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**Business: The rocket goes through the roof**  
**Obscenity: FCC stakes out the limits**

# Broadcasting Apr 16

The newsweekly of broadcasting and allied arts

Our 42nd Year 1973



**Why Rod Serling's NIGHT GALLERY will be a major hit in syndication.**

"Many major syndicated hits would be only marginal successes without the young viewer augmenting the 18-49 group."

Night Gallery is enormously attractive to both the young and the young adult. Nielsen demographics confirm it.

And no other series slated for syndication in fall '73 comes anywhere near Night Gallery's top-ten TvQ's among teens, subteens, 18-34 and 18-49. (NTI and TvQ details on request.)

Night Gallery, with six-time Emmy winner Rod Serling as host, glitters with guest stars. 96 half hours in color. It's solid Serling. **MCA TV**

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NEWSPAPER

**A father and son  
are involved in an auto  
accident.**

**The father is killed.**

**His son is  
rushed to the hospital.**

**The surgeon called in  
refuses to operate  
on the child  
with the explanation,  
“I cannot operate on  
my own son.”**

**How is this possible?**

**F**asy. The surgeon is a woman.

And if you couldn't figure it out, you're a male chauvinist. Even if you're a female.

But don't be upset. Because most people still feel that men grow up to be doctors and women grow up to be nurses.

And that Dad goes to work while Mom stays at the baby factory.

And that men are the

doers and women are the servers.

All of which led the WMAL stations to take on the struggle for women's rights. Head on. With a 15-part series, "Women are People."

(The name itself suggests we started with the basics.)

This series of frank, give-and-take took on all angles of the movement. Like abortion. Work-sharing roles in marriage.

Rape — from the humiliating act itself to the way police question victims. And even some weakness among the ranks of the movement's leaders.

Now when you get hot questions like these out in the open, nobody stays neutral.

And the bigger issue of women's rights is a bit easier to figure out.

And eventually, so is the riddle.

**Washington Star Station Group**  
**WMAL AM, FM, TV.**

# it's about people

RKO RADIO PEOPLE



WOR	New York	KHJ	Los Angeles
WXLO	New York	KRTH	Los Angeles
WRKO	Boston	KFRC	San Francisco
WROR	Boston	KKEE	San Francisco
WFYR	Chicago	WAXY	Ft. Lauderdale
WHBQ	Memphis	WGMS AM & FM	Washington, D.C.

RKO Radio People . . . the unseen . . . unsung . . . unheralded professionals whose day-to-day goal is creating the communications excellence which RKO Radio's listeners have learned to expect in New York . . . Boston . . . Washington . . . Ft. Lauderdale . . . Chicago . . . Memphis . . . San Francisco . . . and Los Angeles.

RKO Radio People . . . from disc jockeys to data processing clerks; from switchboard operators to secretaries;

from the mail room to the manager's office — every single one of them proud to be a part of the best radio stations in the United States. Every one contributing total effort as part of their credo — that the airwaves which carry RKO Radio signals be firmly fleshed out with the *substance of communication* — not merely its shadow.

It's an awesome day-to-day never ending responsibility. And it takes true dedicated professional radio people to

live up to it. There's a name for these people — the ones who are the best.

RKO RADIO PEOPLE!

## RKORADIO

a division of RKO General, Inc.

REPRESENTED  
NATIONALLY  
BY  
**RRR**  
RKO RADIO REPRESENTATIVES, INC.

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## ***One time cancer didn't win.***

Getting to cancer early is often the only chance a person has to stop it. A public service telecast on the Fetzer station in Lincoln sought to make women aware of the need for frequent self-examination for possible breast cancer.

Luckily a woman who just happened to be watching the program decided to try the preliminary examination. Because of what she had learned from the broadcast, she recognized she needed medical attention.

Within one week she received the necessary help and was on her way to recovery.

Helping people to understand potential health problems, so they can take the steps necessary to prevent them, is all part of Fetzer total community involvement.



## *The Fetzer Stations*

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

# Closed Circuit®

## Paper shortage

Fear that network start of new 1973-74 season may be delayed well beyond normal second week in September looms as writers strike continues, now expanded against networks (see page 38). But one production may meet regular deadlines—new *Perry Mason Show* (CBS) which is scheduled to begin shooting in June by 20th Century-Fox in Hollywood. Producers are said to have stockpiled more than 15 scripts before strike began.

Little-known sidelight to Writers Guild strike is that six leading daytime TV soap operas are produced and written under nonunion auspices. They are CBS-TV's *Guiding Light*, *As the World Turns* and *Search for Tomorrow*; NBC-TV's *Another World* and *The Doctors*, and ABC-TV's *All My Children*—all licensed to networks by Colgate-Palmolive or Procter & Gamble, neither signatory to WGA contract. Some of these programs involve top writers Irna Phillips and Agnes Nixon, neither of whom is guild member, though union writers contribute some scripts. WGA says it is confident that union writers will quit contributing now that strike is on.

## Geller to go

Henry Geller, who has left deep tracks in FCC policy in his years as general counsel and, since 1970, special assistant to Chairman Dean Burch, will leave government end of next month to join Rand Corp. Based in Washington, he'll do studies in communications—broadcasting, cable television and common carrier. His first year at Rand is being underwritten by Ford Foundation grant. Liberal Democrat, he has flourished not only under Democratic Chairmen Newton N. Minow and E. William Henry but also under Republicans Rosel H. Hyde and Burch.

## Nearing the wire

FCC has virtually completed work on package of rules drastically revising license-renewal procedures. Commission worked over final draft last week and is expected to give final approval this week. Action was delayed last week at least in part because of absence of two members, Robert E. Lee, out of country on commission business, and H. Rex Lee, away on speaking engagements. Document, designed to promote broadcaster-community dialogue, follows outline and most of details of version whose contents were disclosed last month (BROADCASTING, March 19).

However, some wrinkles remain to be ironed out—toughest one involving proposed question in TV license-renewal form as to whether affiliate failed to carry network news and public-affairs shows and, if so, what programs it carried in

their place. Some commissioners say question amounts to intimidation of licensee, but at same time they feel that networks, especially ABC, want question form to encourage clearances. Proposals to drop question and to modify it, perhaps by limiting to whether station did not clear programs, were voiced in meeting last week.

## Secret weapon

ABC has quietly assigned Rick Sklar, program director of its WABC(AM) New York, to reprogram its KSFJ(FM) San Francisco, which will be first of seven ABC-owned FM's to leave progressive-rock format they have all used for past three years. All Mr. Sklar will say about new format, due for introduction early next month, is that it will be specialized music aimed at "broader demographics." San Francisco job is in addition to Mr. Sklar's regular role in New York.

## Looking for angels

Complexity of administrative problems facing FCC's Cable Television Technical Advisory Committee, with its nine panels, 140 members and hordes of papers passing around, is leading to creation of unusual if not unprecedented method of providing order for commission-associated organization—paid secretariat supported by private industry. Committee decided it needed staff—executive director, secretaries and such. And commission staffers working with committee, after checking with Chairman Dean Burch's office and Justice Department, is preparing order for commission to provide private funding for such assistance.

All groups and individuals having interest in committee's work—to advise commission on cable technical standards—will be asked to contribute, but with no one being allowed to provide more than 10% of annual budget (goal is \$100,000). All details connected with contributions would be made public, and "locked-box account" would be established (contributions, once made, could not be withdrawn). Commission order and letter of solicitation are expected out this month. Meanwhile, National Cable Television Association board of directors, hearing of commission's plan, beat gun last week by voting \$10,000 contribution.

## Topless therapy?

FCC moves to deal with increase in broadcast of what some regard as off-color material are drawing at least as many boos from public as cheers. Commission officials last week said that, in wake of Chairman Dean Burch's speech attacking "topless radio" and commission's announcement of closed-door inquiry into alleged obscenity on air, com-

mission received "30 to 40" pieces of mail accusing it of censorship. Among critics of commission action, reportedly, were some psychiatrists who maintained that sex-talk shows were indeed psychologically helpful to some women, as some defenders of shows have claimed. FCC last Friday opened test case against WGLD-FM Oak Park, Ill. (see page 31).

## Plenty to sell

There are some signs of advertiser resistance to profusion of movie and movie-like programs on networks. Advertisers still regard participations in these shows to be good in terms of audience demographics and cost efficiencies, say top network sales officials. But increased number next season has created heavy inventory of like availabilities which may not be moving as fast as some others.

## Audience builders

Household TV viewing increases with family size, also with expansion in number of stations to choose from. But how much? Special study by A. C. Nielsen Co. finds that where one to four stations are available, family TV usage averages 38.7 hours weekly; where five to eight stations can be tuned, average rises to 42.8 hours and where nine or more can be received it goes to 46.6 hours. As for family size, households with one or two persons average 34.9 weekly hours where one to four stations are available but 36.5 hours where at least nine can be received. In families with three or more members, increase is more dramatic: from 42.0 hours in one-to-four station areas to 54.1 hours where there are nine or more. To provide reference point: Average U.S. TV home has 3.01 viewers, can receive 7.2 stations and uses TV 43.3 hours per week.

Study was based on Nielsen Television Index (NTI) sample for September 1972 and included cable-TV households (but not CATV-originated programming). It was extension of Nielsen study for Television Information Office, showing channel-availability range from at least three stations receivable by 98% of TV homes to 10 or more receivable by 20% (BROADCASTING, March 19). In further breakdown, study found 14% can receive 11 or more stations; 8%, 12 or more; and 3%, 13 or more.

## Rerun?

Goar Mestre, Cuba's leading broadcaster before he fled Castro coup to settle in Buenos Aires where he now operates channel-13 television station, is worrying about another threat of dislocation. Victory of Peronistas in recent Argentina elections could mean trouble for private broadcasting—which was seized under original Peron regime. Mr. Mestre has been prominent in Latin American commercial broadcasting for quarter century.

# At Deadline

## In Brief

**Chevrolet big on NBC.** Chevrolet, once major auto advertiser on NBC-TV until it moved portion of its network budget to ABC-TV (*The Men*) last year, will be back in big way on NBC next season. It will remain in *Sunday Mystery Movie* with third of that show (Chevrolet had turned to *Mystery Movie* at midseason following problem with *Men* ratings), has bought half sponsorship of new Diana show (Monday, 8:30-9) and has bought one-quarter of new *Magician* (Tuesday, 9-10). Agency is Campbell-Ewald, Detroit. ■ **Ozzie's back.** And Harriet, too, in new prime-time-access series announced by Willard Block, president of Viacom Enterprises, New York. Package, picked up by ABC O&O's after pacting last week, is offered for fall-1973 start. Title is *Ozzie's Girls*. Plot revolves around college kids who move into Nelson home to rent spare bedroom vacated by now grown-up Nelson sons. Producer is Al Simon for Filmways. Show originally was piloted for NBC. ■ **Encores.** Two network pop-music shows—ABC-TV's *In Concert* and NBC-TV's *Midnight Specials*—have received second 13-week renewals. *Midnight* (Fridays, 1-2:30 a.m. NYT) renewal will take show through mid-summer, while every-other Friday *In Concert* (11:30 p.m. - 1 a.m. NYT) will continue through end of summer. ■ **Out and down.** Stafford L. Hopwood Jr., chairman and president of Videorecord Corp., Westport, Conn., resigned last week, citing impatience of major investors for "immediate results in struggling new field." Videorecord was pioneer in attempting to exploit new video-cassette technology, had invested some \$3-4 million in business since 1969 start. Company at peak had 68-70 employes, was down to 15 last week. Board includes Washington attorney Ted Plerson, advertising's Bill Bernbach. ■ **Open sesame.** Federal Trade Commission announced it will open for inspection this week, first to news media and then to public, advertising documentation submitted to commission by 18 tire manufacturers. FTC also said that starting Wednesday (April 18) it will hear in Washington oral appeal of complaint from initial decision of administrative law judge in reference to what previously was decided were false nutritional claims for Wonder Bread and Hostess Cakes. ■ **Never bigger.** National Association of Broadcasters has added 71 new members since first of year, now has total membership of 4,485—more than ever before. Breakdown of current membership: 2,262 AMs, 1,373 FM's, 537 TV's, 7 networks, 306 associate members.

## Sonderling will pay forfeiture, avoid court test of FCC's antitopless edict

**Johnson issues dissent, citing 'Federal Censorship Commission'; says courts should judge obscenity**

FCC, which on Friday (April 13) announced its intention to fine WGLD-FM Oak Park, Ill., \$2,000 for allegedly obscene programming (see page 31), apparently has not found its test case on subject. Egmont Sonderling, president, Sonderling Broadcasting Corp., licensee of WGLD-FM, said commission's notice of apparent liability will be answered, in effort to win reduction of proposed forfeiture, but that Sonderling will not force government to take it to court to collect fine.

Commission had invited Sonderling to seek judicial review, noting that courts are "the final arbiters in this sensitive First Amendment field."

Mr. Sonderling, who was reached at Eden Roc, in Miami Beach, shortly after commission action was announced, said he had heard of what commission had done but had yet to be briefed on contents of letter.

Informed that commission's notice of apparent liability dealt with manner in which episodes of *Femme Forum*, station's topless-radio show, were handled rather than with subject matter as such, he said, "I wouldn't contest it." He said he thought commission had right to "lay down guidelines."

Mr. Sonderling also said intimate subject matter is no longer part of *Femme Forum*. He said commission had been advised in letter delivered on Thursday (April 12) that such material was not being accepted as of March 29. Format change followed double-barrelled blast at topless radio fired during National Association of Broadcasters convention by FCC Chairman Dean Burch and by NAB board (BROADCASTING, April 2).

Sole dissenter to commission's action in proposing to fine Sonderling, Commissioner Nicholas Johnson, indicated his feeling in heading to statement he issued—"Federal Censorship Commission." He said commission engaged in censorship "by penalizing a station because of the content" of its programs.

He said commission had not established that programming in question is obscene, as term is defined by Supreme Court; majority, he said, incorrectly applied high court's test.

But he also said that commission should not act even in cases where programming might be termed obscene under appropriate test. He said that courts, not regulatory agencies, "are more competent to determine whether particular forms of expression fall within the unprotected

category." He said only Justice Department should be permitted to initiate action in alleged obscenity cases.

"FCC regulation of obscenity is dangerous not only because this agency is, as the instant case painfully reveals, incompetent to deal properly with the problem," he said, "but also because such regulation causes a 'chilling effect' of enormous proportions on all forms of broadcast expression."

Still to be heard from on subject of proposed fine was Commissioner Benjamin L. Hooks, who concurred in commission action and said he would issue statement. It is understood he will say that although censorship aspect troubles him, he feels he can support commission in what he regards as limited action in view of what he perceives to be public outcry against allegedly off-color programming.

## No red badge for CBS from ABC's Howard K. Smith

ABC's Howard K. Smith looked back in time more than 11 years last Friday, to his departure from CBS—which he said was CBS's idea and which, he suggested, was result of CBS's lack of courage. Mr. Smith, addressing luncheon meeting of Federal Communications Bar Association in Washington, was answering question raised by his remarks opposing shield law for newsmen.

He said newsmen should be required to testify about crimes they witnessed. And, to support that, he recalled that when he was covering Freedom Riders entry into Birmingham, Ala. in 1961, he had seen men he identified as undraped Ku Klux Klansmen beat up riders after, he said, police had deserted streets. Mr. Smith said he voluntarily sought out Federal Bureau of Investigation to report what he had seen. This, he added, led to \$1.5 million suit that Birmingham filed against CBS.

It was at that point, he said, that "CBS decided to do without my services." He said it was "example of the courage CBS displays in the crunch."

Later, Mr. Smith said CBS had been concerned about number of commentaries he had done and that Birmingham incident was "climax." He said he was suspended for several weeks, then told to find other employment.

At time of his departure from CBS, network issued statement saying it was caused by "a difference in interpretation of CBS news policy" (BROADCASTING, Nov. 6, 1961). He joined ABC following January.



## FTC still on trail of what it considers misleading ads for Vanquish, Fleischmann's

Federal Trade Commission, in separate actions announced Friday (April 13), provisionally accepted consent order involving Benton & Bowles with Sterling Drug Inc.'s Vanquish product, and issued final consent order involving Standard Brands with Ted Bates & Co. Benton & Bowles, according to FTC consent order, when it was advertising agency for Vanquish (Lois Holland Callaway is agency now), represented that product (which spent total of \$1,899,000 in TV last year) is more effective in relief of pain and will cause gastric discomfort less frequently than any aspirin or buffered aspirin. FTC complaint challenges such representations as misleading because of "substantial question as to their validity among scientific experts" and also cites advertising agency for not disclosing that Vanquish contains caffeine and aspirin, "both of which can injure the health of person with certain medical conditions." It's noted that Sterling Drug did not enter into consent agreement and its case is still to be adjudicated.

Other consent order is follow-up to one first announced at beginning of year (BROADCASTING, Jan. 8) in which Standard Brands Inc. and its advertising agency, Ted Bates & Co. agreed to modify health claims for Fleischmann's Margarine products. Final consent order notes concerns raised in correspondence to commission from Beverly Hills (Calif.) medical doctor Edward R. Pinckney about Fleischmann's Margarine being misbranded and in violation of existing law because it alleges benefits to heart and artery disease through use of "polyunsaturates." Dr. Pinckney indicated that FTC should strengthen consent order to include punitive action. Fleischmann's Margarine brand spent an estimated \$2.4 million in TV in 1972.

## Broadcasters do battle over CATV carriage

FCC has been asked to rule that "secret" agreement between Cox Broadcasting's WIIC-TV Pittsburgh and Pennsylvania CATV operation, calling on cable firm to black out local news programs of two other area stations on eight cable systems, is in violation of commission's cable-TV rules.

Forward Tele Productions Inc., licensee of WTRF-TV Wheeling, W. Va., asserted that, in March 1972, WIIC-TV and Centre Video Corp., operator of several Western Pennsylvania cable systems, signed mutual agreement that obligated CVC systems to black out early and late-evening local newscasts of WTRF and WJAC-TV Johnstown, Pa. WIIC-TV, WTRF and WJAC-TV are all NBC-TV affiliates. Agreement, Forward said, also called upon WIIC-TV to drop petition it had filed with commission to force CVC to afford it nonduplication protection. Cable firm

Look for a landslide. That's way this week should shape up in network-TV sales for 1973-74 season, as one source put it Friday (April 13) after first full week of selling new schedule (see page 19). Agency sources said that in some early sales fourth-quarter minutes were going at costs-per-thousand of "well over \$5" and in 52-week packages were "not far under" \$5.

wanted petition dropped because it came just prior to implementation of FCC's new cable rules, Forward said. With Cox petition pending, Forward noted, CVC would, in compliance with FCC rulings, be required to honor provisions of new cable rules, including certificate-of-compliance obligations. Withdrawal of petition enabled CVC to have its systems grandfathered under old cable rules.

Forward claimed that blackout provision of Cox-CVC agreement is illegal because WTRF is entitled under past and present cable rules to have all its programming carried on systems in question, since it gets grade B signal into all affected communities.

Firm justified lateness of pleading by asserting that WIIC-TV had not notified commission of existence of agreement when it withdrew its petition against CVC. Because of this omission, it said, it did not discover that CVC systems were not carrying its news programs until several months after fact.

## Another CPB money bill on its way in Congress

Senate Commerce Committee on Friday (April 13) approved by voice vote and ordered reported to floor bill containing \$140 million for Corporation for Public Broadcasting over next two years.

Measure (S. 1090), sponsored by Commerce Committee Chairman Warren Magnuson (D-Wash.), and Communications Subcommittee Chairman John Pastore (D-R.I.), would authorize \$55 million for CPB in fiscal 1974, \$75 million in 1975, plus additional \$5 million in each of those years on matching-fund basis. Also authorized are facilities grants of \$25 million each for 1974, 1975 and 1976.

Only substantial change in measure was adoption of amendment offered by Senator Robert Griffin (D-Mich.) under which stations would be required to keep audio tapes of their public-affairs programs for 60 days after broadcast.

CPB funding bill is expected to move to Senate floor on Wednesday (April 18). Committee's vote on measure follows hearings held late last month by Pastore subcommittee (BROADCASTING, April 2).

## CPB-PBS bullet unbitten

When in doubt form another committee. That seems to have been outcome of Corporation for Public Broadcasting board of directors meeting, after five hours of deliberations in Washington last

Friday (April 13)—anticipated to be decisive in establishing relationship with reorganized Public Broadcasting Service. CPB board heard reports submitted by ad hoc committee that has been meeting with PBS and then decided that since determining satisfactory relationship between two groups is crucial, new committee should be formed to conduct continuing negotiations with like committee of new PBS.

New CPB special three-person unit is to be chaired by Neal B. Freeman, vice president of King Features, with Jack Wrather, president and chairman of board of Wrather Corp., and Dr. Gloria L. Anderson, chairman of chemistry department of Morris Brown College, Atlanta, also serving (alternate is Albert Cole, vice president and director of Readers Digest Association). Resolution of this relationship, PBS already has made clear, boils down to "who schedules interconnection?" Next CPB board meeting is May 9 in New York.

## Consolidated says it's delaying, not aborting, TV plans for little cigars

Spokesman for Consolidated Cigars told BROADCASTING last Friday (April 13) that there will be "slight delay" in putting Dutch Treats little-cigar commercials on TV. Originally planning to begin airing them yesterday (April 15), Consolidated will substitute spots for other cigar products (Muriel, El Producto, Dutch Masters) for firm buys and cancel tentative TV buys for Dutch Treats. Delay, spokesman said, is due to slow distribution checks coming in from eastern markets. When checks show distribution levels are up to par, spokesman said, plans are still to go ahead with TV campaign. Spokesman said there had been "no substantial change in our plans."

Senate has passed bill banning broadcast advertising of little cigars, but under parliamentary move by Senator Marlow Cook (R-Ky.) measure cannot yet move to House (see page 20). Senate sources indicated on Friday that, if Consolidated's position does not change, action will be taken to assure that bill becomes open for debate and amendments on floor. Senator Frank Moss (D-Utah) is known to want to add minor "technical" amendments to measure.

## Siegal group going after control of PSA's coast FM's

Sale of 15% interest in PSA Broadcasting Inc., licensee of four FM stations, to Jack L. Siegal and associates for undisclosed amount, reportedly over \$250,000, was announced Friday (April 13). Mr. Siegal, president-general manager of KJOI(FM) Los Angeles, also becomes general manager of PSA Broadcasting, effective May 15. Transaction includes option for Siegal group to acquire majority control. Mr. Siegal declined to disclose names of associates who will be stockholders in new company, Best Communications Inc.

# Datebook®

■ Indicates new or revised listing.

## This week

**April 16**—Luncheon meeting of Baton Rouge chapter, *American Women in Radio and Television*, with Grover C. Cobb, senior executive VP, National Association of Broadcasters, featured speaker. Bellemont motor hotel, Baton Rouge.

**April 16**—Extended date for filing reply comments on FCC jurisdiction over public broadcasting under Section 396(g)(1)(A) of Communications Act.

**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 17**—April luncheon meeting, Communications Society of Institute of Electrical and Electronics Engineers with Donald M. Jansky, staff member of Office of Telecommunications Policy, as guest speaker. Blackie's House of Beef, Washington.

**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.

## Also in April

**April 23**—Membership meeting and annual luncheon, Associated Press. Speaker: Henry A. Kissinger. Waldorf-Astoria hotel, New York.

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

■ **April 23-26**—American Newspaper Publishers Association meeting. Waldorf-Astoria hotel, New York.

**April 24**—National Cable Television Association roundtable meeting with Oklahoma cable operators. Oklahoma City.

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

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

**April 25-27**—Texas Cable TV convention. Featured speaker: Mike Shapiro, VP and general manager, WFAA-TV Dallas, on "Programming Problems." David Foster, president, National Cable Television Association, luncheon speaker. Marriott motor hotel, Dallas.

**April 26-27**—Quarterly board of directors meeting, Institute of Broadcasting Financial Management. Royal Sonesta hotel, New Orleans.

**April 26-27**—Conference, Sigma Delta Chi region 2. Senator Sam Ervin (D-N.C.) among speakers. University of Maryland, College Park.

**April 28-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**—Annual seminar on radio broadcasting and community leadership, sponsored Los Angeles member radio stations of Southern California Broadcasters Association. FCC Commissioner Charlotte Reid will be featured speaker. California Institute of Technology, Pasadena, Calif.

**April 27**—Charity ball, Bedside Network of Veterans Hospital Radio and Television Guild. New York Hilton.

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

■ **April 27-28**—Northeast regional meeting, National Association of Farm Broadcasters. Airport Holiday Inn, Indianapolis.

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

**April 28**—Radio Television News Directors Association regional seminar. North Texas State University, Denton.

**April 28-29**—Ohio Associated Press Broadcasters Association meeting. Holiday Inn North, Canton, Ohio.

**April 29-May 2**—Annual convention, Canadian As-

sociation of Broadcasters. Chateau Laurier hotel, Ottawa.

**April 30-May 4**—13th annual television newfilm workshop, National Press Photographers' Association. University of Oklahoma, Norman.

## May

■ **May 1**—International Council of National Academy of Television Arts and Sciences sponsors "A Salute to RAI" (Radio televisione Italiana) on its 20th anniversary in television. Alice Tully Hall, Lincoln Center, New York. Similar ceremony will be held in Washington in Department of State auditorium on May 3.

**May 1**—Deadline for entries, Howard W. Blakeslee Awards of the American Heart Association for science reporting in the field of heart and blood vessel diseases. 44 East 23d Street, New York 10010.

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

**May 1-3**—National Association of Broadcasters 18th annual conference of state association presidents and executive secretaries. Luncheon speaker May 2: Bill Monroe, Washington correspondent for NBC-TV's Today series. Mayflower hotel, Washington.

**May 1-4**—American Society of Newspaper Editors convention. Shoreham hotel, Washington.

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

■ **May 3-6**—A. J. Lieblich counter-convention to American Society of Newspaper Editors convention. Mayflower hotel, Washington.

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

■ **May 4-5**—Conference, Sigma Delta Chi regions 6 and 7, with annual national awards presented at concluding banquet. Total of 16 awards in categories of radio, TV, newspapers and magazines. Hilton hotel, Omaha.

**May 4-6**—Spring convention, Michigan News Broadcasters Association. Hospitality motor inn, Grand Rapids, Mich.

**May 5**—Radio Television News Directors Association regional seminar. KRCR-TV Redding, Calif.

**May 5**—Conference on cable TV programming for organizations interested in using CATV channels set aside for education, government and public access, sponsored by center for filmmaking studies and department of urban affairs, University of California at Berkeley. Contact: Center for Filmmaking Studies, UC Extension, 2223 Fulton Street, Berkeley, Calif. 94720.

### Major meeting dates in 1973-74

**May 12-16**—Annual convention, American Advertising Federation. Fairmont-Roosevelt hotel, New Orleans.

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

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

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

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

**Oct. 8-13**—Annual international conference, Radio Television News Directors Association. Olympic hotel, Seattle.

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

**Nov. 14-18**—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.

**March 17-20, 1974**—52nd annual convention, National Association of Broadcasters, Albert Thomas Convention and Exhibit Center, Houston.

**May 5**—Annual meeting and awards luncheon, Alabama Associated Press Broadcasters Association. All-American inn, Auburn, Ala.

**May 5**—Annual Sigma Delta Chi distinguished service awards banquet. Omaha.

**May 5-6**—Pennsylvania Associated Press Broadcasters Association meeting. Host Inn, Harrisburg.

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

**May 7-9**—Spring meeting, California Community Television Association, including legislative reception and luncheon. Senator hotel, Sacramento.

■ **May 8-10**—"Retailer-of-the-year" silver anniversary awards conference, sponsored by Brand Names Foundation. Featured banquet speaker: Chet Huntley. Waldorf Astoria hotel, New York.

■ **May 9**—Silver Anvil Awards banquet, Public Relations Society of America. Continental Plaza hotel, Chicago.

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

**May 10**—Convention-conference, American Council for Better Broadcasts. Holiday inn-Central, Minneapolis.

**May 10-11**—Spring convention, Ohio Association of Broadcasters. Featured speaker: FCC Commissioner Charlotte Reid. Hilton West inn, Akron.

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

**May 10-13**—Annual conference, Western States Advertising Agencies Association. Speakers: Neal O'Connor, N. W. Ayer; Luis Albertini, Latin-American Advertising; Ron Hoff, Ogilvy & Mather; Tyler Macdonald, N. W. Ayer/Jorgensen/Macdonald; George Rappaport, Multi-Media Presentations; George Harris, Psychology Today, and Mel Blanc, Mel Blanc Associates. Hotel Bahai, San Diego.

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

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

**May 12**—Radio Television News Directors Association regional seminar. University of Georgia campus, Athens.

**May 12**—Radio Television News Directors Association regional seminar. University of Wisconsin, Milwaukee campus.

**May 12**—Radio Television News Directors Association regional seminar. University of Nebraska, Lincoln.

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

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

**May 15-16**—Annual convention, CBS-TV affiliates, Century Plaza hotel, Los Angeles.

■ **May 15-17**—Seminar, "Lighting for television," sponsored by Kiegl Bros. WLAC-TV Nashville. Contact: Mr. Baird, Kiegl Bros., 32-34 48th Avenue, Long Island City, New York 11101.

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

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

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

**May 19**—West Virginia Associated Press Broadcasters Association meeting. Pipestem (W. Va.) resort.

■ **May 19**—Radio Television News Directors Association regional seminar. WHIO-TV Dayton, Ohio.

**May 19**—Radio Television News Directors Association regional seminar. Benson hotel, Portland, Ore.

**May 19-27**—Video-tape workshop, sponsored by center for filmmaking studies and department of urban affairs, University of California at Berkeley. Contact: Center for Filmmaking Studies, UC Extension, 2223 Fulton Street, Berkeley, Calif. 94720.

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

**May 20-24**—Annual convention, Pennsylvania Asso-



DONALD P. CAMPBELL  
AND  
THE STAFF OF WMAR-TV

*throughout your 25 years  
of distinguished broadcasting service  
it has been our privilege  
to share in your success*

YOUR MANY FRIENDS AT  
THE KATZ AGENCY

10-27-72

*The 25 year association of  
WMAR-TV and The Katz Agency  
makes it the oldest, continuous such relationship  
in the nation.*

In addition, WMAR-TV has been a CBS affiliate since  
October 27, 1947—when it became the second station in the nation  
to join the CBS Television Network.

In 1973, thirty-three WMAR-TV employees will have completed twenty-five years  
of distinguished service with this station.

Stability and reliability are hallmarks of successful broadcasting.  
WMAR-TV, the pioneer television station of Maryland, is proud of its record of  
long-standing relationships throughout the television industry!

In Maryland Most People Watch

**WMAR-TV** 

TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by KATZ TELEVISION

ciation of Broadcasters. Castle Harbour hotel, golf and beach club, Bermuda.

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

■ May 21-25—Canadian Cable Television Association annual convention. Four Seasons Sheraton hotel, Toronto.

May 23—Luncheon meeting, Federal Communications Bar Association, with CBS President Arthur Taylor as guest speaker. Army-Navy club, Washington.

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

May 23-June 6—16th annual meeting, Committee on Space Research (COSPAR). Two-week meeting will

include symposia on space science, review of space research, current events in space activities. Konstanz, Federal Republic of Germany.

May 24-25—Annual spring convention, Arizona Broadcasters Association. Westward Look, Tucson.

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

May 26—Radio Television News Directors Association regional seminar. Studios of KMGH-TV Denver.

May 26—Conference, California AP Television-Radio Association. Beverly Hilton hotel. Beverly Hills, Calif.

■ May 31-June 1—National symposium on crime and the media sponsored by John Jay College of Criminal Justice. City University of New York.

## Open Mike®

### Premiere showing

EDITOR: Congratulations on the speed and accuracy with which you gathered programing and content information relative to the forthcoming season [April 9]. BROADCASTING's composite schedule in that issue was printed before some of the networks distributed their own tally sheets.—Peter Bardach, vice president-director of broadcast, Foote, Cone & Belding, New York.

### High-school union

EDITOR: I have found BROADCASTING's recent feature stories on the various classes of radio stations very enlightening. But I believe there is at least one class of radio stations you have unintentionally overlooked: high-school radio.

Here in the Chicago metropolitan area, nine high-school radio stations are on the air. This month, cooperation among many of the high-school stations in the Chicago area has reached a new height. We have agreed to establish a high-school news network, with the intention of providing our respective audiences with coverage of campus news events and issues at one school of relevance to all the others. Each station feeds a report to all the others on an assigned day. Although past cooperation in pooling resources allowed many of these stations to go all news for the elections, the news network provides for the first regularly scheduled feeding service.

We have already been exchanging student disk jockeys for over a year, to give students on-the-air experience on several stations other than their own. Present plans call for a network engineering bulletin. I am curious if similar arrangements among high-school broadcasters exist in any other markets across the country.—Allan R. Loudell, manager, WLTL(FM) La Grange, Ill., and founder, Suburban High School Radio Network.

### Misplaced station

EDITOR: I knew you had a strong voice in Washington circles, but I never realized how powerful it really was until I found that you had moved our studio and transmitter 1,000 miles to the south, without even securing FCC approval.—James T.

Butler, vice president and general manager, WISN-TV Milwaukee.

(BROADCASTING in the March 12 issue reported affiliates that had refused to carry CBS-TV's broadcast of *Sticks and Bones*. It erroneously located WISN-TV in Mobile, Ala.)

### Belated obit

EDITOR: We will miss Niles Trammell, that very gentle man, because we remember him not only as the man at the top at NBC but also as a warm and convivial friend at our NBC Alumni Association dinners. He was the recipient of the first, and still only, NBCCA award of honor, which we presented to him in his hospital room last spring. One of the three of us who made the presentation was Ray Barrett, with Joe Hainline and me a founder of the alumni association.

I have not seen your "Fates & Fortunes" report another sad bit of news. It is this: Ray Barrett, long-time NBC announcer, sportscaster and newscaster, died at a Plantation, Fla., hospital in January. Survivors are his wife and daughter, Debbie. He lived in Fort Lauderdale.—Lockwood Doty, Fort Lauderdale, Fla.

### Not first

EDITOR: Your March 26 "Fates and Fortunes" asserted that Lee Arthur [of KDKA-TV Pittsburgh] is the "only full-time female television sports broadcaster-reporter in country." Wrong! Jane Chastain has been a sportscaster-reporter for 10 years and she is now in her fourth year in this capacity (full time, too) with WTVJ(TV) Miami.—Lynn Patrick, press information manager, WTVJ Miami.

### Oldies for the future

EDITOR: Enjoyed your recent article on oldies programing (March 12). WARY gingerly abandoned Billy May, Ray Conniff and the rest more than a year ago and played nothing but solid-gold records from 1955-present. The format caught on like wildfire and has been very good to us both in sales and listeners.

No question about it, properly done, oldies have to be the middle-of-the-road format of the 70's. Today's 25-40-year-old does not always appreciate the repetition of top-40 operation yet the "wall-paper" format tends to turn him off.—Robert Badger, vice president and general manager, WABY(AM) Albany, N.Y.

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## Broadcasting® TELEVISION®

The newswEEKly of broadcasting and allied arts

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Sol Taishoff, editor.

Lawrence B. Taishoff, publisher.

### EDITORIAL

Edwin H. James, executive editor.  
Donald West, managing editor.  
Rufus Crater (New York), chief correspondent.  
Morris Gelman, Leonard Zeidenberg, senior correspondents.  
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### SPECIAL PUBLICATIONS

Art King, director; Joseph A. Esser, associate editor; Laurette Pesce, editorial assistant.

### ADVERTISING

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Harry Stevens, production manager.  
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### ADMINISTRATION

Irving C. Miller, business manager.  
Susan Kwash, Sheila Thacker.  
Lucille DiMauro, secretary to the publisher.

### BUREAUS

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

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

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

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

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



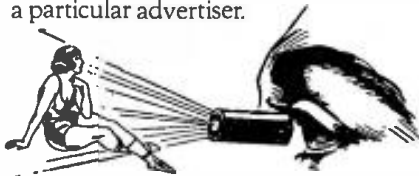
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# Four Mysteries of Television Explained:

## 1. THE WRONG VIEWER

In every TV audience are viewers who are too young, too old, too rich, or too poor for a given product or service. Or they just don't need or want it.

But certain programs are regularly watched by viewers with the *right* social and economic characteristics for a particular advertiser.



The ARB Audience Profile Study shows you how to increase sales by matching the key audience with an advertiser's requirements.

## 2. THE HIDDEN MARKET

You may be missing a profitable, localized audience right in your own backyard.

You may have an advertiser whose greatest sales potential lies in one or more suburban counties, or with inner city residents. You yourself may require a report on a segment of your market that closely resembles the circulation pattern of a competing newspaper.

ARB's county-by-county method lets you design your own survey area. An ARB Trading Area Report, designed to include a single county or a group of counties, can give you a distinct edge in your market.



## 3. THE DUPLICATED PEOPLE

A schedule of spots which delivers the greatest number of gross household impressions may not be the best buy for an advertiser if many of those impressions are the same people over and over again.

ARB's Cume/Frequency/Additive Analysis puts each spot in its proper perspective by showing how each contributes to the total number of *unduplicated* households.



This in turn gives you the facts you need to show advertisers how they can eliminate waste coverage, and make their money work harder on your station.

## 4. THE CHOSEN TARGET

Why take on the whole world, when you can pick your spot and compete where you're strongest?

An ARB Station Circulation Study, custom designed to include the county or counties where you know you have an advantage, reports the circulation (cume audience) of all stations within the designated area for any time period, from an entire broadcast week to a single program.



It gives you the chance to prove your station's dominance within a restricted segment of your market area, and to show the extent of penetration which others (including newspapers) cannot deliver.

These are only a few of the special ways ARB can help solve your sales problems. Whenever an important decision calls for more information, get in touch with an ARB representative.

# ARB.

American Research Bureau

A Subsidiary of Control Data Corporation  
New York, Chicago, Atlanta, Los Angeles, San Francisco, Dallas

# Why you should buy Wild Wild West. Instead of a western.

Some stations still think "Wild Wild West" is a western hour and that it gets the same kind of audience.

Wrong. On both counts.

We settle the audience misconception quickly with this comparison:

	<i>% of Women Viewers Who Are 18-49</i>	<i>% of Men Viewers Who Are 18-49</i>
Wild Wild West	67%	73%
Western 1½ Hour A	62%	55%
Western 1½ Hour B	58%	52%
Western Hour C	56%	55%
Western Hour D	53%	50%

If you want buyers, you see which program attracts the highest percentages.

Also, in its last network season before syndication, "Wild Wild West" won a higher percentage of the 18-49 audience than the average for all other 7:30 programs.

Young adults like "Wild Wild West" because it is fast-paced undercover-agent adventure. Spiced with sophisticated humor. And performed on a grandiose scale against the backdrop of America's dangerous frontier.

Guest stars such as Sammy Davis, Jr., Peter Lawford, Jo Van Fleet, Suzanne Pleshette, Burgess Meredith, Keenan Wynn, Boris Karloff and Michael Dunn, enhance the appeal of this exciting drama.

84 stations have discovered the real "Wild Wild West" 27 in the last year! They're getting the audience they want.

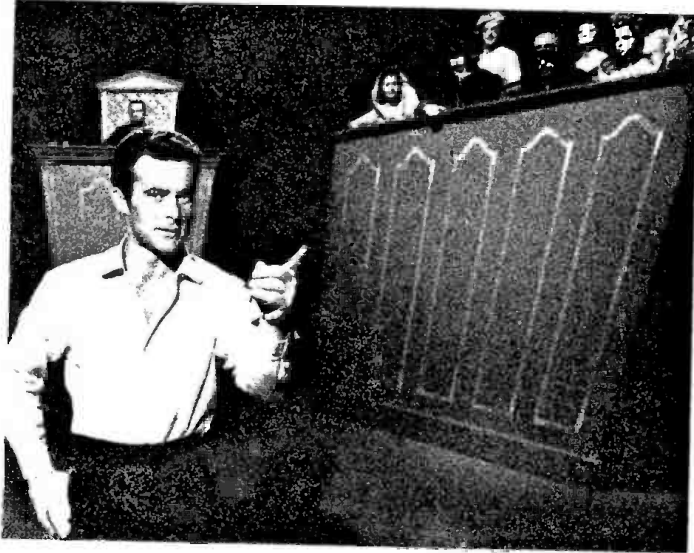
Why shouldn't you?

## Wild Wild West from Viacom

Source: NSI, Nov. 1972 Report on Syndication Programs. NTI/NAC, Nov.-Dec. 1968. Audience estimates are subject to qualifications available on request.



© 1977 Viacom Inc. All rights reserved. Wild Wild West is a trademark of Viacom Inc.



# Monday Memo

A broadcast advertising commentary from David J. Mahoney, chairman, Norton Simon Inc., New York

## Capitalist advertising and Communist acrobats: Norton Simon Inc. presents the Shenyang troupe

This Wednesday (April 18), from 8:30 p.m. until 10:00 on ABC-TV, Norton Simon Inc. will sponsor the first look most American viewers have had at the Shenyang acrobatic troupe, one of the People's Republic of China's foremost performing groups.

Our decision at Norton Simon to sponsor such a program was made for a number of reasons, some specifically related to the contents of the program itself, others growing out of our general corporate approach to the television medium.

Television plays a unique and central role in the nation's thought and attitude-formation processes. An especially graphic instance was the way satellite-relayed images from the other side of the world made tangible and immediate the stunning visit of President Nixon to China a little more than a year ago. Nothing could have heralded so vividly the beginning of a new era in our country's foreign relations as the TV image of an American President in close proximity to the Great Wall of China, ending a quarter-century of almost total lack of communication between the two countries.

The fabulous spectacle of the ballet, "The Red Detachment of Women" further extended documentation by television that there is, indeed, such a place as the People's Republic of China—that it isn't a figment but a real country inhabited by live human beings with a highly developed sense of cultural identity.

Further television presentations will add to and deepen our growing insight into this long-mysterious nation, which has such enormous potential importance to the rest of the world, as its fundamentally restructured society moves toward maturity and greater power among the leaders of the world community.

Thus, television will serve to enhance the significance of a remarkable milestone in diplomacy that began with the exchange of our countries' respective ping-pong champions and will lead who knows where in the years ahead. But the message the medium will transmit, at full strength, is that we have decided as a people that we can no longer afford to pretend the new China does not exist.

I believe the exposure on television of the Shenyang troupe will increase our recognition that on the opposite side of this globe there are hundreds of millions of dynamic people about whom we still know, comparatively speaking, next to nothing.

So, one excellent reason, I think, for

## 大埔墟 TAI PO MARKET 大埔墟



David J. Mahoney, 49, was president and chief executive officer of Canada Dry Inc. when he played a key role in the formation in 1968 of Norton Simon Inc. through the consolidation of Canada Dry, McCall Corp. and Hunt Food Industries. He now heads Norton Simon as chairman of the board, president and chief operating officer. Mr. Mahoney received his degree from Wharton School of Business, and while still attending there, he joined the New York advertising agency of Ruthrauff & Ryan, where he was named a vice president in two years. He subsequently opened his own agency, among whose clients was the Good Humor Corp., of which Mr. Mahoney became president after selling his agency. When Good Humor was later sold to another firm, Mr. Mahoney joined Colgate-Palmolive as executive vice president, a post he held until joining Canada Dry. He also presently serves as the presidentially appointed chairman of the American Revolution Bicentennial Commission. Mr. Mahoney is pictured above at a market in Hong Kong, prior to his departure on a private business trip to mainland China.

sponsoring such a program is that it will make the public more aware than before that there has been a major policy decision made at the highest level of our government, one that will be a factor of increasing importance in the contemporary history of the republic. Assuming that it has become a national imperative to fill in the gaps in our comprehension of the life, activities, and pursuits of that vast country, the Shenyang telecast cannot be other than useful in function as well as timely in interest.

It will also be a magnificent 90 minutes of pure entertainment.

The ideological substance of the ballet mentioned earlier and the highly stylized character of that medium in the hands of the Chinese are quite different from the universally appealing feats performed by the Shenyang Troupe. True, a conscious effort was made in the creation of their stunts to make them symbolic of the workers and the principles of the new Chinese society, but no heavy freight of intellectual content burdens the visual value of the performance for our eyes. From start to end, their incredible display can be appreciated to the fullest as an exhibition of strength, grace and superb coordination, without any intervening hard-sell ideology.

As such, the show is a natural vehicle for the medium for the widest possible range of viewers.

Granted, not every institutionally sponsored telecast is likely to match these criteria for selection, that of offering socially appropriate and useful information in furtherance of a national policy objective of promoting understanding between

people while at the same time furnishing a fascinating spectacle for pure delight.

The Shenyang telecast will mark two firsts for Norton Simon. It will be the first time that Norton Simon, one of America's largest consumer-products marketers, has put its corporate name before the public in any kind of major advertising vehicle. And the Shenyang special is special because it probably is one of the few programs of its scope and quality that was produced by a wholly owned subsidiary of the advertiser, in this case Norton Simon's Talent Associates Ltd.

The telecast marks a change of marketing strategy for Norton Simon, which until now has never linked its corporate name with any of its well known consumer products, which include Max Factor cosmetics, Canada Dry soft drinks and Hunt-Wesson convenience foods. Product commercials for these lines also will be included in the Shenyang telecast.

The Norton Simon corporate commercial, which features TV actor Paul Burke, was produced by another Norton Simon subsidiary, Norton Simon Communications Inc., which handles the companies' advertising, marketing, market research and public relations. The two-minute commercial shows Burke entering Norton Simon's corporate headquarters in New York. As the elevator indicators signal each of the NSI operating companies, Burke explains how each fits into the total corporate picture.

I do not, in fact, at the moment, have any idea what Norton Simon Inc. will do next as an encore. But I am glad we have this opportunity, and I am proud we seized it.



the West had remained and fought on the barricades of colonialism. Fortunately, it has not. The states which have gained national freedom have come to apply widely different social orders. This fact has not been a reason for military intervention, but it is possible to compel by force a country to adopt a western social order. It is still an illusion to believe that for social justice can be achieved by military force.

The war in South Vietnam is regarded as an attempt to force a political order on another state. The fact that the people of the South Vietnamese are more concerned with their own economic development than with the political system which augurs a democracy. It is a clearly conscious younger generation which should shape the future. The role of the political movement should also be acknowledged. Journalists should also be acknowledged as an important part in analyzing the situation.

The work done in enlightenment has resulted in Swedish united in its attitude toward Vietnam. This unanimity of strength when we are in the international arena made our contribution beyond doubt. Undoubtedly, the collecting of concrete experience and outstanding million soldiers of the State peace.

This unity is the reconstruction of a number of years we have been in the field of aid programmes on one side where the preconditions are present for planning and practicaling out assistance programmes on a large scale. So far our assistance has been humanitarian. Now the conditions are being created for also extending reconstruction aid. Furthermore we are planning increasing aid in South Vietnam. I also hope that there will be a world-wide effort in this field.

Our unity and our openly expressed opinions on this question are also of importance when it comes to matters of principle, fundamental to our own position as a small nation. For the conflict in Vietnam has also concerned the right of a small nation to live and survive.

There is the risk in our time of a hegemony of the super-powers in the world. One divides the world into areas of interest and attempts to maintain the status quo. A small nation which tries to assert its own individuality and its particular interests in this order of things runs very serious risks. We have seen many examples of this both in the West and in the East. No one in this world is silent about Vietnam could of the principle of the world assert their the conflict we also up-ests, our minds this and -g -y - of ted lled not atic n's d

quality and its particular interests in this order of things runs very serious risks. We have seen many examples of this both in the West and in the East. No one in this world is silent about Vietnam could of the principle of the world assert their the conflict we also up-ests, our minds this and -g -y - of ted lled not atic n's d

to North Vietnam. His letter to me, which contains the results of the query, follows:

One of the big questions facing our Nation today is the post-war help we give North Vietnam. With this in mind, we let the listeners to our 'Conversation Society' voice their opinions on the question: "Should we as a Nation spend money to rebuild our former enemy North Vietnam?" In the two hours we were able to take 174 calls. 137 voted "No" and 37 voted "Yes."

We advised the listeners that a tape of the show would be sent to the President of the United States and also to the Congress of the United States through you.

This is just the voice of a small part of the United States but we think you will find it interesting.

Just for the record

KITE  
930 ON YOUR AM RADIO DIAL

is a SOUND Citizen

NEW THREATS TO NATIONAL HEALTH EMPHASIZE NEED FOR PURE FOOD LEGISLATION

HON. JONATHAN B. BINGHAM

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Tuesday, February 27, 1973

Mr. BINGHAM. Mr. Speaker, on the first day of this 93d Congress, I introduced H.R. 323, a bill which would strengthen the powers of the Food and Administration and enable that to guarantee a higher standard purity and safety to the American consumer.

In the urgency of this long overdue action has been brought to public attention. Regrettably, for the consumer, there have been several new incidents of food contamination.

This month, the Government Accounting Office exposed the U.S. Department of Agriculture for its failure to report products which do not meet minimum quality levels prescribed by the Federal Food, Drug, and Cosmetic Act by subjecting the public to health hazards.

Food contamination have numerous and include the contaminated mushroom and unfortunately, 3,954 cans of the contaminated mushroom distributed in five States, New York, New Jersey, and Pennsylvania. Distributed by Star Kist Mushrooms, it may cause botulism, according to the Food and Drug Administration.

These incidents underscore the need for tougher food inspection legislation.

Articles describing these incidents are as follows:

"Mushrooms Recalled by FDA for Botulism Check," New York Times, Feb. 19, 1973]

"Mushrooms Recalled by FDA for Botulism Check," New York Times, Feb. 17, 1973]

The Food and Drug Administration reported Saturday night that an institutional-size can of mushrooms produced in Ohio had been found to contain the poison that produces botulism and that 29,500 cans of the product were being recalled.

The FDA cautioned users of large cans of mushrooms, such as restaurants and pizza parlors, to be alert to the brand names and codes of the lots being recalled. The mushrooms were distributed in New York, Pennsylvania, Ohio, Wisconsin and Illinois, the FDA said.

ALLEN DALE RADIO POLL ON AID TO NORTH VIETNAM SHOWED 137 AGAINST AND 37 FOR

HON. O. C. FISHER

OF TEXAS

IN THE HOUSE OF REPRESENTATIVES

Tuesday, February 27, 1973

Mr. FISHER. Mr. Speaker, Allen Dale, a popular reporter who is heard daily on San Antonio's radio station KITE, has informed me of the results of a recent telephone poll he conducted on the subject of whether U.S. aid should be given

# Here's the big news story from Washington:

There's no big news story from Washington.  
(WRC-TV's news leadership continues.)

WRC-TV has been, as *Variety* put it, the "Longtime Ruler of D. C. Roost" in news programming. So these latest ratings reports — indicating that we still are — aren't really front-page stuff.

Average Homes Per Quarter-Hour For Washington-originated Early News (Week-nights February/March 1973)				
	Nielsen Station Index		Arbitron	
	Homes	WRC-TV Advantage	Homes	WRC-TV Advantage
WRC-TV 6-6:30, 7-7:30	140,000	—	137,000	—
WTOP-TV 5:30-7:00	112,000	25%	123,000	11%
WMAL-TV 6:00-7:00	109,000	28%	99,000	38%

Still, leadership in so competitive an activity as gathering news (in the world's news capital) and the audiences to watch it is something to be proud of.

Not only because WRC-TV's early news was, as usual, viewed in more homes than the competition this particular February and March. (Our *late* news too, by the way\*)

No, what's significant is that these new figures continue a dominance that's held for years. And long-run popularity like that suggests just how good a job of *reporting* the station is performing.

Which is what's really important, especially in Washington.

# WRC-TV

Washington, D.C./An NBC Television Station

\*Washington ARB and NSI (Feb.-Mar. '73; Mon.-Fri. 11-11:30 pm). Pure program data.  
Sources of audience data are the services indicated. Subject to qualifications available on request.

## Bulls loose in TV market as new season hits street

**Records seen sure for networks  
both in volume and in C-P-M's;  
spot business continues surge**

The television networks took their 1973-74 prime-time schedules to market last week in what appeared to be full confidence that the new line-ups would put the gilding on a sales year that was already good, would certainly set a record and might easily prove to be, as one executive put it, "sensational."

With the last of the three fall schedules out only a few days before (BROADCASTING, April 9) and buyers needing time to evaluate programs and packages and get confirmations from clients, it was too early to talk specifically about actual buys. But agency as well as network sources agreed that interest was brisk, that more up-front money—big budgets committed or ready to be committed to long-term buys—was in the marketplace this year and that the networks seemed sure to approach sell-out for the fall season earlier than they normally do and at markedly higher cost-per-thousands.

Behind the excitement over fourth-quarter prospects—and contributing to them—were a first and second quarter that were virtually sold out and a third quarter that is headed toward that point. Some agency executives spoke wryly of "a stampede," suggesting that the networks were trying to create one, but they agreed that the forces of supply and demand were moving in that direction.

Nor were network salesmen alone in their exuberance. Leading TV-station representatives, queried by BROADCASTING, uniformly reported spot-TV sales running higher than they were a year ago. Most put the gains in the 10%-15% range—a few lower, a few higher—but were careful to note that they were talking about averages, that some markets, as is historically the case, were not doing so well while others were doing better. They were reluctant to make long-term projections for spot but repeatedly cited the strength of network business—"advertisers tripping over themselves" was one rep's description of it—and noted that a strong network market is almost invariably a good omen for spot.

From the network side, that omen

was described in various ways. One long-time independent observer of both network and spot sales said: "It'll be a bonanza year for sure."

He said he had been "amazed" at the magnitude of network gains as already shown in Television Bureau of Advertising figures for the first two months of 1973—up 16.5% in January, then up 10% to the highest February figure in history—and predicted fourth-quarter schedules will be sold out earlier than ever before. "What else can you expect," he asked, "when you bump into a network buyer on the street and he tells you he's bought \$11 million worth that morning and is going back in the afternoon for more?"

At the networks, top executives were a little more guarded, though at times they seemed to find it hard to be.

Robert D. Wood, president of CBS-TV, the first network out with its 1973-74 schedule, said: "It's very, very encouraging." He ventured that "if it keeps going the way it's going now, it will dim the memories of a lot of great years."

Mr. Wood, reporting more up-front buyers and bigger budgets generally, said he expected some C-P-M's, which topped out around \$4.25-\$4.50 last year, to go past \$5 for the new season, and that CBS already has some orders in hand with C-P-M's around \$4.80. The really big orders are yet to come, he said, but "everything is playing very, very well so far as the agencies are concerned."

NBC-TV officials wouldn't talk about C-P-M's specifically, but Herbert S. Schlosser, executive vice president, said that "we are seeing more up-front buyers than we did a year ago" and that new-season sales were ahead of last year's pace even though the schedule had been out only a little over a week.

Mike Weinblatt, NBC-TV sales vice president, offered this specific as typical: "One advertiser came in with 60% more money budgeted than a year ago, and he placed it with us in the second week of April as compared with the end of April last year."

## The agencies start handicapping next fall

**NBC's 'Lotsa Luck,' CBS's 'Cojack,'  
ABC's 'Mr. & Ms.' are early choices**

Most advertising agency executives who have had a look at the networks' 1973-74 prime-time schedules see CBS outrating NBC, and NBC leading ABC next fall.

But Peter Bardach, vice president and director of broadcast at Foote, Cone & Belding, New York, said it will be the closest race ever and that he'd be hard

James E. Duffy, president of the ABC-TV network, which was the last to announce its 1973-74 schedule, agreed that C-P-M's may get above \$5 in some cases and predicted they would average around \$4.50-\$4.60 in a 6%-7% gain over last year's average. That 6%-7% increase would be in line with the increments that have marked second- and third-quarter C-P-M's, he asserted.

Mr. Duffy also reported an increase in up-front buyers, among whom he listed automobile manufacturers, soap companies, some drug advertisers and some food companies. "It's a very rich market," he said. He also agreed that this "should be a record year, no questions," and added: "I can't see anything keeping it from continuing in 1974."

Agency buyers canvassed by BROADCASTING agreed that the seller's market is continuing and intensifying and said they fully expected C-P-M's to go up substantially over 1972-73 levels.

One indicated he would be satisfied if the increase is kept to the 6%-7% level predicted by ABC's Mr. Duffy. He had not been told of the Duffy prediction, but said: "We want the C-P-M to come in—after negotiation—at about 6%-7% above last year's. We've just begun negotiations and this is the range we'd like to be in."

Estimates of what the C-P-M's may actually be varied from agency to agency and according to budget size. Generally, they started at about \$4.50 and ranged up to a high of \$5.25.

Agencies also confirmed that advertisers seeking major positions in the 1973-74 schedules are negotiating and beginning to commit in increasing numbers. One ventured that by this week, "52-week advertisers will have made their buys and the scatter-plan buying should go briskly." Others thought it would take a little longer, but no one seemed to question the likelihood that it would go faster than last year—which, as a network official noted, was an exceptional year in which 90% of fall business was written by mid-June.

put to declare any one front runner.

Said Mr. Bardach: "The big winner of the new season will be *TV Guide*. Viewers will need a scorecard what with theatrical movies and made-for-TV movies and two NBC *Mystery Movies*, ABC's *Suspense Movie*, two ABC movies of the week, all at 8:30, and other network movies at 9 or 9:30, themed series of anthology nature such as *Police Story*, *NBC Follies* and *Love Story* and the con-

continuation of the three-in-one and four-in-one series."

Not all agency buyers had selected the pilots they considered the most likely to succeed next season, but some votes were in. Mentioned oftenest as a strong, commercially sound show: NBC's half-hour *Lotsa Luck* (Monday at 8), an adaptation of the British hit, *On The Buses*.

Other shows with high marks on the agencies' scorecards were: on CBS the *Police Story*, *Cojack*, Wednesday, 10-11; on ABC *Mr. & Ms.*, comedy, Friday, 9:30-10, and on NBC the comedy show that follows *Lotsa Luck*, *Diana* on Monday, 8:30-9, and the themed series, *Love Story* on Wednesday, 10-11.

The Wednesday 10-11 situation, in fact, has the attention of George Simko, Benton & Bowles senior vice president and director of media management. He calls it "the most interesting time period" on the networks' schedule. In that hour, CBS is pitting its new *Cojack* and NBC its new *Love Story*, both highly touted, against ABC's seasoned *Owen Marshall*.

An obvious trend: Contemporary TV vehicles are opening the night's schedule on more networks than had been the rule in the past. Added to *All in the Family* and *Maude* on CBS and *Sanford and Son* on NBC, will be the new Ca-



**Sure shot?** Agency types are picking *Lotsa Luck*, another Americanized British television show, starring Dom DeLuise (above), as the most probable success among the new shows for the '73-'74 season.

*lucci's Dept.* on CBS, *Bob & Carol & Ted & Alice* on ABC and *Lotsa Luck* on NBC, all, in the words of Mr. Bardach, in time periods in which "you used to expect to see *Lassie*".

Among comments from agency buyers: Robert Lidell, senior vice president and media director, Compton Advertising: "For the first time in a long time, there's been a concerted effort by the networks to come up with something different, especially with the half-hour programs."

Louis Dorkin, senior vice president and director of network programming, Dancer-Fitzgerald-Sample: "It's the year of the fuzz and 90% came from the Universal lot. About 20 hours of police and detective programming, not counting things like *Owen Marshall* and *Perry Mason*."

Frank McDonald, senior vice president and director of media services, Cunningham & Walsh: "Half-hour strength is next season's scheduling ploy by the networks, plus ABC going all out on Saturday night."

## Broadcast Advertising

### Dutch Treats has a Hobson's choice

**Senate passes bill to ban ads for little cigars, but Cook puts hold on legislation to permit tobacco firm to reconsider plans**

The Senate last Tuesday (April 10) passed by voice vote a bill to ban broadcast advertising of little cigars. But, through some parliamentary maneuvering by Senator Marlow Cook (R-Ky.), the bill has not been reported to the House. Its fate may hinge on whether E. W. Kelley, chairman of Consolidated Cigar Corp., decides to scrap plans for a national TV campaign for Dutch Treats little cigars.

Two weeks ago, the bill (S. 1165) passed on a voice vote of the Senate Commerce Committee (BROADCASTING, April 2). The vote was in direct response to a letter Mr. Kelly sent to the committee saying that Consolidated would proceed with its TV campaign for Dutch Treats. Other little-cigar manufacturers had previously said they will not use TV and radio. Working behind the scenes to elicit those promises were Commerce Committee Chairman Warren Magnuson, Senator Cook and Senator Frank Moss (D-Utah), sponsor of the little-cigar bill.

The bill was reported to the Senate floor on April 5, and was eligible to come up for a vote three business days later. Under normal Senate procedure on important legislation Senate members ask the leadership not to bring a bill up for a vote so that debate may be scheduled.

According to one Senate spokesman, "everyone forgot" to request that a "hold" be placed on S. 1165 and it was approved by only a few senators.

In an effort to give Mr. Kelly more time to change his mind about the Dutch Treats campaign, Senator Cook moved that the Senate reconsider its vote—a frequent parliamentary maneuver that rarely results in reconsideration. The vote on that motion reportedly will not come before the middle of this week, if at all. If Senator Cook's motion fails, the bill goes to the House as passed. If it succeeds, the bill would be open for debate and amendments in the Senate. And, if the motion to reconsider is not voted upon at all, the little-cigar bill will remain in limbo—passed but not able to move to the House.

### Research firm correlates programs to personality

**JWT subsidiary finds some types of viewers tend to watch programs that they think will reflect themselves**

It is possible, to some extent, to relate how viewers see themselves by what they watch on television, according to Axiom Market Research Bureau, New York, a

subsidiary of the J. Walter Thompson.

Axiom is selling Target Group Index (TGI), which measures media audiences and relates them to product and brand use and to demographic and psychographic characteristics.

It is in the psychographic category that TGI was led to explore "self-image" relationships of viewers to actual program watching. According to the initial TGI sampling (first sample was conducted July 1972 through January 1973 after completion of a pilot study in the spring of 1972), some conclusions are possible based on the theory that in the choice of brand and of a medium, people to some extent match their own images of themselves.

TGI said that the results of its first wave of sampling suggest that viewers of news programs are inclined to see themselves as "efficient, organized, diligent and thorough." And, viewers of *Love, American Style* (ABC) as "affectionate, passionate, loving, romantic"; of major-league baseball as "amicable . . . benevolent"; of *Lucy Show* (CBS) as "awkward . . . forgetful"; movies in prime time as "creative . . . artistic."

TGI's data also suggests that viewers of certain adventure fare see themselves as "brave . . . daring, adventuresome," while *Dick Cavett* (ABC) fans consider themselves "intelligent . . . bright, well-informed," of *My Three Sons* (formerly seen on CBS) as "kind, good-hearted . . . sincere."

NBC's *Meet the Press* brings up a self image said to be "reserved, conservative, quiet, conventional" and *Nichols* (seen last season on NBC) of self-assurance, confidence and self-sufficiency.

The TGI survey uses various procedures to collect data, including self-administered questionnaires, and included direct interviewing for material on newspaper reading and recall methodology for TV viewing.

### Seven new customers help spot TV bill \$1.4 billion in '72

**Procter & Gamble stays at top of list with \$72.3 million**

Advertiser investment in national and regional spot television amounted to \$1.4 billion in 1972, according to figures released last week by the Television Bureau of Advertising.

The figures, based on Broadcast Advertisers Reports (BAR) compilation in the '75 leading television markets, shows that seven advertisers joined spot TV's top-100 for the first time in 1972. They are: Magnavox, \$4,819,000; H. & R. Block (income tax service), \$4,121,400; Mutual of Omaha, \$3,722,400; G. Heileman Brewing Co., \$3,659,200; A. H. Robins Co., \$3,384,400; Control Data Corp., \$3,127,900, and Blue Cross Associates, \$2,952,900.

The leading five advertisers in spot TV last year were Procter & Gamble, \$72.3 million; General Foods, \$45.4 million; American Home Products, \$35.1

million; Colgate-Palmolive, \$35 million and Lever Bros., \$23.6 million.

TVB cautioned that the investments for 1972 should not be compared with those for 1971 since BAR last year switched to data from a major advertising agency as the primary source for estimating spot-TV costs. Under the new system, estimates appear smaller (though closer to actual cost), e.g., BAR figures show an 0.5% increase for 1972 while other major indicators show an increase of more than 14%.

Spot buying '72 by length of commercial		
10 seconds	\$ 51,320,000	3.7%
20 "	11,935,500	0.9
30 "	1,023,165,900	73.8
40 "	2,104,100	0.1
60 "	301,724,700	21.7

Spot buying in '72 by time of day		
Daytime	\$ 265,118,600	19.1%
Early evening	363,036,200	26.1
Nighttime	495,236,400	35.6
Late night	286,859,000	19.2

Leading categories using spot in '72		
Food and food products	\$268,314,100	
Toiletries and toilet goods	151,391,400	
Automotive	111,657,100	
Soaps, cleansers and polishes	102,268,500	
Confectionery and soft drinks	96,784,300	
Drugs and remedies	90,326,100	
Household equipment and supplies	84,484,500	
Beer and wine	78,422,600	
Gasoline, lubricants and other fuels	59,413,600	
Sporting goods and toys	52,141,400	

Top-100 spot buyers in '72		
1. Procter & Gamble	72,319,400	
2. General Foods	45,433,700	
3. American Home Products	35,139,300	
4. Colgate-Palmolive	34,968,500	
5. Lever Brothers	23,626,400	
6. William Wrigley Jr.	19,912,900	

7. Pepsico	18,511,700	54. General Electric	5,508,300
8. General Mills	18,379,700	55. Nissan Motor	5,475,200
9. Bristol-Myers	17,745,100	56. American Dairy Association	5,341,100
10. Alberto-Culver	17,711,100	57. Royal Crown Cola	5,303,200
11. Ford Motor	16,892,200	58. Squibb	5,139,900
12. Coca-Cola	16,614,700	59. Chesebrough Ponds	4,948,600
13. General Motors	15,494,200	60. Carnation	4,927,600
14. Warner-Lambert Pharmaceutical	13,785,300	61. Borden	4,873,400
15. Miles Laboratories	13,299,200	62. Ralston Purina	4,847,000
16. Kraftco	12,848,600	63. Magnavox	4,819,000
17. Gillette	12,298,600	64. Beatrice Foods	4,709,200
18. AT&T	11,984,000	65. Standard Oil of Calif.	4,708,700
19. Shell Oil	11,799,200	66. Schick	4,704,400
20. Quaker Oats	11,275,500	67. H. J. Heinz	4,691,500
21. Toyota Motor Distributors	10,843,900	68. Trans World Airlines	4,507,200
22. Sterling Drug	10,615,700	69. Johnson & Johnson	4,351,400
23. Chrysler	10,547,900	70. Carter-Wallace	4,334,200
24. IT&T	10,021,500	71. H. & R. Block	4,121,400
25. Seven Up	9,742,100	72. Scott Paper	4,100,300
26. Nabisco	9,645,300	73. Greyhound	3,949,400
27. Joseph Schlitz Brewing	9,522,100	74. R. J. Reynolds Industries	3,862,300
28. E. & J. Gallo Winery	9,126,200	75. Norton Simon	3,862,100
29. Exxon	9,036,200	76. American Airlines	3,853,000
30. Schering-Plough	8,969,600	77. Max Factor & Co.	3,809,400
31. Triangle Publications	8,542,000	78. Union Oil of California	3,803,200
32. Ronco Tele-Products	8,453,000	79. S. C. Johnson & Son	3,786,800
33. Volkswagenwerk	8,308,000	80. Kimberly-Clark	3,755,700
34. Noxell	8,255,500	81. Block Drug	3,735,800
35. Nestle Co.	8,084,200	82. Mutual of Omaha Insurance	3,722,400
36. Westinghouse Electric	7,364,000	83. G. Heileman Brewing	3,569,200
37. Morton-Norwich Products	7,276,300	84. Mennen	3,585,600
38. Ideal Toy	7,170,100	85. Pabst Brewing	3,535,500
39. Campbell Soup	7,136,400	86. Standard Oil of Ohio	3,506,400
40. American Cyanamid	7,099,600	87. American Motors	3,477,000
41. RCA	7,052,700	88. Standard Brands	3,454,400
42. C. P. C. International	7,004,300	89. Purex	3,450,400
43. Hanes	6,936,100	90. A. H. Robins	3,384,400
44. Anheuser-Busch	6,862,400	91. American Can	3,357,100
45. Kellogg	6,820,200	92. American Express	3,232,800
46. Heublein	6,652,400	93. F. W. Woolworth	3,198,400
47. Standard Oil of Indiana	6,626,100	94. Control Data	3,127,900
48. CBS	6,539,800	95. Rothmans of Pall Mall Canada	3,097,600
49. Mettel	5,927,500	96. Dr. Pepper	3,013,900
50. K-Tell International	5,863,400	97. F. & M. Schaefer	2,968,100
51. Scott's Liquid Gold	5,780,500	98. Blue Cross Association	2,952,900
52. Consolidated Foods	5,665,600	99. Clorox	2,939,100
53. Popell Brothers	5,626,600	100. S. C. M.	2,912,400

**Day-by-day New York.** Procter & Gamble was the top spot-TV spender on New York's six commercial VHF stations in January-February—a not very surprising piece of news since P&G is by long odds the nation's biggest TV spender. But the way it distributed those New York dollars is something else: 68% of them went to the three independent stations—and virtually all of the rest went to a single network affiliate (table below). American Home Products ranked second but went the other way, putting almost 87% of its money on affiliates. General Foods, in third place, followed an in-between pattern, heavier on affiliates but with 31.5% going to independents.

These figures are taken from a Broadcast Advertisers Reports analysis of results of the first two months of its full-time monitoring of the New York commercial V's. The new service, called "Full-Time New York" and based on special time-lapse video-recording equipment ("Closed Circuit," April 2) is being announced today (April 16). Video recording (one frame per second) as well as full-time operation distinguishes Full-Time New York from BAR's monitoring in 74 other markets, where recording is audio only and

covers one week a month. Video recording, according to President Robert W. Morris, permits much faster processing. "We can publish our New York monitor reports in one week instead of the two to three weeks it used to take," he said. Expenditure figures for the reports are calculated by applying the estimated "going rates" for each station to each advertiser's actual schedule. The "going rates" are estimated for BAR by the timebuying department of BBDO. The expenditure estimates also include allocations for advertisers whose schedules were trade-out or barter.

The top-20 advertisers for the two months are shown in the table below, along with their estimated expenditures and the distribution of these funds among stations (whose rank order, on the top-20 basis, differs somewhat from their rankings as computed when all spot and local spending was taken into account). BAR said the top-20 outlay of \$8,579,063 covered 14,214 commercials, or 27.4% of the total dollars and 22% of the total announcements. In the group, BAR noted, are four local advertisers: Korvettes discount chain (ranked fifth), A&P food stores (sixth), Mazda Auto Dealers Association (eighth) and Sears, Roebuck stores (12th).

Advertiser	Total estimated expenditures	Share of budget allocated by station					
		WABC-TV	WCBS-TV	WNBC-TV	WNEW-TV	WOR-TV	WPIX-TV
Procter & Gamble	\$1,249,435	27.4%	3.8%	.6%	30.9%	16.0%	21.1%
American Home Products	1,045,934	42.8	16.3	27.6	7.0	4.2	1.7
General Foods	885,472	24.9	22.6	20.7	20.4	6.8	4.3
Colgate Palmolive	516,212	24.6	23.8	14.6	13.7	7.5	15.6
Arlene Realty & Development (Korvettes)	444,852	30.4	33.6	29.0	6.9	—	—
A & P Food Stores	408,819	6.5	60.7	26.6	6.0	—	—
Lever Brothers	400,566	27.8	36.7	13.2	16.1	4.8	1.0
Mazda Auto Dealers	348,515	26.3	29.7	25.2	9.7	5.4	3.4
Kraftco	323,300	24.3	35.3	18.4	12.0	—	9.8
Gillette	304,275	45.8	30.0	.1	17.2	—	6.8
RCA	302,525	22.8	29.8	13.9	12.9	17.6	2.7
Sear, Roebuck	290,719	33.0	26.9	34.4	2.8	1.2	1.4
Scott's Liquid Gold	265,595	22.5	22.5	38.9	11.5	4.4	—
American Air Lines	263,060	28.2	28.1	32.1	10.7	.6	.1
McDonald's	260,635	—	28.0	40.8	18.5	—	12.5
Eastern Air Lines	260,515	41.8	24.1	14.4	14.0	4.7	.7
Chase Manhattan	257,920	25.2	21.9	46.9	—	5.8	—
Scherling-Plough	257,604	—	—	44.1	21.5	19.4	14.7
H&R Block	250,485	48.5	19.0	21.2	10.9	—	.1
Bristol-Myers	242,625	15.1	58.4	5.7	11.9	5.9	2.7
<b>Top-20 Totals:</b>	<b>\$8,579,063</b>	<b>27.4%</b>	<b>24.3%</b>	<b>20.7%</b>	<b>14.7%</b>	<b>6.3%</b>	<b>6.6%</b>

Percentages may not add to 100 due to rounding

# The Rock of Gibraltar on Madison Avenue

**It's called solid, businesslike, middle of the road and P&G's own, but Compton Advertising is also a heavy, successful—if quiet—broadcast-oriented ad agency**

Shshshsh . . . no loud noises please. You are entering the quiet agency, where the only sounds permitted are the growing pains of net income and the stacking of blue chips. Welcome to Compton Advertising. Compton is more than 50 years old. Its first account, Ivory Soap, is still with the agency. (Jerry Della Femina once said: "Right now there's some poor sonofabitch at Compton trying to find something new to say about Ivory soap." That quote hangs in the creative department of the agency.)

In fact, Compton is not only the quiet agency; several of its executives have characterized it as the "P&G agency." That's because Compton has more Procter & Gamble products than any other single agency, 10 in all: Cascade, Comet, Crisco and Crisco oil, Duncan Hines and specialty mixes, Ivory soap and Ivory liquid, Tide and Top Job.

Other blue-chip accounts include U.S. Steel, New York Stock Exchange, New York Life Insurance, Jeep Corp. (now a division of American Motors), Johnson & Johnson and Consolidated Cigars.

In 1972, Compton billed \$102,300,000 domestically, and \$77,200,000 of that was in broadcast media, representing a 10% increase in broadcast billings alone over 1971. Compton knows how to make money.

How does Compton see itself? Milt Gossett, president, admits that "we don't make so much news. We are conservative. Success makes Compton unique. Actually, I don't think Compton is

unique as an agency; we just do things better. We're number one in the top package-goods category." John Burke, creative director, adds: "We don't want to give you the impression that we're overconfident. We're extremely hungry—we want any business."

Kurt Willinger is one of the few outspoken creative supervisors an outsider will find at Compton. He characterizes the agency as "Ebenezer Scrooge—between the second and third ghosts. Compton's in a state of change now. We're just beginning to understand that non-P&G accounts are handled differently. We P&G'd Jeep until about a year ago. It was done methodically and correctly. If you say something in a dignified, safe, middle-of-the-road way over and over and over, that's one way. Another client with less money to spend needs the right way to jump out and scream at you. Waves are being made at Compton. The younger people used to be treated like a herd of typewriters. That's changing."

Ed Wax is the senior vice president account supervisor on Jeep. He says: "There's a very strong effort to modernize here. The thing that keeps me at Compton is there's an opportunity for younger people to influence things. Compton is like a girl from a fine family still wearing the sack dress and teased hair who is starting to recognize the need to look more contemporary. Compton has never been known as 'the hot creative shop; neither have many agencies. The key to growth is balance."

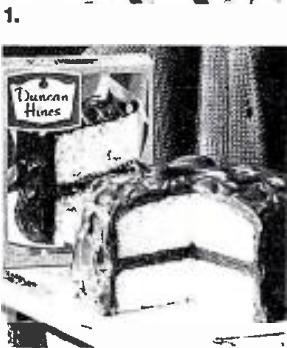
Fred Cammann, senior vice president in charge of TV production, said that "new agencies not having many accounts have to project their personality instead. Our clients don't want us blowing our own horn. The most successful agencies

seem to be the conservative agencies. Having worked at other places, I can say this place takes longer to arrive at a selling conclusion than another agency. Few go into the depth of research we do. When I first came here we had a new product that was a secret of the research department for three years—Tide."

Bruce Cox, vice president and director of broadcast programming, admits that "our strongest point is marketing and media—and I don't know which to put first, but we are underrated. The creative product I've seen us do in the past year is superlative. Some of it's funny, some of it's not—but it all sells."

Senior Vice President and Creative Supervisor Ramon Bimonte feels Compton has a "very distinctive personality—extreme professionalism coupled with flashes of creative brilliance. There are a lot of hot young creative guys who wouldn't come here if we offered them 10 times what they're earning because they see how our methods are doing a great job of selling the product. We're not flashy but our professionalism works. This is an agency that treats people with dignity. In my opinion, this agency has no bastards."

Tom Dunkerton, director of marketing services, says: "People recognize Compton as the P&G agency. It's a hard thing to shake. I'd like to bury it but it's difficult, it's a double-edged sword. People may think P&G dominates Compton. That may have been true 25 years ago—it's not true today. However, we can apply our talents on P&G toward other package goods. Compton is the businessman's agency. We run it like a business, not an art shop. We're disciplined, we're quiet, we're conservative. We place very heavy emphasis on marketing, great stress on gathering facts, building a plan on facts rather than breaking an ad that's a barn burner." Frankie Cadwell,



president of the Cadwell-Compton division, characterizes Compton as "quiet, solid and very professional—it's like the Rock of Gibraltar: You can count on it. Compton is the kind of personality that may not talk the most, but what it says is very meaningful—not just a flip remark."

Several at the agency have commented that Compton has no one particular style. A look at several of its recent campaigns confirms that judgment.

About 10 years ago Milt Gossett and John Burke were looking for a new way to sell Comet. The one thing Comet advertises it can do better than other cleansers is get out ground-in stains in porcelain sinks and tubs.

Perhaps a plumber could be used to demonstrate the product? Mr. Burke took it a step further and proposed a woman plumber. Mr. Gossett explains: "We wanted a figure that was empathetic to women and had news value." Thus was born Josephine and the campaign that brought Comet to the number-one position in its product category. Spunky Jo is a far cry from the natural beauties who ad lib about Ivory soap. The newest campaign's theme is "Get Down to Basics with Ivory Soap." All the models used must sign affidavits testifying that they are, and have been, using Ivory for a long time. They're given a broad outline within which they just talk about themselves and Ivory.

Fred Cammann said of the Ivory campaign, "Instead of going to the theatrical pool, we're going to more consumer-type people." Mr. Burke feels this gives the commercials "a lot more candor" and Mr. Gossett adds: "It's reverse puffery. We say it won't make you beautiful or solve your problems. It's just good soap for healthy-looking skin. Throughout our society there's now an emphasis on naturalism, less make-up,



Compton triumvirate. L to r: Fred Cammann, senior VP-TV production; Milt Gossett, president, and John Burke, senior VP-creative director.

getting back to nature—Ivory's time came."

A more formal product testimonial is delivered on behalf of Johnson & Johnson's No More Tangles creme rinse. A little girl faces the camera and tells of the horrors of trying to get a comb through her long blonde hair after it's been washed. The new product was initially positioned as a child's product and then re-positioned as gentle enough for children's hair but just as effective for mom. This strategy has also been used successfully (by SSC&B) on J&J's baby shampoo. No More Tangles went national in the spring of 1971 and now is number one in its product category with a 12% share of that market.

U.S. Steel has two impressive campaigns running on television and radio. Each informs the audience of a different facet of the huge corporation. Seventy percent of the ad budget goes

into radio and TV. There are about 18 commercials in the TV rotation and 300 radio spots. The radio campaign focuses on what U.S. Steel is doing in 18 local markets. Associate Creative Director Dick Schoch explains that they're "custom-designed, focusing on that community, the products made in that community and various programs U.S. Steel has going there."

The TV commercials highlight, among other things, U.S. Steel involvement in Disney World, construction of some of Chicago's tallest skyscrapers, a process to cleanse the Great Lakes of their pollution, new highway light standards, a forest-fertilization program and a new type of fire engine. Mr. Schoch says the purpose of this advertising is "informative, to help people understand what U.S. Steel is all about. We're talking to customers, thought leaders and employees. A study has shown us that most



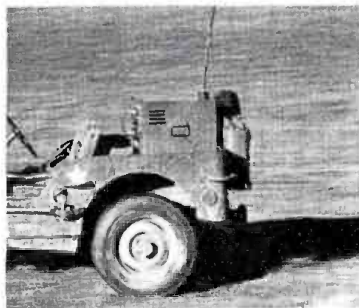
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From cake mix to cream rinse, a look at the diversity of Compton's recent advertising campaigns: 1. TV's first liberated woman? Josephine keeps on scrubbing with Comet. 2. Compton uses the demonstration technique for Duncan Hines. 3. Ads for Consolidated cigars feature one cigar-toting cowboy who won't be going off TV: "Durango cigars, ain't nothing' little about 'em." 4. "Play the market" is the theme of the New York Stock Exchange's TV campaign. 5. U.S. Steel commercials focus on the aesthetic appeal of Cor-ten steel. 6. This 30-year-old veteran puts 1973 Jeeps through their paces. 7. Ivory soap features a "Get down to the basics" theme. 8. No More Tangles comes to the rescue for after-shampoo snarls. 9. "When the name of the game is life . . ." is the TV campaign for New York Life. 10. *Guiding Light*, one of TV's oldest soapers, is produced by Compton.



Behind the scenes at Compton. Ramon Bimonte (top left) is senior VP and creative supervisor of Compton's Johnson & Johnson account. Jeep team members are (top right): Kurt Willinger (l), creative supervisor, and Ed Wax (r), account supervisor. The

campaign for U.S. Steel (bottom left) is the work of Hank Buccello (l), management supervisor, and Dick Schoch (r), associate creative director. Franchellie Cadwell (bottom right) is president of the agency's Cadwell-Compton division.

U.S. Steel employees learn the most about their corporation's programs from what they see on TV."

Hank Buccello, the account manager, adds: "That is the response we're hoping for. We're informing people."

The new Jeep commercial shows a driverless 1943 Army Jeep barking orders to a fleet of 1973 models (with drivers and passengers). Each car passes muster and the spot ends with the veteran Jeep growling proudly, "Yup, my boys' got the guts." Ed Wax says: "We've had an opportunity with Jeep. Advertising had to be awareness-oriented and the new campaign is doing that like crazy. Jeep has a real heritage that GM and Ford don't."

"The whole world has suddenly discovered camping and getting outdoors," says Kurt Willinger, creative supervisor. "This market is exploding. People are turning away from sports cars and going in for rugged cars—and that's Jeep." Jeep bills between \$4 and \$4.5 million, 50% of which is in TV.

If there still remains a buttoned-down, gray-flannel image of the advertising business it is probably best typified by Compton Advertising. As Frankie Cadwell puts it, "Compton stuck to its guns during the super-hot-shop era and now

things are swinging back. The idea has finally penetrated that a guy who wears a monk's robe and plays the lute in his office may not necessarily write good, creative advertising copy." You'll hear no lute-playing from the offices of Compton. It's the quiet agency.

## HR&P suggests dropping July local-TV reports

**Rep to Nielsen: they're out too late for buying that summer, outdated by following summer, so why not use the May book?**

A detailed July measurement of local-TV audiences is unnecessary and undesirable. A report limited to day-part viewing totals would be enough. Agency buyers could use that in conjunction with May-report share figures, which don't change all that much from May to July.

That is the nub of a presentation being made to advertising agencies—and the A. C. Nielsen Co. — by Harrington, Righter & Parsons, station representative.

The presentation, developed by HR&P Research Vice President Cris Rashbaum, holds that the July reports are published

too late (mid-August at best) for use in summer buying, and are based on sample sizes so much smaller than reports in other months that they are "more likely to confuse than to clarify" if used for post-buy analyses.

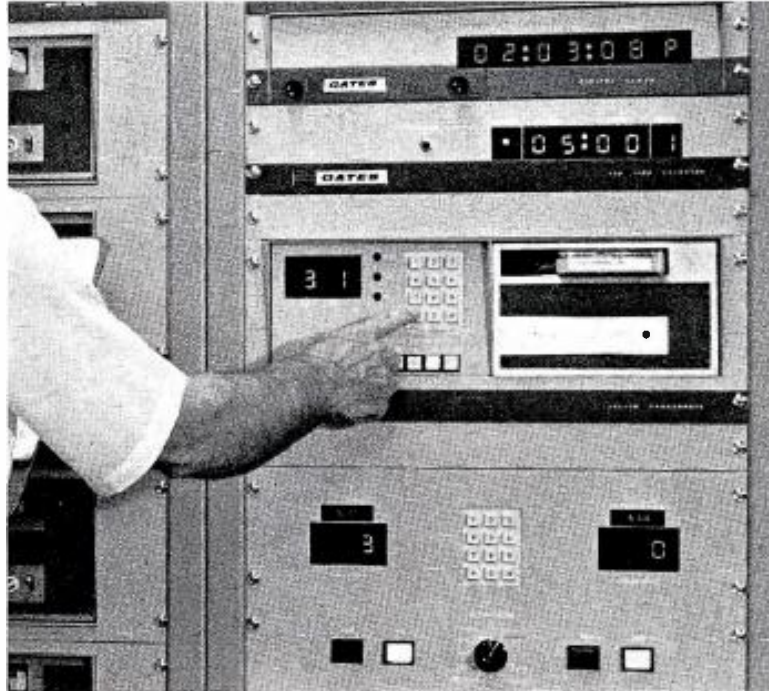
Moreover, the presentation asserts, there are so many program changes from one July to the next that a July book is "virtually worthless" as a buying tool the following summer. An analysis of program schedules of network affiliates and top independents in nine of the top-10 markets (excluding Boston because of a complete station change there) found that 51% of the half-hour program titles in early and late-fringe and prime time—2,334 out of 4,600—changed between July 1971 and July 1972, according to the presentation.

A similar analysis found that only 10% of the half-hours on affiliates and 7% of those on top independent stations had share changes of as much as 10% between May and July, bolstering HR&P's contention that for share-of-audience purposes the May book can be used to buy the summer.

On top of all that, the presentation concludes, the period involved — from July until the new season starts about mid-September—accounts for only about 16% of national-spot business and is



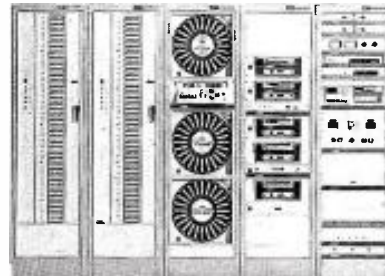
# Gates' new Touch-Control Program Automation is custom-tailored to improve your operating efficiency. And profits.



Using advanced digital technology with MOS memory, Gates has developed a flexible program automation system. Custom-tailored to *your* needs.

The Gates system features keyset controls and numerical readouts for fast, easy operation and immediate verification of upcoming events. A new KSP-10 programmer that allows expansion of the number of possible events. And a touch-control system that is easy to use and understand (no special computer language is required). And that enables you to change programming, or correct entry errors, without reprogramming the entire memory.

These are just a few of the advantages. Write us for more details. Gates Division, Harris-Intertype Corporation, Quincy, Illinois 62301.



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

# **“Good news about a tough problem that concerns us all.”**

The making of steel involves many intricate processes. Among these is the production of coke from high-grade metallurgical coal. Coke is used in blast furnaces to produce the intense heat and reducing atmosphere necessary to convert iron ore into metallic iron — the first step in steel-making.

Converting coal to coke is presently accomplished in costly and complex installations called coke oven batteries. Each battery has several dozen individual coke ovens, arranged very much like the slices in a huge loaf of bread. The “slot-oven” method is very efficient, but because it is basically a batch process which requires each oven to be opened when it is charged with coal and again when the finished white hot coke is pushed from the oven to be quenched, it represents a very difficult pollution control problem. Probably no

process throughout the industry has received greater attention from environmental control engineers than cokemaking. This attention has resulted in a number of experimental projects, some of which are aimed at improving the present slot-oven method and some which seek completely new ways of making coke. Republic is proud to be a participant in one of the most significant of these projects — significant in protecting the jobs of thousands of steelworkers and improving the economic outlook of the many communities where we have steel-making facilities.

In a joint venture with two other steel companies and a major coal producer,\* Republic has been deeply involved in researching a completely new method of making blast furnace coke. It is known as the coke pellet process and it is a continuous, totally enclosed method. More than \$7 million has been spent to date to bring this process through the laboratory and

\*Consolidation Coal Company, Bethlehem Steel Corporation,  
National Steel Corporation



W. B. BOYER

Bill Boyer, President, Republic Steel Corporation, reports on a new, cleaner way to make coke.

experimental plant stage. Now the next step is being taken, the construction of a large pilot plant near Baltimore and the testing of the resulting product in a full-scale blast furnace. This step will span at least 36 months and will raise the research and development costs of this process to over \$30 million.

That's a lot of money. And it's ample evidence that the four-company group that has committed this money has a deep concern and a real commitment to protecting the air and water in the cities in which each of us operates.

And it is looking more and more that this effort has been worthwhile. For not only does the new process promise to be effective from the standpoint of environmental control, but it may well permit the use of types of coal now unsuitable for cokemaking, extending the useful supply of this important fuel with which our nation is so generously supplied.

If this process should prove successful — economically, as well as from a technical standpoint — we will be well on our way toward solving one of our biggest environmental problems.

We thought you would want to know about this. And want to know about what it takes in manpower, scientific skills, and willingness to invest large sums of money to bring you good news of this sort.

We know you are as interested in protecting the environment as we are.

**We live here, too.**

**Republicsteel**

therefore much less important to agencies, from the standpoint of needing detailed survey data, than other times of the year.

Nielsen spokesmen said last week that the proposal is under consideration and that the outcome would depend, at least in part, on whatever consensus develops among agency users. The proposal was directed at Nielsen alone because it provides July reports on 67 markets whereas the American Research Bureau concentrates on only 10 in July.

## Social causes are focus of new, nonprofit agency

San Francisco-based firm will be headed by King Harris and partially funded by Stern

A national, public-service advertising agency has opened its doors in San Francisco—aiming, according to one incorporator, at being more socially conscious than the Advertising Council.

Public Interest Communications Inc. is headed by King Harris, San Francisco advertising executive and one-time executive vice president of Campbell-Ewald Co. Other principals of the nonprofit, noncommercial agency are Dugald Stermer, designer and illustrator and former vice president-art director of *Ramparts* magazine, and Frank Greer, until recently director of Help Unsell the War, a national, public-service advertising campaign on behalf of Clergy and Laymen Concerned. A board of from 15 to 18 directors is being formed; some of the directors will be broadcasters, according to agency sources.

The organization is being funded initially by the Stern Fund. Agency officials declined to specify the amount of the grant. Another, also unspecified grant, has been received from the Kaplan Fund, New York, to be used in organizing an advertising campaign for Friends of the Earth and Environmental Action, two environmental groups.

The new agency, its announcement

said, will serve as a national communications resource center "designed to broaden the definition of 'public service' and 'public access' to media in an effort to insure the open and adequate discussion of important national issues." At the moment, counteradvertising is not an element in its planning, but according to Mr. Greer it may well be. Public Interest Communications, which produces its own TV and radio spots, will work closely with broadcasting public-affairs directors, sources at the organization said, to insure the maximum use of free public-service time.

The group, active before its incorporation earlier this month, has been engaged in national campaigns on behalf of Medical Aid for Indochina, American Civil Liberties Union, Project Jonah (to save whales), the Medical Committee for Human Rights, and a number of environmental and prison-reform groups.

Meanwhile, back on the East Coast, another organization funded at least in part by Stern family money, Public Communications Inc., in Washington, reported last week on the production of a number of television public-service announcements—though none of them is a countercommercial, as an earlier one was.

One of the PSA's is a 60-second anti-hard drug abuse spot featuring the rock group, Chicago, and is to be mailed to 130 stations across the country this week. The sponsoring organization is the Youth Project, a nonprofit Washington-based resource center which supports a number of youth-initiated social-change efforts.

One of the others is a 30-second spot on water pollution narrated by Carroll O'Connor, which is being recalled for modifications; the Federal Water Pollution Act with which it dealt was amended after the spot was filmed. The third is a 30-second animated cartoon spot on voter registration that was carried by a number of stations last year.

PCI is the name given a new corporate structure that includes the legal and research services of the Stern Community Law Firm, of Washington, and the creative talent for creating broadcast and



**Brother's keeper.** Broadcasters have come a long way in developing programming to serve the consumer, but more of them must do more, and in particular they must take a harder line in tightening and enforcing commercial standards. The assertion came from Neil Derrough (above), vice president in charge of CBS-owned AM stations, in a speech at a direct-marketing session in New York April 5. Much advertising has already been cleaned up through the elimination of exaggerated or meaningless claims, he said, but broadcasters must become even more demanding by rejecting empty claims and requiring advertiser substantiation of others. "The kind of pressures that we are presently facing from the Federal Trade Commission and other regulatory agencies have been largely brought about by stations accepting misleading advertising and by agencies producing advertising that does not tell the whole truth," he said. "This, I believe, not only must change, but will change."

print ads formerly provided by the now-defunct Stern Concern of Los Angeles. One of the Concern's first efforts was a spot disputing the advertising claims of a number of analgesics it named. The announcement did not receive any circulation as a public-service spot.

PCI is funded primarily by the Philip M. Stern Family Fund, the personal operation of Philip M. Stern, of Washington. He is also president of the Stern Fund, which is operated out of New York by an executive director and which numbers other Stern family members on the board of directors. One of the directors is Mr. Stern's mother, who is vice president.

## BAR reports television-network sales as of March 25

NBC \$165,693,800 (34.4%), CBS \$165,508,400 (34.4%), ABC \$150,472,000 (31.2%)

Day parts	Total minutes week ended Mar. 25	Total dollars week ended Mar. 25	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	80	\$ 496,300	806	\$ 5,316,100	\$ 5,069,400
Monday-Friday 10 a.m.-6 p.m.	1,005	8,481,700	11,600	100,361,200	81,814,500
Saturday-Sunday Sign-on-6 p.m.	335	5,052,500	3,327	50,339,500	55,591,900
Monday-Saturday 6 p.m.-7:30 p.m.	97	2,091,300	1,115	25,377,900	22,524,400
Sunday 6 p.m.-7:30 p.m.	21	465,000	185	5,148,100	4,573,300
Monday-Sunday 7:30 p.m.-11 p.m.	393	22,626,600	4,707	269,974,200	238,114,200
Monday-Sunday 11 p.m.-Sign-off	160	2,069,600	1,746	25,157,200	19,503,900
<b>Total</b>	<b>2,091</b>	<b>\$41,283,000</b>	<b>23,486</b>	<b>\$481,674,200</b>	<b>\$427,191,600</b>

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

## Garth sues Lindsay committee

David Garth, political television consultant, has filed suit in New York State Supreme Court to collect \$31,895.82 plus interest, which he claims is the balance due for services rendered in connection with "the campaign of John V. Lindsay for President of the U.S." The suit was filed against the Lindsay 72 Committee and Richard Aurelio and Fergus Reid, respectively president and treasurer of the committee. Mr. Garth worked on the campaign from October 1970 through April 1972.

## FCC tries harder, to no avail, on format issue

**Appeals court stays FCC OK of WEFM sale and upholds citizen protest over proposed change of classical programming, despite commission's effort to clarify its position**

An extra-special effort on the part of the FCC to demonstrate the soundness as well as the legality of its policy regarding format changes involved in station sales has failed thus far to move the U.S. Court of Appeals in Washington. As a result of that failure, the ownership of WEFM(FM) Chicago is in doubt.

The court—brushing aside arguments of the commission and of GCC Communications of Chicago, which bought the station from Zenith Radio Corp.—stayed commission orders approving the sale and denying a petition for review.

The court's brief order was issued on April 6. And since the order came some three months after the parties had consummated the \$1.1-million sale, there was some doubt last week as to whether the court intended to require the station's return to Zenith ownership or a simple continuance of the classical-music format GCC Communications was keeping in effect voluntarily. The station was to have switched over to its proposed "contemporary" sound on April 8.

The doubt was at least in the minds of GCC and the commission. And to resolve it, GCC last week filed a motion with the court asking it to clarify or modify the stay order to permit GCC to continue to operate the station with a classical-music format pending a resolution of the suit brought against the commission's approval of the sale. The commission supported the GCC motion.

The court acted on the petition of the Citizens Committee to Save WEFM, which is seeking to preserve the classical-music format the station has employed for more than 30 years. Still to be decided are the merits of the argument that Chicago-area residents should not be deprived of that format without a hearing on the assignment application. The court has called on the parties to agree to a schedule that would provide for an expedited proceeding.

The commission's extra-special effort in the case was made in connection with the order denying reconsideration of the sale approval. The order, released on March 21, two days before the court hearing on the request for stay, was issued along with "additional views" of Chairman Dean Burch. With five of his colleagues joining in it, the statement was raised to the level of a significant commission document (BROADCASTING, March 26).

The commission order and the statement formed part of the agency's argu-

ment in opposing the stay. However, the arguments will be considered further when the court considers the merits of the committee's appeal.

Furthermore, more than the WEFM case was in the commission's mind when the "additional views" were attached to the order. The commission is faced with a growing number of petitions from citizen groups opposing station sales because of format changes; the WEFM case is one of four format-change cases pending in court. And the commission is anxious to make its policy clear to the court as well as to interested groups and to broadcasters.

Chairman Burch warned that "locking" broadcasters into their current formats is a good way to discourage innovative programming. He said it was doubtful that many Chicago-area stations would adopt a classical-music or any other format appealing to minority tastes if they faced the likelihood that a lengthy and costly evidentiary hearing would be required before they could discontinue an unsuccessful format.

But he also said that licensees and applicants are not completely free in selecting formats. He said that a survey of entertainment tastes or a hearing—neither of which is normally required—"may be required" when a showing is made that a particular format "is not reasonably attuned to community tastes or that the format will eliminate a service to the public not otherwise available." The chairman also said the commission looks to the marketplace to assure formats of interest to the public. "In the last analysis," he said, "broadcasters who fail to divine and serve the unmet entertainment programming preferences of their community will be the financial losers."

The commission, in its order denying reconsideration, cited two factors as justifying its refusal to designate the assignment application for hearing: the unprofitability of the present operation—Zenith's operating losses totalled almost \$2 million after 1966, when the station switched from a noncommercial to a commercial basis of operation—and the availability of an appropriate programming substitute—WFMT(FM) and WNIB(FM), both Chicago, are classical-music stations.

## Burden wins a point

**FCC overrules review board and orders Judge Naumowicz to take another look at WIFE case**

The FCC has reopened the comparative hearing in which the renewal applications of Don Burden's WIFE-AM-FM Indianapolis are at stake and has added a character qualification against the competing applicant to whom an administrative law judge would grant the AM's frequency.

The commission action results from a conversation that allegedly occurred between counsel for and a stockholder in the applicant, Indianapolis Broadcasting Inc., Murray Feiwell, and the commission's Broadcast Bureau counsel, Joseph Chachkin, about the possibility of Mr.

Chachkin joining Mr. Feiwell's law firm.

The commission remanded the case to Administrative Law Judge Chester F. Naumowicz for an expedited hearing and the preparation of a supplemental initial decision on the circumstances surrounding the alleged conversation and the effect on IBI's basic qualifications to be a licensee.

Judge Naumowicz, in his initial decision in the case released on Feb. 14, recommended a grant of IBI's application for a new AM station and denial of Star's renewal application for WIFE (BROADCASTING, Feb. 19).

The commission order overrules an action of the review board which had denied WIFE's request for additional character qualification issues against IBI. The board held that no job offer had been made and that the surrounding circumstances indicated that there was no intent to make such an offer.

The commission agreed that no job offer was made. But it also agreed with the contention made by WIFE, in appealing the review board's decision, that an invitation to enter into negotiations which might lead to a job offer would be as improper as an actual offer.

## FCC okays sales to give CCC full seven TV's

**Sarkes Tarzian sells in Fort Wayne; Sonderling in Louisville**

Combined Communications Corp., Phoenix, has won FCC approval to purchase its first two UHF stations. In two separate transactions, the firm will acquire WPTA(TV) (ch. 21) Fort Wayne, Ind., from Sarkes Tarzian Inc. for \$3,625,000 and WLKY-TV (ch. 32) Louisville, Ky., from Sonderling Broadcasting Corp. for \$8.3 million.

The commission's authorizations will permit CCC, a diversified communications firm, to own the maximum number of television stations, seven, permitted by FCC rules. That status will be short-lived, however; CCC has contracted to sell its KBLU-AM-TV Yuma, Ariz., to a group headed by KBLU Manager Robert Crites. That \$550,000 transaction pends FCC approval.

The \$8.3-million price tag on the Louisville station, considered to be one of largest ever paid for a UHF, was justified by CCC officials at the time the sale was announced by virtue of WLKY-TV's ABC-TV affiliation and the fact that the station has been operating in the black for the past several years. (The record price for a UHF is \$12 million to be paid by Storer Broadcasting for KCST San Diego, the sale of which is pending commission approval.) The sale leaves New York-based Sonderling with one TV property, WAST(TV) Albany, N.Y. It also owns WOPA(AM)-WGLD(FM) Oak Park, Ill.; KDIA(AM) Oakland, Calif.; WDIA(AM)-WAID(FM) Memphis; WWRL(AM) New York; WOL(AM)-WVOD(FM) Washington, and KKKK-AM-FM Houston.

With the sale of WPTA, Sarkes Tarzian is left with one broadcast station—WTTV-TV) Bloomington, Ind. The Bloomington-

ton-based firm is a major broadcast equipment manufacturer.

CCC, a publicly owned firm headed by Karl Eller, has been one of the most active station traders in the nation within recent years. In 1971, it purchased KBTV-TV Denver and KARK-TV Little Rock, Ark., from the trustees of Mullins Broadcasting Co. In addition to those properties and KBLU-AM-TV, it owns KTAR-AM-TV Phoenix and KOCO-TV Oklahoma City.

WLKY-TV operates with 228 kw visual, 57.5 kw aural and an antenna 1,260 feet above average terrain. WPTA operates with 110 kw visual, 22 kw aural and an antenna 760 feet above average terrain.

## Changing Hands

### Announced

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

■ **KLIQ-FM** Portland, Ore.: Sold by Cascade Broadcasting Corp. to Republic Broadcasting Inc. for \$400,000. Republic is subsidiary of McCoy Broadcasting Co., new firm formed several months ago when Arthur H. McCoy, its president, left Pacific & Southern Broadcasting (BROADCASTING, Jan. 29). Other principals of parent firm include George B. Hagar and James McGovern. Firm also owns KYXI(AM) Oregon City, Ore., KHON-TV Honolulu and latter's two satellites. Cascade retains KLIQ(AM) Portland.

KLIQ-FM operates on 92.3 mhz with 100 kw and antenna 930 feet above average terrain.

■ **WKTS(AM)** Sheboygan, Wis.: Sold by R. Karl Baker and others to First Concord Corp. for sum "in excess" of \$250,000. Principals of First Concord, new firm established to acquire broadcast properties, are Steven T. Moravec, its president, Gustav A. Larson, Max Zamansky, Robert W. Johnson and David J. Bjork. All are St. Paul businessmen with no other broadcast interests. WKTS is daytimer on 950 khz with 500 w directional. Broker: Hamilton-Landis & Associates.

■ **WLFH(AM)** Little Falls, N.Y.: Sold by Len S. Auerbach to Klem and Teresa Walters for \$175,000 plus assumption of station's liabilities. Mr. Auerbach owns Regional Reps Inc., St. Petersburg, Fla., station representative. Mr. and Mrs. Walters, operators of retail appliance establishment in East Northport, N.Y., have no other broadcast interests. WLFH operates full time on 1230 khz with 1 kw day and 250 w night. Broker: Larson-Walker Inc.

### Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 54):

■ **WPTA(TV)** Fort Wayne, Ind., and **WLKY-TV** Louisville, Ky.: Sold by Sarkes Tarzian Inc. (WPTA) and Sonderling Broadcasting Corp. (WLKY-TV) to Com-

bined Communications Corp. for \$3,625,000 and \$8.3 million, respectively (see page 29).

■ **KDEF-AM-FM** Albuquerque, N.M., and **KROD(AM)** El Paso: Sold by Doubleday Broadcasting Co. to Desert Horizons Inc. for \$1,250,000. Desert Horizons is subsidiary of Media Horizons Inc., New York, publicly owned group broadcaster. Joel Harnett is president and board chairman of Media Horizons, which owns **WGNV(AM)-WFMN(FM)** Newburgh, N.Y.; **WRAN(AM)** Dover, N.J., and **KMEO-AM-FM** Phoenix. Doubleday retains **KRIZ(AM)** Phoenix; **KHOW-AM-FM** Denver; **KDWB(AM)** St. Paul; **KROD-TV** El Paso, and **KOSA-TV** Odessa, **KITE(AM)** Terrell Hills and **KEXL(AM)** San Antonio, all Texas. **KDEF(AM)** is full time on 1150 khz with 5 kw day and 500 w night. **KDEF-FM** is on 94.1 mhz with 1.6 kw and antenna height of minus 150 feet. **KROD** operates full time on 600 khz with 5 kw, directional at night.

■ **KPOK-AM-FM** Portland, Ore.: Sold by R. M. Brown to Richard Stevens for \$1,050,000. Mr. Stevens owns, through several corporate subsidiaries, **WGIV(AM)** Charlotte, N.C.; **KDON(AM)** Salinas, Calif.; and **KGJF(AM)** Los Angeles. He has received FCC permission to acquire **KUTE(FM)** Glendale, Calif., for \$1 million, but competing station is appealing FCC grant in federal court (BROADCASTING, Nov. 20, 1972). **KPOK(AM)** operates on 1330 khz with 5 kw full time. **KPOK-FM** is on 98.5 mhz with 100 kw and antenna 1,036 feet above average terrain.

■ **WDTV(TV)** (ch. 5) Weston, W. Va.: Sold by Broadcast Industries of West Virginia Inc. to W. Russell Withers Jr. and William P. Brenton for \$600,000. Mr. Withers has majority interests in **KGMO-AM-FM** Cape Girardeau, Mo., and in firm proposing to purchase **WMIX-AM-FM** Mount Vernon, Ill. Mr. Brenton has minority interests in **WSHP(AM)** Shippenburg, Pa., and **WTMB-AM-FM** Tomah, Wis. **WDTV**, CBS-TV affiliate, operates with 100 kw visual, 20 kw aural and antenna 880 feet above average terrain.

■ **WMDE(FM)** Greensboro, N.C.: Sold by Piedmont-Crescent Broadcasting Co. to Donald L. Wilks and Michael E. Schwartz for \$315,000. Buyers have interests in **WPET(AM)** Greensboro, **WTYM(AM)** East Longmeadow and **WAQY(FM)** Springfield, both Massachusetts, and in applicant for new FM at Westbrook, Me. **WMDE** is on 98.7 mhz with 100 kw and antenna 380 feet above average terrain.

### Another honor for Stanton

Frank Stanton has been named recipient of the annual Four Freedoms Award in recognition of his "notable leadership and achievements on behalf of freedom of information." Dr. Stanton, chairman and principal officer of the American Red Cross, retired as CBS vice chairman and chief operating officer last month. The award, administered by the Four Freedoms Foundation established in honor of Franklin D. Roosevelt, will be presented at a dinner in New York April 26.

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73-22

# FCC draws its lines on sex talk

**It seeks First Amendment challenge but will wind up with standards if the accused puts up and shuts up**

The FCC picked a test case on obscenity last week and dared the offending licensee to take it to court. If the dare is declined, the FCC will have established definitions of its own to set broadcasting apart from other media in First Amendment applications.

The station target is WGLD-FM Oak Park, Ill., and the programing involved, the commission suggested, presented the government with an all-or-nothing situation. If it cannot prove the material obscene or indecent, the commission says, it would be hard put to prove anything beyond the pale in broadcasting.

The principal cause of the agency's action was an extended discussion of fellatio during *Femme Forum*, a sex-talk show on WGLD-FM. In one exchange a female listener reported having "hang-ups" initially but overcoming them by making use of a "craving" for peanut butter. "I used to spread this on my husband's privates," she said, "and after a while, I mean, I didn't even need the peanut butter any more."

The material was quoted on the first page of an FCC document discussing one of the most difficult and controversial roles the agency has elected to take—that of upholding the antiobscenity statute and, the document suggests, defending usefulness of broadcasting media.

The document is the letter the commission wrote last week to Sonderling Broadcasting Corp., the WGLD-FM licensee, notifying it that it is apparently liable for a \$2,000 fine for violating the criminal statute barring the broadcast of obscene or indecent material. With two *Femme Forum* broadcasts cited, the proposed fine is the largest the commission could levy—\$1,000 for each day an offense occurs up to a maximum of \$10,000 in any one notice.

The action represents the commission's response to growing congressional pressure for a crackdown on what some members of Congress consider indecent programing, as well as to a rising chorus of complaints from the public about allegedly obscene or indecent broadcasts on radio and television.

It represents, too, the personal reaction of a majority of the commissioners to excerpts from a number of topless radio programs, including *Femme Forum*, that the commission staff taped and spliced together into a reel of some 30 minutes running time (BROADCASTING, March 19). Commissioner Nicholas Johnson, who refused to listen to the tape, was the only

commissioner dissenting to the proposed forfeiture. (Commissioner Benjamin Hooks concurred and Commissioner Robert E. Lee was absent.)

But the commission, recognizing that the courts are "the final arbiters in this sensitive First Amendment field," urged Sonderling to refuse to pay the fine and to force a court test of the issue.

A similar invitation to a court test of the commission's authority to punish broadcasters for airing "indecent" failed three years ago when WUHY-FM Philadelphia, a noncommercial station, paid a \$100 fine rather than contest it.

The commission, in its letter to Sonderling announcing the apparent \$2,000 forfeiture, indicated it is attempting to strike

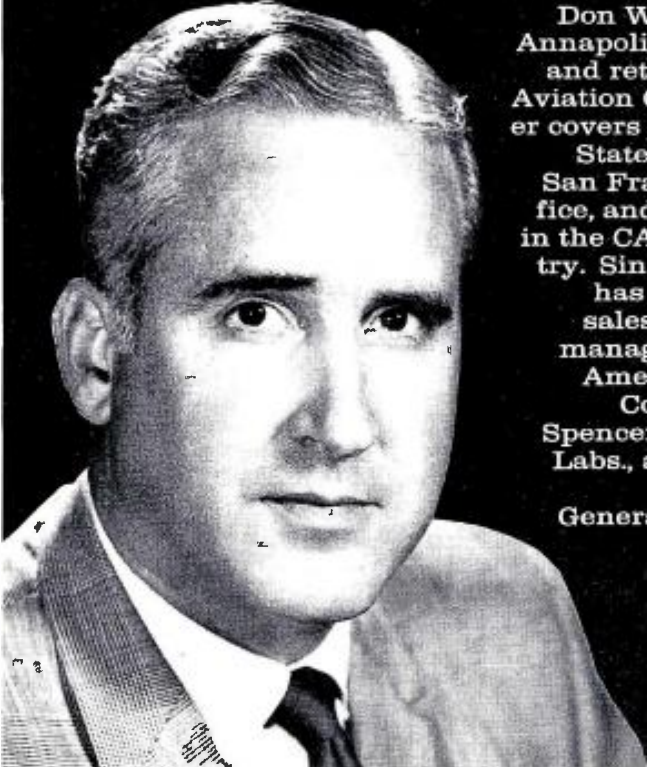
a balance. On the one hand, it said, it is not ruling off the air "provocative or unpopular" programing simply because it offends some listeners, or material that is "coarse or vulgar." Such efforts at censorship would be "clearly contrary to the Constitution."

On the other hand, the commission said, the antiobscenity statute commands the broadcaster to "eschew the 'obscene or indecent.'" And though it is not the FCC's function to impose its standard of good taste on broadcasters and the public, the FCC said, it cannot ignore programing it feels violates a criminal statute.

"We do not take our action today lightly," the commission said. "We are aware of the desirability of imposing a

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## Cable association urges caution on sex

**But its board sees dilemma in rules against censorship on public-access channels**

The cable-television industry, faced with the particularly thorny problem of what to do about obscenity on FCC-reserved public-access channels, has arrived at a compromise position. The National Cable Television Association board of directors, meeting last week in Freeport, Grand Bahama Island (see story, page 44), adopted a resolution that calls for "prompt clarification by appropriate federal action" of the "apparent conflict" between the FCC's requirements that cable operators provide public-access channels without censorship and the operators' "legal obligation to prevent the transmission of obscene material."

The NCTA resolution also endorsed the concept of "pre-screening of material on access channels by operators in

order to eliminate material that would be offensive to the community involved." Re-emphasized in the resolution is the necessity for NCTA's members to observe the association's code-of-ethics restrictions against profanity, obscenity, smut and vulgarity in programs they control.

"There was a hell of a lot of concern over the negative view that is coming out now about cable television because of the access channels, and this was counterpointed by the problem of censorship," reported one observer who attended the closed-door NCTA board meeting at the Lucayan Beach hotel. "There were many people who were concerned about anything that even suggested or even came close to approaching censorship and so were touchy about doing anything."

The issue was discussed for more than an hour—with the resolution passed by a voice vote.

sanction only in the clear-cut case. We believe this is that case."

The commission reached that conclusion after analyzing the two broadcasts in question against the Supreme Court's standards for determining obscenity—the material clearly appeals to prurient interest in sex, is patently offensive to contemporary community standards, and is "utterly without redeeming social value." Beyond that, the FCC emphasized its belief that those conditions had special implication in the broadcast field.

The commission noted that broadcasting is designed to be received by millions in their homes, cars, on outings, "or even as they walk the streets with transistor radio to the ear, without regard to age, background or degree of sophistication." The pervasiveness of the medium makes it unique, the commission said, "unlike other media such as print or motion pictures" which require a deliberate act to sample.

Furthermore, the commission said, failure to take the special quality of broadcasting into account in determining whether broadcast material meets the obscenity test "would be disastrous" to what the Communications Act requires of the commission—to secure "the larger and more effective use of radio in the public interest."

The commission sees "a Gresham's Law at work." If broadcasters are free to engage "in commercial exploitation of obscene or indecent material," it said, "an increasing number will do so for competitive reasons, with spiralling adverse effects upon millions of listeners."

The commission's letter cited a number of exchanges in the two *Femme Forum* broadcasts in support of the contention the station violated the obscenity statute. During the program dealing with oral sex, broadcast on Feb. 23, several women callers discussed the problems they had, and overcame, in engaging in oral sex. Some were quoted as referring to the "hangup" of avoiding climax by their

husbands, when, as one said, "I go down on him." Some said they never overcame the aversion to "swallowing it."

The second program cited was broadcast on Feb. 21. The cited passage involved a dialogue between the host, Morgan Moore, and a female caller named Jennifer discussing her technique for keeping her sex life alive. She said that "oral sex when driving is a lot of fun—it takes the monotony out of things."

"We have no doubt that the explicit material set out above is patently offensive to contemporary community standards for broadcast matter," the commission said, adding: "If discussions in this titillating and pandering fashion of coating the penis to facilitate oral sex, swallowing the semen at climax, overcoming fears of the penis being bitten off, etc., do not constitute broadcast obscenity within the meaning of [the statute], we do not perceive what does or could."

The commission also expressed the belief that the dominant theme of the material "is clearly an appeal to prurient interest" ("the announcer coaxed responses that were designed to titillate—to arouse sexual feelings") and is "without redeeming social value." The FCC added: "This is not a serious discussion of sexual matters, but rather titillating, pandering exploitation of sexual materials."

The commission also pointed out that although its conclusions are not based on the programs' impact on children, the presence of children in the broadcast audience enhances the correctness of its action. And it said that not only do many children listen to the radio after school, but "there is evidence" *Femme Forum* is not aimed only at adults. The commission noted that on the Feb. 16 broadcast, the announcer interrupted a discussion of "Do you always achieve orgasm?" to air an auto-insurance commercial aimed at drivers 16 to 25 years of age.

The commission's letter also provided for a fall-back position. If the material

is not obscene, within the Supreme Court's definition, the commission said, it is indecent. And the FCC defines indecency by listing two of the three criteria the court used for obscenity—patently offensive by contemporary community standards and without redeeming social value.

The commission's action was the latest in a series of actions that have been taken in response to the growing concern in Congress and among the public regarding allegedly off-color programming. Chairman Dean Burch's strong speech at the National Association of Broadcasters convention attacking "topless radio" was one. The statement of the NAB board deploring tasteless and vulgar programming was another. A third was the commission's announcement of a closed-door inquiry to determine whether any broadcaster or cablecaster has purveyed obscene, indecent or profane material, a project reportedly aimed at X-rated movies on TV and material of questionable taste on cable's public-access channels.

The actions appeared to have had some effect. Bill Ballance's *Feminine Forum*, on KGBS(AM) Los Angeles, the original topless radio program, underwent a drastic change in format. And Egmont Sonderling, president of Sonderling, said *Femme Forum* would conform to the NAB statement. As a result, some commission officials thought that the agency might decide to refrain from taking the step of seeking a confrontation on the obscenity issue at this time. The commission, however, decided that the time for clarification of its authority had arrived.

## A call for self-discipline

**NAB radio board member fears adverse court ruling would open way for other program judgments**

The broadcasting industry must tread a narrow line: on the one hand proclaiming its abhorrence at any attempt by outside forces to control programming, on the other demonstrating its ability to exercise effective self-regulation. This, in essence, is what Daniel W. Kops, president, Kops-Monahan Communications Inc., New Haven (WAVZ[AM]-WKCI[FM]), suggested to the New Hampshire Broadcasters Association in a speech scheduled for delivery in Concord, N.H., last Friday (April 13).

Focusing on so-called "topless" radio programs and the presentation of X-rated movies on television, Mr. Kops urged that broadcasters not be tarred by "the intemperate acts of a few." The consequences of such guilt by association, he indicated, would be a blunting of the industry's attempts to communicate with Congress about why free broadcasting is necessary to the American society. And the promotion of such an advocacy role on the part of individual broadcasters is what Mr. Kops's speech was all about.

That's why the broadcasting executive, a member of the radio board of directors of the National Association of Broadcasters, emphasized the need for self-regulation. "You know," he said, "I personally would fight for the right of any



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of you to exercise your right of freedom of expression on public issues and to be the sole judge of the program needs of your community. . . . But damned if I can see myself upholding anybody's right to discuss oral sex or the display of intimate bedroom scenes."

Graphic presentation of sex is apparently where Mr. Kops would draw the line when it comes to free expression. "Properly speaking," he contended, "such things should be governed by current or amended obscenity laws, applying to all media."

The danger in the situation that he laid out for broadcasters is the likely chance that a court action will be initiated "against one of the more flagrant cases" of the use of sex-oriented material in broadcasting. "Bad cases make bad law," cautioned Mr. Kops. "The net result of an adverse finding could be opening the door further to judgments on programing generally."

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## Startled Staggers prompts the case of the obscenity of unknown origin

Driving back to Washington after a weekend at home in Keyser, W. Va., Representative Harley Staggers (D.-W. Va.) was immersed in what he later said was the "beautiful music" his car FM radio

was playing. Abruptly, his serenity was shattered. A woman was singing a song whose lyric made repeated use of the four-letter Anglo Saxon word for sexual intercourse.

The incident occurred on the night of March 12. And the congressman, chairman of the House Commerce Committee, was still sufficiently disturbed a few days later to mention it during a hearing of the Communications Subcommittee on license-renewal legislation, when Vincent Wasilewski, president of the National Association of Broadcasters, was testifying. Representative Staggers cited the song in warning that unless broadcasters act on their own to stop the airing of such material, Congress will (BROADCASTING, March 19).

The congressman's story got back to FCC Chairman Dean Burch, already sensitized to congressional demands that the commission sweep obscenity from the airwaves. Perhaps it was because Representative Staggers runs the House committee with oversight over the commission, but the result was what some officials feel may have been a slight case of "overkill."

Chairman Burch directed the complaints and compliance division, which gets such assignments, to uncover the facts in the case—the station playing the song and the song lyrics themselves. What might be involved was a violation of the obscenity statute, which provides for a maximum penalty of \$10,000 and two years in jail; the commission itself could

impose sanctions under the statute.

But the congressman was not helpful in providing leads. He could not recall the call letters of the station to which he was listening or the frequency, or the name of the song. He could not recall, either, the exact time of the incident; he thought it was between 9 p.m. and midnight. One clue he provided was that the station involved identified itself with the Washington suburb of Bethesda, Md. But investigators realized that a car FM radio might lose one station and pick up another as the car traveled the highway.

Nevertheless, two investigators—Roderick Porter and George Curtis—visited, unannounced, a number of FM stations in Washington and Bethesda, and checked on at least one through its attorneys. Most of their interest was focused on stations playing rock music. And, apparently clued in as to the songs that might be involved, they asked about such selections as "Working Class Hero," by John Lennon, and "We Can Be Together," by the Jefferson Airplane, as well as the material of Frank Zappa.

Officials at some of the stations indicated they had some misgivings about the commission involving itself in program content. But William Ray, chief of the complaints and compliance division, said the investigators simply were looking for information as to the song involved and whether a station played it. Then, he said, the commission would have to determine if a violation of law was involved.

However, the general managers of two

APRIL 9: ABC  
MGM SERIES

stations that play progressive rock music—Kenneth Sleeman, of WGTB-FM, the Georgetown University noncommercial outlet, and Alvin Jeweler, of WHFS(FM) Bethesda, Md.—indicated the investigators were more thorough and more curious than Mr. Ray suggested. They said the investigators checked through their record libraries, asked about their policies on music selection and how they guard against the broadcast of obscene, indecent or profane material, and talked to disk jockeys.

Mr. Sleeman also said he was asked to provide a written statement regarding the station's music policy and that the announcer who was on duty during the hours that Representative Staggers said he heard the offending song was asked to sign a statement that he did not play a record he considered obscene. Both statements were signed.

Mr. Jeweler said the commission investigators went through WHFS's listener-correspondence file, looking for complaints—as well as through its contest entry file. He assumed the investigators were checking on "general licensee responsibility" matters.

Despite their efforts, the investigators apparently came up empty handed. A commission official said last week that the staff will prepare "a terse" letter to Representative Staggers stating the song and the station that broadcast it could not be identified.

There was no immediate sign the investigation would have any impact on

the policies of the stations involved. Mr. Sleeman, who presides over a station that frequently airs records with four-letter words says he does not believe the material is obscene or indecent. "If a music record or poetry reading has redeeming social value but also contains a four-letter word that is used in context and does not appeal to prurient interest," he said, "we don't censor."

Mr. Jeweler said he felt as though he "just had a physical exam and was given a clean bill of health." But he also indicated he had no intention of broadcasting the kind of records that could cause trouble with the FCC in its antiobscenity phase. "Who needs the aggravation and the hassle they can create?" he asked. "It's a pain in the ass."

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## Universal stays number-one supplier to networks in fall

Studio's total will be 12 shows in prime time, Screen Gems six, Paramount TV five

Producers of the 116 pilots offered the TV networks for the 1973-74 season could easily rationalize that many are called, but few are chosen. In this case, only 16 were chosen.

This is not to say, however, that the costs of the 100 unsuccessful ones went

down the drain. Many were supported, in part at least by network dollars, a customary procedure. And many of them played the networks as movies, recovering some investment costs.

The networks' choices again placed Universal TV as the prime purveyor of prime-time programs. It sold five new shows, and had seven that are currently running renewed. Universal will provide 13½ hours of prime-time viewing weekly in the fall—almost 20% of all network presentations in that period.

The half hour is the extra 30 minutes added to the current 90 minutes of NBC's *Sunday Mystery Movie*.

Universal's new shows are *ABC Suspense Movie* (ABC), *Griff* (ABC), *Cojack* (CBS), *Chase* (NBC) and *Toma* (ABC). Renewed were *NBC Sunday Mystery Movie* (NBC), *Marcus Welby, M.D.* (ABC), *Ironside* (NBC), *Owen Marshall* (ABC), *Adam 12* (NBC), *Wednesday Mystery Movie* (NBC) and *Emergency* (NBC). It lost *Escape* and the *Jigsaw* portion of *Men* (ABC).

Screen Gems (Columbia Pictures) sold four new programs, had two renewed, and lost three—including the highly rated *Bridget Loves Bernie* (CBS), a cancellation that shocked the studio. This adds up to 3½ prime-time network hours. Screen Gems' new shows are *Police Story* (NBC), *Girl With Something Extra* (NBC), *Needles and Pins* (NBC), and *Bob & Carol & Ted & Alice* (ABC). Renewed were *The Partridge Family* (ABC) and *Temperature's Rising* (ABC). In addition to *Bridget Loves Bernie*. Screen Gems lost

Circle of Fear (NBC) and the Paul Lynde Show (ABC).

MGM sold three new shows to the networks. The new shows are *Hawkins* and *Shaft*, on CBS, alternating with that network's Tuesday night movies, and *Mr. and Ms.* (ABC). Renewed was *Medical Center* (CBS). Lost was the *Assignment: Vienna* segment of *Men* (ABC).

Paramount TV had two of its offerings accepted by the networks giving it five hours of network prime time. They are *The Magician* and *Love Story*, both on NBC. Renewed were *Odd Couple*, *Brady Bunch* and *Love American Style*, all on ABC, and *Mannix* (CBS). Lost was *Mission: Impossible* (CBS).

Warner Bros., with four renewals will account for 3½ hours on the networks. It lost two programs: *Search* (NBC) and the *Delphi Bureau* segment of *Men* (ABC).

Twentieth Century-Fox, with two new shows and two renewed, will be responsible for 2½ hours in the new season. The new programs are *New Perry Mason Show* and *Roll Out!*, both on CBS. Renewed were *Room 222* (ABC) and *M\*A\*S\*H* (CBS).

Among the so-called independents, Quinn Martin Productions neither sold any new ones nor lost any old ones. It still is responsible for four hours of prime network time: *Barnaby Jones* and *Cannon*, on CBS, and *FBI* and *Streets of San Francisco* on ABC, both in conjunction with Warner Bros. Talent Associates, which is part of the Norton

Simon group, sold one full new show *Diana* (NBC) and two new inserts for NBC's *Mystery Movie*; *Snoop Sisters* and *Farraday & Co.*, for Wednesday nights, and one renewal, *Macmillan and Wife*, on Sunday nights.

MTM Enterprises, the Grant Tinker firm, got two renewals: *Mary Tyler Moore Show* (CBS) and the *Bob Newhart Show* (CBS). Among other independents, Spelling/Goldberg has its *Rookies* (ABC) renewed. While *Mod Squad* was canceled.

In all, programing the 58 time periods in prime time across the board for the three networks adds up to an aggregate weekly production investment of \$15,182,000. That's a 67% increase since the 1964-65 season (TELEVISION magazine, May 1964) when the three networks spent about \$9 million each week to put their prime-time programing on the air (including the now restricted 7:30-8 p.m. time period).

Each of the networks spends approximately \$5 million a week for prime-time production, with ABS-TV the biggest spender of the three and NBC-TV the least extravagant. The specific breakdown shows ABC-TV with a weekly production budget of \$5,219,000, CBS-TV \$5,123,000 and NBC-TV \$4,840,000.

Saturday, apparently, is the costliest night in the week with the three networks spending a total of \$2,620,000 to fill the evening's 10 individual time periods. On an aggregate expenditure basis the rest of the week's lineup has Mondays costing

\$2,439,000; Thursdays \$2,160,000; Sundays \$2,133,000; Wednesdays \$1,963,000; Fridays \$1,944,000 and Tuesdays—the least expensive night of the week—\$1,923,000.

On an individual network basis, Sunday is ABC-TV's big investment night with a weekly budget of \$925,000 allocated.

CBS-TV spends \$950,000 each on Thursdays and Fridays, while NBC-TV—in the most any network allocates for a night of the week—has a weekly budget of \$1,210,000 on Saturdays for *Emergency!* and *Saturday Night at the Movies*.

Movies, of course, are the single most expensive programs on the air. Generally, the networks try to pro-rate their theatrical feature time slots to a \$750,000 weekly budget. ABC-TV, it appears, spends the most for the TV-tailored features, budgeting movie of the week time periods at \$425,000. NBC-TV spends \$350,000 to program its mystery movie slots on Sundays and Wednesdays.

ABC-TV's most expensive regular series outside of the movie area is *The FBI*, which gets a weekly budget of \$275,000 (although the 90-minute new *Cyborg* series which is running on an alternating basis on Saturday nights will cost \$425,000 per show). CBS-TV's big weekly nonmovie spender is the perennial *Gunsmoke* with a \$228,000 tab. Another greybeard on NBC-TV, *Wonderful World of Disney*, is allotted \$230,000 per show to lead that network's expenditure list for traditional and regular series.

## The dollar figures for production

Here are the prime-time series, production companies and estimated average weekly production costs for 1973-74 (cost estimates were derived from a number of sources and represent the cost for initial network presentation unless different basis is shown).

### ABC

**Sunday** 7:30-8:30 *FBI*, Quinn Martin and Warner Brothers TV, \$275,000. 8:30-10:30 "Sunday Night Movie," various, \$650,000. **Monday** 8-9 *Rookies*, Aaron Spelling Productions, \$200,000. 9-conclusion *NFL Monday Night Football*, \$650,000. **Tuesday** 8-8:30 *Temperature's Rising*, Screen Gems, \$110,000. 8:30-10 *Tuesday Movie of the Week*, various, \$425,000 for two runs. 10-11 *Marcus Welby, M.D.*, Universal TV, \$200,000. **Wednesday** 8-8:30 *Bob & Carol & Ted & Alice*, Screen Gems, \$102,000. 8:30-10 *Wednesday Movie of the Week*, various, \$425,000 for two runs. 10-11 *Owen Marshall, Counselor at Law*, Universal TV, \$198,000. **Thursday** 8-9 *Toma*, Universal TV, \$200,000. 9-10 *Kung Fu*, Warner Brothers TV, \$210,000. 10-11 *Streets of San Francisco*, Quinn Martin with Warner Brothers TV, \$225,000. **Friday** 8-8:30 *Brady Bunch*, Paramount TV, \$100,000. 8:30-9 *Odd Couple*, Paramount TV, \$105,000. 9-9:30 *Room 222*, 20th Century-Fox TV, \$100,000. 9:30-10 *Mr. and Ms.*, MGM TV, \$99,000. 10-11 *Love, American Style*, Paramount TV, \$200,000. **Saturday** 8-8:30 *Partridge Family*, Screen Gems, \$110,000. 8:30-10 *ABC Suspense Movie*, Universal TV, \$425,000 for two runs, alternating every fourth week with *Cyborg*, Universal TV, \$425,000 for two runs. 10-11 *Griff*, Universal TV, \$210,000.

### CBS

**Sunday** 7:30-8:30 *New Adventures of Perry Mason*, 20th Century-Fox with Paisano Productions, \$215,000. 8:30-9:30 *Mannix*, Paramount TV, \$213,000. 9:30-10:30 *Barnaby Jones*, Quinn Martin Productions, \$200,000. **Monday** 8-9 *Gunsmoke*, Arness Productions, \$228,000. 9-9:30 *Here's Lucy*, Lucille Ball Productions, \$130,000. 9:30-10 *New Dick Van Dyke Show*, Cave Creek Enterprises, \$108,000. 10-11 *Medical Center*, MGM TV, \$203,000. **Tuesday** 8-8:30 *Maude*, Tandem Productions, \$100,000. 8:30-9:30 *Hawaii Five-0*, Leonard Freeman Productions, \$213,000. 9:30-11 *Tuesday Night Movies*, CBS, \$350,000, alternating with *Hawkins*, MGM, \$310,000 and *Shaft*, \$300,000. **Wednesday** 8-9 *Sonny and Cher*, Blyde Beard Productions and Humbug Productions, \$200,000. 9-10 *Cannon*, Quinn Martin Productions, \$200,000. 10-11 *Cojack*, Universal TV, \$198,000. **Thursday** 8-9 *The Waltons*, CBS, \$200,000. 9-11 *Thursday Night Movies*, various, \$750,000. **Friday** 8-8:30 *Calucci's Department*, Sullivan Productions, \$100,000. 8:30-9 *Roll Out*, 20th Century-Fox, \$100,000. 9-11 *Friday Night Movies*, various, \$750,000. **Saturday** 8-8:30 *All in the Family*, Tandem Productions, \$115,000. 8:30-9 *M\*A\*S\*H*, 20th Century-Fox, \$100,000. 9-9:30 *Mary Tyler Moore Show*, MTM Enterprises, \$105,000. 9:30-10 *Bob Newhart Show*, MTM Enterprises, \$105,000. 10-11 *Carol Burnett Show*, Burngood Productions, \$240,000.

### NBC

**Sunday** 7:30-8:30 *Wonderful World of Disney*, Walt Disney Productions, \$230,000. 8:30-10:30 *Sunday Mystery Movie*, Universal, \$350,000. **Monday** 8-8:30 *Lotsa Luck*, Concept II Productions, \$80,000. 8:30-9 *Diana*, Talent Associates-Norton Simon Inc., \$90,000. 9-11 *Monday Night at the Movies*, various, \$750,000. **Tuesday** 8-9 *Chase*, Mark VII Productions and Universal TV, \$175,000. 9-10 *The Magician*, Paramount TV, \$175,000. 10-11 *Police Story*, David Gerber Productions with Screen Gems, \$175,000. **Wednesday** 8-8:30 *Adam-12*, Universal TV with Mark VII Productions, \$100,000. 8:30-10 *Wednesday Mystery Movie*, Universal TV, \$350,000. 10-11 *Love Story*, Paramount TV, \$190,000. **Thursday** 8-9 *Flip Wilson Show*, Clew Productions, \$225,000. 9-10 *Ironside*, Harbour Productions and Universal TV, \$175,000. 10-11 *NBC Follies*, NBC-TV, \$175,000. **Friday** 8-8:30 *Santford and Son*, Tandem Productions and Norbud Inc., \$100,000. 8:30-9 *The Girl With Something Extra*, Screen Gems, \$90,000. 9-9:30 *Needles and Pins*, David Gerber Productions with Screen Gems, \$90,000. 9:30-10 *Brian Keith Show*, Warner Brothers TV, \$110,000. 10-11 *Dean Martin Comedy Hour*, Claude Productions and Greg Garrison Productions, \$250,000. **Saturday** 8-9 *Emergency*, Universal TV and Mark VII Productions, \$210,000. 9-11 *Saturday Night at the Movies*, various, \$750,000.

## CPB says FCC can't apply fairness to programs CPB funds

But Public Broadcasting Service doesn't go along with that view

The Corporation for Public Broadcasting and the Public Broadcasting Service have split on the question of whether the FCC has jurisdiction to define what Congress had in mind when it proclaimed that CPB-funded programming must strictly adhere to "objectivity and balance."

In a pleading filed with the agency, CPB took the clear-cut stance that the commission is precluded from interfering in any way with its functions, or from defining them. What's more, the corporation contended that the FCC cannot substitute its own judgment for that of CPB by applying the fairness doctrine to any PTV program it funds. To do so, it claimed, would be tantamount to the commission's "engaging in an indirect review of the corporation's programming determinations."

PBS, on the other hand, asserted that while there was "some question" as to whether the commission is empowered to enforce the principles of objectivity and balance on CPB, it is well within the agency's jurisdiction to "construe" them. And in so doing, it added, the commission must determine that those principles have the same meaning as that embodied in the fairness doctrine.

At issue is a provision of the 1967 Public Broadcasting Act which states that programs funded by CPB will be made available to noncommercial stations "with strict adherence to objectivity and balance in all programs or series of programs of a controversial nature." The CPB and PBS pleadings were in response to a commission action last January (BROADCASTING, Jan. 29), in which it denied a complaint by Accuracy in Media Inc. that two PBS-distributed programs, *The Three R's . . . and Sex Education and Justice?*, violated the fairness doctrine. In the same action, the commission declined to rule, as requested by AIM, whether the two programs violated the "objectivity and balance" provision as well, stating that there was considerable question as to whether it has the authority to pass judgment in this area. However, it invited interested parties to submit views on the applicability of FCC jurisdiction in such matters.

In arguing that the commission has no authority in the area in question, CPB noted that Congress has specifically mandated that it be independent of the control of any federal administrative agency. If the commission were to assert jurisdiction over it, CPB declared, it "would be taking an unprecedented step in terms of regulation over the programming process." Other precedents precluding such action by the commission, it continued, are the Congressionally established prohibition of the FCC's censorship of programming and the provision of the Public Broadcasting Act dictating that the CPB board of directors reflect a diverse and non-partisan

cross section of the population, thus insuring the corporation's ability to make objective programming decisions.

While PBS appeared to agree with CPB that the commission should not attempt to supervise CPB's affairs, it claimed that "it is not inappropriate" for the agency to make a determination as to what the "objectivity and balance" provision means. A commission definition is justified, it said, because the provision has "a direct and significant impact" on the operation of noncommercial stations in that it establishes criteria that must be met in programming they carry. This definition, PBS said, would not be "substantially different" from the action the commission took in establishing the chain broadcasting rule, which regulates the amount of program services a network may offer—although the commission has no direct jurisdiction over the networks. Further, it said, the commission has the greatest expertise in matters such as the one in question, noting that the courts have affirmed the deferment of certain cases to administrative agencies that would not normally have jurisdiction over the defendant. And, it added, it is essential that the commission rule that the objectivity provision is synonymous with the fairness doctrine because of the possibility of First Amendment questions being raised with respect to stations' compliance with the provision. When First Amendment questions are present, it asserted, a given statute "must draw a clear distinction between permissible and prohibited expression." With no foundation in the fairness doctrine, PBS claimed, the objectivity provision "becomes a purely subjective standard varying from one observer to another. This is hardly a standard which either CPB or the program producer could be expected to follow to ensure that a program does not transgress the limitations of the provision."

CPB disagreed. If a given program meets the objectivity and balance test which Congress empowered it to administer, it claimed, "there can be no question" that it will also comply with the fairness doctrine. If the commission were to attempt to apply the fairness doctrine to programs already reviewed, and approved, by CPB, it would "of necessity be required to review the objectivity and balance of such programs which we be-

lieve [Congress] prohibits it from doing." This prohibition, it added, should not apply to programs obtained by noncommercial licensees from sources other than CPB (which, sources indicated, would only include programs produced entirely by local stations since CPB indirectly controls programs originated by PBS through its financial support of the network) or to instances where licensees may broadcast only a portion of a CPB-funded program.

## CPB expands grant list

The Corporation for Public Broadcasting announced six national programming grants, totaling \$205,000, for projects-in-development as additions to \$13 million in grants for national public-TV programs previously confirmed (BROADCASTING, Feb. 12, March 12). The grants include two to WNET(TV) New York—\$35,000 for a documentary on the National Gallery of Art's impressionist paintings; \$30,000 to "repackage" segments of a rerun series, *Great American Dream Machine* for summer presentation. Other grants go to KPBS-TV San Diego, \$44,000 to develop a pilot for a series about small-town traditions; to WTTW(TV) Chicago, \$11,098 for four on-location segments of the *Book Beat* series; to WGBH-TV Boston, \$45,000 for three special programs; and to WETA-TV Washington, \$40,000 for a pilot for *Interface*, a projected series about various national races and cultures.

## Gavin drops '73 conference

Bill Gavin has announced that he would not sponsor a Radio Program Conference in 1973. Mr. Gavin, editor of the *Gavin Radio Report*, has been sponsoring the annual conference for seven years. "If circumstances in 1974 seem to warrant [the conference's] renewal, I will consider it at that time," he said. Mr. Gavin expressed a desire to revamp the structure of the conference to include nonmusic formats and perhaps to break down the one large meeting into regional affairs. "The new problems of trying to rebuild the conference . . . seem to me too great to solve this year," he said.

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## TV writers strike as negotiations with networks stall

Summer replacements may feel pinch as live-tape producers are hit

The nation's TV writers were called out on strike last week against the three TV networks and almost four-score producers of live-tape network shows by the Writers Guild of America. The strike began at 12:01 a.m. April 12, and is aimed at all programs in the comedy, variety, talk and daytime categories of network programming.

The move by WGA followed a breakdown of negotiations between the union and the networks that have been going on since early last month. The strike does not involve writers who work in news or documentaries for the networks.

Network officials in Hollywood said they did not think the strike's effect would be felt for from four to six weeks, since many programs that are the target of the WGA picket lines have stockpiled scripts. In any event, they noted, the rerun season is virtually at hand, which will take care of some of the programs through the summer season. It will begin to pinch, they said, for summer-replacement shows, some of which have not yet gone into production, and those programs that normally are prepared by midsummer for the new season.

The strike against the networks is an extension of the WGA strike against major Hollywood producers that began March 6. Since then, WGA said, it has signed agreements with 32 film producers, most of them independents and some that are members of the Association of Motion Picture and TV Producers, the organization that is negotiating for the majors. Among the latest signatories, WGA reported, are Spelling/Goldberg, Mort Briskin, Brentwood and Dorian Films, all producers or syndicators of films for TV.

Last week's strike call by WGA is aimed essentially at the 78 packagers that represent many of the top, prime-time network shows—those that feature such performers as Flip Wilson, Carol Burnett, and Sonny & Cher. But there

are other programs that are either produced in-house by the networks themselves or by outside studios using network facilities. Among these are Bob Hope, Johnny Carson, Dean Martin, on NBC; *General Hospital*, *Let's Make a Deal*, *Split Second* and *The Newlywed and Dating Game*, on ABC, and *The Young and the Restless* on CBS.

Also placed on the picketing list by WGA are four advertising agencies and one manufacturer. All have producing subsidiaries. They are Benton & Bowles, Compton Advertising, Leo Burnett, Young & Rubicam, and Procter & Gamble.

## Black Caucus goes to appeals court over free air time

Congressional group seeks reversal of FCC ruling upholding networks' refusal to grant time to reply to 1972 State of the Union

The U.S. Court of Appeals in Washington is being asked to rule on the question of whether members of Congress have a right to free time on the networks to speak to the nation on matters of national interest in programs over which the elected representatives have content and format control.

The question is raised in an appeal, filed last week in behalf of the 15 black congressmen who are known as the Congressional Black Caucus, of an FCC ruling denying a request for an order directing the networks to make time available to congressmen in general and the Black Caucus in particular (BROADCASTING, Jan. 1).

The Black Caucus complaint was filed with the commission in February 1972, after the networks rejected a request for a free half hour or full hour of prime time to respond to President Nixon's Jan. 22, 1971, State of the Union address. The caucus had proposed a documentary program it would control and in which it would express its views on racial issues.

The commission's ruling was announced in December, along with another denying a similar complaint by 14 members of

Congress—seven House members and seven senators.

Although the Black Caucus complaint filed with the commission did seek to invoke the fairness doctrine, it and the one filed in behalf of the other 14 congressmen were concerned primarily with the matter of congressional access to the airwaves. In the petition for review he filed with the court for the Black Caucus, Tracy Westen, of the Stern Community Law Firm, said the networks' actions had "violated the constitutional [principle of] separation of powers." Both groups of congressmen had said that the President obtains access to the networks' facilities whenever he requests it and that, as a result, the constitutionally prescribed balance among the various branches of government is being upset.

The Black Caucus petition also alleges that the networks, in ignoring "the right of, and need for, self-initiated and controlled speech by nationally elected congressmen" had "violated" the public-interest standard in the Communications Act and the House members' First Amendment rights.

The commission, in denying the requests by the two groups, said that neither the Constitution nor the Communications Act requires special, commission-enforced access to broadcast facilities for congressional groups, regardless of the separation-of-powers principle. It also said that if Congress wants to create such a right of access for its members, it has the power to do so.

The commission also asserted—as it has on many occasions in the past—that the First Amendment does not confer on anyone a right of access to the airwaves. And in rejecting a fairness-doctrine argument made by the Black Caucus, the commission said that doctrine is issue oriented and that licensees have wide discretion in selecting the issues to present and the spokesmen to discuss them.


## Viacom is busy

Viacom Enterprises now has three network projects working for the winter 1974 or the 1974-75 seasons. Two of the projected series will be built around the motorcycle stuntman, Evel Knievel. One is a half-hour cartoon based on his career; the other is *Evel Knievel's Daredevils*, a live-action half hour presenting the performer and his touring troupe of motorcycle riders. The third show is a half-hour comedy drama starring Clifton Davis, who appeared with Melba Moore in a Viacom miniseries presented last summer.

Viacom said last Thursday (April 12) it has sold a half-hour access series, *Ozzie's Girls*, to the five NBC-owned television stations for a fall start. The series, produced by Filmways, stars Ozzie and Harriet Nelson in a situation comedy that features two young college girls renting rooms in the Nelson home.

Viacom also reported last week that it is offering as a half-hour syndicated series *The Harlem Globetrotters Popcorn Machine*. The property was carried last December as a one-hour special on CBS-

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TV and is now being released as a weekly program for access periods. Viacom said it has signed two of three required sponsors, but would not reveal sponsorship until it is complete.

## Animation is in as networks set children's periods

**Nine new cartoons are headed for ABC-TV, CBS-TV weekends; ABC steps up 'Afterschool Specials'**

Four new half-hour cartoons, two of them based on former prime-time situation comedies, highlight CBS-TV's solid block of five hours of animation on its Saturday children's schedule for 1973-74.

ABC-TV's children's programming plans for next fall include five new Saturday-morning cartoons and an expansion of its weekday one-hour *Afterschool Specials* from eight programs to 12.

NBC-TV announced its children's schedule two weeks ago: Seven of 10 programs will be new, several borrowing from previous nighttime program successes (BROADCASTING, April 2).

At CBS, the 10-show Saturday line-up kicks off with *The Flintstones* at 8 a.m. The first new show, *Bailey's Comets*, logs in at 8:30. It's about a group of teen-age roller skaters who get involved in Keystone Kops-type chases and pratfalls and is produced by Depatie-Freleng. *The New Scoobydoo Movies*, which runs 60 minutes, will return, although beginning in September it will be on a half-hour earlier, at 9. *My Favorite Martian*, another new half-hour produced by Filmation Associates, goes on at 10. It's based on the old CBS-TV series that starred Ray Walston and Bill Bixby. *Jeannie*, at 10:30, is another new cartoon based on the old NBC-TV situation comedy, *I Dream of Jeannie*, which featured Barbara Eden and Larry Hagman. Hanna-Barbera will produce *Jeannie*.

CBS's fourth new half hour is *Speed Buggy* at 11, also from Hanna-Barbera. The "star" of this series is a car that "behaves like a motorized version of an overgrown St. Bernard," according to the network. The rest of the schedule is filled out by returning shows: *Josie and the Pussycats* at 11:30, *The Archie Show* at noon, *Fat Albert and the Cosby Kids* at 12:30, and *The CBS Children's Film Festival* at 1. The brief *In the News* current-events segments will return for the third year, with a schedule of eight showings each Saturday, beginning at 8:56 a.m. and continuing to 12:56 p.m.

ABC-TV's Saturday-morning schedule starts off with *The Bugs Bunny Show*, a move-over from CBS, at 8. Yogi Bear and Huckleberry Hound will become relevant next fall in a new series called *Yogi's Gang* at 8:30, which will deal with such subjects as pollution, bigotry and cheating. The new hour-long *Super Friends*, at 9, will involve cartoon-versions of Superman, Batman, Wonderwom-

an and Aquaman in adventures that teach socially useful lessons. At 10, *Lassie's Rescue Rangers* is a new cartoon series featuring the "forest force," a rescue team that, the network says, will "wage a constant crusade to save lives and protect the natural environment."

ABC's fourth new show, at 10:30 is *Goober and the Ghost Chasers*, a cartoon about "a lovable dog who, at times of stress or high emotion, becomes invisible," according to the network. At 11, *The Brady Kids* returns, a half-hour later than last year. *Mission: Magic* is the new show at 11:30, a cartoon in which a "magical school teacher" each week "takes her teen-age friends into a different fantasy land," ranging from

ancient Rome to the 21st century. *The ABC Saturday Superstar Movie*, which runs an hour, shifts time periods next fall, from 9:30 to 12 noon, and *American Bandstand* moves up a half-hour, from 1:30 to 1 p.m.

Three of ABC's Sunday-morning shows involve shifts from Saturday-morning slots: *Kid Power* at 10, *The Osmonds* at 10:30 and *H.R. Pufnstuf* at 11. *Make a Wish*, which won a Peabody award two years ago, returns at 11:30. *Scholarship Rock*, a series of three-and-a-half-minute animated films designed to teach multiplication (and, next fall, grammar) through action and original music and lyrics, will be shown five times on Saturdays and twice on Sundays.

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## Changing Formats

■ **KTHO-FM** South Lake Tahoe, Calif., which is no longer duplicating **KTHO-AM**, has adopted its own format of continuous "easy-listening MOR." In addition to its format change, effective last month, **KTHO-FM** began stereo broadcasting.

■ **WBGS(FM)** Milwaukee has adopted **Draper-Blone's Big Country** automated format to replace its "for women only" good-music programming. According to **Mark Wheeler**, program director, the station's previous format (featuring ballads, show tunes, personality blocks) was similar to MOR programming provided by other area stations. The switch to country makes **WBGS** the only station in the market programming country on a full-time basis, he said.

■ **WHAZ(AM)** Troy, New York, has switched to a "country gold" format. The new programming offers country classics from 1945 to the present, with the addition of selected top-50 current hits. Although a competitor offers a modern country format, **Larry Foss**, general manager, claims that **WHAZ's** new format is the only one in the market featuring the older country hits. The new format replaces combination talk-religious programming.

■ **WMRN-FM** Marion, Ohio, which previously duplicated programming of **WMRN-AM**, is now broadcasting a "beautiful music" format in stereo 18 hours a day. The operation is automated and uses the music service of **Stereo Radio Productions**.

■ **WNBC-FM** New York, currently programming the syndicated "Music for Women Only," will change its format to "top-30" contemporary, according to **Pat Whitley**, program director of **WNBC(AM)**. There are two other FM contemporary operations in New York—**WXLO** and **WPIX**.

## Centerspread star to TV

**NBC-TV** has signed actor **Burt Reynolds** to star in six 90-minute talk-variety shows beginning next October. The shows, to be presented once a month, will be seen either Saturday or Sunday nights at 11:30. The co-producers are **Henry Jaffe Enterprises** and **Mr. Reynolds's B.R. Productions**. The shows will be produced at different locations in the U.S. and abroad, and **Mr. Reynolds** will do athletic stunts as well as comedy. "Major guest stars," as the network puts it, will appear on all the programs.

## Once again with Gleason

There were reports in Florida last week that **Jackie Gleason**, already set for a return to network television in a one-shot special on **CBS-TV**, might be in for

more frequent visits or permanent residency.

But the reports petered out at **CBS**, which has a hold on **Mr. Gleason's** services under a long-term contract. "CBS," it was said in New York, "continues to look for properties for **Jackie Gleason**. General Electric brought the October special to **CBS** and a **Gleason** special is welcome here."

The sponsor of the comedy-variety special that will star **Mr. Gleason** is the home entertainment division of **GE** in North Syracuse, N.Y., through **Grey Advertising**, New York. The exact date and time period in October have not been announced.

## Smotheres win; CBS loses

**Jury rejects network's countersuit while awarding brothers almost \$800,000 in their suit over cancellation of 'Comedy Hour'**

**Tom and Dick Smotheres** have won \$776,000 from **CBS** in their four-year struggle against the network for cancelling *The Smotheres Brothers Comedy Hour* series in 1969.

The verdict was delivered by a federal district court jury on April 6. The jury also awarded \$1 token damages to **Comedic Inc.**, the brothers' corporate firm, and completely rejected **CBS's** countersuit for \$1 million.

Both parties had charged breach of contract. The **Smotheres** claimed a loss of potential profits of \$358,000 for **Comedic Productions**, and asked for \$1,040,000 as payment due them for the remainder of their 1969-70 contract, as well as an unspecified amount for career damage. The comedians also said that they lost \$250,000 from cancellation of their summer show (this one was to be on astrology), as well as the spin-off value of their 50% ownership of the *Glen Campbell Show*, which had been used as summer replacement the season before for the *Comedy Hour* and which **CBS** used as a replacement for the *Comedy Hour* in 1969-70 following the unsuccessful *Leslie Uggams Show*. The **Smotheres** also claimed copyright-license payments due from **CBS** for repeating seven of their *Comedy Hour* shows, actual loss of \$175,000 in license fees (\$420,000 minus residual payments made by **CBS** to performers, writers, etc.), plus \$600,000 to \$700,000 profits allegedly made by **CBS** from the reruns.

**CBS**, on the other hand, claimed it lost \$900,000 in profits it could have made if the **Smotheres** show had run its full 1969-70 course. It also claimed that it was \$100,000 out-of-pocket in costs of providing replacements for the *Comedy Hour* for the rest of that season—a \$500,000 loss in the *Leslie Uggams Show*, minus a \$400,000 profit in the *Glenn Campbell Show*, which, incidentally, was still half-owned by the **Smotheres** brothers at the time.

**CBS** canceled the **Smotheres** brothers

program after a flair-up involving what the network charged was the comedians' continuing practice of inserting controversial material into their show. It also claimed that the **Smotheres** consistently failed to provide a tape of their show to the network in time for review.

**CBS** legal sources said April 9 that consideration was being given to an appeal. Still to be decided is a copyright-infringement issue raised by the **Smotheres** brothers on the ground that **CBS** reran several of their shows after the cancellation. Decision on the copyright issue, plus entry on the final judgment, following argument scheduled for this week, is to be made by the presiding judge, **A. Andrew Hauk**.

The trial ran for six weeks and was highlighted by network witnesses who testified to their difficulties with the comedians, as well as to the strong backlash from affiliates to the program's commentaries on social matters and some of the humor.

## Program Briefs

**Warm-up.** **NBC-TV** has signed **Joe Garagiola** to host pre-game shows for all 15 of its Monday night baseball games. **Mr. Garagiola**, recently retired as regular on **NBC's Today** show, will continue to host **NBC's** Monday-through-Friday daytime game show *Sale of the Century*.

**War on TV.** **United Artists** recording group, **War**, will be featured in first of three **UA TV** specials, to be produced by **Foolish Productions**, formed as visual arm of **Far Out Productions** which produces and manages **War** group. **Foolish Productions** is headed by **Murray Roman**, former writer-producer for **Smotheres** brothers show and others. **UA** specials will be syndicated on either barter or regular basis.



Mr. Sloan

**Film makers.** **Sutherland Learning Associates**, Los Angeles, has formed subsidiary to produce TV films and motion pictures for TV and theater distribution. Subsidiary, known as **Unicorn Films Inc.**, is headed by **Alan P. Sloan**, executive vice president of **SLA**. First effort of new company is *Great Mysteries*, half-hour series hosted by **Orson Welles**, featuring adaptations of classic mysteries by major writers of past and present. Series will be distributed by **20th Century-Fox** (**BROADCASTING**, March 5).

**Honk, growl, squeek.** **Hanna-Barbera Productions Inc.**, Hollywood, has come out with first seven albums of record library that will include 2,600 sound effects, based on more than 15 years of animated cartoon series produced by company. Collection will consist of 27 long-playing records. The first contain 232 pri-



mary sounds, with more than 800 individual sound effects.

**Talk for cable.** Roland Productions Inc. has produced new talk show, *Dorothy Collins TV Show*, for syndication to cable systems. 200 West 57th Street, Suite 802, New York. (212) 489-9494.

**Worldvision expands.** Worldvision Enterprises Inc. (formerly ABC Films) has opened branch at 26 O'Farrell Street, San Francisco 94108. Ben R. Okulski, formerly sales manager of KGO-TV San Francisco, will head new office, Worldvision's 14th in U.S. and abroad.

**ABC takes on Oscar.** ABC will broadcast Oscar award ceremonies of Academy of Motion Picture Arts and Sciences for five years beginning in 1976, it was announced last week. ABC presented awards ceremony for 10 years (1961-70); beginning in 1971, NBC has broadcast event.

**All evening.** WSAU-TV Wausau, Wis., has introduced "long-movie" concept in which prime time is pre-empted one Sunday evening each month to present full-length three- or four-hour movie. WSAU-TV plans to present such classics as four-hour *War and Peace* in Sunday series.

**Michell sings.** Keith Michell, star of BBC's *The Six Wives of Henry VIII* and Broadway version of *Man of La Mancha* and *Irma la Douce*, has created new radio series with Ron Barry, *Songs of Keith Michell*. Series consists of 29 five to eight minute segments. Free demonstration tape is available from Ron Barry, WBAX(AM), Wilkes-Barre, Pa., 18703.

**New movies to TV.** Warner Bros. Television's Volume 18 group of 28 feature films, including such top-flight titles as "Bullitt," "Bonnie and Clyde" and "The Green Berets" has been sold in 50 markets, including the top 10, and 19 of the ranking 25.

## Union wants imports cut

A performers union in Canada, the Association of Canadian Television and Radio Artists, has circulated a brief to its members asking for approval of a petition to the Canadian Radio-Television Commission to set severe content limitations on imported programs for radio and television.

ACTRA's petition calls for the Canadian content on television to be increased to 85% and Canadian content on radio to be increased to 50%. Currently, the government's Canadian Broadcasting Corp. has a 60% Canadian-content regulation across the board. The commercial broadcasters must have 60% Canadian content in prime-time television and 50% at other times. In radio, the content regulation calls for 30% Canadian content in music.

ACTRA is striving not only to discourage programming importation but also to get more commercials produced in Canada using Canadian actors.

## Broadcast Journalism

### Two setbacks, one gain for news media last week

**Indiana slams court door on newsmen who reject order to set up one-man pool**

Indiana journalists have sharply criticized a Marshall county (Ind.) circuit court judge's decision last week to bar newsmen from pretrial proceedings in a South Bend, Ind., murder case.

Judge Tom Huff has been asked by several state news organizations and the Radio Television News Directors Association to reconsider his order, which came after newsmen covering the arraignment of William Dauber, 37, balked at instructions from the bench to elect one representative to provide pool coverage of the proceeding. Mr. Dauber is charged with first-degree murder in connection with the slaying of Michael Regan, a South Bend used car dealer. The case has drawn unusually heavy media coverage due to police speculation that the murder might be connected with underworld activity in the area.

Judge Huff said that "limited space" in the courtroom coupled with extensive security measures necessitated the exclusion of all but one member of the press from the trial. He added that "unwarranted or inaccurate" news reports of the proceedings could influence prospective jurors and complicate jury selection. Judge Huff had originally barred newsmen from covering the proceeding outright, but later modified that stance to permit one journalist to remain in the courtroom. However, he permitted members of the public to remain in the room (six such persons were present at the time). And in response to newsmen's questioning as to whether they were not members of the public, the judge replied, "Yes, but . . .", then did not finish his statement.

Angry responses came last week from Fred Heckman, news director of WIBC(AM) Indianapolis, who in a letter to Judge Huff called his actions "unconscionable. . . . It's not the media whose freedom is being jeopardized, but that of the citizens of Indiana."

Dick Cardwell, general counsel of the Hoosier State Press Association, called

**Focus on shield laws.** WLOS-TV Asheville, N.C., has produced documentary on status of First Amendment rights. *Congress Shall Make No Law . . .* features interviews with Senator Sam Ervin (D-N.C.) and Ted Koop, director, Radio Television News Directors Association's Washington office, in addition to discussion of newsmen's shield laws introduced in North Carolina General Assembly, and history of First Amendment. Program has been made available to members of North Carolina Association of Broadcasters.

on Judge Huff to reconsider his decision, stating that it represents an example of "judicial censorship."

Jack Powers, managing editor of the *South Bend Tribune* reportedly plans to take the matter to the Indiana Supreme Court if Judge Huff does not reconsider.

In addition, the Indiana AP Broadcasters Association, of which Mr. Heckman is outgoing president, last week passed a resolution against Judge Huff's decision and urging its reversal.

RTNDA last week sent a telegram to Judge Huff under the name of Tom Frawley, its freedom of information director. Expressing concern with the decision, the association stated: "We believe these restrictions go far beyond courtroom requirements. We urge you to permit free reporting in accordance with general judicial practice."

**Oregon gets a full shield law; Connecticut kills similar measure**

Proponents of the newsmen's shield-law concept won one and lost one in state legislative chambers last week. In Oregon, Governor Tom McCall signed into a law a bill providing wide-ranging protection against forced disclosure of confidential sources. In Connecticut, however, the judiciary committee of the state's house of representatives killed a measure that would have provided similar protection.

The Oregon law, which takes effect 90 days after the state legislature's current session adjourns, shields newsmen from court orders or other state governmental actions that would compel them to disclose information given in confidence. Governor McCall, a Republican and a former newsmen himself, stated that the bill is not a shield for reporters. "It is a shield for the public's right to know."

The Connecticut bill rejected by the judiciary committee, which was introduced by former Speaker of the House William R. Ratchford (D-Danbury), would have permitted newsmen to refuse to disclose sources to grand juries, legislative committees or the courts themselves in criminal cases. The bill, which was defeated in committee by a 6-to-0 vote, had won initial support from many Connecticut legislators as well as Connecticut Governor Thomas J. Meskill. A possible reason for its failure was that only six of the judiciary committee's 35 members were present when the vote was taken.

Federal legislation that would provide a shield for newsmen in U.S. government proceedings also won a vote of no confidence last week from a former president of the Radio Television News Directors Association. Jim Bormann, director of community affairs at WCCO-AM-FM Minneapolis-St. Paul, told an audience at Mankato (Minn.) State College that it is the responsibility of journalists themselves to protect their rights under the First Amendment. Newsmen, he said, should elicit the support of public opinion "rather than relying on the support of those who make the laws and those who interpret them."

# First Amendment on their minds

**OTP role gets special attention at roundtable on press freedom**

A familiar tableau of broadcasters, congressmen and other frequent speakers on freedom of the press assembled on Capitol Hill last week to discuss the First Amendment problems facing the media.

The conference was a roundtable discussion sponsored by a number of senators and congressmen. The session dealing with television and radio was moderated by Bill Monroe of NBC.

"In my humble opinion," said one participant, Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), "they [the broadcasters] have done a creditable job" of news reporting. He said that criticism of the media is overdone and that network news commentators are generally objective in their newscasts.

Douglass Cater, director of the Aspen Program on Communications and Society, struck a chord close to the heart of House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.)

when he commented that he thought the Office of Telecommunications Policy has overstepped its authority and has gone "way over its head into the most sensitive of matters" affecting broadcasting.

Mr. Macdonald replied that OTP is a creature of Congress and as such could theoretically be abolished. OTP's threats will have only the effect that broadcasters want them to have, he said.

Advocates of increased public access to the airwaves were Albert Kramer, Citizens Communications Center; the Rev. Everett Parker, Office of Communications, United Church of Christ; and Tracy Westen, Stern Community Law Firm.

A concern voiced by Richard Jencks, Washington vice president of CBS, and Jack Harris, president of KPRC-AM-TV Houston, was over the administration's proposal for license-renewal legislation and the simultaneous expression of its dissatisfaction with network news.

Thomas Curtis, board chairman of the Corporation for Public Broadcasting and former congressman, criticized broadcast news for what he said was its failure to make the public aware of some of the real but perhaps more mundane issues in Congress.

Is broadcast news biased? According

to Ted Koop, Washington director, Radio Television News Directors Association, "bias lies in the eye or ear of the beholder." Newsmen are professionals, he said, who are trained not to look at things in a personal manner.

Richard Hughes, senior vice president, WPIX-TV New York, said bias exists by the very fact that it must pass through the newsman's "filter."

"I don't see how you can sanitize the news," Mr. Hughes added.

# Ad lib reporting cited in annual SDX awards

**Coverage of Wallace shooting nets honors for radio reporter and television-news cameraman**

Broadcast reporting of the attempted assassination of Governor George Wallace last May in Laurel, Md., earned two of the six Sigma Delta Chi awards in the field of radio and television. The professional journalism society last Friday (April 13) announced awards in 16 categories of print and broadcast journalism.

The honor for radio reporting went to Val Hymes, WTOP(AM) Washington for



**Intent.** L to r: Norman Isaacs, ex-Louisville newspaperman now a professor at the Columbia Graduate School of Journalism, Senators John O. Pastore and Harold Hughes, and Bill Monroe, Washington editor of NBC-TV's *Today* and panel moderator.



**Skeptical.** Jack Harris (l), KPRC-AM-TV Houston, is separated from public-interest activist Albert Kramer of the Citizens Communication Center by Ted Koop, Washington director of the Radio Television News Directors Association.



**Noncommittal.** Thomas Curtis, chairman of the Corporation for Public Broadcasting, flanked by Douglass Cater (l), ex-presidential aide now director of the Aspen Program on Communications and Society, and Richard Jencks, CBS's Washington vice president.



**Point maker.** Jim Hagerty (second from left), ABC corporate vice president and ex-presidential press secretary, has the attention of Representative Torbert Macdonald (r) as well as panelist colleagues Frank Jordan of NBC (l) and Mr. Isaacs.

her spontaneous report of the Wallace shooting, described as "an outstanding narrative delivered in the midst of utter confusion, an example of the best in radio reporting."

Laurens Pierce, CBS News, Atlanta, won the award for television reporting for his exclusive film of the attempt on the life of Governor Wallace, with "camera movement nearly perfect. The total stunning story was captured almost as if it had been scripted and rehearsed."

WGAR(AM) Cleveland won the honors in the public-service-in-radio-journalism category for a documentary on mental retardation that uncovered a transportation problem and sparked a subsequent six-week campaign for buses to transport retarded and handicapped children.

Frank Reynolds, ABC News, was selected for editorializing on radio. He was specifically cited for his comments on the Christmas 1972 bombing of North Vietnam under "the implicit threat of government reproof and hampered by a lack of official candor in discussing the bombings."

WABC-TV New York was the winner for public service in television journalism, based on its *Willowbrook: The Last Great Disgrace*, produced by Steve Skinner and Geraldo Rivera. The program dealt with "incredibly terrible" conditions for treating the mentally retarded in New York. The judges praised the initiative of WABC-TV for making a second unannounced visit to Willowbrook in which it was learned "that improvements observed in an earlier authorized visit had only been for the benefit of the camera."

WCKT-TV Miami was honored in the editorializing-on-television category for its editorial series on fraudulent auto repairs that followed detailed reporting and not only pointed out the wrongs but told viewers how they could personally help to stop auto repair cheating.

In addition, an award for research in journalism went to William J. Small, CBS News, Washington, for his book, "Political Power and the Press," which examines the pattern of government pressures on the press from the days of George Washington to Richard Nixon.

Among the awards in the print media was one to *Chicago Sun-Times* cartoonist Bill Mauldin for a drawing depicting a reporter in handcuffs reaching through the bars of a jail cell in an attempt to type his story. The drawing, the judges noted, "dramatically symbolizes a basic problem that not only confronts American journalism, but also every American citizen who enjoys the freedom guaranteed by the Bill of Rights."

The award ceremony has been scheduled for May 5 in Omaha.

## Even in Rutland

**TV news cameraman subpoenaed for source of information**

The county public defender in Rutland, Vt., last week filed a court motion in an attempt to force a newsman from WCAX-

TV Burlington, Vt., to reveal confidential sources of information.

John Liccardi subpoenaed newsman John Gladding for a deposition in connection with newsfilm Mr. Gladding shot on Feb. 16 during a drug raid in which 10 persons were arrested.

The motion filed by Mr. Liccardi asks that the court order Mr. Gladding to answer all questions about the drug raid, stating that he refused to answer some questions put to him by the public defender.

A WCAX-TV spokesman said the station will not disclose confidential sources and will oppose the motion on First Amendment grounds. No date has been set for a hearing on the motion.

## AP to hear Elmer Lower

Discussion of issues affecting the flow of news and information is scheduled for the third annual convention of the Associated Press Broadcasters Association to be held May 31-June 2 in New Orleans. The program, announced last week, includes a keynote address by Elmer Lower, ABC News president; a speech by Grover Cobb, senior executive vice president of the National Association of Broadcasters, and a panel on "Management Looks at the News" with J. Leonard Reinsch, president, Cox Broadcasting; Robert Wells, former FCC commissioner, and Sol Tashoff, chairman and editor, BROADCASTING magazine.

## Journalism Briefs

**In memoriam.** In honor of CBS News correspondent killed last December in Chicago plane crash, Columbia University has changed name of its summer program in journalism for minority-group members to the Michele Clark fellowship program. Miss Clark, class of 1970, was one of 159 men and women graduated since program was inaugurated six years ago.

**Honoring.** ABC News has established ABC News Memorial Fellowship at Columbia University Graduate School of Journalism in memory of ABC News cameramen Terence Khoo and Sam Kai Faye, who were killed in 1972 on assign-

ment during Vietnam war. Fellowship in broadcast journalism will be for Asian journalist and provides full tuition, living expenses for academic year and round-trip travel costs. Fall 1973 start is planned.

## Agnew treads lightly on the news media

**He's found a new target, the advocate journalist**

Vice President Spiro T. Agnew returned to an old theme of his—the media—in a speech last week, this time with special emphasis on advocacy journalism.

The Vice President, speaking at the National Education Program's Freedom Forum at Harding College in Searcy, Ark., sought to make clear that the government did not believe its disagreement was with the individual broadcaster or the local newspaper. Rather, it is with the opinion makers, he said—the large newspapers and magazines that cover the nation and the world, the networks and the wire services, which "exert clout far in excess of any combination of small media—even a combination with hundreds of times their circulation."

Advocacy journalism, he said, is the cause of the conflict between the opinion-making media and government officials. When the officials defend themselves against "what they consider unfair slanting of news stories, the partisan newsmen, outraged at unaccustomed criticism, too often hurl the counter accusation of 'repression' and 'censorship.'" The news media, he added, must learn "to get over being so thin-skinned—particularly when they are so intolerant of thin-skinned officials."

But Vice President Agnew, who in recent months has been taking a softer tone toward adversaries than he did in his first four years in office, ended his remarks on what he called "an ameliorative note." He said there is "wrong and right" on both sides of the media-government controversy and that only "reasoned debate and communication between the parties can lead to a solution or even improvement. . . . The administration is prepared to participate in such a discussion."

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## Losers protest Baltimore grant to Fred Ford group

Hints of political connections  
are spread after county action

In a decision that has generated continuing recriminations, the Baltimore county, Md., council on April 2 awarded a 15-year franchise to construct and operate a cable television system to Calvert Telecommunications Corp., a local company formed specifically to seek the county-wide franchise—the first awarded in a market of about 200,000 homes.

Calvert Telecommunications—put together by 28 shareholders including a number of local people with strong ties to the existing political power structure—gained the franchise over five other applicants: County Cablevision Inc., affiliated with American Television & Communications Corp.; Community Cablevision Systems of Maryland, a joint venture with Warner Communications Inc.; Balco Communications System Inc., associated with Sammons Communications Inc.; Old Line Communications Inc., affiliated with American Electronics Labs; and Freestate Communications Services Inc., affiliated with Teleprompter Corp.

Calvert, in its application, stressed its local ownership and control (17 of the shareholders reportedly live or work in the county) and its commitment to local programming. The company promised to invest \$35.7 million in the cable system over a 10-year period, to pass every home with cable within five years, to dedicate seven channels for educational use and one channel each for public health, public access and government use, and to offer sale of stock to the public.

Among the local shareholders of Calvert Telecommunications—physicians and lawyers are particularly prominent in the company—is a former vice chairman of the county planning board, a current chairman of the county health board and a former assistant state's attorney for the county. Among the so-called "CATV specialists" brought in from outside the county who have an interest in the company are Frederick W. Ford, past chairman of the FCC and former president of the National Cable Television Association, and his current legal partner, Lee G. Lovett (Mr. Ford, now of the Washington law firm of Pittman, Lovett, Ford, Hennessey & White, is chairman of the board of Arlington Telecommunications Corp., which recently secured a franchise for Arlington county in northern Virginia [BROADCASTING, March 12]). Jerome R. (Tad) Reeves, a long-time broadcaster who has worked in the past with Westinghouse Broadcasting, Taft Broadcasting and Corinthian Broadcasting, is also involved in Calvert Telecommunications.

While the actual awarding of the franchise was unanimous, only four of



Mr. Hostetter



Mr. Lovett



Mr. Kilewer



Mr. Iacopi

**NCTA's new brass.** Amos B. Hostetter Jr., co-founder and executive vice president of Continental Cablevision Inc., Boston, heads the new slate of officers elected last week at the National Cable Television Association board of directors meeting in Freeport, Bahamas. Elected national chairman of NCTA's board, Mr. Hostetter, first elected to the board in 1968, was formerly association vice chairman. Bruce E. Lovett, vice chairman for corporate development for American Television and Communications Corp., Washington, was elected national vice chairman. Lawrence W. (Duff) Kilewer, vice president and director of Peninsula Broadcasting Corp., Hampton, Va., is NCTA's new treasurer. Eugene A. Iacopi, area manager for Nor-Cal Cablevision of California, is the new secretary of NCTA. The four new officers begin their one-year terms during NCTA's convention, June 17-20, at Anaheim, Calif.

the seven county councilmen chose Calvert Telecommunications as first choice for the award. The council too, by a 4-to-3 vote, defeated a motion to split the county into two districts and award two franchises.

Immediately after the franchise was awarded, claims of "political cronyism" were raised in the Baltimore press, with Warner's Community Cablevision Systems of Maryland spearheading attempts to get the grant overturned or at least stalled. The Citizens Planning and Housing Association, not an applicant but a local community group, has promised to ask the FCC to void the franchise on the grounds that the county council did not conduct a full public proceeding.

### Little guys get break in NCTA dues revamping

**Suggested change along with other proposals cleared by board meeting for June convention consideration**

The National Cable Television Association board of directors, meeting for what is probably the last time before the national convention in June, in its most significant actions, elected a new slate of association officers for 1973-74 (see photos, this page), passed—after much discussion—a compromise resolution on obscenity in cable programs (see page 32) and substantially reduced the association's dues structure to benefit smaller systems.

In the hope that its action will attract a substantial number of independent cable system operators in the 1,000-to-5,000 subscriber category, the NCTA board approved dues reductions that essentially amount to about a 40% decrease for smaller systems. At the very bottom of the scale, for example, minimum dues for systems under construction or for those with fewer than 500 subscribers were dropped from \$10 to \$5 per month.

The action shifts, on a percentage basis, a greater portion of the burden of

the NCTA budget to the larger systems (although there is no increase in the dues structure for these systems). It also creates a deficit in NCTA's budget which the board hopes to make up in part through an increase in membership dues for associate members and by increasing the fees for exhibit space at national conventions (both recommendations have to be approved by the general membership at the next national convention in Anaheim, Calif., June 17-20).

In other actions taken by the board in its three days of meetings (April 9-11) in Freeport, the Bahamas:

- Approved a plan for increased involvement by the NCTA staff in state regulatory battles.

- Authorized \$10,000 as part of an industrywide contribution to a budget for the Cable Television Technical Advisory Committee to the FCC (most of the funds are to cover the salary of a full-time executive director for the committee).

- Asked the NCTA staff to step up its activity in opposition to municipal ownership of cable-TV systems.

- Approved publishing of programming guide book by convention time that will amount to a compendium of types of programs cablecasters use.

### Warner Cable is born

The just-released 1972 annual report of Warner Communications Inc., New York, introduces Warner Cable Corp. as the new corporate framework for the company's cable communications operations. Alfred R. Stern, chairman and president of Television Communications Corp., New York, one of Warner's cable TV subsidiaries, is announced as chairman and president of Warner Cable. According to the report, cable communications operations have more than doubled in size as a result of last year's acquisition of Cypress Communications Corp., Los Angeles (May 8, 1972), with the claim made that Warner Cable is now

the nation's second largest cable operator (Teleprompter Corp. being first).

A financial breakout in the annual report, as previously announced, discloses that cable TV operations accounted for \$24.3 million of Warner's aggregate corporate gross revenues of \$510.3 million in 1972 and \$1.9 million of the total \$41.7 million net income (BROADCASTING, April 9). Over the last five years—from 1968-1972—revenues from cable TV operations have increased from \$10.3 million to \$24.3 million and net income from a loss of \$113,000 to profits of \$1.9 million.

## Vikoa adds more

**Latest purchase, for \$1.5 million, brings in three operating systems and over 5,000 cable subscribers**

Vikoa Inc., New York, which in the last two years divested itself of cable-equipment manufacturing operations and turn-key construction to concentrate on the operation of small cable-TV systems, has agreed in principle to the acquisitions of three cable companies in Maryland, Virginia and West Virginia serving an aggregate of some 5,000 subscribers. The purchases, in the form of a combination of stock transfers, debt assumption and cash, approximate \$1.5 million in total.

Acquired by Vikoa, subject to signing of definite agreements, are:

Coastal Cable T.V. Inc., serving Chincoteague and Chincoteague Island, Va., with some 1,400 subscribers and a potential of 2,400 homes.

Crisfield CATV Inc., serving Crisfield, Md. (Vikoa's first system in Maryland), with about 1,800 subscribers and a potential of 3,000 homes.

Village Cable Corp., serving Grant Town, Fairview, Baxter, Harrisville, Ellenboro, Elizabeth and Grantsville, W. Va., with approximately 1,800 subscribers and a potential of 2,500 homes.

Vikoa also has completed acquisition of Carter County Cable Co., Virginia Cable Corp., Russell Cable Co. and Mountain City Cable Co. located in Virginia, West Virginia and Tennessee and serving more than 5,000 subscribers. These acquisitions, initially announced last year, were for an aggregate purchase price of some \$1.6 million. They will be integrated with an operating Vikoa system in Bluefield, W. Va.

## Private entrepreneurs best for cable—Pettit

FCC General Counsel John W. Pettit offered some words of encouragement last week to cable operators concerned about municipal ownership of cable systems. Some areas of federal-state/local relationship may still be clouded in uncertainty, he said, but he is clear in his own mind on the question of municipal ownership; he does not like it.

Mr. Pettit, speaking before the Ohio Cable Television Association in Colum-

bus, said that whatever merit there may be in public ownership of some utilities, like electric power, water and gas, he believes that municipal ownership of cable at this point in its development, "will drive risk-taking entrepreneurs—those of you who really make cable go—into other lines of endeavor. And the public will be the loser."

More important, he said, "is the prospect of government ownership of so pervasive and influential a means of communication. If government owns the cable system, why shouldn't it own the local newspaper and broadcasting station? That may sound far-fetched, but I am dubious of government ownership of cable systems, no matter how pure and worthy the idea may appear at first blush."

But, like FCC Chairman Dean Burch, in a speech to the Southern Cable Television Association, in Mobile, Ala., two weeks ago (BROADCASTING, April 9), he prodded cable to come to terms with copyright owners on cable-copyright legislation. Without such legislation, he said, cable's development is uncertain.

Cable's right to carry distant signals—essential to attract subscribers in the early period of a system's operation—"will continue to be subject to an uneven pattern of court decisions," he said. "Banks and investors will become increasingly conservative. And, most significant of all, the federal regulatory climate will be in clear and present danger of deteriorating"—an apparent reference to Chairman Burch's assertion that the commission will be obliged to review the cable-television rules within a year and a half if cable copyright legislation is not enacted in that time.

## More control over cable suggested for Wisconsin

**Governor-appointed group also says FCC guidelines should prevail**

A blue-ribbon task force on cable communications, set up by Governor Patrick J. Lucey, has recommended, in its final report, that the state of Wisconsin become involved in the regulation of cable communications.

Generally, the recommendation calls for regulation by local officials guided by state standards, objectives and procedures and under the FCC's national guidelines. "Our task force believes the state is in the best position to insure that the public interest of all its citizens will be served adequately and fairly by this important and fast-growing wired communication medium," the report reasons.

A majority of the task force (69%), with 45 of 52 members voting on final recommendations, favored a degree of state regulation of cable television. The specific recommendation of the task force is that "an appropriate state agency should be empowered to review the granting, renewal, and revocation of any cable-television franchise, when so requested by any interested party."

A recommendation supporting state regulation of cable-TV systems without

special request of an interested party was approved by 60% of the voting task force members. A slight majority of voters (51%), while agreeing that the state should have some degree of oversight of cable, also disagreed that the state should have franchising power over cable systems. Instead they voted for this power to remain with local authorities in cities, towns, villages and counties.

The members of the task force were almost evenly divided as to whether or not state regulation of cable television should be handled by a new agency or by the existing Wisconsin Public Service Commission. Formation of a new Cable Communications Commission, with the specific and sole responsibility for regulating cable communications, was favored by 51% of voting task force members. The same percentage also agreed that such a new commission could be located within the office of consumer affairs, attorney general's office, or governor's office. Twenty task-force members, or 44%, voted that state regulation should be by the existing Public Service Commission.

## Not quite clear in San Diego

The FCC has granted certificates of compliance covering the importation of Los Angeles distant signals to 10 San Diego cable TV systems, but has barred the systems from picking up the signals of KTTV(TV) or KTLA-TV, both Los Angeles



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independents, until the San Diego ABC-TV affiliation is transferred to KCST(TV). That San Diego UHF had taken exception to the compliance-certificate applications on grounds that carriage of the independent signals would hurt its viability. At the time, KCST also was operating as an independent. Subsequently, the commission noted, it has been awarded ABC's San Diego affiliation after the commission refused to permit the network to renew its affiliation contract with XETV(TV) Tijuana, Mexico. That matter is still the subject of dispute.

Systems affected by the commission's action are: Mission Cable TV Inc., Penasquitos Antenna Systems Inc., South Bay Terrace Antenna Systems Inc., University City Antenna Systems Inc., Tiersanta Cable TV Association, Carriage Hills Cable TV, Southwestern Cable Co., Televents of Coronado, Times Mirror Co. and San Dieguito Cable TV.

## Tracking the 'Playlist'

The song that Cher turned down last year when it was offered to her before anyone else is number one this week on the *Broadcasting Playlist*. "The Night the Lights Went Out in Georgia" (the man who wrote the song finally had to get his wife, Vicki Lawrence, to record it) pushed "Neither One of Us" by Gladys Knight and the Pips down to number two. And the song that was reportedly based on a story in *Readers' Digest*, "Tie a Yellow Ribbon," by Dawn, moves from number seven to number three this week. In a week that offered little playlist action around the country—American Research Bureau sweeps started last week (April 12) and contemporary stations will be holding records a little longer for familiarity's sake—only three new songs entered the top 40. "Armed and Extremely Dangerous," done by First Choice and produced in Philadelphia, goes from number 45 to 30; the Thom Bell-produced (also out of Philadelphia) "I'm Doin' Fine Now" by New York City jumps from 47 to 39 and the almost-instrumental by Focus, "Hocus Pocus," goes from number 50 to 37 and retains its bullet. What looks like Paul McCartney's second hit single this year (released in front of a new album expected by the end of this month), "My Love," comes onto the *Playlist* at 43 in its first week. Residing in the 50's and 60's on their first week on the chart are Barry White's "I'm Gonna Love You" (50); Alice Cooper's second single from the album *Billion Dollar Babies* (the first, "Hello Hurray," did only moderately well), "No More Mr. Nice Guy" (55); Barbara Fairchild's "Teddy Bear Song"; from the *Elvis: Aloha from Hawaii* TV special on NBC-TV, "Steamroller Blues" (61), and Gunhill Road's "Back When My Hair was Short" (68). Also on the *Playlist* for the first time are the Rolling Stones' re-issue (it was the flip-side of "Honky-Tonk Women") of "You Can't Always Get What You Want" (70); Herb Alpert's first record in more than three years, "Last Tango in Paris" (73); Don McLean's "If We Try" (74) and last week's (April 9) "Breaking In," "Right Place, Wrong Time" (75) by Dr. John.

# 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
4	1	<b>The Night the Lights Went Out in Georgia</b> (3:36) Vicki Lawrence—Bell	3	2	1	1
1	2	<b>Neither One of Us</b> (4:15) Gladys Knight & the Pips—Soul	1	1	2	5
7	3	<b>Tie a Yellow Ribbon</b> (3:19) Dawn—Bell	4	3	4	2
2	4	<b>Killing Me Softly With His Song</b> (4:46) Roberta Flack—Atlantic	2	5	5	3
3	5	<b>Ain't No Woman</b> (2:59) Four Tops—Dunhill	6	4	3	6
8	6	<b>Sing</b> (3:20) Carpenters—A&M	5	6	6	7
6	7	<b>Cisco Kid</b> (3:47) War—United Artists	7	9	7	4
9	8	<b>You Are the Sunshine of My Life</b> (2:45) Stevie Wonder—Tamla	8	7	8	8
10	9	<b>Masterpiece</b> (5:30) Temptations—Gordy	10	10	10	10
15	10	<b>Danny's Song</b> (3:06) Anne Murray—Capitol	9	8	12	12
13	11	<b>The Twelfth of Never</b> (2:40) Donny Osmond—Kolob/MGM	14	14	9	9
5	12	<b>Break Up to Make Up</b> (4:00) Stylistics—Avco	11	12	13	11
16	13	<b>Also Sprach Zarathustra</b> (5:06) Deodato—CTI	13	11	11	13
11	14	<b>Call Me (Come Back Home)</b> (3:03) Al Green—Hi	15	13	17	15
19	15	<b>Stuck in the Middle With You</b> (3:24) Stealers Wheel—A&M	16	16	14	14
14	16	<b>Love Train</b> (2:59) O'Jays—Philadelphia International	12	18	16	18
12	17	<b>Last Song</b> (3:15) Edward Bear—Capitol	17	15	15	16
21	18	<b>Space Oddity</b> (5:05) David Bowie—RCA	20	19	18	17
22	19	<b>Drift Away</b> (3:30) Dobie Gray—Decca	18	17	19	20
17	20	<b>Stir It Up</b> (3:09) Johnny Nash—Epic	19	21	21	24
23	21	<b>Peaceful</b> (2:50) Helen Reddy—Capitol	21	20	24	23
28	22	<b>Reeling in the Years</b> (4:35) Steely Dan—ABC	25	22	23	19
20	23	<b>Little Willy</b> (3:13) The Sweet—Bell	22	25	20	21
18	24	<b>Dueling Banjos</b> (2:10) "Deliverance" soundtrack—Warner Brothers	23	23	25	29
25	25	<b>Wildflower</b> (4:08) Skylark—Capitol	26	24	27	25
32	26	<b>Frankenstein</b> (3:28) Edgar Winter Group—Columbia	32	30	22	22
24	27	<b>Pinball Wizard (See Me, Feel Me)</b> (3:23) New Seekers—MGM/Verve	24	27	26	30
31	28	<b>Daniel</b> (3:52) Elton John—MCA	35	26	30	26
37	29	<b>Out of the Question</b> (2:57) Gilbert O'Sullivan—MAM	27	28	29	32
45	• 30	<b>Armed and Extremely Dangerous</b> (2:49) First Choice—Philly Groove	31	31	31	27
26	31	<b>Dead Skunk</b> (3:08) Loudon Wainwright III—Columbia	28	32	28	34

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
39	32	<b>Thinking of You</b> (2:17) Loggins and Messina—Columbia	37	29	37	28
27	33	<b>Cover of Rolling Stone</b> (2:53) Dr. Hook & the Medicine Show—Columbia	29	35	32	38
40	34	<b>Loving You Is the Right Thing To Do</b> (2:57) Carly Simon—Elektra	33	34	35	31
30	35	<b>Cherry, Cherry</b> (3:56) Neil Diamond—MCA	30	36	33	35
46	• 36	<b>Let Your Yeah Be Yeah</b> (3:30) Brownsville Station—Big Tree	34	33	34	36
50	• 37	<b>Hocus Pocus</b> (3:18) Focus—Sire	38	38	36	33
38	38	<b>Cindy Incidentally</b> (2:34) Faces—Warner Brothers	40	37	40	41
47	39	<b>I'm Doin' Fine Now</b> (2:48) New York City—Chelsea	39	41	38	43
41	40	<b>Daddy's Home</b> (2:59) Jermaine Jackson—Motown	36	42	45	39
35	41	<b>Walk on the Wild Side</b> (3:37) Lou Reed—RCA	50	44	39	40
49	42	<b>Daisy a Day</b> (2:48) Jud Strunk—MGM	41	39	41	47
—	• 43	<b>My Love</b> (4:08) Paul McCartney—Apple	46	40	44	42
42	44	<b>One Man Band</b> (3:29) Ronnie Dyson—Columbia	49	43	42	44
34	45	<b>Drinking Wine</b> (3:37) Jerry Lee Lewis—Mercury	56	45	48	37
29	46	<b>Hummingbird</b> (3:30) Seals & Crofts—Warner Brothers	44	46	43	52
52	47	<b>It Sure Took a Long, Long Time</b> (3:12) Lobo—Big Tree	43	49	46	46
56	48	<b>Playground in My Mind</b> (2:55) Clint Holmes—Epic	45	47	50	48
33	49	<b>Could It Be I'm Falling in Love</b> (4:13) Spinners—Atlantic	47	48	51	49
—	• 50	<b>I'm Gonna Love You</b> (3:58) Barry White—20th Century	48	57	47	55
43	51	<b>Bitter Bad</b> (2:30) Melanie—Neighborhood	51	51	56	58
51	52	<b>Hallelujah Day</b> (2:53) Jackson Five—Motown	52	50	63	54
62	53	<b>And I Love Her So</b> (3:14) Perry Como—RCA	42	52	60	72
53	54	<b>Step by Step</b> (3:20) Joe Simon—Spring	53	53	52	56
—	• 55	<b>No More Mr. Nice Guy</b> (3:05) Alice Cooper—Warner Brothers	71	60	49	45
58	56	<b>Crocodile Rock</b> (3:56) Elton John—MCA	60	58	53	57
67	• 57	<b>I Knew Jesus</b> (2:50) Glen Campbell—Capitol	59	54	59	59
66	58	<b>Blue Suede Shoes</b> (2:48) Johnny Rivers—United Artists	55	66	55	67
—	• 59	<b>Teddy Bear Song</b> (2:57) Barbara Fairchild—Columbia	58	56	65	62
48	60	<b>I'm Just a Singer</b> (4:16) Moody Blues—Threshold	*	63	54	50
—	• 61	<b>Steamroller Blues</b> (3:07) Elvis Presley—RCA	63	59	61	60
61	62	<b>I'm a Stranger Here</b> (3:19) Five Man Electrical Band—Lion	62	65	57	64
65	63	<b>Give It to Me</b> (3:07) J. Geils Band—Atlantic	66	62	67	51
74	• 64	<b>Let's Pretend</b> (2:51) Raspberries—Capitol	57	64	68	61
36	65	<b>Aubrey</b> (3:38) Bread—Elektra	61	68	61	65
60	66	<b>Oh La De Da</b> (3:29) Staple Singers—Stax	65	61	64	62
54	67	<b>Who Was It</b> (3:00) Hurricane Smith—Capitol	64	55	*	66

continued on page 48

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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
—	68	68	Back When My Hair Was Short (2:39) Gunhill Road—Kama Sutra	54	74	73	69
57	69	69	Gudbuy T'Jane (3:30) Slade—Polydor	*	*	58	53
—	70	70	You Can't Always Get What You Want (5:00) Rolling Stones—London	69	67	70	68
72	71	71	Hearts of Stone (2:10) Blue Ridge Rangers—Fantasy	67	70	71	71
73	72	72	Can't Get Blood from Stone (2:48) Scorpion—American	*	73	66	69
—	73	73	Last Tango in Paris (2:50) Herb Alpert—A&M	70	72	75	73
—	74	74	If We Try (3:29) Don McLean—United Artists	72	69	*	74
—	75	75	Right Place Wrong Time (2:50) Dr. John—Atco	74	*	69	75

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

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

Ain't no Woman (5), Also Sprach Zarathustra (13), And I Love Her So (53), Armed and Extremely Dangerous (30), Aubrey (65), Back When My Hair Was Short (68), Bitter Bad (51), Blue Suede Shoes (58), Break Up to Make Up (12), Call Me (14), Can't Get Blood from Stone (72), Cherry, Cherry (35), Cindy Incidentally (38), Cisco Kid (7), Could It Be I'm Falling in Love (49), Cover of Rolling Stone (33), Crocodile Rock (56), Daddy's Home (40), Daisy a Day (42), Daniel (28), Danny's Song (10), Dead Skunk (31), Drift Away (19), Drinking Wine (45), Dueling Banjos (24), Frankenstein (26), Give It To Me (63), Gudbuy T'Jane (69), Hallelujah Day (52), Hearts of Stone (71), Hocus Pocus (37), Hummingbird (46), I Knew Jesus (57), I'm a Stranger Here (62), I'm Doin' Fine Now (39), I'm Gonna Love You (50), I'm Just a Singer (60), If We Try (74), It Sure Took a Long, Long Time (47), Killing Me Softly With His Song (4), Last Song (17), Last Tango in Paris (73), Let Your Yeah Be Yeah (36), Let's Pretend (64), Little Willy (23), Love Train (16), Loving You Is the Right Thing to Do (34), Masterpiece (9), My Love (43), Neither One of Us (2), Night the Lights Went Out in Georgia (1), No More Mr. Nice Guy (55), Oh La De Da (66), One Man Band (44), Out of the Question (29), Peaceful (21), Pinball Wizard (27), Playground in My Mind (48), Reeling in the Years (22), Right Place Wrong Time (75), Sing (6), Space Oddity (18), Steamroller Blues (61), Step by Step (54), Stir It Up (20), Stuck in the Middle (15), Teddy Bear Song (59), Thinking of You (32), Tie a Yellow Ribbon (3), Twelfth of Never (11), Walk on the Wild Side (41), Who Was It (67), Wildflower (25), You Are the Sunshine of My Life (8), You Can't Always Get What You Want (70).

## Billion-dollar mark topped by RCA in first quarter

**Strong broadcasting performance cited for contribution to record-breaking sales figures**

RCA achieved record sales of \$1.01 billion for the first quarter of 1973, while earnings rose by 15% over the comparable 1972 period.

Robert W. Sarnoff, RCA chairman, noted that this was the first time RCA's first-quarter revenues had reached the \$1-billion level. He added the 1973 quarter was the fifth consecutive one in which earnings had increased over the corresponding period a year earlier.

Mr. Sarnoff said the results reflected advances in a wide range of the company's diversified operations. He said strong advertiser demand in broadcasting and increased international message volume produced "significantly higher performance" in the broadcasting, communications, publishing and education operations. He reported that vehicle-renting, home products and other commercial-services groups registered substantial gains.

For the three months ended March 31:

	1973		1972	
Earned per share	\$	0.54	\$	0.47
Revenues	1,013,600,000		924,000,000	
Net income	41,700,000		36,300,000	

## ABC predicts big first quarter

**Wall Street types also hear that firm is high on its entire financial picture—best in history, Goldenson says**

First-quarter 1973 operating earnings of ABC Inc. "will be well ahead of last year's first quarter," according to Leonard H. Goldenson, chairman of the company.

He told a meeting of financial analysts assembled at ABC's headquarters in New York last Tuesday (April 10) that the company is in "the best financial position in its history." By the end of 1972, he said, ABC's long-term debt was reduced from \$160 million to \$107 million; working capital increased from \$177 million to \$207 million, and cash and marketable securities increased from \$48 million to \$82 million. He predicted that for 1973 there will be continued improvement in revenues and earnings.

Elton H. Rule, ABC Inc. president, reported on the performance of all key divisions and operations of the company. He said advances had been made in 1972 in theater, publishing, scenic and wildlife activities, while motion-picture production and record businesses were off substantially.

In the broadcast sector, according to Mr. Rule, profits were turned in by all components, including the television and radio networks, and the owned radio and television stations. He said there is

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"every" indication of "continued, very substantial advertising support" for ABC-TV during the 1973-74 season.

before, when not all stations operated for full year. Over-all, PSA, which is also in hotel business, reported increases in total revenues and net income for last year. For year ended Dec. 31:

three months ended March 31:

	1973	1972
Earned per share	\$0.45	\$0.38
Revenues	6,583,992	5,820,045
Net income	1,162,282	933,417

## Financial Briefs

PSA Inc., San Diego, West Coast air line that also owns four FM stations in state, showed loss of \$314,873 for broadcast operations in 1972. This compares to loss of \$100,101 for broadcast activities year

	1972	1971
Earned per share	\$ 1.71	\$ 1.57
Revenues	112,206,676	102,630,874
Net income	6,940,163	5,427,532

Scrrips-Howard Broadcasting Co., New York, reported increases in revenues and earnings for first quarter of 1973. For

A. C. Nielsen Co., Chicago, reported increases in sales and earnings for first half of fiscal 1972-73. For six months ended Feb. 28:

	1973	1972
Earned per share	\$ 0.55	\$ 0.43
Revenues	71,013,277	61,155,459
Net income	10,687,199	8,457,590

## Broadcasting Stock Index

Weekly market summary of 141 stocks allied with broadcasting

Stock symbol	Exch.	Closing April 11	Closing April 4	Net change in week	% change in week	High 1973	Low	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N 27	23 1/2	+ 3 1/2	+ 14.89	31 1/2	23	16,836	454,572
ASI COMMUNICATIONS			1		.00	1 1/2	1	1,815	1,815
CAPITAL CITIES	CCB	N 49 1/4	48 3/4	+ 1/2	+ 1.02	62 1/2	47 1/2	6,991	344,306
CBS	CBS	N 39 1/2	37 5/8	+ 1 7/8	+ 4.98	52	36 7/8	28,096	1,109,792
CONCERT NETWORK INC.			1/4		.00	5/8	1/4	2,200	550
COX	COX	N 24 1/2	25 1/2	- 1	- 3.92	40 1/4	24 1/2	5,850	143,325
FEDERATED MEDIA			3		.00	3 1/2	2 1/2	820	2,460
GROSS TELECASTING	GGG	A 16	14 1/2	+ 1 1/2	+ 10.34	18 3/8	14 3/8	800	12,800
LIN	LINB	O 10 3/4	11	- 1/4	- 2.27	14 3/4	10 3/4	2,341	25,165
MOONEY	MOON	O 7 3/8	7 3/8		.00	10 1/4	7 3/8	385	2,839
PACIFIC & SOUTHERN	PSOU	O 10 3/4	9 3/4	+ 1	+ 10.25	13 3/4	8 3/4	2,010	21,607
RAHALL COMMUNICATIONS	RAHL	O 8 1/4	7 3/4	+ 1/2	+ 6.45	12 1/4	7 3/4	1,296	10,692
SCRIPPS-HOWARD*	SCRP	O	19 1/4		.00	21 1/4	19	2,589	49,838
STARR*	S8G	M 16 1/4	16 1/4		.00	24 1/2	16 1/4	1,061	17,241
STORER	S8K	N 28 1/4	23 1/2	+ 4 3/4	+ 20.21	44	22	4,402	124,356
TAFT	TF8	N 39 7/8	40 1/4	- 3/8	- .93	58 5/8	38 1/2	4,064	162,052
<b>TOTAL</b>								81,556	2,483,410
<b>Broadcasting with other major interests</b>									
ADAMS-RUSSELL	AAR	A 3 5/8	3 3/4	- 1/8	- 3.33	5 3/8	3 3/8	1,259	4,563
AVCO	AV	N 12 7/8	12 3/4	+ 1/8	+ .98	16	12	11,497	148,023
BARTELL MEDIA	8MC	A 2 1/8	2 1/8		.00	3 1/2	1 5/8	2,257	4,796
CHRIS-CRAFT	CCN	N 5 1/4	5 1/2	- 1/4	- 4.54	6 5/8	5	4,008	21,042
COMBINED COMMUNICATIONS	CCA	A 27 5/8	27 3/4	- 1/8	- .45	44	25 3/4	3,436	94,919
COMLES COMMUNICATIONS	CWL	N 7 3/8	7 1/4	+ 1/8	+ 1.72	9 5/8	7	3,969	29,271
OUN & BRADSTREET	DN8	N 80	78 3/8	+ 1 5/8	+ 2.07	81 1/4	75	13,021	1,041,680
FAIRCHILD INDUSTRIES INC.	FEN	N 8 5/8	8 7/8	- 1/4	- 2.81	13 3/8	8 3/8	4,562	39,347
FUQUA	FQA	N 13 3/4	14 3/8	- 5/8	- 4.34	20 3/8	13 1/4	9,587	131,217
GABLE INDUSTRIES	G8J	N 19 1/4	16	+ 3 1/4	+ 20.31	25	15	2,551	49,106
GENERAL TIRE & RUBBER	GY	N 23 1/2	23 5/8	- 1/8	- .52	28 3/4	22	20,651	485,298
GLOBETROTTER COMMUNICATION INC	GLBTA	O 7 5/8	7 5/8		.00	8 1/8	7	2,843	21,677
GRAY COMMUNICATIONS			10	- 1	- 10.00	12 7/8	9	4,775	4,275
HARTE-HANKS NEWSPAPERS INC.	HHN	N 19	18 1/2	+ 1/2	+ 2.70	29 1/4	15 1/4	4,321	82,099
ISC INDUSTRIES	ISC	A 7 1/4	7 1/4		.00	8	6 3/8	1,658	12,020
KAISER INDUSTRIES	KI	A 5	4 7/8	+ 1/8	+ 2.56	6 5/8	4 5/8	26,948	134,740
KANSAS STATE NETWORK	KSN	D 5 1/4	5 3/8	- 1/8	- 2.32	6 1/8	5 1/4	1,741	9,140
KINGSTIP INC.	KTP	A 8 1/2	8	+ 1/2	+ 6.25	14 1/4	8	1,155	9,817
LAMB COMMUNICATIONS*			1 3/4		.00	2 5/8	1 3/4	475	831
LEE ENTERPRISES	LNT	A 17	17 5/8	- 5/8	- 3.54	25	17	3,340	56,780
LIBERTY CORP.	LC	N 17 1/4	17 3/4	- 1/2	- 2.81	23 7/8	17 1/4	6,753	116,489
MCGRAW HILL	MHP	N 10 1/8	11 1/2	- 1 3/8	- 11.95	16 7/8	10 1/8	23,518	238,119
MEDIA GENERAL INC.	MEG	A 41	37 3/4	+ 3 1/4	+ 8.60	43 1/2	34 1/4	3,434	140,794
MEREDITH CORP.	MDP	N 14 7/8	14 5/8	+ 1/4	+ 1.70	20 1/2	14 3/8	2,827	42,051
METROMEDIA	MET	N 19 1/4	17 3/4	+ 1 1/2	+ 8.45	32 1/4	16 1/2	6,078	117,001
MULTIMEDIA INC.			23	+ 1/4	+ 1.08	30 1/4	23	3,620	84,165
OUTLET CO.	OTU	N 12 7/8	13 3/8	- 1/2	- 3.73	17 5/8	12 1/2	1,336	17,201
PACIFIC SOUTHWEST AIRLINES	PSA	N 17	15 3/8	+ 1 5/8	+ 10.56	21 7/8	15	3,779	64,243
POST CORP.	POST	O 13 1/4	14 1/4	- 1	- 7.01	17	13 1/4	942	12,481
PUBLISHERS BROADCASTING CORP.	PUBB	O 1 1/8	1 1/8		.00	2	1 1/8	919	1,033
REEVES TELECOM	R8T	A 2	2		.00	3 1/4	2	2,294	4,588
RIDDER PUBLICATIONS	RPI	N 22 1/2	22	+ 1/2	+ 2.27	29 7/8	21 1/2	8,327	187,357
ROLLINS	ROL	N 24	24 7/8	- 7/8	- 3.51	36 1/2	19 1/4	12,916	309,984
RUST CRAFT	RUS	A 20 1/2	20 1/2		.00	33 3/4	20	2,350	48,175
SAN JUAN RACING	SJR	N 14 7/8	15 3/4	- 7/8	- 5.55	23 3/4	14 7/8	2,153	32,025
SCHERING-PLOUGH	SGP	N 149 3/4	145 1/8	+ 4 5/8	+ 3.18	151 1/2	130	25,471	3,814,282
SONDERLING	SDB	A 11 3/8	10 3/4	+ 5/8	+ 5.81	16 3/8	10 1/2	1,005	11,431
TECHNICAL OPERATIONS, INC.	TD	A 8 3/4	8 1/2	+ 1/4	+ 2.94	13 1/2	8 1/4	1,386	12,127
TIMES MIRROR CO.	TMC	N 18 3/8	19 7/8	- 1 1/2	- 7.54	25 7/8	18 3/8	31,080	571,095
TURNER COMMUNICATIONS*			5		.00	6	4 7/8	1,486	7,430
WASHINGTON POST CO.	WPD	A 24 1/2	25	- 1/2	- 2.00	37	24	4,818	118,041
WHOH CORP.*			23	- 3	- 13.04	23	14	589	11,780
WOMETCO	WDM	N 15 1/8	14 1/4	+ 7/8	+ 6.14	19 3/8	13	6,073	91,854
<b>TOTAL</b>								272,908	8,434,991
<b>Cable</b>									
AMECO	ACO	O 7/8	7/8		.00	3	7/8	1,200	1,050
AMERICAN ELECTRONIC LABS	AELBA	O 2 3/4	2 7/8	- 1/8	- 4.34	3 5/8	2 1/2	1,726	4,746
AMERICAN TV & COMMUNICATIONS	AMTV	O 33 1/2	33 3/4	- 1/4	- .74	39	30 1/2	2,856	95,676
BURNUP & SIMS	BSIM	O 24 3/4	23 3/4	+ 1	+ 4.21	31 3/4	23 3/4	7,510	185,872
CABLECOM-GENERAL	CCG	A 5 1/4	5 1/4		.00	8 7/8	4 7/8	2,472	12,978
CABLE FUNDING CORP.*	CFUN	O 6 3/4	7 1/4	- 1/2	- 6.89	8 1/8	5 3/4	1,233	8,322
CABLE INFORMATION SYSTEMS*			1 1/2		.00	2 1/2	1 1/2	955	1,432

	Stock symbol	Exch.	Closing April 11	Closing April 4	Net change in week	% change in week	High	1973 Low	Approx. shares out (000)	Total market capitalization (000)	
CITIZENS FINANCIAL CORP.	CPN	A	6 7/8	6 5/8	+ 1/4	+ 3.77	9 1/2	6 1/2	2,416	16,610	
COMCAST CORP.	O		4 3/4	4 5/8	+ 1/8	+ 2.70	5 3/8	4 1/4	1,280	6,080	
COMMUNICATIONS PROPERTIES	COMU	O	5 7/8	6	- 1/8	- 2.08	9 3/4	5 3/4	1,917	11,262	
COX CABLE COMMUNICATIONS	CXC	A	24 3/8	24 3/4	- 3/8	- 1.51	31 3/4	20 1/4	3,556	86,677	
CYPRESS COMMUNICATIONS*	CYPR	O				.00	18 1/4	13	2,732	35,516	
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	19 3/4	18 3/4	+ 1	+ 5.33	29 1/2	17 1/4	6,503	128,434	
GENERAL TELEVISION INC.*	O		3 1/2	3 1/4	+ 1/4	+ 7.69	4 1/2	3 1/4	1,000	3,500	
HAWKEYE COMMUNICATIONS INC.	O		11	11		.00	17 1/2	7	345	3,795	
LVO CABLE INC.	LVOC	O	7 3/8	7 3/4	- 3/8	- 4.83	11 1/4	7 3/8	1,466	10,811	
SCIENTIFIC-ATLANTA INC.	SFA	A	11	10 1/2	+ 1/2	+ 4.76	15 3/8	9	917	10,087	
STERLING COMMUNICATIONS	STER	O	3	3 3/8	- 3/8	- 11.11	4 1/4	2 7/8	2,162	6,486	
TELE-COMMUNICATIONS	TCOM	O	13 5/8	11 3/4	+ 1 7/8	+ 15.95	21	11 3/4	3,866	52,674	
TELEPROMPTER	TP	A	23 1/8	22 3/8	+ 3/4	+ 3.35	34 1/2	21 1/4	16,513	381,863	
TIME INC.	TL	N	40 5/8	40 1/4	+ 3/8	+ .93	63 1/4	37 1/2	7,284	295,912	
TOCOM	TOCM	O	7 3/4	8 3/8	- 5/8	- 7.46	12 1/8	7 3/4	596	4,619	
UA-COLUMBIA CABLEVISION INC.	UACC	O	10 1/2	10 1/2		.00	15	10 1/4	1,832	19,236	
VIACOM	VIA	N	14 7/8	14 1/2	+ 3/8	+ 2.58	20	12 1/8	3,931	58,473	
VIKOA	VIK	A	6 1/4	7	- 3/4	- 10.71	9 1/8	5 7/8	2,333	14,581	
<b>Programming</b>									<b>TOTAL</b>	<b>79,959</b>	<b>1,460,087</b>
COLUMBIA PICTURES	CPS	N	6	6		.00	9 7/8	5 3/4	6,335	38,010	
DISNEY	OIS	N	93 5/8	91 1/8	+ 2 1/2	+ 2.74	123 7/8	88 1/2	28,552	2,673,181	
FILMWAYS	FMY	A	3 1/4	3 3/4	- 1/2	- 13.33	5 3/8	3 1/4	1,877	6,100	
GULF + WESTERN	GW	N	25 3/8	24 1/4	+ 1 1/8	+ 4.63	35 3/4	23 3/4	16,387	415,820	
MCA	MCA	N	23 5/8	24	- 3/8	- 1.56	34 1/4	23	8,243	194,740	
MGM	MGM	N	19 1/2	19 3/4	- 1/4	- 1.26	24	19 1/8	5,958	116,181	
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8	534	1,401	
TELE-TAPE PRODUCTIONS*	O		1 1/2	1 1/2		.00	1 3/4	1 3/8	2,190	3,285	
TELETRONICS INTERNATIONAL*	O		7	7 1/4	- 1/4	- 3.44	10 1/2	7	724	5,068	
TRANSAMERICA	TA	N	14 1/8	14	+ 1/8	+ .89	17 5/8	13 3/4	67,413	952,208	
20TH CENTURY-FOX	TF	N	8 3/8	8 1/4	+ 1/8	+ 1.51	12 3/8	8	8,562	71,706	
WALTER READE ORGANIZATION	WALT	O				.00	1 3/8	7/8	2,203	1,927	
WARNER COMMUNICATIONS INC.	WCI	N	24 1/2	21	+ 3 1/2	+ 16.66	39 1/8	20 3/8	18,883	462,633	
WRATHER CORP.	WCO	A	11 1/4	12 1/2	- 1 1/4	- 10.00	16 5/8	10 3/4	2,164	24,345	
<b>Service</b>									<b>TOTAL</b>	<b>170,025</b>	<b>4,966,605</b>
JOHN BLAIR	BJ	N	9 1/2	8 7/8	+ 5/8	+ 7.04	13	8 1/2	2,606	24,757	
COMSAT	CO	N	54	53 3/8	+ 5/8	+ 1.17	64 1/2	51	10,000	540,000	
CREATIVE MANAGEMENT	CMA	A	7 1/8	7 3/8	- 1/4	- 3.38	9 1/2	6 3/4	975	6,946	
DOYLE DANE BERNBACH	DOYL	O	15 1/2	14	+ 1 1/2	+ 10.71	23 1/2	13 3/4	1,984	30,752	
ELKINS INSTITUTE	ELKN	O		3/4		.00	1 1/4	3/4	1,664	1,248	
FOOTE, CONE & BELDING	FCB	N	9 1/2	10 3/8	- 7/8	- 8.43	13 3/8	9 1/8	2,152	20,444	
CLINTON E. FRANK INC.*	D		9	8 3/4	+ 1/4	+ 2.85	11 2/8	8 1/2	720	6,480	
GREY ADVERTISING	GREY	O	13 1/4	12 1/2	+ 3/4	+ 6.00	17 1/4	11 1/4	1,200	15,900	
INTERPUBLIC GROUP	IPG	N	19 1/4	19 5/8	- 3/8	- 1.91	25 3/8	17 1/4	2,587	49,799	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	13 1/2	13 1/2		.00	18 1/2	13 1/2	825	11,137	
MCCAFFREY & MCCALL*	O		8 1/2	9 1/4	- 3/4	- 8.10	10 3/4	8 1/2	585	4,972	
MCI COMMUNICATIONS	MCIC	O	5 3/4	6 1/8	- 3/8	- 6.12	8 3/4	5 3/4	11,810	67,907	
MOVIELAB	MOV	A	1 1/4	1 1/4		.00	1 7/8	1 1/8	1,407	1,758	
MPO VIDEOELECTRONICS	MPO	A	3 3/4	3 7/8	- 1/8	- 3.22	4 7/8	2 1/2	540	2,025	
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O	16 1/2	19 1/4	- 2 3/4	- 14.28	26 1/4	16 1/2	911	15,031	
A. C. NIELSEN	NIELB	O	36 1/2	36 1/2		.00	40 1/2	35 3/4	10,598	386,827	
OGILVY & MATHER	OGIL	D	25 1/4	25 1/4		.00	32 1/2	25	1,716	43,329	
PKL CO.*	PKL	D	1 1/2	1 3/8	+ 1/8	+ 9.09	2 5/8	1 1/2	778	1,167	
J. WALTER THOMPSON	JWT	N	15 3/4	15 3/4		.00	24 3/4	15 1/2	2,694	42,430	
UNIVERSAL COMMUNICATIONS INC.*	D		6	6 1/2	- 1/2	- 7.69	12 1/4	6	715	4,290	
WELLS, RICH, GREENE	WRG	N	12 3/4	12 1/2	+ 1/4	+ 2.00	21 1/8	12	1,568	19,992	
<b>Electronics</b>									<b>TOTAL</b>	<b>58,035</b>	<b>1,297,191</b>
ADMIRAL	AOL	N	11 7/8	12	- 1/8	- 1.04	18	11 1/2	5,813	69,029	
AMPEX	APX	N	5	5 1/8	- 1/8	- 2.43	6 7/8	5	10,875	54,375	
CARTRIDGE TELEVISION INC.	O		4 7/8	7 1/4	- 2 3/8	- 32.75	16 1/2	4 7/8	2,083	10,154	
CCA ELECTRONICS	CCAE	O	1 1/2	1 1/2		.00	3	1 1/4	881	1,321	
COLLINS RADIO	CRI	N	22 5/8	23 1/2	- 7/8	- 3.72	25 7/8	19 1/4	2,968	67,151	
COMPUTER EQUIPMENT	CEC	A	2 1/4	2 3/8	- 1/8	- 5.26	2 3/4	2	2,421	5,447	
CONRAC	CAX	N	24	23 3/8	+ 5/8	+ 2.67	31 7/8	22 1/4	1,261	30,264	
GENERAL ELECTRIC	GE	N	64 1/2	60 3/4	+ 3 3/4	+ 6.17	75 7/8	60 1/4	182,123	11,746,933	
HARRIS-INTERTYPE	HI	N	33 3/4	34 1/2	- 3/4	- 2.17	49 1/4	33 1/8	6,301	212,658	
INTERNATIONAL VIDEO CORP.*	IVCP	O	10	10 3/4	- 3/4	- 6.97	14 3/4	10	2,745	27,450	
MAGNAVOX	MAG	N	13 7/8	15 5/8	- 1 3/4	- 11.20	29 5/8	13 7/8	17,685	245,379	
3M	MMM	N	85 1/4	80 5/8	+ 4 5/8	+ 5.73	88 7/8	79 1/8	113,009	9,634,017	
MOTOROLA	MOT	N	105 1/4	100 1/2	+ 4 3/4	+ 4.72	138	97 3/4	13,648	1,436,452	
OAK INDUSTRIES	OEN	N	14 1/2	14 1/2		.00	20 1/2	13 7/8	1,638	23,751	
RCA	RCA	N	28 3/8	25 7/8	+ 2 1/2	+ 9.66	39 1/8	25 5/8	74,432	2,112,008	
RSC INDUSTRIES	RSC	A	1 3/4	1 7/8	- 1/8	- 6.66	2 1/4	1 3/4	3,458	6,051	
SONY CORP	SNE	N	49	46 3/8	+ 2 5/8	+ 5.66	57 1/4	41 1/8	66,250	3,246,250	
TEKTRONIX	TEK	N	38 1/2	35 7/8	+ 2 5/8	+ 7.31	53 7/8	35 1/2	8,162	314,237	
TELEMATION	TIMT	O	4	4 1/4	- 1/4	- 5.88	4 3/4	4	1,050	4,200	
WESTINGHOUSE	WX	N	38	36 3/8	+ 1 5/8	+ 4.46	47 3/8	35 1/4	88,235	3,352,930	
ZENITH	ZE	N	41 7/8	40	+ 1 7/8	+ 4.68	56	39 5/8	19,040	797,300	
									<b>TOTAL</b>	<b>624,078</b>	<b>33,397,357</b>
									<b>GRAND TOTAL</b>	<b>1,286,561</b>	<b>52,039,641</b>

Standard & Poor's Industrial Average

126.41

121.80

+4.61

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.

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## Media



Mr. Blum

Mr. Rouse

**Gerald Blum**, head of radio division, Pacific and Southern Broadcasting Co., and general manager, WQXI-AM-FM Atlanta, named executive VP. **Jim Rouse**, controller, WQXI-AM-FM-TV, appointed controller and assistant secretary, P&S. P&S is owner of WSAI-AM-FM Cincinnati, WWDJ(AM) Hackensack, N.J., KKDJ(FM) Los Angeles, KIMN(AM) Denver, and KYXI(AM) Oregon City, Ore. in addition to WQXI-AM-FM-TV.

**Jack F. Beauchamp**, general manager, WBAL-TV Baltimore, elected VP.

**John Catlett**, general manager, WCBF-FM New York, returns to WBBM-FM Chicago in the same capacity. Mr. Catlett went to New York from Chicago (where he was general manager) last summer. Both are CBS-owned stations.

**Herbert Mendelsohn**, assistant to president, Metromedia Radio, New York, becomes general manager, Metromedia's newly acquired WDFH(FM) Chicago.

**Phil Watson**, general manager and program director of Howard University's WHUR(FM) Washington, left that station last Monday (April 9) after apparent policy differences with school administration. He has been succeeded by **John Paul Simpkins**, university administrator.

**Jay E. Gerber**, with New York law firm, Cravath, Swain & Moore, joins NBC New York, as senior counsel. **Robert A. Hurford**, division VP, RCA Records International, appointed VP, personnel, NBC, succeeding **Richard B. Niles**, who was named VP, industrial relations, Hertz Corp., New York, last January.

**Bruce Feldman**, with employe-relations staff, Frito-Lay Inc., joins Metromedia, New York, as associate director of labor relations.

**R. William Habel**, legal counsel in government relations, National Association of Broadcasters, Washington, resigns to become president, Leisure Time Properties, Orlando, Fla., as of May 1.

Elected to board of governors, Public Broadcasting Service, Washington, are: **Ralph Rogers**, KERA-TV Dallas, chairman; **Sidney L. James**, WETA-FM-TV Washington, first vice chairman; **Mrs. Allen Charles**, KQED-FM San Francisco,

second vice chairman, and **Edmund F. Ball**, WIPB(TV) Muncie, Ind., third vice chairman.

**Roland S. Tremble**, VP-finance, Downe Communications Inc., New York, named executive VP of corporate staff and service group of Downe, which owns 40% of Bartell Media Corp., New York, group radio-station operator.

**Allen Lee**, with KART(AM) Jerome, Idaho, elected president, Idaho State Broadcasters Association; **Claude Cain**, KID-TV Idaho Falls, elected VP, and **Dale Peterson**, KCID(AM) Caldwell, elected secretary-treasurer.

**Carl Brazell**, news director, WNEW(AM) New York, becomes assistant operations manager, newly created position.

**Warren W. Schwed**, director of communications, American Bankers Association and U.S. Catholic Conference, both Washington, joins Corporation for Public Broadcasting there as consultant and acting director of public information. He succeeds **John R. O'Brien**, who returns to U.S. Information Agency as consultant.

**Barbara Krefetz**, audience promotion director, KYW-TV Philadelphia, joins WRC-TV Washington as administrator of advertising and promotion. **Heidi Butler Nelson**, editorial consultant, Match Institution, Washington, joins WRC-TV as administrator of press and publicity.

**Ralph Cassanova**, district sales manager, F.&M. Schaefer Brewing Co., New York, appointed assistant director of community affairs, WCBF-TV, New York.

## Broadcast Advertising



Mr. Jacoby

Mr. Foster

**Robert E. Jacoby**, president and chief operating officer, Ted Bates & Co., has been elected to succeed **Archibald McG. Foster** as chief executive officer. Mr. Foster continues as board chairman. Mr. Jacoby had been named president of New York agency operations in 1969, executive VP of worldwide agency in 1970 and president and chief operating officer in 1971.

**Dick Marvin**, VP-senior creative supervisor, Ted Bates, New York, named senior VP-creative director.

**Charles N. Blakemore**, **Hal Kome**, **Rudolph R. Perz**, and **James L. Shymkus**, all executive creative directors, Leo Burnett Co., Chicago, elected senior VPs.

**Joel Harrison** and **Richard Levenson**, creative group heads, Kenyon & Eckhardt, New York, elected VP's. **Jim Hapeman**, account supervisor, K&E, Chicago, elected VP.

**Martin Cole**, network programing executive, and **Alan Klein**, account supervisor, McCann-Erickson, New York, elected VP's.

**Herbert M. Baum** and **John M. Kemper**, account supervisors, Needham, Harper & Steers, elected VP's. **David Francis**, writer/producer, Albert J. Rosenthal & Co., named copy supervisor, NHS. **Millie Olson**, copywriter, N. W. Ayer & Son, joins NHS in similar capacity. All agencies in Chicago.

**Tom Ong**, creative director, Clyne-Maxon, named VP-group creative director, Cunningham & Walsh, both New York. **Dave Clark**, group creative director, C&W, elected VP.

**Harry Marks**, director, on-air advertising, CBS-TV, Los Angeles, appointed director, on-air advertising, ABC-TV, Los Angeles.

**David R. Williams**, VP and media director, Ted Bates & Co., New York, joins Vitt Media International there as VP and senior associate.



Mr. McCann

**James P. McCann**, VP and general manager, RKO Television Representatives, joins Post-Newsweek Stations as director of television sales. He succeeds **Leonard T. Girraputo**, VP-sales, promotion and research, named executive VP - operations for station group which includes WTOP-AM-FM Washington, WPLG-TV Miami, WJXT-TV Jacksonville, Fla., and WKCY(AM) Cincinnati (BROADCASTING, March 26).

**Walter Hart**, VP-national sales manager, KTTV(TV) Los Angeles, joins KMBC-TV Kansas City, Mo., as VP and general sales manager. Both are Metromedia stations.



Mr. Schneider

as local sales manager.

**Robert Schneider**, national sales manager, WTVJ(TV) Miami, and formerly co-founder, TeleRep, New York, joins WJAR-TV Providence, R.I., as general sales manager.

**Jack Yearwood**, local sales manager, KNTV(TV) San Jose, Calif., appointed gen-

eral sales manager. **Robert W. Allen**, with WKAT-AM-FM Miami Beach, Fla., named general sales manager.



Mr. Essex

William Harold Essex, 68, trained as newspaperman but broadcaster for more than 40 years, died April 11 of apparent heart attack in Winston-Salem, N.C., on his way to work at WSJS(AM), station he was associated with for most of his career. Mr. Essex, known affectionately by his friends as Preach or Preacher, was, at time of his death, president and treasurer of Triangle Broadcasting Corp. (WSJS[AM] and WTQR[FM], both Winston-Salem) and president of Tele-Cable of Winston-Salem, cable-television operation. Pioneer in presenting news on radio, industry activist, community-spirited executive, Mr. Essex once said that he'd have been "the most unhappy guy you ever saw" if his career had taken him into some business other than broadcasting. Yet, initially, he chose newspaper work as career, working for nearly 15 years for such newspapers as *Hickory* (N.C.) *Daily Record*, *Greensboro* (N.C.) *Daily Record* and *Chicago Daily Times*. Along the way he had occasion, in 1927, to present news program (from a newspaper city room) on WNRC(AM) (now WBIG[AM] Greensboro, N.C.). While at the *Chicago Daily Times*, Mr. Essex became well known radio newsman, doing capsule-form news shows over WBBM(AM), then affiliate of the newspaper. He returned to North Carolina in 1939 as sales manager of WSJS, then owned by Piedmont Publishing Co. He eventually ran station as general manager and also was in charge of WSJS-TV (now WXII[TV]) from its inception in 1953 until it was sold last year to Multimedia Inc. Mr. Essex served two terms as president of North Carolina Association of Broadcasters, two terms as member of NBC Radio Affiliates executive committee, five years as member of the board of delegates of the NBC Television Affiliates, five two-year terms as member of the radio board of National Association of Broadcasters, term as chairman of TV board of NAB, and as secretary-treasurer, member of board (since 1958) and of executive committee of Association of Maximum Service Telecasters. He is survived by his wife, Margaret.



Mr. McCarthy

local sales manager.

**William Shearer**, with KGFJ(AM) Los Angeles, joins KAGB-FM Inglewood, Calif., as VP-general sales manager.

**James Marino**, eastern sales manager, RKO Television Representatives, New York, named VP-general manager, New York office. **Sharonlee Johnson**, director of advertising and promotion, WGMS(AM) Bethesda, Md., appointed corporate as-

**Robert J. McCarthy**, VP and Chicago manager, Major Market Radio, joins WFMF(FM) Chicago as sales manager.

**Ned Follis**, local sales manager, KBUY(AM) Fort Worth, Tex., appointed general sales manager. **Troy Young**, with KBUY, succeeds him

assistant for advertising and promotion, RKO Radio, division of RKO General Inc.

**Harry Wilson**, senior art director, Ketchum, MacLeod & Grove, Houston, appointed creative director. **William M. Kunkel Jr.**, copy supervisor, appointed associate creative director, KM&G. **Marguerite Good**, broadcast negotiator, KM&G, Pittsburgh, appointed broadcast supervisor.

**Earl Littman**, president, Goodwin, Dannenbaum, Littman & Wingfield, Houston agency, elected president, Associated Advertising Agencies International, association composed of 44 agencies.

### Programing

**Robert Bailey**, associate producer of cultural affairs, National Public Radio, Washington, appointed director, newly created department of arts and performance. **Robert Montiegel**, program man-

ager, Mohawk-Hudson Council on Educational Television, Schenectady, N.Y., joins department of arts and performance as associate producer.

**Richard Briggs**, with Metromedia Producers Corp., joins Ervin Zavada Productions, Hollywood television production firm, as VP-program development.

**Jay I. Mitchell**, station manager, WBLI(FM) Patchogue, N.Y., and program director, WGLI(AM) Babylon, N.Y., assumes additional post, program supervisor, Beck-Ross Communications stations which include, in addition to WBLI and WGLI, WKMF(AM) and WGMZ(FM) Flint, Mich.

**John Irons**, with WKMF(AM)-WGMZ(FM) Flint, Mich., appointed program director.

**Eric Kulberg**, assistant production manager, WTTG(TV) Washington, appointed manager of production.

**Robert Allingham**, VP-TV programing, KTAR-TV Phoenix, appointed group film buyer, television stations division, Combined Communications Group. Other CCC stations include: KBTU(TV) Denver, KOCo-TV Oklahoma City, KBLU-TV Yuma, Ariz., and KARK-TV Little Rock, Ark. (also see "Changing Hands" this issue).

**Jay Maxey**, associate director, KMTV(TV) Omaha, appointed producer-writer.

**Casey A. Heckman**, with McGraw-Hill 6 Productions, Indianapolis, appointed sales manager.

### Broadcast Journalism

**Elvin Mills**, chief news photographer, WLOS-TV Asheville, N.C., named recipient, North Carolina "distinguished citizen award" following his March 28 rescue of elderly woman from a fire in her home. Award, presented April 1 by North Carolina Governor Jim Holsinger, cites newsman for lifesaving effort, involvement in service organizations and accomplishments in community relations in Asheville.

**Rudy Ruderman**, with news department, WNEW(AM) New York, appointed news director.

**Gary Johnson**, formerly with KDEF(AM) Albuquerque, N.M., joins KDBW(AM) Minneapolis-St. Paul as news director.

**David McCormick**, news producer, WCVB-TV Boston, joins NBC News bureau, Cleveland, as executive producer and producer for evening news program, WKYC-TV there.

**Dick Wheeler**, news director, KRLD(AM) Dallas, elected president, United Press International Broadcasters Association of Texas.

**Andrew S. Fisher**, special correspondent, WQXI, Atlanta, appointed assistant editor/reporter, WCBS-TV New York.

**Steve Wilson**, with *Courier-Tribune*, Bloomington, Ind., joins KCBS-AM-FM San Francisco, as news editor.

**Jerry Condra**, news director, KQTV(TV) St. Joseph, Mo., joins KOVR-TV Stockton-Sacramento, Calif., as news editor.

**Max Roby**, anchorman, KMOX-TV St. Louis, joins KSD-TV there in similar capacity.

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## Broadcasting

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- 2 years \$37.50
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- 1973 Yearbook \$14.50 (If payment with order: \$13.50)
- Payment enclosed
- Bill me

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

**Bill Rees**, with ABC Information Network, New York, joins WTOL-TV Toledo, Ohio, as anchorman.

**James Walker**, reporter and producer, WHAS-TV Louisville, Ky., joins WCAU-TV Philadelphia as general assignment reporter.

**Deborah Myers Mathis**, formerly reporter, *Arkansas Democrat*, joins KTHV-TV Little Rock, Ark., as reporter.

**Betty Carrier**, newscaster, 12:30 p.m. newscasts, WWJ-TV Detroit, appointed newscaster, 6:00 and 11:00 p.m. newscasts. **Jim Forney**, with KDKA-AM-FM-TV Pittsburgh, joins WWJ-TV as sportscaster.

**Rod Fritz**, news director, WCRV(AM) Washington, N.J., joins WSUN(AM) St. Petersburg, Fla., as newsman.

**Art Kevin**, with KHJ-AM-FM-TV Los Angeles, joins KMPC(AM) there as newsman.

**Herb Holmes**, producer and public affairs director, noncommercial WUWM-FM Milwaukee, joins National Public Radio, Washington, as newsman.

**Marty Glickman**, New York Giants' play-by-play man, WNEW(AM) New York, appointed to play-by-play duty for New York Jets, WOR-AM New York.

## Cable

**Barry D. Lemieux**, VP-operations, Caravatt, Kleiman Co., CATV programming firm, appointed director of corporate development, Continental Cablevision of Ohio, with responsibility for developing new CATV operations in Dayton-Cincinnati area in addition to company's franchises in Springfield and Fairburn, both Ohio.

**Thomas Gilchrist**, Perry Cable Television Co., Riviera Beach, Fla., elected president, Florida Cable Television Association. **James A. Hudgens**, Orange Cablevision, Orlando, **Ronald D. Harmon**, Florida Cablevision Corp., Vera Beach, and **James Reinsch**, Cox Cablevision Corp., Ocala, elected VP's. **Ralph S. Hatcher**, Communicable, Cocoa Beach, elected secretary and **John Montgomery**, Live Oak Cablevision, Like Oak, elected treasurer.

**John J. Santen**, manager, Teleprompter Corp.'s Newark, Calif., system, appointed manager of Teleprompter's new CATV system in Oakland, Calif. **Donna Mae Granton**, office manager, Teleprompter's Galveston, Tex., CATV system, appointed manager, La Marque, Tex., system.

**David L. Randolph**, director of engineering, communication center, Bradley University, Peoria, Ill., joins Complete Channel TV Inc., Madison, Wis., as director of engineering for CATV system under construction there.

## Equipment & Engineering

**George S. Dietrich**, executive director-secretary, Association for Broadcast Engineering Standards, retires following heart attack. According to president, George R. Comte, WTMJ Inc., Milwaukee,



Mr. Snyder (1954 photo)

that in 1931 Mr. Snyder was appointed manager of WLS and six years later was named vice president. There Mr. Snyder stayed, running WLS for some 25 years, during time station originated such nationwide programs as *The National Barn Dance* (for NBC) and introduced such country personalities as Gene Autry. A short man, little more than five feet tall, Mr. Snyder was in sharp contrast to his boss, Burrige Butler, who was taller than six feet. Known for his joking and clowning, Mr. Snyder was sincere in his devotion to American farmer, whom he pictured sitting at home in evening, dog-tired, and to whom radio provided valuable service with entertainment programming and farm information. "I know these listeners of ours," he once said. "Their background is mine. I'm one of them." During his broadcast career he participated in ownership of KTUC(AM) Tucson, Ariz., and, with Mr. Butler, of KOY(AM) Phoenix. Seven years ago, Mr. Snyder moved to Arizona, following his retirement from active broadcasting. He is survived by his wife, Helen, and two daughters.

**Glenn Snyder**, 81, pioneer radio executive who was instrumental in building WLS(AM) Chicago into what was virtually an institution for Midwestern farmer listeners, died April 10 in Scottsdale, Ariz., following stroke. Print journalist and space salesman early in his career, Mr. Snyder found the perfect place for his temperament and interests first in farm journalism and then in farm radio. After working for such publications as *Kimball's Dairy Farmer* in Waterloo, Iowa; *Nebraska Farmer* in Lincoln and *Wisconsin Agriculturalist* in Racine, he joined with patriarchal Burrige D. Butler, himself a pioneer broadcaster. For Mr. Butler, president of WLS and *Prairie Farmer*, Glenn Snyder first worked in advertising department of publication and then, in 1930, became commercial manager of station. So successful was he in radio,

organization will continue to operate but on more limited basis.



Mr. Safiol

Mr. Firestone

**George E. Safiol**, VP and general manager, F. W. Sickles division, General Instrument Corp., New York, elected group VP, entertainment electronics products group. Mr. Safiol succeeds William L. Firestone, elected president, Jerrold Corp., General Instrument cable-equipment subsidiary (BROADCASTING, April 2).

**Eugene E. Beyer Jr.**, staff VP and general attorney, RCA Corp., New York, named VP and general attorney. **James J. Johnson**, VP-marketing, RCA, assigned additional responsibility for coordination of RCA's "SelectaVision" home video player/recorder activities.

**Frank Roide**, VP and secretary-treasurer, Schafer Electronics Corp., Goleta, Calif., broadcast equipment manufacturer, named executive VP.

**Robert J. O'Neil**, senior VP-marketing and sales, Admiral Corp., East Rutherford, N.J., elected VP-marketing, entertainment-products group, GTE Sylvania Inc., Batavia, N.Y.

**David Grover**, TV system engineer, RCA, Cherry Hill, N.J., joins WNEM-TV Bay City-Saginaw-Flint, Mich., as assistant chief engineer.

**Robert G. Schlenzig**, director of operations, Northrop Electronics, Norwood, Mass., joins Ampex Corp., Colorado Springs, as plant manager. Ampex manufacturers broadcast and closed-circuit

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Director; Radio Dept.  
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television products and tape recorders in Colorado Springs.

## Allied Fields

**Herbert M. Koster**, director of Office of Public Affairs, U.S. Department of Commerce, Washington, named director of university relations, Rensselaer Polytechnic Institute, Troy, N.Y. He was newscaster for KDKA-TV, WIIC-TV Pittsburgh in sixties and before that was associated with stations in New York and Louisiana.

**Gene Taylor**, formerly general manager, WLS(AM) Chicago, and WIXY(AM)-WDOK(FM) Cleveland, has formed own firm, Gene Taylor Associates, Los Angeles. Firm will specialize in management direction for both AM and FM stations.

**G. William Sheridan**, with WRNG(AM) North Atlanta, Ga., joins American Research Bureau, Atlanta, as Southern radio manager.

**Robert S. Scott**, director of Washington office, Aerospace Corp., joins United States Information Agency there as assistant director for motion pictures and television.

## Deaths

**John A. Dewaal**, 47, VP in charge of central sales, CBS-TV, Chicago, died April 6 while in Greenwich, Conn. Mr. Dewaal started with CBS in 1955 on sales staff of WBBM(AM) Chicago. Following year he joined CBS Radio Spot Sales, and in 1960 CBS-TV sales. In 1963 he went to New York as account

executive with TV network sales and was promoted to VP, Detroit sales, in 1966. He assumed his current post in 1969. Surviving are his wife, Arlene, a son and a daughter.

**James F. Jae Jr.**, 51, general manager, KHMO(AM) Hannibal, Mo., died March 29 at his home in Hannibal of apparent heart attack. Mr. Jae had been manager of station for 16 years and was president of the Missouri Broadcasters Association in 1969. He is survived by his wife, Maizie, two daughters and one son.

**Leslie C. Clucas**, 69, chorus director of *NBC-WLS National Barn Dance* from 1933-1946 and later business manager for Gene Autry and Pat Buttram, died March 31. He is survived by his wife, Evelyn and a son.

# For the Record<sup>®</sup>

As compiled by BROADCASTING April 4 through April 10, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mbz—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. U—unlimited. hours. vis.—visual. w—watts. e—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

## New TV stations

### Rulemaking action

■ Ann Arbor, Mich.—FCC proposed, in rulemaking notice, assignment of television ch. 31 as first commercial assignment to Ann Arbor. In order to make assignment, commission also proposed changing ch. 28 for ch. 31 at Flint, ch. 38 for ch. 22 at Mount Clemens, ch. 46 for ch. 44 at Port Huron, and ch. 45 for ch. 42, at Saginaw, all Michigan. Action April 14.

### Call letter application

■ Louisiana Educational Television Authority, Baton Rouge, La.—Seeks \*WLPB-TV.

## Exiting TV stations

### Applications

■ KYAY-TV West Monroe, La.—Seeks CP to

change ERP to vis. 575 kw, aur. 105 kw; type trans. to RCA TTU-308; type ant. to RCA TFU-24J; make changes in ant. structure and change HAAT to 605 ft. Ann. March 29.

■ KPOB-TV Poplar Bluff, Mo.—Seeks CP to change ERP to vis. 181.5 kw, aur. 19 kw; type trans. to GE TT-24-A driver with TF-19-A amplifier. Ann. March 29.

### Final actions

■ FCC denied two separate requests by United Television Co. and United Television Co. of Eastern Maryland Inc. for authority to continue to suspend operations of WFAN-TV Washington and WMET-TV Baltimore, respectively (Docs. 19336-38, 18559, 18561-63). FCC directed resumption of operation of stations by July 1. Action April 4.

■ WKID(TV) Fort Lauderdale, Fla.—Broadcast Bureau granted request to operate trans. by remote control from 605 Sheridan Street, Dania, Fla. Action March 29.

■ WBTB-TV Newark, N.J.—Broadcast Bureau granted CP to replace expired permit for new station. Action March 29.

### Actions on motions

■ Chief, Office of Opinions and Review, in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp., TV proceeding, granted motion by Hampton Roads and extended through June 1 time to file exceptions to initial decision (Docs. 18791-2). Action April 3.

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV], TV proceeding, granted petition by WLCY-TV to amend application to include supplemental ownership information concerning parent company, Ralhall Communications Corp. (Doc. 19627). Action April 2.

■ Administrative Law Judge Chester F. Naumowicz

Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.). TV proceeding, scheduled further conference for April 11 (Docs. 19168-70). Action April 4.

■ Administrative Law Judge Chester F. Naumowicz Jr., in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted petition by Las Vegas Valley to amend application to modify financial showing for purpose of meeting qualifications issue (Docs. 19519, 19581). Action April 4.

## Network affiliations

### ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WBRC-TV Birmingham, Ala. (Taft Broadcasting Co.)—Amendment changes network rate to \$1,850, effective Feb. 1.

■ KTVK(TV) Phoenix (Arizona Television Co.)—Agreement dated Feb. 22, effective April 2 through April 2, 1975, replacing earlier agreement dated July 9, 1971. First call right. Network rate \$708; compensation paid at 30% prime time.

■ WEAT-TV West Palm Beach, Fla. (Gardens Broadcasting Co.)—Agreement dated Jan. 24, effective Jan. 2 through Jan. 2, 1975, replacing earlier agreement dated July 15, 1971, as amended. First call right. Network rate \$235; compensation paid at 30% prime time.

■ KOCO-TV Oklahoma City (Combined Communications Corp. of Oklahoma Inc.)—Agreement dated Feb. 14, effective Jan. 1 through Jan. 1, 1975. First call right. Network rate \$875; compensation paid at 30% prime time.

■ WKPT-TV Kingsport, Tenn. (Holston Valley Broadcasting Corp.)—Agreement dated Feb. 14, effective Feb. 28 through Feb. 28, 1975, and replacing earlier agreement dated April 12, 1971, as amended. First call right. Programs delivered to WTVK(TV) Knoxville, Tenn. Network rate \$125; compensation paid at 30% prime time.

### NBC

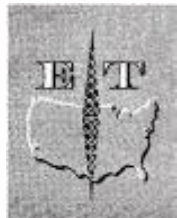
■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually 3.59% for ASCAP and BMI payments.

■ WHNB-TV New Britain, Conn. (Connecticut Television Inc.)—Amendment changes network rate

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to \$758, effective March 1.

- WCWB-TV Macon, Ga. (WTVY Inc.)—Amendment changes network rate to \$150, effective April 1.
- WPSD Paducah, Ky. (Paducah Newspapers Inc.)—Amendment changes network rate to \$755, effective May 1.
- WATE-TV Knoxville, Tenn. (Nationwide Communications Inc.)—Amendment changes network rate to \$1,100, effective March 1.
- KWRB-TV Riverton, Wyo. (Chief Washakie TV)—Amendment extends agreement dated April 18, 1968, from Jan. 1 for a period of no more than two years.

## CBS

- Formula: Same as ABC.
- KID-TV Idaho Falls, Idaho (KID Broadcasting Corp.)—Amendment increases network rate to \$339, effective Aug. 19.

## New AM stations

### Applications

- Banning, Calif.—Frederick R. Cote. Seeks 1490 khz, 250 w-U. P.O. address 3622 Main Street, Riverside, Calif. 92501. Estimated construction cost \$21,894; first year operating cost \$20,499; revenue \$25,000. Principals: Mr. Cote (100%). Mr. Cote owns and operates KOLA(FM) San Bernardino, Calif. Ann. March 20.
- Yucapia, Calif.—H. & B Broadcasting Co. Seeks 1490 khz, 250 w-U. P.O. address Box 118, Palm Desert, Calif. 92260. Estimated construction cost \$13,534; first year operating cost \$31,953; revenue \$72,000. Principals: Milton C. Holden, Bettee H. Holden, William R. Bailor and Mary Estella Bailor (each 23.75%), et al. Mr. Holden is employed with Jennings Hardware, Indio, Calif. Mrs. Holden is station manager of KREO(AM) Indio. Mr. Bailor is office manager of KREO. Ann. March 20.

### Actions on motions

- Administrative Law Judge Frederick W. Denniston in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co., AM proceeding, on presiding judge's own motion, corrected transcript (Docs. 19596-7). Action April 2.
- Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and P B L Broadcasting Co.), AM proceeding, granted petition by Northeast Oklahoma Broadcasting to amend application to report status of certain litigation (Docs. 19639-40). Action April 5.

### Other actions

- Review board in Pine Castle-Sky Lake, Fla., AM proceeding, granted motion by Broadcast Bureau for extension of time through April 23 to file exceptions and supporting brief to initial decision which proposed grant of application of Hymen Lake for new AM at Pine Castle-Sky Lake (Doc. 19432). Action March 26.
- Review board in Iowa City, AM proceeding, denied petition by Braverman Broadcasting Co., applicant for new AM, for addition of issues to determine whether Burns, Rieke and Voss Associates, competing applicant for facilities, failed to report all information called for in application form, failed to report significant changes within 30 days and made material omissions or was lacking in candor in representations in application (Docs. 19596-7). Action April 4.
- Review board in Eupora and Tupelo, both Mississippi, AM proceeding, adopted initial decision released Nov. 12, 1971, granting application of Tri County Broadcasting Co. for new AM at Eupora on 710 khz, 500 w-D. Board denied competing application of Radio Tupelo (Docs. 19026-7). Action March 21.

### Call letter application

- Capitol Broadcasting Corp., Steubenville, Ohio—Seeks WLIT.

## Existing AM stations

### Applications

- WNUS Chicago—Seeks CP to change MEOV's for daytime and nighttime patterns. Ann. April 5.
- WITZ Jasper, Ind.—Seeks CP to change ant. system and increase tower height. Ann. April 9.
- W FAG Farmville, N.C.—Seeks CP to increase tower height and increase radiated field and add FM ant. Ann. April 9.
- WESC Greenville, S.C.—Seeks CP to change MEOV's of CH DA ant. Ann. April 5.
- WHLF South Boston, Va.—Seeks CP to increase tower height to 303 ft. and folded unipole. Ann. April 5.

## Final actions

- KEEP Twin Falls, Idaho—Broadcast Bureau granted CP to change ant.-trans. and main studio location to north side Park Avenue South, east of South Washington Street, Twin Falls; increase tower height. Action April 3.
- WSHY Shelbyville, Ill.—Broadcast Bureau granted license covering new station; trans. Action March 29.
- WIFF Auburn, Ind.—Broadcast Bureau granted CP to make changes in MEOV's; conditions to submit informal request for modified PSA based on modified MEOV. Action March 29.
- KXEL Waterloo, Iowa—Broadcast Bureau granted license covering use of former main trans. as aux. trans. for aux. purposes only. Action March 29.
- WNJR Newark, N.J.—FCC denied petition by Sound Radio Inc., asking reconsideration of FCC action denying petition to dismiss application of W.M.E.D. Associates Inc., Sound Radio and W.M.E.D. are two of nine applicants for facilities of WNJR. Action April 4.
- WHCU Ithaca, N.Y.—Broadcast Bureau granted CP to change ant.-trans. site to 0.6 mile northwest of Mt. Pleasant and Mineah Road intersection, Dryden, N.Y.; ant. 347 ft. (350 overall height above ground). Action March 29.
- WKAL Rome, N.Y.—Chief, complaints and compliance division, informed Herbert L. Skogland, M.D., Rome Hospital and Murphy Memorial Hospital, that it did not appear that use of word "incompetent," constituted personal attack as defined by rules. Ann. April 3.
- WRKL Spring Valley, N.Y.—Chief, complaints and compliance division, denied fairness complaint by Irving H. Greenwald, former president and chairman of Citizens of Ramapo Civic Association Inc., against WRKL. Ann. April 3.
- KENR Houston—Broadcast Bureau granted CP to replace expired permit for changes. Action April 4.

### Actions on motions

- Chief Administrative Law Judge Arthur A. Gladstone in Nashua, N.H. (Eastminister Broadcasting Corp.), in matter of renewal of license of WOTW-AM-FM in absence of presiding judge, ordered that proposed findings of fact and conclusions of law be filed on or before April 20, and reply findings be filed on or before May 4 (Docs. 19564-5). Action April 3.
- Administrative Law Judge Chester F. Naumowicz Jr., in Charleston, W. Va. (Capitol Broadcasting Corp. [WCAW]), AM proceeding, on request of Chemical City Broadcasting Co., reopened record; identified Chemical City's exhibits; rejected one exhibit; closed record (Doc. 19580). Action April 5.

## Fine

- KMIN Grants, N.M.—FCC ordered KMIN Inc., licensee, to forfeit \$2,000 for willful or repeated violation of terms of station authorization and rules by operating station prior to authorized hours of operation. Action April 4.

### Call letter applications

- KBVM Lancaster, Calif.—Seeks KKZZ.
- WOMN Decatur, Ga.—Seeks WQAK.
- KRVC Ashland, Ore.—Seeks KDOV.

## New FM stations

### Starts authorized

- KMFE(FM) Emmett, Idaho—Authorized program operation on 101.7 mhz, ERP 790 w, HAAT 500 ft. Action March 8.
- KRPL-FM Moscow, Idaho—Authorized program operation on 103.9 mhz, ERP 180 w, HAAT 990 ft. Action Feb. 22.
- WZRO(FM) Pekin, Ill.—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT 265 ft. Action March 12.
- WDNS(FM) Bowling Green, Ky.—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 300 ft. Action March 9.
- WTJM(FM) Pineville, Ky.—Authorized program operation on 106.3 mhz, ERP 350 w, HAAT 750 ft. Action Feb. 23.
- WBLM(FM) Lewiston, Me.—Authorized program operation on 107.5 mhz, ERP 30 kw, HAAT 610 ft. Action Feb. 16.
- \*WVEP(FM) East Montpelier, Vt.—Authorized program operation on 88.3 mhz, TPO 10 w. Action March 5.

### Initial decision

- Sun City, Ariz.—Administrative Law Judge James F. Tierney in initial decision, granted application of Sun City Broadcasting Corp. for new FM on 106.3 mhz, 3 kw, HAAT 87 ft. P.O. address Box 55, Sun City 85351. Estimated construction cost \$5,159

(equipment to be leased); first year operating cost \$26,058; revenue \$35,000. Principals: Russell C. Lash and Frederick L. Madeira (each 50%). Messrs. Lash and Madeira own investment company in Dillsburg, Pa. Mr. Lash also has automobile sales firm in Carlisle, Pa. (Docs. 19087-88). Ann. March 28.

## Final actions

- Grand Junction, Colo.—Mesa Broadcasting Co. FCC granted 93.1 mhz, 25 kw, HAAT 440 ft. P.O. address 421 Glenwood Avenue, Grand Junction 81501. Estimated construction cost \$29,585; first-year operating cost \$3,000; revenue \$36,000. Mesa Broadcasting is licensee of KQIL(AM) Grand Junction and owns KIXX(AM) Provo, Utah. Principal: John W. Hough (100%). Mr. Hough owns KVVW-AM-FM Cheyenne, Wyo. He also has interests in KTHS(AM) Berryville, Ark., and in KBOA-AM-FM Kennett, Mo. Action March 21.
- \*Chicago—Bogan High School. Broadcast Bureau granted 88.5 mhz, 10 w. HAAT 50 ft. P.O. address 3939 West 79th Street, Chicago 60652. Estimated construction cost \$7,000; first-year operating cost \$1,000; revenue none. Principals: William J. Scheid, principal of school, et al. Action March 19.
- \*Davidson, N.C.—Trustees of Davidson College. Broadcast Bureau granted 90.5 mhz, 10 w. HAAT 60 ft. P.O. address Davidson 28036. Estimated construction cost \$2,500; first-year operating cost \$1,910; revenue none. Principals: Robert A. Currie, treasurer, et al. Action March 19.

### Actions on motions

- Administrative Law Judge David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, on request of Sound Media dismissed petition and supplement to petition by Sound Media to amend application in order to submit complete financial proposal to clarify matters raised in pending petition for enlargement of issues filed by Broadcast Bureau (Docs. 19410-1). Action April 4.
- Administrative Law Judge Chester F. Naumowicz Jr. in West Palm Beach, Fla. (Guy S. Erway, et al), FM proceeding, extended all procedural dates by 35 days, and scheduled hearing for May 7 (Docs. 19601-4). Action April 2.
- Administrative Law Judge Chester F. Naumowicz Jr. in West Columbia and Columbia, both South Carolina (Congaree Broadcasters Inc. and Statesville Broadcasting Co.), FM proceeding, on request of Broadcast Bureau, scheduled further conference for April 4 (Docs. 19624, 19626). Action April 2.
- Administrative Law Judge Chester F. Naumowicz Jr. in West Columbia and Columbia, both South Carolina (Congaree Broadcasters Inc. and Statesville Broadcasting Co.), FM proceeding, identified Congaree Broadcasters' exhibit and received it in evidence; closed record; ordered that proposed findings of fact and replies are due on April 25 and May 9 respectively (Docs. 19624, 19626). Action April 4.
- Administrative Law Judge James F. Tierney in Easton, Md. (Community Broadcasters Inc. and Easton Broadcasting Co.), FM proceeding, granted motion by Easton Broadcasting Co. and extended to April 9, exchange date for engineering exhibits subject to terms and conditions contained therein; by separate action, granted request by Community Broadcasters and extended date for exchange of exhibits to April 18 and date for notification of witnesses to May 4 (Docs. 19303-4). Actions March 30 and April 2.

### Other actions

- Three Rivers, Mich.—FCC waived rules and accepted for filing application by Williams County Broadcasting System Inc. for a new FM on ch. 240 (95.9 mhz) in Three Rivers. Action April 4.
- Review board in West Palm Beach, Fla., FM proceeding, added issues concerning possible trafficking in broadcast licenses and possible violation of FCC full disclosure rules by Guy S. Erway, one of applicants in hearing on competing requests for new FM at West Palm Beach (Docs. 19601-4). Sun Sand and Sea Inc., a competing applicant, had asked for issues. Action April 2.
- Review board in Duncan, Okla., FM proceeding, granted petition by William S. Hagara, applicant for new FM in Duncan, to add financial issues against Duncan Broadcasting Co., competing applicant for facilities (Docs. 19651-2). Action March 30.

### Rulemaking action

- FCC amended FM table of assignments to assign ch. 240A to Salem, Ark.; ch. 272A to Breckenridge, Colo., and ch. 228A to Berne, Ind. (Doc. 19535). Changes are effective May 17. Action April 4.

### Call letter applications

- Grambling College, Grambling, La.—Seeks \*KGSR(FM).

(Continued on following page)

# Summary of broadcasting

Compiled by FCC, March 31, 1973

	Licensed	On air STA*	Not		on air CP's	Total authorized
			CP's	Total on air		
Commercial AM	4,366	5	14	4,385	47	4,432
Commercial FM	2,386	2	46	2,434	113	2,547
Commercial TV-VHF	504	1	6	511	10	522
Commercial TV-UHF	185	0	6	191	52	243
Total commercial TV	689	1	12	702	62	765
Educational FM	558	0	22	580	89	669
Educational TV-VHF	87	0	5	92	0	92
Educational TV-UHF	123	0	10	133	7	140
Total educational TV	210	0	15	225	7	232

\* Special temporary authorization.

- University of Maine, Portland, Me.—Seeks \*WMEA(FM).
- Empire Inc., McComb, Miss.—Seeks WTBI(FM).
- John L. Labay, Columbus, Tex.—Seeks KULM(FM).
- Portsmouth Public Schools, Portsmouth, Va.—Seeks \*WNHS(FM).
- Wayne County Board of Education, Fort Gay, W. Va.—Seeks \*WFGH(FM).

- \*WWGC(FM) Carrollton, Ga.—Broadcast Bureau granted license covering new station; TPO 10 w. Action April 4.
- WCRY-FM Macon, Ga.—Broadcast Bureau granted CP to replace expired permit. Action March 30.
- \*WVVS(FM) Valdosta, Ga.—Broadcast Bureau granted license covering changes; ERP 180 w.; ant. height 68 ft., above ground height 80 ft. Action April 4.
- KMFE(FM) Emmett, Idaho—Broadcast Bureau granted license covering new station; ERP 790 w.; ant. height 500 ft., above ground height 89 ft. Action April 4.
- KRPL-FM Moscow, Idaho—Broadcast Bureau granted license covering new station; studio location redesignated North Almon Extension at north edge of city limits, Moscow; ERP 180 w.; ant. height 990 ft.; TPO; remote control permitted from studio location. Action April 2.
- \*WNIB(FM) Chicago—Broadcast Bureau granted CP to change trans. location to 200 East Randolph Street, Chicago; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 850 w.; HAAT 1,190 ft.; remote control from main studio at 25 East Chestnut Street, Chicago. Action April 3.
- WSCH(FM) Aurora, Ind.—Broadcast Bureau granted CP to install new alt. main trans. Action April 3.
- KBRA(FM) Wichita, Kans.—Broadcast Bureau granted license covering aux. trans.; ERP 2.6 kw; ant. height 380 ft., above ground height 420 ft. Action April 4.
- WBLM(FM) Lewiston, Me.—Broadcast Bureau granted license covering new station; trans-studio-remote control location: RFD #2, Sabattus and Litchfield, Me., redesignated; ERP 30 kw; ant. height 610 ft.; ant. height above ground 300 ft. Action April 4.
- \*WCMU-FM Mount Pleasant, Mich.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 420 ft. Action March 30.
- KHAT(FM) Lincoln, Neb.—Broadcast Bureau granted license covering new station; studio location redesignated 56th Broadcast Lane, Lincoln; ERP 2.9 kw; ant. height 145 ft.; above ground height 200 ft. Action April 4.
- KNIS(FM) Carson City, Nev.—Broadcast Bureau granted license covering changes; studio and remote control: 6363 Highway 50E, Carson City; ERP 60 kw; ant. height 2,150 ft. Action April 4.
- \*WSOU-FM South Orange, N.J.—Broadcast Bu-

reau granted license covering changes; ERP 2.0 kw; ant. height 370 ft. Action March 30.

- WTRY-FM Albany, N.Y.—Broadcast Bureau granted mod. of license covering change of studio location and remote control to WTRY(AM) site near Rosendale Road, eight miles northwest of Troy and Niskayana, both New York. Action April 3.
- \*WWOM(FM) Albany, N.Y.—Broadcast Bureau granted license covering new FM; trans-studio location redesignated as Dennis Terrace; ERP 3 kw; ant. height 300 ft. Action March 29.
- WHCU-FM Ithaca, N.Y.—Broadcast Bureau granted CP to change trans. location to 0.6 mile northwest of Mt. Pleasant and Mineah Road intersection, Dryden, N.Y.; install new ant.; change TPO; ERP 26 kw; HAAT 880 ft.; remote control permitted from main studio at 212 East State Street, Ithaca. Action March 29.
- \*WGUC(FM) Cincinnati—Broadcast Bureau granted license for changes; ERP 18.5 kw; ant. height 600 ft. Action March 30.
- WRKC(FM) Wilkes-Barre, Pa.—Broadcast Bureau granted license covering changes in trans. and coordinates; ERP 440 w.; ant. height minus 470 ft. Action March 30.
- WBEU-FM Beaufort, S.C.—Broadcast Bureau granted license covering changes; trans-studio location redesignated 3040 West Boundary Street, Beaufort; ERP 18 kw; ant. height 225 ft., above ground height 245 ft. Action April 4.
- KHCB-FM Houston—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 370 ft., above ground height 440 ft. Action April 4.
- \*KBSC(FM) Bellevue, Wash.—Broadcast Bureau granted license covering new station; trans.; ant. height above ground 100 ft. Action April 4.
- WJGF(FM) Romney, W. Va.—Broadcast Bureau granted license covering new station. Action March 30.

## Call letter applications

- KKNU(FM) Fresno, Calif.—Seeks KKYS(FM).
- \*WKES(FM) Chattanooga—Seeks \*WMBW(FM).
- WBTM-FM Danville, Va.—Seeks WAKG(FM).

## Modification of CP's, all stations

- WRMA Montgomery, Ala.—Broadcast Bureau granted mod. of CP to increase MEOV's. Action March 29.
- KP1X(TV) San Francisco — Broadcast Bureau granted mod. of CP to extend completion date to Sept. 29. Action March 29.
- \*WMOD(FM) Washington — Broadcast Bureau granted mod. of CP to extend completion dates to Oct. 5 for changes in main trans. and ant. and in aux. trans. and ant. Action March 30.
- \*WWOK Miami—Broadcast Bureau granted mod. of CP to increase height of number four tower to 494 ft. and add FM ant.; conditions. Action, March 29.
- \*WGNU Granite City, Ill. — Broadcast Bureau granted mod. of CP for extension of completion date for changes to June 16. Action March 30.
- \*WQTV(TV) Boston—Broadcast Bureau granted mod. of CP to change ERP to vis. 398 kw; aur. 79.4 kw; trans. and studio location to Prudential Center, Boston; type trans.; type ant.; make changes in ant. structure; HAAT 720 ft.; granted mod. of CP to extend completion date to Sept. 30. Action March 30.
- \*WRPM Poplarville, Miss.—Broadcast Bureau granted mod. of CP for extension of completion date to Sept. 15. Action April 4.
- \*KGLM-FM Anaconda, Mont.—Broadcast Bureau granted mod. of CP for new station to extend completion date to Sept. 30. Action March 30.
- KENO Las Vegas—Broadcast Bureau granted mod. of CP to make changes in nighttime DA pattern; delete condition re proof of performance, and amend license application filed Nov. 2, 1972, to show new CP number. Action March 29.
- \*WNJM(TV) Montclair, N.J.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 29. Action March 29.
- \*WNJB(TV) New Brunswick N.J.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 29. Action March 29.
- \*WHOM New York—Broadcast Bureau granted mod. of CP for extension of completion date to July 6; granted mod. of CP for extension of completion date for changes, alt. main trans., to July 6. Action April 4.
- \*WIBO(FM) Utica, N.Y. — Broadcast Bureau granted mod. of CP for extension of time for new station to Oct. 1. Action March 30.
- \*WISE Asheville, N.C.—Broadcast Bureau granted mod. of CP for extension of completion date for changes, alt. main-aux. trans., to Aug. 12. Action April 4.
- \*WOSU-TV Columbus, Ohio—Broadcast Bureau



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granted mod. of CP to extend completion date to Sept. 29. Action March 29.

■ WPNW Eugene, Ore.—Broadcast Bureau granted mod. of CP to employ towers one and two for daytime ant. Action March 29.

■ KAGM(FM) Klamath Falls, Ore.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change ERP 26.5 kw; HAAT 360 ft. Action April 4.

■ WAMB Donelson, Tenn.—Broadcast Bureau granted mod. of CP for extension of completion date to Aug. 27. Action April 4.

■ WNOR-FM Norfolk, Va.—Broadcast Bureau granted mod. of CP to extend time for completion to Oct. 13. Action March 30.

■ WNST Milton W. Va.—Broadcast Bureau granted mod. of CP for extension of completion date to Sept. 22. Action March 30.

## Translators

### Actions

■ K09KF San Ardo and Bradley, both California—Broadcast Bureau granted license covering new VHF translator. Action March 30.

■ K08HJ Orleans, Calif.—Broadcast Bureau granted license covering new VHF translator. Action March 30.

■ K12IU Stateline and Meyers, both California—Broadcast Bureau granted license covering new VHF translator. Action March 30.

■ K56AB Bonners Ferry, Idaho—Broadcast Bureau granted license covering new UHF translator. Action March 30.

■ W10AR Louisa, Ky.—Broadcast Bureau granted license covering new VHF translator. Action March 30.

■ K65AB Appleton, Minn.—Broadcast Bureau granted license covering new UHF translator. Action March 30.

■ K69AJ Silver Bay, Minn.—Broadcast Bureau granted license covering new UHF translator. Action March 30.

■ K65AC Ely, Nev.—Broadcast Bureau granted license covering new UHF translator. Action March 30.

■ K78DB Weed Heights, Nev.—Broadcast Bureau granted license covering new UHF translator. Action March 30.

■ W62AA New York—Broadcast Bureau granted license covering new UHF translator. Action April 4.

■ K08HF, K10HY, and K12IK, all Dale, Ore.—Broadcast Bureau granted licenses covering new VHF translators. Action March 30.

■ K69AH The Dalles, Ore. and Goldendale, Wash.—Broadcast Bureau granted license covering new UHF translator. Action March 30.

■ K12IP Elk Bend, Ore.—Broadcast Bureau granted license covering new VHF translator. Action March 30.

■ K02HE Elkton, Ore.—Broadcast Bureau granted license covering new VHF translator. Action March 30.

■ K77BY Gold Beach, Ore.—Broadcast Bureau granted CP to change type of trans. and increase output power to 100 w for UHF translator. Action March 30.

■ K68AJ Hood River, Ore. and Bingen and White Salmon, both Washington—Broadcast Bureau granted license covering new UHF translator. Action March 30.

■ K12IH Lakeview, Ore.—Broadcast Bureau granted license covering new VHF translator. Action March 30.

■ K04BJ Lapine, Ore.—Broadcast Bureau granted CP to change type of trans. for VHF translator and primary TV to KEZI-TV Eugene, Ore. Action March 29.

■ K07JS North Bend, Ore.—Broadcast Bureau granted license covering new VHF translator and to specify type of trans. Action March 30.

■ K11KX Sandlake and Tierra Del Mar, both Oregon—Broadcast Bureau granted license covering new VHF translator. Action March 30.

■ K03DH Willowdale, Ore.—Broadcast Bureau granted license covering new VHF translator. Action March 30.

■ W64AE Uniondale and W66AC Waymart, both Pennsylvania—Broadcast Bureau granted licenses covering new UHF translators. Action March 30.

■ K55AE, K57AC and K59AD, all Perryton, Texas—Broadcast Bureau granted licenses covering new UHF translators. Action March 30.

■ K76AN Quitague and Turkey, both Texas—Broadcast Bureau granted CP for UHF translator to change type of trans., and to increase output power to 20 w. Action March 30.

■ K08DP, K10EB and K12DH, all Holden and

Scipio, both Utah—Broadcast Bureau granted licenses covering VHF translators for changes and to specify type of trans., amplifier, 10 w. Action March 30.

■ K65AD Summit county, Utah—Broadcast Bureau granted license covering new UHF translator. Action March 30.

■ K59AF, K61AB and K63AC, all Summit county, Utah—Broadcast Bureau granted licenses covering new UHF translators. Action March 30.

■ K09KP Toquerville, Utah—Broadcast Bureau granted license covering new VHF translator. Action March 30.

■ W05AS Charlotte Amalie and St. Thomas, both Virgin Islands—Broadcast Bureau granted license covering new VHF translator. Action March 30.

■ K09KN and K13LH, both Dryden, Wash.—Broadcast Bureau granted licenses covering new VHF translators. Action March 30.

■ K60AE Soap Lake, Ephrata and Wilson Creek, all Washington—Broadcast Bureau granted license covering new UHF translator. Action March 30.

■ K09LA, K11LG and K13LP, all Skykomish, Wash.—Broadcast Bureau granted licenses covering new VHF translators. Action March 30.

■ K07KS and K09LF, both South Park, Wyo.—Broadcast Bureau granted licenses covering new VHF translators. Action March 30.

## Ownership changes

### Applications

■ WFPR(AM) Hammond, La.—Seeks transfer of control of Airweb Inc. from Robert, Katherine and Richard Boeker (as group, 66⅔% before, none after) to John A. Chauvin (33⅓% before, 100% after). Consideration: \$300,000. Principal: Mr. Chauvin is manager of WFPR. Ann. March 26.

■ WKOP-AM-FM Binghamton, N.Y.—Seeks transfer of control of Binghamton Broadcasters Inc. from Andrew and Doris M. Jarema (100% before, none after) to Royal Industrial Corp. (none before, 100% after). Consideration: \$449,800. Principal: Charles P. LeMieux Jr., president (100%). Mr. LeMieux is president and stockholder of Tennex Corp. of America Inc., sporting goods firm, and Nineteen Corp., real estate firm, both in Norwalk, Conn. Royal Industrial is licensee of WELM(AM) Elmira, N.Y. Simultaneously, seeks assignment of license of WKOP-FM to WAAL Radio Inc. for \$110,000. Buyers: George and Charlotte Gray (together 75%), et al. Mr. Gray owns WAAB(AM)-WAAF(FM) Worcester and WGCY(FM) and WBSM(FM), both New Bedford, all Massachusetts. Ann. March 26.

■ WBUZ(AM) Fredonia, N.Y.—Seeks assignment of license from Dunkirk-Fredonia Broadcasting Inc. to Catocin Broadcasting Corp. for \$80,000. Sellers: H. K. Williams, president, et al. Buyer: Lauren A. Colby, president (100%). Mr. Colby, an attorney in Washington, owns 90% of WTHU(AM) Thurmont, Md. Ann. March 26.

■ WLFH(AM) Little Falls, N.Y.—Seeks assignment of license from WLFH Inc. to RBT Broadcasting Corp. for \$175,000 plus assumption of liabilities. Sellers: Leonard F. Auerbach, president, et al. Buyers: Klem and Teresa Walters (together 100%). Mr. Walters is employed by Goodyear Tire and Rubber Co., Hempstead, N.Y. Mrs. Walters is nurse. Ann. March 26.

■ WMOC(AM) Chattanooga—Seeks assignment of license from Dick Broadcasting Co. Inc. of Tennessee to Robert A. Mayer for \$500,000. Sellers: C. Alfred Dick, vice president, et al. Dick Broadcasting is licensee of WIVK-FM Knoxville, Tenn. Buyer: Mr. Mayer owns WPJD(AM) Daisey, Tenn., and WPGD(AM) Winston-Salem, N.C. Agreement is contingent on sale of WPJD. Mr. Mayer is also owner of New Testament Baptist Enterprises, St. Maarten, Netherlands Antilles. Ann. March 29.

■ \*WKES(FM) Chattanooga—Seeks assignment of license from World Christian Radio Foundation Inc. to Moody Bible Institute of Chicago for \$60,000 plus assumption of liabilities. Sellers: C. W. Caldwell, president, et al. Buyers: Donald E. Hescott, vice president, et al. Moody Bible Institute is licensee of WMBI-AM-FM Chicago, WCRF-FM Cleveland and WDLM(AM) East Moline, Ill. They also have applied for new noncommercial FM at Boynton Beach, Fla. Ann. March 26.

■ WKEY-AM-FM Covington, Va.—Seeks assignment of license from Earl M. Key to WKEY Inc. for \$262,500. Buyers: E. H. Barr, Ethridge E. Burr, James E. Croy and Joseph W. West (each 25%). Mr. Barr is president of Covington National Bank and owns 80% of Covington Home Building Corp. there. Mr. Burr owns photography studio in Covington among other interests. Mr. Croy, an insurance agent, also has automobile and real estate interests in area. Mr. West is vice president of Covington National Bank. Ann. March 26.

### Actions

■ KFSA-TV Fort Smith, Ark.—FCC granted assignment of license from KFSA-TV Inc. to Buford Television Inc. for \$4.16 million. Sellers: Donald W. Reynolds, president and director, et al. Mr.

Reynolds holds interests in KORK-TV Las Vegas and KOLA-AM-TV Reno, both Nevada, and KFSA(AM) Fort Smith and KBRB(AM) Springdale, both Arkansas. Buyer: Channel Seven Inc. (100%). Channel Seven Inc., licensee of KLTW(TV) Tyler, Tex., and KORN-TV Mitchell, S.D., is principally owned by estate of Lucille Buford (43%). Action April 4.

■ KAZA(AM) Gilroy, Calif.—FCC denied petition to deny filed by Don Goodman, Lucio Bernabe and Fred Villaseor and granted assignment of license from South Valley Broadcasters to Radio Fiesta Corp. for \$522,500. Sellers: Richard E. and Nancy Ryan, Florence S. Barker, Eugene Hogan, Don R. Pickens and Terry D. Lloyd. South Valley is licensee of KPER(FM) Gilroy. Buyers: J. D. Williams, president, and Olen Hayes (each 37.5%) and Ines Castillo (25%). Mr. Williams is retired. Mr. Hayes owns Land Sales & Development of Upland, Calif., real estate firm. Mr. Castillo is employed by community organization in San Jose, Calif. Action March 29.

■ WCLB(AM) Camilla, Ga.—Broadcast Bureau granted transfer of control of Capel Broadcasting Co. from Russell A. Browne and Emerson W. Browne (together, 66⅔% before, none after) to Charlie L. Browne (33⅓% before, 100% after). Consideration: \$67,322. Principal: Charlie Browne is president of station. Action April 3.

■ WSLG(AM) Donaldsonville, La.—Broadcast Bureau granted assignment of license from R. E. Hook, trading as Ascension Parish Broadcasting Co. to Ascension Parish Broadcasting Co. for \$40,000. R. E. Hook, sole owner, is forming corporation in which he and Carl Sauceman will own 50% each. Mr. Hook owns WRAG(AM)-WWAG(FM) Carrollton, Ala. He has interests in WRUS-AM-FM Russellville, Ky.; WKIZ(AM)-WFYN-FM Key West, Fla.; KRUS-AM-FM Ruston, La.; WMAG(AM)-WQST(FM) Forest, Miss. He also owns 90% of Seemore TV Co., cable operator serving Bastrop, La., and Philadelphia, Miss., and has interests in other cable systems. Mr. Sauceman is general manager of WSLG(AM) and has minority interest in WMAG(AM)-WQST(FM) Forest. Action April 3.

■ WSOO(AM) Sault Ste. Marie, Mich.—Broadcast Bureau granted assignment of license from Patterson Communications Inc. to Miami County Broadcasting Co. for \$225,000. Seller: estate of Walter S. Patterson. Buyer: Richard E. Hunt (100%). Mr. Hunt owns WCBY-AM-FM Cheboygan, Mich. He also owns 50% of WPTW-AM-FM Piqua, Ohio. Action April 3.

■ KHDN(AM) Hardin, Mont. Broadcast Bureau granted assignment of license from Hardin Broadcasting Co. to Big Horn Broadcasting Inc. for \$53,500. Sellers: J. D. Kelly, president, et al. Buyers: Merlyn J. Hedin (66⅔%) and Alfred E. Sargent (33⅓%). Mr. Sargent is sales manager of KHDN, Mr. Hedin, former licensee of KCRT(AM) Trinidad, Colo., is travel coordinator. Action April 3.

■ KXLO(AM) Lewiston, Mont.—Broadcast Bureau granted transfer of control of KXLO Broadcast Inc. from David L. Sather (50% before, none after) and Lewis G. Boucher (50% before, 25% after) to Fred Lark (none before, 75% after). Consideration: \$130,832. Principal: Mr. Lark, formerly sales manager of KVOW(AM) Riverton, Wyo., is general manager of Lark Enterprises Inc., farming-ranching company. Action April 3.

■ WTNJ(AM) Trenton, N.J.—Broadcast Bureau granted assignment of license from Delaware Valley Broadcasting Co. to Marketing Survey and Research Corp. Inc. for \$259,375. Sellers: Edward R. Cossman, vice president, et al. Buyers: Jeanne and Herbert M. Greenberg (each 50%). Mr. Greenberg owns Marketing Survey and Research Corp., management consulting and personnel firm in Princeton, N.J. Mrs. Greenberg is vice president of firm. Action March 30.

■ WGNR(FM) Oneonta, N.Y.—Broadcast Bureau granted transfer of control of Tryon Broadcasting Co. from Melvin Farmer, et al. (as group, 100% before, none after) to Frank W. Bovee Jr. (none before, 100% after). Consideration: \$181,348. Action March 23.

■ WPGF-AM-FM Burgaw, N.C.—Broadcast Bureau granted assignment of license from Pender Broadcasting Co. to Brown Broadcasting Co. for \$125,000. Sellers: William M. Baker, president, et al. Buyers: Herschel R. Brown and Norman O. Brown (each 50%). Messrs. Brown own Brown Brothers Woodworks Inc., general contractors, and Direct Mill Outlet, mill outlet store, both in Jacksonville, N.C. Brown Broadcasting is licensee of WBBS(AM) Jacksonville. Action March 30.

■ WMDE(FM) Greensboro, N.C.—Broadcast Bureau granted assignment of license from Piedmont Crescent Broadcasting Co. to Greensboro FM Inc. for \$315,000. Sellers: Robert R. Hilder, president, et al. Buyers: Donald L. Wilks and Michael E. Schwartz (each 50%) Messrs. Wilks and Schwartz own (50% each) WTYM(AM) East Longmeadow and WCRX-FM Springfield, both Massachusetts. They also own (33⅓% each) WPET(AM) Greensboro, N.C., and have CP for new FM at Westbrook, Mass. Action April 3.

■ WAWR-FM Bowling Green, Ohio—Broadcast Bureau granted transfer of control of Portage

Valley Broadcasters Inc. from Robert W. Reider and R. C. Linker to Ohio Radio Inc. Consideration: \$1,500. Ohio Radio Inc. is licensee of WLKR-AM-FM Norwalk, WRWR-FM Port Clinton and WKTN-FM Kenton, all Ohio. Principals: Robert W. Reider, president (25%), et al. Mr. Reider is part owner of General Motors franchise in Port Clinton. Action March 27.

■ **KNDR(FM) Chickasha, Okla.**—Broadcast Bureau granted assignment of license from Grady Radio Inc. to Brewer Broadcasting Corp. for \$55,000 (includes covenant not to compete). Sellers: Ben E. DeKinder, president, et al. Buyers: Jack G. Brewer and James R. Brewer (each 50%). The Brewers own KWCO(AM) Chickasha. They also own 33 1/3% each of KADS(AM) Elk City, Okla., and have land development interests in area. Action March 30.

■ **KSMK(AM) Kennewick, Wash.**—Broadcast Bureau granted assignment of license from Columbia View Properties Inc. to KUTI Communicators Inc. for \$181,000. Sellers: Sam Volpentest, president, et al. Buyers: Clarence Jensen, C. Loal Smith (each 30.4%) and Donald M. Heinen (39%). Messrs. Jensen and Smith own Sixes River Logging Co., Coos Bay, Ore., logging, construction and road building firm. Mr. Heinen is general manager of KUTI(AM) Yakima, Wash., which is owned by KUTI Communicators. Action April 3.

■ **WQFM(FM) Milwaukee**—FCC granted assignment of license from Koeth Broadcasting Corp. to Shamrock Development Corp. for \$401,500. Sellers: administrator of estate of Hugo C. Koeth, et al. Buyers: Edward J. Lynett Jr., George V. Lynett, William R. Lynett and James J. Haggerty (each 25%). Shamrock Development owns WDIZ-FM Orlando, Fla. The Lynetts own WEJL-AM-FM Scranton, Pa., and *The Scranton Times*. Mr. Haggerty is partner in Haggerty & McDonald, law firm in Scranton. Action March 29.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced April 3 (stations in parentheses are TV signals proposed for carriage):

■ **Television Transmission Co., Bureau county** (portions between Peru and Spring Valley) and **LaSalle county** (portions between LaSalle and Oglesby), both Illinois (Add WSNS-TV Chicago).

■ **Kewanee Cablevision Inc., Kewanee, Ill.** (Add WSNS-TV Chicago).

■ **Community Electronics System Inc., Wilmington, Braidwood, Coal City and Will County** (portions

adjacent to Wilmington and Braidwood), all Illinois (WBBM-TV, WMAQ-TV, WLS-TV, WGN-TV, WTTW, WCIU-TV, WFLD-TV, WSNS, WCFL-TV and WXXW, all Chicago; WCIA Champaign, WTVG Joliet, both Illinois).

■ **Casco Cable Television Inc., Topsham, Me.** (WGAN-TV and WCSH-TV, both Portland, WMTW-TV Poland Spring and WCBB Augusta, all Maine; WSBK-TV and WKBG-TV, both Boston).

■ **Telecab of Thom-A-Lex, Thomasville and Lexington, both North Carolina** (WFMV-TV Greensboro, WGHP-TV High Point, WXII-TV Winston-Salem, WUNC-TV Chapel Hill and WSOC-TV, WBTV and WRET-TV, all Charlotte, all North Carolina; WTTG and WDCA-TV, both Washington).

■ **Buckeye Cablevision Inc., Perrysburg township, Ohio** (WTOL-TV, WSPD-TV, WDHO-TV and WGET-TV, all Toledo, Ohio; WKBD-TV, WTVS and WXON-TV, all Detroit; WBGU-TV Bowling Green, Ohio; WOSU-TV Columbus, Ohio; CKLW-TV Windsor, Ont.).

■ **Buckeye Cablevision Inc., Perrysburg, Ohio** (Add WXON-TV Detroit; delete WUAB-TV Lorain, Ohio).

■ **Buckeye Cablevision Inc., Sylvania and Ottawa Hills, both Ohio** (WTOL-TV, WSPD, WDHO-TV and WGET-TV, all Toledo, Ohio; WKBD-TV, WXYZ-TV, WTVS and WJBK-TV, all Detroit; WBGU-TV Bowling Green, Ohio; CKLW-TV Windsor Ont.; WOSU-TV Columbus, Ohio).

■ **Broken Arrow Cable Television, Broken Arrow, Okla.** (Add KBMA Kansas City, Mo.).

■ **Central Cablevision Inc., Purcell, Okla.** (KBMA Kansas City, Mo.; WKY-TV, KOCO-TV, KWTW, KETA and KOKH-TV, all Oklahoma City, KTVT Fort Worth; KDTV Dallas).

■ **Sand Springs Cable Television, Sand Springs, Okla.** (Add KBMA-TV Kansas City, Mo.).

■ **Sapulpa Cable Television, Sapulpa, Okla.** (Add KBMA-TV Kansas City, Mo.).

■ **Tulsa Cable Television, Tulsa, Okla.** (Add KBMA-TV Kansas City, Mo.).

■ **Blue Ridge Cable Television Inc., Milford borough, Dingman township and Milford township, all Pennsylvania** (certification of existing system and to add WNEP-TV and WDAU-TV, both Scranton and WBRE-TV Wilkes-Barre, both Pa.).

■ **Greater Philadelphia Cable TV Inc., Philadelphia** (Add WXTV Paterson and WNJU Linden, both New Jersey).

■ **A. N. Cable TV Co., Warminster township, Pa.** (KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV and WTAJ-TV, all Philadelphia; WKBS-TV Burlington, N. J.; WOR-TV and WPIX-TV, both New York;

WHYY-TV Wilmington, Del.; WLTV-TV Allen town, Pa.).

■ **Southwest Video Corp., Humble, Tex.** (KWEX-TV San Antonio, Tex.; KUHT, KHOU-TV, KHTV, KPRC-TV, KTRK-TV and KVRL, all Houston; KDTV Dallas; KTVT Fort Worth).

■ **Cypress Cable Corp., Navasota, Tex.** (Add KAMU-TV College Station, Tex.).

### Final action

■ **FCC authorized ten Indiana cable systems, microwave common carrier and Gibson City, Ill., cable system to carry WSNS-TV Chicago instead of WFLD-TV Chicago, in order to continue presenting Chicago White Sox baseball games when they switch from WFLD-TV to WSNS-TV on April 6.** Action April 4.

### Other action

■ **Review board in Winchester, Ky., cable TV proceeding, denied petition by Tele-Caption of Winchester Inc., owner and operator of cable television system at Winchester, for reconsideration of Jan. 31 decision ordering it to cease and desist from carriage of distant signals WLKY-TV Lexington, Ky., and WXIX-TV Cincinnati (Doc. 19358).** Action April 4.

### Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through April 10. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ **Boulder, Colo.**—City council granted \$5-year franchise to Teleprompter Inc.

■ **Kendallville, Ind.**—Noble-DeKalb Broadcasting Co., local firm, has applied to city council for franchise.

■ **Ola, La.**—Town council awarded franchise to Continental Transmission Corp. of Jena.

■ **Wyoming, Mich.**—City council awarded franchise to General Electric Cablevision Corp.

■ **Meysersdale, Pa.**—Kirchner TV has requested that Meysersdale Borough Council grant it franchise to operate within town limits.

■ **Wyomissing, Pa.**—Berks TV Cable Co. was granted franchise. Firm will charge \$4.95 monthly and \$5 for installation.

# Classified Advertising

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### Help Wanted Management

**Sales Manager.** AM Contemporary. Eastern seaboard. Need a leader, a driver, a tyrant and a humanitarian. A real producer. \$25,000 plus exciting sales percentage. EOE. Immediate opening. Send resume and references as soon as possible. Box D-63, BROADCASTING.

**Studio manager** for Minnesota community of 3500. Excellent pay and opportunity. Must be able to announce, sell and do play-by-play. Rush resume, picture and references. Box D-140, BROADCASTING.

**Position open immediately.** Small FM station manager. Involves programing, management and sales. Prefer aggressive individual ready to move up. Send complete resume to Chester Medley, 482 Broadway, Brandenburg, Ky. 40108.

**Station Manager** for Michigan upper peninsula. Sales oriented small market. 5000 watt AM. Call days 517-482-9695 or evenings 517-414-0702.

### Help Wanted Sales

**Major market AM/FM** has fantastic opportunity for real hot shot willing to sell on commission only. Up to 40% commissions. Huge earnings possible. Box D-9, BROADCASTING.

**Sales Manager:** Good track record, of sales and ideas that sell. Salary plus commission and percentage. If you want to make money it's your opportunity. Complete resume necessary, position could involve some management duties. Box D-123, BROADCASTING.

## Help Wanted Sales—Continued

**Sales Manager.** Creatively programed AM. Moved up to multiple group in West. Resume references. Box D-161, BROADCASTING.

**KSFx wants a professional retail/agency account executive** with hustle! Desired minimum experience: 2 years. Must be presently the best at your station. Resumes to Jim Bocock, KSFx, 1177 Polk St., San Francisco, Calif. 94109. An Equal Opportunity Employer.

**Top rated Stereo FM Rock station, WHVY** in major New England market of Springfield, Mass., seeks services of aggressive salesmen—above average salary with future management position and override based upon results. Be willing to do street work, agency solicitation and work with our national representatives. Must have proven track record. Write Jon Goodman, Manager, WHVY, 101 West St., Springfield, Mass. to arrange interview or telephone 413-737-1414.

**DJ/Salesman** for fast growing station will make \$10,000+ with much greater earnings potential. Sales or on air experience preferred but not necessary. Fringe benefits. Contact Gerry Gallina, WMCL Radio, McLeansboro, Ill. 62859.

**Attention! Need local sales manager or salesman** for 5000 watt full time AM-MOR station. WNPT in Tuscaloosa has this opening with good pay and chance for advancement. Call Vic Rumore, 205-758-3311 or send complete resume to Box 2787, Tuscaloosa, Ala.

**Sales Manager.** Experienced radio sales to work with accounts and guide efforts for new operation. Salary plus commission. WOMN, Decatur-Atlanta, Ga.

## Help Wanted Sales Continued

You are #2 man and want the big job or you are #1 man want a bigger market. Take charge of two stations and prove you can grow with our public chain. Opportunity is now open. John Woods, WRUN, AM/FM, Utica, New York.

Media broker trained for Midwest. Chapman Associates, 5 Dunwoody Park, Atlanta, Ga. 30341.

## Help Wanted Announcers

Growing Florida group needs 1st ticket men/women. All airshifts. Engineering, sales, for future expansion. All fringes with a straight company. Write Box C-162, BROADCASTING.

Strong air personality for #1 top 40 station in Western medium market. Must have good personal character, creative talent, production ability and willingness to take direction. Send air check and resume to Box C-179, BROADCASTING.

1st phone, drive time, NE AM/FM, strong personality. Experience a must. Good starting salary. EOE. Tape and resume to Box D-66, BROADCASTING.

Metropolitan area, 50,000 watt Stereo 24-hour operation looking for mature voice for airshift following top New York morning man. 35 miles from New York City. Pleasant surroundings. Hospital-insurance and pension plan. Five years experience. Permanent position. Five-day week. An Equal Opportunity Employer. Mail tape and resume to Box D-93, BROADCASTING.

Major market "Q" format rocker seeks cookin' housewife-time jock. Good bread. Solid experience required. Box D-117, BROADCASTING.

Experienced dj, announcer, Country format, with sports and sales ability if desired. Resume and air check necessary. Forward complete details in first letter. Box D-124, BROADCASTING.

Major East Coast MOR station has shift open for a pro who keeps on top of events, knows how to talk to our adult audience and can do production. You're bright and comfortable or don't send tape. Box D-157, BROADCASTING.

Bright, happy morning man in vacation wonderland. Experience and willingness to work. KIX AM & FM, Suite 1060, Saving Bldg., Ft. Collins, Colo. 80521.

Vacation relief—Phoenix—starting mid-May for 14 consecutive weeks on top-rated Beautiful Music FM station. \$200 per week. Send audition tape and resume to Tom Churchill, Mgr., KRFM, Box 1009B, Phoenix, Ariz. 85064.

Need resonant personality, adult voice for Contemporary MOR format. Must know music/news. Send air check, resume, photo, salary requirements. Bob Roberts, WAVS, Box 1261, Fort Lauderdale, Fla. 33301. No tapes returned.

Growing Northeastern Pennsylvania group needs solid air personality with first class ticket and program director ambition. Light maintenance required. Good production and news ability required. Excellent community close to metropolitan area, good family living. We are seeking a bright, mature person who is eager to get involved in community affairs. Salary based on experience and ability. Send resume and tape to Dave Donlin, WAZL, Hazleton, Pa. An Equal Opportunity Employer.

Announcer for 5KW suburban Philly indie. Accent on personality and experience for contemporary station first in market. No beginners. Good salary, benefits. 3rd endorsed, good references a must. WCOJ, Coatesville, Pa., an Equal Opportunity Employer. 215-384-2100.

Morning personality with experience, ideas, original wit. Salary commensurate to ability. Medium market offers ideal living conditions. Send tape, resume, salary expected, WFON, Fond du lac, Wisc. 54935.

Personality, preferably morning man needed for Adult Contemporary format. Mature, experienced and friendly. Need by May 1, latest. Good salary, benefits. Tape and reference to John Duncan, WOIO, Canton, Ohio 44708.

Established Mid-Atlantic Contemporary seeks bright, morning communicator. Possibilities for advancement with fast growing group owner. Send tape and resume to Rick White, WTBO, Box 510, Cumberland, Md. 21502.

Top announcers and production men Gulfcoast Modern Country giant needs your talents. Only top men apply with air check, resume and salary requirements. Prepaid calls will be accepted. Bob Lima, WVMI AM/FM, Biloxi, Mississippi. 601-388-2323.

We need a professional sounding announcer immediately. Modern station with modern facilities in St. Louis area. 314-586-8577 for Mgr.

## Help Wanted Technical

Major market Midwest directional AM and Stereo FM combination needs chief engineer. Excellent working conditions. Box D-10, BROADCASTING.

Chief for 5,000KW Directional near East Coast. Up to \$17,000 for right person. EOE. Excellent equipment. Immediate opening. Please send resume and references to Box D-62, BROADCASTING.

Chief engineer for AM and automated FM in Southwest tourist city. Fishing, hunting, great climate. \$10,000 a year for qualified engineer who can also program automation, do news and some production. Box D-90, BROADCASTING.

First phone man to read transmitter meters. Age no barrier. WAMD, Aberdeen, Md. 21001.

Engineering Supervisor to help construct and operate new public radio station. At least 2 years experience in radio operations and maintenance required. Salary open. Send resume to Business Manager, WXXI, 410 Alexander Street, Rochester, New York 14607.

## Help Wanted News

Newsman to gather, write, air local news. Equal Opportunity Employer. Box D-130, BROADCASTING.

Announcer, strong on news and possibly talk-show, needed by New England small market station. Some experience required. Tape and resume to Box D-164, BROADCASTING.

News Director for Indiana AM/FM. Send tape, resume, references, salary requirements to WITZ, Box 167, Jasper, Indiana 47546.

Interviewing for future News Director. Past experience essential. Write WPHM, Box 247, Port Huron, Mich. 48060. An Equal Opportunity Employer.

## Help Wanted Programing, Production, Others

Copy/production. Wisconsin radio station needs creative copy/production person with emphasis on production. Copy must be top calibre and sell. Send resume, sample copy and own production tape to Box D-58, BROADCASTING.

Director of Radio Services for a new public radio station. At least 2 years experience in a radio management position. BA required. Salary open. Send resume to Business Manager, WXXI, 410 Alexander Street, Rochester, New York 14607.

## Situations Wanted Management

Seasoned pd wants management! Keenly, conceptually aware of what makes sales tick and demographics ascend! Know component parts of successful station operations, inside-out! Veteran programmer, manager—expertise in Contemporary, MOR . . . FM Beautiful Music. Currently programmer-personality top 13 market. Extensive Grass Roots-Up background. Small, medium? All markets considered. Flexible, adaptable. Box D-49, BROADCASTING.

A young, top flight GM ready to move into new challenge with \$30,000 cash to invest. Location must be east of Mississippi. Box D-120, BROADCASTING.

Manager. Aggressive director of top market FM facility desires management position. 17 years experience all formats. Thorough knowledge of programing, news, sales, involvement in community affairs, promotions, FCC rules and regulations plus license renewals. Excellent references. Box D-121, BROADCASTING.

General or General Sales Manager. 18 years composite radio, television experience in major and medium markets. Expert sales, programing, executive skills. Creative, enthused, energetic. Super record of success. Exceptional, professional. Box D-133, BROADCASTING.

General Manager. Florida east or west coast. 17 year pro. 13 in the Sunshine State. Announcer through Sales Manager. Creative. Strong on the street. Now I'm ready to run the whole works. Honest. Family man. Perfect for your absentee owner operation. Box D-144, BROADCASTING.

14 years of programing, production, promotion, sales and management experience. College degree in broadcast management. Seeking GM or Sales Management position in major market. Very aggressive. Like to work on incentive vs performance basis. Complete resume and references available. Box D-152, BROADCASTING.

Experienced personnel executive with prior broadcast experience wishes to return to the field. Relocate anywhere. Box D-162, BROADCASTING.

General Manager 10 years experience sales, announcing, news, FCC rules, first class, married. Stable, capable. Would like partial ownership, could invest. Box D-163, BROADCASTING.

## Situations Wanted Management Continued

General Manager with fifteen years experience, all phases of radio. Available now for West Coast. Ralph Dailey, 209-529-8334.

## Situations Wanted Sales

Give a guy a break into sales. See TV situations wanted, production; college, BA, AA. Box D-33, BROADCASTING.

Major market. Young professional seeks move up. One year successful medium market sales experience. Expertly trained. Six years R-TV, degree, desire. Box D-118, BROADCASTING.

Out of radio and TV for over year. Made mistake. Want back in. Sixteen years as personality, sales and manager, copy writer, production, promotion. Family prefers small market. Box D-141, BROADCASTING.

## Situations Wanted Announcers

Very hard worker, reliable, experienced announcer, tight, 1st phone, degree. Presently working in small TV radio market. Box C-117, BROADCASTING.

Soul jock. Hard worker, good voice, 1st phone. Some experience. Willing to relocate. Box D-119, BROADCASTING.

First phone, six years experience, want back into Top 40. Proven ratings booster, a whiz in the production room. Station recently sold, things are getting tight. Security and advancement opportunity a must. Box D-167, BROADCASTING.

Experienced Top 40 jock, first phone. Presently employed in southern Calif. small market. Seeking next position without sales. Music Director capabilities. Interest in news too. 805 RE 6-3429. Noon-6, weekdays. Ken.

I'm tired of "rinky-dink radio." If you're looking for an entertainer and are willing to pay for it call me. 7 years in radio, 2 years news director, 1 1/2 years sales manager, first phone and experience plus. Looking for housewife show or telephone talker in either small or medium market community minded radio, with security. Enjoy that "big duck in a little pond" feeling, but will consider work where a creative mind is appreciated and there is room to breathe. I refuse to be made into a radio robot. Think about it: if you honestly feel that we would be good for each other a complete resume and tape will be sent to you. Phone 813-638-2561 any time. Ask for C. R. Speaks.

First phone searching for Top 40 jock or Music Director position anywhere. 3 years in radio, 7 years in rock music. 22, married, Mike West, Box 1064, Richmond, Ind. 47374. 317-966-6202.

Christian announcer: versatile, good boardwork, 3 years experience in rel. Radio tech school grad working on first. Dependable, will relocate. Charles Graff, Box 1170, Warminster, Pa. 18974. 215-674-0558 or 659-9837.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Play-by-play, sports caster also dj and news. 3rd ticket. 27, single. Available now. Box D-147, BROADCASTING.

Desire—young man (25) with plenty of desire anxious to get into radio or TV on full time basis. BA in Speech, experience and third class ticket. Willing and anxious to learn more and perform. Box D-148, BROADCASTING.

Hard working, 3rd phone, talented beginner with college station announcing experience. Tight board, authoritative news and production. Will relocate anywhere. Available 6/20/73. Timothy Jenniges, Ellsworth, Minn. 56129.

Young announcer needs first break. Specs Howard Grad. good voice, tight board, 3rd endorsed. Can follow direction. Single, will relocate. Bob Ferreri, 7767 Rutherford, Detroit, Mich. 48228. 313-582-0047.

College FM station dj, experienced, 3rd phone. Position anywhere. John Robertson, 6065 Gardner Line, Crosswell, Mich. 48422. 679-3584.

Professional (Top 40) personality, four years, large medium or major only. References. Box D-135, BROADCASTING.

Announcer 7 years experience looking to make that final move to stable MOR station. \$140/wkly. Southeast or West. Box D-68, BROADCASTING.

Experienced professional seeks adult MOR announcing/production responsibilities. Pleasant delivery, good attitude. Married, stable. Box D-136, BROADCASTING.

## Announcers Continued

Needed now, 5 years experience, married, 3 children. Worked all formats, relocate anywhere. Prefer small market, chance to work up to PD. Box D-166, BROADCASTING.

Personality Morning Man for Contemporary MOR, med/large market. Warm, involved, phones, voices, creative, 28, wants permanency, freedom and direction to develop ideas. 10-yr. proven radio-TV track record. Good references. Available immediately. Scott, 703-591-5954.

Major market progressive jock with programming experience. Interested in Top 40. Paul Sullivan. 213-661-4789.

Popular/Progressive Rock /Free Form. Pioneer PD/announcer. Soft, intimate FM style. AA, BS, MA. More. Frank 1377 Conneaut, Bowling Green, Ohio 43402.

7 years experience. Would like to relocate where the pace is slower. Bruce Fletcher, 4100 Linden, Western Springs, Ill. 60558. 312-246-1121.

If you think Top 40 is art, demands a partial script and involves hard work-WE speak the same language. Find out more. Steve Masapallo, 82E Summit Ridge, Glassboro, NJ 08028. 609-881-7699. Will relocate. Professionals only.

## Situations Wanted Technical

Engineer, first class license, experienced in studio master control operations, UHF transmitters. Desires video tape position. Box D-173, BROADCASTING.

Experienced chief. Directionals, Stereo, automated, highpower. South or Eastern Seaboard only, please. Box D-155, BROADCASTING.

Adult seeks technical job or various broadcast responsibilities. 510 Woodlawn, Wilmington, NC 919-763-6648.

## Situations Wanted News

Newsman, 36, rich reportorial and air experience. Demonstrable leadership ability. Box D-7, BROADCASTING.

RTV grad, University of Illinois, heavy on sports, seeks play-by-play position in any size market. Can also handle news. Married, 26. Excellent references. Tape, resume available. Box D-23, BROADCASTING.

Bright, conscientious, Masters Degree in RTV from Indiana University, some experience. Just discharged from military. Seeks solid position in RTV news. Resume, tape available. Box D-73, BROADCASTING.

Professional, hard-working, aggressive, young, articulate, creative, newsman who feels stifled in present position, wants to grow with organization that cares about news as much as I do. Four years experience in medium market. Solid newsman both inside and outside. Journalism degree. Currently employed. Prefer Northeast, but will consider anything. Box D-81, BROADCASTING.

I'd like to join a multiple-man news department under a man who really knows his business. Operations experience in suburban top 5 market. Morning drive news in major market. Part-time news at network O & O. Box D-96, BROADCASTING.

Have no experience reporting, but have done some writing and investigative research at major news broadcast operation. Want to write news in New York, Conn., or New Jersey. BA, English. Box D-111, BROADCASTING.

Major market, news, ten years experience, all formats, available April 15. Box D-125, BROADCASTING.

Wire service broadcast editor, news director experience. 25, degree, 1st phone, RTNDA. Seeks new challenge with dynamic news operation. Box D-128, BROADCASTING.

Radio/TV grad, first, love news, 3 years experience medium market all phases of news and talk shows. Only seek chance to prove myself in larger market. Box D-132, BROADCASTING.

Newsman. Medium or larger market. Top field reporting and writing. College grad, 26. Northeast. Box D-138, BROADCASTING.

Newsman, gather, write, present. Excellent delivery, sports oriented. 3rd endorsed. Mature, dependable. Will relocate. Box D-154, BROADCASTING.

Excitement and enthusiasm—that's what sports should be all about and that's my bag. As sports director of small market TV station, I've gained a solid reputation as a knowledgeable sports enthusiast, as well as a competent journalist. I love what I'm doing, but want to move up and expand. Radio play-by-play, features, interviews, on the air TV reporting; these are all part of my background and I want a greater opportunity to let the sports light shine! Contact D-158, BROADCASTING.

## Situations Wanted News Continued

Mature and dependable sports director who can cover it all. Also broadcast journalist. Would like opportunity in both media. Years of experience. Box D-160, BROADCASTING.

Young, energetic and ready. 5 years radio experience in MOR and Top 40. Sports Director for 3 years. 1st phone. Prefer East Coast. Tape and resume on request. Box D-175, BROADCASTING.

Intelligent male age 22 desires broadcast journalism position. BA Psychology + first; determined to be successful. Prefer West Coast. Writing strong—samples available. RN, 2 Coronado 33, Daly City, Calif. 94015. 415-992-2435.

DMS graduate, first phone, Southeast or Florida, news experience, reliable. Lee Bensley, 314 Harmony Lane, Henderson, Ky.

15 year broadcast veteran. Seeking news director or operations manager position in major medium market. Have 1st ticket and will consider telephone talk show. Charles Beach, 7271 Ferguson, Apt. 1086, Dallas, Texas. 1-214-321-0001.

Mature family man with 1st phone 4 years experience news interviews and color on sports. Monkeys can be trained to spin records. Loads of recommendations. Write Dave Swift, 327 So. Wyoming, Buffalo, Wyo. 82834 or call 307-684-5359.

Speech communications, BA, 5 years commercial and educational news experience. Willing to work hard with the right ND. Howard Fine, Fraser Box 489, Geneseo, NY 14454. 716-243-3416.

## Situations Wanted Programming, Production, Others

Major Country programmer: available for Ops/Pgming position major market or group operations head. All facets. If you know Country radio you know who I am. Box D-74, BROADCASTING.

Need "Man Friday"? Announce, production, copy, PD. 27 years experience. MOR, 3rd endorsed. Prefer D.C. area. References. Box D-174, BROADCASTING.

Know MOR. Will program, announce, coordinate. Capable, versatile, experienced, including license renewal. Box D-137, BROADCASTING.

Graduating May 17th from Univ. of Wisc., Oshkosh, Wisc., BS Radio-TV-Film, 5 years commercial radio and TV experience major and small markets, plus ETV and radio, experienced all phases of production. Will relocate anywhere. Resume and references on request. Write or call David Anderson, 24624 Adams Ct., Farmington, Mich. 48024. 313-476-8932.

Bookkeeper, gal Friday: experienced, traffic, affidavits, etc. Moving nearer family, will locate for best job on East Coast, preferably between Washington and Raleigh. Call/write "Happy", c/o WYFE, Box 1150, Rockford, Ill. 61105. 815-877-6064.

See "Adult seeks technical" under technical section.

## TELEVISION

### Help Wanted Management

Business Manager. Fastest growing independent in top ten market. Need for progressive financial manager. Opportunity to learn all phases of TV management and increase income. Box C-224, BROADCASTING.

Director of Marketing. Group broadcaster needs 5 MBA graduates to fill newly created positions at our 5 television stations. Station sales experience desirable. Candidates selected will be in charge of all marketing services at each station and be groomed for top level management positions. Send resume to Box D-53, BROADCASTING.

General Sales Manager. Top 10 market VHF network affiliate. Income range \$45,000 to \$50,000 per year. Rush resume to Box D-54, BROADCASTING. Completely confidential.

Communications Analyst for growing behavioral understanding research firm with emphasis in television programming. Required: advanced degree in mass communications, radio/television, journalism, marketing, sociology or psychology; imagination, communication skill, attractive personality. Box D-108, BROADCASTING.

Aggressive type with experience and formal training backup to manage growing Southeastern station, BS Telecommunications or equivalent, MA Business Administration. Contact: R. Johnson, Box 1528, Dothan, Ala.

## Help Wanted Sales

Large market Ohio television station. Excellent numbers. Major group offers advancement possibilities. Reply to Box D-55, BROADCASTING.

Highly motivated salesman needed at top-rated major West Coast television station. Entire sales staff earned 35 to 45K in 1972. Mail resume to Box D-56, BROADCASTING.

Media broker trained for Midwest. Chapman Associates, 5 Dunwoody Park, Atlanta, Ga. 30341.

Polished, aggressive salesman to market totally new concepts in production of an innovative, young corporation. 20% commissions, draws, expenses. New territories now open. Telephone interviews only. Call Clay Ratcliffe, Computer Image Corporation, Denver, Colo. 303-934-5801.

## Help Wanted Technical

NE UHF TV seeks 1st class for switcher and MCR duties. Will train. Box D-134, BROADCASTING.

Wanted: Technical Director for major broadcast chain: radio and TV engineering experience necessary. Salary and benefits excellent. Great career opportunity. Box D-170, BROADCASTING.

Lab Technician-film processing/camera repair. Contact Frank Broughton, WCKT-TV, Miami, Fla. Equal Opportunity Employer.

Chief engineer, BSEE or equiv. Top technical position in major cable system to be built in Hartford, Conn. Suburban area. Looking for CE/Asst. CE with proven TV experience to direct all technical operations. Career opportunity with great growth potential. Send resume to LVO Cable of Conn., 61 E. Main St., Forestville, Conn. 06010.

Audio Mixer with experience in multiple mike input music mixing for active TV production center. Call Don Ford, 918-743-3823, Tulsa, Okla.

Video engineer with experience in shading, maintenance and repair on RCA TK-44 cameras. Maintenance of TS series RCA switcher and BC series audio boards and RCA videotape recorders. Strength needed in video shading for production. Call Don Ford 918-743-3823 Tulsa, Okla.

## Help Wanted News

Medium market television station in dynamic Southeast seeks director of news and public affairs. Looking for experienced and aggressive news person with ability to write, anchor and direct news team. Liberal salary, fringe benefits, auto. Send resume and photo to Box D-80, BROADCASTING.

Top flight news writer/producer for top rated New York State station. I need someone who can do more than just string words and film together. Rush samples, picture and complete resume to Box D-126, BROADCASTING. An Equal Opportunity Employer.

TV sportscaster. Major Ohio market. Top pay for attractive, experienced, knowledgeable sports talent. All replies absolutely confidential. Equal Opportunity Employer. Send picture and resume only to Box D-168, BROADCASTING.

Latin news editor. TV writing/reporting/desk. Bilingual. Experienced only. Contact Dave Choate, WCKT-TV, Miami.

## Help Wanted Programming, Production, Others

Promotion manager. Manage going department for #1 station in 3 VHF, top 50 Midwest market. Creativity in on-air promotion a must, plus experience in print layout and general publicity. Resume to Box D-92, BROADCASTING.

Promotion Manager. Independent top ten. Must be brilliant and creative in on-air, audience and sales promotion. Opportunity as big as your ability. Box D-116, BROADCASTING.

Major Southwest university seeks versatile production specialist with MA to run closed circuit color system used for teaching professional broadcast news, public affairs, and advertising courses. Equal opportunity Employer with affirmative action program. Send complete biographical information to Box D-150, BROADCASTING.

Executive Producer, top 10 market. Responsible for P/D staff, content and style of all local P.A., entertainment and other programs. A challenging position with future for the right person with proven abilities and production and content background. Box D-172, BROADCASTING.

Writer/researcher TV documentary unit. Experienced only. Contact Roger Burnham, WCKT-TV, Miami.

Immediate opening for staff director. Top compensation. Excellent fringe benefits, including beautiful living in the 1,000 Islands area. Rush resume to Glenn Hall, WNNY-TV, Box 211, Watertown, NY 13601. An Equal Opportunity Employer.

## Situations Wanted Management

Knowledgeable Prof Assistant GM, PD, Operations Manager. 20 years experience. Net and independent. Box D-171, BROADCASTING.

## Situations Wanted Sales

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

Successful radio talk show host on East Coast wishes to move up to television. Offers must exceed \$25,000. Box D-131, BROADCASTING.

Announcer/copywriter, major market experience, 3 years TV/radio, seeks TV work. VTR upon request. 919-762-4790 evenings.

## Situations Wanted Technical

Experienced hard working switcher/director, first phone, quality workmanship, desires to settle down for job with future. Box C-203, BROADCASTING.

Experienced hard working switcher/director, first phone, quality workmanship, desires to settle down for job with future. Box D-2, BROADCASTING.

TV/Film, experience in film, stage lighting and audio. Switcher, film technician and/or first phone engineer position wanted. I can fill any or all positions. What can you offer? Box D-149, BROADCASTING.

## Situations Wanted News

Newsman, 36, rich reportorial and air experience. Demonstrable leadership ability. Box D-7, BROADCASTING.

Six years experience, major colleg sports. Masters degree, Broadcast Management, Michigan State University. Have interview top athletes in America, including Mark Spitz. Play-by-play strongest point. Winner of WGN National Sportscasting Contest. Conscientious, aggressive. Box D-82, BROADCASTING.

Experienced reporter-photographer seeks job in TV news. BJ broadcasting, BA-speech. Send for resume. Box D-112, BROADCASTING.

Strong radio reporter wants television field reporter position. College grad, 26, Northeast. Box D-139, BROADCASTING.

Experienced TV Sports Director seeking middle market commercial or CATV. Versatile sports pro with exceptional play-by-play delivery and enthusiasm. Currently employed, desire more challenging position. Dedicated to the industry. Box D-743, BROADCASTING.

Sold performer, pbp, talk, 15 years radio, TV last move. College degree, married, family. Reliable, industrious, pd. D-156, BROADCASTING.

If you want a pro, top 5 anchorman/reporter/documentarian, national awards, top ratings, impeccable references. Box D-159, BROADCASTING.

Experienced newspaper photographer-reporter seeks TV opportunity. BSJ-Broadcasting, Wigodsky, 310 North Ninth, Norfolk, Nebr. 68701.

Stations merge. Radio news director gets television news shot. Falls in love. Ready for television full time. BA Journalism, MA English. Walt Noon, 3239 High St., Eureka, Calif. 95501. Call 707-443-9096.

Meteorologist, AMS professional, experienced, MS degree, available mid-June. Contact Tom Mahoney, 602 Larry Lane, Green Bay, Wisc. 54301.

Woman seeking job as television news reporter. Excellent educational background. One year experience as reporter-camerawoman-film editor and writer. Also a frequently published freelance writer. Will relocate. Resume on request. Contact directly 301-462-1918.

## Situations Wanted Programing, Production, Others

Peace Corps vet. Associate producer desires stateside career. Internationally experienced. Heavily creative. Presently working in DC market. Contact Box C-237, BROADCASTING.

Young director with 7 years diverse production experience seeks medium market position. Box D-26 BROADCASTING.

## Situations Wanted Programing, Production, Others Continued

College graduate, BA, AA in broadcasting and political science desires position in broadcasting industry. Four years experience in TV production, master control technician and film. Third phone. Ability to take direction and carry out orders. Will consider news or sales position. Box D-34, BROADCASTING.

Talented director seeks to work with tight crew and solid programing. Currently Production Manager of top 50 UHF. Box D-100, BROADCASTING.

Producer-director: major sports events seeks new opportunities. Complete television credentials. Write D-151, BROADCASTING.

Film Director, 20 years experience. Booking, scheduling. Diversified in programing, operations. Will relocate. Box D-165, BROADCASTING.

Experienced announcer, producer, director, commercial creativity, news. Mike Shrigley, 12039 S. Saginaw Rd., Grand Blanc, Mich. 48439. 313-694-5864.

Producer-Director/Prod. Dir. three years experience with network affiliate news and commercials. Artistic background, photography and TV promotion experience. Ambitious, professional, personable. Excellent references. Call 203-688-3886 after 5. Relocate.

## CABLE

### Help Wanted Sales

Sales Representative Midwest location. Major program distributor needs neat, articulate salesman for expanding CATV sales. Prior sales experience in UHF television or FM radio a must. Background in TV programing or production helpful. Position involves heavy travel through Midwest. Successful applicant will be based in Chicago. Salary, commission, plus expenses. Send resume to Box D-95, BROADCASTING.

If you have sales experience and a strong interest in CATV, here is your opportunity to be considered for a System Manager position. Candidates must have a college degree and be from the Midwest. \$18-20 K plus fringe. Call Fred Harms at 312-693-6171.

## Situations Wanted Programing, Production, Others

Manager, program director, producer-director, host, sales, first phone. BA, CATV tec., one or all. 315-478-8896. Box D-94, BROADCASTING.

## WANTED TO BUY EQUIPMENT

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Town Hall  
Carmel, New York

**Employment Service**

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Indicate desired category:  Radio  Television  Cable

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- Management
- Sales
- Announcers
- Technical
- News
- Programming
- Production, Others

**SITUATIONS WANTED**

- Management
- Sales
- Announcers
- Technical
- News
- Programming
- Production, Others

**WANTED TO BUY**

- Equipment
- Stations

**FOR SALE**

- Equipment
- Stations

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- Instruction
- Comedy Material
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COPY: \_\_\_\_\_

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See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.



# Profile

## The key GOP senator on broadcast matters: Howard Baker of Tennessee

In politics it's easy to give lip service in support of the free broadcasting system. The platitudes can be found in *Congressional Record* articles, news releases, Senate and House hearing transcripts, speeches to the broadcasters back home. But for Howard Baker Jr., one of the two Republican senators from Tennessee, the concept is in truth a deep-rooted philosophy that underlies his views on a broad range of issues affecting television and radio.

As ranking minority member of the Senate Communications Subcommittee, Senator Baker works closely with Chairman John O. Pastore (D-R.I.) in guiding broadcast-related legislation through the subcommittee. Two subjects of current concern are funding for the Corporation for Public Broadcasting and an amendment to the campaign-spending law to repeal Section 315 of the Communications Act for presidential and vice-presidential candidates, and establish an overall limit on all spending by federal-office candidates.

A two-year funding plan for CPB is probably the best interim solution, says Senator Baker. He agrees with Senator Pastore, however, that a permanent financing plan is needed and "I suspect it will be up to him and me to try to devise" such a plan. As Senator Baker sees it, the problem is two-fold: maintaining "a healthy, vigorous, effective public broadcasting system in the short term, free of partisan, political taint with maximum local participation," and developing long-term financing "that has maximum insulation from institutions of government."

On the political-spending bill, the senator is reserving judgment for the present. But he has long believed that the lowest-unit-rate provision in the law amounts to a government subsidy for political candidates at the expense of the broadcaster. And he says he is not ruling out legislation to clarify the so-called "reasonable access" clause of the law. "As it stands now," he says, "the broadcaster bears the judgmental brunt of the matter and that hardly seems fair."

Also unfair, Senator Baker believes, are what he sees as certain outmoded FCC regulations. He has introduced S.J. Res. 60, calling on the FCC to undertake a pilot project on radio re-regulation. "I feel very strongly that that portion of the broadcast industry which serves smaller markets—particularly radio—is the victim of archaic regulatory practices," he says.

The senator has also investigated the feasibility of allowing TV translators to



Howard Henry Baker Jr.—Republican senator from Tennessee; b. Nov. 15, 1925, Huntsville, Tenn.; U.S. Navy, 1943-46; LLB, University of Tennessee, 1949; practicing attorney in Huntsville and Knoxville, 1949-66; elected to U.S. Senate, Nov. 8, 1966; re-elected Nov. 7, 1972; member, Senate Committee on Commerce and ranking Republican on its Subcommittee on Communications; also member of Committee on Public Works; Joint Committee on Atomic Energy and Select Committee to Investigate 1972 Presidential Campaign Activities; m. Joy Dirksen, Dec. 22, 1951; children—Darek, 20, and Cynthia, 17.

broadcast a limited amount of local programming and authorizing low-cost, low-power UHF's—both proposals to foster local ownership and use of television along the lines that community AM stations developed. He's hopeful the subcommittee will explore the proposals in hearings.

In regard to sex on TV and radio, Senator Baker would prefer that the broadcast industry "act as its own sensing system for determining where public rage and indignation lies, instead of depending on Congress to identify it for them and to prohibit certain types of programing."

He predicts the bill banning little-cigar advertising will pass the Senate (see page 20) and "I bow to the overwhelming sentiment of Congress in that respect." But, again, he says he would much prefer the broadcast industry "to have identified this concern and come to terms with it."

Areas in which the senator believes legislation is essential include license renewals and newsmen's privilege.

On renewals, Senator Baker says he's not yet wedded to the administration's bill or any proposal. But, he asserts: "We've got a hodge-podge now of statute law, of administrative decisions and judicial interpretations that make an absolute jungle out of license renewal. If we don't take action soon we may dry up the life of broadcasting, which after all is venture capital."

In the newsmen's-privilege area, he sees a need for a qualified shield law applicable to state as well as to federal proceedings. "You need to thoroughly codify and carefully delineate the privileges established by the Constitution in the field of freedom of the press," he says.

Senator Baker hails from a politically oriented family. His father served in the House from Tennessee's second district (the oldest Republican district in the nation, Senator Baker says) in the 82d to 88th Congresses until his death in January 1964, and his step-mother served the balance of that term.

And, perhaps inevitably, Senator Baker also caught the political fever; in 1964 he almost upset his Democrat opponent in a special election to fill the unexpired term of the late Senator Estes Kefauver. He successfully ran in 1966, defeating former Governor Frank Clement by almost 100,000 votes, and was re-elected last year, nearly tripling that margin in a race against Democratic Representative Ray Blanton, whose seat was eliminated by re-districting.

With only three years in the Senate he emerged as a candidate for the minority leadership in 1969, upon the death of his father-in-law, Senator Everett McKinley Dirksen. He came within a few votes of defeating Senate veteran Hugh Scott of Pennsylvania and that scene was repeated in 1971, at the beginning of the 92d Congress. He's said to be a strong contender for the post when Senator Scott retires and there's even talk about him as a presidential possibility.

His influence in administration circles is evidenced by the fact that last year President Nixon, at Senator Baker's urging, nominated Ben L. Hooks, a Tennessee lawyer and criminal court judge, as a member of the FCC to succeed retiring Robert T. Bartley. "I think his performance has been superb," Senator Baker says of Commissioner Hooks. "He has shown an even-handedness and a calm temperament that have served him well so far. I think he has been a very wholesome influence both on the commission and the industry."

Senator Baker has an interest in and an affinity for the technical side of broadcasting, a fact that stems from three years of electrical-engineering training in college ("It gave me some ability to converse in that foreign language"). And he nearly became a broadcaster himself. After switching to law and receiving his degree from the University of Tennessee, he joined the law firm founded by his grandfather. It was during that time that he seriously considered applying for Knoxville's channel 15. "The fact that it's still vacant probably verifies our final judgment that it wasn't economically feasible," he says.

# Editorials

## Too good?

Current indicators leave little room for doubt that television business is on solid ground and moving steadily ahead. This is not a new phenomenon; it became apparent last year, after the 1970-71 recession. But now it looks even better. Network executives are predicting that 1973 will be not only a record year but quite possibly a sensational year, and spot-TV leaders say their sales are running well above year-ago levels. Some think it may not be quite as sensational a year for spot as for network, especially since spot took longer to emerge from the mire of 1970-71, but network sales strength almost invariably begets spot sales strength and, with that added to spot's own momentum, it should be a year of solid gains all around.

We make these points not only for the pleasure of it but also to make another point: There was a seller's market, too, before the recession, and buyers often complained about what they considered high-handed treatment by sellers, particularly networks. These same buyers could and did chortle when the economy turned sour and delivered submissive salesmen offering distress merchandise on broken rate cards.

Sellers have a right to try to get what they consider full value for their products; buyers, to try to get as big bargains as they can. But they ought to treat each other with respect, if only to protect themselves against the future. Sellers should not let their enthusiasm for today's market make them forget how abrupt the transition can be if, as sometimes happens, tables turn.

## The in crowd

Shoddy business is going on in the United States Senate over the broadcast advertising of little cigars. It is beginning to look like a rerun of that strange alliance of big tobacco companies and consumer-minded senators that led to the prohibition of cigarette advertising on the air.

Last week, soon after the Commerce Committee—in an action of exceptional haste—reported out a bill to include little cigars in the law that keeps cigarettes off radio and television, the Senate, in an ill-attended session, passed the bill by voice vote. As is explained elsewhere in this issue, it was a parliamentary accident that assertedly occurred without the knowledge of the bill's principal supporters.

Senator Marlow Cook (R-Ky.) has now moved for reconsideration. This maneuver is explained as a means of giving Consolidated Cigar Corp.—the immediate target of all these Senate proceedings—time to retreat from its announced intention to conduct a national television campaign for its Dutch Treats. Senator Cook has candidly explained he wants to shut off the Consolidated television campaign out of a sense of obligation to the larger R. J. Reynolds and P. Lorillard, which withdrew their little cigars from the air at the urging of Senators Cook and Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee. Obviously the bigs have decided that broadcast advertising is expendable for little cigars, as for cigarettes—provided all companies are denied access to the air and are otherwise unimpeded in their advertising and marketing.

If all of this ends in affirmation of the Senate vote, the measure then goes to the House, where higher standards of legislative morality will hopefully prevail. Somewhere along the line it must be recognized that the major tobacco companies have found the formula to conspire in restraint of competition without violation of the antitrust laws. With the cooperation of a Congress that passed the antibroadcast law (and of a President who signed it), the tobacco bigs are selling more cigarettes than

ever with less chance for new brands to cut into their market shares. Doubtless they have the same plans for little cigars.

And whatever happened to all those promises of benefits to public health through a reduction of smoking?

## Second chance

Six weeks ago, the CBS Television Network withdrew from its schedule a Joseph Papp-David Rabe drama called *Sticks and Bones*. The program was to have been the second in a series of works commissioned by the network in its determination to upgrade the quality of artistic effort in the medium—a worthy intention backed in this instance by half a million in hard cash. Its postponement was occasioned by an unprecedented wave of station protest motivated by what one affiliate described in this journal's "Open Mike" as "a sincere concern that its presentation at this particular time could completely frustrate and alienate so many millions of people."

None could argue the reasonableness of that concern, although, inevitably, many surmised that the decision to postpone was motivated less by a difference over timing than by a caving-in to a Nixon administration that wanted no past agonies to cast a shadow over present joys. The prisoners of war were coming home nightly, as much by television as by airplane, it seemed, and the juxtaposition of *Sticks and Bones'* unrelenting antiheroics might indeed have been unwelcome.

But now that time is over. The last prisoner has been returned, and with him the last reason for avoiding the issue. And none should be misled: An issue remains. It has to do with the kind of medium television is to be. It is not for us to say that *Sticks and Bones* is great television. We can, however, make the judgment that television will never be a great medium without efforts equal to that production in relevance, ambition and professionalism.

A good many CBS-TV executives had confidence in the artistic excellence of *Sticks and Bones* before the station revolt. They could express that confidence now by putting the program on the network. If affiliates here or there chose not to clear, it would be their individual decision, but at least there would have been an end to a national blackout at the source.



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