginning on the campuses and in the inner cities.

The campaign concept has grown stronger each year. It's just a case where we went just far enough ahead of our time with our cool campaign. Society has now caught up to our thinking.



Herbert D. Fried has served W. B. Doner & Co. since 1955. Born in Chicago, he was educated at the universities of New Mexico and Illinois. He served as account executive at the Chicago office of Foote, Cone & Belding and as account supervisor at Weiss & Geller before his association with Doner. He joined Doner as general manager of its Baltimore office and was named vice president of the firm in 1966. In 1968, he became president of the agency.

Our hero through all these episodes has been the veteran performer Billy Van. He still wears the same tasteful clothes, but time has created one small change. In his latest episode his hair is now fashionably long.

The very first Colt 45 commercial was done in black and white. It involved a knife thrower and a board-breaking karate specialist. Then, as now, our hero didn't react to anything happening around him. He responded only to the product. Our follow-up was the agency's own version of World War II. Mr. Van sat on the beach, while a landing barge approached and soldiers with fixed bayonets attacked in his direction. Another segment showed an attractive motorcycle girl attempting to catch the eye of our hero with a come-hither look. Then a fully clothed waiter arrived on a surf board in order to serve him Colt 45. That's when Mr. Van smiled.

Our latest commercial in the series is called *Hockey*. This one was filmed at the new coliseum in Vancouver, B.C. Mr. Van was stationed at his usual table, this time in the net of the hockey arena. Professional hockey players, skating at speeds of 40 to 50 miles per hour, actually played hockey around him. At times, the

hockey puck traveled in excess of 120 miles per hour. As in the first commercial, Billy reacted only when served Colt 45, this time by a waiter on skates. The commercial was filmed in Canada with a Canadian crew.

We have filmed on locations all over the world: London for the haunted-house commercial; Puerto Rico for the airplane and skydiving commercial; underwater in New York City; North Carolina for the timber commercial, and Oregon for the shooting-the-rapids commercial.

Over the past years, we have tried to remain constant in our basic television format. The only time we deviated from it was for a commercial called *The Nairobi Trio*, which was originated by Ernie Kovacs. Again we featured our principal actor, Billy Van. One of the bit players was Edie Adams who owns the rights to the *Nairobi Trio* skit. In addition, we designed a commercial using the famous Rube Goldberg machines in which a machine is activated and does all kinds of musical gyrations ending up by serving Colt 45 malt liquor. This particular commercial was chosen by the New York Museum of Modern Art to appear in a show called "Man and Machine."

The whole malt-liquor industry started quietly. What used to be an esoteric product made by only a few brewers for a minute segment of the malt-beverage market, is now established as a strong product line at National Brewing. Because we couldn't refer to the relative strength of the alcoholic content of malt liquor as opposed to beer, we had to develop an approach that signified something special.

From time to time it has been suggested that we change our approach, but the client would have no part of it. Our creative approach has been so effective that our audience has become not only aware, but involved. Our commercial gets fan mail from young people throughout the country.

Not only is the consumer aware, but the advertising industry has become involved. Everytime we asked people in our own industry how much they thought we actually were spending on this campaign, we had to smile. At minimum they guessed three to four times as much as we actually spend for the Colt 45 campaign.

Although we have tried to come up with other formats for Colt 45, it is our belief that our basic concept is still the best. Mr. Van will continue to be attacked and bombarded, and will continue to have no reaction until the product is served.

It is our belief that this format is unique and that the wear-out factor has remained nil. The commercials are under continual test and we are constantly trying to determine the viability of the idea. Hopefully Mr. Van can go on forever. Our only difficulty in the future will be how do we keep topping ourselves.

BAT



Give all your broadcast paperwork problems to BAT 1000 and forget 'em forever.

It's THE SOLUTION.

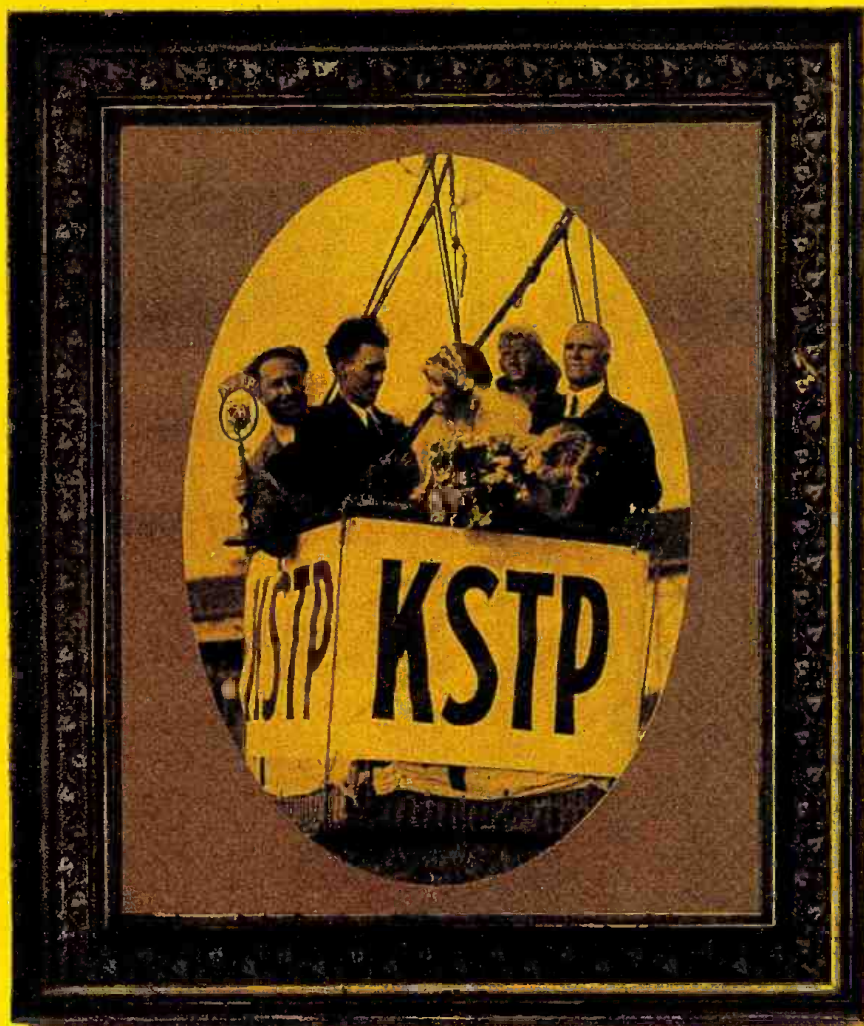
An in-house, full-time minicomputer system that does all of your traffic, billing, payroll and accounting work with complete reliability. It is installed and serviced by IGM, a company you know well. IGM also conducts such training as is necessary, programs the system specifically for your station and stands behind it forever. BAT 1000 is compact, modular, competitively priced and...you own it! Ask about BAT 1000 today.

1000

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SSA
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HANG THE PAST. WE'RE FRAMING THE FUTURE!

We were already four years old and rising in 1928 when we provided live radio coverage of an unforgettable balloon-gondola wedding. And we've been on top of the action ever since... growing from one small voice to eight powerful communicators.

We have a gallery of firsts and a growth record to be proud of. But "hang the past," it's what we do *today* that will make us great tomorrow.

That's why our goal today is as challenging as it was almost 50 years ago... to provide continued innovative, responsible, "gold seal" service to our ever-growing markets.

And that's why in radio and television, from Minneapolis-St. Paul to Albuquerque to Tampa-St. Petersburg to Cypress Gardens, Hubbard Broadcasting is on the rise... framing the future.

Hubbard Broadcasting

KSTP-TV
Minneapolis-
St. Paul

KSTP-AM
Minneapolis-
St. Paul

KSTP-FM
Minneapolis-
St. Paul

KOB-TV
Albuquerque

KOB-AM
Albuquerque

KOB-FM
Albuquerque

WTOG-TV
Tampa-
St. Petersburg

WGTO-AM
Cypress
Gardens

Heading them off at the pass: NAB TV code adopts drug-ad guidelines

With over \$300 million at stake, strict rules are adopted for advertising of proprietaries, effective Sept. 1

In what is already being described as a historic action, the television code review board of the National Association of Broadcasters last week unanimously adopted tough, inclusive, virtually flat flats regulating the advertising of nonprescription medications on television.

The rules are not confined to a theme of advertising or a specific product category. They cover all over-the-counter medication advertising encompassing many categories of drugs and remedies. The changes in the TV code are as sweeping—and probably more so—as the stringent guidelines on toy advertising on television adopted some nine years ago. Validating this conclusion, Stockton Helffrich, director of the NAB Code Authority, and one of the principal authors of the changes, commented: “I think to many it will appear to be the most sweeping changes in NAB history.”

As a result of last week's action, the following are banned as of Sept. 1 under the rules promulgated by the nine-member television code review board:

- On-camera taking of pills or capsules.
- Advertising in or adjacent to programs designed primarily for children.
- The use of children in presentations on behalf of nonprescription medications intended for adult use.
- Personal testimonials or endorsements of products by authority figures or celebrities.
- Advertising approaches that could be associated with the drug culture or that would imply a casual attitude toward the use of drugs and medications.
- References to a nonprescription medication as “nonhabit-forming” or “non-addictive.”

These would seem to be the more significant changes in what could be termed the “should not” division of the new rules. In the “should” section, the rules require that:

- Advertisements contain an overt ref-



Congressman Paul Rogers:

“I consider the guidelines as a public service of the first magnitude . . . I hope that this will result in an end to the Cinderella syndrome which over-the-counter drugs have created on TV.”

erence to the need to read and follow the product's labeling or directions or caution information.

▪ Representations of a product's capabilities, such as palliative or other effects, not be overstated and that they be directed to symptoms or conditions for which the product is intended and for which substantiation has been supplied.

▪ Products be presented for occasional use only.

The new rules cover all ingested and inhaled medications. They incorporate current TV code provisions governing the advertising of stimulant, calmative and sleeping-aid products adopted two years ago. Actually the restrictions set up for these mood-changing drugs provided the basis for last week's rules covering all nonprescription medications.

The television board of directors of NAB, which met in Palm Springs last month (BROADCASTING, Jan. 15), directed the television code review board to look into the area of medical and proprietary advertising and, to recommend by June an appropriate action concerning either the applicability of the current

SIoux FALLS PUBLIC LIBRARY
SIoux FALLS, S. DAK.



NAB's Mr. Helffrich:

“It's believed by our code board and we who helped in the drafting of the language [of the drug guidelines] that it's going to create quite literally a visible difference on the air.”

guidelines covering the mood-changing drugs, or the desirability of issuing additional guidelines. The TV code authority, under Mr. Helffrich, working with a TV code review board subcommittee, made an exhaustive study of the guidelines for stimulant, calmative and sleeping-aid products advertising to see how they could be adapted to the whole range of medication advertising.

The guidelines that resulted (they are called guidelines but there is no equivocation about whether or not they should be obeyed) include a preamble, a general lead-in section and three following product-category sections. The preamble stresses that although there has been no evidence of any actual link between drug problems in our society and the advertising of home remedies and medication, still, given the extent of public anxiety, broadcasters are willing to do whatever is necessary to help reduce such anxiety. The point is also made in the preamble that there is a valid place in American society for sensible self-medication.

The general section of the new rules covers all medication advertising. The

product sections cover stimulants, calmatives and sleeping aids. The entire document was adopted by the TV code review board at a special two-day meeting held at NAB headquarters in Washington (Feb. 21-22).

The rules are to go into effect Sept. 1. This will give the advertising industry roughly six months to prepare for the changes. Said Stockton Helffrich: "It's believed by our code board and us—but don't charge who helped in the drafting of the language that it's going to create, quite literally, a visible difference on the air. There's absolutely no question that it affects in various degrees various copy platforms now going forward on the air."

Mr. Helffrich feels that advertisers and their agencies are going to require considerable and immediate review of the advertising they now have on the air. In addition, he believes, if advertisers are planning new commercial campaigns for fall consumption, then there is a need

for the immediate creation of such advertising.

"It gives them six months to turn around, which is certainly a reasonable period of time," Mr. Helffrich conjectured. "But it does mean they're going to be pretty darn busy."

If, as most NAB people seemingly believe, all medication advertisers on television are touched by the new rules, the effects could shake up what amounts to more than \$300 million in spot- and network-television billings. According to the Television Bureau of Advertising, medicines and proprietary remedies advertisers last year spent a total of \$303,227,300 in television; \$84,784,700 in spot TV and \$218,442,600 in network TV.

Are advertisers and agencies going to sit still for the changes? Those contacted late last week indicated they would reserve comment until a study could be made of the guidelines and the language used. Similarly a spokesman for the Pro-

prietary Association, Washington, said his organization would not "have a comment at this time," and explained that the TV code changes affected individual companies and that "it was rather difficult for us to react as an industry" to them.

But Stockton Helffrich, for one, apparently doesn't anticipate any large-scale opposition. "It's my honest belief," he said, "that there will be a comfortable degree of cooperation and support from advertisers themselves. They, too, are concerned about public anxieties."

One outspoken and influential critic of television's advertising of medications, Congressman Paul G. Rogers (D-Fla.), who is chairman of the House Public Health and Environment Subcommittee, was among the first to react. A leader in seeking change in television advertising that vividly depicts the change of moods after taking pills, Representative Rogers, speaking from the House floor, said, "I am very pleased that the broad-

Full text of the code's new rules on drug advertising

I. General

A. Claims of product effectiveness, including comparative efficacy claims, must be substantiated by clinical, other scientific evidence or responsible medical opinion.

B. Advertisements shall contain an overt reference to the need to read and/or follow the product's labeling/directions/caution information.

C. Representations of a product's capabilities (palliative or other effects) shall not be overstated. They shall be directed to symptoms/conditions for which the product is intended and for which substantiation has been supplied.

D. Portrayal of immediate relief or other immediate effects shall be confined to those products where clinical documentation supports the presentation. Portrayals of before-and-after product-use situations shall adequately reflect the time generally required to achieve relief of symptoms/conditions covered on labeling.

E. Audio/visual approaches commonly associated with the "drug culture" or which imply a casual attitude toward the use of drugs and medications shall not be employed. A non-prescription medication shall not be advertised in a manner which is likely to result in its use for other than its indicated conditions, or in a manner which suggests or implies that it is other than a medicine.

F. The use of children shall not be permitted in presentations on behalf of non-prescription medications intended for adults. In advertisements for medications specifically formulated for children, the appearance of youth or children shall be present only in situations involving responsible adult supervision. Any such presentation shall avoid audio/visual approaches tending to capture the attention of children rather than adults.

G. Products shall be presented for occasional use only.

H. Depictions of reliance on non-prescription medications in order to deal with, or as a simplistic solution for, problems common to inter-personal relationships or other

everyday problems shall not be permitted.

I. References to a non-prescription medication as "non-habit forming" or "non-addictive" shall not be permitted.

J. The use of authority figures/celebrities as product presenters shall not include their personal testimonials or endorsements.

K. On-camera pill/capsule taking shall not be permitted.

L. Specific identification of non-prescription medications by their color or video over-emphasis on the color of the product shall not be permitted.

M. Advertisements for non-prescription medications shall not be scheduled in or adjacent to programs designed primarily for children.

II. Product Categories

A. Stimulants

1. If ingredients are referenced directly or indirectly, disclose common name where such exists and/or nature of principal ingredient (e.g., "contains caffeine," "equivalent to X cups of coffee").

2. The temporary nature of the product's effectiveness shall be overtly disclosed.

3. Product use to encourage the extension of one's normal abilities shall not be depicted.

4. Representations that a product will allow one to function adequately contrary to sound safety practices shall not be permitted.

5. Representations indicating that a product can provide physical energy shall not be permitted (e.g., "If simple fatigue wears you down, if you work too hard or rest too little, get pep and energy from product X").

6. Language indicating that a product will heighten one's spirits, such as "quick lift," "more alive," "feel brighter," "pick up" shall not be permitted.

7. Direct or indirect references to or comparisons with prescription drugs shall not be permitted.

8. Contrasting "before and after" visuals/

dramatizations shall not be permitted.

9. Representations of chronic conditions shall not be permitted.

10. Testimonials and endorsements shall not be permitted.

B. Calmatives

1. Reference to "tension" is acceptable only if qualified as "simple nervous tension" or its equivalent.

2. The temporary nature of the product's effectiveness shall be overtly disclosed.

3. Product use to encourage the extension of one's normal abilities shall not be depicted.

4. Representations that a product will allow one to function adequately contrary to sound safety practices shall not be permitted.

5. Language which tends to over-simplify or exaggerate the condition for which the product is used shall not be permitted (e.g., "depression," "tranquilized," "frustration," "nervous wreck," "anxiety," "up-tight").

6. Direct or indirect references to or comparisons with prescription drugs, shall not be permitted.

7. Contrasting "before and after" visuals/dramatizations shall not be permitted.

8. Representations of chronic conditions shall not be permitted.

9. Testimonials and endorsements shall not be permitted.

C. Sleeping Aids

1. Representation of the product as a direct cause of rather than as an aid to sleep shall not be permitted.

2. Depiction of dependence on a drug or drugs in anticipation of next day's activities shall not be permitted.

3. If "tension" is mentioned as the cause of sleeplessness, it shall be qualified as "simple nervous tension" or its equivalent.

4. Direct or indirect references to or comparisons with prescription drugs shall not be permitted.

5. Representations of chronic conditions shall not be permitted.

6. Testimonials and endorsements shall not be permitted.

casting industry has taken the course of self-regulation in the area of mood-drug advertising. I consider the guidelines as a public service of the first magnitude."

He went on to single out the TV code's new restrictions on depictions of people quickly and beneficially changing after taking pills. "I hope," he said, "that this will result in an end to the Cinderella syndrome which over-the-counter drugs have created on television."

Representative Rogers expressed confidence that "the pharmaceutical industry will cooperate fully with the broadcasting industry in making these changes for the benefit of the public." He concluded his statement by commending the broadcasting industry for taking its self-regulatory action.

It seems apparent, particularly in light of the immediate endorsement given the changes by Congressman Rogers, that the TV code review board's action of last week is likely to go a long way toward obviating legislation aimed at banning over-the-counter drug advertising on television. Regulatory legislation has been discussed repeatedly and the NAB was under considerable pressure to produce a diverting action.

There's every indication that the TV code changes regulating the advertising of nonprescription medications will be extended to radio. The code board staff working with the TV code review board was specifically instructed to work out the mechanics of adopting similar approaches to medication advertising with the radio code board. While the details have not been established, it seems likely the action taken by the TV code board will be referred to William W. Hansen of WJOL-AM-FM Joliet, Ill., chairman of the radio code board. Mr. Hansen, in turn, is expected to direct the radio code authority to distribute the rules, as they have been adopted by television, to the radio code board membership and ask that they vote by return mail on the adoption of the rules. There is also a possibility that this radio vote will be deferred to an anticipated meeting of the radio code board scheduled for the NAB convention in Washington, March 25-28.

In keeping with a belief that it will be helpful to broadcasters to talk among themselves as to how it would be best to interpret and implement the new rules, TV code board chairman Max Bice, vice president and general manager, KTNV-TV Tacoma-Seattle, announced that the NAB code authority, under Stockton Helffrich, will hold a workshop to discuss the rules. No date has been set for the broadcasters workshop, but it probably will be held in New York City where the bulk of broadcasting clearance operations is based.

In addition to Mr. Bice, other television review board members involved in last week's action were: Charles Batson, Cosmos Broadcasting Corp., Columbia, S.C.; Morton Cohn, WLOS-TV Asheville, N.C.; Joseph Drilling, KJEO-TV Fresno, Calif.; Wayne Kearn, KENS-TV San Antonio; Roger Rice, KTVU-TV Oakland-San Francisco; Alfred R. Schneider, ABC-TV; Thomas J. Swafford, CBS-TV; and Herminio Traviesas, NBS-TV.

Children's ads next on list for code review

June 6-7 meeting will consider new guidelines based on still-secret report of sociologist

There could be some more National Association of Broadcasters code changes in store for television. The dates to watch are June 6-7. That's when the NAB TV code board's subcommittee on children's advertising is to recommend additional guidelines to cover children's advertising. Such recommendations would come after review of a report compiled by Charles Winick, a New York sociologist, on his analysis of appeals used in children's television commercials.

The special two-day meeting of the TV code review board last week heard Dr. Winick's report, but its contents have not been made public. Explained one of the participants in the meeting: "The problem is that it was whacked together in time for this meeting and is not in any condition to release." The NAB staff, however, indicates that a summary of the report may be released this week. It was also announced that the report, designed and supervised by Dr. Winick, who is professor of sociology at City University of New York, eventually will be made available to the public.

In another important action at last week's two-day meeting, the TV code board, reviewing TV code provisions covering multiple-product announcements—revised only last month (BROADCASTING, Jan. 15)—came in for another revision. Though still sticking to its tighter restrictions on the advertising of multiple products in the framework of a single announcement, the TV code now provides that commercials for lines of products, if produced to come across as an integrated unit, would qualify as a single message. This revised provision, due to become effective Sept. 1, has not cleared its last hurdle and still remains to be further reviewed at the TV code board's scheduled March 25 meeting at the NAB convention in Washington.

In still other actions last week, the TV code review board:

- Declined to relax standards govern-

Low prices. A study that was announced last week by Media Statistics Inc., Silver Spring, Md., concludes that advertisers who overlook small-market radio are missing bargains. Stations in the southeastern U.S. can achieve a cost-per-thousand of 74 cents for 30-second spots. The audience-measurement firm's Mediastat survey, conducted among persons 12 years of age and older in 22 markets with populations of under 100,000, also showed that the average C-P-M is \$1 if the schedule is restricted to 60-second announcements.

ing the advertising of personal products and nonalcoholic mixer products.

▪ Directed the code authority to begin a review of the TV code's so-called "men-in-white" provisions governing the use of medical professionals in commercials and to report any recommended changes and tightening of these provisions to the board at the June 6-7 meeting.

The TV code review board discussed, but took no action, on little cigar advertising. It was decided that with the removal of Winchester and Omega little cigars from the air (BROADCASTING, Feb. 19), the controversy over such advertising is all but moot. Still, the TV code review board determined to keep a close watch on other advertising of tobacco products to insure that similar types of problems do not develop.

A small slippage found in support for controls of political broadcasting

FC&B's O'Toole takes opportunity to renew his call for voluntary guidelines for radio-TV campaigning

The idea of imposing controls on political advertising on television has lost some public support since 1970 but is still favored by almost seven out of ten adults.

That was one of the findings reported by Foote, Cone & Belding, Chicago, on the basis of a survey conducted for it by the Gallup Organization, Princeton, N.J., immediately after last November's elections.

John E. O'Toole, president of the agency, cited this survey finding and others—notably that 62% thought TV advertising influenced the outcome of campaigns, but 35% considered political commercials less believable than product commercials—as support for his long-held belief that political and product commercials are "two different things and should be treated totally differently." Mr. O'Toole advocates that political commercials on TV be at least five minutes in length and that they should help viewers to know and understand the candidate, what he thinks the main campaign issues are and where he stands on them.

"We have been strongly urging the broadcast industry to voluntarily adopt these standards for over a year," Mr. O'Toole said. "So far they have apparently hoped the problem would just go away. I think this survey shows it clearly has not."

Support for restrictions affecting TV political advertising dropped from 74% in a similar survey in 1970 to 68% in 1972, a decline that FC&B said might be attributed in part to passage of the political-spending law since 1970. That and the proportions of Mr. Nixon's victory were also seen as possible contributors to other downtrends, such as a decline from 70% to 62% in the number who thought television advertising

had more than a "slight" influence on voting.

On the question of controls, 9% in the survey favored restrictions only on campaign length while 59% favored restrictions on advertising itself: 25% in a general way, 18% for equal time and money for all candidates or limits on spending, 17% for regulation of commercial content. Against these, 19% opposed controls and 13% took no position. (The figures do not necessarily add because of multiple mentions.)

The survey was based on in-home interviews Nov. 8-11, 1972, with a national sample of 718 men and 749 women. Recruiting and interviewing were by the Gallup Organization; questionnaire design, tabulation, analysis and report-writing by the FC&B research department.

Sawdon & Bess: aiming straight for the retailer

A heavily broadcast-oriented agency brings in Bruce the computer to help lead Kinney, Woolworth and other chains and franchisers

There was a time when all but the smallest advertising agencies ignored retail accounts. Billings were small, local and mostly newspaper, and the time spent servicing them made them unprofitable. But times have changed. Chains and franchisers have required broader advertising and marketing strategies. The birth and growth of suburban shopping centers and the shrinking reach of center-city newspapers to suburbanites all have forced retailers to approach radio and TV advertising.

And Sawdon & Bess Advertising, New York, has cultivated a client roster of some big retail advertisers: Kinney shoe stores, F. W. Woolworth, Woolco Department Stores (division of F. W. Woolworth) and Arthur Treacher's Fish 'n' Chips, to name a few. Jerry Bess, president of the agency, says that S&B has developed an "understanding of the retail mind. There are two basic approaches to retail advertising," he says, "item selling and store image. We advocate the latter—positioning the store in the marketplace."

Arthur Treacher's Fish 'n' Chips, for example, is being positioned as an alternative to people buying hamburgers and pizzas. Kinney has built an image as the shoe store for the entire family. S&B has created separate Kinney commercials aimed at women, men and children to reinforce this positioning. Woolworth tries to instill the "human touch" into every commercial by having a clerk close each spot with, "Thank you for shopping Woolworth's. It's the fun place to shop."

S&B does over 80% of its billings in TV and radio, an asset that apparently encourages many hesitant retailers to try broadcast advertising. Before choosing Sawdon & Bess last June, Wallachs Inc.,

men stores, New York, was strictly into print advertising having tried TV only once with but poor results. Now, attracted by S&B's concentration on creating a broadcast strategy that will augment newspaper advertising, Wallachs is putting 25% of its ad budget into monthly flights on radio.

Media director Bruce Hirsch expresses the agency's enthusiasm for TV: "My favorite comment to clients is that retailers often fail to realize that they are essentially in the store business rather than the item business. And TV is still a sleeping giant as far as they're concerned that can help them sell their stores. Television builds store traffic."

Carl (Ding) Koehler, creative director, feels that the only difference between retail advertising and product advertising is, "Retail advertising has to be done faster. There's very little time or room to get a project together."

Mr. Bess agrees, noting that S&B received word by phone that it had been given the Fish 'n' Chips account and in the same conversation was asked to create 12 radio commercials to be recorded with Arthur Treacher the following day. The next day scripts were prepared and received client approval. A New York studio was contracted and Mr. Treacher recorded the spots. Within 48 hours of the original phone calls the spots were on their way to stations.

Another factor that helps Sawdon & Bess service its retail clients as quickly as is needed is its IBM System III Model 10 computer. Only one other agency of comparable size has it (where it's used primarily for accounting purposes). S&B has tailored its system to streamline media-buying.

Mr. Hirsch calculates that with its computer (which the media department has named Bruce) a media buy that would ordinarily take six weeks to complete takes S&B only half as long. "The computer has allowed us to do a better

job for our clients by giving our buyers more time to buy," he points out. "And it is a very big profit factor in our operation."

The Kinney shoe store account is an example of the S&B approach to retail advertising. Over 90% of Kinney's budget is in broadcast media (80% TV and 10% radio) in 75 markets. The Kinney campaign is centered around "the family shoe store." It emphasizes fashion, service and convenience. There are four series of commercials under this umbrella: institutional, women's shoes, men's shoes and Supersneakers for children.

The institutional spot is a warm, human portrait of the Kinney shopper. The announcer says, "We're in the people business—and you people are beautiful." The camera then shows shoppers of all ages enjoying browsing and buying in a Kinney shoe store.

"Supersneakers" is a razzle-dazzle action spot with colorful, self-animated sneakers zooming around the screen. For women, Kinney proclaims they "walk the world for fashion—Kinney brings it home." The commercials are shot in Salzburg, Venice, Paris and London.

Mr. Koehler explains that "for the last several years we've shot in Europe to promote the international flavor of the women's shoe line." What S&B does, during an eight-week period, is film locales in Europe for an entire year's advertising and then the agency comes back to the U.S. to film inserts.

But the most lush production numbers are reserved for the two men's collections, the "Gatsby" and the "Outsider." The latest commercials, which will begin airing early this spring, were shot in Spain. Ding Koehler did not have much trouble finding a villa that would evoke the jazz age, but finding extras was a bit of a problem: "Trying to get it to look like Long Island and not an Aztec puberty rite was quite a challenge." He managed, however, and what viewers will see, in



Principals. These three Sawdon & Bess executives are responsible for the agency's expanding broadcast activity: (l to r) Carl Koehler, creative director; Bruce Hirsch, media director, and Jerome Bess, president.

They tried another
rep...now they're back...
and we're thrilled to
sell for them again!

WAYS—Charlotte

(Plus its new sister station WROQ Stereo.)

WAPE—Jacksonville

KYXI—Portland, Oregon

(Oregon City)

ROBERT E. EASTMAN & CO., INC.



delicate sepia tint, are F. Scott Fitzgerald-ish characters doing the Charleston as the camera pans down to the men's dancing feet. The picture then dissolves to full color and a fellow in modern clothes wearing the "Gatsby" shoe.

For the so-called "outsider" collection of men's white shoes, S&B set out to capture a cafe scene straight out of a Humphrey Bogart movie. The scene is in sepia tones, with ghostly sailors and mysterious men in white suits lounging about. Then the "outsider" walks in and the scene dissolves to full color and modern day to emphasize the shoe's supposedly classic style.

Sawdon & Bess now looks forward to applying its know-how in retail marketing to other types of clients. Bruce Hirsch sums up the feeling at Sawdon & Bess: "We could probably run this agency with fewer people and less money but we are looking for bigger goals. What we have done is go overboard to put together a team that is postured for growth."

ANA symposium revisits clutter, slow-pay problems

BF's Wheeler warns self discipline needed to avert public wrath; SSC&B's Ayers offers suggestions for clearing up radio-TV

Some of the country's top advertisers were told last week—by one of their own—that they and everyone else involved had better take a fresh look at TV "clutter" and what it is doing to advertising's image and effectiveness.

Clutter and another continuing issue—responsibility for payment of media—were explored in a wide-ranging four-day management symposium that also assessed, among other things, the implications of consumerism, government pressures and changing life-styles. The symposium, conducted by the Association of National Advertisers and attended by more than 160 ANA members and guest participants, was held Monday through Thursday (Feb. 19-22) at Key Biscayne, Fla.

The call for advertisers, agencies and broadcasters to face up to clutter and do something about it came from Robert S. Wheeler, vice president for advertising and marketing services for the Best Foods Division of CPC International. It was seconded—and honed down to apply to the 30-second TV commercial specifically—by Mary A. Ayres, executive vice president of SSC&B.

Mr. Wheeler, in an opening speech that called for the advertising industry to "stop the counterpunching and go on the offensive," said advertising had made many improvements but still has much work to do both in educating the public and in other areas.

He cited television clutter as "an industry problem to which we must all address ourselves if, in addition to our need for greater effectiveness, we are

BAR reports television-network sales as of Feb. 4

NBC \$69,742,700 (35.9%), CBS \$64,563,100 (33.3%), ABC \$59,811,500 (30.8%)*

Day parts	Total minutes week ended Feb. 4	Total dollars week ended Feb. 4	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	63	\$ 440,400	303	\$ 2,031,600	\$ 1,688,600
Monday-Friday 10 a.m.-6 p.m.	1,000	8,184,200	4,539	40,314,300	31,560,900
Saturday-Sunday Sign-on-6 p.m.	253	3,329,100	1,221	21,155,500	28,747,300
Monday-Saturday 6 p.m.-7:30 p.m.	95	2,089,200	441	10,507,200	9,809,700
Sunday 6 p.m.-7:30 p.m.	18	430,900	75	2,705,600	2,894,600
Monday-Sunday 7:30 p.m.-11 p.m.	382	21,545,700	1,945	108,272,800	98,623,000
Monday-Sunday 11 p.m.-Sign-off	149	1,829,200	657	9,130,300	6,632,900
Total	1,960	\$37,848,700	9,181	\$194,117,300	\$179,957,000

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

BAR reports television-network sales as of Feb. 11

NBC \$83,825,800 (35.6%), CBS \$78,700,200 (33.5%), ABC \$72,674,600 (30.9%)*

Day parts	Total minutes week ended Feb. 11	Total dollars week ended Feb. 11	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	69	\$ 445,500	373	\$ 2,477,100	\$ 2,283,700
Monday-Friday 10 a.m.-6 p.m.	1,015	8,628,100	5,554	48,942,400	38,999,000
Saturday-Sunday Sign-on-6 p.m.	269	3,790,600	1,491	24,954,800	33,672,200
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,329,000	541	12,836,200	11,651,700
Sunday 6 p.m.-7:30 p.m.	12	324,400	628	15,866,200	3,151,200
Monday-Sunday 7:30 p.m.-11 p.m.	395	23,618,300	2,339	131,859,400	119,276,900
Monday-Sunday 11 p.m.-Sign-off	138	1,970,400	795	11,100,700	9,214,500
Total	1,998	\$41,106,300	11,180	\$235,200,600	\$218,249,200

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

going to avoid bringing down the wrath of the public upon us."

He said he was aware that "the problems of clutter on television are created by media cost spirals" but that this, again, is "a problem for our industry, not only from the standpoint of advertising effectiveness but from the standpoint of public education."

Mrs. Ayres saw the 30-second spot as a source of clutter and also as one of several troublemakers in a more specific problem context—that of giving consumers the information they want and need. She advised advertisers to "re-evaluate the plusses and minuses of the 30-second commercial in terms of consumer information—particularly for new products or when exploiting new uses for old products."

"To fight clutter," she said, "we struggle for ideas that generate awareness—and often these clutter crackers dominate the 30 seconds and the product story sinks into oblivion."

Mrs. Ayres, offering guides to the sort of advertising consumers are looking for, and especially urging advertisers to look

at advertising "through the consumer's eyes," said that "we can never do it all in 30 seconds." But she stressed that an effective job can be done nevertheless.

"When we really need a size 16 we should stop trying to pour ourselves into a size 10—or we should consider a series of 30-second commercials which add up to 'everything you want to know about this product'," she said, citing commercials for H&R Block, The Literary Guild and Noxzema. She also showed several commercials—for Del Monte pineapples, Remington hot comb, Coca-Cola and Perdue chickens, among others—that she said "seem to tell what consumers want to know either with persuasive information or by creating such a strong psychological tie-in with the consumer that he/she feels satisfied and informed."

She cited studies conducted by the American Association of Advertising Agencies as showing that consumers who regarded advertising as informative declined from 34% in 1964 to 32% in 1967. "And last month," she added, "I saw the results of a pilot study done in May 1972 which, although not quanti-

How does WDCA-TV deliver a super power UHF signal to Washington, D.C. viewers?

To bombard a 70-mile radius with total strength, Milton Grant, Vice President and General Manager, and Don Doughty, Director of Engineering, had to be innovators. And now WDCA-TV has the world's most powerful transmitter. A 220 kW Gates UHF television transmitter . . . super power with IF modulation . . . FCC type accepted.

Today, WDCA-TV delivers a greater intensity of signal strength than any other TV station in the world, let alone in Washington, D.C.

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



Don Doughty, Director of Engineering



Milton Grant, Vice President and General Manager

With the most powerful TV transmitter in the world, that's how. The Gates 220kW.



Time for age.

With so much emphasis on youth in today's programming, the Fetzer television station in Lincoln decided to consult the Nebraska Commission on Aging about a weekly program for their listeners over 65.

The resulting programs had special interest news events and guest speakers on such topics as Social Security, travel, housing and post-retirement education. The executive director of the Commission was quoted as saying it was: "... to my knowledge, the first undertaking of this type of program by a commercial outlet."

Another example of Fetzer total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sioux City

fied, indicates that the figure may now be as low as 10%."

Frank J. Harvey, manager of advertising controls for General Foods, had some suggestions for both agencies and stations to help speed payment of invoices. He also warned that making advertisers liable for media payments, or jointly liable with their agencies—as some broadcasters have suggested as a precaution against agencies' defaulting and as networks have traditionally insisted—could cause problems for media and agencies as well as advertisers.

"To avoid a double-payment situation," he said, "the advertiser would tend to pay media directly. Then, since it is generally agreed that an integrated media function is the most efficient, advertising would gradually take over more and more of the media services presently performed by the agencies—media planning, placement and evaluation."

And that, he continued, could weaken the full-service agency structure, force media to collect from "many thousands of advertisers rather than a relatively few agencies" and put media to "the risk of working with advertisers, whose financial stability has not been as sound as agencies."

"The best solution and a relatively simple solution," Mr. Harvey said, "is for media to operate highly reliable professional organizations to review and approve the financial stability of agencies." He mentioned the Institute of Broadcast Financial Management's role in this area, as well as others in print and outdoor. "These credit organizations just have to be more effectively used by media," he said.

Mr. Harvey described General Foods' system for paying its agencies as one that encourages the agencies to pay media promptly by timing GF's own payments to coincide with theirs. Any problems causing the agency to hold up payments to media, he said, are mainly in the broadcast area, particularly spot TV, and he offered these suggestions for "tightening up procedures":

For agencies: Schedule fixed payment dates at "reasonable intervals," at least once a week and preferably more frequently; record media schedule changes promptly; have well-established communications lines between accounting and media departments for resolving discrepancies, and allow enough time for trafficking commercials to stations.

For stations: Use standard invoice forms; send confirmations to the agency promptly; notify the agency promptly of any changes in schedules, and set up specific contacts between station and agency.

Television also figured prominently in a survey by Richard L. Gilbert, president of the Gilbert Grace & Stark agency, of changes in the advertising business.

"The growth and dominance of television and its all-embracing effect on advertising as well as general life style" represented one of the influences—along with Ralph Nader, the computer, government pressures, the 1970 recession, "growing disenchantment with the con-

ventional 15% agency commission" and the emergence of media-buying services and other specialists, among others—that between 1965 and 1970 "changed forever the traditional shape and structure of the advertising business," according to Mr. Gilbert.

But, he said, the most significant influence of all—although related to many of the others—was that the client replaced the agency as "the center of all marketing knowledge."

"If agencies lived with seismographs," Mr. Gilbert said, "they would have seen this as an earthquake of major proportion." Among the factors contributing to it, he continued, was that "the growth of TV placed a far greater emphasis on creative excellence, forcing agencies to put more and more money into their creative payrolls while downgrading marketing, media and research. This produced a talent void and a functional need which the advertiser and the independents were quick to fill."

Polykoff sets out with her own agency

Creator of many Clairol campaigns, who recently retired from FC&B, opens own advertising firm

The advertising person who created such famous slogans as "Does she or doesn't she . . . hair color so natural only her hairdresser knows for sure," "Is it true blonds have more fun?" "The closer he gets, the better you look" has opened her own New York agency, Shirley Polykoff & Betuel.

Ms. Polykoff was senior vice president, creative director and a member of the board of directors of Foote, Cone & Belding, New York, when she retired at the mandatory age of 60 on Jan. 31. She has taken with her Ray Betuel, an associate creative director and vice president at FC&B, to be vice president of the new agency.

SP&B is beginning its business life with the equivalent of \$12 million in billings and two clients from FC&B (which will remain the agency of record for both): Miss Clairol hair coloring and Kimberly-Clark's New Freedom sanitary napkins. Other accounts are Maybelline eye cos-



MS. POLYKOFF

metics (Plough Inc.) and Houbigant perfumes.

Ms. Polykoff estimates 60% of the agency's billings to be in television. As of now, the agency provides creative services to Foote, Cone & Belding and directly to clients' in-house agencies. SP&B has signed an exclusive agreement with FC&B to accept agency assignments only with FC&B.

Temporary address for Shirley Polykoff & Betuel is: the Drake Hotel, 440 Park Avenue, New York.

A cereal critic extends interest to all products endangering young

Choate asks government to restrict TV commercials, make broadcasters carry warnings of possible harm

Consumerist Robert B. Choate, who received national attention when he charged breakfast-cereal advertisers with debasing the diets of children (BROADCASTING, July 27, 1970), now is blowing the whistle on the advertising of all products that are "unsuitable for use by children" or "pose serious dangers in the hands of children."

Mr. Choate has asked the Federal Trade Commission and the Food and Drug Administration to ban such advertising from television if it attracts "substantial" children's audiences and to make any such advertising carry the same hazard warnings that appear on product labels.

Mr. Choate, chairman of the Washington-based Council on Children, Media and Merchandising, made his wishes known in letters to retiring FTC Chairman Miles Kirkpatrick and to Charles Edwards, commissioner of food and drugs of the Department of Health, Education and Welfare. Basing his petition on the Jan. 17 policy announcement of the FDA calling for full nutritional labeling, Mr. Choate said he was seeking to protect children under 12 years of age "from over-familiarity with hazardous products."

Mr. Choate asserted that "not only must there be restraints on certain products containing warning messages, but that broadcasters should carry a frequently aired public education message to educate the public on the restraints which should be used in conjunction with these items."

Documentation at home

Schick Inc., which demonstrates in its TV commercials the superiority of its Flexamatic shaver over leading models by Norelco, Remington and Sunbeam, for a closer shave (BROADCASTING, Jan. 22) has added something new to those spots. Schick is now offering consumers a 12-page report describing the proced-

ures and results of its closeness tests. The tests were conducted by Nationwide Consumer Testing Institute, an independent testing organization. The Flexamatic report will be made available to any one requesting it in writing from Schick, 216 Greenfield Road, Lancaster, Pa. Schick President James Badgett said, "We have definitive proof that our Flexamatic shaves closer than leading competitive models and we want the consumer to benefit from all the pertinent facts." Agency is Dancer - Fitzgerald - Sample, New York.

Even shake sought on recruiting ads

New Mexico broadcasters will refuse free ride to armed-forces messages that other media are paid to carry

Some 60 radio and television broadcasters in New Mexico, still angry over last year's congressional decision prohibiting paid broadcast advertising for military recruiting, have taken a strong stand against giving time to agencies and organizations that pay for advertising in other media. The New Mexico Broadcasters Association, claiming this is the first action taken by a broadcaster organization to end what it calls "discriminatory practices," has unanimously adopted a resolution stating that in cases where other media receive payment, the established rates of the broadcast station will prevail, with local stations being the final judge of what public-service announcements will most benefit their local communities.

Sponsor of the resolution, Gerard Mar-



Flip for Flip-It. Aurora Plastics, West Hempstead, N.Y., will spend 90% of its \$8 million advertising budget in TV this year. It has signed Flip Wilson (above) to an exclusive five-year contract to promote its new line of Flip-It games for the family. Mr. Wilson joins comedian Don Adams, race-car driver Peter Revson and Dallas Cowboy quarterback Roger Staubach, who are also featured in commercials for various Aurora toys and games. The 1973 commercials will be started next September in sports and prime-time family programming. Agency for Aurora is Grey Advertising, New York.

tin, a New Mexico Broadcasters Association director and president and general manager of KGRT(AM) Las Cruces, made it plain that the resolution is a reaction to the Defense Department's large-space ads in newspapers and four-color bleed spreads in magazines which are appearing while free time is being sought from broadcasting stations.

"We're not getting a fair shake," Mr. Martin said. "The resolution is one way to express our feelings. From now on we're saying, 'We prefer not to charge you, but if you're going to pay one media you're going to pay all.'"

According to Mr. Martin, representatives of Arizona, Texas and Colorado broadcasters organizations have expressed interest in seeing the New Mexico association's resolution with the idea of adopting similar measures in their states.

The prohibition on paid broadcast advertising by the Defense Department stems from a provision inserted in an appropriations bill to boost armed-forces enlistments (BROADCASTING, Oct. 4, 1971, et seq.).

Rolling Moss

Senator Frank Moss (D-Utah), chairman of the Consumer Subcommittee, will hold a hearing in New York today (Feb. 26) and tomorrow on S. 805, a bill he has introduced to create a federally funded National Institute of Marketing and Health to study the impact and effects of advertising on society. The measure is similar to legislation Senator Moss offered in the 92d Congress.

Witnesses will include Tony Schwartz, Environmental Media Consultants, New York; Mike Rowan, of the Rowan Group, Washington marketing research firm; Robert Choate, chairman of the Council on Children, Media and Merchandising; Dr. Natalie Shainess, New York psychiatrist, and Professor Hans Thorelli, professor of business at Indiana University and vice president-public policy of the American Marketing Association.

A subcommittee spokesman said that further hearings will be held later in Washington.

November Group is clean

A report issued last week by the Office of Federal Elections of the General Accounting office says the financial records of November Group Inc. and Guggenheim Productions Inc., which performed advertising-agency functions for the Finance Committee to Re-Elect the President and McGovern for President Inc., respectively, appear to be in order. "It is our opinion that all reported income and expenses of both agencies are properly supportable business transactions of an advertising agency," the report concluded.

The report was stimulated, in part, by an Oct. 12, 1972, letter to GAO from Lawrence F. O'Brien (then national campaign chairman for the McGovern campaign), requesting an investigation into alleged financing of "political espionage and sabotage" by November Group.

Pastore has his go at Whitehead

The senator grills the OTP director, appears much less than satisfied with his responses and indicates tough going for White House bill

Clay T. Whitehead, director of the Office of Telecommunications Policy, spent some 100 warm minutes before Senator John O. Pastore (D-R.I.) and his Senate Communications Subcommittee last week, attempting to explain both his attitude toward network news and its relationship to the broadcast license-renewal bill OTP has drafted. When the session was adjourned, there was considerable doubt that Mr. Whitehead had persuaded Senator Pastore of the purity of the administration's motives; for the senator left no doubt he felt the broadcasters' First Amendment rights were under attack, and that Congress's responsibility was to defend them.

"There is an overexaggerated sensitivity" on the part of the White House regarding criticism, the senator said following the hearing, and added: "The American people can be assured that we're not going to allow anyone to use force—whether it comes from the White House or anywhere else—to impinge on the right of free speech."

But if broadcasters regard that as good news, there may also have been some bad news. For although he said he was not "prejudging" the matter, Senator Pastore indicated that the administration's proposal for license-renewal legislation, which broadcasters generally endorse, would have rough going in his subcommittee, at least in its present form. The proposed bill (it has yet to be introduced in Congress) and Mr. Whitehead's Dec. 18 Indianapolis speech in which it was first mentioned and which triggered Senator Pastore's concern about the administration's position regarding the networks appear to be of a piece to Mr. Pastore.

Senator Howard Baker (R-Tenn.), who is the ranking Republican member of the subcommittee and whose credentials as an administration supporter are impeccable, helped lower the level of optimism regarding the proposal's chances. He suggested, in the fashion of a man accustomed to facing reality, that the most significant outcome of the present debate might be the debate itself—its ventilation of the conflicting points of view regarding network news operations.

The proposed bill, which OTP officials say will be submitted to Congress within the next two weeks, will be given its first formal congressional hearing before the House Communications Subcommittee, along with scores of other license-renewal measures, next month. A sub-

committee spokesman said the proposals will be the panel's first item of business in the new Congress.

The Senate hearing, on Tuesday (Feb. 20), had been billed as an oversight session, in which the subcommittee would review all of the work of the OTP, and Mr. Whitehead had come prepared to discuss a whole range of subjects—common carrier, cable television, satellite transmission, land-mobile radio, among them. But, except for an excursion into the subject of public broadcasting—which generated additional criticism of OTP and the administration—the focus primarily was on Mr. Whitehead as critic of network news and on OTP's license-renewal bill.

At times during the hearing, observers might have had trouble sorting out the bad guys from the good guys, from the broadcasters' point of view. Senator Pastore said the Indianapolis speech, in which affiliates were called on to assert greater responsibility for the network programing they carry, was intimidating. He said it even scared him.

"Is this the strong arm of the White House?" he asked, "That's what we're talking about here. . . . When you begin to talk about faults that don't exist, and these people are subject to license renewal, the result will be that you are going to scare the devil out of these people, and they will not get into controversial subjects, and everybody will talk about milk and honey."

Nor did Mr. Whitehead back away from the speech, despite several invitations from Senator Pastore to do so. (At one point the senator said he was giving Mr. Whitehead "an opportunity for contrition.") He would say the same thing again, Mr. Whitehead said, but would "take a little more time and bore my audience making a little more clear just what I meant."

But repeatedly Mr. Whitehead stressed that the administration's aim is to protect the broadcasters from government interference with their programing decisions. The proposed bill would extend the life of licenses from three to five years, bar the commission from prescribing programing standards for judging renewal applicants, and specify only two criteria for renewal—good faith effort to ascertain and serve community needs and adherence to the fairness doctrine.

And when Senator Pastore said that "the fact remains that the trouble at the FCC is that they don't have the personnel to monitor," Mr. Whitehead took exception. He said the administration does not believe it should increase the FCC's ability to monitor radio or television programing.

Nor did Senator Pastore think much of Mr. Whitehead's view that local broadcasters should assume initial responsibility for policing the network material that they broadcast. When the public complains, he said, "nothing happens." He noted that members of Congress are contacted, refer complaints to the commission "and nothing happens."

"If we cannot expect [local station



Newsworthy. Mr. Whitehead, Senator Pastore *et al* on the CBS-TV *Evening News*.

managers and network executives] to make voluntary accommodations to the concerns of the American public," Mr. Whitehead responded, "then I really have to wonder what we mean by having a free-enterprise broadcast system."

Senator Baker provided some support for Mr. Whitehead, leading him through a series of questions aimed at demonstrating the administration was proposing no change in asserting that the licensee has ultimate responsibility for what he broadcasts, and was interested in leaving regulation of the networks to the affiliates, not the government.

"That's like reciting the Ten Commandments," Senator Pastore interjected. "I'll buy that."

He also could "buy" some elements in the proposed bill. He saw merit in the five-year license and in a provision that would prevent the commission from restructuring the industry's ownership on a case-by-case basis (newspaper ownership could not for instance, be counted against a licensee at renewal time unless an across-the-board rule were in force.) He also appeared to favor a proposal that would afford licensees some protection against challenges at renewal time by permitting the commission to deny competing applicants a hearing unless they could make a prima facie case that the incumbent did not deserve renewal. (However, the senator also said the proposal, similar to one in a bill he introduced three years ago has an opening "big enough for a truck to go through," in that the discretion given the commission would enable a Republican-dominated commission to grant a hearing against a Democratic licensee and a Democratic-dominated agency, one against a Republican incumbent.)

But he saw a darker side to the shiny rhetoric of local responsibility. "When you get to the First Amendment, you get a little messed up," the senator told Mr. Whitehead. "You are saying that the only way you can enforce the First Amendment is by making the licensee the watchdog of what the commentators have to say. Yet you have never been specific about what your gripe is."

And while Mr. Whitehead talks about the local broadcaster being initially responsible for correcting "ideological plugola" or "elitist gossip," Senator Pastore said, the broadcaster would be held accountable at renewal time "if he didn't balance the news."

The senator was not successful in drawing from Mr. Whitehead what he meant by those celebrated phrases. The OTP director said he did not think he could come up with an example of the first and his views regarding the second "are immaterial."

Senator Pastore also seemed suspicious of the apparent innocence of the proposed bill. After Mr. Whitehead acknowledged that the two criteria in the draft legislation—concerning ascertainment of community needs and fairness—are "the law today," Senator Pastore asked, "Then why change it?"

And when Mr. Whitehead said the proposed legislation "will set that out very clearly," the senator responded, "I will be a very surprised man if it does." OTP officials say that the bill is undergoing revisions—"not major" ones—to meet "technical" drafting problems that had been pointed out by other agencies that had reviewed the measure, and that OTP will present "a further explanation" to meet some of the concerns expressed.

When the senator was not indicating concern, he was indicating impatience. "We are getting all this razzmatazz and dazzle and dramatics of how we will improve things, and we are improving nothing. We are only making speeches and getting a lot of people excited."

It was at the start of his questioning of Mr. Whitehead—shortly after Mr. Whitehead refused to give an example of "elitist gossip"—that Senator Baker suggested that the "dialogue" touched off by Mr. Whitehead's Indianapolis speech might be the only consequence of the administration proposal for license-renewal legislation. "Even if it results in no legislation"—and he said it "very well may result in no legislation"—"the fact that we have ventilated these points of view will have a significant impact on the health and vigor of broadcasting," he said. He added that a way has been introduced for discussing the objectivity, or lack of it, of network news. "We have created a public forum where it can be examined."

Senator Pastore introduced the subject of public broadcasting with a question as to why the administration was seeking only one-year authorizations for the Corporation for Public Broadcasting. CPB needs at least two years for planning, he told Mr. Whitehead.

The OTP director, who two weeks ago, in behalf of the administration, sent

Congress a one-year, \$45-million authorization bill for CPB, said he feels that even two years is too short—three to five years would provide for better long-range planning.”

However, he made it clear the administration would continue to limit CPB to one-year authorizations until it is satisfied that the corporation’s “structure encourages the kind of system Congress intended.” President Nixon in June vetoed a two-year authorization bill, contending, as Mr. Whitehead had previously, the corporation was exerting too much control over local public broadcast stations (BROADCASTING, July 3, 1972).

Senator Pastore agreed that public broadcasting has its faults, but he said the administration is “suffocating” it with the one-year authorization period. He expressed the view that CPB has made its case for two-year authorizations.

Mr. Whitehead suggested that public broadcasting should not seek all of its funds from government—or attempt to compete with commercial networks. To the extent public broadcasting officials are in need of funds, he said, they should be as concerned about obtaining them from nongovernmental sources as from the government; that was the concept when public broadcasting was established, he said.

In discussing public broadcasting as “an alternative medium”—he said that concept was also part of the original plan—Mr. Whitehead paid commercial television a rare compliment: It has its problems, “but nonetheless I think it is conceded we have probably the best television system in the world.” And the nation should rely on “private-enterprise television as the system.” Public broadcasting, he said, should carry those educational and cultural programs which, for commercial reasons, are not carried on commercial television.

Mr. Whitehead, however, had not completed the gantlet with his discussion of public broadcasting. Senator Vance Hartke (D-Ind.) was to have his turn, and he accused the administration of using the proposal for five-year licenses as a means of pressuring networks to “ax” commentators unfriendly to the administration. The networks, he noted, each have five major-market television stations.

Mr. Whitehead said that if the administration were trying to exert pressure it was doing it in “dumb way,” asking network officials and station managers to review their programming and make their own judgments.

But Senator Hartke was not finished. “You want centralized control of public broadcasting, local control of commercial broadcasting, and in between all of this we will come up with a five-year license, if everybody can stay in line, politically.”

All of which led to the last word, delivered by Senator Pastore. “I look forward with great anticipation to your next speech,” he said to Mr. Whitehead, “the title of which will be mea culpa.”

FCC one of few targets to escape Pastore’s wrath

Oversight hearing turns into forum for senator to condemn sexy films, prospect of football on pay cable, topless radio and Tom Whitehead

The FCC emerged from its annual oversight hearing before the Senate Communications Subcommittee last week virtually unscathed. But the same could not be said for professional sports teams that might be interested in selling the rights to their home games to cable television, Office of Telecommunications Director Clay T. Whitehead, or broadcasters or cable entrepreneurs contemplating, if not already engaging in, the presentation of sexy movies or audio talk shows.

Senator John O. Pastore (D-R.I.), subcommittee chairman, appeared incensed at the thought that team members of a professional football league given the right by Congress to negotiate for the sale of television rights as a package should prohibit the television of their home games but permit them to be cablecast. He said they would be “playing the public for a bunch of suckers.”

FCC Chairman Dean Burch took advantage of Senator Pastore’s invitation to rebut Mr. Whitehead’s charges that the commission had slowed cable’s growth, and, under questioning, took issue with a number of the views the OTP director has expressed in criticizing network-news operations and with some aspects of OTP’s proposed license-renewal bill.

Senator Pastore and other members of the subcommittee expressed considerable concern about the possibility of what Senator Pastore referred to as “dirty movies” being shown on cable television and about the broadcast of so-called topless-radio shows. And while Chairman Burch indicated he had doubts about the commission’s wisdom, let alone constitutional authority, to act in the area, Senator Pastore urged the commission to test its authority in court (see page 50).

The question of CATV carriage of professional sports games—specifically, football—in blacked-out home areas came up in connection with the general issue of program siphoning by cable. Senator Pastore did not address that matter completely, but he made it clear he felt TV viewers and cable-TV subscribers would be treated alike. The context indicated he was talking about pay cable but it was understood he was concerned about any arrangement under which cable interests acquired the rights to a home game denied local television.

Chairman Burch, noting that professional home football games are regularly blacked out, said he saw nothing “unfair” about pay-cable systems carrying such games. They could do so under existing commission rules.

But Senator Pastore did. He noted that Congress, by enacting legislation,

had made it possible for professional football teams to reap considerable financial benefits from the ability to negotiate TV contracts as a league, and added: “Now we have the right to unmake that deal if they persist in playing the public for a sucker.”

There has been no discernible movement on the part of professional football and cable interests toward agreements in cablecasting of blacked-out home games. But observers do not discount the likelihood that they will, once cable systems have achieved sufficient penetration in major markets to make that kind of offering financially realistic.

The senator has expressed anger at football blackouts previously; he held hearings in October on a number of bills—including one of his own—to ban blackouts of sold-out games. And last week he said one of the major arguments National Football League officials have made in defense of blackouts of sold-out games—that television would hurt concessionaires at the stadiums by persuading even those with tickets to stay home—“falls flat on its face” in the event games are presented on cable television.

In a separate but related matter—CATV copyright—Chairman Burch said the commission would be obliged to review its cable-television rules if new copyright legislation is not enacted within “a year or a year and a half.” The rules, which became effective last March, were adopted on the assumption new copyright legislation would be adopted.

Thus far, there is no immediate likelihood of that happening, in view of the inability of the parties involved to reach an agreement on the fees to be charged. Copyright owners and broadcasters say the cable industry has reneged on an agreement to support legislation providing for arbitration in the event agreement on fees could not be reached. And Chairman Burch said anyone satisfied with the status quo is not likely to want to change it.

But for the time being, he said, copyright owners and broadcasters are not adversely affected, since cable has not yet begun to move into the major markets.

Chairman Burch responded to Mr. Whitehead’s statement, as quoted in BROADCASTING (Feb. 12), that the commission had slowed the growth of cable, by asserting, “It flies in the face of the facts.” He noted that 2,000 applications for certificates of compliance had been filed by cable companies and that 800 had been processed. He also pointed out that the commission is budgeting for 50 new positions in the Cable Television Bureau. “Cable hasn’t reached the millennium yet, but it’s moving.”

He also turned aside the Whitehead charge, made in the same article, that the commission has a protective attitude toward the industries it regulates. He said the regulator should be concerned about the health of those it regulates. But he said the charge is not true if it means the FCC bends to the networks. As for CATV, he said it “is the most



The commission and the senator. Six members of the FCC were present for last Thursday's "oversight" hearing before the Senate Communications Subcommittee. L to r: Benjamin Hooks, H. Rex



Lee, Nicholas Johnson, Chairman Dean Burch, Charlotte Reid and Richard Wiley. Commissioner Robert E. Lee was absent on official business. At right: Chairman John O. Pastore.

capital-intensive business the FCC has dealt with." And since no one has proven it will succeed in the big cities, "I think that undue haste would not be in the best interest of cable, the investors or the general public. I think we are moving at an appropriate rate."

Chairman Burch, in being led by Senator Pastore through a discussion of issues the Senator had raised two days earlier with Mr. Whitehead in an oversight hearing on OTP's activities (see page 30), made it clear the Republican-dominated FCC sees a number of things differently than does the OTP director.

Where OTP's proposed license-renewal bill would incorporate the fairness doctrine as one of its criteria for renewal, Chairman Burch said the law "need not be amended" so far as the fairness doctrine is concerned. The individual broadcaster, he said, "is the only one who can be responsible" for the broadcast of all sides of controversial issues of public importance. "He can't delegate it to anyone else."

And where Mr. Whitehead has appeared to regard affiliated stations as little more than spigots for network programming, including news, Chairman Burch said the broadcast licensee, on affiliating with a network, "doesn't become a vassal. . . . He can pre-empt network programming and take other programming." And although the affiliate does not know in advance the content of news shows, Chairman Burch said he is against "prescreening—it's terribly awkward." He said affiliates can "squawk" to their network about programs they dislike or in "egregious" cases, flash a super on the screen disclaiming responsibility.

In a discussion with Senator Howard Baker (R-Tenn.) he acknowledged that the dependence of affiliates on networks for entertainment and news programs is increasing. But, Chairman Burch also said, "all licensees are aware of their responsibilities. . . . It's no secret that affiliate meetings are very interesting gatherings. They're not simply meetings of people who are just willing to take whatever comes down the line."

But Chairman Burch did agree with Mr. Whitehead's view that it is un-

healthy for the nation to have only three national broadcasting outlets. "I wish we had 10 networks or 20," he said. And efforts should be made to increase the number of news outlets—"whether by cable or whatever."

In discussing projects on which the commission is engaged, Chairman Burch indicated that the agency was shelving temporarily its proposal to establish standards for determining whether a licensee's performance warrants a "plus of major significance" when the licensee's renewal application is in a comparative hearing with a challenger.

Chairman Burch said the commission was working on that proposal as well as a companion one designed to encourage a dialogue between the licensees and their communities throughout the license period. However while he said two more meetings on the second matter had been scheduled—and that action on it was expected "soon"—he said nothing about the first one. And officials later confirmed that the commission was delaying consideration of it until Congress decides what action, if any, to take on the various license-renewal bills now pending before it.

The hearing was the last Senate oversight session Commissioner Nicholas Johnson will attend and he took note of it in a statement, typical of many he has made over the years in its criticism of the administration and of the commission.

The Democratic commissioner, whose seven-year term expires on June 30, charged that the administration is increasingly taking control of the FCC, which is in theory "independent" and "an arm of Congress." And he said that the commission is falling far behind in its effort to keep up with its work.

But, unlike some of his past appearances before congressional committees, he did not set off sparks. Rather, the subcommittee members spoke warmly of him. Senator Ted Stevens (R-Alaska) said he enjoyed watching Commissioner Johnson in action. Senator Pastore said the commissioner has been "a catalyst" and added, "Whatever you do, we wish you the best of luck."

But when Senator Marlow Cook (R-

Ky.) said that being "an antagonist" has "merit" and that he would find that out from his colleagues, Chairman Burch, who has had more than three years, full-time, of the sharp-tongued commissioner, said, "You're going to miss him—I'm not going to miss him."

Eaton loses WOOK in initial decision; WFAN-TV is renewed

Technical violations and concentration of media cited in recommendation to give Washington AM to challenger

An FCC administrative law judge has concluded that the license-renewal application of United Broadcasting Co.'s wook(AM) Washington should be denied in favor of a competing applicant for the station's 1340 khz facility. In the same decision, however, Judge Forest L. McClenning recommended that United's dark television station in Washington, WFAN-TV (ch. 14), for which no competitive challenge exists, be renewed.

Judge McClenning's 124-page initial decision was the product of four years of litigation. It was the first judgment by an FCC official on the requisite qualifications of United, and Richard Eaton, its sole owner, to be a licensee of the commission. Six other stations licensed to United or its subsidiaries are currently the object of FCC renewal or revocation hearings.

In his decision, Judge McClenning concluded that United is qualified to remain a licensee, a determination that justifies renewal of WFAN-TV. However, he found that on a comparative basis, the application of Washington Community Broadcasting Co. for a new station to supplant wook on 1340 khz should be preferred over the wook renewal. Two factors contributed to that conclusion, he said. One was a determination that Mr. Eaton, who in addition to wook and WFAN-TV also owns WFAN-FM Washington and three stations in neighboring Baltimore (WSID[AM], WLPL[FM] and

WMET[TV] as well as WINX(AM) Rockville, Md., should be considered negatively on a diversification-of-media-control issue. (Community, a local company with 43 stockholders formed for the purpose of applying for the United facility, has no other broadcast interests.) The second was Judge McClenning's finding that United had displayed "carelessness and negligence" in the technical operation of WOOK, for which the commission had specified 19 engineering and maintenance violations.

Significantly, Judge McClenning also found that issues relating to United's qualifications in connection with charges that WOOK aided and encouraged illegal gambling activity through its religious programming, and that the station carried false and misleading advertising, should not be judged against the licensee.

United's renewal applications for WOOK and WFAN-TV and Community's application for 1340 khz were designated for comparative hearing in 1969. Also included in the designation order were competing applications by Community and another firm, Washington Civic Television Inc., for a new station on channel 14. Those two applications were later dismissed at the applicants' own request. Subsequently, the commission added a fraudulent-advertising issue against United. The action was based on charges by Community that WOOK has for a number of years broadcast (on a fee basis) messages by several preachers and spiritual healers that contained sales pitches for

"conquer roots," "spiritual baths" and other devices purported to have physical and spiritual healing benefits. The order also questioned whether inferences by those ministers within the course of their broadcasts to certain biblical scriptures comprised tips for and invitations to participate in illegal numbers games.

While United had not denied the existence of those broadcasts or the references to illegal gambling activities, it had maintained that the content of the messages is beyond scrutiny since they represented the speakers' execution of their constitutional right to follow and promote their chosen faith. With respect to the clergymen's advertising of the articles in question, Mr. McClenning agreed with that argument and concluded that those solicitations were not false advertising on WOOK's part. Further, he found that United could not be held in violation of the commission's lottery prohibitions in connection with the alleged numbers tips because the clergymen's solicitations did not advocate use of a particular gambling operation, but rather of the gambling process in general.

In the final analysis, Judge McClenning said, the real consideration in the case "rests solely with the comparative disqualification" of United based on its record of technical violations and the demerit it earned with respect to the diversification-of-control issue. On the latter issue, he dismissed as of little consequence United's claim that Community should have received the same

demerit because columnist Jack Anderson, a Community stockholder, has extensive connections with both the print and broadcast media. The judge pointed out that Mr. Anderson owns less than 1% of Community's stock and that he has no actual media ownership interests.

The decision made no reference to the fact that United has agreed to sell WFAN-TV to two Milwaukee businessmen who would turn the station into a pay-TV facility (BROADCASTING, Nov. 13). United's lawyers say they will challenge the omission as a defect in the ruling. WFAN-TV has been dark for a year.

Judge McClenning's initial decision becomes final within 50 days unless United seeks review by the full commission. But Mr. Eaton, in a statement last week, made clear that such a request will be forthcoming. "If Examiner McClenning's preliminary opinion in our case is allowed to stand," Mr. Eaton said, "every multiple owner in the nation will be placed in new and possibly summary jeopardy." He noted that Judge McClenning had found United qualified to remain a licensee, which "in effect [recognizes] that our operations for more than a quarter of a century have been geared toward serving our publics with programming attuned to their environments."

More questions face Eaton's Ohio stations

Renewal hearing expanded to include allegations about numbers racket

Questions of whether WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio, violated FCC and federal statutes through the broadcast of information concerning a lottery have been added to a hearing already in progress on the stations' license-renewal applications.

The FCC's review board made that ruling in response to a petition by the commission's Broadcast Bureau in which the latter asked that the Cleveland Heights hearing be enlarged to include charges that WJMO broadcast information which "aided or gave comfort" to illegal gambling activities. WJMO and WLYT are licensed to Friendly Broadcasting Co., a subsidiary of group owner Richard Eaton's United Broadcasting.

The new charges assert that WJMO, during regularly scheduled broadcasts by clergymen and "faith healers" and in stock-market reports, transmitted information that promoted numbers games in the Cleveland area.

In the same action, the review board added an issue questioning whether Friendly made misrepresentations to the commission in answering the lottery allegations.

WJMO and WLYT's license-renewal applications were designated for hearing last year on a number of issues, including alleged violations of Section 315 and the fairness doctrine, misrepresentation on the renewal forms, logging violations and the licensee's alleged failure to file with the FCC certain time brokerage contracts (BROADCASTING, Jan. 31, 1972).

The review board noted that informa-



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tion on the latest issues did not emerge until several witnesses at the renewal hearing testified that WJMO had broadcast gambling information and that past and present station officials were aware of this. The misrepresentation charges resulted from allegations by the Broadcast Bureau that WJMO employees had signed improperly sworn affidavits that they had been responsible for the broadcasts under question and that their activities had been under review by station management. The bureau charges that those employees signed the affidavits to retain their jobs.

The new charges against the Cleveland Heights stations are similar to issues in a case involving the renewal of United's WOOK(AM) Washington. In that case, which is still in litigation, WOOK was accused of broadcasting numbers-game tips in the form of biblical scriptures during its religious programming (see page 32).

Changing Hands

Announced

■ **KTOK(AM)** Oklahoma City: Sold by William B. Schueler, Jimmy Stewart and others to Covenant Broadcasting Corp. for a sum "in excess" of \$3 million (see page 47).

■ **WPAW(AM)** East Syracuse, N.Y.: Sold by Houston Broadcasting Co. to Glenn H. Burdick, Robert Hazard and others for \$125,000. Mr. Burdick has a one-half interest in an East Syracuse sporting goods store. Mr. Hazard owns 50% of a Syracuse, N.Y., construction firm. WPAW is a daytimer on 1540 khz with 1 kw.

Approved

■ **KFIZ(AM)** Fond du Lac, Wis.: Sold by RK Communications Inc. to Public Service Broadcasters Inc. for \$800,000. Donald Jones heads the buying firm, which also operates WTIM-AM-FM Taylorville, WZOE(AM) Princeton and WVLN(AM)-WSEI(FM) Olney, all Illinois, and WCTN(AM)-WMDH(FM) New Castle, Ind. KFIZ is on 1450 khz full time with 1 kw day and 250 w night.

Rochester group wants to add hypoing charges

Four Rochester, N.Y., radio stations have been accused of hypoing by a local citizen group seeking denial of license-renewal applications of those and 10 other stations.

Action for Better Community told the FCC that WSAY(AM), WAXC(AM), WBBF(AM) and WHAM(AM) all violated rules prohibiting licensees from attempting to mislead ratings services through such means as running contests, heavy promotions and on-air solicitations during rating periods. Action said WBBF ran contests during both spring and fall rating periods last year, "literally plastered" the market with billboards and advertised heavily on city's TV stations. WAXC, its principal competitor, also promoted on a heavier-than-usual basis during spring and fall sweeps, Action said. Both are rock stations.

The group said the situation came to its attention through conversations with Gordon Brown, head of WSAY, which editorialized against the promotion activities of those stations during rating periods. However, WSAY was also named in the petition because, according to Action, its on-air editorial pleas to viewers to identify WSAY as "your station" if contacted by rating services constituted hypoing in itself. WSAY is also a rock station. Action also cited WHAM, a MOR facility, for running a "Caribbean Cruise" contest during the later portion of the fall rating period.

Action asked the commission to add hypoing charges to those already on record as result of petitions it filed last year against renewals of 14 Rochester stations, in which it accused the stations of ignoring the needs of minorities.

In a separate pleading last week, Action asked the commission to look into allegations that WOKR-TV Rochester has maintained exclusionary policy with respect to news stories of particular interest to Rochester blacks and Puerto Ricans.

A wealth. Six additional license-renewal bills have been introduced in Congress, bringing to 69 the total to date: S. 851 by John Tower (R-Tex.), H.R. 4348 by William Broomfield (R-Mich.), H.R. 4384 by John Jarman (D-Okla.), H.R. 4397 by Jerry Pettis (R-Calif.), H.R. 4415 by Robert Stephens Jr. (D-Ga.) and H.R. 4417 by Guy Vander Jagt (R-Mich.).

Mostly old faces on House Commerce groups

Subcommittee line-ups are finalized; new members of Communications are John Murphy and Barry Goldwater Jr.

The House Commerce Committee last week announced formation of its subcommittees for the 93d Congress.

The new member on the majority side of the Communications Subcommittee is John Murphy (D-N.Y.) ("Closed Circuit," Jan. 22). Mr. Murphy replaces Robert Tiernan (D-R.I.), who has switched to the Appropriations Committee. Remaining on the Democratic side are Chairman Torbert Macdonald (Mass.), Lionel Van Deerlin (Calif.), Fred Rooney (Pa.) and Goodloe Byron (Md.).

New to the Republican side is Barry Goldwater Jr. (Calif.). Clarence Brown (Ohio) is now ranking Republican, replacing Hastings Keith, who retired. The other Republicans remaining are James Collins (Tex.) and Louis Frey Jr. (Fla.). The ratio of Democrats to Republicans—5 to 4—remains unchanged from the 92d Congress.

The new face on the Democratic side of the Investigations Subcommittee is Charles Carney (Ohio), replacing Ray

The "Media" department continues on page 47. On the following pages is a "Special Report" on broadcasting and baseball.

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CBS DETROIT

A CAPITAL CITIES STATION

Major leagues to divide \$42.3-million melon in '73

Broadcast rights this season will climb to an all-time high with stations and NBC-TV planning to handle more games than ever in prime time

Copyright 1973, Broadcasting Publications Inc.

Baseball's major leagues this year will get \$1.3 million more for broadcast coverage rights than in 1972. The price tag for 1973 is expected to total \$42,385,000.

It breaks down this way:

- The 24 major-league clubs will get \$24,385,000 for rights negotiated on local and regional levels. The National League's reputation for keener business acumen is enhanced by the fact that the NL will this year take a \$2.7-million larger slice of the pie.

- \$18 million will be paid to the majors by NBC-TV in 1973, the second year of the network's four-year contract.

The total could go even higher since Mutual is currently negotiating with the majors for a "Game of The Week" for radio.

Unlike their professional counterparts in football, the baseball heads are not afraid of over-exposure on radio-TV. Several clubs, such as the Atlanta Braves, Chicago White Sox and New York Mets will get massive exposure on TV, much in prime time and much with home games. In Atlanta, the desire for more prime-time games was cited by the Braves as a factor in its shift to WTCG-TV, an independent UHF there.

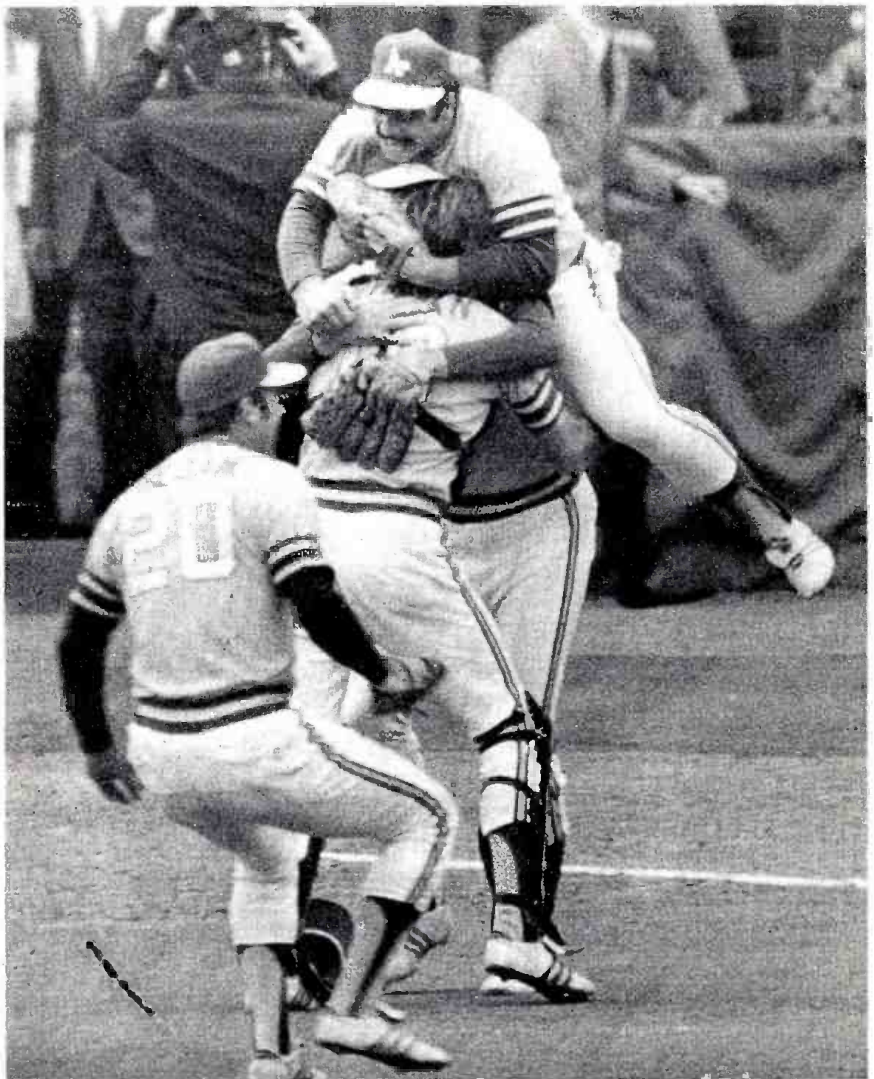
The increased scheduling comes in the face of a trend of recent years in which ball games have become longer due to more deliberate actions of the players as well as the time-consuming strategies of modern-day managers.

But broadcasters quickly point out that better production techniques and more knowledgeable sportscasters have succeeded in rectifying these situations.

Steve Seymour, general manager of WJZ-TV Baltimore, agrees that baseball "can be boring," but said that the broadcasters' innovative production techniques have made even the dull games more palatable.

Others expect a bit more dash to be added to the coverage by such things as the American League's new "designated-pinch hitter" (a permanent hitting substitute for the pitcher) and the increasing interest around the National League as the Braves' Hank Aaron gets closer to Babe Ruth's 714-home-run record. He's 41 home runs away.

But the more business-conscious broadcasters cite impressive local audience



Name of the postgame game seemed to be leapfrog. Actually, it was the climax scene of the 1972 season as captured on TV and radio at Riverfront Stadium in Cincinnati. The Oakland A's had just wrapped up the World Series with a 3-2 win over the hometown Reds. The A's Mike Hegan (20) rushes over to join teammate Sal Bando who jubilantly jumps onto catcher Dave Duncan and relief pitcher Rollie Fingers. The Athletics were no happier than NBC which found Merriwell scripts when both divisional playoffs went the maximum five games and the World Series went the full seven games.

ratings and the unprecedented tempo of sales to advertisers as the final proof that baseball has lost none of its pizzazz.

BROADCASTING's check of the 24 clubs bears this out. The only soft spots seem to be in San Diego and Texas.

In San Diego, the Padres have their usual broadcast problem of geography—hemmed in on the east by the desert, on the west by the Pacific, on the south by Mexico, and on the north by the Los Angeles Dodgers' territorial rights. The situation is compounded this year by the reluctance of KCST-TV San Diego to negotiate for TV rights. The station, an independent UHF, doesn't appear to want to hamper its present quest for an ABC affiliation by baseball commitments (see page 46).

The Texas Rangers, a financial and artistic disappointment during their first year in Arlington, Tex., continue to be snake-bit in radio and television. An

11th-hour decision by the Arlington Park Corp., the city-owned subsidiary that made a 10-year, \$7-million advance for broadcast rights to Rangers owner Bob Short, resulted in termination of a radio-TV selling agreement with an outside agency. Roy Park, 19-year veteran at WRR(AM) Dallas, was retained in late January to revamp the Rangers' broadcasting. Lack of time to sell could be disastrous, but the next six weeks will properly tell that story.

No one is more confident than NBC that 1973 will be a banner year for baseball, and it is planning accordingly.

All of the nonweekend World Series games in 1973 will be telecast by NBC at night, and advertisers will be ponying up \$110,000 for a minute spot in these games—a record for baseball.

Last year's two World Series night games between the Oakland Athletics and the Cincinnati Reds attracted record

Baseball's '73 opening line-up: the money, stations, games sponsors

AMERICAN LEAGUE-EAST

Team	1973 rights	1972 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Baltimore	\$ 775,000	\$ 775,000	WJZ-TV	WBAL 40	National Brewing (Doner) on radio and TV. Other participants TBA.
Boston	1,000,000	700,000	WBZ-TV 5	WHDH 50	F&M Schaefer Brewing (BBDO), New England Chrysler-Plymouth Dealers (Young & Rubicam), Zayre department stores (Ingalls Advertising), Coca-Cola (McCann-Erickson), BP gasoline (C&C Advertising), all on radio. Atlantic Richfield (Needham, Harper & Steers), Shawmut Bank (Cabot), Kennedy clothing (Hawley Advertising), all on TV.
Cleveland	800,000	800,000	WJW-TV	WWWE 20	Genessee Brewing (Esty) only sponsor so far sold for TV. Radio sponsorship TBA.
Detroit	1,000,000	1,200,000	WJBK-TV 8	WJR 38	Pabst Brewing (Kenyon & Eckhardt), Standard Oil (D'Arcy-McManus), Lincoln-Mercury Dealers Assn. of Michigan (Kenyon & Eckhardt), Pepsi-Cola (BBDO), Motorcraft Division of Ford (Kenyon & Eckhardt), AAA (Stockwell/Marcuse), Clock Restaurants of Michigan (Stockwell/Marcuse), Consolidated Cigar (Compton), Hygrade Food Products (Doner), all on TV. Stroh Brewery (Doyle, Dane, Bembach), Marathon Oil (Campbell-Ewald), Bulck Dealers (McCann-Erickson), Detroit Bank & Trust (Ross Roy), B. F. Goodrich (Grey), all on radio.
New York	1,300,000	1,300,000	WPIX 10	WMCA 30	F&M Schaefer Brewing (BBDO), Getty Oil (DKG), Datsun (Parker), Motorcraft Division of Ford (Kenyon & Eckhardt), Consolidated Edson (Dancer-Fitzgerald-Sample), Avco financial services (Bozell & Jacobs), Royal-Crown Cola (Joyce), all on TV, others TBA. Getty Oil (DKG), Datsun dealers (Parker), F&M Schaefer Brewing (BBDO), Avco financial services (Bozell & Jacobs), all on radio, others TBA.
Texas	700,000	*700,000	KDFW 2	KRLD 16	Sponsors not set.

AMERICAN LEAGUE-WEST

Team	1973 rights	1972 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
California	1,000,000	1,000,000	KTLA	KMPC 20	Anheuser-Busch for Busch Bavarian Beer (Gardner-D'Arcy), 1/4; Home Savings & Loan (Galaxie), 1/8; Goodyear Tire & Rubber (Bruce Wert), 1/8; McDonald's drive-in restaurants (Davis Johnson Mogul & Colom-batto), 1/16; Consolidated Cigars (Compton), Fiat Motor (Carl Ally), Teledyne Corp. for Packard-Bell (Sachs, Finley & Kaye), participating, all on TV. Standard Oil of Calif. (BBDO), 1/4; Anheuser-Busch for Busch Bavarian beer (Gardner-D'Arcy), 1/4; Continental Airlines (Needham, Harper & Steers), 1/4; Chevrolet (Campbell-Ewald), 1/4; all on radio.
Chicago	1,050,000	1,000,000	WSNS 6	WMAQ	Motorola (Frank), Chevrolet dealers (Eisaman, John & Laws), Falstaff Brewing (Needham, Harper & Steers) all on TV, others TBA. Hamm's beer (Dancer-Fitzgerald-Sample), General Finance (Post-Keyes-Gardner), Chevrolet Motor Division (Campbell-Ewald), Chicken Unlimited (Dickens), Jack's men's wear (Bednarz, Sutorius, Miller, all on radio.)
Kansas City	650,000	650,000	KBMA-TV 12	KMBZ 50	Sponsors TBA.
Milwaukee	600,000	600,000	WTMJ-TV 11	WTMJ 40	Jos. Schlitz Brewing (Burnett) on TV and radio; other TBA.
Minnesota	950,000	850,000	WCCO-TV 15	WCCO 45	Midwest Federal Savings & Loan (M. R. Bolin) 1/3 and Schmidt's beer (Bates) 1/3; both on TV; other 1/3 being sold. Midwest Federal Savings & Loan (M. R. Bolin) and local participating sponsors buying on radio under new rotating plan (see Twins' capsule, page 42).
Oakland	1,000,000	1,000,000	KTVU 2	KEEN 18	TV sponsorship TBA (rights acquired just this month). Radio sponsors TBA.
AL totals	\$10,825,000	\$10,575,000			

Rights figures are BROADCASTING estimates of net prices. When team packages its own games, the figure is after talent, production and line charges. Not included in table is NBC's payment for nationally televised

games which this year amount to \$18 million under four-year contract that started in 1972.
*Rangers figure for 1972 adjusted.

baseball audiences, according to NBC—a 33.6 rating and 49 share for the Wednesday, Oct. 18, game and a 33.5 rating and 50 share for the Thursday, Oct. 19, game. The weekend World Series day games are being tabbed at \$70,000 a minute, and advertisers who want a minute on the 1973 All-Star Game will be shelling out a record \$90,000.

For the first time, Monday-night baseball games will be a weekly feature of

NBC's schedule from May 21 through Sept. 3 (Except for July 23, the Monday before the next night's All-Star Game, a traditional open date for all major-league teams). The total of 15 Monday-night games is five more than NBC televised last year, and ten more than it televised two years ago. The price is up on the Monday games, to \$44,000 a minute in the second quarter and \$35,000 a minute in the third quarter. Week-end divisional play-off games are going

for \$35,000 a minute, with weekday play-offs at \$10,000 a minute.

A slight dip in over-all ratings of the weekly Saturday-afternoon games last year has prompted NBC to lower the per-minute price from \$20,000 to \$19,000. Twenty-six Saturday-afternoon games will be televised this year, the same number as last year.

Curt Gowdy, Tony Kukek and Jim Simpson will be returning to handle the play-by-play for NBC-TV. Missing will

NATIONAL LEAGUE-EAST

Team	1973 rights	1972 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Chicago	\$ 1,200,000	\$ 1,000,000	WGN-TV 14	WGN 20	Pabst Brewing (Kenyon & Eckhardt), Ford Motor (Kenyon & Eckhardt), both on TV. Oak Park Federal Savings & Loan (Connor-Sager); G. Heileman Brewing (Campbell-Mithun), Metropolitan Buick Dealers of Chicago (Post-Keyes-Gardner), Karoll's Men's Wear (Kalom/Cohen/Greenbaum), Union Oil (Burnett), Walgreen Drug (Scott & Scott), all on radio.
Montreal	800,000	600,000	CBC 60	CFCF (English) 6 CKAC (French) 21	TV sponsorship TBA. O'Keefe Breweries (Foster), Texaco (Ronalds/Reynolds), Bank of Montreal (Vickers & Benson), Voyageur Bus Lines (direct), Loto Quebec lottery (direct), Eaton's department stores (direct), all on radio.
New York	1,250,000	1,250,000	WOR-TV 6	WHN 25	Rheingold Breweries (Young Rubicam), Getty Oil (DKG), Manufacturers Hanover Trust (Young & Rubicam), General Cigar (Young & Rubicam), all on TV. Rheingold Breweries (Young & Rubicam), Household Finance (direct), Chrysler dealers (Young & Rubicam), Getty Oil (DKG), Mars candy (Bates), all on radio.
Philadelphia	1,600,000	1,500,000	WPHL-TV 3	WCAU 16	Schmidt's beer (Rosenfield, Sirowitz & Lawson), Arco (Needham, Harper & Steers), Girard Bank of Philadelphia (Altken/Kynett), Chrysler-Plymouth dealers (Young & Rubicam), Consolidated Cigar (direct), Ford Auto-Lite (Kenyon & Eckhardt), Schmidt's beer (Rosenfield, Sirowitz & Lawson), Arco (Needham, Harper & Steers), Chrysler-Plymouth dealers (Young & Rubicam), MAB Paints (Reimel), Four-States Builders home-improvement firm (Silver), all on radio.
Pittsburgh	1,000,000	450,000	KDKA-TV 3	KDKA 42	Arco (Needham, Harper & Steers), Pittsburgh Brewing (Ketchum, MacLeod & Grove) and local participating sponsors, all on TV. Arco (Needham, Harper & Steers), 1/6; Pittsburgh Brewing (Ketchum, MacLeod & Grove), 1/3; Pittsburgh Plate Glass (Thompson-Maitland), 1/6; Chrysler-Plymouth dealers (Young & Rubicam), 1/6, and Food Land stores (direct), 1/6, all on radio.
St. Louis	800,000	800,000	KSD-TV 20	KMOX 110-115	Anheuser-Busch (Gardner), First National Bank of St. Louis (Gardner), Sunoco DX brand (Gardner), all on TV. Anheuser-Busch (Gardner), Famous-Barr department store (direct), local participating sponsors, all on radio.

NATIONAL LEAGUE-WEST

Team	1973 rights	1972 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Atlanta	1,000,000	1,000,000	WTCG 26	WSB 55	Gulf Oil (Young & Rubicam), Pabst Brewing (Kenyon & Eckhardt), Coca-Cola (McCann-Erickson), Lever Bros. Lifebuoy (J. Walter Thompson), Consolidated Cigar (Compton), Bristol-Myers Vitalis (Young & Rubicam), Motorcraft division of Ford (Kenyon & Eckhardt), Trust Co. of Georgia (Tucker-Wayne), Delta Airlines (Burke, Dowling, Adams/BBDO), Quality Bakers of America Sunbeam bread (QBA), Cotton States Insurance (McRae & Bealer), all on TV. Coca-Cola (M-E), Delta Air Lines (BDA/BBDO), Cotton States Insurance (M&B), Anheuser-Busch (D'Arcy) Sterling beer (Burton-Sohlgan), General Finance Corp. (Post-Keyes-Gardner), Walton Clothes (Henry Sherry), SSS 20/20 eye lotion (Tucker-Wayne), Goody's headache powder (Tucker-Wayne), Atlanta Dodge Dealers (BBDO), Chevrolet (Campbell-Ewald), Gulf Oil (Y&R), all on radio.
Cincinnati	1,300,000	1,300,000	WLWT 10	WLW 80	Hudepohl Brewing (Stockton-West-Burkhart), 1/3; Tressler Oil (J. S. Freedman), Marathon Oil (Campbell-Ewald), all on TV; other TV sponsors TBA. Marathon Oil (Campbell-Ewald), Stroh's beer (Doyle, Dane, Bernbach), Conwood Corp. Red Fox tobacco (Tucker-Wayne), Frisch's Big Boy restaurants (Rollman), First National Bank of Cincinnati (Northlich/Stolley), Pepsi-Cola (Robert Acorn), all on radio.
Houston	1,000,000	1,000,000	KPRC-TV 16	KPRC 32	Chevrolet (Campbell-Ewald), Texaco (Benton & Bowles), Lone Star beer (Glenn), all on TV-radio.
Los Angeles	1,800,000	1,800,000	KTTV	KFI 10	Union Oil (Leo Burnett), 1/4; Farmer John meat products (Pacific West), 1/4; Olympia beer (Botsford Ketchum), 1/4, all on TV and radio.
San Diego	710,000	710,000	None yet	KOGO	Standard Oil of Calif. (BBDO), 1/6; Miller's beer (McCann-Erickson), 1/6; U.S. National Bank (Barnes-Chase) 1/6; Westgate Calif. Corp. for land development (Barnes-Chase) 1/6, all on radio.
San Francisco	1,100,000	1,100,000	KTVU(TV) 2	KSFO 14	Union Oil (Burnett), 1/4; on TV. Chevrolet (Campbell-Ewald), 1/3; Standard Oil of Calif (BBDO), 1/3; United Airlines (Burnett), 1/3, all on radio.
NL totals	\$13,560,000	\$12,510,000			
Maj. league totals	\$24,385,000	\$23,085,000			

be Sandy Koufax, onetime National League star, who had been doing color. He announced his resignation last Thursday (Feb. 22) and no successor was immediately named.

Major sponsors lined up so far by NBC-TV are Sears, Roebuck (J. Walter Thompson), Chrysler (BBDO), Gillette (Moorgate), Schlitz Beer (Leo Burnett), Miles Labs (Clifford Botway), J. B. Williams toiletries (Parkson), Morton-Norwich (Benton & Bowles), Warner-Lam-

bert (JWT), Kentucky Fried Chicken (Burnett), R. J. Reynolds (Dancer-Fitzgerald-Sample), Continental Insurance (Doyle Dane Bernbach), Midas (Wells, Rich, Greene), State Farm Insurance (Needham, Harper & Steers), General Cigar (Young & Rubicam), and Merrill Lynch (Ogilvy & Mather).

The expansion of baseball plans at Mutual Broadcasting System comes in the wake of the radio network's success last year with the Monday night pro football

games and the favorable response to its coverage of various college football games.

The package being sought with major-league baseball would cover 13 "Game of the Week" broadcasts beginning in July.

C. Edward Little, president of Mutual—and coincidentally a onetime minor-league catcher, said: "We are in the midst of negotiations with Tom Dawson [of the Baseball Commissioner's office] and expect to clear the "Game of the

Week."

Mr. Little added that Mutual, which holds radio broadcast rights to the National League divisional playoffs, is trying to add the rights to the American League divisional playoffs.

Following is a city-by-city rundown of the radio-TV plans of each major-league club. Pregame and postgame sponsors are listed in the team capsules; sponsors of the actual play-by-play broadcasts are shown in the league charts on pages 38 and 39.

American League-East

Baltimore Orioles

WBAL(AM) Baltimore will again originate radio coverage of the Orioles, feeding exhibitions and the full 162-game schedule to a regional network of upwards of 40 stations.

Radio and television rights are held by National Brewing Co., which is tantamount to being held by the Orioles since both are under the same ownership. Radio arrangements are handled through Sports Media Inc., 1515 Reisterstown Road, Baltimore.

Chuck Thompson and Bill O'Donnell will return to do the radio play-by-play.

WJZ-TV Baltimore, which has presented the Orioles on television since 1964, will telecast 54 games this season, with the possibility that the schedule will be expanded. No preseason TV is planned. Messrs. Thompson and O'Donnell are expected to be named to handle the television coverage.

Boston Red Sox

WHDH-AM-FM Boston, continuing into its third decade of covering the Red Sox, will broadcast all 162 regular-season games plus 17 preseason contests. The Red Sox network encompasses 50 or so stations in all the New England states.

Ned Martin will do the play-by-play



No summer vacations for them. Curt Gowdy (l) and Tony Kubek (r) will be back with an even heavier schedule of NBC-TV baseball. Along with Jim Simpson and a successor to departing Sandy Koufax, they will cover the ball parks this summer.

again with Dave Martin (no relation) on color.

A five-minute pregame show, *Warm-Up Time*, hosted by Dave Martin, will be sponsored by Hanlon's Shoes of Boston (Stern-Frank Advertising) and Household Finance Co. (Needham, Harper & Steers). The five-minute postgame *Sports Extra*, also hosted by Dave Martin, has one sponsor so far, Household Finance Corp.

For the second straight year, WBZ-TV Boston will televise three preseason and 62 regular-season Red Sox games. At least five other stations, in Maine, New Hampshire and Rhode Island, will be on a regional TV network.

Ken Coleman and Johnny Pesky will do the play-by-play.

No pregame show is planned this year,

but the postgame *Red Sox Wrap-Up* will be hosted by Mr. Coleman and Mr. Pesky, and Bob Wilson will handle a sponsors are set for these postgame shows yet.

Cleveland Indians

WWWE(AM) Cleveland is the new originating station for the Indians' radio games—the first year of a three-year contract. All regular-season games will be broadcast, with no decision yet on whether preseason contests will be aired. Approximately 20 stations in Ohio, West Virginia and Pennsylvania will be on a regional radio network. Former Cleveland pitcher Herb Score will be back as a play-by-play man, with Joe Tate as his new sidekick. Both men will be involved in a 10-minute pregame *Dugout Interviews* and a 10-minute postgame *Tenth Inning*. No sponsors have been firmed up yet, according to the station, which has just changed its call letters from WKYC.

WJW-TV Cleveland has a new one-year contract with the Indians to televise 33 games this season. No regional hookup is likely because, according to a team spokesman (the team itself is retaining the TV rights), "we encroach on the territory of other major-league teams when we move in almost any geographical direction. To the east-southeast we run into the Pittsburgh Pirates, to the southwest there's the Cincinnati Reds, and the Detroit Tigers blanket the area north-northwest of us." And in smaller markets that might be interested in carrying the Indians' games, the spokesman added, "the line-haul charges are often prohibitive."

The team has not signed its TV announcers yet.

Detroit Tigers

WJR(AM) Detroit starts its 21st year as the flagship station on the Detroit Tigers' network with plans to originate the 162-game regular-season slate and 14 presea-

New face in sales line-up: National Baseball Network

Don Stuart, former Yankee executive, establishes TV service to place sponsors in local, regional baseball; plans for 1974 call for expansion into radio as well as other sports

A National Baseball Network offering advertisers commercial time in local and regional TV coverage of major-league baseball games in all 19 U.S. major-league cities, was announced last week by Don Stuart, former broadcast affairs vice president of the New York Yankees, now head of Stuart Broadcasting Co., New York.

Mr. Stuart said his first sale was to the Consolidated Cigar Corp., on behalf of its El Producto brand, through Compton Advertising, New York. The order, he said, calls for a 30-second commercial in each game of 17 teams on their home stations and affiliated networks.

The teams omitted from the order were the Minnesota Twins and the San Diego Padres, which Mr. Stuart said had not completed their TV arrangements when the cigar order was cleared. He said he had since reached agreement with the Twins and WCCO-TV Minneapolis-St. Paul regarding future business and has made a deal with the Padres that is contingent on the club getting a TV outlet. In cities with more than one team, he is aligned with only one.

Mr. Stuart said other sales were pending and he would limit his total to four 30-second announcements "to avoid interference with local sales and spot-sales activity." He estimated that, including regional baseball networks, NBN's line-up would range between 160 and 185 stations. He said he expected to have a similar radio lineup for the 1974 baseball season and also anticipated expanding the

TV concept into other sports. The Latin-American division of his company, he said, fed radio coverage of last summer's major-league play-off games to a number of Latin-American stations.

He quoted Herb Amster, El Producto brand manager at Consolidated Cigar, as saying of NBN that: "to us [it] represents an unusual opportunity to gain higher ratings in the major markets and promotional tie-ins on a local basis with the participating teams. We know of no other live sports offering in the summer months which combines these two important considerations on such an efficient basis.

Mr. Stuart was with CBS-TV and with stations and rep firms before he left the Yankees last summer and opened Stuart Broadcasting. Its offices are at 155 East 55th Street, New York 10022, telephone (212) 371-0255.

son contests. This year's Tigers' network will include at least 38 stations. Ernie Harwell and Paul Carey will do the play-by-play.

Mr. Harwell will handle the 10-minute pregame *Tiger Beat* and Mr. Carey will do the 10-minute postgame *Scores and Highlights*. Both shows are half-sponsored by Household Finance (direct).

The Tigers are holding on to their own TV rights for the ninth straight year, leasing time on WJBK-TV Detroit. The station, which begins its 20th year of Tigers telecasts, will originate 40 regular-season games and one preseason game. The club hopes to get eight other stations on a regional TV network in Michigan, Ohio and Indiana.

George Kell and Larry Osterman are back as the play-by-play men. Mr. Kell will do the 15-minute pregame *Tiger Talk*, and Ray Lane will host the 10-minute postgame *Baseball Scoreboard*.

New York Yankees

WMCA(AM) New York is on the last year of a three-year contract with the Yankees. Ten preseason and all 162 regular-season Yankee games will be aired on regional hookup of approximately 30 stations.

Phil Rizzuto, Frank Messer and Bill White will again be the announcers.

No postgame show is contemplated by WMCA, but Mr. Messer will do a brief pregame program, as yet untitled.

On the television side, WPIX-TV enters into its 22d year as flagship station on the 10-station Yankee network. The three-man radio crew will also do the TV side.

A partial list of sponsors include Schaeffer Beer (BBDO), Getty Oil (DKG), Datsun (Parker), Motorcraft (Kenyon & Eckhardt), Consolidated Edison power company (Dancer-Fitzgerald-Sample), Avco financial services and loans (Bozell & Jacobs) and Royal Crown Cola (Joyce Advertising).

Two preseason and 78 regular-season games are to be telecast this season.

Milwaukee Brewers

WTMJ(AM) Milwaukee will continue as the Brewers' radio outlet, feeding eight exhibitions and the full regular-season schedule to a network of 40 stations in Wisconsin, Iowa, Illinois and Minnesota.

Merle Harmon returns for the radio play-by-play and will be joined by former major-league catcher Bob Uecker.

The Jos. Schlitz Brewing Co., through its broadcast division, packages the Brewers' games on radio-TV. Just appointed as assistant manager of the broadcast division and director of radio operations is Thomas J. Collins, who was with WEMP(AM) Milwaukee and last year did Brewers games on radio.

WTMJ-TV Milwaukee will be back on the TV side, feeding 30 telecasts (13 in prime time, 10 on Saturdays, four on Sundays and three on weekdays) to an 11-station regional network.

Mr. Collins and former Braves short-stop Johnny Logan (on color) will be the TV team.

American League-West

California Angels

KMPC(AM) Los Angeles is set for the 13th season to carry all 162 league games of the Angels, and to feed 19 other stations in Southern California, Arizona and Nevada. Eighteen preseason games will also be carried.

The sponsors for warmup and postgame segments are Langendorf Breads (A/Media), and California Blue Shield (Coleman). For the pre-game *Angel Hot Line*, a two-way telephone show, sponsor is Sears-Roebuck (Star Advertising). For the postgame news summary, sponsors are Midas Muffler (Wells, Rich, Greene) and the following on a participating basis: Roadway Inns of America (E. B. Lane); Fotomat film developing firm (direct), Arrowhead Puritas Water (Ayer, Jorgensen & MacDonald), and United Truck Driving School (direct).

Announcers for the play-by-play, as well as pregame and postgame shows are Dick Enberg, Don Drysdale and Dave Niehaus. Mr. Drysdale, former Los Angeles Dodger star, did color for the Texas Rangers last season.

KTLA(TV) Los Angeles will be going its 10th year of covering the Angels and has scheduled five preseason exhibitions and 25 road games during the regular season.

Messrs. Enberg and Drysdale will handle the TV play-by-play.

Chicago White Sox

WMAQ(AM) Chicago will originate nine preseason and the 162 regular-season

Chicago White Sox games this year.

Gene Osborn and Harry Caray will be the play-by-play announcers.

Jack's Men's Stores is sponsoring a pregame show and Chicken Unlimited, along with the Chicago Plastering Institute is picking up the tab for a postgame show.

WSNS(TV) Chicago, a UHF station, takes over this year on the TV side. It plans to telecast 130 White Sox games this season. The Sox retain the rights, buying the time from WSNS and then selling directly to the advertisers. At least six other TV stations will be a network covering Illinois, Indiana and Iowa. Actual coverage of the games, though, will be provided by the WGN-TV Chicago production team, under a separate contract with the White Sox. Bob Waller and Harry Caray will do TV play-by-play.

The pregame *On Deck* show, with host still to be announced, will be sponsored by Style Home Builders of Chicago (Rocklin, Irving Advertising). The postgame *Baseball Report* (no host yet) is to be sponsored by First Metropolitan Builders Inc. (Compad Advertising).

Kansas City Royals

For the fifth year, KMBZ(AM), and for the second year KBMA-TV both Kansas City, will carry the Kansas City Royals. KMBZ will broadcast the 162 regular-season schedule plus 14 preseason games that will be picked up by a regional network of some 50 radio stations in Missouri, Iowa, Nebraska, Kansas, Arkansas and Oklahoma.

Although sponsorship for the season is not yet set, pregame and postgame advertising has been bought by Milgrim's food



Goodbye, Burger, Hello, Hudepohl. The Hudepohl Brewing Co., Cincinnati, has picked up one-third sponsorship of the local Reds telecasts this season on WLWT(TV) Cincinnati and its regional network. Hudepohl, a long-time sponsor of Reds TV in previous seasons, assumes the major sponsorship relinquished by Burger Brewing Co., also Cincinnati. Details were completed Feb. 14 by Bert Schloemer, president of Stockton-Burkhart, agency for Hudepohl; Walter Bartlett (with baseball), senior vice president-television, Avco Broadcasting; Dick Wagner, assistant to executive vice president of the Reds; William Pohl, general manager-secretary of Hudepohl, and Tom Zins, executive assistant and general counsel for Hudepohl.

chain. Announcers for both the play-by-play and peripheral shows are Buddy Blattner and Dennie Mathews.

KBMA-TV will telecast 27 away games during the season and one spring-training exhibition. It will serve as originating station for 12 area TV stations.

Minnesota Twins

WCCO(AM) Minneapolis continues as the Twins' key radio outlet, feeding the full season schedule plus selected exhibition games to a seven-state regional network of about 45 stations that is again being set up by North Star Productions.

Ray Christensen and Herb Carneal will return as the play-by-play announcers.

A five-minute pregame interview show is planned with Twins Manager Frank Quilici and WCCO's Sid Hartman. Mr. Carneal will do a five-minute *Scoreboard Show* following each game.

WCCO this year has departed from the custom of selling baseball by innings or by portions of the game and related shows. Under a new sales-merchandising plan, WCCO has offered:

- All commercial time in 30-second units.

- The units rotate throughout pregame, play-by-play and postgame broadcasts, with each sponsor guaranteed that 75% of its units will be within the play-by-play and the other 25% in the adjacent programs.

- Sponsors buying a minimum of six units in every game are offered exclusive product-protection within the package. In addition, they participate in 10 promotional announcements per week for Twins baseball (in times other than baseball).

A change on the television side will have WCCO-TV taking over to handle a 30-game road schedule for a regional network of possibly 15 stations in the Dakotas, Minnesota, Wisconsin and north-

ern Iowa. All telecasts will be regular season games (16 at night, 10 on weekend afternoons and the other four on weekday afternoons).

Network sportscaster Ray Scott has been selected at the TV voice of the Twins. Working with him will be Ralph Jon Fritz, WCCO-TV's associate sports director. Jack Drees will substitute on the April 7 season opener when Mr. Scott is committed for the Masters Golf Tournament.

Rights holder for the Twins is Midwest Federal Savings and Loan Association, Minneapolis-St. Paul, which last summer supplanted its old agreement with a new seven-year pact that will give the ball club \$100,000 more in 1973 (to \$950,000) and provide for yearly increases to 1979, when the rights figure should be \$1,125,000 (BROADCASTING, July 10, 1972).

Oakland Athletics

All 162 regular and 29 preseason games of the 1972 world champions will be carried for the second year by KEEN(AM) San Jose, Calif. The games will be fed to a regional network of 18 radio stations by KEEN, which as of late last week had not yet finalized its sponsors.

Monte Moore and Jim Woods are the announcers for the play-by-play as well as pregame and postgame segments.

In television, KTVU(TV) San Francisco-Oakland will be carrying 20 away games during the regular season plus two preseason exhibitions. This is in addition to KTVU's carriage of the San Francisco Giants (BROADCASTING, Feb. 12). The TV rights went to the Cox Broadcasting Corp. station in a transaction announced earlier this month, for an estimated \$300,000. No TV sponsors for the Oakland games have yet been signed. KTVU is feeding the games to KTXL(TV) Sacramento, Calif.

Texas Rangers

After tough sledding with its radio-TV during its first year in Arlington, Tex., the Rangers are showing some broadcast gains. But the next four weeks will tell whether the comeback is enough.

Arlington Park Corp., which is understood to have made a 10-year advance to owner Robert Short for broadcast rights before the 1972 season, revised its selling tactics in midwinter. Last season, the radio-TV was handled by a subsidiary of Tracy-Locke Inc., Dallas agency. This year the selling and packaging is being done by Arlington Park Corp., which in mid-January named Roy Parks, formerly of WRR(AM) Dallas, to handle Rangers broadcasting.

KRLD(AM) Dallas will originate radio coverage of the full Rangers schedule for a regional network of 10 stations.

KDFW(TV) Dallas will originate telecasts of an unspecified number of games to be carried on a two-station network.

Play-by-play announcers for radio-TV again will be Bill Mercer and Dick Risenhoover. Terry Stenbridge will join them on telecasts.

National League-East

Chicago Cubs

For the 16th consecutive year, WGN(AM) Chicago will be the key station for a Cubs regional radio network of approximately 20 stations in Illinois, Indiana, Iowa and Kentucky.

Vince Lloyd will do the play-by-play again this year, with Hall-of-Famer Lou Boudreau as color man.

The pregame *Manager's Corner*, with Mr. Boudreau and Whitey Lockman, Cubs manager, will be partially sponsored by the Steinberg-Baum Discount House (Art House of Chicago).

The other pregame show, *Lead-Off Man*, a 10-minute program featuring Mr. Boudreau, is half-sold so far, to Seno & Sons, a Chicago outfit dealing in men's formal wear (Bud Solk & Associates).

The postgame *Scoreboard* show, hosted by Mr. Lloyd, will be sponsored by Cotter and Co., hardware and warehousing (Home Products Marketing Associates) and by Chicken Unlimited, the retail chain (Dickens Advertising).

All 162 regular-season games, plus 10 exhibitions, will be carried.

A total of 148 Cubs games (including all of the team's home games) will go out over WGN-TV Chicago this season.

At least 14 other stations, in Illinois, Wisconsin, Iowa and Indiana, will be on a regional TV network.

Jack Brickhouse and Jim West will do the play-by-play, with Mr. West hosting the pregame show *Lead-Off Man* and Mr. Brickhouse presiding over *The Tenth Inning*, the postgame show. No sponsors have yet been announced for these shows.

Montreal Expos

CFCF(AM) Montreal will again originate the Expos' games for a six-station English-language radio network and CKAC-



First on board. Metropolitan Chicagoland Chevrolet Dealers Association was at the head of the line when WSNS(TV) Chicago took over to originate White Sox coverage. At the session refining details for the 135-telecast schedule were (l-r, seated): play-by-play announcer Harry Caray, MCCDA President James Jennings; White Sox owner John W. Allyn; Leo Breen, vice president and business manager of the baseball club, and (standing, l-r) members of the association's advertising committee—Ken Spradlin, Shelly Shaperio, Jim McInerney, Mike Lattot, Jim Mancerso and Ed McKeown.

(AM) Montreal will be the key network for a 21-station French-language network. A total of 150 Expos games will be broadcast.

Dave Van Horne and Russ Taylor will do the announcing in English, and Jacques Doucet and Claude Raymond, a former Expos pitcher, will do the honors en Francais. No pregame or postgame shows are planned.

The Canadian Broadcasting Corp. will telecast 22 regular-season games to a 15-station French-language network, and 18 of those games to a 45-station English-language hookup. In addition, special satellite feeds will make the games available for the first time to stations in the far North, including the Yukon.

Announcers for the English side will be Dave Van Horne (play-by-play) and former Dodgers star Duke Snider (on color). For the French-language network, Guy Ferron will do the play-by-play and Jean-Pierre Roy the color.

New York Mets

WHN(AM) New York will be going into the second year of its three-year contract with the Mets and plans to broadcast 15 preseason and 162 regular-season games. A 25-station regional network has been set up in New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Rhode Island, Maine and Florida.

Lindsay Nelson, Bob Murphy and Ralph Kiner will return to handle the radio and TV announcing.

A pregame show, *Mets' Close-Up*, will be hosted by Mr. Nelson. A postgame show, *Mets' Scoreboard*, will be conducted by Bill Mazer and Al Albert. Rotating sponsors, pregame and postgame, are Aamco transmission dealers (Simons, Michelson), Rheem (direct), McDonald's (Elkman Advertising), Firestone Dealers (direct), Piedmont Airlines (Liller, Neal & Battles), Knapp shoes (Ingalls Associates), He-Man shops (Leo Baron) and Silvercup bread (Leo Baron).

WOR-TV has been televising Mets' games for the 11 years the team has been in the league. This year's schedule encompasses four preseason and 116 regular-season games, with five other stations on a regional network.

No pregame show is planned, and the postgame *Kiner's Korner*, a 15-minute show after all home games, has no sponsors committed yet.

Philadelphia Phillies

WCAU(AM) Philadelphia has signed a new three-year contract with the Phillies and will broadcast 16 preseason and all 162 regular-season games in 1973. A 16-station regional network has been set up in New Jersey, Delaware and other parts of Pennsylvania.

Last year's announcing team of Byram Saam, Harry Kalas and Rich Ashburn has been retained.

The pregame *Danny Ozark Show* with the Phils manager and the postgame *Star of the Game* will both be partially sponsored by the Household Finance Co. (Needham, Harper & Steers).

WPHL-TV Philadelphia, a UHF station, is on the third year of a five-year contract with the Phillies. The station will televise two preseason and 68 regular-season games, with three other Pennsylvania TV stations picking up the coverage.

The three radio announcers will double on the TV side.

The pregame *Rich Ashburn Show* will be sponsored by PSFS, a savings-fund society (N. W. Ayer), and a postgame wrap-up with Sid Doherty will be sponsored by Household Finance Co. (Needham, Harper & Steers) and by Giles and Ransome, equipment manufacturers.

Pittsburgh Pirates

KDKA(AM) Pittsburgh will be going into the third year of its present contract and will feed the full schedule of 162 games to approximately 42 stations in Ohio, West Virginia, Pennsylvania, Maryland and Florida (Bradenton, site of the Pirates' spring training).

Bob Prince and Nellie King will be back to do the radio play-by-play for the NL's Eastern Division champions. They will also handle the television side.

Group W's other station in Pittsburgh, KDKA-TV, will continue originating TV coverage that will be relayed to at least three regional affiliates. A total of 38 regular-season games (19 homes, 19 away) will be offered commencing April 14.

Broadcast rights are shared equally by Arco, Pittsburgh Brewing Co. and the Group W stations.

St. Louis Cardinals

KMOX(AM) St. Louis, which will originate radio coverage of the entire schedule of the 1973 Cardinals, so far has lined up more than 110-115 regional affiliates in the Midwest and South.

Behind the mike again will be KMOX Sports Director Jack Buck to do play-by-play and Mike Shannon to provide color. In addition, Harry Walker, Cardinals' hitting instructor and former star of the team, will provide color commentary for 30 of the games.

Two pregame and two postgame shows are planned with the sponsorship list still to be completed.

On the television side, KSD-TV St. Louis will be back for its 12th year of Cards baseball. A peak number of 30 road games, beginning with an exhibition with the Kansas City Royals in St. Petersburg, Fla., March 31, will be fed to a network of 20 stations in 10 states.

If any stations have qualms about the increasing lengths of baseball games, KSD-TV is not among them: The station plans to do both ends of a July 29 doubleheader with the Cubs in Chicago.

Play-by-play will be handled by KSD-TV Sports Director Jay Randolph, his first time in that assignment. Color man will be Mr. Shannon, the onetime Cardinal third baseman.

Mr. Randolph will also be host of a pregame *Dugout* show and a *Scoreboard* program after the games. KSD-TV sportscaster Ron Jacober will handle a second pregame show. Sponsorship list as of last week had not been completed.

National League-West

Atlanta Braves

Atlanta was a relative latecomer in acquiring franchises for the four major professional sports, but a look at the robust plans for the 1973 Braves makes one wonder why.

WSB(AM) Atlanta will be going into its eighth year of originating Braves coverage with 10 preseason games and the 162 regular-season schedule. There will be approximately 55 affiliates on the Braves regional radio network.

Milo Hamilton and Ernie Johnson will return to do the play-by-play on radio as well as on TV.

In the past, the Braves have retained all broadcast rights, handling all media details including sales to advertisers. This year, however, the baseball club has assigned television rights to WTCG(TV), independent UHF in Atlanta, a move that will permit expansion from 20 TV games last season to 50 games this season, many in prime time. The flexibility of the ch. 17 station in being able to handle the bigger schedule without network commitments was a major factor in the decision to switch to WTCG, according to Jack Carlin, director of broadcast operations for the Braves.

As of last week, there are to be 26 stations in the Braves regional TV network, reaching up to Charlotte, N.C., and down to Miami.

One change is upcoming in the Braves' broadcast operation: Mr. Carlin, with the club since 1966, moves to the Houston Astros next month as director of radio-TV.

Cincinnati Reds

WLW(AM) Cincinnati will be the originating station again for the Reds games, which will go out over an 80-station network in Ohio, Indiana, Kentucky, Virginia, West Virginia and Tennessee. Twenty preseason games will be aired, along with all 162 regular-season games.

Al Michaels and Joe Nuxhall will do the play-by-play.

Two 10-minute pregame shows are scheduled: *The Main Spark*, with Mr. Michaels and Sparky Anderson, the manager of the Reds, and *Turf Side*, hosted by Mr. Nuxhall. There are also two 10-minute postgame shows on tap: *Star of the Game*, with Mr. Nuxhall, and *Scores and Comments*, with Mr. Michaels. These four shows will be sponsored by Uniroyal's Ked's Shoes (direct), B. F. Goodrich tires (E. C. Bartlett), Chrysler-Plymouth Dealers (Young & Rubicam), Miami Margerine Co. (Ralph Jones), Cincinnati Milk Sales Association (Midland), Blue Cross/Blue Shield of Southwest Ohio (Oppenheim/Herminghausen/Clarke), Riverside Ford (E&L Advertising), Ohio National Life Insurance (Northlich/Stolley), Burkhardt's men's clothing stores of Cincinnati (J. S. Freedman), Fas-Foto photography developers (Northlich/Stolley), *The Cincinnati Enquirer*, (Stockton/West/Burkhart).

WLWT(TV) Cincinnati will televise 35

WCCO RADIO OUTSCORES TV 15-1.

When it comes to ranking broadcast media, you'll find a different kind of ball game in the Minneapolis-St. Paul market. Because WCCO Radio outscored all four television stations in an analysis of comparable data from all ARB Reports for 1972. WCCO Radio wins by a one-sided margin—taking 15 out of 16 points of average quarter-hour (AQH) audience comparison. This marks the fifth year in a row that WCCO Radio has been victorious. No wonder this unique bigger-than-TV story is getting to be a legend.

Here are a few high spots from the 1972 ARB box scores:*

Persons 12+ AQH 6 am-Midnight, M-S	
WCCO RADIO	112,750
Best TV Station	106,200

Adults 18+ AQH 6 am-6 pm, M-F	
WCCO RADIO	146,850
Top 2 TV Stations combined	129,400

Men 18+ AQH Prime Time, M-F	
WCCO RADIO (6-10 am)	96,900
Best TV Station (6:30-10:30 pm)	93,800

The full story—with the scores for all stations on all 16 points—is now available from your WCCO Radio or CBS Radio Spot Sales representative. It's must reading for any advertiser seeking winning results in the Minneapolis-St. Paul market.

FOR MAJOR LEAGUE ACTION . . .

Another winning tradition on WCCO Radio is Minnesota Twins Baseball. Again in 1973, it's the exclusive play-by-play coverage of the full American League season. New this year is the WCCO Radio sponsorship plan that combines outstanding media values (59¢ CPM) and the flexibility of spot scheduling with the excitement of big league sports. The season opens April 6. Let's play ball!



*Sources: ARB estimates. WCCO Radio - average of April-May and October-November, 1972. TV - average of January, February-March, May, October and November, 1972. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

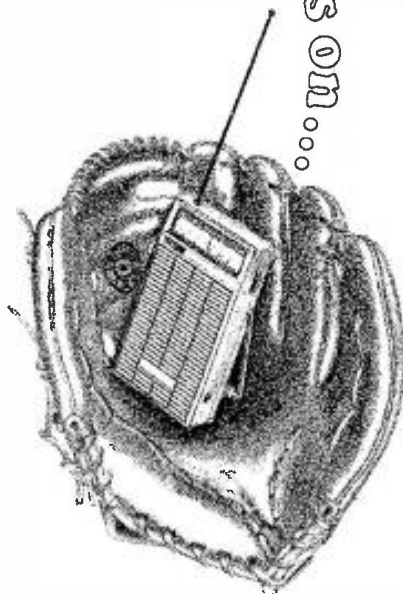


WCCO RADIO
MINNEAPOLIS/ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

S.F. GIANTS BASEBALL FANS

Catch the Games on...



Beeline Radio®

in California's Central Valleys
and Western Nevada

KFBK — Sacramento
KMJ — Fresno
KBEE — Modesto
KOH — Reno

for the 16th consecutive year are
broadcasting all home and road
games of the San Francisco Giants.
Place your radio advertising on the
stations with the huge listener bonus
... Giants baseball fans.



**McCLATCHY
BROADCASTING**

Represented Nationally by Katz Radio

Reds games (five at home, 30 on the road) as the linchpin of a 10-station network covering Ohio, Indiana and Kentucky. A new announcing team hasn't been selected yet. (Last year's play-by-play men were Waite Hoyt, who has retired, and Tom Hedrick).

The only TV supplement to the Reds games is a 10-minute pregame show on the weekends called *Dugout*. No sponsors have been lined up yet.

Houston Astros

KPRC-AM-TV Houston will go into its second year of originating coverage of the Astros. KPRC will broadcast 31 pre-season games, the full 162-game regular schedule and one in-season exhibition, feeding to a radio network of 36 stations (up from 32 last season).

Gene Elston and Loel Passe will again be the Astros broadcast team with Bill Enis joining them when games are also on TV.

KPRC-TV has scheduled 20 games and will feed them to 24 stations (up from 16 in 1972).

The Astros, which packages and sells its own broadcast coverage, said that pregame and postgame shows are planned with Coca-Cola (McCann-Erickson) definitely set as sponsor.

Los Angeles Dodgers

KFI(AM) Los Angeles will carry the 162 regular-season games of the Dodgers, plus 27 preseason games.

KFI will feed the games, including the pre-and postgame segments to a 10-station hookup.

Announcers for the radio play-by-play and pregame and postgame shows will be Vince Scully and Jerry Doggett.

Pregame and postgame sponsors are Pepsi-Cola (Brown, Clark, Elkus & Moses) and Knudsen Dairy (Grey Advertising).

On TV, the Dodgers will be carried for the 15th year by KTTV(TV) Los Angeles. Pregame and postgame sponsors are the same as for radio, as are the announcers.

For the Spanish-language market, one of the major ethnic groups in the city, the Dodgers are to be carried on KWKW(AM) Los Angeles, with Jaime Jarrin doing the play-by-play as well as the pregame and postgame segments.

San Diego Padres

All 162 regular-season games of the Padres plus 17 preseason exhibitions will be carried, as they have for the past five years, by KOGO(AM) San Diego.

This year, for the first time, no arrangements have been concluded with any TV station because of the fluid ABC-affiliation situation in San Diego at this time. KCST(TV) on ch. 39, which carried the Padres for the last three years, is actively seeking the ABC affiliation and, according to Padres sources, is unwilling to commit itself to the baseball season until

it knows what its network situation is going to be. ABC for years has been affiliated with XETV(TV) Tijuana, Mexico, but late last year the FCC refused to approve an extension of this arrangement (BROADCASTING, Feb. 12).

Jerry Coleman and Bob Chandler are signed to do the play-by-play and pregame and postgame shows.

Pregame and postgame sponsors are Pepsi-Cola bottlers (Presidio Advertising), and Foodmaker drive-through restaurants (Doyle Dane Bernbach).

San Francisco Giants

KSFO(AM) San Francisco for the 16th year will broadcast the 162 regular-season games of the Giants not only to its audience in the Bay Area, but also to 13 other stations in a regional network covering Northern California and, in the case of one station, Nevada. It will also be the 16th year for the four McClatchy stations in the regional network — KFBK(AM) Sacramento, KMJ(AM) Fresno, KBEE(AM) Modesto, all California, and KOH(AM) Reno.

In addition, KSFO is broadcasting 11 spring-training games.

Announcers for play-by-play as well as pregame and postgame shows are Lon Simmons and Bill Thompson. Pregame and postgame sponsors are Home Savings Bank (Galaxy Advertising) and Langerdorf Bread (A/Media).

In television, 20 away games—and two preseason games—will be carried by KTVU(TV) Oakland-San Francisco, which also will be feeding the play-by-play to KTXL(TV) Sacramento, with announcing to be done by Mr. Simmons and Gary Park.

(The preceding special report was compiled principally by Frederick M. Fitzgerald, senior editor (Washington), with assistance from Earl B. Abrams, senior editor (Hollywood), and John M. Dempsey, assistant editor (New York).)



Telling it to Sweeney. Not all the major baseball-contract signings involved the majors. Adolph Coors Co. has bought full sponsorship of the Denver Bears' 136 games on KOA(AM) Denver. On hand for the occasion (l-r): Bob Martin, KOA sports director; Ed Sweeney, president of Fox, Sweeney & True, agency for the brewing company, and Mick Schafbuch, vice president-general manager of KOA-AM-FM.

Blanton (Tenn.), who ran unsuccessfully for a Senate seat last year. Democrats remaining on the Investigations unit are Chairman Harley O. Staggers (W. Va.), who is also chairman of the full committee, and J. J. Pickle (Tex.).

Samuel Devine (R-Ohio), ranking minority member of the parent committee, has also become ranking Republican on the Investigations unit, replacing William Springer (Ill.), who retired. Also on the Republican side, Norman Lent (N.Y.) has filled the vacancy created by the switch of Richard Shoup (Mont.) to the Transportation and Aeronautics Subcommittee. The ratio of Democrats to Republicans is the same as it was in the 92d Congress.

AM thaw: Underserved areas get top priority

**FCC turns to softer hand in ending
three-and-a-half-year-old freeze;
FM to get equal treatment
in assessing area situations**

Some four years and seven months after the FCC imposed a freeze on new AM applications as part of an effort to bring the still lusty medium's growth under control, the commission last week lifted the freeze and announced the rules designed, it hopes, to channel the future growth of AM service into areas where it is needed ("Closed Circuit," Feb. 12).

The rules, which apply to changes in existing stations as well as the assignment of new stations, and which become effective April 10, are less stringent than those proposed in the notice of rulemaking issued on Sept. 13, 1969, but are tighter than those in force before the freeze was imposed in July 1968.

And, as proposed, the rules provide for treating AM and FM alike in determining whether an area is being served. The commission said it is giving a "major role to FM in future endeavors to improve over-all public service."

The rules will prohibit the filing of applications for either daytime or full-time service that do not provide for a first service to at least 25% of the proposed coverage area or 25% of the population within the area.

However, an alternative standard is also provided. Applicants may file if they propose to supplement existing "inadequate" service—where, that is, 20% or more of the area or population of the community receives less than two interference-free aural services. These services, in turn, would be of the grade normally required of a station assigned to the community—at least a 5 mv/m signal from an AM station or a 70 dbu (3.16 mv/m) from an FM station.

The rules not only require that con-

sideration be given to FM as well as to AM stations in determining whether a new AM application may be filed, they bar the acceptance of an AM application to serve an area where service has been shown to be inadequate if an FM channel is available for assignment.

However, the rules also are tailored to assure that service will be comparatively local. Stations located more than 50 miles from a community will not be considered in determining whether service is being provided. The commission noted that this will exclude service by powerful stations with extensive coverage areas that could not be expected to provide significant amounts of programming to each of the many separate communities they reach.

The commission also said an existing station will have relatively little difficulty in obtaining authorizations for increased power in order to improve service that is now inadequate—if the 5 mv/m contour includes less than 80% of the coverage areas—and provided the proposed service would not cause interference to other stations. However, the rules would permit an unlimited-time station to increase its power only during that part of the day for which a showing of inadequate coverage has been made.

Present rules forbidding prohibitive overlap and controlling the level of nighttime interference will continue unchanged.

And applicants for new AM facilities in Alaska will not be required to make the new showings of the extent of existing AM and FM service, and the availability of FM channels; the present assignment policies will remain in effect there. The policies will also be extended to applications for AM facilities in Puerto Rico, the Virgin Islands, Hawaii and Guam.

The freeze now ended and the rule-making now concluded mark the second time in less than a decade the commission has attempted such a radical solution of its AM growth problem. The commission on May 15, 1962, imposed an AM freeze that was not lifted until July 13, 1964, when new AM allocation rules were adopted (BROADCASTING, July 6, 1964).

Those rules were thought to be hard-nosed, certain to slow drastically the growth of AM except in underserved markets and to spur the development of FM. But AM applicants and their engineers proved more ingenious than the commission had expected, and the flow of applications received and processed never slowed.

The commission last week acknowledged the failure. It said the rules failed both to reduce the number of applicants for served areas and to stimulate applications for a first service in communities of significant size. The commission also noted that most applications were for daytime-only stations, which did nothing for nighttime service.

The commission in its order last week said it had considered a "fine-grained" approach to the allocations problem—one in which it would take into detailed account the total distribution of aural broadcast services in the entire country, and write rules aimed at remedying deficiencies on virtually a case-by-case basis.

But the commission said it abandoned

that approach because of the complexities of the problems it would present the agency, licensees and applicants and because there was no certainty it would achieve the desired goals.

Instead, the commission said, it settled on "comparatively simple rules" to achieve its aims—limiting AM growth and alterations in existing stations to areas "where improvements are clearly needed, and cannot readily be achieved by alternative means."

The lifting of the freeze is expected to signal the filing of a large number of applications for AM facilities; communications attorneys say the number of would-be applicants for new facilities has been growing steadily over the past four years.

The commission, which imposed the freeze in part because it lacked the staff to handle the continuing flow of applications, said it is placing no restrictions on the number of AM applications that may be filed. However, it said that if the number becomes "administratively burdensome," it may impose control measures—probably involving periodic "open" and "closed" seasons for filing. The "closed" seasons—or minifreezes—during which applications would not be accepted would probably not run longer than 90 days, the commission said, and advance notice would be given.

The commission lifted the freeze and adopted the new rules on a 5-to-1 vote, with Commissioner Nicholas Johnson the lone dissenter. Commissioner Robert E. Lee was absent.

Covenant adds AM to its growing roster

**Broad Street subsidiary, recent buyer
of WDSU-AM-FM, will buy KOK
in Oklahoma City for over \$3 million**

Covenant Broadcasting Corp., New Haven, Conn., said last week that it has reached an agreement to purchase KOK (AM) Oklahoma City from a group which includes film star Jimmy Stewart for a sum "in excess" of \$3 million.

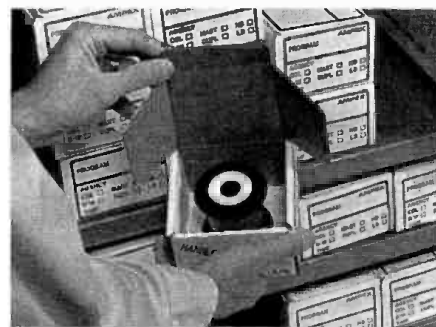
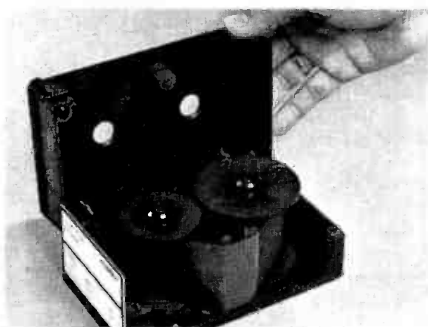
KOK, an MOR facility and the dominant station in the Oklahoma City market, would be purchased, subject to FCC approval, from Krok Radio Inc., which is headed by William B. Schueler. Mr. Schueler will remain at the station as vice president of Covenant Broadcasting of Oklahoma, a new subsidiary formed to operate KOK. Station Manager C. Hewel Jones will also be retained in his present capacity under the new ownership, Covenant said.

Covenant is a subsidiary of Broad Street Communications Corp., a New Haven-based diversified communications firm. It is also the licensee of WELI (AM) New Haven and recently acquired from Royal Street Corp. WDSU-AM-FM (now WGSO [AM]-WQTE [FM]) New Orleans. The parent company also owns three cable-TV systems in Pennsylvania, New Jersey and Michigan, as well as a New York-based media-consulting firm. Richard L. Geismar is chairman of Broad Street; Fred Walker is president.

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The ACR-25 cassette recorder/reproducer is the ultimate in quality recording—and much more. It's the most versatile production tool yet made—and much more. It's the quickest, most flexible, no-hands automatic spot and short-segment program player, hands down. It will have as much impact on TV broadcasting as the first commercial video tape recorder, our VR-1000—and the first high-band VTR, our VR-2000.



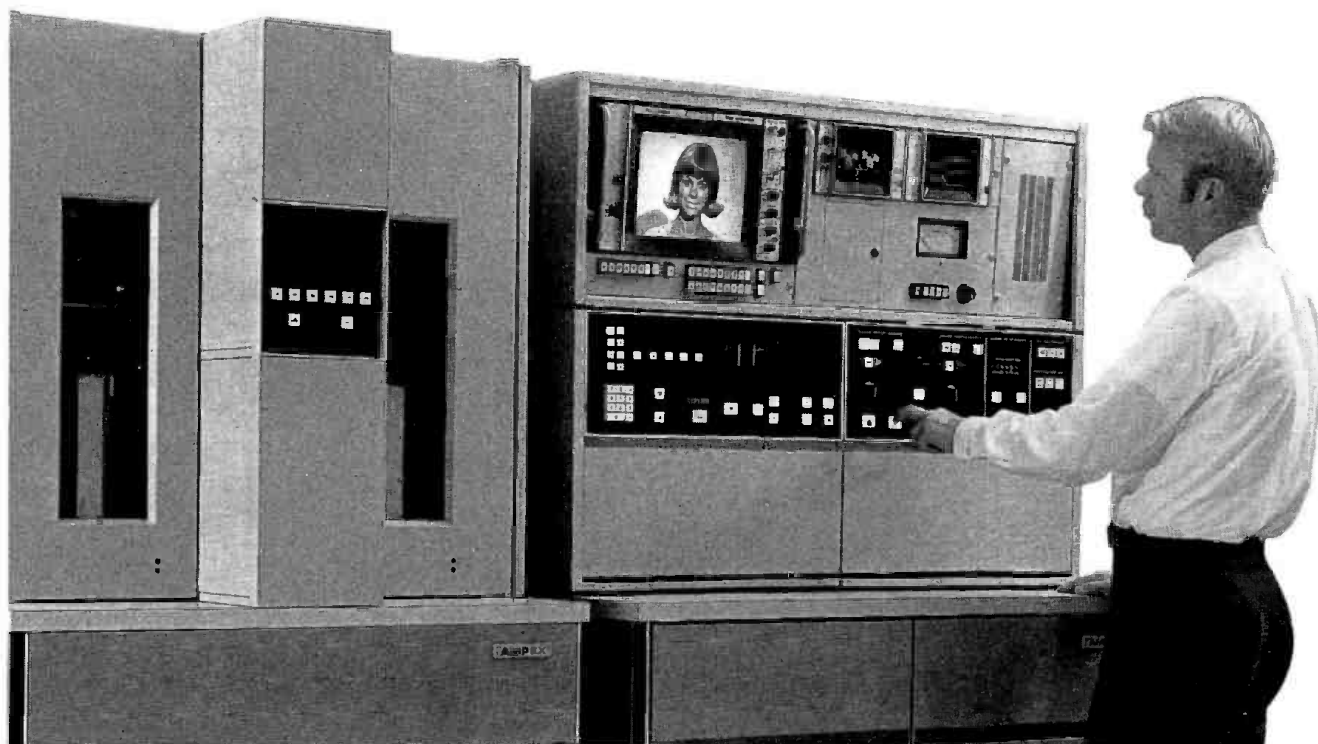
The ACR-25 is much more than a spot player

Certainly the ACR-25 solves the problems of multiple spotting. But it does it quicker and with more flexibility, selectability and automation than any other unit made. It provides continuous play of :30's, ID's and hitchhikers—with no black air. It doesn't just do things better. It does things no other machine can do—and never will be able to without basic design changes.



The ACR-25 is a production tool unmatched anywhere

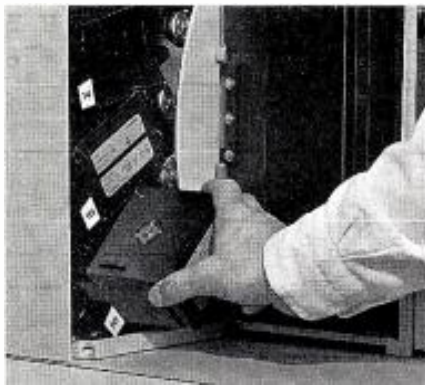
It does more than solve today's problems, it will meet new requirements years in the future. But paramount is the challenge its capabilities present to imaginative producers. They'll be able to create things quicker, simpler and better than ever before—or perhaps things they have never been able to do before. Here's why:



The ACR-25 cassette

The rugged cassette is high impact, molded plastic to take care of all the rough handling you can give it. It's absolutely unique. The following features are exclusive... no cartridge or other cassette has them:

There are no bearings in the cassette itself. Why subject them to accidental misalignment or damage? Precision bearings are in the ACR-25 where they belong.



The cassette holds and protects the tape, that's all. Once in the transport, it has no function. The machine's bearings support the spools and the tape is lifted away from the cassette with gentle vacuum columns.

A cassette can be reloaded by the operator in seconds. It opens with three thumb-twist screws and closes just as easily.

Spools lift out to be stored or shipped in small, spool-size boxes... not heavy cartridges. This relieves storage space, cuts shipping costs and eliminates expensive cartridge inventory, a substantial saving in both investment and operating costs.

Each cassette can hold up to 6 minutes of tape at 15 ips. In the interest of interchangeability, the standard spool holds 3 minutes of tape plus sufficient leader for threading up a reel-to-reel VTR.

The carrousel—random access or sequential

The ACR-25, and only the ACR-25, offers fast, shuffle-free random-access. Load and program the machine for sequential play if you like, but you also have the option of true random-access programming. Saturation spot schedules, schedule changes, and make-goods are all accomplished by simply punching up a new program. No duplicate cassettes or manual reloading of the carrousel are necessary.

For removal, any cassette can be reached, right side up with the label in reading position in one second!

The transports

There are two of them, so one segment can follow another immediately, with no black air.

A minute spot finished on one transport can be stopped, rewound, unthreaded, returned to the carrousel and the next spot loaded, threaded and cued in less time than it takes to play a :10 ID on the other transport. A full six minute cassette takes only 20 seconds!

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Although manual and semi-automatic control are available at any time, automatic control is standard on every ACR-25. It may even be directly controlled by an external computer with the proper interface, but the standard ACR-25 programmer is always there to back it up.

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Think how simple that could make what is now a five VTR station break! Or an hour newscast, complete with your on-the-scene production, network dubs, sports, weather, multiple spots and cuts to the anchorman.

The ACR-25 as a recorder

Translate all the above broadcast features into recording capabilities—from multiple sources—and you can see what a versatile production tool the ACR-25 can be; for example, you can dub both A and B rolls, plus cassette or cartridge audio, onto an ACR-25 cassette, pre-set it with a button for any spot in the programming and play it—all without taking the cassette out of the machine! The possibilities for the inventive producer are almost limitless!

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Pastore pushes FCC to move against 'indecent' programs

At oversight hearing, senator urges commission to locate a test case and determine its authority in this area

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, has given the FCC added impetus to find a test case for determining its authority to regulate "indecent" television or radio programming.

The senator used two oversight hearings of his subcommittee last week to rail—as he has in the past—against the transmission of "dirty movies" or off-color radio programs into homes. He found himself supported by two Republican colleagues, Senators Howard Baker (R-Tenn.) and Marlow Cook (R-Ky.). But in view of the obvious censorship implications involved in dealing with the problem, none of the senators was prepared to urge a specific course of action, although Senator Cook said that the answer might be in "a tougher commission."

Senator Pastore's suggestion to the FCC, during the hearing on Thursday (Feb. 22), was to find "a test case" that

could clarify the commission's authority in the area. "Unless you put your foot down and have a test case, we'll never know," he said. He suggested denying a license as a way of testing the commission's authority.

The commission, under Chairman Dean Burch's leadership, has been looking for a test case for several years. It thought it had one in May 1970, when it fined WUHY-FM Philadelphia \$100 for airing "indecent" language. But the non-commercial station decided to pay the fine instead of carrying the fight to the courts.

The commission staff, as part of its ongoing search for the case that agency attorneys and the Justice Department might prosecute ("Closed Circuit," Feb. 5), has in the past several weeks taped some half-dozen broadcast programs, at least one of them a television show, in different parts of the country, and most of them sex-talk shows. The tapes were made by the Field Engineering Bureau and forwarded to Washington, where staffers are reviewing for them for possible violations of law.

The complexity of the problem involved was indicated in the differing reactions Senator Pastore drew from the Republican officials whose activities were being reviewed in the hearings—Clay T. Whitehead, director of the Office of Telecommunications Policy, and Chairman Burch.

Mr. Whitehead, who generally speaks

for a hands-off policy where government regulation of programing—broadcast or otherwise—is concerned, put himself on the side of Senator Pastore and President Nixon. (Senator Pastore said the President had told him of his concern about pornography in television, movies and literature.)

Not only did he oppose the transmission of programing that is "extremely violent" or obscene or that is "damaging to the development and moral character of children," he said he thought it "perfectly appropriate" for Congress and the commission to "adopt measures to be sure that the privacy of the home is not invaded in that way."

But Chairman Burch, who has himself frequently expressed concern about the kinds of material that troubles Senator Pastore, was not sure how that kind of concern can be implemented. He said he would rather risk exposing his children to an "occasional dirty movie" than have "seven people downtown deciding what people should see. I certainly don't want to pass on what people see."

Senator Pastore's concern, this time, was triggered by receipt of a copy of a letter Pottsville (Pa.) Trans Video sent to its subscribers promoting movies to be seen on a pay-cable channel—some of them, like "Klute," "Dirty Harry," and "Sunday, Bloody Sunday," described as "adult" fare. And his concern was compounded by a newspaper account of a so-called topless radio program—Bill Ballance's *Feminine Forum* on KGBS Los Angeles. "This is awful," Senator Pastore said, on scanning the article.

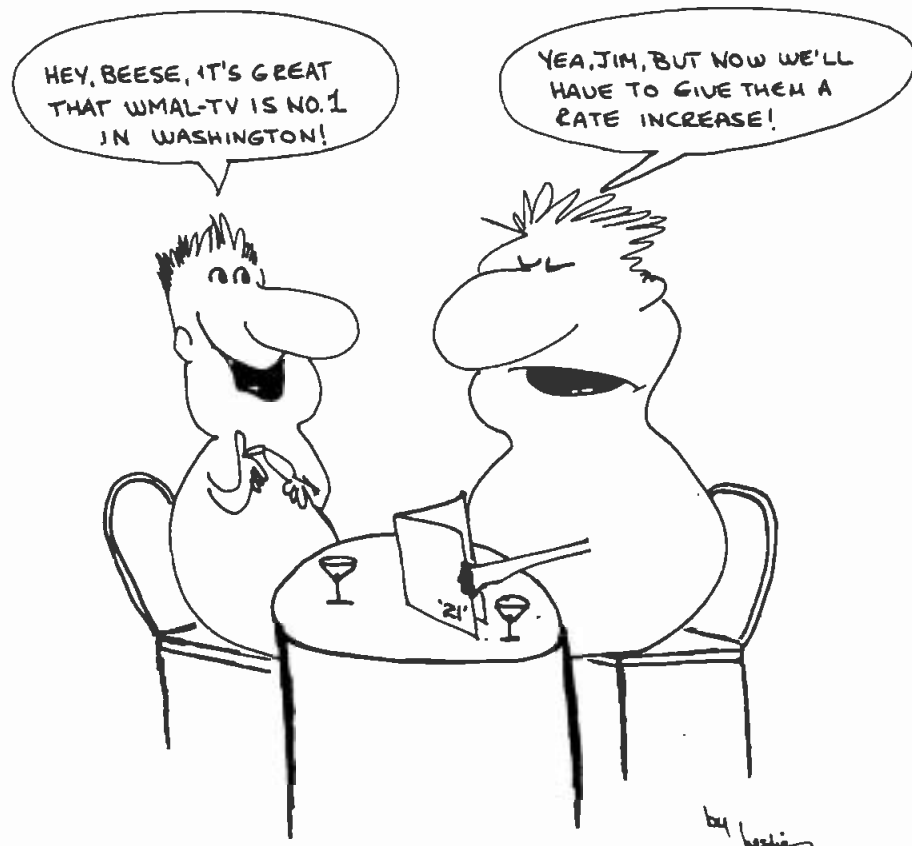
"Why are we giving licenses to promote panderers?" he said, in referring to the radio program. "I'm not going to be a party to giving license to anyone showing these 'dirty pictures,'" he added.

BBC reserves time for late-night access

Subject to rules against obscenity, partisanship and libel, groups that feel ignored may talk at will.

The British Broadcasting Corp., in an ambitious experiment in public access, is inviting any group or consortium of individuals to appear in 40 minutes of late-night air time per week, beginning April 2, if the group believes its views or activities have not been represented by BBC in regular programing. BBC will provide the technical facilities, including studio and cameras, and will offer professional advice and assistance if called on, with the clear understanding that contents and style of programs will be decided by the groups producing them.

But before air time is granted, the BBC says, the groups will have to submit that they do not represent and will not promote a political party and will avoid discussing industrial disputes. Also those seeking program time will have to sign what amounts to BBC's five commandments: no advertising or monetary or commercial-investment appeals; no presentation of obscene or indecent material;



SOURCE: NOV. 1972, ARB
Metro Share, 9 AM-12 Mid. S-S

no personal attacks or libelous statements against private individuals; no incitement to riot, violence or any unlawful action; no racism or attempts to incite racist feeling.

A new production unit will be responsible to recommend which groups get air time. The recommendations will be reviewed by a committee headed by the BBC's director of programs, Alasdair Milne, and including the editor of news and current affairs and the controller. The program, to be known as *Open Door*, is scheduled for 11:30 p.m., Monday nights for 13 weeks on BBC 2, the more selective of the BBC's two networks.

Breaking down NATPE's straw vote

Top-50 markets, below top 50's, independents and network affiliates all favor retention of the FCC's prime-time-access rule in some form

The National Association of Television Program Executives released last week the complete results of balloting conducted at its conference in New Orleans on attitudes toward the prime-time-access rule and other broadcast issues (BROADCASTING, Feb. 19).

Available for announcement during the conference was the tabulation showing that 32.3% of the voters favored retention of the access rule as presently applied; 43.7% favored its continuance with certain revisions, and 24% voted for revocation.

NATPE last week issued a breakdown by different types of stations and by the different preferences of program directors on programming for the access period and by their opinions on the effects of the rule.

Among stations in the top-50 markets, 38% voted for continuance of the present rule; 37% voted for its continuance with revisions and 25% favored revocation. At stations below the top 50, 20.3% favored the rule; 38% voted for its continuance with revisions and 41.7% voted for its revocation.

Among network affiliates (all markets), 23.3% voted for the present rule; 39.6%, continued but revised, and 37.1%, revocation. Independent stations (all markets) voted overwhelmingly for the rule, with 72% approving the regulation and 26% favoring continuing it with modifications, and only 2% preferred revocation.

Among producers-distributors, 25.4% approved continuance of the present rule; 59.4%, retention but revised, and 15.2%, revocation.

Among those who voted to retain the rule with modifications, the most popular revision suggested was a prohibition against strip programming in the access period (49.3%), followed by a change to allow network re-run programming on network-affiliated as well as independent stations in all markets (45.5%), and a change to allow only locally produced programming in access time (5.2%).

Among the most frequent write-in sug-

gestions were: Stations should determine which hours are access time; waivers should be permitted for network news, sports and public-affairs programs; the access period should be reduced to three or four half-hours per week; stations should be required to telecast locally produced half-hours; stations in markets 51-100 should be included as well as the top 50; independent stations should be limited as well as the top 50; access time should be Monday through Friday and floated on the weekend.

The over-all balloting showed that quiz/game shows were considered the most successful type of programming for the access period, with 26.9% of the vote, followed by variety/music, 19.9%; drama, 18.6%; travel/true-life adventure, 18.3%; public-affairs documentary, 5.9%;

locally produced shows, 5.8%.

In terms of format, varied programming (a different show each night) was preferred by 62.2% of respondents, compared with 37.8% for strip programming (at least three shows of the same content each week).

The quality of syndicated programming produced for the access periods improved, according to 34.2% of the over-all balloting. A decline in quality was cited by 21.7%, and 44.1% replied quality remained the same.

Slightly more than 64.3% said the prime-access rule has improved the financial status of their companies, while 5.1% said the status has declined and 30.6% reported it has remained the same.

In addition to the prime-access rule, registrants for the convention were asked

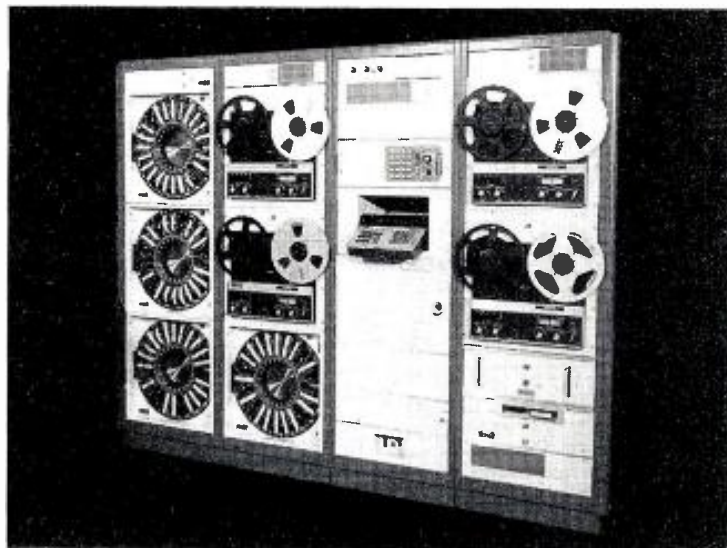
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You belong in Broadcasting



Looking ahead. Discussing plans for the 1974 conference of the National Association of Television Program Executives, to be held in Los Angeles, are (l to r) Rupert Copponex (WWL-TV New Orleans), facilities chairman, 1973 conference; Lew Klein (Gateway Communications), 1973 conference chairman; Allen Sternberg (WCKT-TV Miami), outgoing NATPE president; Harry Trigg (WMAQ-TV Chicago), incoming president; Betty Woodland, NATPE executive secretary; Jim Ferguson (WAGA-TV Atlanta), incoming first vice president, and John Comas (WXII-TV), formerly WSJS-TV, Winston-Salem, N.C.), past president.

to participate in a straw-vote balloting that sought answers to a wide range of industry issues.

This balloting showed that the fairness doctrine of the FCC, in the opinion of 42% of the respondents, inhibited local station attention to controversial public issues. On the other hand, 22% said the doctrine expanded local station attention to these issues, and 42% reported they were unaffected by the doctrine.

It was the view of 76% of those voting that in the last year the federal government has increased its influence over local station program selection either directly or indirectly, while 24% said government remained at its usual level of influence.

On a question dealing with minority employment, 48% said they provided preferential opportunity to minority applicants; 47% replied they offered equal opportunity and 5% said they maintained some other policy.

Registrants were asked if network news reports were affected significantly by ideological bias, and 62% replied in the negative; 32% in the affirmative and 6%, "don't know."

Almost 50% of the respondents felt that ethnic or racial minority interests receive television program service to an adequate degree, while 36% said such service was "preferential" and 15% said it was "inadequate."

Asked to pinpoint the "biggest" single problems of a local television station, 32% cited "government interference"; 22% "vocal local group pressure"; 10%, license renewal; 6%, cable television; 6%, ascertaining "real" community needs, plus "dedicated personnel," commercial clutter, access rule, local sales revenues, network encroachment into local time.

NATPE also reported that during the convention in New Orleans, 63 series were unveiled, compared to 23 at the 1972 convention.

New announcer group set up

The National Association of Announcers of America has been formed by Spanish-language TV and radio announcers in the

Los Angeles area. The group aims to eventually extend its membership to all U.S. announcers, and hopes to create services for announcers—such as an employment pool, health, insurance, pension and retirement plans, as well as social activities.

The organization is affiliated with the International Association of Announcers, Mexico City, D.F., formed last December when more than 50 announcers representing broadcast stations in 22 countries met.

President of the U.S. association is Rene De Coronado, KALI(AM) San Gabriel, Calif. Other officers: Antonio Gonzalez, KWKW(AM) Pasadena, Calif., vice president; Juan Rafael Meono, KALI, secretary, and Roberto Cruz, KMEX-TV Los Angeles, treasurer.

CBS moves to shore up its faltering daytime

Network adds two new game shows and a serial, and shuffles some of its schedule in effort to regain its former dominance

CBS-TV is betting on two new game shows plus a new daytime serial to help bolster its sagging daytime ratings.

The network, running at the back of the daytime pack it led virtually unchallenged for many years, last week announced *The \$10,000 Pyramid* and *Hollywood's Talking*, the new contest programs, and "The Young and the Restless," a drama about the man-woman relationships of three families, will start March 26. Exiting on March 23 are "Where the Heart Is" and "Love Is a Many Splendored Thing," drama series currently seen at noon-12:25 NYT and 3-3:30 respectively, and the *Vin Scully Talk Show* at 4-4:30.

B. Donald (Bud) Grant, vice president, daytime programs, said *Pyramid*, featuring celebrity contestants, would go into the 10:30-11 a.m. period between two game shows that made their debuts

last fall, *Joker's Wild* (10-10:30) and *Gambit* (11-11:30).

New Price Is Right, which also started last fall, moves from 10:30-11 to 3-3:30 as lead-in for *Hollywood's Talking*, also featuring celebrities, and forming a 3-4 p.m. game-show block against drama programs on NBC and ABC. The *Secret Storm* drama, now seen at 3:30-4, will shift to 4-4:30.

The Young and the Restless, plans for which were announced last fall, goes into the noon spot, following *Love of Life*, now in its 22d year, and preceding (after mid-day news at 12:25 p.m.) *The Search for Tomorrow* serial. CBS said the new daytime drama would be its only one originating on the West Coast.

Program-length commercials are out of bounds, says the FCC

Taft's WDAF-TV may be fined \$4,000 for lawn-garden show; commission warns it's serious

When a broadcaster agrees to run a commercial that, based on its time duration, more closely resembles a regular entertainment program, the returns might well be lucrative. But according to the FCC, he might also be engaging in a "serious dereliction of duty." And, the commission said, the ultimate consequence of his action could be punitive rather than profitable.

The agency made those observations last week in announcing a new get-tough policy against so-called "program-length" commercials, which it defined as "programs that interweave program content so closely with the commercial message that the entire program must be considered commercial." Noting that—despite the "relatively small" forfeitures it has assessed licensees engaging in this practice in the past—episodes of program-length commercials continue to crop up, the commission said it plans to deal with future occurrences with sanctions it believes "will be more effective in bringing about a discontinuance of the practice."

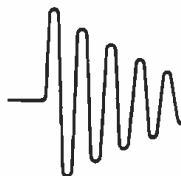
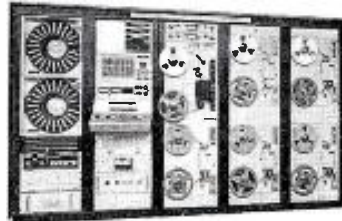
And in a further demonstration that it does not take the matter lightly, the commission last week notified Taft Broadcasting Co., licensee of WDAF-TV Kansas City, Mo., that it has incurred an apparent liability for a forfeiture of \$4,000 in connection with a program aired on the station last spring that apparently falls within the program-length category. The show, entitled *Let's Get Growing*, featured host John Paul "Jack" Tobin giving commentary on various lawn and garden problems. What Mr. Tobin did not comment on, the commission said, was the fact that he was a full-time salesman for the Gordon Corp., a manufacturer of fertilizers and pesticides mentioned frequently on the program. WDAF-TV, the commission said,



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Award winner honored. Pictured at left are Donald Trageser (l) vice president of CBS Radio and general manager of WEEI-AM-FM Boston, recipient of the Abe Lincoln award of the Southern Baptist Radio and Television Commission (*Broadcasting*, Feb. 12). He and Mrs. Trageser talk with Thomas J. Swafford, CBS vice president in charge of programming. Also present at the ceremony (right panel) were FCC Commissioners Robert E. Lee and Charlotte Reid (l and r) and Paul M. Stevens, president of SBRTC. The awards are made annually to honor broadcasters for outstanding community service.

faces the fine for failing to log the program as a commercial.

Programs of the *Let's Get Growing* genre comprise one of three general categories of shows listed as undesirable by the commission in its notice. Another would include a travelogue-type program sponsored by a real-estate developer which continually lauds a particular recreational property being offered by the firm. The commission also said it has reservations about programs such as those featuring a celebrity touting (at great length) the advantages of owning a particular collection of musical recordings.

These examples, the commission said, "are by no means all-inclusive, and licensees should not conclude that the fact that a program employs a different format will necessarily cause it to comply with the commission's policies and rules." It said the licensee should be on guard against all programs that "may exhibit a pattern of subordinating programming in the public interest to programming in the interest of salability."

A clearance flap over 'Virginia Woolf'

CBS-TV sources said Thursday (Feb. 22) that 11 affiliates had notified the network they would not carry that night's movie, "Who's Afraid of Virginia Woolf?" In addition, they said, 13 affiliates had indicated they would carry it only on a delayed basis, mostly starting around 11:30 p.m. NYT or on subsequent dates.

The film and its predecessor Broadway version are regarded as contemporary classics but noted for exceptionally strong language. CBS sources said much profanity had been deleted but that one widely quoted phrase, "hump the hostess," had been left in. They said CBS had shown the edited version to affiliates by closed circuit so each could make its own decision about carrying it.

Stations said to have rejected it were WCPO-TV Cincinnati; WFMV-TV Greensboro, N.C.; KCTV-TV San Angelo, Tex.; WTKR-TV Meridian, Miss.; KFDM-TV Beaumont, Tex.; KFVS-TV Cape Girardeau, Mo.; WDBO-TV Orlando, Fla.; KOSA-TV Odessa-Midland, Tex.; KOLN-TV Lincoln,

Neb.; WKYT-TV Lexington, Ky., and WRBL-TV Columbus, Ga.

Program Briefs

Cinerama into TV. Establishment of Cinerama Television Inc., Hollywood, to act as TV distribution arm of Cinerama,



Mr. Mitchell

Inc. has been announced. George Mitchell, most recently president of Olympian Television Inc., Hollywood, and formerly vice president-general manager of Warner Bros. — Seven Arts, is president of CTI. Cinerama's library of 50 theatrical features, produced and distributed over five-year period, have never been offered to TV. Cinerama also plans to expand its feature film library and distribute syndicated programs.

Do Bee birthday. *Romper Room*, syndicated children's TV program, celebrated 20th anniversary Feb. 13. Series—created and produced by Bert and Nancy Claster—is now in more than 75 U.S. markets, 42 internationally.

Encore for Papp. CBS-TV announced last week that Joseph Papp's television production of "Sticks and Bones," his Broadway and off-Broadway hit drama, will be presented March 9 at 9-11 p.m. NYT ("Closed Circuit," Feb. 19). It will be the second in a series to be produced by Mr. Papp's New York Shakespeare Festival under agreement with CBS. The first was "Much Ado About Nothing," whose Feb. 2 presentation led to the closing of the Broadway version. "Sticks and Bones," by Joseph Rabe, has already ended its theatrical run.

'Strauss' in seven. ABC-TV will present biographical story of musical, *Strauss Family*, in seven specials, beginning with a 90-minute show on Saturday, May 5, at 8:30 p.m. NYT and continuing with six additional one-hour programs on Saturdays following at 9 p.m. ITC produced the shows in London and on location in Austria.

Stanton favors absolute privilege for journalists

CBS vice chairman joins others at Senate hearings in calling for strong protection of sources, but there are many, including Ervin, who would qualify any such legislation

The deliberations of Congress on legislation to protect broadcast and print journalists from compulsory disclosure of their information and sources to governmental bodies last week shifted to the Senate side of the Hill, where Sam J. Ervin Jr.'s (D-N.C.) Constitutional Rights Subcommittee attempted in a hearing to grapple with some of the complex questions involved in news-men's-privilege legislation.

In his statement at the outset of the hearing, Senator Ervin noted some of the considerations involved in the news-men's-privilege problem. "A future Congress, irritated by a critical press, may hold repeal of the privilege as a threat to secure a more compliant press," he warned. And yet, he said, "the press feels threatened and intimidated by a hostile administration. . . . Members of this administration have publicly castigated and threatened press and broadcast media. Proposals have been made to set new standards for the renewal of broadcast licenses which are little more than transparent attempts to censor unfavorable comment. Funds for public broadcasting have been vetoed and public-affairs programming, sometimes critical of the administration, has been curtailed. The FBI spends its time trying to catch critical reporters in illegal conduct." He noted that "CBS and NBC alone received 121 subpoenas in the first 30 months of the Nixon administration."

Senator Ervin, who during the hearing



Chairman Ervin

last week expressed serious reservations about the constitutionality of a newsmen's-privilege law that would cover state proceedings, and who believes an unqualified law could exclude the testimony of a newsmen who witnesses a crime, last Tuesday (Feb. 20) introduced his own legislation. The bill (S. 917), along the lines of legislation the senator offered late last year, states that no newsmen may be compelled to testify in any criminal proceeding before a federal court or grand jury with respect to information he gathers as a newsmen "unless it affirmatively appears that he has thereby acquired actual personal knowledge which tends to prove or disprove the commission of the crime charged or being investigated."

The Ervin bill is co-sponsored by Senators James Pearson (R-Kan.) and Henry Jackson (D-Wash.).

But a number of witnesses last week strongly urged the subcommittee to consider an unqualified bill that would apply to both federal and state proceedings. They included CBS Vice Chairman Frank Stanton, Jack Landau of Newhouse Newspapers and Fred Graham, correspondent for CBS News, both representing the executive committee of the Reporters Committee for Freedom of the Press; Senator Alan Cranston (D-Calif.), and Stanford Smith, president and general manager of the American Newspaper Publishers Association.

Mr. Smith noted that ANPA's recommendations, embodied in Senator Cranston's S. 158, were formulated after consultations with a number of organizations, including CBS, NBC, the National Association of Broadcasters, the Radio Television News Directors Association and the reporters committee.

Dr. Stanton, who said the free flow of information to the public would best be served by enactment of an absolute privilege as provided for in S. 158, noted the increase in jailings of newsmen who refuse to disclose information or sources. "CBS," he said, "sees no alternative to strong remedial legislation if this disastrous trend is to be arrested."

He added that, "in addition to the information and notes of its newsmen, the raw data of a broadcast newsroom also includes its unbroadcast visual and aural materials." These, he said, should be protected like reporters' notes.

Dr. Stanton noted that the absolute protection favored by CBS would extend to congressional proceedings. "CBS has firsthand knowledge that threats to journalism do not originate solely from litigants in civil and criminal proceedings and administrative agencies," he said. "Congressional subpoenas were issued to CBS and me in connection with the broadcast of *The Selling of the Pentagon*."

Dr. Stanton also called for enactment of a newsmen's-privilege bill that would apply to state as well as federal proceedings. He submitted to the subcommittee a letter from CBS's counsel, Wilmer, Cutler & Pickering, which stated the opinion "that Congress clearly has the power under the Commerce clause



Witness Stanton

to enact a newsmen's protective statute applicable in state and federal proceedings, and may have power to do so under the First and Fourteenth Amendments as well."

It was Mr. Graham's contention that any exception to newsmen's-privilege legislation could very well "swallow the rule." Judges "have proved ingenious" at making any limitations apply to any case before them, Mr. Landau noted.

Senators Thomas Eagleton (D-Mo.), Walter Mondale (D-Minn.) Richard Schweiker (R-Pa.) and Lowell Weicker (R-Conn.) on the other hand, indicated their preference for a qualified shield law.

S. 870, introduced by Senator Eagleton two weeks ago, would protect only newsmen's confidential sources and information in federal and state proceedings. S. 637 by Senator Mondale and eight co-sponsors would apply to federal and state proceedings and requires a person seeking divestiture to prove a number of conditions exist before the disclosure would be required. Senator Schweiker's S. 36, which contains similar conditions to divesting the privilege, applies only to federal proceedings, although the senator told the subcommittee he would favor a bill that also covered state proceedings "if it is constitutionally permissible." Senator Weicker's S. 318 applies only to federal proceedings and provides absolute protection for sources, but qualified protection for information.

New York Governor Nelson Rockefeller favored a federal shield law similar to his state's law, which protects a newsmen's information and sources when obtained in a professional capacity. Any federal shield law should "reserve to the states the right to enact measures which are consistent with but go beyond federal protection," he said.

Subcommittee members Edward Kennedy (D-Mass.) and John Tunney (D-Calif.) indicated that they would support an absolute shield law.

Another member, Senator Edward Gurney (R-Fla.), called Senator Eagle-

ton's measure the "more realistic approach." But he pointed out that with any guaranteed right of testimonial privilege there goes the responsibility for accurate news reporting. One of his suggestions was that the libel laws be changed—by amending a newsmen's-privilege bill—so that innocent people defamed by the press would not have to prove malice to collect damages.

Another suggestion by Senator Gurney was the creation of a federal Truth in News Commission to establish a code of ethics for journalists, to investigate claims of unfair press coverage and to require that the print and broadcast media give "prominent display" to the commission's findings.

The only witness at last week's hearing who did not favor some form of protection for newsmen's information and sources was James J. Kilpatrick, the conservative syndicated columnist who appears on CBS's *Sixty Minutes* and who also does commentary on WTOP-TV Washington.

First, said Mr. Kilpatrick, the statutory approach in itself is fundamentally wrong. "We ought not to rely upon a statute which may prove as ephemeral as the winds," he said. "We ought instead to rely upon the Constitution itself, which is a rock."

He also pointed out that "the proposed statutes raise serious doubts that stem from their drafting; at worst they are probably unconstitutional." And, he said, the pending proposals—especially those providing absolute protection for newsmen—"involve the risk of a head-on collision with the rights of others under the Sixth Amendment." None of the human rights protected by the Constitution is absolute, he said, "and I believe it would be an error to create one." The situation (which he described as only "a muscular spasm in the body politic") should cure itself in time, he said, because "we have raised a fearful howl and judges are not deaf."

The Ervin subcommittee is to continue its hearing on Feb. 27 and will schedule additional sessions later.

Meanwhile, the latest schedule from Representative Robert Kastenmeier's (D-Wis.) House Judiciary Subcommittee No. 3, calls for that unit's newsmen's-privilege hearing to continue on Monday (Feb. 26), with additional sessions March 1, 5, 7 and 12.

NBC News sets dialogues with its affiliates

Regional conferences in Phoenix, Atlanta and Chicago are scheduled

The first of a series of regional conferences between NBC News executive and news managers of NBC television and radio affiliates will be held March 2-4 at KTAR-AM-FM-TV Phoenix with more than 40 news directors from affiliates in 11 western states slated to attend.

A number of similar conferences are scheduled April 13-15 at WSB-AM-FM-TV

Atlanta and June 8-10 at NBC-owned WMAQ-AM-FM-TV Chicago.

Mr. Tornabene said "both sides benefit greatly" from the exchange of ideas, "and the affiliates, being the recipient of [our] product, contribute greatly, by rating our efforts and offering expert advice as to how we can improve network programming for the future."

President Richard C. Wald will head the NBC News delegation at the Phoenix meeting. Others slated to attend include Irwin Margolis, general manager of news specials; Ray Hasson, director, news program service; Milton Brown, administrator of news services, who will act as coordinator of events, and William E. Leeds Jr., public affairs director, who planned the conference agenda.

Back seat. It isn't often that a radio station gets to pre-empt the President of the United States, but it happened in Los Angeles on Feb. 21. That was the morning when Angelinos felt the tremors of an earthquake that was centered in an area 85 miles north of the city. KFWB(AM) Los Angeles, the Westinghouse Broadcasting Co.'s all-talk station in Los Angeles, was feeding earthquake reports from its team of correspondents all morning and decided that local events took precedence over President Nixon's economic talk delivered also that morning. KFWB taped the President's message and broadcast it later in the day.

Cablecasting

Uncertainty still clouds the outlook for cable

Some of the fog lifted when the FCC promulgated its CATV rules, but remaining are the important problems of copyright, pay cable and related antisiphoning regulations, and how to best develop a strong, unified association to represent CATV

The National Cable Television Association is certain that 1973 will be a particularly significant year for the cable-television industry, with copyright and pay cable emerging as the most telling issues. Authority for this viewpoint is David Foster, NCTA's first-term president, speaking after some 10 months of review, reconnaissance and reflection. With NCTA's vice president and general counsel, Stuart F. Feldstein, in attendance and offering addenda, Mr. Foster, in an interview with BROADCASTING, delivered a perspective on cable television's immediate future while singling out signposts he expects to find along the way.

The copyright situation is the one he emphasizes, saying it "comes very, very close to being a life-and-death issue." The lock copyright has on the cable-TV industry is the uncertainty about the future it generates, Mr. Foster feels, and the key to the situation is Senator John L. McClellan's (D-Ark.) copyright-revision bill.

"The element of uncertainty has been an aggravation to our industry," Mr. Foster says. "We have wondered and speculated as to what the impact of copyright fees would be and I think the McClellan bill would settle this question."

According to Mr. Foster, NCTA's board of directors, in light of the lengthy negotiations for a compromise settlement with a committee of copyright owners (essentially representing the motion-picture industry) that now seem to have come to a standstill, is placing the heaviest weight of reliance on congressional action. "Our board felt," he says, "that our primary obligation is really to settle the copyright issue, get the industry settled down and get our relationship with the FCC on this issue settled. We have got to get a copyright bill passed—the McClellan bill if he introduces it, and we feel that he will—because it has the best chance of getting passed at an early date and thus get the uncertainty out of this whole copyright issue."

Mr. Foster says the current position of NCTA is to wait to see what Congress is going to do, with the expectation that within weeks, if not days, the McClellan bill will be introduced.

"We wouldn't have taken the position we have taken unless we were quite confident that the bill can be passed," he says. But Mr. Foster points out that the McClellan bill will not necessarily be passed in 1973. "My best guess on legislation would be sometime in 1974—to get a bill passed and enacted into law," he says.

What would be the significance of a copyright bill for the cable-TV industry? "All of the time we spent speculating, wondering whether the Congress was really going to get at this, the FCC saying it was going to hold off because of the possibility of Congress doing something, all of that would end," Mr. Foster answers. "I would see this as a very important step for the industry."

NCTA's youthful-looking, 45-year-old president contends that the cable-TV industry has put its best foot forward in dealing with copyright and would dispute critics such as Clay T. Whitehead, director of the Office of Telecommunications Policy, who claim that cable people have stalled settlement of copyright issues (BROADCASTING, Feb. 19). "It's a difficult decision for the industry to take—to say, 'yes, we accept the concept of paying copyright fees,'" he says. "This was done in the face of Supreme Court and federal district-court decisions that decided to the contrary—and there are very many cable operators out there who are not at all happy at the prospect of paying copyright fees."

"I think," he adds, "that it is an act

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Mr. Foster

of statesmanship on the part of the cable industry for which it gets very little credit. The industry gets buffeted about the head and shoulders about very many things, and nobody ever pats us on the back and says, 'Hey, you guys really have faced up to this thing and decided to join the communications industry on a very forthright, pay-your-own-way basis.'

It's not just any copyright legislation that the cable-TV industry is looking for, both Mr. Foster and Mr. Feldstein say. "If the wrong kind of copyright legislation was to pass—if for some reason an exorbitant fee schedule was proposed by the Congress and enacted by law—I would see dire economic consequences for us," Mr. Foster says.

Pay cable also occupies a good deal of NCTA's thoughts about the future. "I think the pay issue will turn out to be one of the more important developments of 1973," is the prediction of David Foster. "I think we are going to get some empirical data as to whether pay will be the strong financial inducement for the industry that many of our members think it will be."

But he doesn't think it's going to be a primrose path. "I think we're going to have to go through some rough regulatory testing and experimentation," Mr. Foster says.

What are the problems in pay cable that loom ahead? What are the questions the FCC and the cable-TV industry will have to answer? According to David Foster and Stuart Feldstein, many of the problems and questions surrounding pay cable stem from the several different ways that exist to deliver pay programs to subscribers, some which don't require a cable-TV system.

"Some of the problems include how much protection is the FCC interested in giving the cable-television operator from siphoning within the community?" Mr. Foster begins to enumerate. "And how much protection does the cable operator want to ask for? How can the competitive situation, say between a cable-television system and a system used by the local Bell telephone company, be equalized? And if it can't be equalized, what is going to happen to the FCC's rules

for the industry, and how realistic are they?"

Finally, Mr. Foster stresses: "Are we going to carve out such an important chunk of the potential market for the cable system that nobody is going to be interested in the franchise anymore?"

The pay-cable issue, NCTA feels, is tied in with the general question of anti-siphoning, and the belief is that the FCC will consider such a rulemaking sometime between now and April. It's the NCTA position that the commission maintains a "protectionist attitude" favoring commercial broadcasters. The trade organization plainly wants across-the-board laissez-faire to prevail in the cable-TV industry's competition with broadcasters.

Asked to make a prognosis of anti-siphoning regulations at the FCC, Mr. Feldstein points out that elimination of all anti-siphoning rules is too optimistic a hope for the cable industry to realistically pursue. But he says, "I would be surprised if there aren't some changes." And the worst thing that can happen, in his view, is if nothing is done and the status quo is maintained.

Both Mr. Feinstein and Mr. Foster seem convinced that the key item in anti-siphoning rulemaking is a change in the current rule prohibiting pay cable from showing a movie that is 2-to-10 years old. "We're interested in getting that 2-year-old area pushed back," says Mr. Foster. He leaves it uncertain as to what specific

rule he would favor, but indicates that because pay cable doesn't appear to have a chance to get first-run movies for presentation, he wants the industry to get a shot at movies up until they are at least five years old.

"We're asking the commission to equalize competition," he says. "We don't want the cream to be skimmed off the cable franchise. It creates an unequal competitive situation."

Within the cable-TV industry itself, Mr. Foster believes the number one priority in 1973 will be given to a program of vertical integration of NCTA, from the state association through the regional organization to the national association. "It's not because I'm trying to take control of the industry and roll up a great big dues structure for NCTA," he says. "It's simply that I think the industry needs a unified voice. I think when industry representatives, when NCTA represents a viewpoint to the FCC or members of Congress, we need to be able to say we are the voice of the industry."

Though NCTA, and Mr. Foster personally, have started from several directions to achieve integration of representation throughout the industry, no timetable has been set. (One such beginning is announcement of a series of five legislative workshops to be held in Washington at which key members of state associations will be invited to work together with NCTA to try and reduce duplication of effort between the state



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and national organizations.) "Each state association has got to decide for itself that this vertical integration is a pretty good idea," says Mr. Foster. "It's pretty obvious that this is not going to happen overnight."

On an individual-incident level, NCTA, as indicated by the comments of the Messrs. Foster and Feldstein, places the most significance on the Department of Justice's antitrust suit against the proposed merger of Cox Cable Communications Inc. and American Television and Communications Corp., and the several experiments around the country that are scheduled of cable's two-way service potential. The challenge to the Cox-ATC merger into what would be the second largest cable-TV business in the country (BROADCASTING, Jan. 1), admittedly took NCTA by surprise.

Explains David Foster: "I would say that we were astonished that at this stage in the industry's life we would get this kind of a broad-gauge attack on the whole merger scene. Knowing that the FCC has made itself a very close watchdog of the cable industry you would have thought there would be some executive restraint here on the part of the Justice Department to see if the commission couldn't handle this matter as it has taken the responsibility of handling everything else."

Comments Mr. Feldstein: "The complaint doesn't seem to be founded on the size of the two companies. It alludes to the fact that both are large MSO's [multiple-system operators]. But the ground of the complaint itself was not attacking size. The complaint was founded on the argument that this merger would tend to reduce the number of strong, viable applicants for major-market franchises."

Adds Mr. Foster: "We regard this most seriously. It is not just an individual, isolated situation. It applies to everybody. You can find a cable operator who is only serving 20,000 or 25,000 subscribers, who, because of other business interests and other financial resources, may be a strong, viable competitor for a major-market franchise and though it's relatively small in the cable business you can't say, on the theory of this case, that this company is going to escape the Justice Department's attention."

What's at stake for the cable-TV industry in the Cox-ATC court case (now scheduled for June 25 in Atlanta)? According to NCTA, the worst effect would be if the court indicated that any merger by any company of any size would reduce competition for major-market franchises and therefore would be suspect. A less consequential decision by the court, says NCTA, would be a decision cast on the narrower grounds that the critical reason for denying the Cox-ATC merger is that both companies are among the first five largest in the industry.

"If size, indeed, is to be the critical factor in relief granted the Justice Department, the smaller guys in the industry might feel this isn't so bad because they



Mr. Feldstein

would become more attractive as a merger candidate what with all these other big folks now who can't be swallowed up," observes David Foster. "On the other hand," he is quick to add, "anytime you see this kind of Justice Department activity in an industry that slows the pace of mergers, the multiples on the values of systems tend to go down."

And the value of any cable-TV system, he points out, is pegged to the revenue that it can produce for its owner and its worth as a commodity. "The Justice Department's action with Cox and ATC could reduce the value of cable-TV systems everywhere as commodities," he says.

Neither Mr. Foster nor Mr. Feldstein wishes to single out any of the number of tests of two-way cable TV services that are scheduled as more important than any other. ATC in Orlando, Fla.; Teleprompter Corp. (Theta Cable of California) in El Segundo, Calif.; Cox Cable (Mission Cable TV) in San Diego; Sterling Manhattan Cable TV in New York; and Total Communications in Irving, Tex., are some of the significant upcoming tests that are mentioned.

Says Mr. Foster, "I think by the end of the year we'll know a lot more about non-off-the-air services than we do today." Says Mr. Feldstein by way of clarification, "We may not have a lot of answers but it's sure we'll have a lot of good guesses."

NCTA further sees a number of other important issues on the horizon for the cable-television industry which, while individually are not life and death, collectively add up to an impact "that can be pretty dramatic." Briefly stated, these are:

- A possible speed-up in issuance of certificates of compliance by the FCC to cable-TV systems ("The logjam has been broken slightly. The logs are flowing downstream at a very slow rate. We're hopeful this will improve but there isn't a great deal of promise that the flow will pick up.").

- Approval by the FCC of a cable-

capable television receiver ("The television set is a miserable, lousy instrument. Much of the bad service that people complain about in cable is because they have a terrible television set. It's not adequately shielded. But the hardware industry has suddenly made some inroads and manufacturers are very close to coming to some sort of industry-type agreement for a receiver that will be capable of being properly shielded and will be a very good one for use with cable television.").

- A change in cable TV's nonduplication rules ("We're conducting an extensive survey among our members to find out exactly how the rules are working. Based on the results, we intend to attack certain inequities in the rules and to urge the commission to what we think is a more national approach towards non-duplication.").

- An overturning of the FCC's jurisdiction to impose annual fees on cable-TV systems ("We're going to the Supreme Court on the FCC's basic jurisdictional right to impose annual fees where the commission has done nothing in particular for a system during the year. And the second prong of our attack is that you can be sure that we'll be filing some reasonably critical comments on the commission's proposal to increase its fees.").

- The nature of the Office of Telecommunications Policy's cabinet committee study on cable television. ("Don't know exactly when we will see it and in what form we will see it but realistically we don't expect it to be favorable to the cable industry. We know OTP feels—and with a good deal of honesty and sincerity—that what they've done is going to be for the good of cable. And some parts of the report may not be bad for cable's growth. On the other hand, Wall Street doesn't seem to think what it has heard about the report is good for the growth of cable and most of our cable operators have a kind of skeptical view as to how good this is going to be for them.").

Of only one of the many things discussed during the course of a two-hour interview with BROADCASTING are David Foster and Stuart Feldstein absolutely certain: "There's going to be a clash of wills. It will take time and diplomacy to work most of these things out."

AT&C grows—without Cox

American Television & Communications Corp., whose merger with Cox Cable Communications Inc. into what figures to be the second largest cable TV organization is pending a Justice Department antitrust suit, last week still went about the business of expanding—winning two new franchises to construct systems and acquiring an already operating one. The new franchises are in Champaign, Ill., and in Delaware, Ohio. The acquired system is in Charlotte, N.C.

The Champaign franchise, for a city of about 60,000 population, is ATC's first in Illinois, giving the company operating systems or franchises in a total

of 28 states. The new Ohio franchise, in the city of Delaware, is adjacent to a franchise ATC previously had been awarded in Columbus, which is now under construction (one of four different franchises awarded for Columbus).

The North Carolina acquisition, for an undisclosed amount of cash, gives ATC control of Cable Television Co., Charlotte, a system serving 5,400 subscribers, in operation since 1967. ATC already owns Cablevision of Charlotte, which serves 7,100 subscribers.

Public access sought on S.F. cable system

A call for a moratorium on further expansion of cable TV in San Francisco was sounded by a city supervisor there—all for the purpose of studying the question of public access.

The proposal was made by Robert Gonzalez, a member of the city's 11-man board of supervisors, in a speech to the local chapter of the National Academy of Television Arts and Sciences. Mr. Gonzalez claims support in the Latin population in the Bay Area. Mr. Gonzalez charged the public has been denied access on the only CATV operating in the city: TV Signal Corp., owned by Viacom International Inc. Neither TV Signal nor Viacom officials would comment.

Mr. Gonzalez also proposed that the seven-year-old franchise held by Western Communications Inc. (*San Francisco Chronicle-KRON-TV*) be revoked because the system never has been built. Western officials said they are studying the matter which, they noted, is complicated by the FCC ruling barring crossownership of co-located television stations and cable systems.

Cable Briefs

Pause for clarity. FCC will not issue annual reporting forms for cable television systems until sometime next month. Delay in mailing follows decision to revise existing cable reporting forms, including annual report, financial report and computation form for annual fee, to improve clarity in instructions. Commission said it will issue new filing deadlines at time when new forms are mailed to all known system operators.

Signs fifth. Home Theater Network, Los Angeles, announced signing of its fifth long-term agreement to provide pay programming services to CATV subscribers. Latest signing is with Continental CATV Inc., New York, which serves over 90,000 customers in 25 systems in Midwest and East. Previously, HTN had signed agreements with Cablecom-General, Sammons Communications, Liberty Communications and Communications Properties Inc. Total subscribers, including Continental, is nearly 750,000. HTN plans to test its system in Redondo Beach, Calif., this spring.

FM service on cable seeks young audience

Two youthful groups in California start stereo program operations with advertiser support in mind

In what is seen as perhaps the forerunner of a new youth-oriented merger of FM programming and cable TV, a group of students has established a studio at the California Institute of the Arts, Valencia, Calif., and contracted with Valley County Cable Co. (which serves 8,400 subscribers in the Valencia-Newhall-Saugus area) to provide 24 hours daily of stereo FM on 105.4 mhz beginning March 1.

Arrangements with the CATV system are loose. The students are paying \$60 monthly for the four-mile telephone link from the studio to the cable headend at Newhall. They hope to recoup this outlay, and perhaps make added revenue by selling commercials at \$10 per spot for a minimum of 14 spots.

Ron Horwitz, manager of the enterprise, CCIA Cable Radio, said last week that the Valencia group is planning to interconnect its programs, via a microwave link, with a similar group in Los Angeles. This is Progressive Cablecasters which, for the last year, has been serving the 20,000 subscribers of Theta Cable Co.'s system in that city with free-form FM radio—rock, progressive jazz, even classical music—on 108 mhz.

Progressive Cablecasters is run by Brad Sobel, who began commercial operation in January and plans to share his revenues with Theta. Progressive is charging \$7 per spot for prime evening time. Mr. Sobel says several contracts are signed, but are being studied by lawyers. That rate, by the way, is expected to produce first-year revenues of \$60,000. After that he forecasts \$122,000 annually in sales.

Mr. Sobel has a short, but varied, history in broadcasting, including one bust. He was the operator of the unlicensed, 50-w WPOT-FM on 88.1 mhz that two years ago was closed down by FCC inspectors when it was traced to his Los Angeles apartment (BROADCASTING, Nov. 15, 1971).

Mr. Sobel said last week that he feels cable FM offers young people a new access to programming relevant to their needs. "Two years ago," he commented, "their needs were pretty radical. Now they're more normal. And that's what we intend to give them."

New films for pay cable

A weekly double-feature movie program for its pay-cable test in San Diego has been announced by Optical Systems Corp., Los Angeles. The films, to be offered each week during the first 13-week cycle beginning March 3, come from major producers—MGM, 20th Century-Fox, Universal and Warner Bros. All will have completed theatrical first runs in San Diego, it was emphasized, and none have been shown on conventional TV. Num-

bered among the films are "Travels With My Aunt," "The French Connection," "Dirty Harry," "Summer of '42," and "Escape From The Planet of The Apes."

Geoffrey M. Nathanson, president of Optical Systems, noted that most of the films are GP rated, but some R movies are included. The latter, he explained, will be run after 9 p.m. "We do not plan to exhibit X-rated films," he added.

The pay-cable operation is on a channel leased from the 70,000-subscriber CATV system owned by Cox Cable Communications Corp.

Time commits more to pay-cable future

Time Inc. signaled its interest in pay-cable TV last week when it said it will make an initial investment of about \$3 million in Home Box Office Inc., New York, a cable-television programming company and subsidiary of Sterling Communications Inc., New York.

Time, which now has the majority interest in Sterling Communications, said that further financing of about \$6 million will be arranged for Home Box Office in coming months, either directly or through Sterling. Time also said that directly and through Sterling it will own more than 75% of Home Box Office.

Home Box Office has been operational for three months as a programming supplier. It supplies current feature films and live sports events to cable TV systems, which charge a fee above the regular subscription cost for the special programming. The pay-cable TV system has been operative for three months in Wilkes-Barre and Allentown and began two weeks ago in Bethlehem, all in Pennsylvania (BROADCASTING, Feb. 12).

Md. considers franchising

A bill that would give the state power to license and regulate cable-TV franchises while taking such control away from local jurisdictions has been introduced into the Maryland legislature. Under the measure the Department of Licensing and Regulation would have power to screen cable-TV-franchise applicants and grant licenses for minimum of 10 and maximum of 20 years. Counties and municipalities, however, would still be authorized to tax cable-TV franchises operating in their jurisdictions.

ABA appoints new Merkle firm

Jay J. Merkle, who resigned last month as vice president in charge of group communications for Teleprompter Corp., New York, has formed Bedford Productions Ltd., also New York, as consultant in cable-TV programming. First client for new firm is the American Basketball Association, for whom Bedford will act as consultant for pay cable as well as non-pay cable coverage of league games. Bedford plans to specialize in production of sports, concert and special entertainment events for cable TV. *Bedford Productions Ltd., 39 West 55th Street, New York.*

Slade: either the new Beatles or end of an era

The top rock act in England has had hard going breaking into American top 40; an upcoming tour of the U.S. should tell the tale of its future here

The names Noddy, Dave, Jimmy and Don are as familiar to the youngsters of Britain today as John, George, Paul and Ringo were almost a decade ago. To American youth, however, the names of the members of the rock group Slade ring no bells.

In the British Isles and on the European continent and in Australia, Slade is being freely compared to the Rolling Stones in the press. The inevitable term "Slademan" is in common usage now. But what else can be said of a group who has had five number-one songs in England in less than two years; such chart performance on either side of the Atlantic is phenomenal.

Polydor, Slade's American record company, is now gearing itself for the group's first extensive, top-billed tour to begin sometime in March. The most valuable marketing tool for the building of any act is, of course, the hit single. But that hit has so far escaped Slade and Polydor. Slade's "Gudbuy t' Jane" is sitting on a lot of major-market program directors' desks right now, but hasn't yet made that journey to the record bins in the studios for the heavy airplay that top-40 radio affords hit singles.

Whether Slade will have a hit single to lead into an American tour or whether the tour will generate enough excitement that the single will follow behind the group or whether America will accept Slade at all are the questions observers are asking now.

Slade has had two American labels before Polydor—Cotillion and Mercury—but failed to make any impression on the public with them. With Polydor, Slade has two albums under its collective belt, *Slade Alive* last fall and *Slayed?* last month. "Gudbuy t' Jane" is its third American single—"Take Me Back 'Ome"



Slade

and "Mama, Weer All Crazee Now," though promoted hard by the company, were ignored. But "Gudbuy," says a member of the Polydor promotion staff, has gotten the best reaction yet; it is on a more than healthy number of stations now (WIBG[AM] Philadelphia, KEYN[AM] Wichita, Kan., WIFE[AM] Indianapolis, WMPS[AM] Memphis, KOL[AM] Seattle, WPIX-FM New York and KRLA[AM] Los Angeles are a few) and several others have begun to give it air-time in the last weeks (WMAK[AM] Nashville, KJR[AM] Seattle, WIXY[AM] Cleveland and KLIF[AM] Dallas as an LP cut). That pattern of airplay is at least a beginning for Slade. But, as Phil Picone, Polydor national sales manager, put it, "we're certainly not ready to call it a hit." After four weeks of promotion work the vote is only beginning to come in. The next two months—with programmers looking for the reaction to secondary play and the American tour under way—should tell the story in full.

Despite the tender ages of the band members—the oldest, Noddy Holder (lead vocals) and Don Powell (drums) are 22 and Dave Hill (lead guitar) and Jimmy Lea (bass) are 20—the group has been working together for five years. Slade's popularity began to blossom after coming under the management of Chas Chandler, manager of the Animals and late Jimi Hendrix. Mr. Chandler has, in a real way, been the power behind the throne. His music-business expertise and

record producing have been widely credited with building the group to the dominance it now enjoys in Europe.

Their music is simple, artfully crude and loud—most of all, loud. The strength of Slade's live performance—single-mindedly designed for optimum audience involvement (that means dancing)—led Polydor to make their first album a live one, an unusual move. And it is that live performance that those who know and believe in Slade say will carry them to success in America.

Whether Slade gets on American radio or not, word-of-mouth in the music world is a never-to-be-underestimated commodity. Acts like Jethro Tull and Grand Funk are stark examples. Jethro Tull had four gold albums before they ever got on AM radio. Grand Funk has six gold albums and has never had a bona fide hit single.

Slade has been to America once before, serving as the warm-up act on a 12-city tour with the J. Geils Band. Details on the March tour—on which Slade will get top billing—were not available late last week. If "Gudbuy t' Jane" doesn't make it by March, the burden for opening the American market to Slade will sit heavily on that tour.

T. Rex, the only group in England of comparable stature, has been able to squeeze only one hit out of America, so far, "Bang a Gong." Its first two American tours played to half-empty houses and Marc Bolan—the group's lead singer and guitar player—was "abjectly disappointed" at his American showing, he said in a recent interview. Since the early days of the Beatles, the Rolling Stones and the "British invasion" it had been thought that the tastes of the British and American markets were closely aligned. But with the failure of T. Rex here, many have begun to question that thinking. It now seems to be up to Slade to prove whether the end of the British era in the U.S. is at hand, or about to go into its second generation.

'Special' not derailed

WABC-TV's youth movie falls to cut into NBC late, late show

NBC-TV's unexpectedly high ratings for its late-late-night music show, *Midnight Special*—shares for the show have averaged in the mid-30's—have caused at least one TV station to counterprogram against it. There is no competition from the other two networks in the 1-2:30 a.m. NYT time slot, of course, but ABC-owned WABC-TV New York will be trying to cut into NBC's strong showing in coming weeks by programming music and youth-oriented movies opposite *Midnight Special*. But WABC-TV's first try, on Feb. 16 (Friday) suffered a surprising setback, considering the competition it threw up against NBC.

What seemed from all angles a strong young-audience attraction—the film "Monterey Pop" featuring performances by Janis Joplin, Jimi Hendrix, The Jefferson Airplane and The Who—mustered an audience only half the size of *Mid-*

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night Special's. "Monterey" received a 2.4 rating and 14 share against NBC-TV's 5.5 rating and 33 share for the same time slot in New York overnights. Artists on *Midnight Special* were Mac Davis, Billy Preston, Waylon Jennings and Billy Paul.

Tak Kako, assistant program director for WABC-TV, said he felt the movie's weak performance—it was the film's New York television premiere, as well—was due mainly to lack of promotion. The counterprogramming effort began. Mr. Kako said, after WABC-TV realized that on Friday nights when ABC-TV's *In Concert* was not scheduled—*In Concert* appears on alternative Fridays, 11:30-1 a.m. NYT—the ratings for *Midnight Special* dipped. [The first week of *Midnight Special* without an earlier *In Concert* did have a dramatic drop in New York overnights, but remained high in Los Angeles.] "That said to me that there was some spill-over from *In Concert* to NBC on those alternate weeks," Mr. Kako said. "This was an experiment to see if we could keep some of those people."

WABC-TV is not ready to give up its counterprogramming yet, he added, and it plans to run "Beatle films, surfing things, movies with that type of appeal" opposite *Midnight Special* for a while more.

Distressed programmer protests the length of singles these days

Artistic integrity clashes with the realities of scheduling as some records hit seven-minute mark

Record companies received a letter last week from black-oriented WWRL(AM) New York concerning the trend toward longer singles and the difficulties this caused in programming and commercial scheduling. Mark Olds, general manager of the Sponderling-owned station and author of the letter, complained that "the development has reached an intolerable stage, and there is no sign of relief."

"In years gone by," he said, "records used to average two-and-one-half minutes . . . the average has gone up steadily until a plateau was reached around the three-minute mark. This year, we have seen records ranging up to seven minutes and longer." Mr. Olds asked the labels to "think in terms of shorter records", so that "overlong" records would not have to be edited by the station, but be shorter of the artists' own accord.

Henry Allen, head of rhythm-and-blues promotion for Atlantic Records and one of the recipients of the letter, replied to Mr. Olds' complaints: "I can sympathize with what he's saying. Radio is in business to sell time, and the shorter the records, the more time it has to sell. But we're dealing with creative artists here, and there is no way we can tell an artist to keep a record down to a certain time. And we can no longer sell the record public the one-minute, 49-second junk. That type of record wouldn't sell

anymore, even if that were all we put out."

The issue of length of records has surfaced from time to time over the last four years, ever since the Beatles' "Hey Jude" in 1968—a seven-and-a-half minute record that program directors were forced to play because of the group's dominance then. Since that time there have been other hits of that length—Richard Harris's "MacArthur Park" and Harry Chapin's "Taxi", for example—that have caused outcries from programmers. And, seven-minute hits aside, the average length of hit singles is now about three-and-one-half minutes.

Too much of a good thing

Huge number of cover versions of 'Theme from Last Tango in Paris' may doom it to little or no airplay

"Last Tango in Paris," the artistically and sexually controversial new film that premiered earlier this month in New York, has spawned what has to be described as an orgy of cover versions of the film's theme song. Labels ranging in size from the corporate giant, Columbia Records, to the small Latino label, Vaya Records, are rushing to cover the instrumental, anticipating the sure hit status of "Last Tango," which will go into national release next month. Radio programmers will have difficulty picking a tree out of the forest.

At last count, there were no fewer than 18 versions of the song released so far, with a number of album versions due in the coming weeks. The original version, performed by the soundtrack's composer, South American jazz artist Gato Barbieri, is on United Artist Records (UA is the distributor of the film). Doc Severinson has done a version for RCA Records; Herb Alpert and the Tijuana Brass, who haven't made a record in almost three years, offer their rendition on A&M Records. El Chicano has recorded it for MCA Records and Mongo Santamaria for Vaya Records. Just last week, Atlantic released Robin Kenetta's version. Willie Mitchell, Al Green's producer, has an R&B-flavored "Last Tango" on Hi Records, London Records' soul custom label. And if the original Barbieri version doesn't do well for United Artists Records, it also has a Ferrante and Teicher one that just might.

To top off all this activity, Unart Publishing, the song's publisher, has commissioned Dory Previn to write lyrics for the "Theme from Last Tango," and that could bring an equally large number of vocalists into the cover battle.

Either for singles or LP's, the following artists have also recorded the song: Henry Mancini (RCA), Enoch Light (Project 3), Willis Jackson (Groove Merchant), Ramsey Lewis (Columbia), Andre Kostelanetz (Columbia), James Last (Polydor), Sergio Mendes (Bell), Peter Nero (Columbia), Roger Williams (MCA) and Chuck Magione (Mercury).

When battles such as this one begin

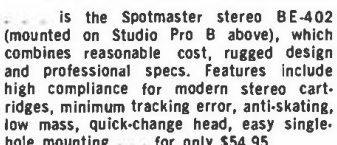


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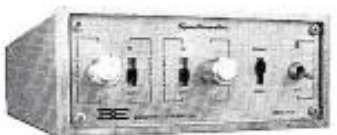
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to form, radio programmers often run for cover. Similar activity was sparked by the themes from "The Godfather" and "Love Story," though not of the same intensity. Both the "Love Story" and "Godfather" themes were not hits of any magnitude. And little airplay activity on any of these records was reported last week. As one programmer put it, "when the pressure comes from all sides, I just say 'no' to everybody."

WOR-TV will try rock

In keeping with a trend that has seen two television networks and a number of local TV stations put rock music on the air, WOR-TV New York will present a pilot half-hour, *Bread 'n Jam*, March 3 (7-7:30 p.m. NYT). The show will be transmitted live from a recording studio in Detroit and will feature Jesse Colin Young, formerly of the Youngbloods. The production will be simple, a WOR spokesman said: "No make-up men, no choreographers, no planted jokes." Cameras will be in the recording studio, and the program will be the informal presentation of the artist's studio performance.

Rock-radio rock news

A pop- and rock-music radio news service called the *London News* has been released for American syndication by London Wavelength Inc., New York, a subsidiary of ASI Communications. The five-minute program will be supplied to stations six times weekly and feature news of the rock world and at least one new, unreleased musical selection. Two different versions of the program will be supplied, one for top-40 AM's, another for FM progressive rock stations.

Paid space asks radio plays

Voices in Vital America, a national organization—operating under the acronym VIVA—concerned with prisoners-of-war and missing-in-action victims of the Vietnam conflict, has produced a rock 'n' roll type record and, as part of a national advertising campaign, is suggesting that supporters ask radio stations to play it. Specifically, VIVA, which has been running full-page ads in more than 100 newspapers across the country, points out that there is more the public must do to help POW and MIA men. One of the recommended actions: "Ask your radio station to play 'Wake Up America,'" with all proceeds from record sales going to the POW-MIA cause.

The chorus VIVA wants promoted on radio says: "Wake up America, don't leave your men there needlessly, Wake up America, the time is now, can't you see?"

The flip side of the record—both sides written and performed by West Coast singer Lance Lindsey—depicts a returning POW talking to his son. Entitled "How Do You Tell a Small Boy?", the chorus of this record, in part, says: "Son, I'm home now and I plan to stay, Your mom, you and I, we're gonna play."

The Broadcasting Playlist

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
6	1	Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	2	1	1	1
2	2	Could It Be I'm Falling In Love (4:13) Spinners—Atlantic	4	2	2	3
1	3	Crocodile Rock (3:56) Elton John—MCA	1	3	3	2
3	4	You're So Vain (4:07) Carly Simon—Elektra	3	5	5	7
5	5	Love Train (2:59) O'Jays—Philadelphia International	5	6	4	5
9	6	Dueling Banjos (2:10) "Deliverance" Soundtrack—Warner Brothers	6	4	6	4
11	7	Rocky Mountain High (4:39) John Denver—RCA	8	8	7	8
10	8	Last Song (3:15) Edward Bear—Capitol	7	12	9	12
14	9	Daddy's Home (2:59) Jermaine Jackson—Motown	9	7	16	6
4	10	Superstition (3:57) Stevie Wonder—Tamla	14	11	8	10
7	11	Don't Expect Me To Be Your Friend (3:38) Lobo—Big Tree	10	9	11	13
13	12	Dancing in the Moonlight (2:57) King Harvest—Perception	12	10	13	9
12	13	The World Is a Ghetto (3:59) War—United Artists	13	13	15	11
8	14	Why Can't We Live Together? (3:11) Timmy Thomas—Glade	11	15	12	15
15	15	Oh Babe, What Would You Say? (3:22) Hurricane Smith—Capitol	15	14	10	16
24	16	Also Sprach Zarathustra (5:06) Deodato—CTI	17	16	14	14
16	17	Do It Again (4:03) Steely Dan—ABC	16	17	17	17
20	18	Do You Wanna Dance? (2:44) Bette Midler—Atlantic	18	18	18	19
17	19	Your Mama Don't Dance (2:47) Loggins and Messina—Columbia	19	22	19	22
27	20	Peaceful Easy Feeling (4:15) Eagles—Asylum	20	19	21	21
22	21	The Cover of Rolling Stone (2:53) Dr. Hook & the Medicine Show—Columbia	21	21	20	18
19	22	Jambalaya (3:06) Blue Ridge Rangers—Fantasy	23	20	23	23
25	23	I'm Just a Singer (4:16) Moody Blues—Threshold	26	24	22	20
26	24	Driedel (3:45) Don McLean—United Artists	25	23	25	24
29	25	Big City Miss Ruth Ann (2:34) Gallery—Sussex	22	26	27	27
36 •	26	Hummingbird (3:30) Seals & Crofts—Warner Brothers	30	25	24	26
23	27	Love Jones (3:19) Brighter Side of Darkness—20th Century	27	27	26	25
34	28	Aubrey (3:38) Bread—Elektra	24	28	29	30
37	29	Don't Cross the River (2:22) America—Warner Brothers	28	29	28	28
28	30	Danny's Song (3:06) Anne Murray—Capitol	31	30	30	31
56 •	31	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	29	31	32	38

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Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
41	32		Dead Skunk (3:08) Loudon Wainwright III—Columbia	32	37	31	33
39	33		Little Willy (3:13) The Sweet—Bell	33	34	36	34
18	34		Trouble Man (3:50) Marvin Gaye—Motown	35	33	35	36
44	35		Ain't No Woman (2:59) Four Tops—Dunhill	39	32	37	32
30	36		Me & Mrs. Jones (4:34) Billy Paul—Philadelphia International	36	38	34	37
61	• 37		Sing (3:20) The Carpenters—A & M	34	36	38	40
43	38		Space Oddity (5:05) David Bowie—RCA	47	44	33	29
50	• 39		Jesus Is Just Alright (3:50) Doobie Brothers—Warner Brothers	46	39	39	35
60	• 40		Keep on Singing (3:40) Austin Roberts—Chelsea	45	35	45	39
57	• 41		Peaceful (2:50) Helen Reddy—Capitol	37	42	40	54
68	• 42		One Less Set of Footsteps (2:46) Jim Croce—Dunhill	40	40	43	44
59	• 43		Tie a Yellow Ribbon (3:19) Dawn—Bell	38	43	48	49
46	44		Control of Me (3:28) Les Emmerson—Lion	43	41	44	45
—	• 45		Love Is What You Make It (2:50) Grass Roots—Dunhill	42	50	47	47
—	• 46		Give Me Your Love (2:59) Barbara Mason—Buddah	41	47	50	48
45	47		Neither One of Us (4:15) Gladys Knight & the Pips—Soul	53	46	46	41
—	• 48		I'm Stone in Love With You (3:12) Stylistics—Avco	50	52	49	46
71	• 49		Kissing My Love (3:50) Bill Withers—Sussex	44	48	54	52
47	50		Smoke Gets in Your Eyes (3:15) Blue Haze—A & M	51	45	53	42
—	• 51		Drift Away (3:30) Dobie Gray—Decca	54	49	52	50
33	52		Break Up to Make Up (4:00) Stylistics—Avco	56	54	51	58
65	• 53		Hello Hurray (3:01) Alice Cooper—Warner Brothers	72	69	41	43
—	• 54		Stir It Up (3:09) Johnny Nash—Epic	48	53	60	70
21	55		Hi Hi Hi (3:10) Paul McCartney & Wings—Apple	58	61	42	63
64	56		Rosalie (3:16) Sam Neely—Capitol	52	51	63	64
—	• 57		Cook With Honey (3:29) Judy Collins—Elektra	66	56	57	51
53	58		Wildflower (4:08) Skylark—Capitol	55	60	62	60
73	• 59		Pardon Me, Sir (3:37) Joe Cocker—A & M	61	70	55	57
58	60		Good Morning Heartache (2:20) Diana Ross—Motown	59	59	58	65
—	• 61		Stuck in the Middle (3:24) Steelers Wheel—A&M	*	55	65	53
—	• 62		Names, Tags, Numbers, Labels (3:25) Association—Mums	57	58	66	72
72	63		Sail On, Sailor (3:15) Beach Boys—Brother	69	57	64	56
67	64		Magic Woman Touch (3:17) Hollies—Epic	60	71	74	55
74	65		Love Music (3:42) Raiders—Columbia	68	*	56	62
—	66		Bitter Bad (2:30) Melanie—Neighborhood	62	65	73	69
—	67		Elderberry Wine (3:34) Elton John—MCA	*	62	75	59

continued on page 66

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
66	68		Separate Ways (2:36) Elvis Presley—RCA	67	63	69	67
31	69		You Turn Me On, I'm a Radio (2:40) Joni Mitchell—Asylum	64	*	61	74
—	70		How Can I Tell Her? (3:43) Travis Wommack—Fame	75	66	70	73
—	71		Walk on the Wild Side (3:37) Lou Reed—RCA	*	*	67	68
40	72		Pieces of April (4:00) Three Dog Night—Dunhill	*	*	59	66
—	73		Boo, Boo, Don't Cha Be Blue (3:32) Tommy James—Roulette	65	73	*	*
—	74		Daisy a Day (2:48) Jud Strunk—MGM	71	68	*	*
—	75		Don't Let Me Be Lonely (2:31) James Taylor—Warner Brothers	49	*	*	*

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

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

Ain't No Woman (35). Also Sprach Zarathustra (16), Aubrey (28), Big City Miss Ruth Ann (25), Bitter Bad (66), Boo, Boo, Don't Cha Be Blue (73), Break Up to Make Up (52), Control of Me (44), Cook With Honey (57), Could It Be I'm Falling in Love (2), Cover of Rolling Stone (21), Crocodile Rock (3), Daddy's Home (9), Daisy a Day (74), Dancing in the Moonlight (12), Danny's Song (30), Dead Skunk (32), Do It Again (17), Do You Wanna Dance? (18), Don't Cross the River (29), Don't Expect Me to be Your Friend (11), Don't Let Me Be Lonely (75), Driedel (24), Drift Away (51), Dueling Banjos (6), Elderberry Wine (67), Give Me Your Love (46), Good Morning Heartache (60), Hello Hurray (53), Hi Hi Hi (55), How Can I Tell Her (70), Hummingbird (26), I'm Just a Singer (23), I'm Stone in Love With You (48), Jambalaya (22), Jesus Is Just Alright (39), Keep on Singing (40), Killing Me Softly With His Song (1), Kissing My Love (49), Last Song (8), Little Willy (33), Love Is What You Make It (45), Love Jones (27), Love Music (65), Love Train (5), Magic Woman Touch (64), Me & Mrs. Jones (36), Names, Tags, Numbers, Labels (62), Neither One of Us (47), The Night The Lights Went Out in Georgia (31), Oh Babe, What Would You Say? (15), One Less Set of Footsteps (42), Pardon Me, Sir (59), Peaceful (41), Peaceful Easy Feeling (20), Pieces of April (72), Rocky Mountain High (7), Rosalie (56), Sail On, Sailor (63), Separate Ways (68), Sing (37), Smoke Gets in Your Eyes (50), Space Oddity (38), Stir It Up (54), Stuck in the Middle (61), Superstition (10), Tie a Yellow Ribbon (43), Trouble Man (34), Walk on the Wild Side (71), Why Can't We Live Together? (14), Wildflower (58), The World Is a Ghetto (13), You Turn Me On, I'm a Radio (69), You're So Vain (4), Your Mama Don't Dance (19).

Equipment & Engineering

Direct-to-set service planned for new satellite

von Braun puts antenna costs at less than \$100, in experiments aimed at Alaska, Rocky Mountains

Werner von Braun, instrumental in developing the rocket that placed humans in orbital flight, last week told the Advertising Club of Metropolitan Washington about a satellite that is capable of transmitting directly into television sets without the need for receiving and re-broadcasting by local stations. Calling the satellite "our pride and joy" at Fairchild Industries, where he is now corporate vice president for engineering and development, Dr. von Braun said it is being assembled at company headquarters in Germantown, Md., for the National Aeronautics and Space Administration and will be put in orbit in early 1974.

According to Dr. von Braun, the Applications Technology Satellite (designated ATS-F), is expected to perform many functions ("mainly experimental, some operational"), including direct broadcast to television sets in remote locations. He said the satellite will make use of cylindrical half-shell antennas to collect solar energy for the transmitter, which, with 40 watts of radiated energy, will beam a signal to the ground. The space pioneer pointed out that unlike current communications-satellite transmissions that require a \$2-million antenna to "fish the signal out of the sky," ATS-F will only require "essentially a 10-foot chicken-wire dish aimed at that point in the sky where the satellite will sit motionless." Such an antenna, he claimed, can be produced for less than \$100. It will make use of a frequency somewhat higher than that used for current home television sets. "For this reason," Dr. von Braun said, "these dish antennas are more effective."

Dr. von Braun explained that a key experiment of the ATS-F satellite will involve broadcasting educational television programs to Eskimo villages, migrant labor camps and Indian reservations in Alaska and the Rocky Mountain states (BROADCASTING, Sept. 27, Dec. 13, 1971). "A station in California will beam educational television programs up to the satellite; the satellite will receive them and broadcast the programs simultaneously with one beam to Alaska and the other beam for the Rocky Mountain states," he explained.

Dr. von Braun said that in early 1975 plans call for the ATS-F satellite over the U.S. to be "walked" (aided by a rocket thrust) over the Indian Ocean in keeping with an agreement between the U.S. and India. The agreement calls for the satellite to be put at the disposal of the Indian government at no cost for one year. The Indian government, Dr. von Braun, said, will provide at its own



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expense a transmitter station (which already exists north of Bombay) and 5,000 village television sets. "These will be used to provide classroom education for remote Indian villages," he said.

Dr. von Braun closed his lengthy presentation to the Washington ad club by noting a paradox. "The neediest country in the field of education will probably make the most beneficial use of the space program," he pointed out.

ASC gets waiver to build

FCC will permit the American Satellite Corp., Germantown, Md., an applicant for domestic communications satellite system, to construct three 12-transponder satellites prior to authorization of the system by the commission. In granting ASC's request for a waiver of its rules so as to proceed with construction, the commission said its decision is without prejudice to any future action it may take on the firm's system application. It emphasized that the grant does not constitute authorization of the ASC system.

ASC, a consortium of Fairchild Industries and Western Union International, said immediate authorization is necessary to confirm the launch date of its space vehicles, now scheduled for late 1974. It said it has arranged for the construction of satellites with Hughes Aircraft Co. and that any delay in firming a contract with Hughes would increase its cost substantially and jeopardize its launch position. ASC is one of six firms awaiting commission approval of bids to construct a domestic system. Western Union Telegraph Co. received such a grant last month (BROADCASTING, Jan. 8).

Like hotcakes

Last year was one of the best years in consumer electronics history, says a report issued by the Consumer Electronics Group of the Electronic Industries Association. U.S. color TV, total TV and total radio markets all registered peak volumes. Color TV, for combined U.S.-produced and imported units, reached a record 8,843,547 sets in 1972, beating 1971's mark of 21.6%. Total 1972 television market (including U.S.-produced and imported, color and monochrome) zoomed to an all-time high of 17,082,948 sets, 14.5% ahead of 1971's performance.

In the palm of your hand

General Electric Co. said last week its engineers have invented a stamp-sized electronic device that holds out promise for a television camera that would be no larger than a pack of cigarettes. The GE device, a solid-state imager, performs the same function as the large video vacuum tube now used in television cameras, converting the optical image into an electrical signal. The imager was described at the International Solid State Circuits Conference in Philadelphia, sponsored by the Institute of Electrical and Electronics Engineers.

Finance

Teleprompter comes back with a record year

Profits jump over 50% to 12 million, paced by strong 4th-quarter showing

Teleprompter Corp., New York-based major broadband communications firm, followed a turbulent 1971 financial year with record earnings in 1972. Net income for the year ended Dec. 31 totaled \$12,578,605, a striking 56.6% increase over 1971's performance of \$8,030,221. Teleprompter's revenues jumped from \$50,050,212 to \$61,062,127. Net income per share for 1972 was up 46% to 86 cents per share from 59 cents the previous year. Cash flow for the year increased from \$15,776,485 in 1971 to \$21,245,629 last year.

Teleprompter's 1972 record earnings was aided by a solid fourth-quarter report that showed net income per share of 22 cents and net income of \$3,308,038 on revenues of \$15,652,980 as compared to 16 cents earned per share, \$2,147,358 income and \$13,253,959 revenues for a comparable period in 1971.

According to Teleprompter chairman and chief executive officer Raymond P. Shafer, the increases stem from "the rapid growth of the company's cable-television operations." Last year Teleprompter had a successful offering of common stock. More recently, the company announced a \$150 million line of credit from a group of banks.

Financial Briefs

The Interpublic Group of Companies, New York, reported earnings up 26% in its financial report for the year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 2.38	\$ 1.94
Revenues	904,315,000	855,789,000
Net income	6,268,000	5,526,000

Columbia Pictures Industries Inc., New York, reported increases in gross income for first half of current fiscal year. For six months ended Dec. 30:

	1972	1971
Earned per share	\$ 0.34	\$ (0.87)
Revenues	131,777,000	107,278,000
Net income	2,296,000	(5,527,000)

Admiral Corp., Chicago, reported record revenues, with "operating income the second best on record," for 1972. For year ended Dec. 31:

	1972	1971
Earned per share	\$ 2.85	\$ (0.29)
Revenues	468,763,000	407,141,000
Net income	15,413,000	(1,477,000)

Four Star International Inc., Los Angeles, reported operating profits for six months of fiscal year before taxes which, after utilization of loss carry-forwards, restored after-tax earnings to same figure. For six months ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 0.74	\$ 0.07
Revenues	2,109,678	2,375,534
Net income	496,712	51,385

Teletape Corp., New York, went from loss to profit in its income for first half of current fiscal year. For six months ended Dec. 31:

	1972	1971
Earned per share	\$ 0.19	\$ (0.18)
Revenues	3,704,083	3,840,489
Net income	426,924	(346,496)

Doyle Dane Bernbach, New York, reported 16% increase in gross billings and a gain in net income for the fiscal year ended Oct. 31, 1972:

	1972	1971
Earned per share	\$ 2.10	\$ 1.83
Billings	315,786,000	271,745,000
Net income	4,109,000	3,538,000

Warner Communications Inc., New York, reported increases in revenues and income for 1972. For year ended Dec. 31:

	1972	1971
Earned per share	\$ 2.06	\$ 1.82
Revenues	510,251,000	383,870,000
Net income	50,118,000	42,018,000

Adams-Russell Co., Waltham, Mass., reported increases in sales and income for first quarter of 1972-73. For three months ended Jan. 31:

	1973	1972
Earned per share	\$ 0.10	\$ 0.05
Revenues	3,314,000	2,052,000
Net income	127,000	58,000

The Outlet Co., Providence, R. I., reported record revenues and increases in net earnings for nine months ended Oct. 31:

	1972	1971
Earned per share	\$ 0.90	\$ 0.34
Revenues	54,118,655	49,687,389
Net income	1,348,036	549,082

Visual Electronics Corp., New York, re-

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ported an increase in sales and a reduction in its net loss for the first nine months of its fiscal year ended last Dec. 31:

	1972	1971
Earned (loss) per share	\$ (0.11)	\$ (0.26)
Revenues	7,721,000	6,485,000
Net income (loss)	(165,000)	(352,000)

Pacific & Southern Broadcasting Co., New York, group broadcaster, reported

increase in gross revenues but net loss of more than \$3 million for 1972 after extraordinary charges.

Pacific & Southern's net income amounted to \$410,439 from continuing operations, but extraordinary charges of \$3,789,187 (sales of KHON-TV Honolulu and KXVI(AM) Oregon City, Ore., and disposition of its radio-sales representation business) placed company in net-

loss position in 1972. On Jan. 31, boards of directors of Combined Communications Corp., Phoenix, and P&S announced agreement in principle whereby P&S would be merged into CCC's broadcast division.

For year ended Dec. 31:

	1972	1971
Earned (loss) per share	\$ (1.71)	\$ 0.35
Revenues	17,566,581	15,483,100
Net income (loss)	(3,378,748)	833,752

Broadcasting Stock Index

Weekly market summary of 138 stocks allied with broadcasting

Stock symbol	Exch.	Closing Feb. 21	Closing Feb. 14	Net change in week	% change in week	High	Low	1972-73	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	57 3/4	65 3/4	- 8	- 12.16	81 1/2	51 1/4		8,418	486,139
ASI COMMUNICATIONS	O				.00	5	1		1,815	1,815
CAPITAL CITIES	CCB	N	53 5/8	56 1/2	- 2 7/8	- 5.08	64 1/4	48	6,991	374,892
CBS	N	44 3/8	49 5/8	- 5 1/4	- 10.57	63	44 3/8		28,096	1,246,760
COX	N	31 1/8	33 3/4	- 2 5/8	- 7.77	51	29 3/4		5,850	182,081
FEDERATED MEDIA	O	2 3/4	2 1/2	+ 1/4	+ 10.00	4 1/8	2		820	2,255
GROSS TELECASTING	GGG	A	14 3/4	15	- 1/4	- 1.66	23 7/8	12 1/4	800	11,800
LIN	N	13 7/8	13 5/8	+ 1/4	+ 1.83	22 3/8	10 3/4		2,341	32,481
MOONEY	O	9 1/2	9 3/8	+ 1/8	+ 1.33	11 5/8	4		250	2,375
PACIFIC & SOUTHERN	PSOU	O	11 1/4	12 3/4	- 1 1/2	- 11.76	18 1/4	6 1/2	2,010	22,612
RAHALL COMMUNICATIONS	RAHL	O	11 3/4	12	- 1/4	- 2.08	29	8	1,296	15,228
SCRIPPS-HOWARD*	SCRP	O	20 1/2	20 1/4	+ 1/4	+ 1.23	27	18	2,589	53,074
STARR*	SBG	M	21 1/4	21 5/8	- 3/8	- 1.73	30 1/2	15 1/2	1,061	22,546
STORER	SBK	N	30 1/2	33 7/8	- 3 3/8	- 9.96	49 3/8	30 1/2	4,402	134,261
TAFT	TFB	N	48 3/4	50	- 1 1/4	- 2.50	59 1/4	41 3/4	4,064	198,120
								TOTAL	70,803	2,786,439
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	4 1/2	4 1/2		.00	8 3/4	4 1/4	1,259	5,665
AVCO	AV	N	13 1/8	13 1/4	- 1/8	- .94	20 7/8	12 7/8	11,497	150,898
BARTLETT MEDIA	BMCA	A	2 1/4	2 5/8	- 3/8	- 14.28	7 1/8	2 1/4	2,257	5,078
CHRIS-CRAFT	CCN	N	5 1/4	5 3/8	- 1/8	- 2.32	8 3/4	4 5/8	4,008	21,042
COMBINED COMMUNICATIONS	CCA	A	35 1/2	36	- 1/2	- 1.38	44 3/8	28 1/2	3,405	120,877
COWLES COMMUNICATIONS	CWL	N	7 5/8	8 1/4	- 5/8	- 7.57	13 1/8	7 5/8	3,969	30,263
DUN & BRADSTREET	DNB	N	80 3/8	79 1/4	+ 1 1/8	+ 1.41	81 3/8	63	12,998	1,044,714
FAIRCHILD INDUSTRIES INC.	FEN	N	10	10 1/4	- 1/4	- 2.43	14 1/4	9	4,562	45,620
FUQUA	FQA	N	14 5/8	14 3/4	- 1/8	- .84	27 7/8	14 1/2	9,587	140,209
GABLE INDUSTRIES	GBI	N	19 7/8	20 1/2	- 5/8	- 3.04	32 1/4	19 3/4	2,551	50,701
GENERAL TIRE & RUBBER	GY	N	23 5/8	24 3/8	- 3/4	- 3.07	32 5/8	23	20,599	486,651
GLOBETROTTER COMMUNICATION INC	GLBTA	O	7 1/2	7 5/8	- 1/8	- 1.63	20 1/2	7	2,843	21,322
GRAY COMMUNICATIONS	O	11 1/8	11 1/4	- 1/8	- 1.11	14	6 1/2		475	5,284
HARTE-HANKS NEWSPAPERS INC.	HHN	N	28	26 7/8	+ 1 1/8	+ 4.18	29 1/4	25 1/8	4,321	120,988
ISC INDUSTRIES	ISC	A	7	7		.00	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		.00	7 7/8	5 5/8	1,621	9,726
KINGSTIP INC.	KTP	A	10 3/4	11 1/8	- 3/8	- 3.37	17 3/4	10 1/8	1,155	12,416
LAMB COMMUNICATIONS*	O	2 3/8	2 1/2	- 1/8	- 5.00	4 7/8	2		475	1,128
LEE ENTERPRISES	LNT	A	21 3/8	21 1/2	- 1/8	- .58	30	17 1/2	3,340	71,392
LIBERTY CORP.	LC	N	19 1/8	19 1/2	- 3/8	- 1.92	25 1/2	17 1/2	6,753	129,151
MCGRAW HILL	MHP	N	12 7/8	13 1/4	- 3/8	- 2.83	20 7/8	12 1/2	23,518	302,794
MEDIA GENERAL INC.	MEG	A	38 3/4	39	- 1/4	- .64	49 3/8	27 7/8	3,434	133,067
MEREDITH CORP.	MDP	N	17	17 1/2	- 1/2	- 2.85	30 3/4	17	2,827	48,059
METROMEDIA	MET	N	24 3/4	26 1/4	- 1 1/2	- 5.71	39	24 3/4	5,959	147,485
MULTIMEDIA INC.	O	28 1/4	27	+ 1 1/4	+ 4.62	45	14		3,620	102,265
OUTLET CO.	DTU	N	14 1/2	14 1/2		.00	19 3/8	13	1,336	19,372
PACIFIC SOUTHWEST AIRLINES	PSA	N	17	18 1/8	- 1 1/8	- 6.20	37 1/2	17	3,779	64,243
POST CORP.	POST	O	14 3/4	14 3/4		.00	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 5/8		.00	4 1/4	2 1/8	2,294	6,021
RIDDER PUBLICATIONS	RPI	N	26	27	- 1	- 3.70	34 1/2	21 7/8	8,327	216,502
ROLLINS	ROL	N	30	29 3/4	+ 1/4	+ .84	43 1/4	29 1/8	12,916	387,480
RUST CRAFT	RUS	A	23 3/8	26	- 2 5/8	- 10.09	39 3/8	23 3/8	2,350	54,931
SAN JUAN RACING	SJR	N	18 7/8	19 3/8	- 1/2	- 2.58	34 3/4	18 3/4	2,153	40,637
SCHERING-PLOUGH	SGP	N	142 3/4	142 3/4		.00	144	82 5/8	25,471	3,635,985
SONDERLING	SDS	A	13 1/8	13 3/8	- 1/4	- 1.86	30 3/4	11	1,005	13,190
TECHNICAL OPERATIONS, INC.	TO	A	11	10 1/2	+ 1/2	+ 4.76	17 7/8	9	1,386	15,246
TIMES MIRROR CO.	TMC	N	20	20 1/4	- 1/4	- 1.23	27 7/8	19 1/2	31,080	621,600
TURNER COMMUNICATIONS*	O	6	5 3/4	+ 1/4	+ 4.34	7	2		1,486	8,916
WASHINGTON POST CO.	WPD	A	29	29 7/8	- 7/8	- 2.92	38	23 1/2	4,818	139,722
WHOH CORP.*	O	19	15	+ 4	+ 26.66	30	11		589	11,191
WOMETCO	WOM	N	15 3/4	16	- 1/4	- 1.56	25 7/8	15 5/8	6,073	95,649
								TOTAL	272,560	8,699,192
Cable										
AMECO	ACO	O	1 3/8	1 5/8	- 1/4	- 15.38	12 3/4	1 3/8	1,200	1,650
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	33 1/2	34 3/4	- 1 1/4	- 3.59	47 1/4	17 1/4	2,856	95,676
BURNUP & SIMS	BSIM	O	30 1/2	29 7/8	+ 5/8	+ 2.09	31 3/4	6 3/4	7,510	229,055
CABLECOM-GENERAL	CCG	A	6 7/8	6 7/8		.00	18 1/4	6 1/4	2,472	16,995
CABLE FUNDING CORP.*	CFUN	O	5 3/4	6	- 1/4	- 4.16	15 1/4	5 3/4	1,233	7,089
CABLE INFORMATION SYSTEMS*	O	2	2		.00	4 3/4	1 3/4		955	1,910
CITIZENS FINANCIAL CORP.	CPN	A	7 3/4	7 3/4		.00	15 1/4	7 1/2	2,416	18,724
COMCAST CORP.	O	4 1/4	4 1/4		.00	7	4 1/8		1,280	5,440

	Stock symbol	Exch.	Closing Feb. 21	Closing Feb. 14	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low				
COMMUNICATIONS PROPERTIES	COMU	D	8 3/8	7 3/4	+	5/8	+	8.06	27 3/8	7 1/2	1,917	16,054
COX CABLE COMMUNICATIONS	CXC	A	23 1/2	25 3/8	-	1 7/8	-	7.38	41 3/4	23 1/4	3,556	83,566
CYPRESS COMMUNICATIONS*	CYPR	O	13 1/2		-	1 5/8	-	10.74	23	7	2,732	36,882
ENTRON	ENT	A	2 1/2	2 1/2				.00	9 1/4	2 1/2	1,358	3,395
GENERAL INSTRUMENT CORP.	GRL	N	21 3/4	22 5/8	-	7/8	-	3.86	32 7/8	20 3/4	6,503	141,440
LVO CABLE INC.	LVOO	O	8 1/4	9	-	3/4	-	8.33	16 1/2	6 3/4	1,466	12,094
SCIENTIFIC-ATLANTA INC.	SFA	A	11 3/4	12 1/4	-	1/2	-	4.08	15 3/4	8 1/8	917	10,774
STERLING COMMUNICATIONS	STER	O	3 1/8	2 7/8	+	1/4	+	8.69	7 3/4	2 7/8	2,162	6,756
TELE-COMMUNICATIONS	TCOM	O	16	16				.00	35 1/4	15 1/2	3,866	61,856
TELEPROMPTER	TP	A	26	24 5/8	+	1 3/8	+	5.58	44 1/2	24 1/4	16,381	425,906
TIME INC.	TL	N	44	52 3/4	-	8 3/4	-	16.58	64 3/4	44	7,284	320,496
TOCOM	TOCM	O	10 7/8	10 1/4	+	5/8	+	6.09	12 1/8	7	596	6,481
UA-COLUMBIA CABLEVISION INC.	UACC	O	11 1/4	12 1/4	-	1	-	8.16	19	11 1/4	1,832	20,610
VIACOM	VIA	N	14 7/8	16	-	1 1/8	-	7.03	28 1/2	14 7/8	3,931	58,473
VIKOA	VIK	A	7 1/2	7 1/2				.00	19 3/4	7	2,333	17,497
Programming									TOTAL		78,482	1,603,781
COLUMBIA PICTURES	CPS	N	8 1/8	7 7/8	+	1/4	+	3.17	14 7/8	7 3/8	6,335	51,471
DISNEY	DIS	N	97	96 3/8	+	5/8	+	.64	123 7/8	95	28,552	2,769,544
FILMWAYS	FWY	A	3 3/4	3 7/8	-	1/8	-	3.22	8	3 5/8	1,846	6,922
GULF & WESTERN	GW	N	27 1/8	27 5/8	-	1/2	-	1.80	44 3/4	27 1/8	16,387	444,497
MCA	MCA	N	26 7/8	27 1/8	-	1/4	-	.92	35 7/8	23 1/8	8,243	221,530
MGM	MGM	N	21 1/4	20 5/8	+	5/8	+	3.03	27 1/2	16 3/4	5,958	126,607
MUSIC MAKERS	MUSC	O	2	2 1/4	-	1/4	-	11.11	3 3/4	1 1/8	534	1,068
TELE-TAPE PRODUCTIONS*		O	1 1/2	1 3/8	+	1/8	+	9.09	2 7/8	1	2,190	3,285
TELETRONICS INTERNATIONAL*		O	10	9	+	1	+	11.11	18 1/2	6 1/4	724	7,240
TRANSAMERICA	TA	N	15 1/2	15 7/8	-	3/8	-	2.36	23 1/2	15 1/8	67,413	1,044,901
20TH CENTURY-FOX	TF	N	9 1/2	9 5/8	-	1/8	-	1.29	17	8 5/8	8,562	81,339
WALTER READE ORGANIZATION	WALT	O	7/8					.00	4 1/8	7/8	2,203	1,927
WARNER COMMUNICATIONS INC.	WCI	N	27 3/4	28 1/2	-	3/4	-	2.63	50 1/4	27 1/4	18,883	524,003
WRATHER CORP.	WCO	A	13 1/4	13	+	1/4	+	1.92	17 7/8	7 1/8	2,164	28,673
Service									TOTAL		169,994	5,313,007
JOHN BLAIR	BJ	N	10 1/8	11	-	7/8	-	7.95	22 3/8	9 1/2	2,606	26,385
COMSAT	CQ	N	54 1/2	53 3/4	+	3/4	+	1.39	75 3/8	52	10,000	545,000
CREATIVE MANAGEMENT	CMA	A	7 3/8	8	-	5/8	-	7.81	15 1/2	7	975	7,190
DOYLE DANE BERNBACH	DOYL	O	19	19 1/4	-	1/4	-	1.29	34 3/4	19	1,960	37,240
ELKINS INSTITUTE	ELKN	O	1 1/4					.00	16 3/8	1 1/4	1,664	2,080
FOOTE, CONE & BELOING	FCB	N	10 7/8	11	-	1/8	-	1.13	14	10 1/2	2,152	23,403
CLINTON E. FRANK INC.*		D	9 3/4	10 1/4	-	1/2	-	4.87	20	9 3/4	720	7,020
GREY ADVERTISING	GREY	O	13 1/2	14 1/4	-	3/4	-	5.26	18 1/8	9 1/4	1,200	16,200
INTERPUBLIC GROUP	IPG	N	19 1/4	20 3/4	-	1 1/2	-	7.22	36 1/8	18 3/4	2,130	41,002
MARVIN JOSEPHSON ASSOCS.	MRVN	O	16	16 1/4	-	1/4	-	1.53	18 1/2	5 7/8	825	13,200
MCCAFFREY & MCCALL*		O	10 3/4	9 3/4	+	1	+	10.25	16 1/2	7	585	6,288
MCI COMMUNICATIONS	MCIC	D	7 3/8	7 3/8				.00	12 3/4	6 5/8	11,810	87,098
MOVIELAB	MOV	A	1 5/8	1 3/4	-	1/8	-	7.14	3 1/8	1 3/8	1,407	2,286
MPO VIDEOTECHNICS	MPO	A	2 3/4	2 5/8	+	1/8	+	4.76	7 1/8	2 1/2	547	1,504
NEEDHAM, HARPER & STEERS INC.*	NHMA	O	21 3/4	22 1/4	-	1/2	-	2.24	34 1/8	21 1/4	911	19,814
A. C. NIELSEN	NIELB	O	38 1/4	38 1/4				.00	78 1/8	37 5/8	5,299	202,686
OGILVY & MATHER	OGIL	D	28 1/2	29 3/4	-	1 1/4	-	4.20	48 1/2	16	1,716	48,906
PKL CO.*	PKL	O	2 1/4	2 1/8	+	1/8	+	5.88	9 1/2	3/4	778	1,750
J. WALTER THOMPSON	JWT	N	19	19 3/4	-	3/4	-	3.79	49 1/4	19	2,694	51,186
UNIVERSAL COMMUNICATIONS INC.*		O		10				.00	17	8	715	7,150
WELLS, RICH, GREENE	WRG	N	17	16 7/8	+	1/8	+	.74	27 7/8	16 3/8	1,646	27,982
Electronics									TOTAL		52,340	1,175,370
ADMIRAL	AOL	N	13 1/2	12 7/8	+	5/8	+	4.85	27	12	5,813	78,475
AMPEX	APX	N	6 1/2	6	+	1/2	+	8.33	15 1/8	5	10,875	70,687
CARTRIDGE TELEVISION INC.		O	8 7/8	10 1/8	-	1 1/4	-	12.34	43 1/2	8 7/8	2,083	18,486
CCA ELECTRONICS	CCAE	O	2 3/8	2 3/8				.00	6 1/4	2 1/4	881	2,092
COLLINS RADIO	CRI	N	22	21 7/8	+	1/8	+	.57	27 1/4	13 1/4	2,968	65,296
COMPUTER EQUIPMENT	CEC	A	2 1/4	2 1/4				.00	4 5/8	2 1/8	2,421	5,447
CONRAC	CAX	N	24	25 1/2	-	1 1/2	-	5.88	39 3/8	24	1,261	30,264
GENERAL ELECTRIC	GE	N	68 1/2	69 5/8	-	1 1/8	-	1.61	75 7/8	58 1/4	182,123	12,475,425
HARRIS-INTERTYPE	HI	N	43 3/4	46 1/2	-	2 3/4	-	5.91	59	43 3/4	6,301	275,668
INTERNATIONAL VIDEO CORP.*	IVCP	O	13 1/4	13 3/4	-	1/2	-	3.63	15	12 1/2	2,745	36,371
MAGNAVOX	MAG	N	19	20 3/4	-	1 3/4	-	8.43	52 1/4	19	17,685	336,015
3M	MMM	N	84 1/4	83 1/8	+	1 1/8	+	1.35	88 7/8	74 1/4	113,009	9,521,008
MOTOROLA	MDT	N	124	133	-	9	-	6.76	138	80	13,609	1,687,516
OAK INDUSTRIES	OEN	N	16 5/8	15 5/8	+	1	+	6.40	21 3/4	9 5/8	1,638	27,231
RCA	RCA	N	29 5/8	29 3/4	-	1/8	-	.42	45	29 5/8	74,432	2,205,048
RSC INDUSTRIES	RSC	A	2	2				.00	4 3/8	1 5/8	3,458	6,916
SONY CORP	SNE	N	53 3/8	49 1/4	+	4 1/8	+	8.37	57 1/4	40 1/2	66,250	3,536,093
TEKTRONIX	TEK	N	42	49	-	7	-	14.28	65 1/2	32 3/4	8,162	342,804
TELEMATION	TMT	O	4 3/4	4 3/4				.00	13 3/4	3 1/2	1,050	4,987
WESTINGHOUSE	WX	N	37 1/2	39 1/8	-	1 5/8	-	4.15	54 7/8	37 1/2	88,235	3,308,812
ZENITH	ZE	N	44 1/8	46 5/8	-	2 1/2	-	5.36	56 5/8	39 3/4	19,040	840,140
									TOTAL		624,039	34,874,781
									GRAND TOTAL		1,268,218	54,452,570

Standard & Poor's Industrial Average

128.50

128.97

- .47

A-American Stock Exchange
M-Midwest Stock Exchange
*Closing prices are for Tuesday

N-New York Stock Exchange
O-Over the counter (bid price shown)

A blank in closing price columns
indicates no trading in stock.

Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

Fates & Fortunes®

Broadcast Advertising



Mr. Balson



Mr. McGuire



Mr. Schoenfein

John Balson, **George McGuire** and **Bob Schoenfein**, VP's, Grey Advertising, New York, named senior management supervisors. **William S. Altieri**, senior account supervisor, W. B. Doner and Co., Southfield, Mich., joins Grey Advertising, Detroit, as VP and management supervisor.

Ronald W. Mitchell, VP and account supervisor, Toyota broadcast advertising, Clinton E. Frank, Los Angeles, named VP and management supervisor, all Toyota advertising. Mr. Mitchell's broadcast responsibilities have been assumed by **Bob Kent**, VP-Toyota print advertising.

Robert Patton, VP and account supervisor, Tatham-Laird & Kudner, New York, appointed management supervisor.



Mr. McMenamin

J. Robert McMenamin, director of advertising, Uniroyal, New York, named departmental VP, communications.

John Kay, VP and account supervisor, Needham, Harper & Steers, Chicago, joins Honig-Cooper & Harrington, San Francisco agency, in similar capacity.

Jae Franzgrote, sales manager, KBTB(TV) Denver, named VP.

Rich Frank, national sales manager, KTLA(TV) Los Angeles, appointed general sales manager. **Art Doty**, local sales manager, KTLA, appointed director of sales.

David B. Totty, local sales manager, WXEX-TV Petersburg-Richmond, Va., appointed general sales manager. He is succeeded by **David R. Dodds**, with WXEX-TV.

Robert C. Traeger, with Kansas State

Network, appointed local-regional sales manager, broadcasting division. KSN is owner of KARD-FM-TV Wichita, KCKT(TV) Great Bend, KGLD(TV) Garden City and KOMC(TV) Oberlin.



Mr. Petree

Thomas W. Petree, with WLWT(TV) Cincinnati, joins WLKY-TV Louisville as national sales manager.

Reynard A. Corley, regional sales manager, KETV(TV) Omaha, joins WRDW-TV Augusta, Ga., as sales manager.

Steve Wrath, national sales manager, KLOL(AM) San Francisco, appointed general sales manager.

Charles Frodsham, regional sales manager, WTAX(AM)-WDBR(FM) Springfield, Ill., joins WGSO(AM) New Orleans as sales manager.

Bob Britt, with WAHT(AM) Lebanon, Pa., joins WTTQ(AM) Toledo, Ohio, as general sales manager.

Lee Willis, local sales manager, KRLA(AM) Pasadena, Calif., appointed to newly created post, director of marketing and sales development.

Dick Krause, with WLMD(AM) Laurel, Md., appointed local sales manager.

Robert F. Hyland III, Chicago sales manager, CBS Radio Spot Sales, appointed New York sales manager.

Steve Clayback and **Dave Gneiser**, account executives, Robert E. Eastman & Co., New York, named managers, Philadelphia and Detroit offices, respectively.

Jack Hobbs, with KYW(AM) Philadelphia, appointed manager, newly opened Philadelphia office of RKO Representatives at 1617 J. F. Kennedy Boulevard.

Virginia Dietrich, broadcast director, Stockwell-Marcuse, Southfield, Mich., agency, named VP.

Patricia Moore, director, women's division, Gray & Rogers, Philadelphia, joins T. Gray Associates, Philadelphia agency, as VP in charge of special consumer marketing programs.

Richard Kahn, copywriter, McCann-Erickson, New York, appointed copy supervisor, Dancer-Fitzgerald-Sample, New York.

Robert D. Haworth, copy chief, Clinton E. Frank, Dallas, appointed creative director. **Frank J. Rizzo**, senior art director, Frank, appointed executive art director.

Tod H. Potash, formerly manager, public relations, Ketchum, MacLeod & Grove, New York, appointed VP and director of public relations.

Media

Harold Grams, VP-broadcasting, KSD-TV St. Louis, appointed to television code review board of National Association of Broadcasters, effective March 28. Mr. Grams succeeds **Max Bice**, VP and general manager, KTNT-TV Tacoma-Seattle, who is concluding his second consecutive term and is ineligible for reappointment.



Mr. Hyland

report to him.

Robert F. Hyland, CBS Radio VP and general manager, CBS-owned KMOX-AM-FM St. Louis since 1959, named to new post, regional VP, CBS Radio. He will continue to oversee KMOX-AM-FM operations but will name station managers, who will



Mr. Ebel

Lee as president, Michigan Fetzer group (BROADCASTING, Feb. 19). Mr. Fetzer remains chairman, Fetzer Broadcasting Co.

A. James Ebel, VP and general manager, KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, and VP, KMEG-TV Sioux City, Iowa, named president of three stations, all owned by John E. Fetzer. This follows appointment last week of **Carl E.**



Mr. Davis

York, named VP and general manager, KFRC(AM) San Francisco. Both are RKO General stations.

Norman Davis, editorial director, WTOP-AM-TV Washington, joins WPLG-TV Miami as director of station operations and deputy general manager. Both are Post-Newsweek stations.

Ernest E. Sindelar, operations director, WEWS(TV) Cleveland, appointed station manager. **Edward D. Cervenak**, director of news operations, WEWS, appointed assistant general manager in charge of programs and news. **Alan Bush**, with WEWS, appointed operations director.

Blake Byrne, general sales manager, KPTV(TV) Portland, Ore., joins WJAR-TV Providence, R.I., as general manager.

Mike Diem, program director and assistant station manager, WJON(AM)-

wwj0(FM) St. Cloud, Minn., appointed station manager.

Sam H. Mann Jr., director, Rahall Communications Corp., St. Petersburg, Fla., and partner in Harrison, Greene, Mann, Davenport, Rowe & Stanton, St. Petersburg law firm, elected secretary of corporation. **Elizabeth Gordon**, executive secretary, Rahall, elected assistant secretary. Rahall is owner of WKAP(AM) Allentown, Pa., WWNH(AM) Beckley, W. Va., and WLCY-AM-FM-TV St. Petersburg.

Allen Lee, with KART(AM) Jerome, Idaho, elected president, Idaho State Broadcasters Association. **Claude Cain**, with KID-TV Idaho Falls, elected VP and **Dale Peterson**, with KCID(AM) Caldwell, elected secretary-treasurer.



Mr. Flourney

appointed associate director of business affairs, East Coast, ABC Entertainment, New York.

David Kenin, supervisor of program production, WCBS-TV New York, joins WPHL-TV Philadelphia as manager of operations.

Jim Sharon, with KYND(FM) Houston, joins WLIF(FM) Baltimore as operations director.

Evan Thompson, business manager, KTLA(TV) Los Angeles, appointed director of financial planning and administration.

Penny Pinsker, editorial research associate, WOR(AM) New York, appointed community relations coordinator.

Henry F. Lockhart, reporter and community relations director, WREC-TV Memphis, appointed assistant public affairs director.

Programing

Othur V. Oliver, Midwestern sales representative, Screen Gems, joins Paramount Television Sales, Hollywood, as South-eastern division manager.

Ward Johnson, with noncommercial WILL-TV Urbana, Ill., joins noncommercial KVIE(TV) Sacramento, Calif., as director of program operations. He succeeds **Arthur Irons**, who resigns to establish own film and photography firm. **Roland A. Morales**, with U.S. Agency for International Development, El Salvador, joins KVIE as producer-director.

Jerry Boulding, formerly with WWRL(AM) New York, appointed program director, WOOK(AM) Washington.

Frank P. Cummins, program director, WJAC-TV Johnstown, Pa., since 1949, retires. He is succeeded by **James M. Ed-**

wards Sr., personnel manager, Johnstown Tribune Publishing Co.

Mike Salter, salesman, WCHE(AM) West Chester, Pa., appointed program director.

Bill Colman, with WPOP(AM) Hartford, Conn., appointed programming consultant, WCDQ(AM) Hamden, Conn.

Helen Psaros, producer, CBS-owned AM stations' Private Line News Exchange, appointed executive producer.

Don Cameron, director, CTV News, Toronto, appointed producer, CTV's news and information program, W5. He succeeds **Bill Cunningham** who resigns.

Patricia F. McCune, public service director, WSM-TV Nashville, appointed to newly created post, director of special projects.

Ed Davis, production manager, WWBT-TV Richmond, Va., joins WXEX-TV Petersburg-Richmond as creative director.

Jim Wilkerson, sportscaster, KTAR-TV Phoenix, joins KOA-TV Denver as sports director.

Greg Benedetti, with KDKA-AM-FM Pittsburgh, joins WWSW-AM-FM there as sports director.

Broadcast Journalism

Alan Walden, news director, WHDH(AM) Boston, appointed news manager, WNBC(AM) New York, succeeding **Tony de Haro**, named VP and news director, KRIS-TV Corpus Christi, Tex.

Guy H. King, news director, WEBR(AM) Buffalo, N.Y., appointed news director, WGO(AM)-WQUE(FM) New Orleans.

Pete Moraga, with KNX-AM-FM Los Angeles, joins KMEX-TV there as director of news and public affairs. **Roberto Cruz**, interim news editor, KMEX-TV, appointed managing editor and anchorman.

William L. Vance, assistant news director, KYW-TV Philadelphia, joins WJAR-AM-TV Providence, R.I., as news director.

Bill McGowan, producer and anchorman, WXEX-TV Petersburg-Richmond, Va., appointed news director.

Stan Opatowsky, television assignment editor, ABC News, New York, appointed assistant assignment manager, ABC News, New York.

Howard S. Williams, editorial director, KNXT(TV) Los Angeles, elected chairman, California Freedom of Information Committee. Committee is statewide organization that represents all media groups.

Kati Marton, reporter-producer, National Public Radio, Washington, joins WCAU-TV Philadelphia as general assignment reporter.

John Gardner, announcer-reporter, WEMP(AM) Milwaukee, joins WITI-TV there as weekend anchorman and general assignment reporter. **Ron Davis**, news director, WLIP-AM-FM Kenosha, Wis., and **Jymmie Turner**, news writer, WGPR(FM) Detroit, join WITI-TV as general assignment reporters. **Roy Boyle**, sports director, WBAV-TV Green Bay, Wis., joins WITI-TV as sportscaster.

Joseph E. Foster, reporter and assignment editor, WSRX-TV Nashville, joins



Black-tied. NBC News correspondent **John Chancellor**, named "outstanding television personality of 1972" by the Advertising Club of Baltimore, was honored Feb. 17 at club's 65th annual banquet. Mr. Chancellor (c) shown here with **Jack Beauchamp** (l), general manager of WBAL-TV, and **Senator Charles Mathias Jr.** (R-Md.). Among speakers at dinner were Maryland Governor **Marvin Mandel**, Baltimore Mayor **William Schaefer** and **James H. Lindsay**, president of the advertising organization.

WWJ-AM-FM-TV Detroit as assignment editor.

John Eld, with WWSW-AM-FM Pittsburgh, appointed news editor.

Melinda Smith, press assistant to Senator **Edward W. Brooke** (R-Mass.) joins WLS(AM) Chicago as writer on news staff.

Don Lark, with WAVA-AM-FM Arlington, Va., joins WMAL-TV Washington as newsman.

Ernest A. Slottag, news director, WKAI-AM-FM Macomb, Ill., joins WXCL(AM) Peoria, Ill., as newsmen.

Mary Cassidy, with news staff, KLNG(AM) Omaha, joins Washington staff of Senator **Carl T. Curtis** (R-Neb.) as press secretary.

John Culea, reporter, KTAR-TV Phoenix, assumes additional post, anchorman, 6 PM News.

Cable



Mr. Sewak

Robert Sewak, VP in charge of sales, Petra Cablevision Corp., Central Islip, N.Y., named director of sales and marketing, cable division, Teleprompter Corp., New York.

W. A. Gossett, with Harmon & Co., Denver, named VP. Harmon operates CATV systems in Estes Park, Colo., and St. Albans and Nitro, both West Virginia.

Arthur C. Hutzler, with Television Cable Co., Myrtle Beach, S.C., joins Hawkeye Communications Inc., Des Moines, Iowa, CATV operator, as VP-engineering.

Tom LaFourcade, manager, Pueblo Cablevision, Pueblo, Colo., joins Peninsula TV Power, Sunnyvale, Calif., as

general manager. Both companies are subsidiaries of FCB Cablevision, Irvine, Calif.

William H. Edmonson Jr., principal engineer, Warren Braun Consulting Engineers, Harrisonburg, Va., appointed sales manager, ComSonics Inc., newly formed Harrisonburg CATV technical services firm.

Equipment & Engineering

Herb Schubarth, chief engineer, KBTv-TV Denver, named VP.

Suchet Potewirantananond, with Raytheon Semiconductor, Mountainview, Calif., joins Communications Transistor Corp., San Carlos, Calif., as senior engineer in RF transistor development.

Howard D. Bartlow, senior engineer, TRW Semiconductor, Redondo Beach, Calif., and **Lee B. Max**, senior engineer, Avco Electronics, Cincinnati, join CTC as senior engineers. CTC is producer of semiconductor devices for communications industry.

William W. Montgomery, with Glenview, Ill. office, Telemation Inc., appointed regional broadcast sales manager, West Coast, with headquarters in Los Angeles. **John D. Albee**, manager, Northeast district, Anaconda Wire and Cable Co., telecommunications division, New York, appointed to additional post, manager, Midwest district.

R. Brent Judd, with engineering department, KFMB-TV San Diego, joins San Diego Video, San Diego commercial producer, as chief engineer.

Ernest Hall, operations supervisor, Vidtronics Co., Hollywood, appointed manager, syndication department.

Samuel E. Newman, supervisor of TV transmitters and technical maintenance,

WRC-AM-FM Washington, retires after 43 years with station.

Allied Fields

Eugene P. Kopp, assistant director in charge of administration, United States Information Agency, Washington, appointed deputy director. He is succeeded by **Sherman P. Lloyd**, former Utah congressman.

Edward J. Kuhlmann, general counsel, Cable Information Center, Washington, joins Renouf, McKenna and Polivy, Washington communications law firm, as partner.

Adrien R. Auger, attorney, common carrier bureau, FCC, appointed chief, bureau's legal and tariff branch. Mr. Auger succeeds **Peter M. Andersen**, assigned to bureau's task force on AT&T rate case.

Samuel Miller and **Mark E. Fields**, Washington attorneys, announce their association in firm of Miller and Fields, engaged in practice of administrative law.

William Techtmann, servicing specialist, Nielsen Television Index, Chicago, appointed client service executive.

Deaths



Mr. Bohen

1966. Meredith Corp., along with maga-

Fred Bohen, 77, chairman of the board of Meredith Corp., Des Moines, Iowa, died Feb. 17 at Good Samaritan hospital, Phoenix, following a long illness. Mr. Bohen was named president and chairman in 1929, relinquishing the former position in

zine and book publishing, is owner of 11 radio and television stations. He is survived by his wife, Mildred, and one daughter.

Carleton Edwin Coveny, 72, VP and manager of Los Angeles sales office, John Blair & Co. for 26 years until his retirement in 1963, died in Palm Springs, Calif., on Feb. 10. He is survived by his wife, Jacque, and three sons, Burke E., Carleton C. and Richard C., who is VP and sales manager of Blair Television's station division/CBS group in New York.

Tim Holt, 54, former western film star and sales manager, WEBC(FM) Oklahoma City, died Feb. 15 at Shawnee Medical Center, Shawnee, Okla. He is survived by his wife, Birdie, one daughter and three sons.

Evelyn F. Burkey, 62, executive director, Writers Guild of America East, New York, from 1954 until her retirement last June, died Feb. 19 in Eastern Long Island hospital, Greenport. Miss Burkey also had been secretary of New York chapter of Academy of Television Arts and Sciences. She is survived by her sister, Mrs. Margaret K. Gazza.

Ivan Sanderson, 62, author-naturalist who had conducted number of programs on radio and television, died of cancer Feb. 19 in Columbia, N.J. His television program, *The World is Yours*, was said to be the first regularly scheduled color show on CBS-TV in 1951.

David Woodling, 41, freelance announcer in Minneapolis-St. Paul area, died Feb. 15 of cancer. For 10 years he was associated with Malrite Broadcasting Co. with programing responsibilities for WBRB(AM) Mt. Clemens, Mich., and KEEY-AM-FM Minneapolis-St. Paul. He is survived by his wife, Norma, two daughters and one son.

For the Record®

As compiled by BROADCASTING Feb. 14 through Feb. 20, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—Antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional

antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
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Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017. 212-687-4242
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924. 408-375-3164
East Coast—1000 Chesapeake Drive, Havre de Grace, Md. 301-939-5555

Existing TV stations

Final actions

■ FCC denied request by Anthony R. Martin-Trigona of Champaign, Ill., for review of Broadcast Bureau ruling of March 16, 1972, denying complaint that Illinois stations WCIA-TV and WICD-TV, both Champaign; WAND-TV Decatur, and WICS-TV Springfield, had violated fairness doctrine by broadcasting advertisements for Illinois Power Co. advocating increased use of electrical energy. Action Feb. 14.

■ FCC denied appeal by Appalachian Research and Defense Fund from Broadcast Bureau ruling of Dec. 8, 1971, that section 315-fairness doctrine obligations do not apply to Mountaineer Sports Network. Action Feb. 14.

■ William B. Ray, chief, complaints and compliance division, informed Accuracy in Media Inc. that no further commission action is warranted on complaints that National Public Affairs Center for Television, Public Broadcasting Service and WNET-TV New York violated fairness doctrine in presenting certain programs critical of administration's Vietnam policies. Ann. Feb. 13.

■ KGTV-TV San Diego—Chief, complaints and compliance division, notified Alex Leonidis, chairman of Voters Organized to Think Environment, that station had not violated fairness doctrine in dealing with request for opportunity to respond to interview on ballot proposition. Ann. Feb. 16.

■ KPIX-TV San Francisco—Broadcast Bureau granted CP to install aux. ant. at main trans. and ant. location; conditions. Action Feb. 12.

■ KEYT-TV Santa Barbara, Calif.—Broadcast Bureau granted license covering changes; granted license covering utilization of old main trans. as alt. main trans. Action Feb. 12.

■ WFLA-TV Tampa, Fla.—Broadcast Bureau granted license covering changes; granted license covering utilization of former main trans. as aux. at main ant. location; granted mod. of license covering decrease in aural ERP to 30.2 kw. Action Feb. 12.

■ WAVE-TV Louisville, Ky.—Broadcast Bureau granted CP to install precise frequency control equipment. Action Feb. 12.

■ WSMW-TV Worcester, Mass.—FCC denied request by William E. Erickson for commission review of Broadcast Bureau ruling of April 13, 1972, that WSMW-TV did not violate personal-attack rule. Action Feb. 14.

■ KMSP-TV Minneapolis—FCC, in response to request by Midwest Radio-Television Inc. (WCCO-TV) Minneapolis, stayed commission order released Dec. 21, 1972, deleting condition imposed by review board in authorizing relocation of tower and ant. of KMSP-TV. Action Feb. 14.

■ WNJU-TV Linden, N.J.—Broadcast Bureau permitted remote control from 1020 Broad Street, Newark, N.J. Action Feb. 12.

■ WABC-TV New York—FCC granted application of American Broadcasting Co., licensee for CP to install alt. main trans. at main trans. and ant. location. Action Feb. 14.

■ WPTZ-TV North Pole, N.Y.—Broadcast Bureau granted CP to install aux. ant. at main trans.-ant. location. Action Feb. 12.

■ WLWD-TV Dayton, Ohio—FCC denied request by American Vegetarian Union, Akron, Ohio, for review of FCC staff ruling denying Union's fairness doctrine complaint against WLWD-TV. Action Feb. 14.

■ WJET-TV Erie, Pa.—Broadcast Bureau granted CP to make changes in transmitting equipment. Action Feb. 12.

■ WSPA-TV Spartanburg, S. C.—Broadcast Bureau granted license covering utilization of formerly licensed main trans. as aux. trans. at main trans.-ant. location. Action Feb. 12.

■ WBAP-TV Dallas—Chief, complaints and compliance division, informed Edward C. Fritz, Texas Committee on Natural Resources, that station apparently has been meeting fairness obligations in presentation of views on Trinity River Navigation Project. Ruling noted that issue is continuing one and that while there seemed to have been more air time provided for pro views than for con, to date, it did not seem from balance that licensee's judgment was unreasonable. Ann. Feb. 16.

■ WKOW-TV Madison, Wis.—Broadcast Bureau granted CP to change ERP to 871 kw vis., 174 kw aural. Action Feb. 12.

Actions on motions

■ Administrative Law Judge Ernest Nash in matter of revocation of license of United Television Co. of New Hampshire for WMUR-TV Manchester, N.H., etc., on petition of Broadcast Bureau, postponed hearing to April 9 (Docs. 19336-8). Action Feb. 13.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX-TV]) and Forum Communications Inc., TV proceeding, granted motion by WPIX to amend application to reflect current interim ownership information concerning parent and affiliated companies; by separate action granted supplemental motion by Forum to amend application to reflect change in occupation of one of principals (Docs. 18711-2). Action Feb. 13.

New AM stations

Start authorized

■ WKAO Boynton Beach, Fla.—Authorized program operation on 1510 khz, 1 kw-D. Action Jan. 19.

Actions on motions

■ Administrative Law Judge Basil P. Cooper in Connellsville, Pa. (Connellsville Broadcasters Inc.), AM proceeding, continued evidentiary hearing now scheduled for March 26 to date to be announced at

close of further prehearing conference to be held Friday, April 27 (Doc. 19668). Action Feb. 13.

■ Administrative Law Judge Frederick W. Denniston in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, denied petition by Burns, Rieke and Voss Associates for further hearing in proceeding; by separate action, granted petition by Burns, Rieke and Voss Associates to amend application to show new business position assumed by Gene W. Shepard and new financial statement for Robert B. McDowell; amendment is accepted subject to the condition that proposed amendment insofar as it relates to Mr. McDowell's financial statement is not part of record herein; by separate action ordered that subscribed copy of Braverman exhibit 2, and letter of Dec. 30, 1972 from Donald L. Markley to Federal Aviation Administration and endorsement contained thereon, are identified as Braverman exhibits 2A and 5 respectively and are received in evidence; received in evidence Burns, Rieke and Voss exhibit 10; dismissed motion (given orally) by Braverman for summary judgment; closed record and set certain procedural dates (Docs. 19596-7). Actions Feb. 12 and 13.

■ Administrative Law Judge Lenore G. Ehrig in Jacksonville, Ala. (Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, granted motion by Broadcast Bureau and ordered University to answer Bureau's interrogatories immediately. As provided by rules, failure to submit full and responsive answers will result in findings of fact adverse to University (Docs. 18899-900). Action Feb. 8.

■ Administrative Law Judge Lenore G. Ehrig in Jacksonville, Ala. (Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, granted oral motion by Broadcast Bureau, concurred in by Jacksonville, and dismissed with prejudice application of University for failure to prosecute (Docs. 18890-900). Action Feb. 13.

■ Acting Chief Administrative Law Judge Lenore G. Ehrig in Bay Saint Louis, Gulfport and McComb, all Mississippi (Michael D. Haas, et al.), AM proceeding, granted joint motion by Mr. Haas, Gulf Broadcasting Co. and HWH Corp. and continued presently scheduled procedural dates and continued without date hearing now scheduled for March 5 (Docs. 19465-7). Action Feb. 14.

■ Administrative Law Judge Byron E. Harrison in Miami (United Broadcasting Co. of Florida Inc.), AM proceeding, dismissed as moot motion by United for order to permit inspection of tangible things and their operation (Doc. 19664). Action Feb. 8.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz and Aptos-Capitola, both California (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, scheduled conference for Feb. 26 (Docs. 19503, 19506). Action Feb. 13.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM and FM proceedings, granted motion by Star and corrected record as specified (Docs. 19122-25). Action Feb. 8.

Other action

■ Review board in Tallahassee and Quincy, both Florida, AM proceeding, granted appeal by B.F.J. Timm from ruling by administrative law judge denying Mr. Timm's request concerning broadcast record of competing applicant Charles W. Holt. Proceeding involves mutually exclusive AM applications of Mr. Holt, Mr. Timm, Tallahassee and Talquin Broadcasting Co., Quincy (Docs. 19445-7). Action Feb. 15.

Existing AM stations

Applications

■ KBIS Bakersfield, Calif.—Seeks mod. of CP to make changes in directional radiation pattern. Ann. Feb. 15.

■ KRED Eureka, Calif.—Seeks CP to decrease N power to 1 kw with non-directional ant. and change ant.-trans. site to 2.5 miles south of Eureka. Ann. Feb. 14.

■ WLKY St. Petersburg, Fla.—Seeks CP to specify MEOV's on N DA pattern. Ann. Feb. 14.

■ WNRJ Gainesville, Ga.—Seeks CP to increase tower height. Ann. Feb. 15.

■ WPJD Daisey, Tenn.—Seeks mod. of license to change station location to Soddy-Daisy. Ann. Feb. 15.

■ KNUZ Houston—Seeks CP to increase tower height. Ann. Feb. 14.

Final actions

■ WOWW Naugatuck, Conn.—Broadcast Bureau granted mod. of license covering change of corporate name to Sound Communications Corp. Action Feb. 8.

■ WNDW Daytona Beach, Fla.—Broadcast Bureau granted license covering use of formerly licensed

alt.-main trans., 1 kw, DA-N, as aux. trans. Action Feb. 8.

■ WACY Kissimmee, Fla.—Chief, complaints and compliance division, informed Carmen C. Riherd, candidate for city commissioner in Kissimmee, that licensee of station had not failed to act reasonably and in good faith in coverage of campaign. Ann. Feb. 16.

■ WLTO Miami—FCC, in response to request by CMQ Corp., Miami, set aside staff action of Nov. 1, 1972, granting application of Radio WLTO Inc., licensee, to change call letters to WCMQ. It also set aside action denying objection of CMQ Corp. to change and sustained CMQ Corp.'s initial objections. Action Feb. 14.

■ WILY Hoffman, Ill.—Chief, complaints and compliance division, denied fairness complaint by Herschel Kasten, member of board of trustees of Kaskaskia Junior College, against station. Mr. Kasten alleged that WILY has broadcast false and misleading editorials containing personal attacks against him. Ann. Feb. 16.

■ WSER Elkton, Md.—Broadcast Bureau granted license covering use of former main trans. as aux. trans. Action Feb. 15.

■ WGTR Natick, Mass.—Broadcast Bureau granted license covering new station; studio and remote control location 24 West Central Street. Action Feb. 15.

■ WBMB West Branch, Mich.—Broadcast Bureau permitted remote control. Action Feb. 15.

■ WJZZ Mt. Holly, N.J.—Broadcast Bureau granted license covering aux. trans. Action Feb. 13.

■ WROW Albany, N.Y.—Broadcast Bureau granted CP to change ant.-trans. site to Wemple Road and Weisheit Road, at New York thruway, Albany; make changes in ant. system; condition. Action Feb. 14.

■ KTOW Sand Springs, Okla.—Broadcast Bureau permitted remote control. Action Feb. 14.

■ KQV Pittsburgh—Broadcast Bureau granted license covering alt.-main trans. Action Feb. 12.

■ KDKA Pittsburgh—Broadcast Bureau granted license covering use of former main trans. as alt. Action Feb. 12.

■ KQIN Burien, Wash.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location 148 B



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Southwest 153d Burien, Wash., DA-D; conditions. Action Feb. 6.

Initial decision

■ Administrative Law Judge Chester F. Naumowicz Jr. proposed, in initial decision, denial of application of Star Stations of Indiana Inc. for renewal of license of WIFE(AM) Indianapolis. Judge Naumowicz recommended grant of competing application by Indianapolis Broadcasting Inc. for WIFE(AM) facilities. At same time, Judge Naumowicz proposed granting application of Star Stations of Indiana for WIFE-FM, and renewal applications by Central States Broadcasting Inc. for KOIL-AM-FM Omaha and Star Broadcasting Inc. for KISN Vancouver, Wash. All licensees are wholly owned by Star Stations Inc. Ann. Feb. 14.

Actions on motions

■ Administrative Law Judge Byron Harrison in Miami (United Broadcasting Co. of Florida Inc.), in matter of renewal of license of WFAB, dismissed as moot motion by United for order directing Broadcast Bureau to produce certain documents and things for inspection and copying (Doc. 19664). Action Feb. 13.

■ Administrative Law Judge Bryon E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc. (WHLN)), AM proceeding, granted petition by Eastern to amend application to submit reports of most recent community surveys, determination of problems and programs proposed which deal with those problems (Docs. 19614-5). Action Feb. 13.

■ Administrative Law Judge Forest L. McClennan in Denver (Action Radio Inc.), in matter of renewal of KTLK, dismissed motion by Broadcast Bureau for production of documents; by separate action granted motion by Action Radio for production of witness' statements and directed Broadcast Bureau to furnish to counsel for Action Radio Inc. no later than Feb. 17 (Doc. 19274). Actions Feb. 13 and 14.

Fine

■ WEXT West Hartford, Conn.—FCC ordered Grossco Inc., former licensee of WEXT to forfeit \$3,000 for repeated violations of rules and Communications Act by inaccurately logging duration of commercials and by failing to give required sponsor identification of 14 commercials. Action Feb. 14.

Call letter application

■ WEEF Highland Park, Ill.—Seeks WVVX.

Call letter action

■ KJFJ Webster City, Iowa—Granted KQWC.

Designated for hearing

■ KRLA Pasadena, Calif.—FCC authorized oral argument in response to appeals from review board decision by six of nine competing applicants for facility on 1110 khz. to replace KRLA Pasadena. Board, on May 26, 1971, denied all of applications except that of Orange Radio Inc., Fullerton, Calif. (Docs. 15752, 15754-6, 15758, 15762, 15764-6). Applications for review filed by Charles W. Jobbins and Topanga Malibu Broadcasting Co. were denied. Action Feb. 13.

New FM stations

Applications

■ Jacksonville, Fla.—Bold City Broadcasting Co. Seeks 107.3 mhz. 100 kw. HAAT 312 ft. P.O. address 1301 Gulf Life Drive, Jacksonville 32207. Estimated construction cost \$52,100; first-year operating cost \$79,700; revenue \$100,000. Principals: Robert M. Smith Jr., president (40%), William W.

Dixon, vice president (9%), et al. Mr. Smith owns Smith & Hardy, Jacksonville law firm. He also is partner in R. M. Smith Investment Co., real estate investment firm in Jacksonville. Mr. Dixon, senior VP of Tucker Wayne & Co., Atlanta advertising firm, owns 30% of WHSL(AM)-WWIL(FM) Wilmington, N.C. He also owns 12% of WRMA(AM) Montgomery, Ala. Ann. Feb. 8.

■ Jacksonville, Fla.—Diamond T Coal and Realty Co. Seeks 107.3 mhz. 100 kw. HAAT 569 ft. P.O. address 1110 Peach Street, Somerset, Pa. 15501. Estimated construction cost \$121,553; first-year operating cost \$109,800; revenue \$120,000. Principals: Dominic Berlanti, president (50%), Richard A. Berlanti, vice president (17%), et al. Dominic Berlanti is president of Ma-Ro Mining Co., Somerset. Richard A. Berlanti is partner in Tri-County Leasing Co., Somerset. Ann. Feb. 13.

■ West Palm Beach, Fla.—Bascomb Memorial Broadcasting Foundation Inc. Seeks 89.5 mhz. 20.5 kw. HAAT 183 ft. P.O. address 105 Southeast Second Avenue, Suite 1300, Miami 33131. Estimated construction cost \$30,260; first-year operating cost \$4,300; revenue none. Principals: Holt Maness, president, et al. Ann. Feb. 15.

■ Danville, Ind.—Danville Broadcasting Co. Seeks 107.1 mhz. 3 kw. HAAT 300 ft. P.O. address 611 Ridge Avenue, Greencastle, Ind., 46135. Estimated construction cost \$32,703; first-year operating cost \$24,060; revenue \$40,000. Principals: Charles R. and Maudena J. Banks (each 50%). Mr. Banks is former owner of WNON(FM) Lebanon and WXTA(FM) Greencastle, both Indiana. Mrs. Banks is bookkeeper for those stations. Ann. Feb. 13.

■ Shreveport, La.—Centenary College of Louisiana. Seeks 91.3 mhz. 10 w. HAAT 100 ft. P.O. address Centenary Boulevard & Kings Highway, Shreveport 71104. Estimated construction cost \$3,868; first-year operating cost \$600; revenue none. Principals: John H. Allen, president, et al. Ann. Feb. 8.

■ Waterville, Me.—Mayflower Hill Broadcasting Corp. Seeks 88.7 mhz. TPO 10 w. HAAT 73 ft. P.O. address Roberts Union, Colby College, Waterville 04901. Estimated construction cost \$2,364; first-year operating cost \$2,250; revenue none. Principals: Matthew L. Powell, president, et al. Mr. Powell is student at college. Ann. Feb. 8.

■ Buie's Creek, N.C.—Campbell College Inc. Seeks 90.1 mhz. 3 kw. HAAT 105 ft. P.O. address c/o Norman Wiggins, Buie's Creek 27506. Estimated construction cost \$28,221; first-year operating cost \$15,000; revenue none. Principals: Norman A. Wiggins, president, et al. Ann. Feb. 15.

■ Dayton, Ohio—Northridge Local School District Board of Education. Seeks 88.1 mhz. TPO 10 w. HAAT 105 ft. P.O. address 5120 North Dixie Drive, Dayton 45414. Estimated construction cost \$4,555; first-year operating cost \$1,292; revenue none. Principals: Hugh C. Sauer, superintendent, et al. Ann. Feb. 15.

■ Greenville, Tex.—Richard I. Kearley Jr. Seeks 93.5 mhz. 3 kw. HAAT 300 ft. P.O. address 11046 Aladdin Drive, Dallas 75229. Estimated construction cost \$24,965; first-year operating cost \$41,860; revenue not indicated. Principals: Mr. Kearley is president and owns 54% of KCIR(FM) Corsicana, Tex. He also owns 4% of WTVY-AM-FM Dothan, Ala., and WCWB-TV Macon, Ga. He is account executive with Capital Syndications Inc., Dallas. Ann. Feb. 5.

■ Midland, Tex.—Midland Broadcasting Co. Seeks 102.1 mhz. 100 kw. HAAT 922 ft. P.O. address c/o Parker M. Humes, Box 4607, Midland 79701. Estimated construction cost \$103,998; first-year operating cost \$37,500; revenue \$41,100. Principals: Wendell Mayes Jr. (90%, individually and as executor of estate of Wendell W. Mayes). Mr. Mayes is president and owns 50% of Pioneer Broadcasting Co., Austin, Tex., licensee of KNOW(AM) Austin and KVIC(AM) Victoria, both Texas. Midland Broadcasting is licensee of KCRS(AM) Midland. Ann. Feb. 13.

Starts authorized

■ *KLRE(FM) Little Rock, Ark.—Authorized program operation on 90.5 mhz. ERP 3.6 kw. HAAT 265 ft. Action Jan. 30.

■ *KAHS(FM) Arcata, Calif.—Authorized program operation on 91.5 mhz. TPO 10 w. Action Jan. 10.

■ KIMI(FM) Keokuk, Iowa—Authorized program operation on 95.3 mhz. ERP 3 kw. HAAT 235 ft. Action Jan. 30.

■ KWCL-FM Oak Grove, La.—Authorized program operation on 96.7 mhz. ERP 3 kw. HAAT 300 ft. Action Jan. 30.

■ WNNN(FM) Canton, N.J.—Authorized program operation on 101.7 mhz. ERP 3 kw. HAAT 300 ft. Action Jan. 15.

■ *WETD(FM) Alfred, N.Y.—Authorized program operation on 91.3 mhz. Action Jan. 16.

■ *WPSA(FM) Paul Smiths, N.Y.—Authorized program operation on 89.1 mhz. Action Jan. 10.

■ *WQED-FM Pittsburgh—Authorized program operation on 89.3 mhz. ERP 43 kw. HAAT 500 ft. Action Jan. 23.

■ KIJV-FM Huron, S.D.—Authorized program operation on 92.1 mhz. ERP 3 kw. HAAT 185 ft. Action Jan. 30.

■ *KTSU(FM) Houston—Authorized program operation on 90.9 mhz. Action Jan. 10.

■ WFFV(FM) Front Royal, Va.—Authorized program operation on 99.3 mhz. ERP 3 kw. HAAT 300 ft. Action Jan. 17.

■ KDUX(FM) Ocean Shores, Wash.—Authorized program operation on 104.7 mhz. ERP 48 kw. HAAT 155 ft. Action Jan. 26.

Final actions

■ *Travis Air Force Base, Calif.—Vanden High School. Broadcast Bureau granted 91.5 mhz. 36 w. HAAT minus 39 ft. P.O. address Markley Road and Deronde Drive, Travis A.F.B. 94535. Estimated construction cost \$3,295; first-year operating cost \$600; revenue none. Principals: Charles W. Juhl, principal of school, et al. Action Feb. 1.

■ Farmington Me.—Franklin Broadcasting Corp. Broadcast Bureau granted 99.3 mhz. 1.5 kw. HAAT 402 ft. P.O. address Box 590, Farmington 04938. Estimated construction cost \$23,920; first-year operating cost \$4,808; revenue \$5,000. Franklin Broadcasting is licensee of WKTI(AM) Farmington. Principals: Elden H. Shute Jr. (95.9%), et al. Mr. Shute was formerly minority stockholder in WKTIQ(AM) South Paris, Me. Action Feb. 8.

■ *Huntsville, Tex.—Sam Houston State University. Broadcast Bureau granted 89.3 mhz. 13.4 w. HAAT 217 ft. P.O. address Department of Speech & Drama, Sam Houston University, Huntsville 77340. Estimated construction cost \$9,225; first-year operating cost \$57,815 (includes several faculty members' salaries, etc.); revenue none. Principals: Gaddis Geeslin, dean of College of Fine Arts, et al. Action Feb. 9.

Actions on motions

■ Administrative Law Judge Frederick W. Denniston in Ogallala, Neb. (Industrial Business Corp. and Ogallala Broadcasting Co.), FM proceeding, granted petition by Industrial Business Corp. to amend application to supply additional information concerning stockholders (Docs. 19559-60). Action Feb. 13.

■ Administrative Law Judge Millard F. French in William and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, granted joint motion by parties for relief from and withdrawal motion by Harvit to produce and motion by Three States to produce; rescheduled hearing for Feb. 27 and rescheduled notification of witnesses to Feb. 16 (Docs. 18456-7). Action Feb. 7.

■ Chief Administrative Law Judge Arthur A. Gladstone in Fort Collins, Colo. (Gilroy Broadcasting Co. and Beef Empire Broadcasting Co.), FM proceeding, designated Administrative Law Judge James F. Tierney to serve as presiding judge; scheduled prehearing conference for March 13 and hearing for April 24 (Docs. 19681-2). Action Feb. 8.

■ Administrative Law Judge Byron E. Harrison in Bethany, W. Va. and Paris, Ohio (Bethany College and Calvary Christian College), noncommercial FM proceeding, accepted republication filed by Calvary and dismissed as moot alternative part of Broadcast Bureau's motion to dismiss (Docs. 19573-4). Action Feb. 8.

■ Administrative Law Judge David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, on petition of Sound Media Inc., canceled present deadline for filing proposed findings of fact and conclusions of law (Docs. 19410-1). Action Feb. 7.

■ Administrative Law Judge Chester F. Naumowicz Jr. in West Palm Beach, Fla. (Guy S. Erway, et al.), FM proceeding, granted petition by Sun, Sand and Sea Inc. to appeal order released Jan. 30; deferred until such time as review board shall have acted on appeal of Sun, Sand and Sea, action

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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.

on motion of Sandpiper Broadcasting Inc. for dismissal of Sun, Sand and Sea application; excused from duty of presenting affirmative case on own application pending further order (Docs. 19601-4). Action Feb. 8.

■ Administrative Law Judge James F. Tierney in Washington (Pacific Foundation) noncommercial FM proceeding, denied petition by Pacifica to amend application to show amendments to articles of incorporation filed with state of California in April and May, 1971 (Doc. 18634). Action Feb. 14.

Other actions

■ Review board in Lexington Park and Leonardtown, both Maryland, FM proceeding, granted petition by Sound Media Inc., applicant for FM ch. 249, Leonardtown, for extension of time through Feb. 22 to file replies to petition to enlarge issues filed by Broadcast Bureau (Docs. 19410-11). Key Broadcasting Corp. is applicant for ch. 249 at Lexington Park. Action Feb. 14.

■ Review board in Carlisle, Pa., FM proceeding, in response to petition by WOO Inc., added issues in Carlisle case involving three mutually exclusive applications for FM (Docs. 19468-9, 19471). Issues are to determine basis of Cumberland Broadcasting Co.'s representations in application and amendments that land would be available to it on annual lease of \$500; and whether Cumberland had misrepresented or concealed facts in connection with costs involved in use of land proposed for trans. site. Action Feb. 14.

■ Review board in Pittston, Pa. FM proceeding, granted motion by P. A. L. Broadcasters Inc., applicant for new FM on ch. 276A, Pittston, to correct transcript of oral argument held on Jan. 16 (Doc. 17885). In initial decision released June 8, 1971, Administrative Law Judge Jay A. Kyle proposed denial of P. A. L. application. Action Feb. 14.

Rulemaking actions

■ FCC proposed amendment of FM table of assignments to assign to Wilmington, Ill., ch. 288A; Many, La., ch. 296A; Moyock, N.C., ch. 221A; Lake Providence, La., ch. 224A; Newton, Miss., ch. 292A; Bay Springs, Miss., ch. 228A; York, Ala., ch. 257A; Rehoboth Beach, Del., ch. 224A; Canton, Tex., ch. 244A; Brandon, Miss., ch. 249A; Southport, N.C., ch. 296A; Harrison, Mich., ch. 221A; Greenfield, Mo., ch. 228A; and Belhaven, N.C., ch. 221A. Interested parties may file comments by March 28 and reply comments by April 6. Action Feb. 14.

■ FCC amended FM table of assignments to assign ch. 252A to Jesup Ga., for second class A assignment; class B ch. 284 to Orleans, Mass., for first FM assignment; ch. 228A to Midland, Mich., for second FM assignment (Doc. 19525). Proposal to reassign ch. 240A from Kilgore to Gladewater, both Texas, which would have deleted Kilgore's only FM channel in order to give Gladewater first FM channel, was denied. Action Feb. 14.

■ Flint, Mich.—FCC proposed, in notice of rulemaking, amendment of FM table of assignments by assigning ch. 224A to Flint as fourth assignment. Action Feb. 14.

■ Castalia and Sandusky, both Ohio—FCC proposed amendment of FM table of assignments to assign ch. 249A to either Castalia or Sandusky. Action Feb. 14.

Call letter applications

■ Talley, Broadcasting Co., Fort Madison, Iowa—Seeks KXGI-FM.

■ Kenyon College, Gambier, Ohio—Seeks WKCO-FM.

■ Seacoast Broadcasting Co., Georgetown, S.C.—Seeks WSHG(FM).

Call letter actions

■ University of Arkansas, Fayetteville, Ark.—Granted KUA(FM).

■ Western Connecticut State College, Danbury, Conn.—Granted WXCI(FM).

■ Spy Broadcasting Co., Plano, Ill.—Granted WSPY(FM).

■ Pikesville College, Pikesville, Ky.—Granted WQQZ(FM).

■ Bay City Public School District, Bay City, Mich.—Granted WCHW-FM.

■ Port Huron Area School District, Port Huron, Mich.—Granted WORW(FM).

■ Associated Students of Montana Tech, Butte, Mont.—Granted KMSM-FM.

■ WOBR Inc., Wanchese, N.C.—Granted WOBR-FM.

■ Tri Radio Broadcasting Inc., Ironton, Ohio—Granted WITO(FM).

■ East Tennessee State University, Johnson City, Tenn.—Granted WETS(FM).

■ Virginia Western Community College, Roanoke, Va.—Granted WVWR-FM.

Existing FM stations

Final actions

■ Broadcast Bureau granted following requests for SCA's: KPSE(FM) San Diego; WFDR-FM Manchester, Ga.; WGTG-FM Takoma Park, Md.; KGBI-FM Omaha; WWOL-FM Buffalo, N.Y.; WHAL-FM Shelbyville, Tenn.; WTGM(FM) Norfolk, Va. Action Feb. 14.

■ KAYN(FM) Tucson, Ariz.—Broadcast Bureau granted CP to install new ant.; make change in ant. system; ERP 25 kw; ant. height 135 ft. Action Feb. 9.

■ KCRI(FM) Helena, Ark.—Broadcast Bureau accepted data filed Feb. 2, in accordance with commission's first report and order adopted Dec. 20, 1972, and released Dec. 27, 1972, in Doc. 19551, to change frequency to ch. 276 (103.1 mhz); ERP 3 kw, ant. height 260 ft. Action Feb. 14.

■ KEWE(FM) Camarillo, Calif.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 155 ft. Action Feb. 12.

■ KABL-FM San Francisco—Broadcast Bureau granted CP to make changes in transmitting equipment; install new ant.; make changes in ant. system; ERP 100 kw horiz., 67 kw vert.; ant. height 940 ft.; remote control permitted. Action Feb. 14.

■ WSUB-FM Groton, Conn.—Broadcast Bureau granted license covering new station; trans. location redesignated as 99 Briar Hill Road; studio and remote control 1064 Poquonock Road; ERP 3 kw; ant. height 275 ft. Action Feb. 9.

■ WFAM(FM) Jacksonville, Fla.—Broadcast Bureau granted license covering new station; ERP 37 kw; ant. height 460 ft.; ant. height above ground 1015 ft. Action Feb. 8.

■ WJCT-FM Jacksonville, Fla.—Broadcast Bureau granted license covering new station; ERP 70 kw; ant. height 460 ft.; condition regarding WJAX-AM) satisfied. Action Feb. 8.

■ WYFL-FM Jacksonville, Fla.—Broadcast Bureau granted license covering new station; ant., side-mounted atop 50-foot guyed tower on roof of building; ERP 1.90 w.; ant. height 90 ft. Action Feb. 8.

■ WTAI-FM Melbourne, Fla.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 300 ft. Action Feb. 8.

■ WDAE-FM Tampa, Fla.—Broadcast Bureau granted CP to install new ant.; make change in ant. system; ERP 25 kw; ant. height 480 ft.; remote control permitted. Action Feb. 12.

■ WLTL(FM) La Grange, Ill.—Broadcast Bureau granted CP to replace ant.; make changes in ant. system; ant. height 70 feet. Action Feb. 14.

■ WSWT(FM) Peoria, Ill.—FCC denied request by Illinois Valley Communications Inc., former licensee of WSWT, for issuance of tax certificate under Internal Revenue Code in connection with sale of WSWT to Mid-America Media Inc. Action Feb. 14.

■ WJRS-FM Jamestown, Ky.—Broadcast Bureau accepted data filed Oct. 11, 1972, in accordance with

commission's first report and order adopted Oct. 5, 1972 in Doc. 19074, to change frequency to ch. 285 (104.9 mhz); change studio and remote control location to Cumberland and Popplewell Streets. Action Feb. 14.

■ KSHE(FM) Crestwood, Mo.—Broadcast Bureau granted license covering changes in main trans. and ant. and aux. ant.; granted license covering use of former main trans. and ant. for aux purposes only. Action Feb. 12.

■ WHRL(FM) Albany, N.Y.—Broadcast Bureau granted CP to make changes in ant. system; ERP 1.45 kw horiz., 1.35 kw vert.; ant. height 400 ft. horiz., 390 ft. vert. Action Feb. 12.

■ KEBC(FM) Oklahoma City—Broadcast Bureau granted CP to change trans location to 9701 South Bryant Street; studio and remote control location to 826 Southwest 31st Street; install new trans. and ant.; make changes in ant. system; ant. height 380 ft.; ERP 29 kw. Action Feb. 12.

■ WDVE(FM) Pittsburgh—Broadcast Bureau granted license covering new aux. trans. and ant. Action Feb. 12.

■ WTPM(FM) Aguadilla, Puerto Rico.—Broadcast Bureau granted license covering changes; ERP 18 kw; ant. height, minus 205 ft. Action Feb. 6.

■ WPXI(FM) Charleston, S. C.—Broadcast Bureau granted license covering use of former main trans. as aux. trans.; ERP 10 kw; ant. height 360 ft. Action Feb. 6.

■ KNRO-FM Conroe, Tex.—Broadcast Bureau granted CP to use formerly authorized trans. and ant., eight sections on new tower, for aux. purposes only; ERP 36 kw; HAAT 150 ft.; remote control from main studio 402 Simonton, Conroe. Action Feb. 8.

■ KAFM(FM) Dallas—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 99 kw, ant. height 1,670 ft.; remote control permitted. Action Feb. 14.

■ WJMA-FM Orange, Va.—Broadcast Bureau granted license covering new FM. Action Feb. 12.

Call letter applications

■ WCRT-FM Birmingham, Ala.—Seeks WQEZ-FM).

■ WEEF-FM Highland Park, Ill.—Seeks WVVX-FM.

■ WLNR-FM Lansing, Ill.—Seeks WLNR(FM).

■ KJL(FM) Shreveport, La.—Seeks KRMD-FM.

■ WSJS-FM Winston-Salem, N.C.—Seeks WTQR-FM).

■ WEBN-FM Cincinnati—Seeks WEBN(FM).

■ KNDR(FM) Chickasha, Okla.—Seeks KXXK-FM).

Call letter actions

■ KPER(FM) Gilroy, Calif.—Granted KSND(FM).

■ KFOX-FM Los Angeles—Granted KIQQ(FM).

■ KEDC-FM Northridge, Calif.—Granted KCSN-FM).

■ WMOP-FM Ocala, Fla.—Granted WFUZ(FM).

■ KWAW(FM) Webster City, Iowa—Granted KQWC-FM.

■ KWOC-FM Poplar Bluffs, Mo.—Granted KPBM-FM.

■ WTSV-FM Claremont, N.H.—Granted WECM-FM).

■ WIBQ-FM Utica, N.Y.—Granted WIBQ(FM).

■ WRNA(FM) Charlotte, N.C.—Granted WROQ-FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's where appropriate: KALE Richland, Wash.; KMAC San Antonio, Tex.; WABZ-AM-FM Albermarle, N.C.; WBGC Chipley, Fla.; WBMA Beaufort, N.C.; WDBO Orlando, Fla.; WDSO-AM-FM Dillon, S.C.; WEAT-FM West Palm Beach and WGTO Cypress Gardens, both Florida; WHPL Winchester, Va.; WIXE Monroe, N.C.; WJBW-FM Hampton, S.C.; WJZZ Mt. Holly, N.J.; WKBX Winston-Salem, N.C.; WLUZ Bayamon, WNIK-AM-FM Arcibo, WOLA-FM Carolina and WOLE-TV Aguadilla, all Puerto Rico; WPIK Alexandria and WXR(A)FM Woodbridge, both Virginia; WPSB Benson, N.C.; WREO-FM Ashtabula, Ohio; WRSB San German, Puerto Rico; WSVN Valdesa, N.C.; WTAI Melbourne, Fla.; WUNO San Juan and WVOZ Caroline, both Puerto Rico; WWKO Fair Bluff, N.C.; WYAH-TV Portsmouth and WYPR Danville, both Virginia. Action Feb. 12.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's for ex-

tension of completion dates for following stations: *WVPT(FM) Westport, Conn., to May 26; WSAC Fort Knox, Ky., to June 1; KPLC-TV Lake Charles, La., to Aug. 12; *WCSG(FM) Grand Rapids, Mich., to June 3; WJPD-FM Ishpeming, Mich., to August 20; KTRM Beaumont, Tex., to June 1. Action Feb. 12.

■ WIGL(FM) Miami—Broadcast Bureau granted mod. of CP to change ant. and transmission line; ERP 100 kw; ant. height 460 ft.; remote control permitted; conditions. Action Feb. 12.

■ WKLK-FM Cloquet, Minn.—Broadcast Bureau granted mod. of CP to change trans. location to approximately 2 miles northeast of Cloquet; operate trans. by remote control from ¾ mile south of city on Highway 33; Cloquet; change trans. and ant.; make change in ant. system; ERP 3 kw; ant. height 300 ft. Action Feb. 8.

■ Las Vegas, Albert John Williams and Jack M. Reeder—Broadcast Bureau granted mod. of CP for extension of completion date for new station to Aug. 9. Action Feb. 8.

■ WCTO(FM) Smithtown, N.Y.—Broadcast Bureau granted mod. of CP for extension of time of completion date to Aug. 10. Action Feb. 8.

■ WYD(FM) Raleigh, N.C.—Broadcast Bureau granted mod. of CP to change ant. and transmission line; ERP 98 kw; ant. height 925 ft. Action Feb. 12.

■ WSMU Parma, Ohio—Broadcast Bureau granted mod. of CP for extension of completion date to Aug. 1. Action Feb. 8.

■ KAGM(FM) Klamath Falls, Ore.—Broadcast Bureau granted mod. of CP for extension of time of completion date for new station to Aug. 28. Action Feb. 6.

■ W56AA Orocovis, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Aug. 14. Action Feb. 14.

■ WOKI Oak Ridge, Tenn.—Broadcast Bureau granted mod. of CP for extension of completion date to June 1. Action Feb. 6.

Translators

Actions

■ Broadcast Bureau granted licenses covering following VHF translators: K10HV Lewis Point and Dillingham, both Alaska; K13KY Portage Creek, Alaska, and Dillingham. Action Feb. 13.

■ K276AA Nathrop, Colo.—Broadcast Bureau granted CP for new FM translator to serve Salida and Buena Vista, both Colorado, on ch. 276 by rebroadcasting programs of KVMN(FM) Pueblo, Colo. Action Feb. 12.

■ K03DP and K13MA, both Scobey, Mont.—Broadcast Bureau granted CP for new VHF translators to serve Scobey on ch. 3 by rebroadcasting programs of KMXD-TV Williston, N.D., and on ch. 13 by rebroadcasting programs of KUMV-TV Williston. Action Feb. 6.

■ K13KZ Glide, Ore.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 13 (210-216 mhz) to ch. 7 (174-180 mhz); change call sign to K07KP. Action Feb. 14.

■ W257AA Charlottesville, Va.—Broadcast Bureau granted license covering CP which authorized new FM translator. Action Feb. 8.

Other action, all services

■ FCC amended commercial radio rules to prohibit

any attempted gain of license by fraudulent means to conform with Communications Act of 1934. Amendment is effective March 28. Action Feb. 14.

Ownership changes

Applications

■ WJEF(AM) Grand Rapids, Mich.—Seeks assignment of license from Fetzer Broadcasting Co. to Northeastern Indiana Radio Inc. for \$515,000. Sellers: John E. Fetzer, et al. Fetzer Broadcasting is licensee of WKZO(AM) Kalamazoo. WJFM(FM) Grand Rapids, WWTW(TV), WWAM(AM)-WWTV-FM Cadillac and WWUP-TV Sault Ste. Marie, all Michigan. Buyers: John F. Dille Jr., president (52%), et al. Mr. Dille is 52% owner of Truth Publishing Co., publisher of *Elkhart* (Ind.) *Truth* and licensee of WSVJ(AM) Elkhart, Ind. He is also 52% owner of WTRC(AM)-WFIM(FM) Elkhart, and is chairman of the board of Federated Media Inc., broadcast group owner. Northeastern Indiana Radio is licensee of WMEE(AM)-WMEF(FM) Fort Wayne, Ind. Ann. Feb. 9.

■ WPAW(AM) East Syracuse, N.Y.—Seeks assignment of license from Houston Broadcasting Co. to Mars Hill Broadcasting Co. for \$125,000. Sellers: John H. Houston, secretary, et al. Buyers: Glenn H. Burdick, president (15%), Robert Hazard (16%), et al. Mr. Burdick is partner in Burdick's Sport Shop, North Syracuse. Mr. Hazard owns 50% of Hull-Hazard Construction Co., Syracuse, N.Y. Ann. Feb. 5.

■ WBYB(AM) St. Pauls, N.C.—Seeks assignment of license from Duplin Broadcasting Co. to Barker Broadcasting Co. for \$85,000. Sellers: Harry E. Kramer, president, et al. Buyers: Nancy C. and Larry A. Barke (each 50%). Mr. Barker, formerly parttime announcer at WKIN(AM) Kingsport, Tenn., is college student. Ann. Feb. 5.

■ WCID(AM) Juncos, Puerto Rico—Seeks transfer of control of Juncos Broadcasting Corp. from Carlos M. Cordero (50% before, none after) to Aurelio L. Hernandez (none before, 50% after). Consideration: \$50,000. Principal: Mr. Hernandez is executive director, Damas hospital, Ponce, Puerto Rico. Ann. Feb. 5.

■ KNIT-AM-FM Abilene, Tex.—Seeks assignment of license from Key City Broadcasters Inc. to West Texas Media Inc. for \$265,000. Seller: Robert C. Sewell, vice president, et al. Buyers: Frank J. Gerow (33%), Page W. Nelson (33%), et al. Dr. Gerow is assistant professor at Baylor College of Medicine and owns 37% of KZFM(FM) Corpus Christi, Tex. Dr. Nelson also owns 37% of KZFM. He is in private practice in Houston. Ann. Feb. 5.

■ KAYE(AM) Puyallup, Wash.—Seeks transfer of control of KAYE Broadcasters Inc. from Hayden Blair (100% before, none after) to Henry Perozzo (none before, 100% after). (Company's stock ownership is under litigation in Washington and outcome may affect application.) Principal: Mr. Perozzo owns Gospel Radio Network, advertising agency, and Hill Villa Forest Camp, campsite rentals, both in Tacoma, Wash. Ann. Jan. 30.

Action

■ WVTM(FM) Terre Haute, Ind.—Broadcast Bureau granted assignment of license from William J. Kulinski to Raftis Broadcasting Inc. for \$250,000. Buyers: Michael J. and Harold J. Raftis (each 50%). Michael Raftis is account executive with WIFE(AM) Indianapolis. Harold Raftis previously owned department store in New Ulm, Minn. Action Jan. 30.

Cable

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Rome Cable TV Co., Rome and Floyd, both Georgia; Southwest Microwave Inc., Ozone, Tex.; Red Bank-White Oak TV Cable Co., Red Bank-White Oak, Tenn.; Total Television of Santa Rosa Inc., Santa Rosa, Calif.; CATV of Pennsylvania Inc., Rochester, Bridgewater, Beaver, Rochester township, East Rochester, Vanport township, Freedom and Monaca, all Pennsylvania; Raton TV Network Inc., Raton, N.M.; Tele-Vue Systems Inc., Marin, Sonoma county and Petaluma, all California; Clear View Cable Systems Inc., Anselmo and Fairfax, both California; H-C-G Cablevision Inc., Healdsburg, Cloverdale and Sonoma county, all California; Carleton Signal Corp. dba Bisbee CATV, Bisbee and Cochise, both Arizona; Commco Inc., Sulphur, Okla.; Badger CATV, Ashland, Wis.; Sleepy Eye CATV Inc., Sleepy Eye, Minn.; Central California Communications Corp., Salinas and Serra Village, both California. Action Feb. 13.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Teleprompter Cable Communications Corp., Marianna, Fla.; Central California Communications Corp., San Benancio, Calif.; Video Link Ltd. Carmichael borough and Nemacon, both Pennsylvania; Cypress Cable TV of Kern County Inc., Kern, McFarland, Delano, Shafter and Wasco, all California. Action Feb. 13.

■ Ceres and Stanislaus county, both California—FCC authorized Ceres Cable Company to carry following California signals at Ceres and in adjoining Stanislaus county, within five mile radius contiguous to Ceres: KTVU(TV) Oakland; KCRATV, KOVR(TV), *KVIE(TV) and KTXL(TV), all Sacramento; KHBK-TV San Francisco; KXTV(TV) Stockton; and KLOC-TV Modesto. Oppositions by Kelly Broadcasting, licensee of KCRATV Sacramento and Great Western Broadcasting Corp., licensee of television station KXTV(TV) Sacramento, were denied. Action Feb. 14.

■ Wenona, Toluca and Minonk, all Illinois—FCC authorized Tri-County Cable Television Co. to carry following Illinois signals: WRAU-TV, WEEK-TV, WMBD-TV and *WTVP(TV), all Peoria, and WGN-TV and WFLD-TV, both Chicago. Objection by Midwest Television Inc., licensee of WMBD-TV, questioning provisions of franchise, Tri-County's access availability, lack of statement concerning equal employment opportunity and network or syndicated program exclusivity, was denied. Action Feb. 14.

■ Pryor, Okla.—FCC authorized LVO Cable Inc. to carry following signals at Pryor: KFSA-TV and KFPW-TV, both Fort Smith, Ark.; KGTO-TV Fayetteville, Ark.; KODE-TV and KUHL-TV, both Joplin, Mo.; and KOAM-TV Pittsburg, Kans. Objection by Leake TV Inc., licensee of KTUL-TV Tulsa, Okla., was denied. Action Feb. 14.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Feb. 20. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Clear Lake, Iowa—Omega Communications of Indianapolis applied for franchise to city council. Firm proposes installation fee of \$10 and monthly rate of \$6.

■ Chaffee, Mo.—City council approved franchise agreement with See-Mor Cable Television Co. Firm will pay city 5% of gross sales.

Classified Advertising

Payable in advance. Check or money order only. (Billing charge: \$1.00)

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.
—6" 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.

RADIO

Help Wanted Management

Need manager for award winning news station in Southeast. Great opportunity for someone on the way up. Contact Bob Thorburn, Box 569, Carrollton, Ga.

If you are the #1 producer or the sales manager of a medium market contemporary operation and would like to move up to the sales manager's job at WSAR, Fall River, Massachusetts, then you should contact me for an interview. WSAR is 5,000 Watts fulltime with excellent coverage and strong ratings. If you think you can qualify for this management opportunity with a great incentive plan, then sell Norman Knight, President, Knight Quality Stations, 400 Commonwealth Avenue, Boston, Mass. 02215. 617-262-1950.

Help Wanted Management Continued

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 programming 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.

Help Wanted Sales

Salesman for fastest growing area in Southern California. Salary plus commission. Box B-180, BROADCASTING.

Superior retail sales representative needed for full-time 5,000 watt AM 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.

Help Wanted Sales Continued

Sales manager. The best job in broadcasting. For details write Box B-126, BROADCASTING.

Radio sales for Baltimore with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box B-219, BROADCASTING.

Have opening for sales manager Central Florida Progressive market. Regional fulltime. Box B-224, BROADCASTING.

Hot salesman wanted for strong New England contemporary fulltime AM facility. Top money, management opportunity, real challenge. Will phone qualified applicants for interview with company President. Box B-255, BROADCASTING.

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.

WTAX/WDBR, Springfield, Ill. needs experienced salesman. Top producer has left for sales manager job in major market. Call Ed Mahoney or Shelby Harbison for details.

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.

Help Wanted 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.

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.

Medium market top rated 24 hour Country, looking for young, mature, experienced, announcer with creative production ability. Permanent position, good advancement opportunity. Send tape and resume to PD, KRZY, Box 3280, Albuquerque, N.M. 87110.

Alaska. Wanted, big voice and personality announcer who can also work on news. MOR format. If you like hunting and fishing and the wide open spaces of the Last Frontier, this is for you. Send tape and resume to KSRM, Box 950, Soldotna, Alaska 99669.

Top small market AM/FM station wants experienced, Midwest announcer. Contact: Tom Parker, KTRR-KZNN-FM, Box 727, Rolla, Missouri. 314-364-2525.

KYOK-Houston-leading Soul station in the Southwest has immediate opening for strong experienced jock. Send tape and complete resume to Rick Roberts, Box 8218, Houston, Texas 77004.

April opening. Adult sounding entertainer for 7-noon. University market. Send tape, resume to Jerry Collins, WASK, Lafayette, Ind. 47902.

Announcer for 5KW suburban Phila. Indie for evening shift. 3rd endorsed, experienced, good references are a must. WCOJ, Coatesville, Pa. 215-384-2100.

Announcer, interested in gathering and writing local news. Board work. 3rd phone. \$150 with experience. WHTG, Eatontown, N.J.

Announcer experienced, sharp, knowledgeable of programming, MOR, news. Send tape, resume. WMMB, Box 908, Melbourne, Fla. 32901.

Help Wanted Announcers Continued

Announcer sales. 24 Hour Country. Experienced. Send tape and resume. WYRL, Box 908, Melbourne, Fla. 32901.

Kentucky—Top 40 man with ideas and a self starter. Sales if wanted. Immediate opening. Call 606-248-5842.

Here is the opportunity for you. I need an announcer-engineer. Very nice equipment—Gates. I also need an announcer-salesman. Basic sales. Both are responsible positions. 314-586-8577 for Mgr. No collect.

Help Wanted Technical

Major market East Coast AM needs first phone strong on maintenance to join pro technical staff. Salary commensurate with experience. Box B-221, BROADCASTING.

Engineer experienced in AM-FM construction maintenance and operation. Building now, opening immediate. Connecticut. Box B-233, BROADCASTING.

Wanted: Chief Engineer for Southwest Virginia, AM-FM, Stereo, SCA, automation, Background Music. Must be strong on maintenance. No announcing. Send complete resume in first letter plus salary requirements. Box B-235, BROADCASTING.

Exceptional opportunity for chief at well equipped Midwest Stereo top 40 station. Must be strong on audio maintenance, announcing ability helpful, but not required. Box B-236, BROADCASTING.

Chief. 5KW Directional. Must be experienced with both directional and audio. Top pay. Good equipment. Located within sight of Blue Ridge Mts. Tell us how much you need. Box B-127, BROADCASTING.

Midwest FM'er needs experienced Chief Engineer. Must know Stereo, SCA, strong on maintenance. Call Ovie, Loman, Cal Williams, 513-422-3625.

Wanted immediately. Broadcast engineer to handle transmitting equipment up to 50KW AM transmitter on board the Peace Ship. Contract for one year services off the coast of Israel. Applicants please phone Abe Nathan on board the Peace Ship. Telephone 201-861-3174.

Help Wanted News

Newsman to dig, write and air local news for Pennsylvania station. Not for announcers or dis. 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.

Southern California top rated adult station seeks on air newsman able to do some production. Send aircheck, detailed resume and photo. Box B-205, BROADCASTING.

Announcer, interested in gathering and writing local news. Board work. 3rd phone. \$150 with experience. WHTG, Eatontown, N.J.

Help Wanted Programing, Production, Others

Florida growing market needs PD. Send tape and resume to Box B-225, BROADCASTING.

Experienced Country jock needed by major Ohio broadcaster. References will be checked. Send tape and resume to Box B-245, BROADCASTING. Equal Opportunity Employer.

The accent is on personality and knowledge. Two stations in two major markets in two formats—Modern Country and Contemporary—looking for two program directors and two air people. Program Directors must have administrative ability—knowledge and intelligence—dis must want to be Program Directors. If you are a PD or a DJ and want to move up—send tape and full particulars to this Equal Opportunity Employer with good pay and good benefits. All replies confidential. The need is now—the markets are big—the openings have been there for two weeks and this ad will run for two weeks. You may be the ones to fill the twos in both markets. Box B-249, BROADCASTING.

Producer-writer-editor. National news net needs creative producer, good voice, knowledge of Progressive Rock. Unusual freedom, responsibility. Work in rural Connecticut. 203-429-0729.

Situations Wanted Management

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.

Situations Wanted Management Continued

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.

Sales manager at well known major market FM'er wants management or new sales management challenge. Bachelor degree Radio-Television. Eight years experience—all phases. Four at present station. Well versed on FCC rules. Box B-242, BROADCASTING.

Corporate PR exec, 37, sober family man, seeks medium market management post with possible ownership options. Previous broadcast management experience. Write Box B-246, BROADCASTING.

Situations Wanted Sales

Tenn. or Ky. AM-FM, 8 yr. experience in street sales, 4 yrs. in mgt. Available June. Box B-143, BROADCASTING.

Young family man wishes to relocate in warm coastal region. Five years in radio—three as salesman in two different markets. Good track record, college—Business major, Econ. minor. For complete resume, write Box B-240, BROADCASTING.

Want sales medium market MOR Michigan, Illinois or Wisconsin. Can handle short board shift. Experienced sales, board, management. Currently employed. Box B-253, BROADCASTING.

Newsman with some sales experience seeks full time sales in competitive radio or television market. Write Jim, 4 W. Delaware, Knox, Ind. 46534.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-1, BROADCASTING.

Giddeldump! Station changing format, leaving after four years. Top 40 or Contemporary MOR. 6 yrs. 3rd. Box B-10, BROADCASTING.

Conscientious worker, experience in announcing, copy, sales, news and traffic. Ideal for small market. Northeast. First phone. Box B-101, BROADCASTING.

Disc jockey. Experienced, authoritative; dependable, creative; versatile, tightboard; third endorsed, aggressive sales. Box B-167, BROADCASTING.

Need first job. Awards in copywriting and announcing. DJ preferred, tight board, third endorsed. Box B-184, BROADCASTING.

Attention Boston. Atlanta! Mid-day personality. Heavy production, 1st. Wants better station Springtime. Box B-220, BROADCASTING.

I've got the ideas put together. Now looking for station in top 5 markets to put it to use. Box B-222, BROADCASTING.

Experienced. I won't tell you how good I am. My resume and tape reveal everything. You be the judge. Offer me permanency and advancement. I offer you 100% of me. Box B-229, BROADCASTING.

Experienced producer personality, MOR music shows, talk programing, commercial production. Interested in television and radio opportunity. Currently employed but looking for more challenging operation. All first letter and tape. Box B-239, BROADCASTING.

PD morning drive jock at Midwest Rocker wants bigger horizons, change of scenery. Ten year pro, production whiz, medium or large markets with \$10,000 minimum start. Best there is—no hype. The tape tells so, ask. Box B-241, BROADCASTING.

Experienced top forty/CW jock. Pursue employment, vicinity northern Calif. Bay area. Answer guaranteed. Minimum \$600 monthly. Desire to work hard. Ambitious, interested, personable. Box B-244, BROADCASTING.

3 for 1 sale! First phone Rock jock, copywriter and production man. Experienced. Will relocate. Box B-250, BROADCASTING.

Experienced engineer-announcer available now, MOR or CW, production and some sales. Call after 7 p.m. 1-717-264-2120.

Do you need a 30 year old, married, first phone Country Western combo man? Strong on news, production, sales and looking for tight Up Country Format. Excellent references, resume and tapes available on request. Three years experience Southern California Country Western stations. If interested call 714-253-2247. Free to relocate for right position.

Situations Wanted Announcers Continued

CW jock in 10th market seeks Top 40 gig in major market. 4 years experience. 3rd class ticket. Prefer large city in Canada, but will consider all offers. Contact Jim Fairchild, 1928 N. 5th St., St. Charles, Mo. 63301. 314-724-8838.

Touch that dial 213-624-3841 ext. 720, Top 40, Progressive MOR, Mod Country.

Black dj formerly with WWRL Soul radio, New York. Is available. 212-427-3086.

Top 40 dj. One year experience. First phone. Looking for Top 40 station or heavy Rocker in Wisc. or area. I want to settle down and get on my feet. Young, exuberant, a definite asset for your operation. Currently employed. Able to relocate on 2 weeks' notice. 715-634-2056, 3-6 p.m. weekdays. Write G. Ledesma, Box 622, Hayward, Wisc. 54843 for tape and resume.

Anyone interested in a Black jock with an ounce of experience but tons of talent and ambition, aggressive, hard working, middle age. Will relocate. Looking for a permanent, full time job. Salary isn't too important. If so, I'm your man. Fred Brown, Box 44, Roosevelt Station, Dayton, Ohio 45417.

Personality plus. 1st phone, tight board. Creative but can follow directions. 3 years experience. BS. Will go anywhere. Prefer Top 40, MOR. Bill Lane, 833 Chestnut St., Indiana, Pa. 15701.

Contemporary dynamite! Seven awards for creative commercials. Does everything. 512-968-8639.

Situations Wanted Technical

Chief seeks sun! C.E. AM/FM 5 figure income wants C.E. post in warmer climate. California, Florida, Arizona, etc. But others considered. \$12K min. Very heavy theory! Age 37, non drinker. "Ham," 2nd telegraph, radar endorsement. Now in upper Midwest. Box B-243, BROADCASTING.

Experienced chief announcer seeks a position in Northern states. Prefer sportsman area. Excellent employment background. RR 2, Lebanon, Ind.

Presently chief AM small market while obtaining BSEE degree. When I graduate within one year will wait for right job. Five years experience radio-TV. Staying at Sheraton-Park during NAB, Robert Herman, 2035 So. Josephine, Denver, Colo. 80210.

Situations Wanted News

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.

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.

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.

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.

Experienced! Radio, TV, newspaper and "talk show" background. Also very sports minded. Three employers in 11 years. Station being sold. Excellent references. Married, children. Responsible with talent to match. Will relocate. Resume, tape, photo on request. Would like to complete move by April-May. Write Box B-223, BROADCASTING.

News director 13 years Midwest radio TV seeks opportunity to mold news operation into #1 product. Box B-238, BROADCASTING.

Happy talk. News director/DJ desires all night talk show. Have creative ideas. Entertaining warm and opinionated. 30, single, have extensive travel background. Call 617-963-5981

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.

Opinionated talk show host, newsman, in top market seeks work in New England. Call Frank 617-543-2620 or 617-327-6741, 105 Chestnut St., Foxboro, Mass.

Top notch newsman, 16 years experience including major markets, strong voice and delivery. Best references. Available immediately. 504-887-2560.

Situations Wanted News

Young broadcast school graduate wants to become sportscaster or work way up in radio or television sports dept. Excellent knowledge of sports. Good writing ability, intelligent, hard worker. Will go anywhere. Carl Trimboli, 2028 E 177th St., Bronx, N.Y. 10473. 212-822-0170.

Female, 23 years. BA in Mass Communications. Experienced in radio news, TV production assistant, copywriting and advertising. Looking for job in same or related areas. 312-882-5233.

Situations Wanted Programing, Production, Others

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.

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.

Successful FM Rock PD currently employed in major market. Proven ratings builder. Exploring new horizons. Box B-226, BROADCASTING.

Creative copy . . . and that's the truth. Production man and first phone Rock jock. Experienced. Will relocate. Box B-251, BROADCASTING.

Free PD! Included with copywriter, production man and first phone Rock jock. Experienced. Will relocate. Box B-252, 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.

Heavyweight Top 40 communicator, veteran programmer all formats, award-winning commercial creator, versatile as heck, other stuff, too. Available immediately. 13 years, family man, stable, moderately expensive. Bob Scott. 512-968-8639.

TELEVISION

Help Wanted 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.

First class switcher engineer for Northeastern television station. Bright future with expanding corporation. Will train. Write Box B-228, BROADCASTING.

Experienced television maintenance engineer. Send resume to Bibeau, KOB-TV, Box 1351, Albuquerque, N.M. 87103.

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.

Help Wanted News

Florida station needs experienced color film processor/editor with photo equipment repair background to understudy lab/equipment supervisor. Resume/salary first letter. Equal Opportunity Employer. Box B-256, BROADCASTING.

Help Wanted Programing, Production, Others

Film department head needed by Public-Educational TV station. Must know still photography, lab work, motion picture editing, sound, processing, equipment, supplies, able to train indigenous personnel. Adaptable for foreign location. Salary to \$13,000 plus considerable benefits. Box B-248, BROADCASTING.

Wanted: Innovators in Television. We are pioneering a development in viewer sponsored public television, with programing emphasis on solving social problems. If you are experienced in television, and willing to give up some of the luxuries of a commercial or restricted public station to be in on the ground floor of this important experiment, we need an assistant to the general manager and a program director immediately. Race and sex no barrier. Contact: KVST-TV, 1633 Westwood Blvd., Los Angeles, California 90024. 213-478-0589.

Situations Wanted Management

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.

I am a tough-minded number two man who knows TV and the operating figures that measure its effectiveness. I am analytical, innovative, industrious, capable of earning the respect of all with whom I work. Box B-217, BROADCASTING.

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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.

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-254, 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.

Situations Wanted Announcers

Experienced, versatile personality. Commercial weather. VTR available. Top 60. Box B-210, BROADCASTING.

Versatile announcer, personable. Experienced news, weather, sports, etc. Looking for medium or large market. Prefer South, Southwest. Box B-227, BROADCASTING.

Situations Wanted Technical

Progressive chief with major market experience desires change. Box B-247, BROADCASTING.

Situations Wanted News

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.

Newscaster. Eight years broadcast journalism experience (radio and TV) on top-flight level: New York City and Washington, D.C. Full range background, impeccable credentials. Writing, performing, editing, legwork, studio direction, on-air documentary and hard news, three years on-scene coverage NASA space shots, etc. Box B-218, BROADCASTING.

Newsman. Ten years experience in major markets. Now bureau chief for national newsweekly wants back into television. Young, aggressive, impressive credentials. Full range background including field reporting, writing, production. Published author with forthcoming novel. Box B-230, BROADCASTING.

Female, 23 years. BA in Mass Communications. Experienced in radio news, TV production assistant, copywriting and advertising. Looking for job in same or related areas. 312-882-5233.

Programing, Production, Others

Hard working switcher-director now employed in small market station desires move of another small or medium market. Box A-193, BROADCASTING.

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.

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Producer-host of prime access nightly local talk show looking for larger market. 7 years broadcasting experience in writing, production, directing and announcing. 27, BA, married, veteran. Box B-234, BROADCASTING.

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Now available. Broadcast school graduate. First phone. 1 1/2 years experience-MOR or any format. Versatile, dependable. For tape, resume and photo write

Box B-109, BROADCASTING

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— NEXT PAGE —

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- ☐ Technical
- ☐ News
- ☐ Programming
- ☐ Production, Others

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See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.

Profile

Broadcasting's own: the conservative senator from North Carolina

It is fashionable for political observers and for politicians themselves to disdain labels, but freshman senator and former broadcaster Jesse A. Helms (R-N.C.) can be comfortably tagged a solid, Southern conservative, the kind that exasperates those who would be labeled liberals. Mr. Helms will not object.

His location at that side of the political spectrum was verified by 12 years of highly opinionated, five-minute, five-nights-a-week editorials broadcast on WRAL-TV Raleigh, N.C., and the 80 stations hooked into the Tobacco Radio Network, and syndicated nationwide in over 200 newspapers. Those *Viewpoint* commentaries, springing from his devotion to self-determination, free enterprise and a limited federal government, have twice been honored by the right-leaning Freedoms Foundation.

His political philosophy gained him the support of President Nixon and Senators Barry Goldwater (R-Ariz.), Strom Thurmond (R-S.C.) and James Buckley (C-N.Y.), who all campaigned for Mr. Helms. Mr. Buckley introduced the former executive vice president of WRAL-FM-TV to the Senate as "a dedicated American who understands that our federal government was designed to be limited in scope and that the vitality of the free market should be encouraged, not stifled, by government."

His election, however, was an uphill fight. Aside from the problems created by his controversial opinions, he ran as a Republican in a traditionally Democratic state. Not only that, he was a Republican who had recently jumped the Democratic party.

His one advantage was the broadcast exposure he had had in the eastern part of the state. He overcame the other obstacles by 20-hour work days—he remained an active executive at the WRAL stations, although he ceased his editorials when he became a candidate—and campaign expenses of over \$700,000. That was "peanuts compared to a campaign in New York," he said, but to him it was an "immense amount."

Mr. Helms says he was elected by "the little people—that's what they are called, but they are not so little." A broadcasting associate of Mr. Helms says the senator's "following" put him into office.

Mr. Helms is not a complete newcomer to Washington. In the early fifties, after working for several years in programing at WCBT(AM) Roanoke Rapids, N.C., he went to Capitol Hill as an administrative assistant to the late Senator Willis Smith (D-N.C.), and when Mr. Smith died, Mr. Helms continued as AA to Alton Lennon, the appointed successor. "At least I know



Jesse Anderson Helms Jr.—Republican senator from North Carolina; b. Oct. 18, 1921, Monroe, N.C.; BA, Journalism, Wake Forest College; reporter, *Raleigh (N.C.) News and Observer*, 1942; U.S. Navy, 1942-45; city editor, *Raleigh Times*, 1945-46; program director, WCBT(AM) Roanoke Rapids, N.C., 1946; program director and promotion manager, WCBT, 1947; news and program director, WRAL(AM) Raleigh and co-owned Tobacco Radio Network, 1947-1951; administrative assistant, late Senator Willis Smith (D-N.C.) 1951-53; administrative assistant to former Senator Alton Lennon (D-N.C.) 1953-54; director, radio-TV campaign of presidential hopeful Richard Russell (D-Ga.), 1952; executive director, North Carolina Bankers Association, and editor, *Tarheel Banker*, 1954-60; member, Raleigh city council, 1957-1960; VP, programing, news and public affairs, Capitol Broadcasting Co., licensee of WRAL-FM-TV Raleigh and operator of Tobacco Radio Network, 1960-66; executive VP, vice chairman and assistant chief executive, 1966; editorialist on WRAL-TV and Tobacco Radio Network, 1960-72; elected to Senate, 1972; member, Senate Committees on Agriculture and Forestry, and Aeronautical and Space Services; m. Dorothy Coble; children—Jane (Mrs. Charles Knox), Nancy (Mrs. John Swart) and Charles.

my way to the washroom," Mr. Helms puts it.

In 1954, Mr. Helms went back to North Carolina as executive director of the North Carolina Bankers Association. In the late fifties and early sixties he also was elected to two terms on the Raleigh city council. He returned to broadcasting in 1960 as vice president for programing, news and public affairs of Capitol Broadcasting, licensee of the WRAL stations and operator of the Tobacco Radio Network. At that time, he also began his *Viewpoint* broadcasts. He was elevated in 1966 to the post of executive vice president, vice chairman and chief operating officer for the company and continued in those positions until going to Washington.

As a former broadcaster, Mr. Helms

admits to a constituency of "my business," as he calls it. "It would be pretentious to say that I am not interested in the welfare of responsible broadcasting," he says. But Mr. Helms is careful to point to the operant, and his favorite, word—"responsible."

Mr. Helms has received broadcasters in his Washington office, most of them from North Carolina and most of them interested in renewal legislation. They find him receptive and sympathetic. He says he "thoroughly agrees" with National Association of Broadcasters-type renewal bills proliferating in this session of Congress, and he has directly indicated to the North Carolina Association of Broadcasters that he will support such legislation.

The senator feels that a five-year license term is a minimum and it should eventually be extended. He has not indicated however, that he would personally introduce any renewal proposal, either because of the present abundance or because he still maintains, according to the FCC, a less than 1% interest in Capitol Broadcasting.

If his conservative stance lines him up with broadcasters on renewals, it does not on one other prominent broadcast-related topic on Capitol Hill—newsmen's privilege. "Shield laws? I am unalterably opposed to them," he said. "I don't think that a newsman ought to have one bit more protection than anybody else."

And he says this as a former newsman, a working street reporter who was honored at the age of 20 by the North Carolina Press Association for "enterprising reporting." Later, and before moving into broadcasting, he was also a city editor for the *Raleigh Times*. He says he had himself received a great deal of privileged information as a reporter, had been before grand juries and that if it had ever come to a question of going to jail or violating his honor, he would have gone to jail. But he now feels no need for legislated protection because he does not see freedom of the press in jeopardy. Instead, and again using his key word, he said that "responsibility of the press is certainly questionable."

It was undoubtedly that same opinion underlying a decision at WRAL-TV back in the early sixties to switch network affiliations from NBC to ABC. Although he said the change "was due to a variety of things," he also said that "we were dissatisfied with NBC News operations in many instances. This was the time of racial turmoil—the height of it, the snarling dogs incident in Alabama and all of the other contrivances that the networks were obviously guilty of." But he continued, "I don't mean to say that I have a hostility about it, but I do have a pride in responsible broadcasting."

Editorials

Separation of powers

In the questioning of Clay T. Whitehead by Chairman John O. Pastore (D-R.I.) and members of the Senate Communications Subcommittee last week it was possible to read trouble for license-renewal relief in this Congress. Obviously Mr. Whitehead's insistence on linking administration criticism of network news with the still-unsubmitted draft of license-renewal legislation is proving unacceptable to influential senators.

Still, broadcasters must not abandon their efforts to get a proper bill passed. The emphasis must be put on bills already submitted by many members of both houses, who are detached from the White House obsession with network journalism.

Let it be

There are a number of things to dislike about the FCC's prime-time-access rule, and over the years before and since its advent we've disliked most of them. First there is the rule itself, by which the FCC thrust itself unlawfully into the programing process. Then there is the programing that has resulted from it, and which, generally speaking, has been inferior to the network product it replaced. And then there are the commercial practices that have accompanied the first experiments under the rule, including an upsurge of commercialism and a resurgence of barter, a technique broadcasters first found unacceptable in radio.

As was evident, however, in the last issue's account of the sentiment among delegates at the 10th annual conference of the National Association of Television Program Executives, many in broadcasting are finding a growing number of things to like about the prime-time rule. (In a straw vote taken at the New Orleans conference, more than three-quarters voted in favor of the rule's retention.) Stations, which receive a higher level of compensation for the access half-hour than for a comparable network half-hour, are making more money. Syndicators, which have an expanded marketplace, are making more money. The fortunes of one television network have improved dramatically, and the other two are enjoying record profits despite it all. And if local, live, "relevant" programing has not overwhelmed prime-time-access periods, there has at least been an increase in it. The major losers have been those production companies that had supplied most network product in the vacated half-hours—and, some would add, the public which has been treated to a prime-time-access diet dominated by resurrected game shows.

Those who now argue for the rule's retention admit to all the flaws and are particularly sensitive on the matter of program ambition and quality. But they also argue that one could hardly have expected otherwise, as there was no independent program industry around to pick up where the networks left off and, more important, when the FCC itself was acting in so wishy-washy a manner that producers could not count on the access half-hour being there from one season to the next. The consensus in New Orleans was that the rule has not had a fair test, and that stations and programers must be given a longer commitment—a "climate of certainty" of from three to five years was the plea of one major syndicator—before the industry or the FCC makes a final determination of whether the rule is worthwhile.

The burden is clearly on the FCC. It imposed the prime-time-access rule on a reluctant broadcasting industry; now it must establish the conditions under which its brainchild can be given a chance to work. Moreover, there is now a nucleus—perhaps even a critical mass—of stations and producers eager to demonstrate that they can do better than those who came before. They should be given their head and their chance.

Broadcasters' lib

The pattern of discrimination against radio and television has been accentuated by the agreement of tobacco companies to quit the broadcast advertising of little cigars. Senators Warren G. Magnuson (D-Wash.) and Marlow Cook (R-Ky.) are taking credit for arranging the withdrawal, presumably an alternative to harsher restrictions imposed by legislation. Once again the tobacco interests have saved their market at the sacrifice of brand promotion on the air.

It is all of a piece with the connivance that led to the law eliminating cigarette advertising from radio and television, without in any way inhibiting it by other means or disrupting the growth trend of cigarette consumption.

It is related to the current talk of legislation to suppress or kill the broadcast advertising of proprietary remedies, in the wholly untested assumption that an aspirin commercial can dispose the viewer toward the use of hard drugs.

Still another example of discrimination is the legislation allocating money to the armed forces for recruitment advertising but stipulating that none of it may be spent on radio and television, which the U.S. Congress has generously committed to give time to the cause. The net effect is to deprive the recruiters of maximum advantage of the advertising media that are by nature best to reach their target audience.

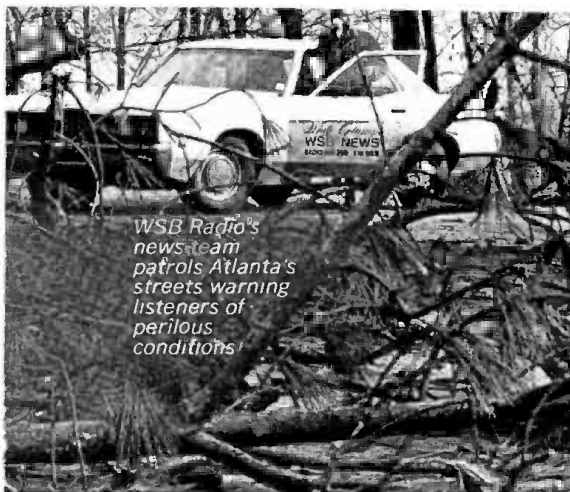
All of these actions have been taken in the name of consumer protection or the public health or the general enlightenment but have succeeded in none of those aims. It is revealing to note in last week's *TV Guide*—which is widely circulated and read among all those television viewers whom congressmen are forever protecting—nine and a half pages of advertising for cigarettes, a page for little cigars and four pages for hard liquor, which Senator Magnuson reminds us has been kept off broadcast by an old agreement with distillers similar to that negotiated with the makers of little cigars. The same issue carries a spread for Army recruiting, in full color.

Somewhere there has to be in prospect a movement to rescue radio and television from the role of fall guy to every passing fad in Congress. In a legislative Valhalla it might be called the All-Media Antidiscrimination Act. It would provide that what is right for one medium is right for all. It would prevent the singling out of one medium for legislative sanction. It would bind the nation's communicators into one common interest, aware that the rod used against one medium today can be turned on others tomorrow.



Drawn for BROADCASTING by Sidney Harris

"Since the laughs are so few and far between, how about instant replays of some of the big ones?"



WSB Radio's news team patrols Atlanta's streets warning listeners of perilous conditions



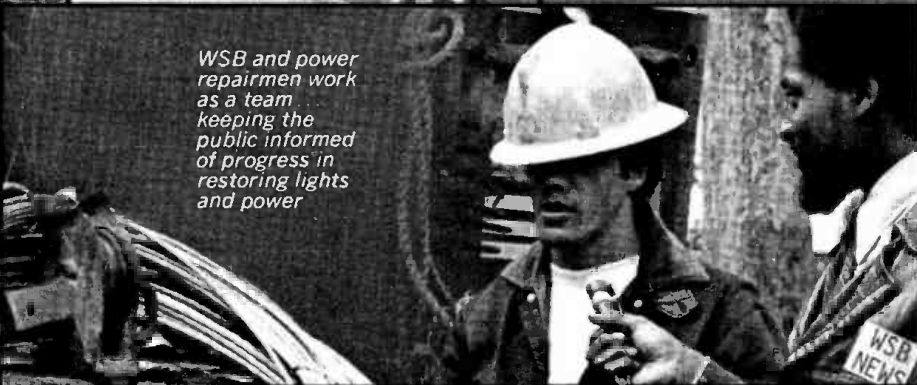
WSB RADIO news director Aubrey Morris works 36 hours non-stop covering Operation Deep Freeze



Driving is treacherous, and WSB pinpoints the danger spots



Transistor radios tuned to WSB 750 and fireplaces... two real friends on a cold, dark night



WSB and power repairmen work as a team keeping the public informed of progress in restoring lights and power



Mayor Sam Massell and his announcement on WSB Radio brings more customers than he can supply

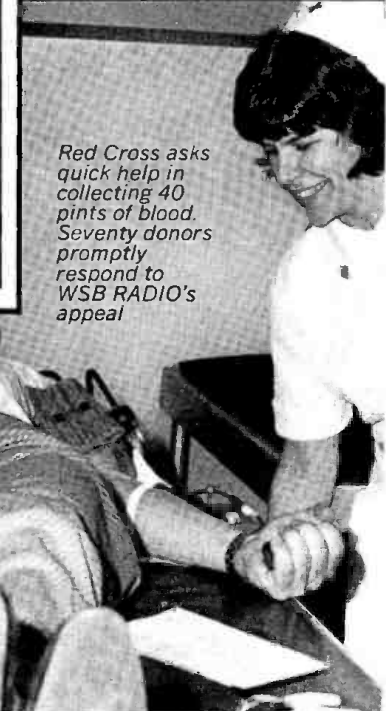
WSB RADIO 750 is a friend in need

WSB Radio Atlanta AM 750/FM 98.5 

NBC Affiliate. Represented by CBS Radio Spot Sales. A Communications Service of Cox Broadcasting Corporation. Cox Broadcasting Stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOX AM-FM-TV, Charlotte; WIDD AM, WAIA FM, Miami; WLIC-TV, Pittsburgh; KTVU, San Francisco-Oakland.



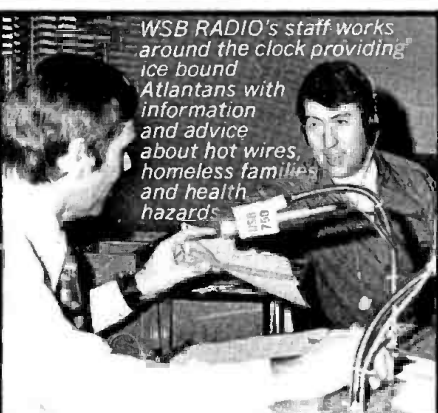
Atlanta's ice storm of the century. \$5 million in damages. 150,000 homes darkened. WSB RADIO shines as companion, counselor and communicator



Red Cross asks quick help in collecting 40 pints of blood. Seventy donors promptly respond to WSB RADIO's appeal



WSB Radio is on the scene as ice storm casualties arrive at Grady Memorial Hospital



WSB RADIO's staff works around the clock providing ice bound Atlantans with information and advice about hot wires, homeless families and health hazards

If you lived in San Francisco...



...you'd be sold on KRON-TV