

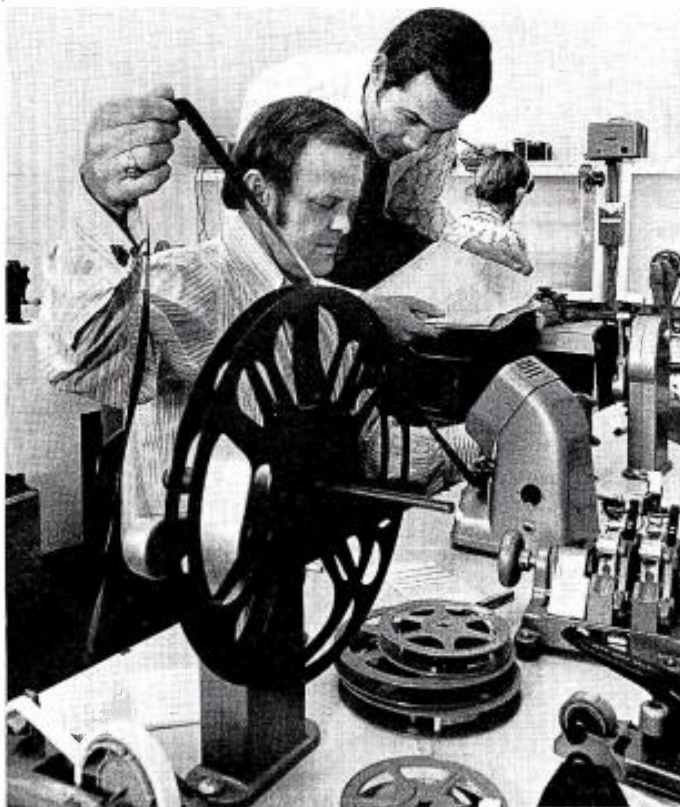
Talking their way to riches and ratings in radio
Watergate: Time and costs on upward spiral

Broadcasting May 28

The newswEEKLY of broadcasting and allied arts

Our 42nd Year 1973

At 9:59, we finish our 10 o'clock news.



shooting an almost impossible scene, is the kind of news Houston expects from KPRC TV.

Our audiences expect outstanding news because we demand it of ourselves.

In the past 25 years, we've created a tradition for outstanding journalism.

So it's no surprise that KPRC TV has won more news awards than all the other Houston stations combined.

Or that able, ambitious newspeople come to us.

As a result, we have one of the best news teams in the country.

And we back them up with the latest equipment and one of the finest new broadcasting facilities in America.

All of this adds up to one of the best 10 o'clock newscasts you'll see anywhere.

Even if we do put it together at the last minute.

KPRC TV HOUSTON

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES NBC AFFILIATE

2

At KPRC TV, we report what is happening as well as what has just happened.

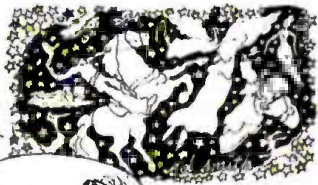
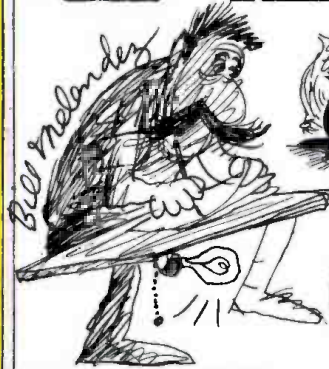
Consequently, we put

together a lot of news at the last minute.

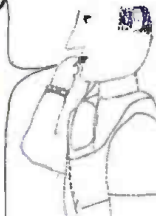
Editing a hot piece of film, rewriting a lead line for the tenth time, or

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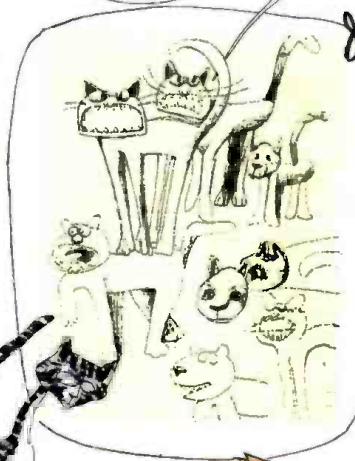
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John Hubley



George Cunniff



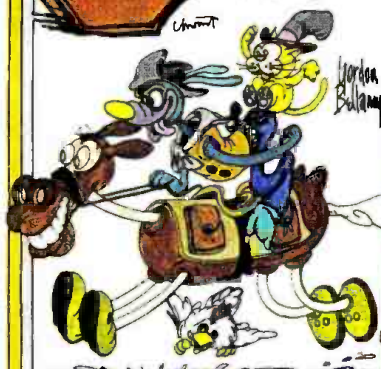
Chris Lake 239 Focus

Spider 143 Tony Super



MMW & Jann

Bill Littlejohn



Sheldon Sullivan

(Suggested for mature audiences.)



In 24 markets more young adults (18-49) watch the heroic escapades of Col. Hogan and his cohorts than any other programming in the time period.



In 44 markets young adults rank Hogan's Heroes a clearcut favorite over year-ago programming in the time period. Average increase: 39%.



In other words, if you want more maturity in your fringe-time audience, we've got a great suggestion:

Hogan's Heroes

Another great sitcom from Viacom

The animated commercial.

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

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

Or a candid conversation between a man and his stomach.

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

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

They'd all be done on film.

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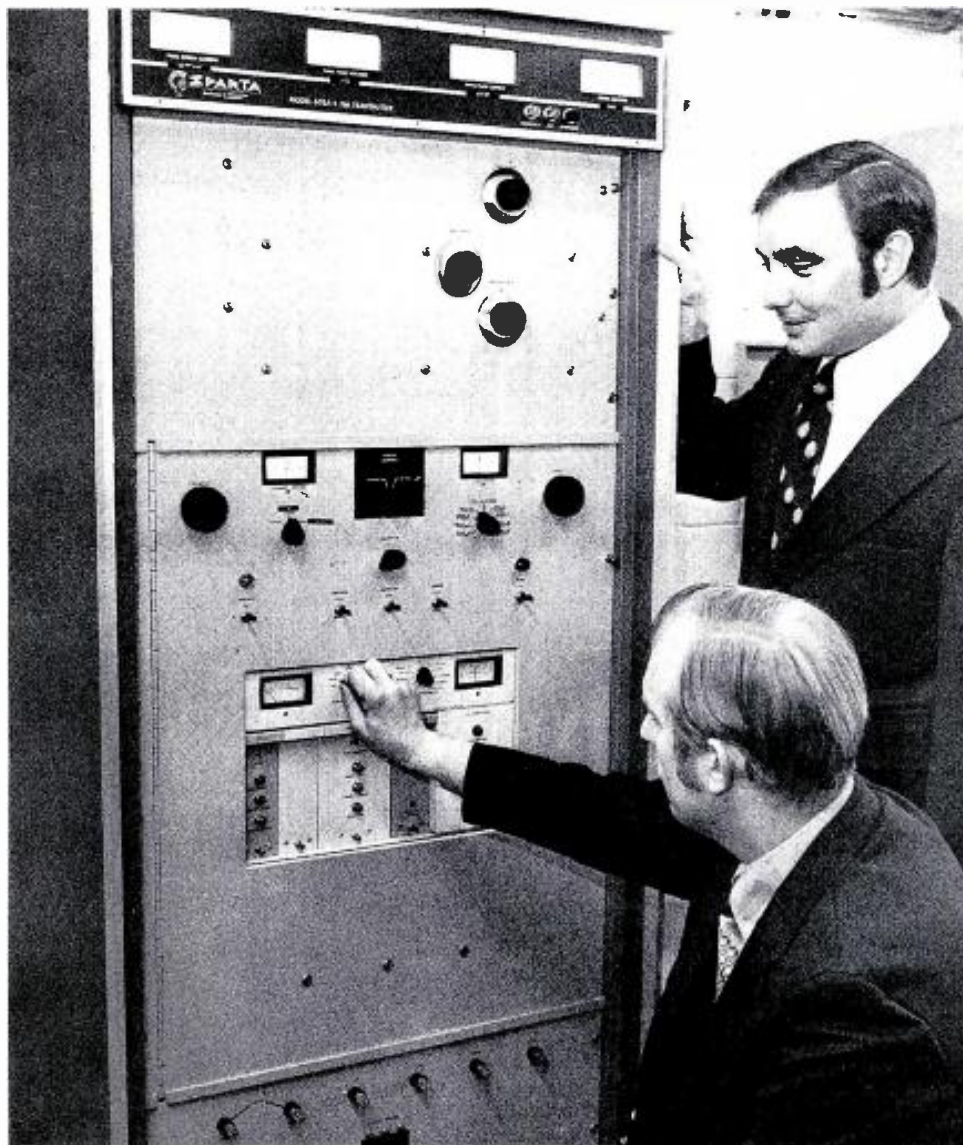


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Broadcasting May 28

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MILES ARE MEANINGLESS TO 'JUST RIGHT' SERVICE

Time was when Illinois and other Midwestern broadcasters were reluctant to consider equipment made 'way out in California. But times change. Sparta's reputation for 'just right' efficient and fast service has become *world wide*.

WRMN manager Rick Jakle (right) and Director of Engineering Hal Cattron (left) put their heads together with group station entrepreneur Joe McNaughton. Now sister stations WCRA in Effingham and WRMN in Elgin are Sparta-equipped. WCRA uses Model 701 AM and 620 FM transmitters, WRMN the Model 603A5 FM. Rick and Hal are checking above. Plus famous Sparta studio equipment.

We measure TIME, not miles or meters. Sparta 'just right' service reaches out to beat deadlines for its friends on every continent. Just tell us your equipment needs and deadlines . . . we'll do the rest. Ask Rick and Hal.

SPARTA, the 'just right' company . . . small enough to be first name friends, big enough to supply EVERYTHING. Call us. Collect.



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Still another

"Little Watergate" and "FCC packing" were epithets used by Democratic legislators upon learning of candidacy of George F. Mansur Jr., former deputy director at Clay T. Whitehead's Office of Telecommunications Policy, for upcoming Democratic vacancy on FCC (see page 8). They charged Whitehead-connected appointment of Mr. Mansur, even as independent, would be tantamount to fifth Republican vote. Mr. Mansur had appointments with FCC Chairman Dean Burch and others last week by arrangement of Ward White, GOP aide of Senate Commerce Committee, who, in behalf of Senator Howard Baker of Tennessee, ranking minority member, year ago also escorted FCC's first black nominee, now Commissioner Ben Hooks, around Washington.

At week's end there were assurances from White House that nomination of successor to provocative Commissioner Nicholas Johnson would emerge in time for Senate confirmation prior to June 30 expiration of Johnson term. Regarded as gaining strength were candidacies of Luther Holcomb, of Dallas, vice chairman of Equal Employment Opportunity Commission (with strong bipartisan support from Senate and House), and James Quello, veteran Detroit broadcaster, who has strong Michigan delegation as well as Midwestern broadcaster support.

50-50 on relief

First test on license-renewal legislation in House finds Republicans Louis Frey Jr. (Fla.) and Clarence Brown (Ohio) keeping options open and hence holding swing votes on any such bill—beyond simple extension of license term—in Communications Subcommittee (also see page 8). Four members support legislation backed by National Association of Broadcasters: Democrats Goodloe Byron (Md.) and Fred Rooney (Pa.) and Republicans James Collins (Tex.) and Barry Goldwater Jr. (Calif.). Three are inclined to oppose any measure making challenges more difficult: Subcommittee Chairman Torbert Macdonald (Mass.) and fellow Democrats Lionel Van Deerlin (Calif.) and John Murphy (N.Y.).

Fallout

If TV rating services adhere to usual schedules for October local-market reports, they may be measuring audiences for network reruns at least some of time if Writers Guild strike goes on much longer. Thus stations predictably would have lower numbers to sell on. But, while both American Research Bureau and A. C. Nielsen Co. indicate they plan October measurements, they say they have not set dates, presumably keeping eyes on strike and its effects.

Last year's ARB's started Sept. 20, Nielsen's Sept. 21, both for four weeks. Already NBC-TV has notified affiliates that because of strike it has re-targeted its season premiere from conventional mid-September to Sept. 24, possibly Oct. 1, and may have to start even later if strike continues. Other networks presumably are in about same situation, although CBS-TV says it's holding to its original Sept. 10 target until strike developments enable it to be more realistic.

More noses

There are reports that Nielsen is planning to increase number of homes in its New York and Los Angeles overnight TV ratings' samples substantially—from 300 to about 500 in each market. When it will be done is not clear, but indications are it won't be accomplished by fall, though Nielsen officials are described as wanting to get it done soon as possible. Projected expansion presumably is intended at least in part to answer criticism that ethnic audiences are inadequately represented in present samples.

Enlargement of samples in New York and Los Angeles is unrelated to Nielsen's well-under-way project to put its national network rating service on overnight basis. Target date for that is October, and it's understood some 800 homes—about two thirds of national sample—have already been equipped with Storage Instantaneous Audimeters to be used. In what seems unlikely event October target is missed, fallback target is January 1974.

Slowing down

Flip Wilson, one of NBC-TV's top ratings-getters (with season-to-date Nielsen averages of 23.5 rating and 36 share), will do only 16 new variety hours next season, according to reports, with content of remainder of season still to be determined. NBC sources deny he'll do as few as 16, but confirm that 1973-74 will be last for Mr. Wilson's series, with comedian doing irregularly scheduled specials during 1974-75 season.

AM-FM

Its supporters estimate that all-channel radio bill, introduced by Senator Frank Moss (D-Utah) on Jan. 29, may get to hearing stage in three months or so. Joint Committee for All-Channel Radio Legislation, which has backing and participation of educational interests and National Association of FM Broadcasters, with former FCC Commissioner Ken Cox as spearhead, is now preparing testimony it will present. Committee also is awaiting results of survey being conducted by A. D. Little on manufacturing costs of all-channel sets, particularly automobile receivers. Feeling of joint

committee is that bill can be passed—over heavy opposition of automakers and Electronic Industries Association—but "it won't be easy."

Sports wired

Television rights to 25 National Collegiate Athletic Association championship events have been acquired by North American Cable Services, formed in Ann Arbor, Mich., three years ago to produce and distribute programming to cable TV. Package will be offered primarily to cable systems across country, but North American also can offer it to over-air stations and pay cable. Only regional, divisional or national championship events are covered by contract which runs through spring of 1974.

Sports include golf, lacrosse, baseball and tennis this spring followed by volleyball, skiing, indoor track, swimming, wrestling, gymnastics, ice hockey, soccer, college-division basketball and football and same four spring sports next year. Clause in contract allows ABC-TV (if it picks up NCAA university-division football again next year) to pre-empt North American Cable's rights to any events network decides to carry. Tom Johnston, president of North American Cable, has been talking to major cable TV multiple system owners about possibility of putting sports events on national hookup via satellite.

Instant stardom

Political forecasts already are talking up TV coverage of Senate Watergate investigation as springboard for more illustrious careers for at least two GOP senators—Howard H. Baker Jr., of Tennessee, and Lowell P. Weicker Jr., of Connecticut, who was among first of his party to appeal to administration for full disclosures. Paradoxically, it is recalled that Richard M. Nixon was elected to Senate in 1950, and to Vice Presidency in 1952, after having won national fame as hard-hitting member of House Un-American Activities Committee. It was Alger Hiss-Whittaker Chambers "pumpkin papers" exposé that catapulted prosecutor Nixon into arena.

Tomorrow the world

Television Corp. Ltd., Sydney, owner-operator of Channel Nine Network of four TV stations in Australia, is negotiating to promote return tennis match between Bobby Riggs and Australian Margaret Court next October or November in Melbourne's Kooyong stadium, which seats 12,000. Coverage would originate with Channel Nine Network and be offered for sale throughout world by Creative Management Associates, New York and Hollywood.

At Deadline

In Brief

Insomniac. KNBC-TV Los Angeles newsman Tom Snyder has been named host of NBC-TV's Tomorrow series, debuting in fall ("Closed Circuit," May 14). Rudy Tellez, ex-Tonight, will produce new 1-2 a.m. Monday-Thursday entry. Current *Midnight Special* will continue Fridays, 1-2:30 a.m.

■ **Deadlines.** FCC Cable Television Bureau has set dates on which various reports are due from cable operators: Annual-fee form, June 30; ownership and cable, July 31; financial, Aug. 31 (if system is on calendar-year basis or if on fiscal year ending on or before May 31; otherwise, 90 days after close of fiscal year); equal-employment opportunity, Aug. 31. Cable bureau said it does not contemplate extensions of time.

■ **Day in court.** U.S. Court of Appeals in Washington has been asked to review FCC grants of CATV certificates of compliance in separate petitions by licensees of WHNB-TV Hartford, Conn., and WTVO-TV Rockford, Ill., objecting to signal importations into their respective markets.

■ **Retail workshop.** Radio Advertising Bureau announced late last week it will hold retailer seminar in New York June 7.

■ **Boost.** Teleprompter Corp. has received FCC approval to construct and operate for demonstration purposes transportable earth station. It will be demonstrated at National Cable Television Association convention in Anaheim, Calif., next month (also see page 47), where cable operators will be discussing satellite network.

■ **Reprise?** Office of Telecommunications Policy Director Clay T. Whitehead will be back in Indianapolis, scene of his now-famous renewal-bill speech, on June 8 to address Indiana Broadcasters Association convention.

■ **Set for fight.** Teleprompter Corp. is balking at FCC order that its microwave common-carrier subsidiary in Kansas reduce charges to its affiliated cable-television systems, and pass savings on through refunds to individual subscribers (*Broadcasting*, April 23). Commission

issued order as result of what it said was Teleprompter's violation of rule requiring that at least 50% of carrier's customers be unaffiliated. Teleprompter says order is unsupported by "the facts, the equities or the law."

■ **Wiretapped FCC staffer retires.** Francis Nolan, FCC employee whose telephone was monitored in commission effort to plug leaks, is retiring from FCC after more than 30 years of government service. Mr. Nolan, who was with FCC since 1960, all that time with Office of Network study staff, was never found to have been responsible for leaks. Monitoring incident led to congressional hearing in which Representative Harley O. Staggers (D-W.Va.), chairman of House Commerce Committee, roundly criticized commission (*Broadcasting*, May 22, 1972).

For Johnson seat: It's more like Boston Marathon than horse race

**Entry field is now hard to count;
ex-OTP Mansur and several others
now in running for upcoming vacancy**

George F. Mansur Jr., who was first deputy director of Office of Telecommunications Policy, is figuring in speculation over who will fill FCC vacancy scheduled to be created on June 30, when Commissioner Nicholas Johnson's term expires.

Dr. Mansur, although reportedly not yet committed to seek commission job, was in Washington on Thursday, conferring with White House aides and with FCC Chairman Dean Burch in connection with his possible candidacy. Dr. Mansur is independent; post he is seeking cannot go to Republican. Republicans already occupy four seats, maximum law allows one party.

OTP Director Clay T. Whitehead, who picked Dr. Mansur for his deputy when OTP was established in September 1970, is said to regard him highly and to be ready to support him for commission post. However, Mr. Whitehead could not be reached for comment last week, and OTP officials say they do not believe Mr. Whitehead is committed to Dr. Mansur. Some observers believe Dr. Mansur, now director of engineering at Martin Marietta, Orlando, Fla., could be hurt by Mr. Whitehead's support rather than helped. They base that contention on controversies in which Mr. Whitehead has involved himself with broadcasters as well as cable operators. Dr. Mansur left OTP in April 1972.

With interested observers in administration, at FCC and on Capitol Hill predicting White House action on appointment in week or so, surfacing of Dr. Mansur's name was only latest manifestation of rash of activity.

Luther Holcomb, of Dallas, vice chairman of U.S. Equal Employment Opportunity Commission, appeared to be showing new strength in his bid. Senator John Tower (R-Tex.) is said to have told White House of his support for Mr. Holcomb. In addition, Mr. Holcomb has said privately former Treasury Secretary John Connally is backing him.

Meanwhile, several new names have emerged, including that of present member of FCC staff—Dr. Robert Hilliard, who is chief of commission's educational broadcasting branch. Dr. Hilliard declined to comment on report he is seeking support for possible run for job, saying that, as staff member, such comment would be "inappropriate."

Los Angeles publicist, Art Arthur, cropped up in press report. Mr. Arthur,

who, Capitol Hill source on Friday said had backing of California Governor Ronald Reagan, worked with Hollywood craft unions in their effort to get government to force or persuade networks to curtail reruns. Mr. Arthur was unions' contact with OTP in its study of problem.

Youngest man in race is now H. Dickson Norman, commercial sales manager of WJHO(AM) Opelika, Ala., and owner of public-relations and advertising firm there. Although only 21, he is said to have 10 years experience in broadcasting, all of it at WJHO. Governor George Wallace, Lieutenant Governor Jere Beasley and members of Alabama congressional delegation are backing him at White House.

Van Deerlin is betting on longer license period

Ranking majority member of House Communications Subcommittee predicted late last week that longer license period will be part of renewal legislation reported out, but that any proposals to give incumbent advantage at renewal time may have tougher sledding.

Addressing dinner meeting of Mutual Affiliates Advisory Council, Representative Lionel Van Deerlin (D-Calif.) said subcommittee could begin marking up bill within next three weeks. If vote were taken on legislation tomorrow, he said, four members would vote for it and three would be opposed. Remaining two he said he was unsure of but: "Anytime over 200 members of the House put their names on a bill, you can bet your bottom dollar there's going to be a bill."

Longer license period will be part of renewal bill approved, he predicted, but language tending to lock in incumbents may have "harder going." Perhaps members who object to renewal bill for TV licensees may agree to relaxed rules for radio, he ventured.

Administration's bill is opposed by some, he said, because it precludes FCC from establishing program quotas and has First Amendment implications. National Association of Broadcasters' bill is not as sweeping, he said, but its vague wording troubles some of those on subcommittee.

KRON-TV survives another

FCC last week rejected another challenge to license of KRON-TV San Francisco, three weeks after renewing station's license against separate challenge.

Challenge rejected last week, by Committee for Open Media, had charged violations of fairness doctrine, deficiencies in public-affairs programming, failure to maintain adequate public files and improper assignment of programming control to NBC, with which station is affiliated.

Commission rejected all but one charge as unsubstantiated. Regarding public files, FCC noted station had not filed composite-week reports for four-year period

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sold in over 60 markets

CBS Owned Stations

New York	WCBS-TV
Los Angeles	KNXT-TV
Philadelphia	WCAU-TV
St. Louis	KMOX-TV

Storer Broadcasting

Detroit	WJBK-TV
Cleveland	WJW-TV
Atlanta	WAGA-TV
Toledo	WSPD-TV

Westinghouse Broadcasting

Boston	WBZ-TV
Baltimore	WJZ-TV

Cox Broadcasting

Pittsburgh	WIC-TV
Charlotte, N.C.	WSOC-TV

Bonneville International Corp.

Seattle-Tacoma	KIRO-TV
Salt Lake City	KSL-TV

Poole Broadcasting

Providence, R.I.	WPRI-TV
Albany-Schenectady-Troy, N.Y.	WTEN-TV

Taft Broadcasting

Buffalo, N.Y.	WGR-TV
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Scripps Howard Broadcasting

Cincinnati	WCPO-TV
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Capital Cities Broadcasting

Fresno	KFSN-TV
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Meredith Broadcasting

Syracuse, N.Y.	WHEN-TV
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Combined Communications Corp.

Denver	KBTB
Oklahoma City	KOCO-TV
Little Rock, Ark.	KARK-TV

Gilmore Broadcasting

Evansville, Ind.	WEHT-TV
Rockford, Ill.	WREX-TV
Joplin, Mo.	KODE-TV

San Francisco	KRON-TV
Dallas	WBAP-TV
Miami	WCKT-TV
Milwaukee	WTMJ-TV
Sacramento-Stockton	KCRA-TV
Portland, Ore.	KATU-TV
Nashville	WSIX-TV
San Diego	KFMB-TV
Charleston-	
Huntington, W. Va.	WHTN-TV
Louisville	WAVE-TV
Phoenix	KTVK-TV
Lancaster, Pa.	WGAL-TV
Wichita, Kan.	KARD-TV
Dayton	WKEF-TV
Scranton-Wilkes Barre	WDAU-TV
Green Bay, Wisc.	WBAY-TV
New Bern	WCTI-TV
Albuquerque	KOAT-TV
Honolulu	KHON-TV
Rock Island	WHBF-TV
Lexington, Ky.	WKYT-TV
Sioux City, Ia.	KMEG-TV
Corpus Christi	KRIS-TV
Savannah	WJCL-TV
Las Vegas	KLAS-TV
Bellingham, Wash.	KVOS-TV
Panama City, Fla.	WJHG-TV
Waterloo, Ia.	KWWL-TV



starring

Bob Denver & Forrest Tucker

Executive Producer: Emmy Award winner Sherwood Schwartz



26 FIRST-RUN COMEDY HALF-HOURS IN COLOR



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its license was in hearing. Commission said such filings are not required while applications are in hearing, but revealed it is considering revision of that policy to require stations to maintain local composite-week files and other data. Meanwhile, it said, it would require stations with renewals in hearing to place on public file composite-week logs for license period during which renewal applications are in hearing.

Audiences did drop off when Watergate was on

Three-network TV audiences during time periods approximating those in which all three were carrying Senate Watergate hearings on May 17-18 were about 12% below "normal" in Nielsen 70-market multinetwork-area report out last Friday. Network ratings for those periods those two days totaled 20.6 as against 23.5 for same periods on preceding three days before hearings started.

In May 17-18 Watergate coverage only ABC-TV's rating dropped more than point below average for same periods in preceding three days. NBC-TV had 8.7 rating for Watergate, same as for preceding days; CBS-TV had 6.1 versus 6.6, while ABC-TV had 5.8 versus 8.2.

Also, ABC-TV's coverage of Emmy awards on May 19 had 28.8 rating and 47% share of audience and was number-one program in MNA report.

Dallas ch. 8 fight to hearing

FCC late last week set for comparative hearing renewal application of WFAA-TV (ch. 8) Dallas with competing application of Wadeco Inc., which is composed of local businessmen.

Commission said if renewal is granted, action would be without prejudice to whatever it does as result of unrelated pending antitrust suit against Belo Corp., licensee of WFAA-TV, and Times-Herald Printing Co., licensee of KDFW-TV Dallas.

Besides ordering hearing, commission approved pro forma applications for assignment of licenses and transfer of control that resulted in WFAA-AM-FM-TV and KFDX-TV Beaumont, Tex., which Belo owns through subsidiary, being placed under one licensee, Beaumont Television.

Fairchild gets into hardware

Fairchild Industries, Germantown, Md., has expanded its involvement in domestic communications satellite field to include development and manufacture of spacecraft. (Firm is already majority interest holder in American Satellite Corp., applicant for domsat system.) Fairchild said late last week it has agreed to joint program with TRW Inc., Redondo Beach, Calif., for development of line of communications satellites. It said initial bidding will be for contract to provide spacecraft for domsat system proposed by RCA Global-Alaska Communications. It added that new venture will also bid for 24-transponder satellite planned as third phase of ASC's domsat program. Principal competition for new venture

will be Hughes Aircraft, which has been negotiating to supply hardware to several domsat hopefuls.

West Coast UHF seeks OK for pay-TV operation

Los Angeles UHF station, KWHY-TV, owned by Coast TV Broadcasting Corp., last Friday (May 25) filed application with FCC for right to broadcast over-air pay TV. Station says it will broadcast current movies, Broadway shows, concerts and sports events not now broadcast. Application is tied in with station proposal to improve its facilities including increase in power. American Subscription Television of California Inc. is to furnish necessary pay TV equipment, programming and operations. Pay TV firm is headed by Robert S. Block, who also is president of Telease Inc., Milwaukee, holder of licensing rights for Teleglobe 410 pay TV system. Mr. Block, through B&F Broadcasting Inc., is applicant for channel 24 in Milwaukee, which also would conduct pay TV operation.

KWHY-TV pay TV proposal to FCC indicates that for about three-fourths of broadcast day station would continue to telecast regular schedule in usual way free to all viewers. But for about one-fourth of day, or about four hours, pay TV programming would be carried. Station would transmit programs scrambled

and subscribers would need decoder to unscramble programs. Charges would be monthly for decoder and per program.

American Subscription Television estimates that average billing per program for subscribers would be about \$2.50, but notes program costs may range from 50 cents to \$5, depending on specific program. Decoder will cost \$5 per month, but included will be some programming services—possibly bonus movies and other kinds of special programs—that could be unscrambled without additional cost. Decoder attaches to antenna leads of television receiver in home. Billing would be on monthly basis, with subscriber receiving card each month that inserts into decoder registering programs selected.

KWHY-TV's application is not first indication of interest in pay television in Los Angeles area. Pay TV Corp., of Chicago, has applications pending to acquire Kaiser Broadcasting's KNSC-TV Corona and to operate it as pay-TV station.

Strike talks resuming

Negotiations in writers' strike against major television and motion-picture film producers will resume June 2 in Hollywood and May 30, with networks, in New York. New moves announced last Friday follow breakdown of bargaining sessions earlier this month.

Key Hollywood issue remains payment formula for sale of programs in supplemental markets (cassettes, cable TV, pay TV). Other issues, including minimum-pay scale, reportedly have been resolved.

NBC has announced that strike will delay start of new TV season for two weeks; other two are still undecided.

Together for children's TV

Three major group TV broadcasters announced last Friday they have joined to produce programs aimed at 6-to-11-year old viewers. Agreement to combine efforts to create, finance and produce new children's programming was reached at meeting in Los Angeles earlier this month by executives of Capital Cities, Metro-media and Storer Broadcasting. Los Angeles meeting followed exploratory discussions in Washington last March during National Association of Broadcasters convention. Exactly how and when these programs will be produced has not yet been determined, but initially it was said they may be done in-house among the three groups. Programs will be made available to other stations.

End in sight for PTV fight?

Solution to five-month-long dispute between Corporation for Public Broadcasting and Public Broadcasting Service may be near. Special board meetings of both organizations have been called for May 31. Recommendations for compromise plan will be presented to respective boards at separate meetings. Scheduling of special meetings followed joint meeting in New York on May 23 between special negotiating committees for CPB and PBS.

Headliners



Mr. Baker



Mr. Chaseman

Two major broadcast groups will have new presidents June 11. Winthrop P. Baker, general manager of WBZ-TV Boston, will head television station group of parent Westinghouse Broadcasting Co., succeeding Joel Chaseman, named president of Post-Newsweek Stations Inc. Mr. Chaseman was named to latest WBC post only month ago ("Headliner," BROADCASTING, April 9), having previously been senior VP for programming and production. He takes over title at P-N from Larry Israel, chairman, who was named president of parent Washington Post Co. May 9 ("Man in the News," BROADCASTING, May 14). Mr. Baker has been WBZ-TV general manager since 1968, served previously with WBC's WJZ-TV Baltimore, KYW-TV Philadelphia and KDKA-TV Pittsburgh. Mr. Chaseman's new territory includes WTOP-AM-TV Washington, WJXT-TV Jacksonville, WPLG-TV Miami and WCKY(AM) Cincinnati. Application to purchase WTIC-TV Hartford, Conn., awaits FCC approval.

How 'bout them apples?



The WWJ AM & FM combination is the most efficient radio buy in Detroit.

In fact, the WWJ AM & FM combination tops any other station in town with women 18-49, men 18-49, adults 18-49, total women and total audience, weekdays between 6 AM and 7 PM. Monday through Sunday, between 6 AM and Midnight, the WWJ AM & FM combination is again Number One in total audience.*

*Source: January/February, 1973, ARB average ¼-hour estimates, Monday-Friday and Monday-Sunday, Detroit Metro Area, subject to source limitations.

**WWJ-FM
MUSIC
STEREO** **ONE** / **WWJ
RADIO** **ONE**

Owned and operated by The Detroit News. NBC Affiliate. National Representative: McGavren-Guild-PGW Radio, Inc.

The Colonel's quote...

"Some day, when the years of 'future shock' are ancient history, people will probably look back to 1972 and ask what we were so worried about. If we can figure out that answer today by using all our five (advertising) senses, you can see our troubles will be little ones."

1. Sense of Responsibility
2. Sense of Proportion
3. Sense of Importance
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Datebook®

■ Indicates new or revised listing.

This week

May 28—Third space and radio communications symposium of *International Telecommunication Union*. Le Bourget, Paris, France.

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

May 31-June 2—Annual meeting, *Associated Press Broadcasters Association*. Featured speakers: Clay T. Whitehead, director, White House Office of Telecommunications Policy; Elmer Lower, president, ABC News and Stan Scott, special assistant to President Nixon for minority affairs. Royal Sonesta hotel, New Orleans.

■ **May 31-June 2**—Second annual national Publicable Conference, under sponsorship of *Kutztown State College*, *Pennsylvania State Education Association*; *Berkshire Suburban CATV Co.*; *Public-Cable Inc.*, consortium of state and national organizations interested in expanding use of cable TV. Keynote speaker: Clay T. Whitehead, director, Office of Telecommunications Policy. Kutztown State College campus, Kutztown, Pa.

■ **May 31-June 3**—Annual convention, *Mississippi Broadcasters Association*. Sheraton Motor Inn, Biloxi, Miss.

June 1—First *South Carolina Broadcasters Association* "Fame Awards" dinner honoring G. Richard Shatto. Frank Blair, master of ceremonies. Carolina Inn-Downtown, Columbia, S.C.

June 1-3—*Wyoming Association of Broadcasters* convention with John Pettit, general counsel, FCC, as featured speaker. Ramada inn, Laramie.

June 3-5—National conference on community cable communications, sponsored by *Information Systems Architectonics*. Washington Country Club, Gaithersburg, Md. Contact: Civic division/ISA, Box 187, Kensington, Md. 20795.

Also in June

June 4—Meeting between small-market CATV operators and staff members of FCC's *Cable Television Bureau*. 11 a.m., Holiday Inn, downtown, Little Rock, Ark.

June 4—14th "Clio" Awards ceremonies and festival. Philharmonic hall, Lincoln Center, New York.

■ **June 4-5**—Spring meeting, *Western Religious Broadcasters*. King's Garden, Seattle.

June 5—Public demonstration of MCA Inc.'s "discovision" system, home entertainment and information storage retrieval system. First Chicago center, First National Bank of Chicago.

June 5—Annual meeting of stockholders of MCA Inc. First Chicago Center, Chicago.

■ **June 5**—Annual meeting of stockholders of *LIN Broadcasting Corp.* KEEL(AM) Shreveport, La.

■ **June 5-7**—*Armed Forces Communications and Electronics Association* 27th annual convention. Keynote speaker: Major General Thomas M. Rienzi, USA, assistant chief of state for communications-electronics, Department of Army. Program includes three panel discussions sponsored by Martin Marietta Aerospace, Litton Industries and U.S. Navy. Sheraton-Park hotel, Washington.

■ **June 6**—Symposium and seminar for PR professionals, sponsored by *Wagner International Photos*. Time & Life auditorium, New York.

June 6—Meeting between small-market CATV operators and staff members of FCC's *Cable Television Bureau*. 11 a.m., Coliseum Ramada inn, Jackson, Miss.

June 6-7—Meeting of *National Association of Broadcasters TV code board subcommittee on children's advertising*. NAB headquarters, 1771 N Street, N.W., Washington.

June 8-9—23d World Congress of *International Advertising Association* based on theme "Changing Spheres of World Influence." Speakers and panelists include: Jim McCaffrey, chairman, McCaffrey & McCaff Inc., New York; A. J. F. O'Reilly, executive VP, H. J. Heinz Co.; Peter Goldman, president, International Organization of Consumer Unions, London. Hotel Burlington, Dublin, Ireland.

June 7-8—Spring meeting, *Indiana Broadcasters Association*. Airport Holiday Inn, Indianapolis.

June 7-9—Spring conference, *Alabama Broadcasters Association*. Decatur Inn, Decatur.

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

June 6—Meeting between small-market CATV operators and staff members of FCC's *Cable Television Bureau*. 11 a.m., Holiday inn, north, Austin, Tex.

June 8-10—Regional conference between NBC News executives and news managers of NBC radio and TV affiliates. WMAQ-AM-FM-TV Chicago.

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

June 10-12—*Florida Association of Broadcasters* 38th annual convention. Key Biscayne hotel, Miami.

June 10-13—Seventh annual *Consumer Electronics* show. McCormick place, Chicago.

June 11-14—Annual summer conference, *Electronic Industries Association*. Hotel Ambassador, Chicago.

■ **June 13-20**—*North Carolina Association of Broadcasters* spring meeting. Kahala Hilton hotel, Honolulu.

June 14-16—*South Dakota Broadcasters Association* annual convention. Speakers include: Senators George McGovern and James Abourezk (both D-S.D.) and Representatives James Abner (R-S.D.) and Frank E. Denholm (D-S.D.). Sun inn, Rapid City, S.D.

June 15-16—Meeting, *Texas Associated Press Broadcasters Association*, Inn of the Six Flags, Arlington.

June 17-19—17th annual *Television Programming Conference*, sponsored cooperatively by participating TV stations with agenda to deal with operational and production topics as well as available programming. Pre-registration and information available through Bill Thrash, WKY-TV Oklahoma City 73114. Galt House, Louisville, Ky.

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

■ **June 19**—Radio workshop sponsored by *Radio Advertising Bureau* and *Association of National Advertisers*. Waldorf-Astoria, New York.

June 19-21—Seminar, "lighting for television," sponsored by Kliegl Bros. WTMJ-TV Milwaukee. Contact: Mr. Baird, Kliegl Bros., 32-34 48th Avenue, Long Island City, New York 11101.

■ **June 19-22**—Joint board meeting, *National Association of Broadcasters*, to include election of new joint board chairman. NAB headquarters building, 1771 N Street, N.W., Washington.

■ **June 20-23**—Annual summer convention, *Maryland, D.C., Delaware Broadcasters Association*. Buck Hill inn, Buck Hill Falls, Pa.

June 22-23—Spring meeting, *North Dakota Broadcasters Association*. 4 Bears Motor Lodge, New Town, N.D.

June 22-24—*Chesapeake Associated Press Broadcasters Association* meeting. Hilton, Annapolis, Md.

■ **June 24-26**—Annual *New Jersey Broadcasters Association* convention. Shelburne hotel, Atlantic City, N.J.

■ **June 25**—Meeting between small-market CATV operators and staff members of FCC's *Cable Television Bureau*. 11 a.m., Holiday inn, south, Cincinnati.

■ **June 27**—Meeting between small-market CATV operators and staff members of FCC's *Cable Television Bureau*. 11 a.m., Holiday East, Harrisburg, Pa.

June 27-29—Annual meeting, *National Broadcast Editorial Association*. Senator John O. Pastore (D-R.I.), chairman, Senate Communications Subcommittee; Clay T. Whitehead, director, Office of Telecommunications Policy, and Senator William Proxmire (D-Wis.) among speakers. Mayflower hotel, Washington.

■ **June 27-30**—*Montana Broadcasters Association* summer convention. Speakers include: Dan Rafter, CBS White House news correspondent; Reid Collins, also CBS News; Governor Thomas L. Judge, Representa-

tive John Melcher. Big Sky of Montana, Gallatin Gateway, Mont.

June 27-30—Eighth annual *Public Broadcasting Development Conference*, coordinated by *National Association of Educational Broadcasters*. Williamsburg (Va.) 1776 hotel.

June 28—24th annual Alfred P. Sloan Awards presentation, sponsored by *Highway Users Federation for Safety and Mobility*. Awards recognize broadcast and print campaigns to improve highway safety.

June 28-30—Meeting, *Oklahoma Broadcasters Association*. Western Hills State lodge, Tahlequah.

■ **June 29**—Meeting between small-market CATV operators and staff members of FCC's *Cable Television Bureau*. 11 a.m., Holiday inn, north, Syracuse, N.Y.

July

July 1—Deadline for entries in 1973 public service journalism awards competition sponsored by *American Optometric Association*. Awards offered for articles and radio and television broadcasts on subject of vision and its care. Contact: public information division, American Optometric Association, 7000 Chippewa Street, St. Louis 63119.

■ **July 3**—Annual convention, *National Press Photographers Association*. Arlington hotel, Hot Springs, Ark.

■ **July 8-10**—Annual *South Carolina Broadcasters Association* convention. Holiday inn, Clemson, S.C.

July 11-14—Annual summer convention, *Colorado Broadcasters Association*. Kiandra and Tallman lodges, Vail.

■ **July 8-11**—Summer convention, *National Association of Farm Broadcasters*. Banquet speakers: FCC Commissioner Richard E. Wiley. Shoreham hotel, Washington.

■ **July 10**—Annual meeting, *Taft Broadcasting Co.* Kings Island, Kings Mills, Ohio.

■ **July 15-17**—*New York State Broadcasters Association* annual convention. Otesaga hotel, Cooperstown, N.Y.

■ **July 18-19**—Seminar on television documentary, sponsored by *Alabama Broadcasters Association* and broadcast and film department, *University of Alabama*. Continuing education center, University of Alabama, Tuscaloosa.

July 19-20—Summer meeting, *California Broadcasters Association*. Del Monte Hyatt house, Monterey.

■ **July 22-25**—*Idaho State Broadcasters Association* summer convention. Shore Lodge, McCall, Idaho.

July 22-27—Sales management seminar, sponsored by *National Association of Broadcasters*. Harvard University Graduate School of Business Administration, Cambridge, Mass.

August

Aug. 8-12—1973 convention, *National Association of Television and Radio Announcers*. Marriott hotel, New Orleans.

Aug. 9-10—Annual summer convention, *Arkansas Broadcasters Association*. Arlington hotel, Hot Springs.

Aug. 16-18—*Utah Broadcasters Association* summer convention, with Washington syndicated columnist Jack Anderson as featured speaker. Park City (Utah) Resort.

Aug. 22-24—*Canadian Speech Association* conference '73, "Integrity in Communication." Seneca College of Applied Arts and Technology, Toronto. Contact: Jim Streeter, Seneca College, 1750 Finch Avenue East, Willowdale M2N 5T7, Ontario.

■ **Aug. 31**—Deadline for entries in Abe Lincoln Awards competition sponsored by *Southern Baptist Radio-Television Commission*

September

Sept. 7-15—Sixth annual *Atlanta International Film Festival*. Award categories include: features, documentaries, short subjects, experimental, TV commercials and TV productions. Stoufflers Atlanta inn.

Sept. 11-14—Western electronic show and convention, sponsored by WESCON. Brooks hall/civic auditorium, San Francisco.

■ **Sept. 14-Oct. 26**—Plenipotentiary conference of *International Telecommunication Union*. Malaga-Torremolinos, Spain.

■ **Sept. 16-18**—*Nebraska Broadcasters Association* annual convention. Speakers include: FCC General Counsel John W. Pettit and Washington communications attorney Erwin G. Krasnow. Holiday inn, Kearney, Neb.

Major meeting dates in 1973-74

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.

Sept. 30-Oct. 3—Annual convention, *Institute of Broadcasting Financial Management*. Marriott hotel, New Orleans.

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

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

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

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

Monday Memo

A broadcast advertising commentary from Don Fergusson, chairman and creative director, Shiffman/Fergusson Advertising, New York

The sizzle rather than the steak for Buick dealers

Our agency recently finished shooting 10 car commercials for the Tri-State Buick/Opel Dealer Association without brutes or arc lights, without overhanging scrims, without polishing rags and chrome cleaner, without helicopters or camera cars, without mechanics. And, believe it or not, there wasn't even a female model used to dress up the scenery.

The reason we were unburdened of traditional tools used in shooting car commercials was simple. There weren't any cars in the commercials.

In my 10 years of working on various car accounts, this had never happened to me. I felt guilty—until I remembered how we got the Tri-State Buick account in the first place.

We were awarded the business in March of this year after a competitive presentation to the advertising committee that rules over the expenditures of the association. The committee is made up of representatives of five different Buick dealer associations in metropolitan New York, New Jersey and Connecticut. The reason for the tri-state group is that none of the five associations by itself can afford television, the most effective medium available to reach the total audience, which is regional in scope.

Before making the presentation to the group, we decided to study the market in terms of the Buick product and its target audience.

For several years, for instance, Buick Motor Division has been increasing its offering of models in the medium- and low-priced classes in an attempt to reach a broader market. In April of this year the division introduced the Buick Apollo, in three models, base-priced under \$3,000. By adding Apollo to its intermediate Century line and its lower-priced full-sized cars, Buick now has a "car for every pocketbook." It also markets Opel, a German-built economy car.

What you have, however, and what people perceive you to be are two different things—particularly in Buick's case.

Buick has a high-priced image. According to our research, as well as research available from various national sources, people perceive Buick to be high priced and generally for older people. Our research also indicated that factory communications concentrated on selling the styling and quality of Buick automobiles, but not necessarily their affordability.

We seemed to feel that Buick was sending all those lovely, lower-priced cars out to be sold, but that nobody knew that he could afford them. So we picked the ball up from there.

In general, we decided we had to con-



Don Fergusson entered the advertising business in 1960 with an industrial agency in Detroit, in 1963 joined Young & Rubicam there as a writer-broadcast producer on Chrysler, Imperial and Simca cars as well as Chrysler corporate. He worked at McCann-Erickson, Detroit, as a writer on Buick in 1964, then left to join Leo Burnett & Co. as an associate creative director. In 1966 he returned to McCann as creative director of that agency's Detroit office which, at that time, served Buick, Opel, GMC Truck & Coach and the industrial-products division of Owens-Corning Fiberglas. Six years ago, he was transferred to McCann's New York office as an associate creative director in one of the company's largest creative groups. He was promoted to vice president and managing director of that same group shortly thereafter. Nine months ago, he and Milton S. Shiffman, also a McCann-Erickson executive, formed Shiffman/Fergusson Advertising Inc., New York.

vince the tri-state market that Buick is an affordable car as well as a desirable car. The latter part of the objective was the easiest since research had already indicated that people think of Buick as high priced and, therefore, a quality automobile.

Our prospects, we decided, were the younger car buyer and the middle-aged and older blue-collar worker. Let's face it, in spite of our affluent society, that is still the mass market—and the most lucrative for automobile dealers. And in order to communicate "Buick affordability" to this mass market, we decided that consistency of message was the

most important in terms of the creative concept.

The creative package that we recommended to the association's committee consisted of two different types of commercials, although they both stressed affordability of the product.

The first series of commercials were done by an improvisational group called "3's Company." They were humorous situations such as the following: Open on a famous Italian race car driver and his translator. The translator points out that the race car driver had driven many famous cars but preferred the American Buick. In fact, he liked it better than spaghetti. And he liked it because it didn't cost much more than spaghetti. The commercial theme was: "If you price a Buick, you'll buy a Buick."

This series of commercials was designed for the younger viewer and placed in time slots that delivered those kinds of prospects. The other batch of commercials were aimed at the older viewer and placed accordingly.

We used a hansom-cab driver going through New York's Central Park on his way to the horse barn after a hard day's touring with tourists. He says: "Bet you thought all a guy like me could afford was a Ford or Chevy or watcha call your half-pint Pontiac. Well, I got myself a Buick for no more money—and it couldn't have happened to a more deserving fellow." He puts away his cab and we see him at the end of the spot through the window of an automobile (his Buick) and he says, "I really enjoy my weekends in this buggy." Again, the theme of the commercial is the same as the improvisational spots: "If you price a Buick, you'll buy a Buick."

We followed this spot with others using people such as a hot-dog vendor and a toll-gate operator. We showed, in each case, a real honest-to-goodness ordinary man who thought he couldn't afford a Buick actually owning a Buick and loving it.

We saw no need in showing the car. As we pointed out to our clients, we wanted to sell "the sizzle not the steak." And we felt if we could build a big enough bank of commercials, with one consistent message, we could over a period of time change peoples' perception of the price of the Buick product. It will take more than a few weeks and a few hundred gross rating points, but our instinct—and our research—tells us the program will work.

And there's an economy involved, too. We don't have to re-shoot every time Buick changes chrome or hub caps. The commercials we shot are timeless. The client bought the program, the commercials and our agency. And we didn't have to polish any cars.



Now hear this... WCRT and WQEZ have appointed Blair Radio.

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Blair Radio is proud to represent these two fine stations whose management is setting the pace in bringing a new freshness in radio sound to this growing, changing city.

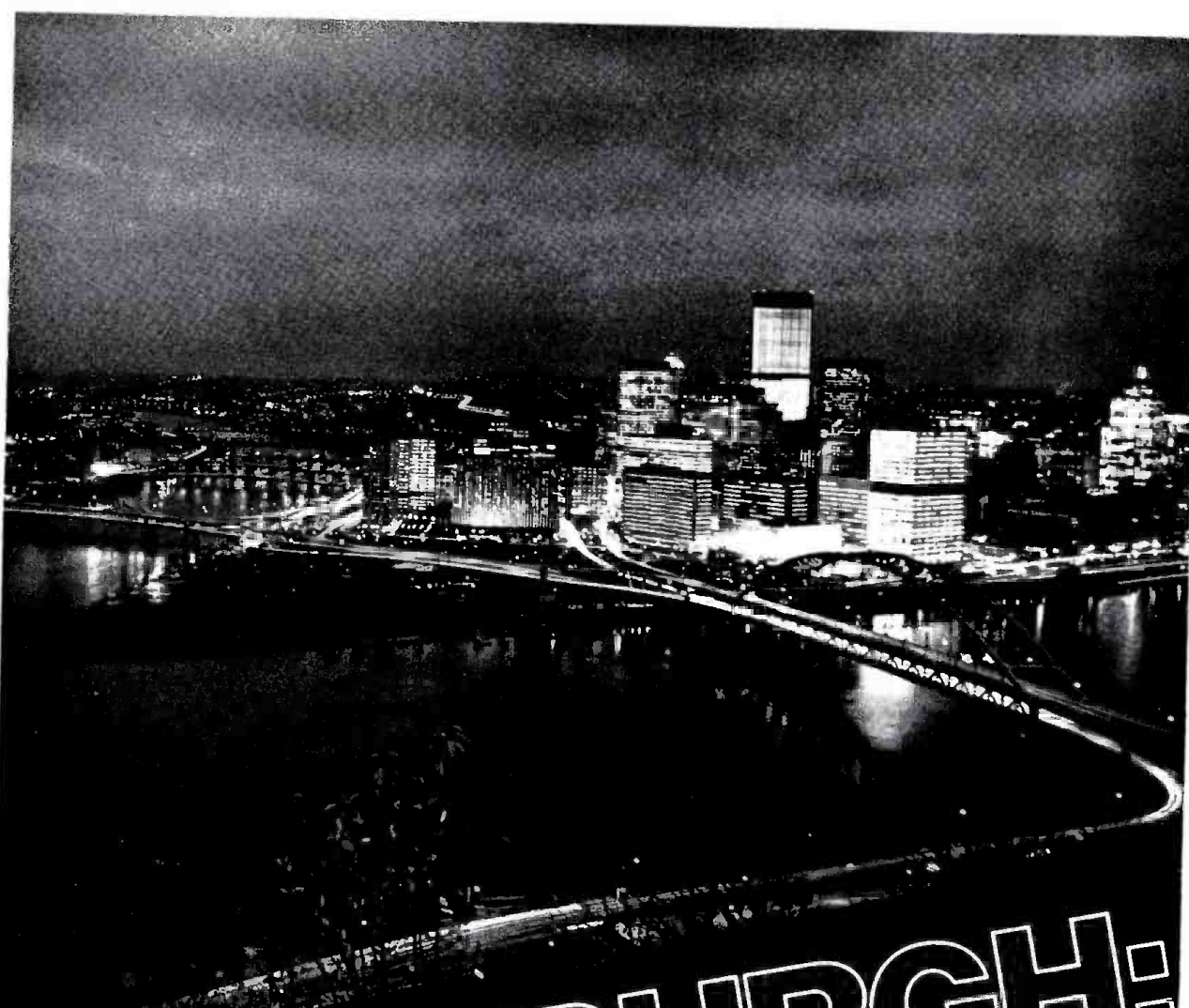
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TAKE TAE AND SEE



wtæ-tv 4

Pittsburgh, Pa.

Represented by the Katz Agency

Networks will rotate daily in round two of Watergate coverage

Precedential experiment may change television's way of doing things in major-event coverage; idea is to offer comprehensiveness while also affording choice to viewer; next week's order determined by lot

An unprecedented rotational system of live TV coverage of future sessions of the Senate Watergate hearings will be undertaken by ABC, CBS and NBC when the hearings resume June 5.

The plan, known for several days to be under consideration, was announced Friday afternoon (May 25) by the news divisions of the three commercial networks. Rotation will be on a daily basis: NBC will cover June 5, CBS June 6, ABC June 7, with that sequence—established by lot—then continuing.

The plan was described as experimental, subject to termination by any network at the end of any hearing week. If it succeeds, however—and the approach has been frequently proposed though never tried—it presumably will be used in coverage of other major events extending over long periods of time.

The fact that a single network will have primary responsibility for a given day's coverage will not prevent either of the other networks from presenting complete, partial or recorded coverage of that day's proceedings. In addition, special programs, news reports and other news programming based on the hearings are not covered in the rotation.

The announcement said any TV station that wishes to carry the broadcast of the network having primary responsibility for that day's coverage may do so under customary pool-feed arrangements.

The plan was announced one day after the first round of the Watergate hearings—already the biggest TV spectacular in congressional history, with complete live coverage by all three networks—was recessed late Thursday afternoon (May 24). It is designed, the announcement said, to assure live nationwide coverage of the proceedings



Witness McCord



Witness Ulasewicz

while also giving the public a wider choice of TV fare.

If it works it would in fact resolve—or largely resolve—two thorny problems that have plagued networks and affiliates whenever they all concentrated on a single event for long periods. It would make the coverage available to viewers who want to watch it but make alternatives available for those who complain—often bitterly and sometimes, as one station manager put it last week, “very nastily”—when entertainment programming is displaced.

It also would help to cut the networks' and stations' losses on such coverage. These often run into multimillion-dollar figures for the networks and can build into sizable sums for stations as well. For example, the best available estimates last week put the three-network net losses for Watergate coverage thus far—as compared with the programming it displaced—at about \$500,000 a day, or \$2.5 million for five days. This took into account revenue losses from regular sponsorships as partially offset by some savings in program costs and station-compensation payments and estimates of revenues to be derived from relatively limited commercial placements in or around the Watergate coverage on CBS and NBC. It did not include the production costs of the coverage itself.

On the station side, losses would be primarily in pre-emption of national spot



Witness Caulfield



Witness Alch

and local commercials for which equivalent make-goods could not be found, and in curtailment of network compensation. For a medium-market station, one estimate put these at about \$3,000 a week for the two weeks of hearing coverage.

For the five days of that coverage, time devoted by the three commercial TV networks totaled 75 hours, 44 minutes.

Since the hearing began May 17, ABC-TV cameras and commentators were occupied for 24 hours, 15 minutes. On May 17, they contributed six hours; on May 18, four hours and 27 minutes; last Tuesday, four hours and 56 minutes; last Wednesday, three hours and 30 minutes and on Thursday, six hours, two minutes.

CBS-TV's coverage included six hours and 12 minutes on May 17; five hours on May 18; five and one-half hours last Tuesday; three hours and 26 minutes on Wednesday, and six hours, 15 minutes on Thursday. Total hours on the air for CBS-TV were 26 hours, 23 minutes.

NBC-TV's total hours of reporting by last Thursday reached 25 hours, six minutes. On May 17, NBC did six hours and six minutes, followed by four hours and 36 minutes on May 18; five hours and 21 minutes last Tuesday; three hours and 30 minutes on Wednesday; six hours, 13 minutes on Thursday.

An ABC-TV spokesman said no commercials had been carried in its Watergate coverage.

CBS-TV said it has been carrying com-

CBS News photos

mercials since the onset of the hearings and its goal has been eight commercials an hour. A spokesman said that this figure has not been reached at all times during the coverage, and stressed that advertising was presented only during "natural breaks."

NBC-TV did not carry commercials on May 17 and 18, the first two days of the proceedings. Last Tuesday, it adopted the course of presenting eight commercials each day. Two announcements were carried before and after each of the two daily sessions.

The only ratings available last week, the Nielsen overnights for New York and Los Angeles, indicated that commercial network audiences during Watergate coverage were still below normal levels, but their shares picked up somewhat last Tuesday as compared with the preceding Friday. In New York they had a combined share of 51% during both the Friday morning and Friday afternoon sessions; these climbed to 56% Tuesday morning and 57% Tuesday afternoon. In Los Angeles they had 50% Friday morning, 59% in the afternoon, while on Tuesday they started with 54% and climbed to 61%.

On Wednesday, audience movement was mixed, with three-network shares ranging from a low of 46% in New York for the morning session to a high of 67% in Los Angeles for the afternoon testimony.

These figures compare with four-week averages, preceding the start of Watergate coverage, in which the three-network shares in both New York and Los Angeles were for the most part in the 65%-68% range.

The ratings are for the hours approximating the periods of the Watergate hearings—10 a.m. to 12:30 p.m. and 2-4:30 p.m. NYT on all days except last Wednesday, when they were 10 a.m.-12 noon and 2-3:30 p.m. NYT. The hearings were also carried live by public-TV stations but those are not measured in the Nielsen overnights.

The first National Nielsens on Watergate are due out June 8. On the basis of the New York and Los Angeles reports, NBC research estimated some 33 million persons watched some part of last Tuesday's coverage.

Whatever the ratings, the networks were beginning to hear from affiliates in loud numbers saying their local viewers were protesting more and more about the loss of regular programming because of Watergate. At least one station found at least a partial answer: WTRF-TV Wheeling, W. Va., had it explained on its 7 o'clock news Wednesday night that no other network programming was available during the hearings, that regular programming would resume when hearings coverage ended and viewers would then be able to pick up their soap operas exactly where they had left off. Executive Vice President Robert W. Ferguson said telephone reaction did a quick turnaround. Where it had been running heavily against live coverage of the hearings, he said, responses following the newscast were two-to-one in favor of carrying them.

Little cigars heading the way of cigarettes

House members not swayed by testimony against proposed radio-TV ban; in fact, some lean toward broadcast prohibition for all forms of tobacco

Passage of legislation to prohibit broadcast advertising of so-called "little cigars" seemed almost a fait accompli last week as the House Commerce Committee wound up three days of hearings on the issue. In fact, some members were even talking up a bill to ban all tobacco products from TV and radio.

In their testimony, Senators Marlow Cook (R-Ky.) and Frank Moss (D-Utah) indicated that Consolidated Cigar Corp.'s refusal to agree to an embargo on broadcast advertising for its Dutch Treats little cigars was largely responsible for Senate passage of little-cigar legislation.

They recounted how they, along with Senate Commerce Committee Chairman Warren Magnuson (D-Wash.), had obtained assurance from R. J. Reynolds Tobacco Co. and P. Lorillard—makers of Winchester and Omega, respectively—that they would refrain from advertising their little cigars on TV and radio. Subsequently, they said, all other little-cigar manufacturers except Consolidated agreed to cooperate.

As a result, they said, the Senate unanimously passed Senator Moss's little-cigar bill (S. 1165) (BROADCASTING, May 7). House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) introduced an identical bill, H.R. 7482, on May 3.

Senator Cook told the committee that he was not condemning Consolidated "for what was a necessary business judgment for them. . . . In the larger scheme of things, however, we are dealing with the public interest in seeing that these products are not widely exposed to young people, or to the many who strenuously object to the advertising of these cigarette-like products."

Senator Moss pointed out that the Senate Commerce Committee, in conjunction with hearings it held last year on amendments to the Federal Cigarette Labeling and Advertising Act, received information suggesting that smoking little cigars may pose a health hazard because the tar-and-nicotine content is similar to cigarettes and because little cigars are often inhaled.

If legislation is not passed promptly, he said, "those who recognize their responsibilities stand to suffer at the hands of those who do not." Senator Moss proposed making the legislation effective on date of enactment.

Mr. Macdonald, who filled in much of the time for Harley O. Staggers (D-W. Va.) as chairman of the hearings last week, commented at one point that the

legislation is only a "logical extension" of the law banning broadcast advertising of cigarettes and closes a loophole in that law. It is not aimed at any one manufacturer, he emphasized. Perhaps it was a good thing that the voluntary agreement fell through because it has no force of law anyway, he observed.

Committee members who spoke out in favor of a ban on TV-radio advertising of all tobacco products included Democrats W. S. Stuckey Jr. (Ga.), John Dingell (Mich.) and Bertram Podell (N.Y.).

Edgar M. Cullman, president of General Cigar Co., makers of Robert Burns Filters little cigars and other cigar products, called for passage of the bill "so that equality of marketing opportunity will be ensured to all manufacturers of cigarette-like smoking products that are labeled little cigars."

Max B. Meyer, president of the Cigar Manufacturers Association, said that the controversy over little cigars has been harmful to the manufacturers of regular cigars and that broadcast advertising of little cigars has only heightened the confusion over what is and is not a little cigar.

The legislation was also endorsed by Dr. Richard F. Morton, of the American Public Health Association, and in a statement submitted by the American Cancer Society.

The principal spokesman against the legislation was Consolidated Chairman E. W. Kelley.

"We contend that little cigars are a less hazardous alternative to cigarettes," he told the committee. "The imposition of restrictions such as now proposed, without full and complete scientific basis, may be harmful, not only to the cigar industry, but also to the cigarette smoker who might otherwise switch to a safer smoking alternative."

Mr. Kelley said the controversy over little cigars developed because R. J. Reynolds was marketing its Winchesters as cigarettes. "After seven months of national television exposure, during which R. J. Reynolds is estimated to have spent at a minimal annual rate of \$12 million for its television campaign, the brand held about 65% of the market," he said. "The net effect of a television advertising ban on little cigars at this time would be to reward that company with a commanding share of the market in return for having violated, according to their critics, the spirit of the Public Health Cigarette Act of 1969."

Mr. Kelley suggested that the committee set up a commission to determine by Dec. 31, which kinds of little cigars are most likely to be smoked like cigarettes and which are most likely to be smoked like cigars.

He also proposed adding language to the Federal Cigarette Labeling and Advertising Act to exempt little cigars from the law.

Mr. Kelley was accompanied by a number of colleagues who presented data to show the difference between little cigars and cigarettes.

Robert Kaufmann, the firm's senior vice president-tobacco, and Robert Du-



Listeners, talkers. Little-cigar action was centered in the House last week, with (top left, l-r) Torbert Macdonald (D-Mass.) of the Communications Subcommittee, W. E. Williamson, clerk of the committee, and Harley Staggers, chairman of the committee, hearing testimony from (top right, l-r) E. W. Kelley, chairman of

Consolidated Cigar, and Jack Mogulescu, recently resigned senior vice president for marketing and now consultant to Consolidated (Broadcasting, May 11); and (bottom, l-r) Senator Marlow Cook (R-Ky.), Marcus Glaser, chairman of Glaser Brothers, Los Angeles, and Max Meyer, president, Cigar Manufacturers Association.

Puis, special technical consultant to Consolidated, presented data to show that different kinds of tobacco are used in Dutch Treat little cigars and in cigarettes.

Alan Cornell, Consolidated's vice president-research and development, presented a study showing that little cigars are inhaled less deeply and less frequently than cigarettes.

There was also a report from Leslie A. Elson, English cancer research scientist, on experiments demonstrating that cigar-tobacco smoke is relatively harmless, whereas cigarette-type tobacco smoke causes bodily damage.

Harold M. Spielman, president of McCollum/Spielman Co., a communication research firm, reported on a test his company conducted, showing that consumers remember Dutch Treats by name or as a cigar, but do not associate the product with a cigarette.

Jack H. Mogulescu, a special consultant to Consolidated, said that a voluntary code is all that is needed to prevent a little cigar from being advertised on TV or radio in a way that appears to be a cigarette. He said such a code was

adopted by Consolidated and presented to the Code Review Board of the National Association of Broadcasters, which he said regarded it as a "constructive step toward responsible self regulation." The guidelines require identifying Dutch Treats as little cigars, avoiding any impression or advocacy of inhalation and prohibiting the suggestion that smoking little cigars enhances sexual attractiveness.

Mr. Mogulescu said national television advertising for Dutch Treats will not begin until September.

Friendly calls for free time

Fred W. Friendly, dean of the Columbia Graduate School of Journalism, last week urged the broadcast industry to provide free air time to political candidates.

In a speech before the American Society of Magazine Editors in New York last Thursday (May 24) that concentrated heavily on the Watergate affair and President Nixon's isolation from the news media, Mr. Friendly, former president of

CBS News, stressed that proposals for free time to political candidates are needed now more than ever.

"My own suggestion for the election of 1976, and perhaps even for 1974, calls for air time for candidates' speeches and debates to be provided without cost by the broadcast industry," Mr. Friendly said. "The national candidates would get network time. Governors, senators and congressmen would get time from as many regional and local stations as would be required to reach their constituencies."

Mr. Friendly noted that 1972 television expenditures in all elections, including primaries, amounted to \$37.2 million for the cost of TV air time. He said, "This sounds like a lot of money," but projected against 704 commercial stations with a total annual estimated gross each of \$3.2 million, "it comes to less than .012 or slightly more than 1% of gross revenues."

Mr. Friendly said if this cost were spread over a four-year period and included off-year Senate, House and state elections, the cost would be only half of one per cent per year.

Sunday, May 20, Our Entertainment Made News.

In Los Angeles, the CBS Television Network's
1972-73 entertainment programming
walked off with top honors at
the 25th annual Emmy presentation
ceremonies. Winning a total of
25 awards for outstanding
achievement. More than any of
the competing networks.





Tuesday, May 22, Our News Made News.

Two days later, in New York, CBS News swept the field at the first separate Emmy presentation ceremonies ever held to honor News and Documentaries exclusively. Winning 11 awards for outstanding achievement. More than any of the competing news organizations.

CBS 

Winning 36 Emmys helped make
Sunday and Tuesday newsworthy for us.
And for the many talented people
who help make us newsworthy to viewers.
Sunday, Tuesday, and every day.

A new wrinkle in corrective advertising comes from FTC

Hawaiian Punch, in consent order, agrees to keep educating public until research proves vast majority knows fruit content of the beverage

The Federal Trade Commission last week provisionally accepted a consent order that calls for RJR Foods Inc., New York-based subsidiary of R. J. Reynolds Industries Inc., to tell consumers precisely how much actual fruit juice there is in its fruit-flavored Hawaiian Punch beverage. The consent order, which also cites RJR's advertising agency, William Esty Co., calls on the advertiser to disseminate affirmative disclosures—now a common requirement in the FTC's corrective-advertising program.

The consent order is unusual in that it not only asks that the corrective information continue until it is proved that any erroneous impression created by the questioned advertising is negated, but, for the first time, provides a cut-off point. The corrective advertising can cease when RJR Foods can show through a consumer survey that two-thirds of the public is aware that Hawaiian Punch contains no more than 20% natural fruit juice.

The consent order stems from FTC charges that RJR Foods and William Esty have "misrepresented" Hawaiian Punch beverages as consisting "predominately of natural fruit juices." According to the commission complaint, this was accomplished by featuring fresh fruit and fruit trees prominently in Hawaiian Punch's television commercials. Also used in the product's advertising, the complaint charges, is the phrase "seven natural fruit juices." Actually, says the complaint, Hawaiian Punch consists mostly of water and sweetening agents, which

are added to fruit juices and other ingredients.

Among the requirements of the consent order: the exact fruit juice percentage in Hawaiian Punch be disclosed to consumers for no less than a year; afterwards affirmative disclosures would not be required if it is found that 67% of current consumers of any fruit-flavored beverages, or 80% of current or prospective purchasers, think Hawaiian Punch contains no more than 20% natural fruit juice.

The consumer survey provision is significant in that it may provide evidence as to whether or not consumers have been misled by the challenged advertising. It is also designed to provide reasonable assurance that the "misrepresentation" created by the initial advertising has been corrected.

The FTC, in its notice of the tentative consent order, points out an agreement with RJR Foods and William Esty is for settlement purposes only and does not mean that they have admitted violation of the law. The agreement has been placed on the public record for comment through June 18. The commission will take final action after that date.

Clios: bigger, better

The 14th International Clio Awards Show will be held next Monday night (June 4) at New York's Lincoln Center. It marks the first time U.S. and international awards for TV and radio commercials will be given at the same presentation. Entertainers and presenters will include Michael Haynes (the *Winchesters* man), Alice Playten (Alka Seltzer's "marshmallow meatball" newlywed), Louise Lasser, Bob & Ray, Craig Stevens, E. G. Marshall and Kevin McCarthy. Giovanna Nigro, director of *What Price Health* for the NBC and producer/director of the NBC children's series *Take a Giant Step* will produce the Clio show. More than 30 nations entered the competition and Russia has indicated it may submit two commercials in time for finalist judging.

The FTC takes documentation one step further

Antiperspirant and deodorant advertisers have to substantiate general rather than specific claims made in their commercials

The advertising substantiation program of the Federal Trade Commission, ongoing since 1971 yet of questioned effectiveness, has taken on two major modifications with the announcement last week that eight manufacturers of antiperspirants and deodorants have been ordered to furnish documentation for advertising claims that have appeared on television and in magazines.

For the first time, the commission's advertising substantiation orders focus on only major advertising themes. Advertisers in the previous 11 product categories covered by advertising substantiation orders were asked to document each of their claims.

The major claims for which substantiation is demanded include efficacy ("Dry Formula Secret is an effective antiperspirant which won't sting the skin under any circumstances"), validity ("Ban Roll On will keep all users drier than if they used any leading spray antiperspirant, under otherwise exactly the same conditions") and nature of ingredients ("English Leather Plus has a time release antiperspirant ingredient and a time release deodorant ingredient").

Also for the first time, the antiperspirants and deodorants advertisers are being asked to submit a summary of their substantiating documentation as well as the details. The summary, said the FTC in its order, must be at the top of the substantiation reports and be worded "in plain language so that the average consumer will be aided in understanding it."

The commission's latest advertising substantiation order affects manufacturers estimated to represent 80% of the \$460 million annual anti-perspirant and deodorant consumer market. The manufacturers and their products included in the order are: The Gillette Co., Boston, for Right Guard and Soft & Dri; Carter Products division, Carter-Wallace Inc., New York, for Arrid Extra Dry; Bristol-Myers Co., New York, for Ban and Dry System; Procter & Gamble Co., Cincinnati, for Secret; Mitchum-Thayer Inc., Tuckahoe, N.Y., for Mitchum's; Sterling Drug Inc., Montvale, N.J., for Body All; Leon Products Inc., Jacksonville, Fla., for Certan-Dri; and Mem Co., Northvale, N.J., for English Leather Plus.

According to Joan Bernstein, acting head of the FTC's Bureau of Consumer Protection, the changes in the ad substantiation program came out of an intensive analysis and evaluation conducted by the commission staff. She indicated that although the commissioners have not as yet acted on the conclusions in the study, more changes in ad substantiation direction may be coming. One

BAR reports television-network sales as of May 6

CBS \$249,719,300 (34.7%), NBC \$249,131,100 (34.6%), ABC \$221,453,000 (30.7%)

Day parts	Total minutes week ended May 6	Total dollars week ended May 6	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	81	\$ 503,000	1,291	\$ 8,363,300	\$ 7,832,500
Monday-Friday 10 a.m.-6 p.m.	1,018	8,055,500	17,677	150,469,100	122,809,500
Saturday-Sunday Sign-on-6 p.m.	326	4,628,100	5,281	75,942,900	77,423,800
Monday-Saturday 6 p.m.-7:30 p.m.	95	1,673,200	1,692	36,823,200	32,625,200
Sunday 6 p.m.-7:30 p.m.	12	191,500	279	7,254,700	6,270,900
Monday-Sunday 7:30 p.m.-11 p.m.	382	19,383,700	7,045	399,973,700	348,614,600
Monday-Sunday 11 p.m.-Sign-off	178	3,240,600	2,758	41,476,500	32,530,700
Total	2,092	\$37,675,600	36,023	\$720,303,400	\$628,107,200

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

of the further changes already in effect is the use of outside consultants. Neil Beckwith of Columbia University and Hal Kassarian of the University of California, Los Angeles, contributed to the antiperspirants/deodorants order.

The eight manufacturers covered by last week's order have 60 days to furnish their documentation. As always when issuing such an order, the FTC emphasized that the companies are not guilty of violations of rules or regulations and are merely being asked for information.

Arco also does turnabout in gasoline commercials

New spots not only emphasize energy crisis but also suggest use of other transportation

Atlantic Richfield (Arco gasoline) has joined the growing list of fuel companies talking about the energy crisis in their broadcast advertising (BROADCASTING, May 14).

Thornton Bradshaw, Atlantic Richfield president, appears in a TV commercial standing before a jammed freeway. He says, "There are simply better ways of moving people in and out of our cities—even at the expense of the automobile." That's the strongest statement to date about coping with the fuel shortage. Other gasoline companies, notably Mobil, Amoco, BP and Texaco, have discussed ways the consumer can cut down gas consumption. None, however, suggested alternative transportation.

In another Arco TV commercial, not yet on the air, the benefits of walking instead of riding will be discussed, with the announcer urging viewers to "see the world at three miles an hour." Another Arco spot shows a windmill as the announcer says: "In 1915, 3,000 windmills helped light up the country of Denmark. America could generate electricity the same charming way. All we have to do is keep wasting our natural stores of energy. When it's all gone, we'll just turn on the windmills. A great idea—until the wind dies down."

And in a look at the future, a man from the year 1991 shows the viewer the underground world people are living in. He says: "We had our chance to clean up congestion and clear the air back in the 70's. We could have demanded adequate public transportation. We could have banned cars altogether from parts of our city. But we didn't do it. We drove ourselves underground."

A spokesman for the Atlantic-Richfield Co. said the new campaign grew from the belief that "it doesn't make sense to promote more gasoline consumption at a time when both government and industry are talking about the necessity of fuel allocations to insure supplies to priority users."

Needham, Harper & Steers, Los Angeles, is the agency. The commercials began a national roll-out in April on the East Coast and began airing on the West Coast in mid-May.

Another big gas firm, Phillips Petrole-

Consciousness-raising. The National Advertising Review Board has appointed a panel to explore questions of social responsibility in advertising with environmental themes. According to NARB Chairman Charles W. Yost, the five-member panel will study the extent to which advertising dealing with the energy crisis and other environmental matters actually reflects the public interest. The panel will take a broad-based look at advertising techniques and concepts used, rather than a case-by-case approach. The panel's first meeting is scheduled for mid-June. Members of the environmental panel are Robert S. Wheeler, vice president/advertising and marketing services, Best Foods Division, CPC International, Englewood Cliffs, N.J., panel chairman; Virginia Y. Trotter, vice chancellor for academic affairs, University of Nebraska-Lincoln; Robert S. Marker, chairman, McCann-Erickson, New York; William A. Bartel, vice president / communications and merchandising, Celanese Corp., New York, and Henry E. Arnsdorg, vice president/public relations and advertising, Prudential Insurance Co., Newark, N.J.

um, has chosen Tracy-Locke, Dallas, to handle its \$6 million-plus account. J. Walter Thompson Co. had been the agency. New TV commercials for Phillips 66 are scheduled to begin airing in June and, according to advertising manager Joe Downing, will be "designed to inform the public as to how the energy shortage came about and what the consumer can do to help the situation."

FTC's Dixon: Stations with clean hands won't get knuckles rapped

Arizonans assured commission goes along with honest broadcasters

To what extent does the Federal Trade Commission hold individual stations responsible for claims made by their advertisers? FTC Commissioner Paul Rand Dixon was to pose this rhetorical question to the Arizona Broadcasters Association, in a speech scheduled for delivery in Tucson last Friday (May 25). The commissioner's answer to his own question: "It would be unlikely that the FTC would include any media in a formal complaint unless the broadcast station or the publication was an active party to and stood to profit by the falsity or deception of the advertising."

Commissioner Dixon says a station could and should be culpable if it entered into a joint promotion with an advertiser involving misrepresentation of a product. He points out that if broadcasters accepted obviously and patently false advertising there's no question they would be "treading on dangerous ground." But, he acknowledges that the FTC recognizes

"that media are neither required to, nor are they equipped to, undertake a thorough investigation of the truth of every advertising claim they print or broadcast."

The commissioner's advice to broadcasters is to "resist the temptation to take a chance"—keep advertising standards high enough away from "the danger of finding the exact edge of the brink" of trouble. Commissioner Dixon also advised trade associations to keep errant members from acting irresponsibly and to seek government assistance if necessary. He reminds broadcasters that "it is often the overreaching by advertisers that sends their promotions outside the law." He suggests that "honest, straightforward, information-imparting advertisements and a quality product usually are the ingredients of successful advertising campaigns."

AAAA winds it all up in White Sulphur Springs

McCaffrey repeats calls for self-defense program; convention-goers are treated to special feeds of Watergate news and hear insider predictions on effects of video cassettes

The time has long since arrived for advertising agencies and advertising agency people to put "all our weight behind a national, coordinated effort designed to support the best interests of the advertising agency business everywhere."

James J. McCaffrey of McCaffrey & McCall, New York, retiring chairman of the American Association of Advertising Agencies, made the appeal in a May 19 speech closing the 1973 AAAA convention with an elaboration of AAAA's plans to establish and operate speakers bureaus through its three regions and 20 councils (BROADCASTING, May 21).

He called upon all agencies to make their best speakers available to tell advertising's story to a "modest" first-year goal of 200 different groups of people. He cited three main target audiences in major cities and suburbs: men's "thought-leader" groups, women's organizations and student and faculty groups.

Mr. McCaffrey said AAAA headquarters would provide a 20-minute sample speech aimed at each of the three groups, plus a variety of other materials, but urged that the speakers adapt them for local audiences. The AAAA will also make available a short film on how a TV commercial is made, to be used as "an appeal to people's ingrained interest in theatrics" rather than as a direct attempt to answer any criticisms of advertising. It was produced by Gordon Webber of Benton & Bowles.

One of the unscheduled highlights of the AAAA convention was a daily wrap-up of events in the Senate Watergate hearings by NBC News. Don Durgin, president of NBC-TV, arranged for a direct audio line from New York to the convention site at White Sulphur Springs, W. Va., which is virtually impervious to broadcast signals from the outside, and

NBC News provided five-minute live summaries at the end of each morning's convention session, plus overnight written summaries.

A session on video cassettes attracted an audience of some 400 AAAA members and guests even though held at 10 o'clock at night (May 17). It was conducted by Paul J. Caravatt Jr. of Caravatt, Kleiman Inc., New York, cassette programming specialist, who showed segments of industrial programs produced for Coca-Cola, Avon, Smith-Corona and other major companies.

"You are safe for a while," Mr. Caravatt told the agency executives. "Video cassettes are not going to kill the networks, kill magazines or radically change agencies in 1973—or 1974. After that I do promise some rather important evolutionary changes." By 1975, he suggested, the number of cassette and disk players in homes should make programming for those home players economically viable.

FCC passes on lumber ads

Three ecology groups' fairness-doctrine complaint against two ABC-TV affiliates regarding commercials of the Weyerhaeuser Corp. during the network's summer Olympics coverage has been rejected by the FCC.

The three groups—the Wilderness Society, Natural Resources Defense Council and Public Action to Protect Environmental Resources—had complained that Weyerhaeuser's Olympics campaign depicted the lumbering practices of "clear-cutting" as desirable and ecologically sound. This assertion is highly debatable, they said, pointing out that the practice has been under attack by environmentalists for some time as harmful to the balance of nature. (BROADCASTING, Oct. 23, 1972).

They claimed that January staff action dismissing their initial complaint on procedural grounds placed an undue burden on their legal resources, noting that the staff had claimed that the complainants had failed to show that WABC-TV New York and WMAL-TV Washington did not balance the ecology issue in other programming. They said this finding was unfair since ABC had refused to supply them with past programming information.

The commission said the fairness doctrine does not require stations to review all past programming every time a fairness complaint is filed against them. It added, however, that the subject of comparative burdens between complainants and licensees in fairness cases is one of the issues being dealt with in the agency's current inquiry into the doctrine.

Business Briefs

Hope for all. American Hospital in Paris, famed European medical center, has awarded exclusive sales rights for one-hour Bob Hope special, *What Americans Do in Paris*, to Vitt Media International, New York media-buying firm, and Idea Group Inc. of New Jersey. Show

stars Mr. Hope and features 44 National Football League stars who went to Paris last year to make film to raise funds for center. Included is golf footage of Bing Crosby, late President Eisenhower and Duke of Windsor, and top golfing pros. Sales arrangement permits for first time sponsorship by national advertisers normally precluded from bidding for other Hope specials owned by Hope Enterprises. Prints are available for screening through Vitt Media International.

Roughnecks coming. The Thermos Division of King-Seely Thermos Co., Norwich, Conn., will use network TV to introduce the Roughnecks, new line of unbreakable insulated bottles. Campaign to reach mothers will begin July 31 on daytime network TV and animated spots to reach children will begin Aug. 18. Rumrill-Hoyt, New York, is agency.

Agency appointments. D. L. Clark Co., Pittsburgh, division of Beatrice Foods Co., Chicago, has appointed Ketchum, MacLeod & Grove, Pittsburgh, as agency for Clark Bar, Zagout bar and other products of confectionary manufacturer. M.J. Holloway & Co., Chicago, has appointed Ries Cappiello Colwell, New York, to handle its candy products, including Milk Duds, Slo-Poke and Black Cow. \$750,000 account is expected to be mostly on radio and TV. Arthur Meyerhoff Associates, Chicago, is agency.

Cooperation. "Television and us" is in on-air sales pitch of WSAB(FM) Mt. Carmel, Ill. President John F. Hurlburt personally recorded series of messages to potential advertisers underscoring value of his fine-music station as supplement to campaigns on TV stations of sponsor's choice. Commented Mr. Hurlburt after taping spots: "It's high time the broadcast media stop knocking one another and together go for the dollars that are being spent elsewhere."

Retailers Honored. Winners of Fifth Annual National Retail Merchants Association (NRMA)—Television Bureau of Advertising competition—were announced at NRMA's Sales Promotion Conference in Hollywood, Fla. J. C. Penney & Co., New York (McCaffrey & McCall, N.Y.) won grand award in TV and radio. J. L. Hudson, Detroit (Grey Advertising, Detroit), took first place in TV. Other TV awards went to Jordan Marsh, Boston (Smith-Patterson Advertising, in-house, Boston); Gee Bee Discount Store, Johnstown, Pa. (Marc & Co., Pittsburgh); Bud's Women's Apparel, Duluth, Minn.; Shop-Rite Supermarkets, New York (Keyes-Martin & Co., Springfield, N.J.) and Dorseys Furniture, Charlotte, N.C.

Como commercials. GTE-Sylvania, New York, has signed Perry Como to be spokesman for company's new GT-Matic TV sets. Commercials, created by Doyle, Dane, Bernbach, New York, will break next September on spot TV in 44 markets. Campaign will run for 14 weeks. Sylvania's GT-Matic series will be promoted as first true self-adjusting color sets on the market. There are no color-control knobs outside set—only on, off and channel-selection.

Programing

CBS-TV grabs most brass rings at Emmy awards

But ABC-TV's 'Andrews' will bow out with seven entertainment laurels; news and documentary ceremonies get own telecast for first time

Television last week did its annual pivot of the camera to further document its claim to being the world's greatest entertainment medium as well as the foremost purveyor of journalism.

It was a two-part effort by the National Academy of Television Arts and Sciences with a Sunday night (May 20) telecast of the entertainment awards from Los Angeles and a Tuesday evening TV showcase of news and documentary honors from New York.

On both occasions, CBS-TV came away with the lion's share of the Emmys.

On the West Coast show, master of ceremonies Johnny Carson wasn't exactly prescient during his opening patter when he remarked that the popular *The Waltons* had no homosexuals and no abortions. "How did these weirdos become a hit?" he asked. For eventually the top honors during the evening did indeed go to wholesomeness: The now-cancelled *Julie Andrews Hour* (ABC) led the way with seven awards, and *The Waltons* followed with six honors.

And the others who took three or more honors also were in the upright vein. *Singer Presents Liza with a Z* (NBC), and *The Mary Tyler Moore Show* (CBS) received four awards each; the *Carol Burnett Show* (CBS), *Masterpiece Theater* (PBS) and the ABC Summer Olympic Games, won three each.

CBS led the three networks in entertainment Emmys, with 25 awards out of the 64 categories—for four programs and 21 individuals. ABC followed closely, winning 22 awards, also for four programs but with 18 individuals, and NBC was third with a total of 10 awards, with three programs and seven individuals. The Public Broadcasting Service garnered seven awards, to four programs and three individuals.

The Waltons and *All In the Family* took top honors as comedy and drama series, respectively; *Tom Brown's School-days* (PBS), outstanding drama or comedy with limited episodes; *Julie Andrews Hour* (ABC), outstanding variety or musical series; *Singer Presents Liza With a Z* (NBC) variety; *Sleeping Beauty* (PBS), classical music; *America* (NBC) new series, and, in a surprise, "War of Children" (CBS) outstanding single drama or comedy program.

The entertainment awards were telecast from the Shubert theater in Los Angeles's Century City. The two-hour broadcast went off smoothly, replete with inside jokes and garnering a respectable 30.3 to 36.8 rating and 48 to 58 share of audience in the overnight New York Nielsens.

The only untoward incident occurred

earlier in the week when the academy asked ABC to return the 600 tickets that the network, which broadcasts the event, had received for its affiliates who had begun gathering for the annual affiliates meeting (see page 54). The ABC affiliates watched the program on monitors in a nearby hotel, but joined the academy members and guests at the dinner that followed.

The complete list of entertainment Emmys:

Outstanding comedy series: *All In The Family*, Norman Lear, executive producer, John Rich, producer—CBS.

Outstanding drama series—continuing: *The Waltons*, Lee Rich, executive producer, Robert L. Jacks, producer—CBS.

Outstanding drama/comedy—limited episodes (presented after telecast): *Tom Brown's Schooldays*, Masterpiece Theatre, Parts I Through V, John McRae, producer—PBS.

Outstanding variety musical series: *The Julie Andrews Hour*, Nick Vanoff, producer, Julie Andrews, star—ABC.

Outstanding single program—drama or comedy: "A War of Children," *The New CBS Tuesday Night Movies*, Roger Gimbel, executive producer, George Schaefer, producer, Dec. 5, 1972—CBS.

Outstanding single program—Variety and popular music: *Singer Presents Liza With a "Z"*, Bob Fosse and Fred Ebb, producers, Liza Minnelli, star, Sept. 10, 1972—NBC.

Outstanding single program—classical music: *The Sleeping Beauty*, J. W. Barnes and Robert Kottlowitz, executive producers, Norman Campbell, producer, Dec. 17, 1972—PBS.

Outstanding news series (presented after telecast): *America*, Michael Gill, producer—NBC.

Outstanding program achievement in daytime drama: *The Edge of Night*, Erwin Nicholson, producer, series—CBS.

Outstanding program achievement in daytime: *Olan's Place*, Henry Jaffe, executive producer, Fred Tatashore, producer, Dinah Shore, star, series—NBC.

Outstanding single performance by an actor in a leading role: Laurence Olivier, "Long Day's Journey into Night," March 10, 1973—ABC.

Outstanding single performance by an actress in a leading role: Cloris Leachman, "A Brand New Life," *Tuesday Movie Of The Week*, Feb. 20, 1973—ABC.

Outstanding continued performance by an actor in a leading role: (A) Drama series—continuing, Richard Thomas, *The Waltons*—CBS; (B) Drama/comedy-limited episodes, (presented after telecast): Anthony Murphy, *Tom Brown's Schooldays*, Masterpiece Theatre, parts I through V—PBS.

Outstanding continued performance by an actress in a leading role: (A) Drama series—continuing, Michael Learned, *The Waltons*—CBS; (B) Drama/comedy-limited episodes (presented after telecast): Susan Hampshire, *Vanity Fair*, Masterpiece Theatre, Parts I through V—PBS.

Outstanding continued performance by an actor in a leading role in a comedy series: Jack Klugman, *The Odd Couple*—ABC.

Outstanding continued performance by an actress in a leading role in a comedy series: Mary Tyler Moore, *The Mary Tyler Moore Show*—CBS.

Outstanding performance by an actor in a supporting role in drama—a continuing or one-time appearance in a series, or for a special program: Scott Jacoby, "That Certain Summer," *Wednesday Movie Of The Week*, Nov. 1, 1972—ABC.

Outstanding performance by an actress in a supporting role in drama—a continuing or one-time appearance in a series, or for a special program: Ellen Corby, *The Waltons*, series—CBS.

Outstanding performance by an actor in a supporting role in comedy—a continuing or one-time appearance in a series, or for a special program: Ted Knight, *The Mary Tyler Moore Show*, series—CBS.

Outstanding performance by an actress in a supporting role in comedy—a continuing or one-time appearance in a series, or for a special program: Valerie Harper, *The Mary Tyler Moore Show*, series—CBS.

Outstanding achievement by a supporting performer in music or variety—a continuing or one-time appearance in a series, or for a special program: Tim Conway, *The Carol Burnett Show*, Feb. 17, 1973—CBS.

Outstanding directional achievement in drama—a single program of a series with continuing characters and/or theme: Jerry Thorpe, "An Eye For An Eye," *Kung Fu*, Jan. 25, 1973—ABC.

Outstanding directional achievement in drama—a single program—Joseph Sargent, "The Marcus-



Winners. Julie Andrews, whose ABC show won a total of seven Emmy awards, wasn't present at the presentations nor will she be around next season, as will the program that won six awards—*The Waltons*. Accepting the statuettes for the latter were (l-r): Bob Jacks, producer of the CBS series; Michael Learned, who plays the mother; Richard Thomas, who portrays John-Boy, and Lee Rich, executive producer of the show.

Nelson Murders, *The CBS Thursday Night Movies*, March 8, 1973—CBS.

Outstanding directional achievement in comedy—a single program of a series with continuing characters and/or theme: Jay Sandrich, "It's Whether You Win or Lose," *The Mary Tyler Moore Show*, Oct. 14, 1972—CBS.

Outstanding directional achievement in variety or music—a single program of a series: Bill Davis, *The Julie Andrews Hour* (with "Eliza Doolittle" and "Mary Poppins"), Sept. 13, 1972—ABC.

Outstanding directorial achievement in comedy, variety or music—a special program: Bob Fosse, *Singer Presents Liza With a "Z"*, Sept. 10, 1972—NBC.

Outstanding writing achievement in drama—a single program of a series with continuing characters and/or theme: John McGreevey, "The Scholar," *The Waltons*, Feb. 22, 1973—CBS.

Outstanding writing achievement in drama, original teleplay—a single program: Abby Mann, "The Marcus-Nelson Murders," *The CBS Thursday Night Movies*, March 8, 1973—CBS.

Outstanding writing achievement in drama, adaptation—a single program: Eleanor Perry, "The House Without a Christmas Tree," Dec. 3, 1972—CBS.

Outstanding writing achievement in comedy—a single program of a series with continuing characters and/or theme: Michael Ross, Bernie West, and Lee Kalchauer, "The Bunkers and The Swingers," *All In The Family*, Oct. 28, 1972—CBS.

Outstanding writing achievement in variety or music—a single program of a series: Stan Hart, Larry Siegel, Gail Parent, Woody Kling, Roger Beatty, Tom Patchett, Jay Tarses, Robert Hilliard, Arnie Kogen, Bill Angelos and Buz Kohan, *The Carol Burnett Show* (with Steve Lawrence and Lily Tomlin), Nov. 8, 1972—CBS.

Outstanding writing achievement in comedy, variety or music—a special program: Renee Taylor and Joseph Bologna, *Acts of Love—and Other Comedies*, March 16, 1973—ABC.

Outstanding achievement in choreography—a single program of a series or a special program: Bob Fosse, *Singer Presents Liza With a "Z"*, Sept. 10, 1972—NBC.

Outstanding achievement in music composition: (A) For a series or a single program of a series (in the first year of music's use only): Charles Fox, *Love, American Style*, series—ABC; (B) For a special program: Jerry Goldsmith, "The Red Pony," *Bell System Family Theatre*, March 18, 1973—NBC.

Outstanding achievement in music direction of a variety, musical or dramatic program—a single program of a series or a special program: Peter Matz, *The Carol Burnett Show* (with Anthony Newley and Bernadette Peters), Dec. 16, 1972—CBS.

Outstanding achievement in music, lyrics and special material—a series or a single program of a series or a special program written for television: Fred Ebb and John Kander, *Singer Presents Liza With a "Z"*, Sept. 10, 1972—NBC.

Outstanding achievement in art direction or scenic design: (A) For a dramatic program or feature length film made for television; for a series, a single program of a series or a special program, Thomas John, *Much Ado About Nothing*, Feb. 2, 1973—CBS; (B) For a musical or variety single program of a series or a special program, Brian Bartholomew and Keaton S. Walker, *The Julie Andrews Hour* (with "Eliza Doolittle" and "Mary Poppins"), Sept. 13, 1972—ABC.

Outstanding achievement in lighting direction—a single program of a series or a special program, produced for electronic television only (Tie): John Freschi and John Casagrande, *44th Annual Oscar Awards*, April 10, 1972—NBC; Truck Krone, *Christmas Show*, *The Julie Andrews Hour*, Dec. 20, 1972—ABC.

Outstanding achievement in costume design—a single program of a series or a special program: Jack Bear, *The Julie Andrews Hour* (with Ken Berry and Jack Cassidy), Sept. 27, 1972—ABC.

Outstanding achievement in make-up—a single program of a series or a special program: Del Armstrong, Ellis Burman and Stan Winston, "Gargoyles," *The New CBS Tuesday Night Movies*.

Outstanding achievement in cinematography for entertainment programming: (A) For a series or a single program of a series, Jack Woolf, "Eye For an Eye," *Kung Fu*, Jan. 25, 1973—ABC; (B) For a special or feature-length program made for television, Howard Schwartz, "Night of Terror," *Tuesday Movie Of The Week*, Oct. 10, 1972—ABC.

Outstanding achievement in film editing for entertainment programming: (A) For a series or a single program of a series, Gene Fowler Jr., Majorie Fowler and Anthony Wollner, "The Literary Man," *The Waltons*, Nov. 30, 1972—CBS; (B) For a special or feature-length program made for television, Peter C. Johnson and Ed Spiegel, "Surrender at Appomattox," *Appointment With Destiny*, April 24, 1972—CBS.

Outstanding achievement in film sound editing—a single program of a series or a special program: Ross Taylor and Fred Brown, "The Red Pony," *Bell System Family Theatre*, March 18, 1973—NBC.

Outstanding achievement in film sound mixing—a single program of a series or a special program: Richard J. Wagner, George E. Porter, Eddie J. Nelson and Fred Leroy Granville, "Surrender at Appomattox," *Appointment With Destiny*—CBS.

Outstanding achievement in live or tape sound mixing—a single program of a series or a special program: Al Gramaglia and Mahlon Fox, *Much Ado About Nothing*, Feb. 2, 1973—CBS.

Outstanding achievement in video tape editing—



Presenters, presented. Prominent electronic journalism representatives handed out the Emmys at last week's news and documentary presentations. Pictured at left (l-r) are ABC Evening News co-anchorman Howard K. Smith; National Public Affairs Center for Television correspondent Robert MacNeil; NBC *Nightly News* anchorman John Chancellor; Frank Stanton, former CBS vice

chairman now chairman of the American Red Cross; CBS *Evening News* anchorman Walter Cronkite, and ABC *Evening News* co-anchorman Harry Reasoner. At right is Don Hewitt, executive producer of CBS News's *60 Minutes*, with some of the five Emmys awarded to that series. Mr. Hewitt also served as executive producer of the telecast itself.

a single program of a series or a special program: Nick Giordano and Arthur Schnelder, *The Julie Andrews Hour* (with "Eliza Doolittle" and "Mary Poppins"), Sept. 13, 1972—ABC.

Outstanding achievement in technical direction and electronic camerawork—a single program of a series or a special program: Ernie Buttlerman (technical director), Robert A. Kemp, James Angel, James Balden and Dave Hilmer (cameramen), *The Julie Andrews Hour* (with "Mary Poppins" and "Eliza Doolittle"), Sept. 13, 1972—ABC.

Outstanding achievement by individuals in daytime drama (presented after telecast): Mary Fickett, performer *All My Children*, series—ABC.

Outstanding achievement in children's programming—an award for programs and individual achievements: (A) Entertainment/fictional, *Sesame Street*, Jon Stone, executive producer, Bob Cunliff, producer, series, PBS; Zoom, Christopher Sarson, producer, series, PBS; Tom Whedon, John Boni, Sara Compton, Tom Dunsmuir, Thad Mumford, Jeremy Stevens and Jim Thurman, writers, *The Electric Company*, Oct. 24, 1972—PBS.

(B) Information/factual, "Last of The Curlews," *The ABC After-school Special*, William Hanna and Joseph Barbera, producers, Oct. 4, 1972, ABC; Shari Lewis, performer "A Picture of Us," *NBC Children's Theatre*, March 17, 1973, NBC.

Outstanding achievement in sports programming—an award for programs and for individuals contributing to the coverage of sporting events: ABC's *Wide World of Sports*, Roone Arledge, executive producer, series—ABC; 1972 *Summer Olympic Games*, Roone Arledge, executive producer, Aug. 25 through Sept. 11, 1972, ABC; Jim McKay, commentator 1972 *Summer Olympic Games*, Aug. 25 through Sept. 11, 1972, ABC; John Croak, Charles Gardner, Jakob Hlerl, Conrad Kraus, Edward McCarthy, Nick Mazur, Alex Moskovic, James Parker, Louis Rende, Ross Skipper, Robert Steinback, John De Lisa, George Boettcher, Merril Roesser, Leo Scharf, Randy Cohen, Vito Gerardi, Harold Byers, Winfield Gross, Paul Scoskie, Peter Fritz, Leo Stephen, Gerber McBeath, Louis Torino, Michael Wenig, Tom Wight and James Kelley, video-tape editors, 1972 *Summer Olympic Games*, Aug. 25 through Sept. 11, 1972, ABC.

Outstanding achievement in engineering development (presented after telecast): Award to Sony for the development of the Trinitron, a picture tube providing good picture quality in color-television receivers; Award to CMX Systems, a CBS/Memorex company, for the development of a video-tape editing system, utilizing a computer to aid the decision-making process, store the editing decisions and implement them in the final assembly of takes.

Presenters of news awards stress importance of free broadcast journalism

The NATAS's Emmy presentations for TV news and documentary programs in New York were the first to be telecast in the academy's 25-year history, and the principal figures did not pass up the rare opportunity to tell viewers that a free press—specifically including a free broadcast press—is vital to democracy.

In the major areas of news, docu-

mentary and religious programming, CBS-TV came away with 10 awards, NBC with six, ABC four and PBS two. With the inclusion of craft awards, announced prior to the telecast proceedings, the scoreboard was amended to CBS 11, NBC 10, ABC four and PBS two.

The New York proceedings, on CBS-TV from 9:30 to 11:12 p.m. NYT, offered several departures from conventional awards ceremonies. Winners, for one thing, were given their Emmys at or near their seats in the banquet hall and thus had no chance to make speeches. The hosts, alternating singly and in pairs, were anchormen of the four networks: Harry Reasoner and Howard K. Smith of ABC, Walter Cronkite of CBS, John Chancellor of NBC and Robert MacNeil of PBS.

As presenters they were joined on two occasions by Frank Stanton, retired chief operating officer of CBS, now chairman of the American National Red Cross—who received a special Emmy award last year for his defense of broadcast journalism—and Mrs. Coretta Scott King.

Dr. Stanton told viewers in a brief statement that he saw "special significance" in the night's ceremony: "The disturbing events of recent months serve to bring home to all of us the basic truth that this great and extraordinary experiment in government which we call democracy can survive in good health if, and only if, the press remains wholly free and in equally good health. And that essential freedom must be fully shared by that part of the press to which we do honor tonight—the electronic press. If all of us—those of us here, those who are in government and above all those who comprise the American public—reminde ourselves of this essential fact of freedom for all the press, including broadcast journalism, this evening will indeed be an important one."

Toward the end of the telecast, each of the newsmen-hosts had his own say on the subject, also briefly.

Mr. Cronkite said broadcast journalism is far from perfect and is constantly self-critical but that "we will fight back

when our critics cross over the dividing line to the point where they threaten government intervention to try to keep us, even in our imperfect way, from telling it like it is."

Mr. Smith said from 20 years' experience abroad that "in no other country are civil liberties as secure or so nearly secure as they are in this country." He thought it less important that judges have jailed reporters for refusing to reveal confidences than that the reporters were willing to go to jail rather than reveal them; less important that government has attacked media than that more than 50 members of Congress have introduced shield bills to protect media—though he added, as he had said before, "I hope they don't succeed . . . I think that our rights are sturdy."

Mr. Reasoner said "we have produced the best-educated and the best-informed mass citizenry in the history of the world," thanks in substantial measure to the "support of people like you in the academies, people like Dr. Stanton, all of our three networks."

Mr. MacNeil, alluding to the dispute over the funding of public television and the Nixon administration's opposition to the use of public money for public-affairs programs, said that unlike commercial network newsmen, "we [in public TV] are in our infancy: we can be strangled in our crib." But he held out hope for a much better outcome.

Mr. Chancellor said events of the past year had "demonstrated to us, as Americans, as politicians, newsmen, ordinary citizens, that if we appreciate the rights of the Constitution we have, we have got to work harder than perhaps we have been working to preserve those rights . . . I am glad to see that more of us [are fighting]. I also think of the citizens of the country, who need in these days to fight much harder, individually and collectively, to protect the liberties we have."

Robert F. Lewine, president of the academy, seemed to sum it up—though he was on before they were—when he expressed the hope "that tonight's pro-

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gram will remind everyone of the breadth and scope of broadcast news and that it will effectively combat the relentless efforts to undermine the public's confidence in the sight-and-sound media. The academy is especially privileged to have this opportunity to honor the men and women in our medium whose high professional standards and dedication to their journalistic responsibilities provide a bulwark against the threats from those forces which challenge their right to probe, to question and to reveal."

On the awards scoreboard, the winners were as follows (period covered was March 13, 1972, through March 18, 1973):

News and documentary achievements (possibility of one, more than one or no award in each category)

Outstanding achievement within regularly scheduled news programs: (A) For program segments, i.e., presentation of individual stories (in single or multipart) or elements within the program, "The U.S./Soviet Wheat Deal: Is There A Scandal?" *CBS Evening News with Walter Cronkite*, executive producers Paul Greenberg and Russ Bensley, producers Stanhope Gould and Linda Mason, Sept. 27 through Oct. 6, 1972—CBS; (B) For individuals contributing to the program segments, correspondents Walter Cronkite, Dan Rather, Daniel Schorr and Joel Blocker, "The Watergate Affair" on *CBS Evening News with Walter Cronkite*, CBS—Oct. 27 and 31, 1972—CBS; correspondents David Dick, Dan Rather, Roger Mudd and Walter Cronkite, coverage of shooting of Governor Wallace, *CBS Evening News with Walter Cronkite*, May 15, 1972—CBS; correspondent Eric Sevareid, "LBJ, The Man and The President" on *CBS Evening News with Walter Cronkite*, Jan. 22, 1973—CBS.

Outstanding achievement for regularly scheduled magazine-type programs: (A) For programs, program segments or series, "The Poppy Fields of Turkey—The Heroic Labs of Marseilles—The New York Connection," on *60 Minutes*, executive producer Don Hewitt, producers William McCuire, John Tiffin, Phil Scheffler, Dec. 10, 1972—CBS; "The Selling of Colonel Herbert" on *60 Minutes*, executive producer Don Hewitt, producer Barry Lando, Feb. 4, 1973—CBS; *60 Minutes* series, executive producer Don Hewitt—CBS; (B) For individuals contributing to the program, program segments or series achievements, correspondent Mike Wallace, "The Selling of Colonel Herbert" on *60 Minutes*, Feb. 4, 1973—CBS; correspondent Mike Wallace, *60 Minutes* series—CBS.

Outstanding achievement in coverage of special events: (A) For program achievements, coverage of the Munich Olympic tragedy, ABC special, executive producer Roone Arledge, Sept. 5, 1972—ABC; (B) For individuals contributing to the program achievement, commentator Jim McKay, coverage of the Munich Olympic tragedy, ABC special, Sept. 5, 1972—ABC.

Outstanding documentary program achievement: (A) For documentary programs dealing with events or matters of current significance, "The Blue Collar Trap," on *NBC News White Paper*, producer Fred Freed, June 27, 1972—NBC; "The Mexican Connection" on *CBS Reports*, executive producer Burton Benjamin, producer Jay McMullen, June 25, 1972—CBS; "One Billion Dollar Weapon" on "And Now the War is Over—The American Military in the 70's," on *NBC Reports*, executive producer Fred Freed, producer Craig Leake, Feb. 20, 1973—NBC; (B) For documentary programs dealing with artistic, historical or cultural subjects, *America* series, executive producer Michael Gill—NBC; *Jane Goodall and The World of Animal Behavior: The Wild Dogs of Africa*, executive producer Marshall Flaum, producers Hugo Van Lawick, Bill Travers and James Hill, Jan. 22, 1973—ABC; (C) For individuals contributing to documentary programs, Alistair Cooke, narrator, *America* series, NBC Alistair Cooke, writer, "A Fireball in The Night" on *America* series, Jan. 23, 1973—NBC Hugo Van Lawick, director, *Jane Goodall and The World of Animal Behavior: The Wild Dogs of Africa*, Jan. 22, 1973—ABC.

Special classification of outstanding program and individual achievement, an award for unique program and individual achievements, which does not fall into a specific category or is not otherwise recognized: *The Advocates*, series, executive producer Greg Harney, producers Tom Burrows, Russ Morash and Peter McGhee—PBS; *VD Blues* special of the week, producer Don Fouser, Oct. 9, 1972—PBS.

Achievements: one award in each category:

Outstanding achievement in cinematography (announced at pretelecast ceremonies): (A) Regularly scheduled news programs and coverage of special events, Laurens Pierce, coverage of the shooting of Governor Wallace, *CBS News with Walter Cronkite*, May 15, 1972—CBS; (B) Documentary, magazine-type or mini-documentary programs: Des and Jen

Bartlett, *The Incredible Flight of the Snow Geese* Jan. 23, 1973—NBC.

Outstanding achievement in film editing (announced at pretelecast ceremonies): (A) Regularly scheduled news programs and coverage of special events, Patrick Minerva, Martin Sheppard, George Johnson, Bill Freed, Edward Portillo, Al Helias, Irwin Graf, Jean Venable, Rick Hessel, Loren Berry, Nick Wilkins, Gary Bresse, Michael Shugrue, K. Su, Edwin Einarsen and Thomas Dunphy, *NBC Nightly News* series—NBC; (B) Documentary, magazine-type or mini-documentary programs, Les Parry, *The Incredible Flight of The Snow Geese*, Jan. 23, 1973—NBC.

Entertainment areas (possibility of one, more than one or no award in each category):

Outstanding achievement in religious programming, an award for programs and individual achievements: *Duty Bound*, executive producer Doris Ann, producer Martin Hoade, March 11, 1973—NBC.

Outstanding achievement in any creative technical crafts area that does not fall into a specific category and is not otherwise recognized (announced pretelecast ceremonies): Donald Feldstein, Robert Fontana and Joe Zuckerman for animation layout of *Da Vinci's art on Leonardo: To Know How to See*, June 20, 1972—NBC.

From throwaway to showcase program

'The Waltons' was so much fodder for big guns 'Flip Wilson' and 'Mod Squad.' Now the hip cops are gone and CBS's show remains after gaining Nielsen respectability and walking off with six Emmys

Madison Avenue pros were scratching their heads last year when CBS announced that it was slotting a quiet, placid family-drama series called *The Waltons* opposite two powerhouse mass-audience-appeal programs, NBC's *Flip Wilson Show* and ABC's *Mod Squad*.

But the agency executives soon came up with this explanation: Since Thursday at 8 was a lost cause for CBS because of the high-powered competition, the network was being smart in trimming its sails to the antiviolence mood in the country, rejecting another cop show and going instead with a nice, sentimental series about a close-knit family living in the mountains of Virginia during the Depression.

And when *The Waltons* made its debut on Sept. 14, the TV critics, after saying flattering things about the show's charm and pathos, almost invariably pointed out that, in the words of Bob Williams of the *New York Post*, it "hasn't got a chance in hell in the Nielsen ratings."

In the September and October rating books last fall, *The Waltons* didn't do anything to disprove the gloomy forecasts. "Thursday at 8 became the throwaway time period for the CBS affiliates," says Lee Rich, executive producer of *The Waltons*. "They would put their own shows in and delay *The Waltons* to Saturday afternoon."

"But even in those early weeks it became clear to me that *Mod Squad* was not doing as well on Thursdays as it had the previous season on Tuesdays," says Bob Wood, president of CBS-TV, who had been touting *The Waltons* to affiliates months before the season even got under way. "And then, all of a sudden, *The Waltons* started moving. Word of mouth began to spread. You could see it in the letters we were getting—people were pouring their hearts out in those letters. They seemed almost grateful for the show."

Ratings for *The Waltons* continued to build, and its season-to-date Nielsen figures through mid-April show a very respectable 19.3 rating and 30 share, compared to *Flip Wilson's* 23.5 rating and 36 share and *Mod Squad's* 16.6 and 25. (*Mod Squad* has since been canceled by ABC.) In addition, *The Waltons* walked away with six Emmys last week

(see page 24), after earlier having won a Peabody award for distinguished achievement in broadcasting.

Mr. Wood thinks he knows why *The Waltons* surprised everybody and caught on. "The country has been unsettled over the war and the depressing headlines that appear in the papers every day," he says. "*The Waltons* is positive, affirmative, it sticks to the ribs. It has what I call an anti-future-shock appeal."

"We've been living in a great period of dishonesty," adds Mr. Rich. "Audiences are going for *The Waltons* because it gives them honest people in honest situations."

And Earl Hamner Jr., the author who created the series out of the materials of two semiautobiographical novels, *Spencer's Mountain* (1960) and *The Homecoming* (1970), and who is continuing on as executive story consultant, says: "The nostalgia craze has contributed greatly to our success. Country people look back on that period in our history with great fondness. Even though it was the heart of the Depression, people in the backwoods didn't starve. My father, for instance, was a hunter and killer of game, and the family raised pigs for slaughter in the fall. And of course we raised vegetables and canned them. It was a real pioneer spirit, self-sustaining, not being dependent, as city people were, on the nearby grocery store or butcher shop."

The best clue to what *The Waltons* is all about was supplied recently by the Rev. John W. Donohue, the associate editor of *America*, the Jesuit weekly. Its episodes, for the most part, he wrote, "are built around the morality play's favorite theme: the conflict between light and darkness. Some outsider whose values are false or ambiguous comes across the Waltons and gets straightened out: a youthful preacher too preoccupied with sin and judgment; a German Jewish refugee who wants to forget his religious heritage; John Walton's WW I buddy who has never grown up."

However, Father Donohue goes on to say that "no actual families are this uniformly good-looking and sweet-tempered" and complains that the show doesn't dig beneath the surface of the characters to find out what makes them tick.

Answering these charges, Mr. Hamner says, "I regard the members of the Walton family as fallible human beings, not cardboard cutouts. They all make mistakes at one time or another. And conflict within the family does crop up in the show."

Free-TV forces deny siphoning ban would hobble new technologies

Both sides file comments at FCC; NAB calls for 'once-and-for-all' ruling to end what it sees as threat; NCTA asks for chance to compete

The old adage that you can never please all of the people all of the time has long been accepted at the FCC. In its current inquiry into the potential of other communications media to siphon programming from free-television broadcasting, the commission is again faced with this problem—this time with more crosscurrents of conflicting interests than most cases present. At issue is the distribution, by whatever means, of pay television.

The complexity of this dilemma was underscored in the numerous comments to the commission last week on the question of whether the agency should afford protection to broadcasters and cable operators against the proliferation of new technologies that within the past year have been offering feature films, sports, and other entertainment programming for a fee to hotel guests and residents of other multidwelling structures.

The issue is not, as it may appear on the surface, narrow in scope. For as it was pointed out by many of the interests filing last week, those technologies—which include subscription services operating on leased cable channels, closed-circuit operations utilizing telephone and microwave facilities, and licensees in the new Multipoint Distribution Service—now threaten to expand beyond their present confines in “transient” domiciles and become a competitive force in the home. Nor was that the only fear registered last week by those providing conventional communications services. As one party noted, in the present state of the art the number of potential methods of delivering programming “are limited only by one’s imagination.”

In essence, the arguments presented in last week’s comments are as follows: Broadcasters, fearing that competition from other media could conceivably make free programming (and broadcasting) a thing of the past, argued for an extension of the present antisiphoning rules to include all technologies serving “non-transient” dwellings. They were in general agreement, however, that hotel subscription operations do not pose a competitive threat to conventional media at present, and therefore should not be restricted by the FCC.

Cable operators, claiming that the extensive regulations and fees they are subjected to on a national and local level are inequitable when it is considered that the new technologies are essentially unregulated, cited a need for a redefinition of the term CATV as it is used by the FCC. This would make pay cable and the new media subject to the same regu-

lations and restrictions and, they argued, would buttress cable’s competitive standing in the urban marketplace.

Proponents of the new technologies agreed that free competition among the various program-distribution sources is essential. But rather than increase its regulatory authority by making them subject to the antisiphoning rules, they claimed that the commission should eliminate these rules entirely. Program suppliers agreed with this remedy, but stressed that it is equally important for the commission to cease the allegedly favorable treatment it has been giving broadcasters.

Common carrier interests, such as AT&T and the National Association of Regulatory Utilities Commissioners, took no position on the extension or deletion of rules, but argued that the commission should not victimize them through indirect attempts to regulate services that use their facilities.

The commission’s top priority, according to the National Association of Broadcasters, should be in the direction of “once and for all” ending the threat of program siphoning by establishing across-the-board antisiphoning regulations covering all nonbroadcast program-distribution systems. Any of these media, it claimed, “can function as a conduit for siphoning programming away from free television.” Congress, it asserted, “never intended that the commission stand by idly while the lifeblood is drained from free broadcast television.” Any argument to the contrary, NAB said in maintaining that the commission has the authority to assert blanket jurisdiction, “is patently absurd.”

NBC and ABC agreed that an extension of the antisiphoning rules to all nonbroadcast media—and further restrictions in the case of pay cable—is essential and would encourage all services, pay and free, to develop “new and innovative” types of programming. A demonstration of how pay cable, for instance, could effectively pre-empt the free showing of one popular entertainment medium—professional baseball—was offered by NBC. Noting that broadcasters paid a total of

\$23.9 million for baseball rights last year (BROADCASTING, Feb. 26), the network pointed out that this figure could be matched by the cable industry if the nation’s 1.9 million subscribers paid an additional \$12 per year. The same result would take place if 325,000 new subscribers each paid \$72 in a year’s time, NBC said. ABC asserted that congressional action establishing a national policy on antisiphoning is perhaps the only means by which the current controversy could be abated.

While ABC agreed that the antisiphoning rules should not be extended to feature-film presentations by new media operating in transient situations, it maintained that these restrictions should apply to those services’ transmission of professional sports events in regions where the event would ordinarily be blacked out.

CBS and the ABC-TV Affiliates Association (which submitted a brief separate from the network’s) said that the commission should at the outset repeal a ruling it offered last January stating that in cases where pay-cable operators were in direct competition with hotel and other nonbroadcast subscription services they will be given automatic waivers of the antisiphoning rules. To proceed otherwise, they claimed, would be tantamount to the commission’s providing cable with yet another shortcut around an already insufficient antisiphoning regulatory scheme.

The brief submitted by the Association of Maximum Service Telecasters also concentrated on the potential damages to free broadcasting at the hands of pay cable. AMST took no position on the proposed extension of the antisiphoning rules to other media. But it claimed that the rules—which presently limit pay cable and over the air STV operations to showing films between two and 10 years old, preclude origination of sports events previously shown on television for two years after the original telecast, and prohibit them from presenting commercials—are inadequate to safeguard broadcasters from siphoning by cable operators and should be strengthened.

In arguing that a redefinition of CATV is necessary to insure that cable is given the opportunity to compete fairly for programming with the new technologies, the National Cable Television Association (and other cable interests) noted that the FCC’s present classification exempts from regulation any entity which provides a program-distribution service only to one or more commonly owned dwelling places. This exemption, which they claimed is permitting hotel and apartment-house services to operate free of any federal scrutiny, should be dropped. Noting the popular belief that CATV operators must provide subscription services to survive in urban areas, NCTA asserted that unless the financial community “is convinced that the cable operator can sell these [program] services in the major market, the full economic potential of cable television will never be realized.”

Teleprompter Corp. added that a new definition would insure that “under elementary principles of fairness and equity, parties engaged in similar pursuits com-

MCA’s Stein to step down. Jules C. Stein, 77, founder 49 years ago of what is now MCA Inc. and chairman since 1946, has advised board members that he does not wish to continue as chairman after the coming stockholders’ meeting June 5 in Chicago. He will, however, continue as a director. MCA Inc. is the parent company of Universal TV, Universal Pictures, MCA Records, Spencer Gifts, MCA Disco-Vision, and Columbia Savings & Loan, among other enterprises. Lew R. Wasserman is the current president and chief executive officer of MCA Inc. (see “Profile,” April 30) and presumably is in line for the chairmanship. Sidney J. Sheinberg, executive vice president of MCA Inc. (and president of Universal TV), reportedly is in line for the presidency should Mr. Wasserman step up to the chairmanship.

pete with each other on comparable terms." It does not "stretch the imagination," the firm said, to foresee that hotel subscription operations will be present in every major city in the nation in the near future. It noted that only last January such systems were operating in only five New York hotels. Four months later, it said, they have commenced operation in 40,300 rooms in 127 hotels with the initiation of service in another 173,000 rooms "imminent."

"Do not kill the unborn child" was the urging of four applicants for MDS authorizations—Chicago Communications Services Inc., Microband Corp. of America, Midwest Corp. and Multi-Communications Inc.—which filed joint comments. They claimed that the commission does not have jurisdiction to regulate MDS users unless they are also licensees of the FCC, but added that if the agency does assert such jurisdiction they will voluntarily comply with commission antisiphoning rules.

Trans-World Communications, a pioneer of the hotel-system concept, had a stronger message. The commission, it said, "can no longer justify" an extension of its control over programing solely under the theory of limiting the impact of new technologies on broadcasting and cable. The commission, Trans-World said, has the responsibility to "promote a larger and more effective communications system for the benefit of the American people." This "clearly means it must affirmatively encourage and support new forms of media in order to promote a diversity of program sources." Television, the firm alleged, "is apparently considered by the commission to be so lacking in ability and initiative that it cannot adopt to the changing world" and the commission "apparently feels that it, like the dinosaur, will face extinction unless protected." On the contrary, Trans-World claimed, television "will develop a more important and better influence in American life" if it is subjected to open competition, unencumbered by protective regulations, for programing.

The real fear of broadcasters, according to a brief submitted jointly by a coalition of major program producers, is that the new technologies will be offering superior programing and will therefore spirit away their audiences. Stressing the necessity of establishing new exhibition forums for their product to augment outlets in the deteriorating motion-picture theater industry, the group argued that the deletion of the antisiphoning rules is necessary to achieve this end. "The effort to prevent consumers from reaching for a 'better mousetrap' has challenged purveyors of inferior merchandise since before the days of Ben Franklin," they said, "but rarely have they been able to enlist the help of administrative agencies to enact rules for insulation of favored businesses from the struggle of free-market forces." The coalition, which is represented by attorney Louis Nizer, includes the Motion Picture Association of America, Allied Artists, Avco Embassy Pictures, Columbia Pictures Industries Inc., MGM, 20th Century, Paramount, United Artists and Warner Bros.

Arthur Taylor revisits CBS's 'Sticks and Bones'

New president tells FCBA the decision was devoid of government influence

Arthur R. Taylor, CBS's new president, traveled to Washington last week to illuminate, in a speech before the Federal Communications Bar Association, the difference between editorial judgment and government censorship. He took as his text CBS's decision, in March, to "postpone" the airing of the controversial *Sticks and Bones*, and in the process indicated CBS was still sensitive to the criticism it had received as a result of that decision. The decision was not the result of government pressure, he said. Nor was it censorship or, as the *New York Times* and others critical of the decision suggested, an act of "self-censorship"—which he termed "a totally vacuous concept that reduces a word of gravest importance to an absurdity."

But in the process of defending the network's exercise of editorial judgment, he offered a word in defense of making that judgment with the "inclusiveness" of the network's audience in mind. "A style, however exciting to an avant garde medium with a small audience of devotees or to a highly selective audience, may be completely elusive to an audience numbering in the millions," he said.

Such decisions do not constitute censorship, he said. Censorship, he explained to his audience of lawyers, is prior restraint exercised by an external authority capable of punitive action and its effect is to forbid dissemination of material. And that, he said, is a far cry from the "often prolonged and agonized processes" by which those responsible for a medium of communication decide what they should or should not broadcast.

It was that kind of agonizing, over such "nontangibles as taste, timeliness and the context" in which the material was presented that, he said, led CBS, "after some of the most sober and earnest discussions I have ever participated in," to postpone a presentation of Joseph Papp's production of *Sticks and Bones*. Mr. Taylor said discussions concerning the eventual presentation of the play about a blinded Vietnam war veteran returning to a family that rejected him are continuing; he noted that its contract with Joseph Papp allows CBS until September to decide whether to run the program.

CBS, which said its decision was based in part on concern that the program might be unnecessarily "abrasive" at a time when millions of Americans are emotionally dominated by the return of POW's and other veterans who suffered the ravages of war, acted after more than one third of its affiliates said they would not clear the program (BROADCASTING, March 12).

Mr. Taylor said CBS did not, as those "ill-informed or misinformed" claimed at the time, yield to White House pressure

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or to "the Vice President's past aspersions," or engage in censorship or self-censorship. CBS had simply made a "perfectly normal though tough programming judgment."

He said that CBS, realizing *Sticks and Bones* was an "exceptional production in terms of its impact, made a special effort to get "a better feel for the mood of the nation to confirm or refute our feel." Affiliates were urged to show the program on closed circuit to the press and to civic leaders. But "in the end," he said, "the decision as to what good taste and responsible programming judgment dictated" at the time was CBS's.

In response to a question, after his prepared remarks, as to the role network affiliates should play in network program decisions, Mr. Taylor sought to establish that affiliates are a force to be reckoned with. In the case of *Sticks and Bones* as well as that of *The Lie*, the Ingmar Bergman-written drama that, because of the sexual frankness of some of its scenes, caused considerable furor before and after its presentation, he said "the atmosphere is not one of the tennis match, where the network is always serving." The question and answer both appeared keyed to the comments of Clay T. Whitehead, director of the Office of Telecommunications Policy, suggesting that affiliates docilely accept whatever programming the networks provide.

Throughout his prepared remarks and in answers to questions, Mr. Taylor sought to establish CBS's freedom from—and unconcern with—government influence. When asked whether any member of the administration had attempted to influence CBS's news coverage, Mr. Taylor said, "No," and that if such an attempt were made, it would not succeed.

But later, when asked whether members of Congress had made such an effort or whether he had met with members of Congress or the administration, he appeared to change his answer slightly. He said he had met with members of both groups. But, "the question of influence," he added, "is whether you're capable of being influenced. I've already answered that."

He then went on to restate that position with two succeeding metaphors. "I don't mind the Leo Durocher syndrome," he said—the compulsion "to scream at the umpire in an effort to get him to change his decision." CBS, he remarked, is capable of resisting pressure of that nature.

Then he noted that so much of American industry "catches pneumonia when Washington sneezes. That's not what we're going to do."

Mr. Taylor also touched on several other matters in response to questions:

■ The FCC and Congress should address themselves to the question of whether cable and pay television are to provide a supplemental service to free television, or something more. He said cable could provide "access for groups who need a megaphone" but that pay cable and pay television might develop an economic base that would make it impossible for free television to compete for programming like sports. That, he said,

would not be in the best interest of the country as a whole.

■ The potential of radio has for many years been "overlooked." He said CBS has a "number of things on the drawing board which could recreate "the golden age of radio." He said the "diversity" of radio has great appeal for him.

He said he watches children's television on Saturday mornings along with his three daughters, ages 11, 9 and 4, feels that some of the criticisms of Action for Children's Television concerning children's programming are "misguided." But he also said the "book is not closed on children's television."

Another station hit for program-length ads

The FCC last week notified Weigel Broadcasting Co., licensee of WCIV-TV (ch. 26) Chicago, that it faces a \$5,000 fine for presenting—not once but on a weekly basis for a period of nearly three years—an ad which fell into the program-length category.

The program, *Chinchilla Raising*, was carried on WCIV-TV each week between Feb. 1, 1970, and Sept. 24, 1972. The 30-minute show was sponsored by National Chinchilla Inc., a Shawnee Mission, Kan., wholesale distributor of chinchillas. During the period, the commission said, Weigel "willfully or repeatedly" failed to log the specific amounts of commercial time on the program and, since the commercial and program matter were so closely interwoven the entire feature should have been logged as a commercial.

In a public notice last February condemning the practice of running commercials of the program-length variety, the commission stated that such practices comprise a "serious dereliction of duty" on the part of the licensee (BROADCASTING, Feb. 26). While it noted that WCIV-TV's apparent violation took place prior to that notice, the commission said that this was no excuse since Weigel had been put on notice through numerous other FCC rulings that the agency frowned upon such practices. The commission instructed Weigel to notify it as to its future policies regarding the presentation of this type of programming and stated that the current action would be added to WCIV-TV's record to be considered at renewal time.

Weigel thus becomes the second licensee to fall victim to the commission's get-tough policy on program-length commercials. Three months ago Taft Broadcasting Co. was fined \$4,000 for failing to log as a commercial a program run on its WDAF-TV Kansas City, Mo., offering commentary on lawn and garden care by a salesman for the program's sponsor, a lawn-and-garden care products company.

Mother may I?

A case of mistaken precedent last week led to an FCC reprimand of two licensees for broadcasting off-network TV programs in prime access time. The commission criticized WTTIC-TV Hartford,

Conn., and WHAS-TV Louisville, Ky., for broadcasting the *National Geographic* series without making appropriate reductions in the amount of network programming to be presented later in the evening.

The two stations had told the commission that they thought previous actions, in which waivers of the off-network provisions of the prime-time rule were granted to five other stations covering presentation of the *National Geographic* programs, also applied to their broadcasts of the show. Not so, said the commission, claiming that nothing in its previously released orders "could reasonably give rise to a belief on the part of other licensees that waiver for them was granted or was automatic."

In the same action, however, WTTIC-TV and WHAS-TV requests for waivers of the off-network provision to show the *National Geographic* series were granted.

AIM's aim is off, says FCC

Accuracy in Media Inc. has failed to convince the FCC that staff rulings dismissing two complaints by AIM against NBC-TV and several public-broadcasting interests should be reversed.

The commission refused to reconsider a February staff ruling dismissing AIM complaints against the National Public Affairs Center for Television, the Public Broadcasting Service and WNET (TV) New York regarding programs critical of the Nixon administration's Southeast Asia policies. AIM said two programs aired last spring on noncommercial stations violated the congressional mandate that all federally funded PTV programs adhere to "objectivity and balance."

The commission also ruled that the staff acted properly in denying AIM's fairness-doctrine complaint against NBC-TV in connection with a January network documentary on San Francisco's Chinatown section. The organization had claimed that references in the program by two Chinese citizens to the neighborhood as a "depressing ghetto" comprised one-sided views that were not countered by opposing viewpoints.

Program Briefs

Faces fine. KSLY (AM) San Luis Obispo, Calif., has been judged liable for \$1,000 forfeiture for violation of FCC's personal-attack rules. Station owner Homer Odom was said to have called candidate for local office "not worthy" in program last fall, without conforming to reply-time requirements. KSLY has 30 days to pay or contest fine.

Snider and Raleigh tie. Ted Snider, president of Snider Corp. (KARN-AM-FM Little Rock, Ark., Arkansas Radio Network and distributor of *Lum and Abner* radio series) has formed Tri-Phonics Inc. in partnership with Bob Raleigh, publisher of *Raleigh's Weekly Comedy Service* and *Comedy Digest*. New company will produce custom spec tapes and syndicate special radio programs. 1001 Spring Street, Little Rock; telephone (501) 225-6277.

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The medium's famous one-to-oneness can become one to many when a station turns to talk; a special report on why so many take to an increasingly popular format

The imminent release of topless-radio selections from which the FCC culled the two that cost an FM station a \$2,000 fine for obscenity will be regarded as unnecessary cruelty by the proprietors of stations that feature less raunchy talk. Nobody wants a revival of the publicity that preceded the FCC's action against Sonderling Broadcasting's WGLD-FM Oak Park, Ill. (BROADCASTING, April 16). Talk like that can give all talk a bad name, including the talk on stations that are among the most respected in the country.

"We ran into enormous amounts of sales resistance when every day the paper was filled with 'Senator Attacks Topless Radio,'" Sidney Levin, vice president and general manager of WKAT(AM) Miami Beach, Fla., said last week. "We took a black eye for something a few other guys were doing." To Mr. Levin, the prospect of new uprisings among sensitive accounts that were only recently subdued is uninviting. Yet the FCC has voted, 4-to-3, to make public the tape its investigators assembled from topless shows on a number of stations ("Closed Circuit," May 21), and presumably a new rash of publicity about sex on the air will break out. There is no reason

whatever to believe that WKAT is represented in the FCC's collection, or KMOX(AM) St. Louis or KABC(AM) Los Angeles or WEEI(AM) Boston or WCAU(AM) Philadelphia or KTRH(AM) Houston, or any of the established stations that have been talking a long time. Neither, despite their unblemished reputations, is there any sure way to know that none of them is on the tape. The commission voted to excise station identifications in the version to be made public.

Indeed sex is an accepted subject for discussion on most talk stations, as is almost any other subject that may enter the fertile minds of the "hosts" or "talk-masters" or "communicators" or the listeners who seek to be heard. It is, most talk-station managers agree, a matter of treatment that makes the difference. A Bill Ballance may draw such criticism for salacious exchanges with women callers that his employer, Storer Broadcasting, has to call him off sex (BROADCASTING, April 2). A psychologist may freely discuss sexual subjects in an interview program and draw nothing but praise. R. Peter Straus, president of WMCA(AM) New York, a relative newcomer to the talk business, has explained: "Bill Ballance was to what we're doing as hardcore porno movies are to art films."

The asserted relationship to art may be stretching the talk format beyond its limits of elasticity, but a certain delicacy of touch is evident in the stations that have pioneered and kept the format. "You have to know how to do it," says Robert Hyland, vice president-general manager of KMOX, "because it's dangerous."

History suggests Mr. Hyland knows how. He began the conversion of the CBS-owned KMOX to talk in February 1960 by dropping all music shows from 3 to 7 p.m. weekdays and putting in new information programs with audience participation. The evolution to all-talk or, more precisely, mostly talk (some records are still played on the midnight-to-dawn show) took several years. "People wanted a voice in things that were going on in their world," Mr. Hyland recently recalled. "They were asking more and more questions. We decided broadcasting

could be a service to these people if it didn't talk down to them, if it didn't have those dull panel shows that talked and talked in platitudes."

At about the same time Ben Hoberman, then newly transferred by ABC from WABC(AM) New York, began casting about for a way to lift KABC(AM) Los Angeles, of which he had become vice president and general manager, above the cacophony of all that music from the maybe 70 radio stations that could be heard in one part or another of his domain. "I knew there was something missing," Mr. Hoberman says. He decided it was talk.

In August 1960 Mr. Hoberman began substituting talk for record programs and completed the process in October 1961 when the last music, in morning and afternoon drive time, was taken off the station and solid news blocks were put in.

The KMOX and KABC ventures began to beget others. In Houston, Frank Stewart, newly placed in charge of KTRH(AM) as vice president and general manager, was looking for escape from the middle-of-the-road format in which the station had been wallowing. Another broadcaster, Sid Levin of WKAT, later asked him where he got the nerve to go all-talk. "We did a survey," Mr. Stewart explained, "and 74% of the people voted for music. So I said to myself: 'Frank, I know where you can get a 26 share.'"

Mr. Stewart was recently reminiscing. "I made the decision and then went to school," he said. He visited KMOX and KABC ("they were the only two that were good at the time"), borrowed from their formats, mixed in ideas of his own and went to his kind of talk in the spring of 1963. Next month the station is moving into a new \$750,000 facility expressly equipped for talk radio.

It wasn't easy at the start, however. Advertisers and agencies were slow to comprehend what the innovation meant. As Mr. Stewart recalls it, the commonest question from incredulous advertisers and agencies was, "You mean you aren't going to play any music?"

"But then they began to hear two-way radio and got caught in the excitement of it," Mr. Stewart said. "It reminded me

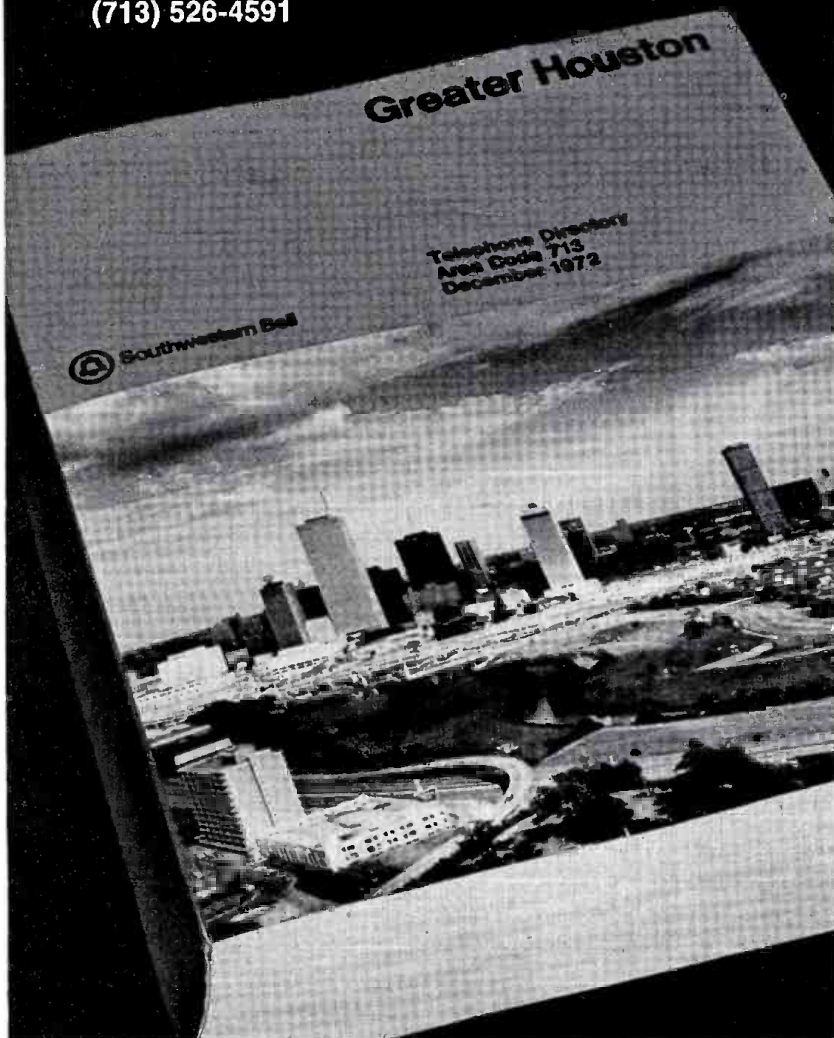


Three ways to talk. Robert Hyland (l), vice president and general manager of CBS-owned KMOX(AM) St. Louis, started converting his station to talk in February 1960. The station has become an institution with information and service shows, plus sports. Ben Hoberman (c), vice president and general manager of ABC-owned KABC(AM) Los Angeles, went to talk in the radio jungle of the

West later in 1960. His station features strong personalities in two-way telephone shows and news blocks in morning drive time. Robert V. Whitney (r) invented "People Power," a high-decibel open-phone format, for WERE Cleveland. A former program director and general manager for Balaban and Westinghouse stations, he is now installing "People Power" at other stations.

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of the days when we did the first man on the street. That was the first time outsiders had been allowed to talk into a microphone."

Earlier Mr. Hoberman had trouble too. "It was very difficult at the beginning to make this kind of operation commercially successful," he said recently. "As we gathered success stories from our sponsors, we used them to attract others. Later on the station began to show up in the ratings." But it was a couple of years before the gamble began to pay off.

In St. Louis there was also huyer resistance at the start. "Some gave us a week," Mr. Hyland remembers. "Some were more charitable and said 60 to 90 days."

It has all changed. Mr. Hyland's fellow managers concede that KMOX is now the biggest profit center among CBS-owned radio stations.

Talk today can be heard on many stations at many hours, but the all-talk station is still in exclusive company. In all of the 50 major markets no more than 20 stations have scrapped their record libraries. Among them, the generic term "talk" covers a variety of characters and services. It can mean play-by-play sports, hard news, editorials, telephone conversations with kooks or castoffs, serious interviews with scholars, light interviews with eccentrics. The station personalities on the air range from professional journalists to compulsive talkers who abandoned disk-jockey careers to avoid competition from the music. Station to station, sounds are as diverse as the policies and personalities.

Three CBS-owned stations are now all talk and all different.

KMOX broadcasts news and news features in morning drive time; *At Your Service* programs, with hosts, guests and telephone calls through the day; play-by-play sports on many nights and weekends. Calls from the listening audience are restricted to short questions or comments. "We don't have a back-fence conversation ever," Mr. Hyland says.

At CBS's WCAU(AM) Philadelphia, which began converting to talk in 1962 and completed the process in about five years, there are news blocks in morning and afternoon drive time. Nights and weekends are devoted to what John Downey, vice president and general manager, calls the heaviest play-by-play sports schedule in broadcasting. The rest of the time is devoted to two-way talk that sometimes turns into three-way or more. Each talk show features a "newsmaker" interviewed by telephone by the host and cued into circuits with public-callers. The WCAU telephone system can put as many as 12 persons on one conference call. It is not unusual to get a conversation going among host, newsmaker and two or more callers.

WEEI(AM) Boston, the third CBS talk station, features a mixture of news and telephone talk. Unlike WCAU, it shuns play-by-play sports; indeed, it programs talk against a heavy play-by-play schedule on the rival Westinghouse-owned WBZ(AM) in the evenings. Donald J. Trageser, vice president and general manager, thinks the talk on WEEI is on a higher

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plane than that heard on most stations elsewhere. "In this area, with 400,000 students, there are a lot of bright people," Mr. Trageser has noted. "We get graduate students galore on the air. The other day Paul Samuelson, the MIT economist, picked up the phone and called one of our talkmasters."

In California, two ABC-owned stations talk all the time, but somewhat differently. KABC, the original, now has a news block at 5-9 a.m. and two-way talk shows conducted by "communicators" all the rest of the time. KGO(AM) San Francisco, which went all-talk in 1965, calls its format "Newstalk." It has news blocks in both morning and afternoon drive time, 5-9 a.m. and 4-6 p.m., and two-way talk with "communicasters" the rest of its 24-hour day.

At none of the CBS or ABC stations are there prohibitions against topics that may be discussed, except that KABC confines all call-in talk about religion to a Sunday-evening show on which a rabbi, priest and minister appear. Otherwise anything goes, as long as outright sensationalism is suppressed. "It's a matter of taste and treatment," says KABC's Hoberman. "There is no subject we won't discuss," says KMOX's Hyland, "but we avoid talk that you might say would be rated X."

A more restrictive approach is being taken in Miami Beach where Mr. Levin and WKAT have experimented with many forms of talk since abandoning music entirely in 1965. "We tried it all," says Mr. Levin. "We had the syndicated Joe Pyne for the biting kind of thing. We had the planned interview to tell the listener what paint to buy. We did the controversial, political type of show, both ways—the guy who says, 'Let's draw the wagons in the circle,' and the other guy who says, 'Let's strike the flag and be one world.'"

A year and a half ago, WKAT made a radical change. It dumped all its topical, open-phone shows and instituted "The Young Talk of Miami," as it now calls its programming. "We had lost control of the over-all sound of the station," Mr. Levin explains. The politically oriented call-in show had developed a hard core of constant callers who were elderly, idle—and dull. Says Mr. Levin: "People got to thinking that nobody listened but little old ladies, because when people turned the radio on, little old ladies were all they heard."

"With our new format," he added, "we control the sound." At 6 to 10 a.m. is *The Informer*, which Mr. Levin calls a radio version of NBC-TV's *Today*. It features Jim Alton and Lynne Russell (in roles roughly comparable to Frank McGee's and Barbara Walters's) and Dan Green (as Frank Blair). In addition to news, weather, traffic reports and sports, it presents shorts edited from hour-long interviews, perhaps as many as three, taped the day before. "Yesterday," said Mr. Levin one day last week by way of illustrating the range of interviewee, "we had a guy who runs a school for frogs. His hour was cut up to three two-and-a-half-minute pieces."

A similar show, *The Insider*, is carried

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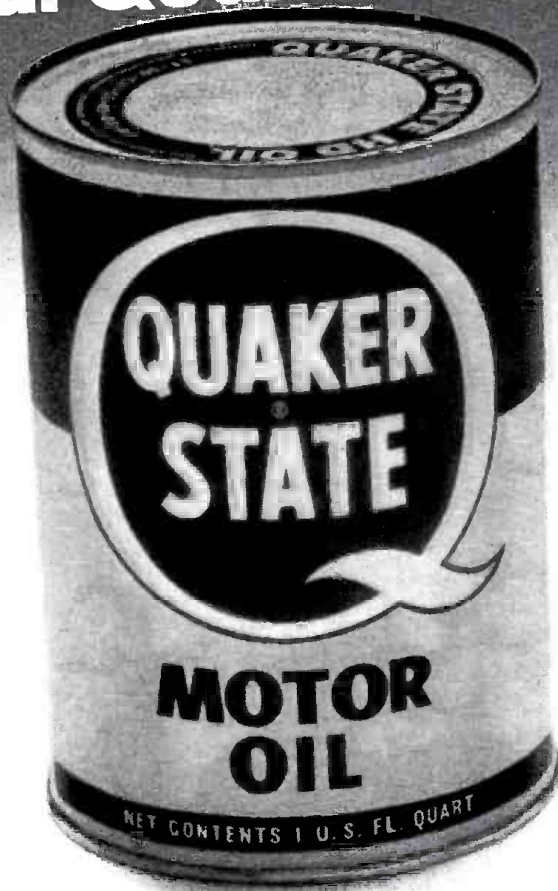
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WEAM	WMAL	WWDC	WEAM	WMAL	WWDC
WMEX	KGO	WGAR	WMEX	KGO	WGAR
WIXY	KRLD	WCBM	WIXY	KRLD	WCBM
KQV	KOMO	WFAA	KQV	KOMO	WFAA
WFUN	WISN	WGST	WFUN	WISN	WGST
KJR	WDAF	KCMO	KJR	WDAF	KCMO
WRIT	KBTR	WKRC	WRIT	KBTR	WKRC
WYSL	KSON	KFMB	WYSL	KSON	KFMB
WLCY	WDAE	WIRE	WLCY	WDAE	WIRE
WFBM	KEX	KBON	WFBM	KEX	KBON
KMEN	KTAR	WTVN	KMEN	KTAR	WTVN
WBBF	WLKW	WSMB	WBBF	WLKW	WSMB
WDIA	AM/FM	KCRA	WDIA	AM/FM	KCRA
WDAO	WHAM	KITE	WDAO	WHAM	KITE
WFTL	WHEN	WPOP	WFTL	WHEN	WPOP
WKY	WYDE	WHBC	WKY	WYDE	WHBC
WMBR	WHWH	WPTR	WMBR	WHWH	WPTR
WOW	KRSI	WLEE	WOW	KRSI	WLEE
WNOR	WUBE	WABY	WNOR	WUBE	WABY
WTAC	WONE	KROD	WTAC	WONE	KROD
WTOD	KSPO	WIST	WTOD	KSPO	WIST
WPRO	WQSN	WFLI	WPRO	WQSN	WFLI
KCBC	WMOB	KACY	KCBC	WMOB	KACY
KRYS	WINN	KERN	KRYS	WINN	KERN
WMAN	WHN	WABC	WMAN	WHN	WABC
WMCA	WWDC	WEAM	WMCA	WWDC	WEAM
WMAL	WGAR	WMEX	WMAL	WGAR	WMEX

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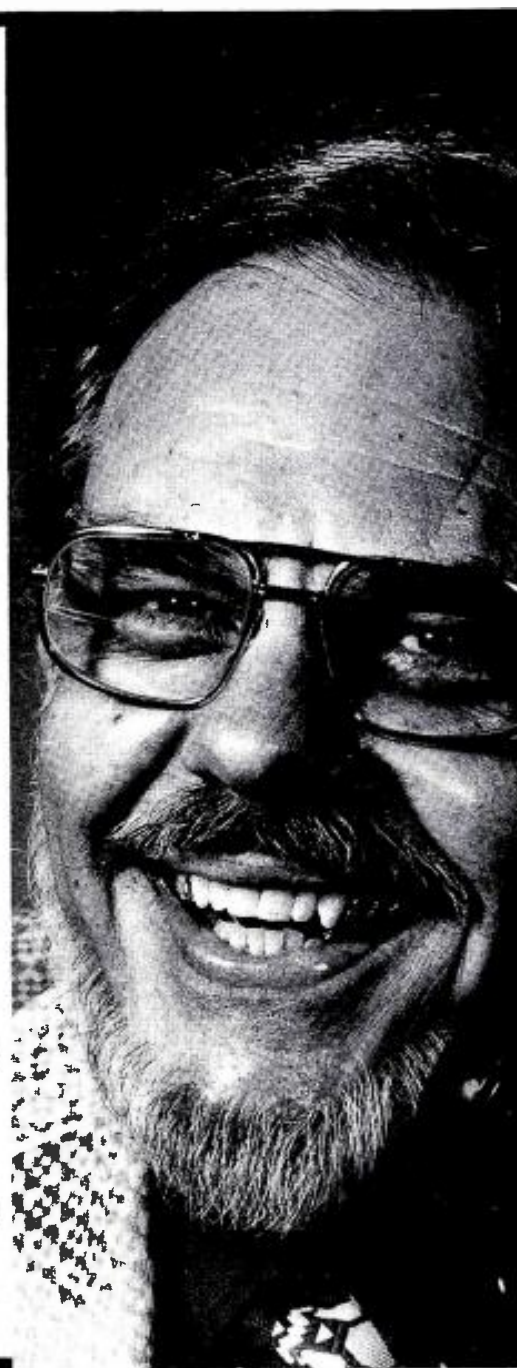
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in afternoon drive, 3-7 p.m. There are other interview shows and, a peculiarity, a three-hour monologue at 7-10 p.m. conducted by Alfred, who goes by no other name and has been musing into a lonely microphone for years. Two-way talk with the public is confined to *At Your Service*, a name and concept borrowed from KMOX, at 11 a.m. to noon; *The Light Show* ("Strictly occult," says Mr. Levin. "Guests can be anything from handwriting analysts to satanists to astrologers to defrocked psychiatrists.") at 10 p.m. to 1 a.m.; a sports call-in at 1-3 a.m., and a celebrity interview plus call-in the rest of the night.

The change in format has uncovered some local advertisers who had secretly resisted buying into the earlier shows because of a disinclination to be associated with controversy, though they never previously admitted the true reason, Mr. Levin says. "There's no way to gauge how much of that there was under the old format."

Advertiser resistance to strong talk has been suffered by other stations. On Feb. 14, 1972, WERE(AM) Cleveland abruptly changed from a familiar format of "some music, some news, some discussion—a real potpourri," as Paul Neuhoft, vice president and general manager, describes it now, to "very aggressive talk." It was traumatic. "In three days we had lost a million dollars in billings."

The memory is still fresh. "At 7 o'clock that morning," Mr. Neuhoft says, "you could picture people tuning in for that prestigious news the station had always had. And there was Gary Dee shouting at some lady: 'Why don't you go gargle with razor blades?' They all went off. We had had every bank, every savings and loan, every utility on the air. They all left."

WERE had given birth to "People Power," fathered by the station's program director, Robert V. Whitney. To Mr. Whitney civility on a talk station is a mortal sin.

"People like to hear tantrums and people yelling at one another," he explains. "The issues that trouble people these days are emotional issues."

In preparing the WERE format, Mr. Whitney says, "we wanted to say that everybody has power, including the ordinary guy who feels kind of powerless; we wanted to provide a soapbox."

That aim was activated by "some pretty zippy personalities," Mr. Whitney says. "These personalities were willing to mirror—in the extreme sometimes—the way people really feel. People really get angry. So these personalities were willing to be angry."

So, it turned out, were some listeners who early this year took to writing their congressman, Representative James V. Stanton (D-Ohio), who requested the U.S. district attorney in Cleveland to investigate the station for alleged violations of the criminal law against obscene broadcasts. To Manager Neuhoft the subsequent events have smacked of intimidation. "The station has been investigated by the FBI six times now," Mr. Neuhoft says. "The last two times, the

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*Average quarter hour, October/November, 1972 Miami/Ft. Lauderdale-Hollywood ARB. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for detail on methodology.

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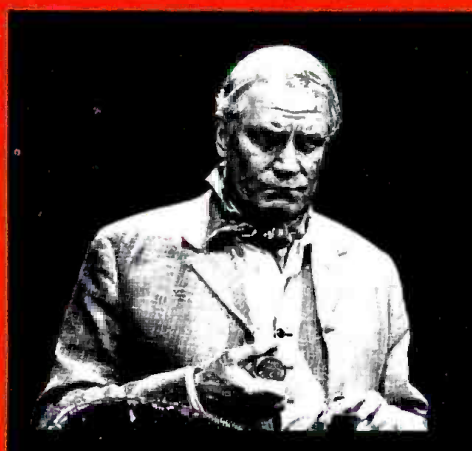


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topics of the shows weren't even sex. One was a show on prisoner rehabilitation and the other on a city-council election." No charges have been filed, and there was no mention of WERE in the FCC inquiry into topless radio.

Despite abrasive relations with some elements in the community, WERE claims to have recovered its lost billings, and added considerably more. In average quarter-hour metro ratings, Monday-Sunday, 6 a.m. to midnight, WERE was number two in the January-February 1973 ARB report. The first station was WDOK-FM with wall-to-wall music. Tied for fourth in the market in the same report was WJW(AM), which six months ago went from mostly music to a half-talk, half-music format. WJW had improved its position from the number-eight it occupied before heavying up with talk.

Having firmly installed his zippy personalities and angry callers at WERE, Bob Whitney left the station to resume the consulting business he had been in before he agreed to spend a year at the Cleveland station on staff. Based in Fort Lauderdale, Fla., Mr. Whitney has exported "People Power" to KSDO(AM) San Diego and KORL(AM) Honolulu. The format is to be introduced this week at WEEZ(AM) Chester, Pa., a suburb of Philadelphia, accompanied by page ads in several community papers announcing a "radio explosion guaranteed to give you a drugless, psychedelic high." Erny Tannen, owner of WEEZ, hired Jack Turner from WERE to direct the programming.

"People Power" also emanates from

WAVI(AM) Dayton, Ohio, a daytimer that switched from middle-of-the-road music to talk in March 1971. H. K. (Bud) Crowl, president, foresees FM as the dominant music service. "On AM," he says, "all talk is the way to go," though he is only now beginning to make a profit from the format. (His black-programmed FM in Dayton has been carrying the load.)

Another daytimer, WRNG(AM) ("Ring Radio"), is talking itself into a position in Atlanta. In the October-November 1972 ARB, it was sixth among the 22 stations listed.

Perhaps the biggest test of two-way talk radio has been going on since September 1970 in New York. At the end of the sixties the "good guys" who spun records at WMCA(AM) New York were picking the next rock-and-roll hits and organizing softball games in Central Park with the disk jockeys of WABC(AM)—all orchestrated with pretty girls as cheerleaders and happy-face T-shirts for loyal fans. Three years later, Golda Meir and Abba Eban were on WMCA answering questions from listeners on the future of Israel and the Middle East.

In the interim, Peter Straus, the station owner, had hired Ken Fairchild from WNBC(AM) New York to change the format. Years earlier Mr. Fairchild had been Frank Stewart's program director at KTRH Houston.

Mr. Straus calls it "inside-out radio." Seventy-five percent of the programming input comes from people outside staff.

The change in format was made to

"solve the problem of distinctiveness," says Mr. Straus. "When WMCA introduced rock and roll, we were the only station doing that. By the time the decision was made to shift formats we were one of maybe 25 doing that."

In one way there has been demonstrable progress, says Mr. Straus. From a low point reached just before the switch to talk, billings have tripled. Ratings, however, have not soared breathlessly. A station that at times led the market in its headiest days of rock and roll is now tied for ninth in the latest ARB, 6 a.m. to midnight, Monday-Sunday.

"Talk radio is nowhere near its potential," says Mr. Straus. "I am convinced the format produces unusual advertising impact, but we need research to document my assumptions of audience response."

Example: A restaurant that has used the station for years in an annual Thanksgiving promotion featuring free meals got 79,000 responses last year. Before the station changed format, responses never passed 30,000. Mr. Straus is scouting ways to measure the marketing advantages he thinks talk may legitimately claim. With evidence in hand, he then hopes to make converts of the mass marketers who buy gross rating points.

Mr. Straus's is the only station in New York with so pronounced a two-way-talk format, but another, of towering presence, talks a lot. It is WOR(AM), number one in that same ARB survey.

"Talk radio is for people who are looking for something different," George



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R. Brown, vice president of WOR(AM) New York in charge of programming and news, believes. "They certainly don't want TV reruns. They want something new." He compares WOR—and talk radio in general—with a newspaper. Sectionalized, specialized, broad-based, hard news and soft, all in one, talk radio's strength is not consistency—the credo of top 40—but diversity. "That's the way a station gets a cross-section of people."

Here and there the all-talk station faces part-time competition in its specialty. In Boston a number of stations broadcast some talk, and WBZ broadcasts 12 hours of talk (including sports) at night against WEEI and its pure-talk format. In the latest ARB the lead went to WBZ, including its contemporary music, in the Monday-Sunday, 6 a.m.-midnight averages, and WEEI tied at a strong third. In the Monday-Friday, 7 p.m.-midnight periods when both are on talk, the competition is one-two, with WBZ at a 1.4 average and WEEI 1.2.

In the Miami market, the all-talk WKAT is met on its own ground by a performer with perhaps the most durable voice in the business. Alan Courtney has been doing two-way talk on one Miami station or another since June 1949, on WIOD(AM) since mid-1968. Mr. Courtney takes strong positions ("a little to the right of George Lincoln Rockwell," in the description of one associate) on political affairs of the day and attracts a devoted audience. In the latest ARB Mr. Courtney's *Open-Phone Forum*, which is aired at 9 p.m. to 1 a.m., Monday-Friday, and 11 p.m. Saturday-1 a.m. Sunday, delivered a larger quarter-hour audience than any other station's drive-time show.

Talk is not peculiar to the big markets. In Hancock, Mich., on the state's remote upper peninsula, a combination AM daytimer and full-time FM has been talking for the past three years. In a town of 5,000 WMPL-AM-FM (pronounced "Wimple") is grossing \$350,000 a year and has begun to use Bob Whitney's "People Power" slogan. Robert T. Olson, partner and general manager, says: "We sell everything."

The station has two salesmen on the street and two girls on the telephone, soliciting merchants for special sponsorships, at \$10 each, of special events such as high-school band concerts.

The policy at Wimple is to "talk about anything people are talking about." Sometimes it rubs local citizens the wrong way. Mr. Olson recalled a recent incident during his conduct of the survey that the government requires of licensees.

"The FCC wants us to ask leaders of the community what the problems are," said Mr. Olson. "One guy told us: 'The problem is Wimple.'"

Problem for the community, perhaps, but not for Mr. Olson and his partner, Joe Blake. Their format is working handily on another daytimer they bought a year and a half ago in Ishpeming, Mich., 100 miles south of Hancock. WUPY (pronounced "Whoopee") had never billed more than \$30,000 under its former ownership. In its first year of Wimple-type talk, it took in \$180,000.

Cablecasting

Almost time for Anaheim: cable people to convene in June

**NCTA convention expected
to draw 6,000 registrants,
156 exhibitors, top-drawer
speakers, moderators, panelists—
including Burch, Whitehead**

The National Cable Television Association will find itself in Anaheim, Calif., home of Disneyland, for its 22d annual convention, but there will be more business than play for the record 6,000 people expected to attend if the busy management program agenda is a clue. The upcoming four-day convention at the Anaheim Convention Center (June 17-20, with the first day designed exclusively for registrations) will put on display more than 150 individual speakers, panelists and moderators. Most prominent among them: five members of Congress, four FCC commissioners, seven FCC staff people, three Office of Telecommunications Policy representatives, 12 members of the FCC advisory committee on federal/state-local regulatory jurisdiction.

The big event of the convention: an unusual caucus of California congressmen. Democrats John E. Moss, Jerome R. Waldie, Lionel Van Deerlin and Republicans Barry Goldwater Jr. and Charles E. Wiggins will meet for an hour in a morning session (June 19). And with NCTA chairman-elect Amos B. Hostetter as referee, they will wrestle with such weighty cable dilemmas as copyright, pay programming, government ownership, program origination and over-all regulation.

Included among the more prominent individual participants in the convention: FCC Chairman Dean Burch, luncheon speaker (June 19); Commissioner Benjamin L. Hooks, both speaker and panelist (June 20); Commissioner Richard E. Wiley, moderator of a panel (June 19); Commissioner H. Rex Lee, panelist (June 20); OTP Director Clay T. Whitehead, luncheon speaker (June 20); former FCC chairman and former NCTA president Frederick W. Ford, panelist (June 20); current NCTA President David H. Foster, luncheon speaker (June 18); NCTA Chairman William J. Bresnan, opening speaker and moderator (June 18).

In addition to the congressional panel, the other management session that figures to generate heat, if not edification, is a so-called "eye-opener" on pay cable that gets the convention underway, Monday morning at 8, June 18. Moderated by Henry Harris of Cox Cable Communications, this panel will include such diverse interests as Richard Lubic of Home Theater Network, Gerald Levin of Home Box Office, James T. Ragan of Athena Communications Corp., Frank Cooper of Gridtronics Inc., William Butters of

Trans-World Productions Inc. and Washington attorney Gary Christensen.

An afternoon reprise of this same subject will complete what amounts to a virtual cross-section of the industry with a panel moderated by Berle Adams of Sports Cable Inc. and including Dore Schary of Theatrevision Inc., Geoffrey M. Nathanson of Optical Systems Corp., Gordon Stulberg of 20th Century-Fox, Martin Newman of National Association of Theatre Owners Inc. and Washington attorney Philip R. Hochberg.

Another panel that has the ingredients to generate sparks: a June 19 morning session on the possibility of networks for the cable-TV industry, with Commissioner Wiley in the moderator's seat and Robert Button of Teleprompter Corp., Peter Goldmark of Goldmark Communications Corp., Barry Zorthian of Time-Life Cable Communications Corp., John Malone of Tele-Communications Inc., Paul Vischer of Hughes Aircraft Co. and Washington attorney John D. Matthews having at each other.

Also likely to be key sessions: an eye-opener panel on "Developments in Urban Markets, which will be repeated with different participants in the afternoon (June 18), and an afternoon session on federal/state-local regulatory jurisdiction (June 19), with Steve Effros, staff attorney for the FCC's Cable TV Bureau; Frank Young of the League of Cities/Council of Mayors; and Archie Smith of the Public Utilities Commission in Rhode Island among those participating.

In all, there will be 13 early-morning 90-minute eye-opener sessions starting at 8 with each repeated in the afternoon. Luncheon speakers on succeeding days will be David Foster, Dean Burch and Clay Whitehead.

The election of five at-large directors to the 25-member NCTA board will be included in the annual membership meeting June 19 that will conclude the convention. Members at the meeting also will be asked to approve a dues revision plan (BROADCASTING, April 16), and the new NCTA budget, as well as changes in the by-laws.

A live demonstration by Corning Glass Works of how light waves can be used to relay television signals, is expected to be a highlight of the technical sessions.

At latest count 156 firms had contracted to exhibit hardware and software at the convention. The 100,000 square-foot main exhibit area of the Anaheim Convention Center—the central location for all sessions, luncheons and exhibits—is to be filled by 566 booths. The "grand lobby" of the convention center can hold 55 additional booths.

An engineering forum, sponsored by the Coordinating Committee for Cable Communications Systems and by the Society for Cable Television Engineers, will be held on the afternoon of June 19. That evening there will be an engineers reception at which the NCTA technical achievement award is to be presented. Cablecasting awards also will be given out at the convention.

Sidelight attractions include an attempt at a special broadcast during the opening session (June 18) with Teleprompter

Corp. hoping to demonstrate the feasibility of linking cable-television systems via satellite. It's possible that there will be a satellite transmission from Washington with either President Nixon or Vice President Agnew delivering a brief welcoming message. Teleprompter expects to make use of a 25-foot transportable receiving antenna, specially constructed by Scientific-Atlanta Inc. at a cost of \$100,000, mounted on a tractor trailer unit at the convention site.

Another featured demonstration to take place at the convention is Plato IV, a teaching system that uses computer technology. To be demonstrated by Computer Based Education Research Laboratory, University of Illinois, the system is designed to individualize student instruction. Computers also will be used by NCTA in its registration system. Information from registration forms will be fed into a computer, with the printout designed to include the names, addresses, industry affiliation, title and hotel location of all those who fill out the forms.

Houston franchise granted

The Houston city council last week approved the first reading of a franchise ordinance awarding a city-wide cable-TV franchise to Greater Houston CATV Inc. Directors and stockholders in Greater Houston CATV include a cross-section of the top financial, legal, construction, professional and civic leadership in the city. The council previously had approved the

recommendation of the city attorney to draw up the ordinance awarding the franchise to Greater Houston CATV, but then delayed the first reading.

In all the franchise ordinance must be approved on three readings. The second reading is scheduled for Wednesday (May 30) and the third reading for June 6.

Cable men get serious about satellites

NCTA convention will lead off with a meeting not on the agenda; it has been called to raise funds for feasibility study on interconnection of systems

The National Cable Television Association convention, already overflowing with meetings, panels and speakers, has an added, but unofficial, starter. An informal meeting for all active, operating cable TV companies has been called for Sunday afternoon, June 17—the day before the management and technical sessions of the convention get under way—to discuss the possibility of the cable-TV industry forming a satellite consortium. The meeting—to be held not at the official convention center but at the Disneyland hotel in Anaheim—specifically will address itself to the feasibility of the industry's participation in a satellite interconnection system.

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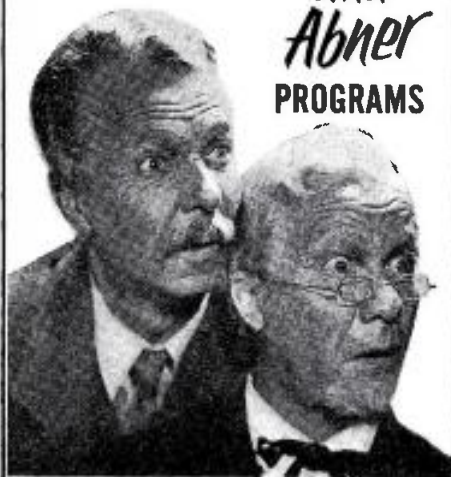
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attending the meeting—and letters of explanation and invitation have been sent to many in the industry including the top 50 multiple-system operators—will be asked to contribute a proportionate amount of "seed money" to help the would-be consortium to organize and to commission a major feasibility study. It's estimated that it will take a pledge of a total of between \$100,000 and \$200,000 to give the new organization its marching orders.

The study would cover the technical, financial, legal, marketing and economic ramifications of the cable television industry having a meaningful role in satellite communications on a national basis. Most important, the study would determine the availability of programming to a satellite interconnected cable-TV system and the possibility of getting enough of it cleared for national release. "The satellite is a means to an end," acknowledges Cox Cable Communications Inc.'s John Gwinn, among those in the industry who have been meeting informally since early 1972 to explore the possibilities of an active satellite involvement. "The ultimate end is to get a good variety of programming available to cable TV." Mr. Gwinn, former NCTA chairman, admits, but doesn't over-emphasize, the pay-cable possibilities in a satellite interconnection.

Among those who have met with Mr. Gwinn previously are Hubert J. Schlafly of Teleprompter Corp. and Bruce E. Lovett of American Television & Communications Corp. Teleprompter's Robert E. Button, who was hired away from the Communications Satellite Corp. to help develop a national satellite network, previously has described a plan where there would be a ground station at practically every cable head end in the country and indicated that his company is prepared to interconnect on its own (BROADCASTING, March 19).

Ohio PUC plan described

More than 150 cable-television system operators and manufacturer representatives—said to be the largest such group ever to meet in Ohio—heard state Public Utilities Commissioner Sally Bloomfield outline a plan to regulate cable. Speaking at the two-day convention of the Ohio Cable Television Association, Mrs. Bloomfield told of proposed legislation which, if passed, would create a cable bureau within the Public Utilities Commission. Currently there is no state cable regulation in Ohio.

The proposed central cable bureau, as outlined by the PUC commissioner, would, among other responsibilities, serve as a "monitor" between local communities and cable companies. The legislation to provide for such a bureau is the second PUC plan to regulate cable television in Ohio in recent months. Last year the PUC proposed a one-year moratorium on cable franchising, saying in effect to state legislators that the commission wanted to take a look at cable development in Ohio during a period when there is no activity to decide what is needed. This proposal failed, reportedly

from a failure to find a legislative sponsor. The current proposal, according to cable-TV industry sources, is languishing in the office of Ohio Governor John Gilligan and will not be introduced in the Ohio state legislature during the current session.

Commission idea in California

The state of California, which until now has not taken an active role in the regulation of cable television, is being called upon by a state legislator to "enforce standards for reliability, nondiscrimination and local origination of programs." State Senator Alfred E. Alquist (D-San Jose), who is chairman of the Public Utilities and Corporations Committee, has introduced a bill that would create a California communications commission specifically to regulate cable television. The proposed legislation would create a five-member appointed cable television commission with the authority to set rules and regulations and supervise the uniformity of cable television franchising procedures.

Pay-cable device patented

Warner Cable Corp., New York-based multiple system cable TV operator, has received patents for a converter unit that can permit reception of two to four additional mid-band video signals otherwise unavailable. The converter device—one of which has the capability of adding four channels; the other two channels—attach to the top of a TV set. The four-channel converter has the added capability of a scrambling system that impedes the possible pirating of program material. Both converters were designed specifically for pay cable services by Gridtronics Inc., a subsidiary of Warner Cable. Gridtronics is now using the two-channel converter as part of its so-called "Star Channel" pay-cable service in seven Warner-owned cable TV systems. Recent motion pictures are being presented on the additional channels. They are offered for an additional monthly fee by the cable TV subscriber.

Trotters for a price

Home Box Office began a weekly cablecasting program of Harness Racing from the Yonkers (N.Y.) Raceway last Friday (May 25) for distribution to cable systems on a pay basis. The series of nine cablecasts will run through July 24 and will be carried on Saturday evenings, except for last Friday's. Home Box Office now supplies pay cablecasts of major sports events and motion pictures to about 12,000 subscribers belonging to nine systems in eastern Pennsylvania. The 90-minute cablecasts of the Yonkers races will include live coverage of the third, fourth, fifth and sixth races and video-taped coverage of the first and second races. Sportscaster Marty Glickman will be the commentator.

Pole attachments: FCC finally is out of low gear

Seven-year-old proceeding will get moving in July as commission goes to oral arguments phase

The FCC, faced by a pole-attachment dispute involving California cable-television operators and the General Telephone Co. of California, has moved to resolve, finally, a seven-year-old rulemaking proceeding aimed at determining whether the commission has jurisdiction over public utilities' pole-rental policies. The proceeding has become bogged down in a morass of difficulties.

The commission last week terminated the evidentiary phase of the proceeding, and scheduled it for oral argument before the commission beginning on July 24.

After resolving the jurisdiction issue, the commission said, it will take whatever action in the California case that is "necessary or desirable."

The rulemaking proceeding was begun on Oct. 12, 1966, with a commission investigation of the cable-television channel service tariffs offered by the major telephone companies. In March 1970, the commission spun off for expedited consideration two questions—one looking to a determination of the utilities' actual policies and practices in connection with pole-attachment or conduit agreements with cable-television operators; the other, to the extent of the commission's jurisdiction. The administrative law judge was to develop a record on the first, after which the commission was to decide the second.

Unfortunately, the commission said in its order last week, "a number of circumstances have combined to delay the early conclusion of the present evidentiary phase of this rulemaking proceeding." The commission noted the "initially promising but ultimately prolonged and unsuccessful attempts of the principal parties to reach a nationwide settlement of their differences." There was, also, the death of the presiding officer and the need to replace him. Further complications were provided by the parties in filing numerous pleadings requesting reconsideration or clarification of commission orders, or reversals of rulings by the presiding officer.

The dispute forcing the commission's hand involves General Telephone of California's proposal to increase pole-attachment annual charges for cable operators from \$3 to \$6 per pole. The California Community Television Association and the National Cable Television Association have urged the commission to stay the increases indefinitely.

The increase was to have gone into effect on May 1. But, in response to a commission request, General Telephone postponed the effectiveness of the increase for 30 days; and the commission last week asked the company to extend the

postponement for an additional 60 days.

The commission, noting that it had assured the telephone company that the disputes over the commission's jurisdiction would be resolved promptly, said a restructuring of the procedures in the rule-making is required. "We believe that the evidence of record to date in this proceeding, coupled with comments, briefs, oral argument and such facts as we may officially notice, will provide us with an adequate basis upon which to decide the jurisdictional issues," the commission said. It also said it will direct the presiding officer to certify to it immediately the record without issuing proposed findings.

This procedure, which the commission said "will best conduce to the proper discharge of our business and our responsibilities . . . and to the ends of justice," will leave for further evidentiary proceedings before the presiding officer questions concerning the lawfulness of the telephone companies.

The commission said that its request for an additional 60-day delay in the effective date of General Telephone's proposed rate increase is not to be construed as a finding as to whether or not the present \$3 rate or the proposed \$6 rate is reasonable. But it also noted its concern that the increased rate "will not impair our regulatory efforts and over-all objectives for the development of broadband communications and cable television."

Those interested in appearing in the oral argument are asked to file briefs by July 2, with replies due by July 16. The commission is seeking comment on a number of issues—among them, what jurisdiction does the commission have to regulate pole rental charges of telephone companies, other public utilities and other persons to cable operators; whether the commission should promulgate general guidelines governing the charges and practices with respect to pole-rental arrangements; and if such arrangements are not subject to tariff regulation, how may the commission protect telephone ratepayers from burdensome contracts for such activities and make sure that such activities do not result in a technical or economic impairment of a carrier's primary public services.

Oak readies CATV converter

Oak Industries Inc., which through its CATV division is a major supplier of cable terminal equipment and also is involved in providing financing for the cable TV industry, will introduce at the National Cable Television Association convention next month a converter with capability to provide 19 channels to cable operators. The converter, to be marketed under the name of Econobloc, is designed for installation on top of the TV set and will operate in the mid-to-high band. It is said to be compatible with existing head-end equipment and includes an isolation amplifier in the channels 2 through 13 mode to prevent receiver interference. A pay-cable version of the converter, permitting the use of two mid-band channels, also is to be offered.

Concurrent with the introduction an-

nouncement, the CATV division of Oak Industries, based in Crystal Lake, Ill., has formed Oak Cable Communications Ltd. to manufacture and market cable TV products in Canada. It will operate out of the province of Ontario.

Teleprompter, NCTA vote for proposal by Open Channel

Access group wants funds for public channels; cable people tell FCC, OK, only make this an experiment and limit amount of money systems have to chip in

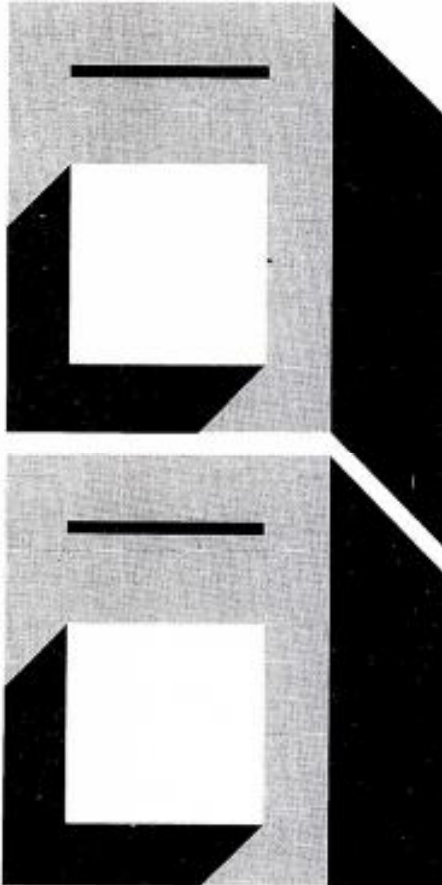
Support within the cable industry is mounting for a proposal now before the FCC that would permit the establishment of nonprofit community organizations to administer and control financing of public-access channels provided by CATV systems. Comments in support of the proposal from Teleprompter Corp., the nation's largest cable operator, and the National Cable Television Association are now on file at the commission.

The Teleprompter and NCTA briefs are directed to a petition for a declaratory ruling filed several months ago by Open Channel, a New York-based nonprofit group that produces public-access programming and aids other community groups around the country in obtaining similar facilities.

NCTA told the commission that it supports "the general thrust" of the Open Channel petition, with two stipulations: that financing for the proposed community-controlled administrative bodies be financed by no more than 5% of a respective cable system's gross revenues (this sum being allocated to the community group from the system's annual franchise fee, which the commission has ordered not to exceed 5% of the system's gross revenues), and that the proposal be implemented on an experimental basis until 1977, and only in the top-50 markets.

NCTA noted that under provisions of the FCC's 1972 cable rules new cable systems in the top-100 markets are required to provide access channels for educational, government and public use. Existing systems are obligated to provide like facilities by 1977. However, it noted, the public-access channel—as opposed to the government and educational facilities—"will not become an effective, viable reality without one further ingredient, money." It called Open Channel's proposal for the establishment of community-level administrative bodies, which would assign priorities for access to the channel and would act as a clearinghouse for funds directed to production facilities for the channel, an "excellent idea" which "merits a long look."

Teleprompter noted that a nonprofit organization virtually the same as that proposed by Open Channel has been established in Boulder, Colo., to administer the access channel provided by the firm's cable system there. It said that



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within two years, the primary source for financing of this venture would be an annual fee equal to 2% of the system's annual gross subscriber revenues. The company added that it believes "that it is crucial that the community corporation be clearly distinct from, and not an agency of, local government."

NCTA makes second try for FCC data

This time it is backed by appeals court remand

The National Cable Television Association is back before the FCC seeking information in connection with the commission's proposed fee increase. Previously, the association had been turned down in its quest for such information.

NCTA now has asked the commission to review that earlier decision of the FCC's executive director denying NCTA access to documents under the Freedom of Information Act.

The commission and NCTA went through the same routine in connection with the commission's 1970 proposal to increase fees, which was subsequently adopted. A U.S. district court upheld the commission's position in that case.

However, the U.S. Court of Appeals in April overturned that decision and sent the case back to the lower court for trial on the commission's assertion that the documents are exempt from the Freedom of Information Act.

NCTA says the decision, issued after the executive director denied its request for the documents, supports its contention that the material should be made available.

NCTA argues the documents would aid in examining the justification of the proposal to raise annual CATV subscriber fees from 30 cents to 40 cents. They relate to "the value [of commission service] to the recipient," the "direct and indirect costs [of that service] to the government, and projections in the number of future CATV subscribers."

Minnesota acts to regulate cable

Law creates seven-man commission; municipalities to get major share of responsibility for franchising

Minnesota Governor Wendell Anderson last week signed a bill establishing a seven-member Commission on Cable Communications with power to set standards for the franchising, construction and operation of cable systems. The bill requires all cable-TV systems franchised after April 1, 1973, to obtain a certificate of confirmation before they can start operations. But systems franchised prior to that date, and which will achieve significant construction by Jan. 1, 1974—as well as already operating systems—will be grandfathered in.

Municipalities are given the principal responsibility for franchising by the new

law. Rate-setting, for example, is left to municipal jurisdiction.

The measure, passed by the state legislature in the closing days of its latest session, provides for the seven-member commission to be appointed by the governor for staggered terms of one-year to seven-years for the first seven years. But their successors are to be appointed for seven-year terms each. The duties of the commission include setting minimum standards for franchising procedures, length, transfer, renewal, termination, renegotiation and amendment; channel capacity; facilities for access channels; two-way capability; invasion of privacy; affirmative action; ownership and control; censorship; and size of cable territories.

The commission has been funded with an initial \$300,000 for the next two years and subsequently will be financed by up to 1% of subscriber revenues collected by operating cable companies.

NCTA acts to avert technical hodge-podge

Action of states, municipalities in devising varying regulations spurs association to ask FCC to set over-all binding standards

The National Cable Television Association has petitioned the FCC to initiate a rulemaking proceeding aimed at standardizing technical standards applicable to the cable industry across the country.

NCTA, concerned about states and municipalities that are beginning to set technical standards for systems within their jurisdictions, specifically asked, in its petition to the commission last week, that such nonfederal authorities not be permitted to deviate from the commission's standards without approval.

NCTA said that although the aim of states and municipalities is "meritorious"—high-quality television service for subscribers—the standards adopted by the commission "represent an excellent balance in economics, potential for growth, and technological state of the art." The standards were developed through a government-industry cooperative effort.

Besides the "balance" it says the commission's standards achieve, NCTA listed other reasons for barring the appearance of a variety of standards—the present task to train an adequate number of technicians to meet a growing demand for their service would be made more difficult, as would any effort to provide interconnection among systems, and serious problems would confront manufacturers in providing cable-television equipment to meet varying standards.

Accordingly, NCTA said, the commission should promulgate a rule stating that its technical standards will be the industry norm. And, NCTA added, the commission should stay regulations now under consideration by states and municipalities pending completion of the proposed rulemaking.

NCTA noted that the development of technical standards for the cable industry is an ongoing project, in which an advisory committee, composed of industry ex-

Top-25 systems. The National Cable Television Association last week released its most recent tabulation (as of February, 1973) of the largest 25 cable TV systems in the U.S. The survey shows Mission Cable TV Inc. in San Diego, owned by Cox Cable Communications Inc., as the largest single system in the country. Combined subscribers, however, of the two operating systems in Manhattan—Sterling Manhattan Cable TV (being sold by Sterling Communications Inc. to Warner Communications Inc.) and Teleprompter CATV Corp. (owned by Teleprompter Corp.) are greater than the 57,000 subscribers credited by NCTA to Mission Cable in San Diego.

Eight of the largest systems are in Pennsylvania. Seven others are located in California. According to NCTA the ranking order of cable systems throughout the country by city, state and number of subscribers are:

Rank	City/State	Subscribers	Rank	City/State	Subscribers
1.	San Diego (Mission)	57,000	13.	Elmira, N.Y.	22,750
2.	New York (Sterling)	55,000	14.	Concord, Calif.	22,475
3.	New York (Teleprompter)	51,500	15.	Eugene, Ore.	22,275
4.	Northampton, Pa.	43,500	16.	San Francisco, Calif.	22,000
5.	Allentown, Pa.	41,300	17.	Melbourne, Fla.	21,425
6.	Los Angeles (Theta)	36,500	18.	Austin, Tex.	20,950
7.	Santa Barbara, Calif.	32,500	19.	Johnstown, Pa.	20,750
8.	Harrisburg, Pa.	30,000	20.	Utica, N.Y.	20,675
9.	Altoona, Pa.	26,500	21.	Harlingen, Tex.	20,500
10.	Wilmington, Del.	26,000	22.	Santa Cruz, Calif.	20,275
11.	Bakersfield, Calif. (Kern Cable)	24,000	23.	Easton, Pa.	20,000
12.	Mahanoy City, Pa.	24,000	24.	Williamsport, Pa.	20,000
			25.	Cumberland, Md.	20,000

perts appointed by the commission, is involved. The technical scope of the committee is so broad that it is divided into nine categories, NCTA said, with technical panels assigned to each. "Local efforts can only disturb the continuity of this effort without a commensurate benefit to the public interest," NCTA said.

However, NCTA does see a role for states and municipalities in the field of cable-television technical standards. It said that many systems in small communities have difficulties meeting existing commission standards, and that an expert technical analysis capability available to those systems at the state level would be "a distinct public service."

New perspective on wired-nation costs offered

Erlick says figure in '68 report would inflate to \$230 billion, penalizing other national goals

The wired-nation concept came under heavy statistical and philosophical attack at last week's ABC-TV affiliates meeting in Los Angeles. Everett H. Erlick, ABC senior vice president and general counsel, claimed it will cost some \$230 billion, or more than one-half the national debt, to wire all 100-million television homes in the country. The projected cost figure he cited is based on a \$123-billion estimate contained in a 1968 report prepared for the President's Task Force on Communications Policy, plus \$20 billion to implement the new FCC requirements for two-way capability and access channels as well as annual 4% inflation costs over a 15-year period.

Driving another nail into the feasibility

of the wired-nation dream, Mr. Erlick contended that if the country was wired by 1985—and based on the assumption that cable-TV components require replacement every generation or each 15 years—much of the \$230 billion plans soon would have to be replaced at still more inflated costs. Even at the 1968 figures used in the report to the President, he concluded, the costs of wiring the nation are enormous and economically unfeasible. Yet, he acknowledged, a more realistic objective would be to wire 50% of the television homes, particularly in the most densely populated areas. And even if as few as 25% of the nation's TV homes were wired, Mr. Erlick made it clear, there's cause for concern.

Sounding a familiar broadcaster theme, he said with 25% of the homes wired, "cable-pay television could outbid free television for its most attractive programs." The result, according to the ABC executive: "Those not reached by cable and those unable to pay the subscriber fees would lose the service they now receive free."

Despite such threats, Mr. Erlick said that some people were suggesting that federal grants be given to help finance a nationwide cable-TV system. He warned against such grants.

"These suggestions raise the issue of 'national priorities'—should the federal government use funds urgently needed for important national goals to subsidize a wired nation?" To emphasize his objection, Mr. Erlick cited from the most recent U.S. government budget amounts that are earmarked to alleviate vital national concerns such as the energy crisis. He pointed out that the \$232 billion that is projected over the next 10 years for 14 national programs approximates the costs of what it would alone cost to create the wired nation.

BID PROPOSALS FOR C.A.T.V. FRANCHISE AWARD

The City of Canandaigua, New York is inviting sealed proposals for a non-exclusive franchise to provide cable antennae television services (C.A.T.V.) to the residents of the City of Canandaigua.

All proposals shall be submitted in writing to the Office of Administrative Assistant, City of Canandaigua, 2 North Main Street, Canandaigua, New York, 14424, no later than 2:00 P.M., July 13, 1973, when they will be publicly opened.

Six copies of each applicant's proposal shall be submitted in sealed envelopes with the caption on the outside: **CABLE COMMUNICATION PROPOSALS FOR THE CITY OF CANANDAIGUA.** All bid proposals shall be notarized.

All proposals shall be in compliance with the City of Canandaigua's Notice to Bidder proposal and Specifications entitled **Minimum Specifications for C.A.T.V. franchise in the City of Canandaigua**, dated March 1, 1973. Copies of the Notice to Bid and Minimum Specifications may be obtained from the Office of Administrative Assistant, City of Canandaigua, 2 North Main Street, Canandaigua, New York, 14424—telephone 315-394-2422. All requests for information shall be directed to the City Manager, 2 North Main Street, Canandaigua, New York, 14424—telephone 315-394-6230. All applications after being publicly opened will be available for public inspection at the Administrative Assistant's Office from 9:00 A.M. to 5:00 P.M., Monday through Friday.

It is the intention of the City of Canandaigua to award a non-exclusive C.A.T.V. franchise for a period not to exceed 15 years. Said C.A.T.V. system shall have a two-way capability with a minimum of 20 channels and include at least two distant channels. As far as possible, existing poles and facilities of the Rochester Telephone Corporation and Rochester Gas and Electric Corporation shall be used in the installation of said C.A.T.V. system. Said system shall provide channels for public use and provisions for local programming in accordance with Notice to Bidders and City specifications. Within two years from date of franchise agreement, the successful bidder shall transmit C.A.T.V. programs to at least 400 subscribers within the corporate limits of Canandaigua.

A certified check or bid bond in the amount of \$500 shall accompany all bids. No bids may be withdrawn within 180 days after bid opening.

The Common Council of the City of Canandaigua reserves the right to accept or reject any or all proposals or waive any informalities in bidding or modify said proposals in any manner that it deems necessary to serve the best interest of the City of Canandaigua.

ABC affiliates convention more of a celebration

Happiness with past year's success and optimism over the new season key a self-confident gathering

There is a word that sums up the ABC-TV affiliates meeting in Los Angeles last week. It is contentment.

The affiliates by and large were in that state of well-being because their network had done well last year and promised to do even better in the coming season. They heard James E. Duffy, president of ABC Television Network, tell them that prime time already was 90% sold out—to the extent of \$250 million. They previously had heard that the network has sold out the 1976 Summer Olympics for \$40 million to nine sponsors (BROADCASTING, May 16).

Adding to the upbeat news were the 22 Emmys ABC had won only the day before the start of the meeting, close behind CBS's 25 and well ahead of NBC's 10. And finally affiliates were told repeatedly that ABC was number one in prime time in the 18-to-49-year-old audience—that portion of the population that is so vital to broadcast success.

One affiliate exemplified the ebullience of his fellows when he remarked: "The network is moving up. We've got the numbers. I'm satisfied."

There were of course some concerns, but in the over-all scene, they were slight. Cable TV was one, but Everett H. Erlick took care of that (see page 53). Permissiveness was another, but Walter J. Schwartz, president of ABC Television, answered that. Clearances, topic A at nearly every affiliate-network meeting, was a third. And, of course, there were doubts expressed by a few delegates whether some of the new-season programs would make it. There was even a murmur about the increasing number of summer reruns, but it was hardly more than a whisper.

Perhaps the most serious item during the three-day agenda was a call for more investigative reporting and a credit to TV for its role in bringing the Watergate scandal to the full attention of the American public. This was done by Elton H. Rule, president of ABC Inc. (page 55).

There was no doubt, however, that at the top of the list of important programming announcements was the expansion of sports for the new season. And also ranking high on that list, judging from the bursts of spontaneous applause that greeted the showing of excerpts, were the new movies for the network's Sunday, Tuesday, Wednesday and Saturday movies.

The affiliates were also buoyed by the network's concern for their views. This was evident from the reception Mr. Duffy was given when he announced that ABC was inaugurating soon a closed-circuit conference system to be used from time to time for network officials and affiliates to discuss mutual problems. This seemingly capped the convention theme: "Together, we can do." Earlier, Mr. Duffy noted that "we come together not simply in an impressive state of parity with the

other networks, not simply as a network with some 177 primary affiliates strong, reaching 98% of all the TV homes in America, but as a consummate body, a communications force, that has ahead of it the potential and the opportunity for just about anything that we set our minds and hearts to."

Even though none of the affiliates privately or publicly had raised the question of frankness and boldness in programming, Mr. Schwartz introduced the subject. It is, he said, the most intense, as well as the most immediate issue in TV programming today.

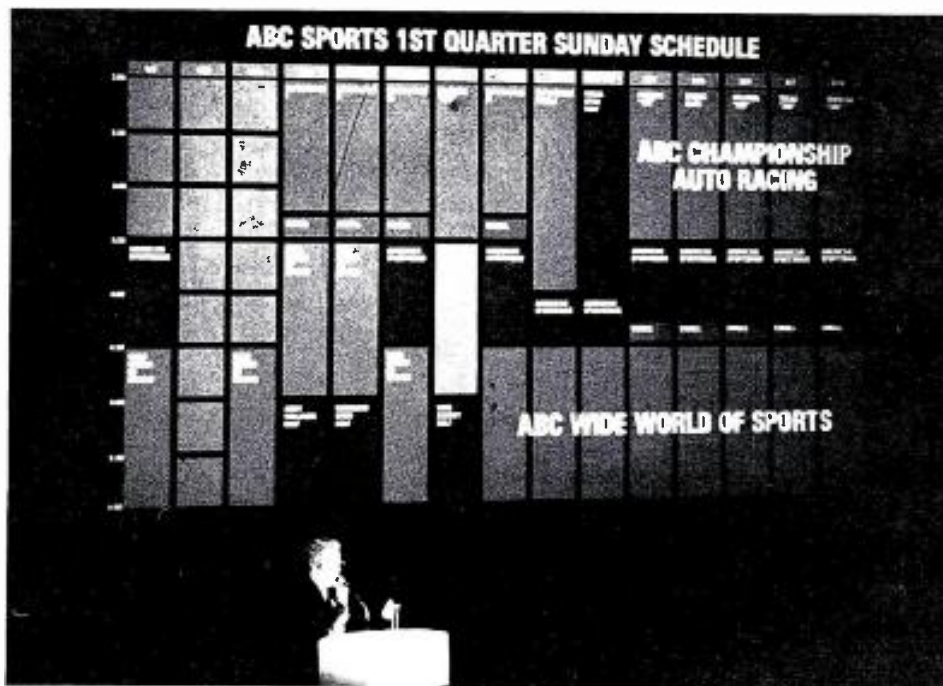
The TV chief called on his audience to accept the divergence in attitudes among the TV audience as part of broadcasting's responsibility. "Where would we be today, what would we be today, if we did not encourage programs that are innovative, programs that deal with significant moral and social issues that relate to the real world?" he asked. He emphasized that none of what he called the provocative or imaginative programs already shown on ABC or that will be shown in the future are done without careful, even "agonizing" consideration and review. He recalled that not long ago Jack Paar was almost drummed off the air because he off-handedly referred to a "W.C.," and to the national furor that was caused when Harry Belafonte touched the arm of Petula Clark.

Broadcasters, he stressed, must be responsible guardians of the public interest, but, he added, they also must be responsive to change and growth. "It is inconceivable, to think of not dealing realistically with adult and often controversial topics in a manner that reflects society's social consciousness and demand," he said, naming such contemporary problem areas as drug abuse, homosexuality, venereal disease, retardation and minorities. He added, "Remember what we are doing, what we are accomplishing is evolutionary, not revolutionary." And, he concluded: "Evoking mass enlightenment [is] fulfilling a genuine moral obligation."

Aside from such general discussions, the guts of the meeting was, as it usually is, programs. To the obvious delight of affiliates, Roone Arledge, president of ABC Sports, announced that all 36 minutes of commercial time in college football have been sold. And, he added, there will be four additional games next season.

He also noted that ABC's *Wide World of Sports* in the first quarter this year was up 12% in share of homes, up 26% in the last two years. And, he announced, it will be expanded to twice each weekend in the new season. Golf, he said, was returning for the ninth season, as was *American Sportsman*. Golf, he added was up 47% in homes share for the first 1973 quarter. And he reported there will be more "superstar" specials in the new season. The network, he reported, is negotiating for a series of auto races next season, including the Daytona 500, Phoenix 150, Atlanta 500, Texas 200 and Trenton 300.

ABC's claim to parity with the other networks was underlined by Marvin



The wide, wide world of Roone Arledge is to expand even wider next year. The president of ABC Sports broke the news to TV affiliates in Los Angeles that starting in January the *Wide World of Sports* series—riding a crest of rising ratings—will be expanded to Sunday afternoons for 90 minutes in addition to its regular schedule on Saturday afternoons. Mr. Arledge also said ABC-TV's sports in 1974 would include a series of specials involving superstars.

Antonowsky, vice president and associate director of planning, market development and research services, who told the receptive audience that the first-quarter Nielsen for prime-time shows indicate an extremely close race with only 1.5 points separating all three networks. But, he emphasized, in the important 18-to-49-year-old bracket, ABC is number one for Sundays, Mondays, Wednesdays and Fridays, and number two for Tuesdays and Thursdays. ABC, he added to the appreciative chuckles in the audience, is a "bad third" on Saturdays.

Earlier he told the affiliates that ABC leads in daytime programming across the board, but not in women 18 to 49. Prime-time shares, he said, run from 18.8 to 22.0 for ABC, he said, except for Saturdays, when they slip to 10.5.

In a rundown on prime-time entries, ABC officials made much of the fact that 79% of the network's prime-time schedule is returning (16 programs), with only five new shows, the fewest, it was said, in ABC's history.

Martin Starger, president of ABC Entertainment, announced an increase in specials in the new season, including original dramas, the *Portrait* series, a first annual comedy award show, a *Mad* magazine satirical show, and four Julie Andrews specials.

"What I trust will become apparent," Mr. Starger said, "are two consistent themes. One is our aim to be not only competitive in audience with the other networks in every area of programming, but to attain absolute audience leadership in all programming areas." And, he added, "it is our aim to be the leader in innovative, important and quality programming in all day parts."

Many of the late-night specials, Mr. Starger said, have significantly increased ABC viewing. This year's specials have boosted viewing shares by 45% over other late-night shows, he said. But, he warned, ABC must have more clearances for those time periods. The network, he said, is 30 markets behind CBS and 50 behind NBC in such clearances.

One late-night special that was arranged as affiliates were meeting was taped coverage of the White House salute to 650 returned prisoners of war. The show was carried last Thursday, a few hours after the actual event, and included among its stars Bob Hope, James Stewart, John Wayne and Sammy Davis Jr.

In daytime programming, aside from already announced switches, it was reported that the *Playbreak* series of 90-minute original dramas is being expanded to once a month in the new season, according to Brandon Stoddard, vice president, daytime programming, ABC Entertainment. And, Mr. Stoddard added, in the late fall and in the spring, ABC will present week-long festivals of this daytime series, to be shown from 1:30 to 3 p.m. weekdays, to be sponsored by Clairol, Drackett, and Bristol-Myers.

The *Playbreak* series was inaugurated last season and the three productions averaged a 36 share and increased the number of young women watching the ABC afternoon schedule by 50%, he said.



All in the family. At left, Elton Rule introduces grandson Patrick Elton Dunne to the ABC-TV affiliates convention. Affiliate representatives were also addressed by (top left and clockwise) Walter Schwartz, president of ABC Television; James Duffy, president of the ABC Television Network; Martin Starger, president of ABC Entertainment, and William Sheehan, senior vice president of ABC News.

Rule calls on electronic newsmen to find Watergates at local level; Lower and Sheehan have some news about documentaries and audience

No meeting of broadcasters these days would be complete without self-congratulations in light of the Watergate scandal.

So it was at the ABC affiliates meeting in Los Angeles last week. Elton Rule, president of ABC Inc., paid honor to broadcast journalism, but he also called on electronic journalists to move one step further: more investigative reporting at the local level.

For every Watergate at the national level, he said, "are there not scores of other evils to be exposed by responsible investigative reporting on the local level?" Citing such activities on the part of ABC-owned stations as well as affiliates, Mr. Rule said it is not only beneficial to the public and to broadcasting but "It causes citizens to be aware that there is a local TV station to which they can go with issues that are of vital concern to the community."

Aware that it was not broadcast journalism that led in breaking the Watergate story, Mr. Rule noted emphatically that broadcast coverage of the scandal "gave the story the cumulative impact far surpassing that of any individual newspaper or magazine." And referring to the coverage that is being given to the Senate hearings on Watergate, Mr. Rule added, "It should be a measure of the greatest pride to us that the public's airwaves are bringing home the full ramifications of Watergate to the American people."

Now we know, he said, that the government critics who attacked network journalism and other media were engaged in "an unprecedented attempt to influence, intimidate and control the communications forces of this country."

Mr. Rule concluded with a charge to broadcasters: "... that we never knowingly will be involved in a coverup. The people must always know that behind what they see and hear reported on our

air are men courageously and professionally dedicated to the truth."

That those recent criticisms were not taken lightly was evident when Elmer Lower, president of ABC News, reported that for the past few years a team of academic communications specialists had been analyzing the content of ABC News.

Using the network's reports on the Nixon administration's activities, Mr. Lower said that this survey showed that of hard-news reporting, 30% was considered favorable to the White House, 31% antiadministration, and 39% neutral. And in commentary, he noted, the score was 32% favorable, 25% unfavorable and 43% neutral.

ABC's move into the realm of investigative reporting will be a series of 12 hour-long documentaries on topical news under the direction of Av Westin, the new vice president of documentary programs, formerly executive producer of ABC's *Evening News*. These documentaries, said William Sheehan, ABC News senior vice president, will not only be provocative but will cover topics of current interest, "from food prices to venereal disease, from foundations to government agencies." ABC News, he added, "is going to make some noise."

Mr. Sheehan also noted that the audience for all three network TV evening newscasts has continued to grow during the past two years. Quoting from an ABC-ordered survey by Nielsen, he said that network news now reaches 56 million homes, 86% of the nation during the average month. On a weekly basis, he said, seven out of 10 TV homes watch the evening network newscasts, Monday through Friday, and that the audience views 90 minutes of network news weekly.

That study shows, he stressed, that the news-viewing TV public doesn't watch only one network; approximately 40% watch more than one. On a four-week basis, he said, viewers in four out of five homes watch more than one network news program. "Absolutely brand loyalty

in TV network news appears no longer to be the rule," he concluded.

He also noted that between 1972 and the 1973 season, all U.S. TV homes increased by 4%, but evening news viewing households gained by 7%.

Latinos make their mark on Washington

Representatives of Spanish-speaking meet with FCC and NAB; they form new group to continue to press their grievances; they also seek formation of FCC task force that would maintain lines of communication

For the second time in two months, members of the FCC last week met with representatives of minority groups who are dissatisfied with the service they are receiving from broadcasters.

This time, however, the group—consisting of some 50 Latinos from all parts of the country—announced the establishment of a permanent organization that will seek to follow up on the meeting with the commission, and left with the agency a request that it join in establishing a task force to maintain lines of communication and to deal with the problems discussed.

The group, now known as the National Latino Media Coalition, added another new wrinkle. Besides meeting with the FCC, on Monday morning, it met for lunch and in a subsequent three-hour session with top National Association of Broadcasters officials, including, for part of that time, President Vincent Wasilewski, in an effort to impress that organization with Latino concerns and feelings about broadcasting.

Spokesmen for the coalition, at a news conference, held on Tuesday at the offices of the Citizens Communications Center to report on the two meetings, said they felt the commissioners appeared to be receptive to their expressions of concern—more so than the NAB officials, according to Ralph Segura, a broadcast attorney from Oakland, Calif.

The commissioners felt the meeting was worthwhile, and conducted in an atmosphere notable for its absence of strain. The Latinos (a term that includes all Spanish-surnamed Americans who are bilingual and bicultural) offered a torrent of suggestions for dealing with the problems they outlined. But they came away from the meeting with little apparent hope that it would grant the group's principal request—its participation in a task force. Mr. Segura said the commission showed little enthusiasm for the idea. And that fact troubled him.

"The commission has formed task forces in other areas—in cable and common carrier," he said. "I see no reason

why it should not establish a task force with our group . . . It responds to the people it regulates, but not those for whom it regulates."

The commission agreed to take the proposal under advisement. All members of the commission were present for the meeting except Commissioner Benjamin L. Hooks, the commissioner with special responsibility in the area of minority affairs, who was called away to Memphis by the illness of his father, and Commissioner Richard E. Wiley, who was out of town on a speaking engagement.

As outlined at the meeting, the task force would be composed of five members from the FCC, including two commissioners, and five from the coalition. Its purpose would be to discuss and resolve issues discussed at the meeting, follow through on recommendations made and develop a mechanism for assuring a permanent dialogue between the commission and the coalition.

The Latinos in both meetings sought to make clear their feeling that, although a sizable minority in the U.S., their needs and interests are virtually ignored by broadcasters. "Latinos in this country constitute the fifth largest Spanish-speaking nation in the world," Ricardo Sanchez, of El Paso, told the commission. "Yet, one look at the media automatically suggests that we do not even exist, for how can invisible people participate?"

That was the Latinos' scene-setting complaint about broadcasting. And in that connection, the group said broadcasters and cable systems, in their programming, "ignore, exploit or distort the social, intellectual and cultural needs" of Spanish Americans. The group complained of the use of what the Latinos considered demeaning stereotypes to portray Spanish-speaking people, of the alleged failure of rating services to reflect the views of Spanish-speaking Americans—a long standing charge.

Another concern was the lack of employment of Spanish-speaking Americans—and not only in the industries the com-

mission regulates. The Latinos said the commission's own record in that respect is bad—11 out of 1,620 employees. They want the commission to hire Latinos to head up programs to assure the hiring of Latinos by the commission and by the industries it regulates.

Chairman Dean Burch indicated he felt criticism of the commission was justified, noting that it must "set its own house in order" if it is to move against broadcasters and others it regulates for failure to hire minority-group members. He said the commission will comply with the law. The commission has hired blacks to run its two equal-employment opportunity offices, one concerned with the commission's hiring practices, the other with the communications industries' practices, and is known to be considering a black as number-two man in the external EEO office.

Domingo Nick Reyes, of the National Mexican American Anti-Defamation Committee, listed a number of abuses he charged to "Anglo-owned" Spanish-language stations—false advertising of such items as patent medicines, false claims concerning fortune tellers and immigration and lottery schemes, and such practices as charging for the playing of requested records.

The last practice is said to involve a "little green box"—the receptacle in which the quarters and half-dollars paid for the requests are deposited at the station, and from which the station owners and their disk jockeys are said to divide the proceeds. The practice is not illegal if the station announces and logs the fact that the record playing is sponsored, but not all stations do so, according to Mr. Reyes. And the commission two weeks ago notified KWAC(AM) Bakersfield, Calif., a Spanish-language station, that it was apparently liable for a \$2,000 fine in part because of its failure to announce and log the payment of money for record requests.

One of the long list of grievances involved cable television. The Latinos want



Latinos. Spokesmen for group of Latinos who met with FCC and National Association of Broadcasters officials last week are (l-r) Ralph Segura, attorney; Juan Rocha, treasurer of newly organized National Latino Media Coalition; Antonio Pedro Ruiz, its secretary; and Richard Bessera, coordinator for two meetings.

the commission to "arrest the current trend toward concentration of a cable-system ownership," and to adopt rules designed to assure use of public-access channels by and for Latinos.

The meetings with the commission and the NAB had been in preparation for about two months, since the last commission meeting with representatives of minority groups. That was in March, and the group consisted of some 50 blacks, chicanos, orientals, and American Indians (BROADCASTING, March 12). Coordinator of last week's gatherings was Richard Besera, who is director of the Spanish-speaking affairs division of the Democratic National Committee.

The 50 Latinos began arriving in Washington on Friday (May 18). Over the weekend they held a number of workshops in preparation for the meetings on Monday, and in addition decided to establish themselves as a permanent organization. Two of its Washington-based members, Antonio Pedro Ruiz, of La Causa Comun, and Juan Rocha, of the Mexican-American Legal Defense Fund, were elected officers—secretary and treasurer, respectively. The group was said to have felt no need for a president.

They said the coalition group is not funded by any outside source, and plans to become self-sufficient through a dues-payment membership—\$10 from "a citizen," \$25 from a professional person and \$100 from a group.

Besides following up with the commission and the NAB on the matters discussed at Monday's meetings (the group would like to see NAB hire a Spanish-speaking person for its public-affairs department), it plans to contact other agencies in Washington with jurisdiction over matters of concern to Latinos—the Federal Trade Commission, Equal Employment Opportunity Commission, and the U.S. Civil Rights Commission, among them.

Said Mr. Ruiz, "This is just the beginning."

Delay in divestiture

Frank Stanton, former vice chairman of CBS, now chairman of the American Red Cross and a CBS consultant, has been given a three-month extension of time to divest his stock holdings in Viacom International Inc., the program-syndication and cable-TV firm spun off to CBS stockholders in 1970. In granting the extension, the commission noted that counsel for Dr. Stanton had stated that his client is exploring the possibility of giving at least a portion of his Viacom stock to charity. In a separate action, the commission waived the divestiture requirements as they affect three departing CBS officials, Ross D. Sackett, vice president, CBS/Education and Publishing Group; Ralph O. Briscoe, vice president, CBS/Comtec Group, and Robert O. Anderson, an outgoing CBS director. It noted that the three men had assured the commission that they will have severed all ties with CBS by June 1. The deadline for divestiture set up by the commission is June 4.

The quiet mobilization of broadcasting's distaff side

They may have come a long way in establishing women's role in radio and TV, but AWRT delegates are increasingly aware of the long way to go

There's nothing new about attempts to increase the professional capability and prestige of women in the communications industry, as any member of the 22-year-old American Women in Radio and Television organization will admit. But what is new, as was almost universally acknowledged by those attending AWRT's annual convention in Miami ("At Deadline," May 21), is a heightened awareness of problems facing women and the broadcasting industry as a whole and a keen interest in becoming involved.

The unanimous adoption of a 10-point affirmative action committee platform, the establishment of a special committee to work for passage of the Equal Rights Amendment and elevation of the public affairs committee to the status of a standing committee were principal actions taken at the May 20 business meeting capping the four-day convention. In another action, delegates voted to table for further study a proposal offering provisional membership to women working in the broadcasting industry at a level that would not yet qualify them for full membership.

While AWRT has gone on record with the FCC as supporting equal employment opportunities for women, the affirmative action platform adopted at the convention approaches equal employment opportunities with specific plans for action. Included among the provisions of the EEO program are:

- Establishing a network of skills banks in local chapters to provide a national pool of professional women in the communications industry.
- Recommending that the FCC adopt a revised version of its annual employment report (form 395) making job classifications relate specifically to the broadcasting industry.
- Establishing contact with other professional women's organizations for the purpose of sharing job information.
- Preparing affirmative action presentations for delivery at state broadcasting association conventions and meetings of network affiliates.

Mary Jean Parson, associate director of planning, ABC New York, and chairwoman of the affirmative action committee, termed the platform adoption a "very positive" action by AWRT, "which in the past has seemed to assume a moderate stance—particularly on the issue of women in broadcasting." She cited as evidence of member support the fact that there was no discussion opposing adop-

tion of the plan at Sunday's closed-door business meeting.

The membership also voted at Sunday's meeting for the continuation of the recently created management development committee. This committee works closely with local chapters on projects geared toward the acquisition and development of managerial skills. The committee already has underway a series of eight-hour management development seminars.

While the affirmative action, ERA and management development committees indicate a commitment on the part of AWRT to work toward equal employ-



AWRT President Pitts

ment opportunities for women and prepare women for more responsible roles in the industry, the establishment of the public affairs committee as a standing unit was felt by many delegates to demonstrate AWRT's increasing concern with important issues facing the broadcasting industry. The committee, which works closely with local chapter public-affairs chairwomen, is structured to increase the two-way communication between chapters and the national organization. It provides an organized method of studying industry issues, as a basis for possible stands to be taken by AWRT.

AWRT's commitment to educating women on issues of importance to the broadcasting industry also was evidenced by two afternoon panel discussions which focused on "current critical issues" and "total programming." And in these panels, as in other sessions held at the convention, opportunities for women in business and the image of women portrayed in the media, took their place alongside government regulation, threats to advertising, consumerism, and license-renewal red tape as major concerns.

Vincent T. Wasilewski, president of the National Association of Broadcasters, identified freedom of the press as applied to broadcasting as a critical issue. "There is no way to guarantee a fair press without impinging on the free press," he said in his opening presentation. He remarked that the enforcement of the fairness doctrine brings the hand of government into media, producing a "sterility" and refusal to approach controversial issues.

Thomas H. Wall, partner in the Washington firm of Dow, Lohnes & Albertson, pointed to the need to change

the license renewal process in order to simplify it and reduce inequities in license denials.

■ Harold Krelstein, president of Plough Broadcasting Co., identified attacks on advertising as a major issue, saying, "When the day arrives that advertising is no longer acceptable via radio and television, that is the day broadcasting dies."

■ Charlotte Klein, senior vice president of Harshe-Rotman & Druck, New York, focused on the equality of women as a major concern of broadcasters. That issue is far more serious for broadcasting than other industries, she said, because "TV has the power to make or break a stereotype." Not only must broadcasting address itself to equal pay, but to the image of women portrayed by commercials and programs as well, she reminded. "Television feeds the minds of adults and children, male and female, and how they see themselves . . . as Ironsides or ironing clothes," she said.

Questions from the audience touched on consumerism, license renewal and community ascertainment, but there was a conspicuous absence of questions addressed to the only woman panelist. Why? "A reticence about approaching woman's issues," was the comment of one delegate. Another said privately that although awareness and involvement in woman's problems has come a long way at AWRT, "many women still tend to identify men as the real figures of authority."

The Saturday afternoon (May 19) panel on "total programing" again

An engineering voice. House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) has introduced legislation to require that at least one member of the FCC be an electrical engineer. The bill, H.R. 7667, has been referred to the Commerce Committee and, according to a spokesman, there could be action on it in the Communications Subcommittee if that unit's schedule permits. The last electrical engineer on the commission was T. A. M. Craven, who served from 1937 to 1944 and from 1956 to 1963.

adopted an instructive stance as panelists reflected on the past, present and future of television programing. Panelists Mort Werner, NBC; Roger Rice, KTVU(TV) Oakland, Calif.; Allen Sternberg, WCKT(TV) Miami; Donald Taverner, WETA-FM-TV Washington, and Howard Eaton Jr., Olgiv & Mather, New York, probed the future of network programing, problems in producing popular viable programing that still meets minority needs, establishing station identity, noncommercial television as a forum for minority programing, the prime time access rule, and restraints on advertising.

With a more vocal audience present, panelists also were asked to respond to such issues as economics behind program choice, alternatives to commercials in view of diminishing resources and reduced consumption, the lack of program-

ing aimed at the single working woman, and the number of women employed in programming capacities at the networks.

While the AWRT panels provided a forum for the exploration of problems relating to the industry, a new addition to the convention agenda provided members with an opportunity to learn about themselves. The "early bird" workshops for the sun-risers of the convention dealt with management development, creative production, affirmative action and the station-agency relationship in informal, well attended "two-way-talk" sessions.

In general the reaction to the convention among delegates was that AWRT has taken a positive tack that will increase its status as an organization and its voice within the broadcasting industry. Jane Cohen, manager of public affairs for WRC-TV Washington and AWRT's secretary-treasurer, commented that "AWRT has maintained a leadership role and is expanding on that leadership role as it applies to women and the broadcasting industry." Virginia Pate Wetter, president and general manager of WASA(AM)-WHDG(FM) Havre de Grace, Md., says the organization is becoming "aggressive, but properly aggressive in taking stands on issues that affect the industry." Mary Jean Parson finds AWRT "going with more alacrity in the direction for which the organization was originally chartered."

Did this 22d convention presage a future course for AWRT? President Elaine Pitts sees evidence of an "increasing awareness and acceptance of the role which professional woman can and must assume in the broadcast industry." The organization is becoming increasingly vocal as members broaden their understanding of the industry. And while activity increases in the national sphere, she hopes to see a greater involvement at the state level through chapter affiliation with state broadcasting associations. AWRT will become a more viable force as its increasing relevance to women and the industry as a whole attracts a broader base of support—from young women, women in cable and closed circuit TV and women in sister organizations in the communications industry, she said.

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73-14

Flight promos out for ETV's

Educational broadcasters looking for a way to produce an extra dollar or two can forget about promoting air-charter flight service. The FCC informed educational WNET(TV) Newark, N.J., last week that such a promotion, to help raise funds for station operations, is inconsistent with the noncommercial nature of educational stations.

Educational Broadcasting Corp., the station's licensee, said that Civil Aeronautics Board rules permit it to organize low-cost charter flights to Europe. And EBC submitted sample promotion announcements for the flights which avoid mention of specific airlines, travel agencies, hotels or restaurants. Profits were to be used to finance WNET's programing and membership development.

But the commission said its rules re-

quire that educational television stations furnish a "nonprofit and noncommercial broadcast service," and specify that no announcements "promoting the sale of a product or service" may be aired. The proposed announcements, the commission said, promote a commercial service.

The commission noted that educational stations may use auctions and over-the-air solicitations to raise funds. But it pointed out that even during auctions, products or services may not be promoted "beyond that necessary for specific auction purposes."

Changing Hands

Announced

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

■ **KCNW(AM)-KMOD(FM)** Tulsa, Okla.: Sold by Unicom Inc. to San Antonio Broadcasting Corp. for \$665,000 for KCNW and \$85,000 for KMOD. Unicom is subsidiary of Tracy-Locke Co., Dallas advertising firm and owner of KJIM(AM) Fort Worth. Tracy-Locke has also agreed in principle to purchase KRNT-AM-FM Des Moines, Iowa. Buyer is owned by Lowry Mays, Texas investment banker; Douglas McCall, general manager of KREZ(AM) San Antonio (also owned by San Antonio Broadcasting), and B. J. McCombs, south Texas automobile dealer. KCNW operates on 1300 khz with 5 kw day and 1 kw night. KMOD, off air since May 1971, is authorized to operate on 97.5 mhz with 50 kw and antenna 428 feet above average terrain. Brokers: Sovran Associates for buyer, Dan Hayslett & Associates for seller.

■ **WPDx(AM)** Clarksburg, W. Va.: Sold by Continental Communications Inc., to Rau Radio Stations Inc. for \$380,000. Continental retains WCTI-TV New Bern, N.C., and WRGM(AM) Richmond, Va. Buying firm is headed by Henry Rau, board chairman, and Lloyd S. Smith, president. It owns WNAV-AM-FM Annapolis and WARK-AM-FM Hagerstown, both Maryland; WDOV(AM)-WDSB(FM) Dover, Del., and WATO(AM)-WUUU(FM) Oak Ridge, Tenn. WPDx is daytime on 750 khz with 1 kw. Broker: Blackburn & Co.

Justice doesn't budge on crossownership

Rigid stand on waivers again applied to Uvalde, Tex., request

The Department of Justice, in another indication that it is monitoring requests for waivers of the FCC's CATV-TV crossownership rule, has urged the commission to deny the waiver request of Uvalde Television Cable Co., owner of a cable system and three translators in the area of Uvalde, Tex.

As it did in the case of the waiver request of Valley Cablevision Corp., a consortium of three UHF stations in the South Bend-Elkhart, Ind., market that holds 14 cable franchises in its area (BROADCASTING, May 21), the depart-

ment said the commission should hold Uvalde to a standard that would assure that the rule's objective is being met.

And Uvalde, the department said, has not met the test, at least in the petition it filed. However, Justice also said that in denying the petition, the commission should give Uvalde an opportunity to resubmit its petition with the information needed "to make a responsible argument that waiver is desirable in this case."

The department noted that the commission's aim in adopting the rule, which requires the breakup of commonly owned CATV and TV stations in the same market by Aug. 10, 1975, is to promote competition for advertising and information. And waivers, the department added,

should be granted only when "some unusual aspect" of a case indicates that divestiture will not help in achieving those goals.

Uvalde lies outside the service areas of television stations in San Antonio, Austin and San Angelo, and residents of the area are largely dependent for service on Uvalde Television's cable system and translators.

Justice said the cable system, which serves the town of Uvalde, and the translators, which are beamed to the surrounding area, are potential competitors and are probably independently viable. And if they are independently viable, Justice added, they are probably saleable.

Uvalde said it has tried to find a buyer

Daniel D. Hayslett

New Vice President, in charge Dallas Office



A veteran of more than 25 years in the broadcasting field, Dan was most recently president of his own brokerage firm. Prior to that he was president, chief operating officer and a partner of Strauss Broadcasting, which operated four radio stations. He also held top managerial positions with three other radio stations and is experienced in all phases of station operations.

Dan is past president of Broadcasting Executives of Texas and served as a fighter pilot in both World War II and the Korean War.

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for the translators though without success. But UTC, the department added, has not even mentioned attempting to locate a buyer among "such obvious" buyers as San Antonio television stations, the local radio station (KVOU[AM]), the city and county governments, and groups of prospective subscribers.

WTOP strike is over; both sides garner benefits

Newsmen win salary increases and right to outside work; station gains more control over overtime pay and is free of 'booth announcers'

On-air personalities, reporters and writers were back at work at WTOP-AM-TV Washington last week following the settlement of a 10-day strike by members of the Baltimore-Washington chapter of the American Federation of Television and Radio Artists.

The strike, which began on May 11, after a four-year contract with the Post-Newsweek Stations expired, ended abruptly on May 21, following two days of labor-management talks that produced a new three-year pact that the union membership ratified.

The new contract provides financial gains for the AFTRA members as well as a modification in a contract clause concerning publication of articles in other media outside employment to which the WTOP newsmen had vigorously objected. For the management the new contract provides flexibility in making assignments without facing the same decisions regarding overtime pay that it faced under the old contract.

The new contract provides for a pay scale of from \$15,000 to \$29,000, in eight years. The previous scale had been \$15,000 to \$25,000 in six years. Senior employees now at the \$25,000 rung were given an increase to the new \$27,000 on their return to work. The company also agreed to substitute the AFTRA company-funded pension and welfare plan for a Post-Newsweek plan in which AFTRA members contributed to some of the costs.

The outside-work provision in the expired contract which became a major factor in the dispute constituted an absolute requirement that staffers obtain company clearance before taking outside assignments. Under the new contract, the clearance requirement would reportedly apply only to work or writings that might denigrate the stations, broadcasting in general or advertisers.

The company, in what it described in a news release as a "big step toward controlling over-time premium pay," won the right in the new contract to vary the work week of reporters on the street from five eight-hour days to four 10-hour days—as well as to assign a reporter on a continuing story up to five additional hours

in a week for compensatory time off instead of premium pay. However, five hours of overtime would warrant a full day off, in the same week.

In another gain for the company, the contract provides for the elimination of a "both announcer" requirement that kept four full time and some part time announcers on duty during station breaks. Henceforth, the company's news release said, taped announcements can be used "without this featherbedding requirement for a stand-by booth announcer." (Union sources said the severance pay involved amounted to \$60,000 for each of two announcers with about 20 years' experience and about \$45,000 for one with four years at the stations.)

The new contract also provides for an on-the-job training program for "disadvantaged persons." Under the program, said to be an extension of the company's existing affirmative-action plan, the company will recruit and assign to actual reporting, newscasting, writing and miscellaneous studio jobs minority-group representatives in the Washington area. A similar program is provided for in the company's contract with the IBEW local 1200.

The stations were kept on the air by management and other nonunion personnel who took over for the reporters, news anchormen, writers, assistant directors and announcers. The strikers picketed the station and maintained an "informational" picket around the commonly owned *Washington Post*.



Message for Mutual. John Bass, chief of the FCC's network study office, went before the Mutual Affiliates Advisory Council in Washington last week to say, essentially, "You're next." He referred to that unit's plans to take on network radio problems after it concludes current inquiries into TV's prime-time access and reruns. First question: Do multiple radio networks serve the public interest? Second: what is a network in the eyes of FCC's network-contract-filing requirements?

Music

Tower of Power: regional hit trying to make it on the national scene

An 11-man band that has been kicking around San Francisco since the Haight-Ashbury days has come up with two regional hit singles in less than a year. Tower of Power's "Like a Young Man" went to the top five on San Francisco contemporary stations last fall, but failed to spread nationally. Last week, its new single, "So Very Hard to Go," was number one at KFRC(AM), KYA(AM) in San Francisco and KLVJ(AM) in San Jose. S.F.'s KIOI(FM) had the record at number one for two weeks until last week, when Paul McCartney's "My Love" pushed it out. Tower of Power is a local band, to be sure, but such across-the-board success in a major market will grant the record extra consideration among programmers in the rest of the country.

The synthesis of different, established musical styles often can do as much good as originating an entirely new sound. The success of a record like "I'm Doin' Fine Now," by New York City, which combines the styles of rhythm and blues with teen-oriented production (bubblegum, some would say) might not have been attained if the record had been pure R&B or pure teen, as the market was glutted with both. The same can be said of War's "Cisco Kid," which parlayed Spanish and R&B styles to hit status. Tower of Power combines the sounds of a big band (five horns) with a heavily-based R&B lead singer, Lenny Williams.

"So Very Hard to Go" is slow, strut-paced. "I've been in this market for five years," said Don Kelly, music director of KIOI, "and everyone has always told me that this was not an R&B market. But it is, in a different way. It's not a hard, slick R&B market like Detroit, but a mellow kind of R&B—the Stylistics and such releases as Bloodstone's 'Natural High' make it very well here."

"So Very Hard" has the further distinction of crossing from pop play to R&B: Black-oriented KDIA(AM) Oakland also is on it. Stations outside the Bay Area playing "So Very Hard to Go" include KOL(AM) and KJR(AM) Seattle, WTIX(AM) New Orleans and WING(AM) Dayton, Ohio.

Breaking In

Touch Me In The Morning—Diana Ross (Motown) ■ There are two large strikes against this new Diana Ross single: a momentary abundance of slow-tempo soul records by female artists, and the record's length — 3:51. Two other things are much in her favor, however. Diana Ross is a name with enough programming clout that she will be given added attention—a quality not to be underrated in the business of hit singles. And, "Touch Me In The Morning" has

the sound of the old Supremes records, also a big plus in the midst of an oldies revival.

Slow on the verse, picked-up and stomp-paced in the chorus, "Touch Me In The Morning" is stamped with the distinctive style of Motown's production. The last third of the song features Ms. Ross double-tracked, singing in opposition to herself. The song is pretty and deftly produced. It will almost certainly

Continues on page 63

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.

Tracking the 'Playlist'



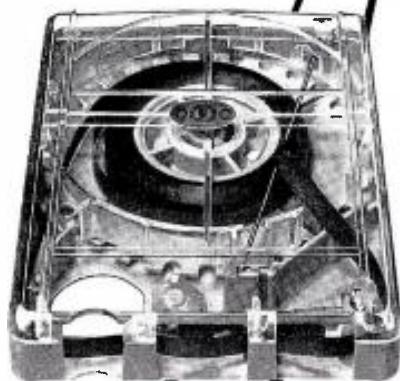
Elton John

With the addition of 10 new records to this week's *Playlist*, on top of the 13 new ones last week, almost one-third of the chart comprises up-and-coming singles. War's "Cisco Kid," oldest of the records in the top 10, dropped to 18 this week to make room for the Edgar Winter Group's "Frankenstein," which rests at number nine. Elton John's "Daniel" replaces Dawn's "Tie a Yellow Ribbon" after its month-long residency in the number one spot. Outstanding features of this week's *Playlist* include strong chart jumps by three R&B crossovers: "Give Your Baby a Standing Ovation" by the Dells (56 to 45), "Daddy Could Swear, I Declare" by Gladys Knight and the Pips (64 to 41) and Susan Jacks's "If You Don't Know What Love Is" (74 to 53). Pink Floyd, riding the crest of a number one album, *Dark Side of the Moon*, and their single "Money" (47), and Charlie Rich's "Behind Closed Doors" (48) also recorded significant movement. Breaking into top-40 positions for the first time were: Alice Cooper's "No More Mr. Nice Guy" (36), Bette Midler's remake of the World War II classic (the Andrews Sisters sang it in an Abbott and Costello movie), "Boogie Woogie Bugle Boy" (39) and the J. Geils Band's "Give It To Me" (40). Brand-new and bulleted this week are Seals & Crofts' title tune of their new album, "Diamond Girl" (55) ("Breaking In," May 7), Mandrill's "Fence Walk" (56) and Deep Purple's "Smoke on the Water" (62) ("Breaking In," May 21). Also new this week are Keith Hampshire's recording of the Cat Stevens Song, "First Cut Is the Deepest" (69), Diana Ross's "Touch Me in the Morning" (see "Breaking In," page 60) (71), newcomer Andy Pratt's "Avenging Annie" (74) and "Moonshine" (75) by the former leader of Steppenwolf, John Kay. Records that have been on the chart in past weeks, dropped off and returned this week were Stephen Still's "Isn't It About Time" (67), "Natural High" by Bloodstone (68) and the flip-side of Carly Simon's "Loving You Is the Right Thing To Do," "We Have No Secrets" (70).

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
3	1	Daniel (3:52) Elton John—MCA	3	1	7	3
1	2	Tie a Yellow Ribbon (3:19) Dawn—Bell	1	5	5	4
2	3	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	2	2	4	6
5	4	My Love (4:08) Paul McCartney—Apple	7	3	2	1
7	5	Stuck in the Middle With You (3:24) Stealers Wheel—A&M	5	4	1	2
6	6	Pillow Talk (3:41) Sylvia—Vibration	4	6	3	7
4	7	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	6	8	8	11
8	8	Drift Away (3:30) Dobie Gray—Decca	8	7	10	9
11	9	Frankenstein (3:28) Edgar Winter Group—Columbia	13	12	6	5
10	10	Reeling in the Years (4:35) Steely Dan—ABC/Dunhill	9	9	11	8
13	11	Little Willy (3:13) The Sweet—Bell	12	14	9	10
12	12	Wildflower (4:08) Skylark—Capitol	11	10	13	15
15	13	Playground in My Mind (2:55) Clint Holmes—Epic	10	11	14	20
16	14	Thinking of You (2:17) Loggins and Messina—Columbia	15	13	15	17
20	15	Will It Go Round in Circles? (3:42) Billy Preston—A&M	14	20	16	13
23	16	I'm Gonna Love You (3:58) Barry White—20th Century	18	15	20	16
18	17	Hocus Pocus (3:18) Focus—Sire	27	23	12	12
9	18	Cisco Kid (3:47) War—United Artists	19	17	19	14
26	19	One of a Kind (Love Affair) (3:31) Spinners—Atlantic	17	19	17	21
21	20	Right Place Wrong Time (2:50) Dr. John—Atco	21	21	18	19
14	21	The Twelfth of Never (2:40) Donny Osmond—Kolob/MGM	16	16	23	23
28	22	Shambala (3:27) Three Dog Night—Dunhill	20	18	21	18
22	23	Long Train Runnin' (3:25) Doobie Brothers—Warner Brothers	22	27	22	24
34 •	24	Kodachrome (3:24) Paul Simon—Columbia	29	24	24	22
17	25	Sing (3:20) Carpenters—A&M	23	22	28	26
19	26	Loving You Is the Right Thing to Do (2:57) Carly Simon—Elektra	24	26	25	25
25	27	I'm Doin' Fine Now (2:48) New York City—Chelsea	26	28	26	29
32	28	Steamroller Blues (3:07) Elvis Presley—RCA	25	25	31	34
31	29	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	28	34	27	28
27	30	Leaving Me (3:20) Independents—Wand	31	31	29	33
30	31	It Sure Took a Long, Long Time (3:12) Lobo—Big Tree	32	29	30	32

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The Broadcasting Playlist continued from page 61

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
24	32		Daisy a Day (2:48) Jud Strunk—MGM	30	32	32	36
38	33		You'll Never Get to Heaven (3:38) Stylistics—Avco	33	30	34	37
36	34		Drinking Wine (3:37) Jerry Lee Lewis—Mercury	45	33	35	27
33	35		Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	35	35	36	35
43	36		No More Mr. Nice Guy (3:05) Alice Cooper—Warner Brothers	42	39	33	31
29	37		Out of the Question (2:57) Gilbert O'Sullivan—Mam	34	37	37	41
49 •	38		You Can't Always Get What You Want (5:00) Rolling Stones—London	41	38	38	30
45	39		Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	36	36	39	40
42	40		Give It to Me (3:07) J. Geils Band—Atlantic	46	45	40	39
64 •	41		Daddy Could Swear, I Declare (3:42) Gladys Knight & The Pips—Soul	39	43	41	44
35	42		Close Your Eyes (2:58) Edward Bear—Capitol	37	44	44	45
50	43		Back When My Hair Was Short (2:39) Gunhill Road—Kama Sutra	38	46	45	46
41	44		Free Electric Band (3:15) Albert Hammond—Mums	43	40	49	42
56 •	45		Give Your Baby a Standing Ovation (3:52) Dells—Cadet	48	42	43	43
54	46		Let's Pretend (2:51) Raspberries—Capitol	44	51	46	53
66 •	47		Money (3:59) Pink Floyd—Harvest	69	62	42	38
63 •	48		Behind Closed Doors (2:55) Charlie Rich—Epic	47	41	54	52
37	49		Danny's Song (3:06) Anne Murray—Capitol	40	48	58	70
44	50		Ain't No Woman (2:59) Four Tops—ABC/Dunhill	49	50	47	56
58	51		Armed and Extremely Dangerous (2:49) First Choice—Philly Groove	57	54	51	51
40	52		Neither One of Us (4:15) Gladys Knight & The Pips—Soul	50	49	50	72
74 •	53		You Don't Know What Love Is (2:51) Susan Jacks—London	51	61	53	64
51	54		Teddy Bear Song (2:57) Barbara Fairchild—Columbia	54	47	57	69
— •	55		Diamond Girl (3:29) Seals and Crofts—Warner Brothers	52	56	55	63
— •	56		Fencewalk (3:25) Mandrill—Polydor	62	59	56	49
61	57		Swamp Witch (3:47) Jim Stafford—MGM	53	55	63	56
48	58		And I Love You So (3:14) Perry Como—RCA	59	53	59	57
68	59		I Knew Jesus (2:50) Glen Campbell—Capitol	55	57	62	61
67	60		Hearts of Stone (2:10) Blue Ridge Rangers—Fantasy	60	58	64	65
39	61		Peaceful (2:50) Helen Reddy—Capitol	64	70	48	82
— •	62		Smoke on the Water (3:48) Deep Purple—Warner Brothers	95	90	52	47
46	63		With a Child's Heart (3:00) Michael Jackson—Motown	58	60	66	67
52	64		Stir It Up (3:09) Johnny Nash—Epic	63	52	65	73
70	65		Shambala (2:28) B. W. Stevenson—RCA	56	63	72	68
47	66		Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	61	67	60	*

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	67		Isn't It About Time (2:35) Stephen Stills—Atlantic	68	68	74	55
—	68		Natural High (4:02) Bloodstone—London	66	72	67	60
—	69		First Cut Is the Deepest (3:48) Keith Hampshire—A&M	70	66	61	75
—	70		We Have No Secrets (3:57) Carly Simon—Elektra	74	64	*	59
—	71		Touch Me in the Morning (3:51) Diana Ross—Motown	*	69	69	48
53	72		Masterpiece (5:30) Temptations—Gordy	67	65	70	74
55	73		Walk on the Wild Side (3:37) Lou Reed—RCA	*	*	73	58
—	74		Avenging Annie (4:58) Andy Pratt—Columbia	*	71	*	54
—	75		Moonshine (2:46) John Kay—ABC Dunhill	71	74	71	*

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

Ain't No Woman (50), And I Love You So (58), Armed and Extremely Dangerous (51), Avenging Annie (74), Back When My Hair Was Short (43), Bad Bad Leroy Brown (35), Behind Closed Doors (48), Boogie Woogie Bugle Boy (39), Cisco Kid (18), Close Your Eyes (42), Daddy Could Swear, I Declare (41), Daisy a Day (32), Daniel (1), Danny's Song (49), Diamond Girl (55), Drift Away (8), Drinking Wine (34), Fencewalk (56), First Cut Is the Deepest (69), Frankenstein (9), Free Electric Band (44), Give It to Me (40), Give Me Love (Give Me Peace on Earth) (29), Give Your Baby a Standing Ovation (45), Hearts of Stone (60), Hocus Pocus (17), I Knew Jesus (59), I'm Doin' Fine Now (27), I'm Gonna Love You (16), Isn't It About Time (67), It Sure Took a Long Time (31), Killing Me Softly With His Song (66), Kodachrome (24), Leaving Me (30), Let's Pretend (46), Little Willy (11), Long Train Runnin' (23), Loving You Is the Right Thing to Do (26), Masterpiece (72), Money (47), Moonshine (75), My Love (4), Natural High (68), Neither One of Us (52), The Night the Lights Went Out in Georgia (7), No More Mr. Nice Guy (36), One of a Kind (Love Affair) (19), Out of the Question (37), Peaceful (61), Pillow Talk (6), Playground in My Mind (13), Reeling in the Years (10), Right Place Wrong Time (20), Shambala (22), Shambala (65), Sing (25), Smoke on the Water (62), Steam-roller Blues (28), Stir It Up (64), Stuck in the Middle With You (5), Swamp Witch (57), Teddy Bear Song (54), Thinking ou You (14), Tie a Yellow Ribbon (2), Touch Me in the Morning (71), The Twelfth of Never (21), Walk on the Wild Side (73), We Have No Secrets (70), Wildflower (12), Will It Go Round in Circles (15), With a Child's Heart (63), You Are the Sunshine of My Life (3), You Can't Always Get What You Want (38).

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

Continues from page 61

become strong MOR fare, regardless of its record in top 40.

Stations playing the new Diana Ross last week include: WRCA(AM) Washington; KYME(AM) Boise, Idaho; WFEC(AM) Harrisburg, Pa.; WJUN(AM) Atlanta; WOKY(AM) Milwaukee; KOL(AM) Seattle; WIBG(AM) and WFIL(AM) Philadelphia.

"Yesterday Once More" — Carpenters (A&M) ■ It was only a matter of time before someone came up with a song about oldies. When Karen Carpenter opens this one with "When I was young, I'd listen to the radio waiting for my favorite songs." AM reaction could be expected to be immediate. The Carpenters are a hit, no two ways about it.

The song "Yesterday Once More," is used on the new Carpenters' LP (*Now and Then*) as the opening theme for a medley of remakes of oldies—including the Beach Boys' "Fun, Fun, Fun," the Ronnettes' "Da Doo Ron Ron," Jan and Dean's "Deadman's Curve" and the Chiffons' "One Fine Day"—that runs the entire second side of the album and, again, as the reprise at the end. "They're back again like a long lost friend/All the songs I love so well" tells the story songwriters Richard Carpenter and John Bettis intended.

The airplay pattern on the record is national. MOR stations as well as top 40's can be expected to pick up on the new Carpenters quickly to replace such other broad-demographic-appeal records as "The Night the Lights Went Out in Georgia" and "Tie a Yellow Ribbon," which are beginning to fall off. Stations playing "Yesterday" last week included:

WTIX(AM) New Orleans, KILT(AM) Houston, WMAK(AM) Nashville, WMYQ(FM) Miami, KJR(AM) Seattle and WBBQ(AM) Augusta, Ga.

Extras. The following new releases, listed alphabetically by title, are making a mark in BROADCASTING's "Playlist" reporting below the first 75:

- A LITTLE BIT LIKE MAGIC, King Harvest (Perception).
- AM I BLUE, Cher (MCA).
- CALIFORNIA SAGA, Beach Boys (Brother).
- D'YER MAKER, Led Zeppelin (Atlantic).
- FOOL, Elvis Presley (RCA).
- HELLO, STRANGER, Fire and Rain (Mercury).
- I CAN UNDERSTAND IT, New Birth (RCA).
- I JUST CAN'T TURN MY HABIT, Buckwheat (London).
- I'D RATHER BE A COWBOY, John Denver (RCA).
- IF THAT'S THE WAY YOU WANT IT, Diamond Head (NBC/Dunhill).
- L. A. FREEWAY, Jerry Jeff Walker, (MCA).
- THE LAST THING ON MY MIND, Austin Roberts (Chelsea).
- LETTER TO LUCILLE, Tom Jones (Parrot).
- LOVE MUSIC, Lloyd Price (GSF).
- MAMA'S LITTLE GIRL, Dutsy Springfield (ABC/Dunhill).
- MISDEMEANOR, Foster Sylvers (Pride).
- MONSTER MASH, Bobby Boris Pickett (Parrot).
- THE MORNING AFTER, Maureen McGovern (20th Century).
- MUSIC EVERYWHERE, Tuffano-Giammarese (Ode).

- OUTLAW MAN, David Blue (Asylum).
- PASSION PLAY, Jethro Tull (Chrysalis).
- POWER TO ALL OUR FRIENDS, Cliff Richard (Sire).
- ROLL OVER BEETHOVAN, Electric Light Orchestra (United Artists).
- SATIN SHEETS, Jeannie Pruitt (MCA).
- SLIP'N SLIDE, Rufus (ABC/Dunhill).
- SO VERY HARD TO GO, Tower of Power (Warner Brothers).
- TIME TO GET DOWN, O'Jays (Philadelphia International).
- WASN'T IT NICE IN NEW YORK CITY, Tommy Leonetti (Columbia).
- WHAT ABOUT ME, Anne Murray (Capitol).
- WORKING CLASS HERO, Tommy Roe (MGM South).
- YESTERDAY AND YOU, Holly Sherwood (Rocky Road).
- YESTERDAY ONCE MORE, Carpenters (ATM).
- YOUR SIDE OF THE BED, Mac Davis, (Columbia).

Broadcast Journalism

AP slates full agenda for New Orleans meet

Top broadcast, government figures on program starting this Thursday

Approximately 200 news and station executives are expected to attend the third annual convention of the Associated Press Broadcasters Association in New Orleans, May 31-June 2.

The keynote speaker will be Elmer Lower, president, ABC News, whose topic will be "Judging News Judgments." Others on the agenda are Clay T. Whitehead, director of the Office of Telecommunications Policy for the White House; Stanley Scott, special assistant to President Nixon for minority affairs; Representative Charles Whalen (R-Ohio), author of shield legislation, and Colonel Joseph Kittinger Jr., a returned prisoner of war.

Participating in a panel discussion on "The New Orleans Shootout" will be New Orleans Police Chief Clarence Giarrusso; Alwyn Cronvich, sheriff of Jefferson parish and Alec Gifford, Phil Johnson and John Korbel, news directors, respectively of WVUE(TV), WWL-TV and WDSU-TV, all New Orleans.

Panelists who will explore "Management Looks at the News" will be J. Leonard Reinsch, president, Cox Broadcasting, Atlanta; Sol Taishoff, editor of BROADCASTING magazine, and Robert Wells, owner of KIUL(AM) Garden City, Kan., and former FCC commissioner.

Grover Cobb, senior vice president of the National Association of Broadcasters, was to have been a featured speaker at the convention. However, Mr. Cobb suffered a heart attack (BROADCASTING, May 21) and NAB has not designated a replacement on the agenda.

Discussing the topic of "The Media and Accuracy" will be Alfred Balk, editor, *Columbia Journalism Review*; Abra-

ham Kalish, executive director, Accuracy in Media, and Jim Bormann, director of community affairs, WCCO(AM) Minneapolis.

Co-chairman of the convention are Tom Frawley of Cox Broadcasting, Washington, and Thad Sandstrom, WIBW-AM-FM-TV Topeka, Kan.

NAB cautions on news feeds

The National Association of Broadcasters is distributing a memorandum to radio members cautioning them on FCC requirements covering the use of audio news releases from government sources.

The memorandum is in response to a

letter from Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, to NAB calling attention to a May 10 *Washington Post* story that claimed a number of radio stations are making use of government-agency audio news services and that some of these stations then identify such material as being their "own live report from Washington." The memo, signed by general counsel John B. Summers, reminds NAB radio members of FCC requirements covering the use of audio news releases and makes it clear that stations identifying such reports as their own Washington originations are "guilty of misrepresentation and may have to answer to the FCC."

RTNDA cites values in FOI legislation

But association also sees parts it feels would not be workable

The Radio Television News Directors Association has endorsed legislation to strengthen the Freedom of Information Act. Theodore F. Koop, Washington director of RTNDA, told the House Subcommittee on Foreign Operations and Government Information, which is holding hearings on a number of FOI bills, that administration of the act since it was passed seven years ago has been "somewhat disappointing."

He noted that "reporters have complained about complicated and expensive procedures" and that "some have even thrown up their hands when they found their legitimate requests being blocked at every point."

RTNDA, said Mr. Koop, generally supports H.R. 5425 by Representative William S. Moorhead (D-Pa.)—particularly provisions to set a 10-day time limit for responses to requests for information and a 20-day limit for action on an appeal; to require the courts to examine contested material to determine if the records should be withheld, and to require agencies to submit annual reports of their actions on disclosure requests.

He added that RTNDA also supports

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Paying tribute. Robert McFadden Menaugh (r), who in 1939 became the first superintendent of the House Radio Gallery (now the Radio-Television Gallery), received the John W. McCormack Award as outstanding employee of the House in a ceremony held last Wednesday (May 23). Former Speaker McCormack (l) made the presentation, joined by Lewis Deschler, parliamentarian, House of Representatives, and Mrs. Menaugh. "These are the days when men and women who work in government are under suspicion, there is a distrust in our government. . . . Bob Menaugh, the man from Indiana, is one of the finest men I have had the honor to know . . . and for forty years he has proved that there are outstanding people serving in government. He is one of them. Today is his day," Joe McCaffrey, WMAL-AM-FM newscasters, said on that day. Photograph by Dev O'Neil.

a provision in another Moorhead FOI bill (H.R. 7268) to make a government agency's chief information officer responsible for handling requests for information.

But Mr. Koop said he had doubts about the proposal in several of the bills to create a Freedom of Information Commission. "It's intent—to enhance enforcement—is commendable, but I cannot help but feel that it simply adds another step and thus encumbers the appeal procedure," he said.

Troika ready to start news service next week

**Paramount Pictures becomes partner in establishing UPITN;
Ed Turner named news director**

UPITN will launch its electronic news distribution service to TV stations in the U.S. on June 4 (Closed Circuit, May 21), three weeks after the newly organized Television News Inc. began a similar service.

UPITN's entry into the electronic news field was officially disclosed in a announcement last week saying that an agreement in principle to establish the electronic news system has been reached by United Press International, British Independent Television News and Paramount Pictures Corp.

The partnership of UPI and ITN began in 1967 when their syndicated newsfilm services were merged under the name of UPITN. News coverage operations of the new electronic system will be directed by UPI and ITN, and the service will be a seven-day-a-week basis.

A spokesman for Paramount said the company has taken an equity position in UPITN by providing some of the financing, and intends to participate in long-range planning of the news organization.

Currently UPITN serves 98 networks and stations with its newsfilm service, delivered by plane. In the U.S. it has 12 station clients.

Burton Reinhardt, UPITN executive vice president and general manager, said all lines have been ordered and additional camera crews and other personnel are being hired. The first key appointment announced by Mr. Reinhardt involved Ed Turner, former group vice president and news director of Metromedia television stations, who has been named news director of UPITN.

UPITN said its new service will start with a one-hour coast-to-coast feed each evening and will be supplemented with a special eight-hour script and advisory service. Additional news feeds are expected to be established at a later date, Mr. Reinhardt said.

Television News Inc. began its week-day electronic news feeds on May 14 to 35 TV stations on a two-week, free-trial basis. A spokesman would not say last week how many stations had signed on a cash basis but said that service would continue past the two-week trial basis.

Equipment & Engineering

NAB to FAA: no more rules

The National Association of Broadcasters has told the Federal Aviation Administration it favors authorization of alternative means of marking and lighting radio and television antenna towers—such as by new high intensity lighting systems as proposed by the agency—but doesn't want such alternatives to become mandatory requirements. Essentially, the NAB position, as detailed in the filing on the agency's proposed options in providing visual identification of antenna structures (BROADCASTING, April 30), approves of additional alternatives for providing visual identification of radio and TV towers, but disapproves of making any alternative mandatory for either existing or future towers.

A lower-cost helical VTR

International Video Corp., Sunnyvale, Calif., last week introduced a broadcast-quality helical scan video-tape recorder, priced at \$70,000 to \$90,000. The IVC-9000 recorder, said to offer performance characteristics superior to existing quadruplex recorders, was developed jointly by IVC, Rank Precision Industries, London, and Thomson CSF, Paris. It was designed for all three international broadcast standards (NTSC, PAL and SECAM). Michael A. Moscarello, IVC President said. The machine uses two-inch tape and has two record and playback heads, and a tape speed of eight

inches per second. It has a two-hour record and playback time on a standard 4,800-foot reel. Mr. Moscarello said the price is a third less than similar quad machines.

Technical Briefs

RCA brochure. RCA Electronic Components, Harrison, N.J., has published free 20-page brochure, "RCA Microwave Transferred-Electron Devices," available from RCA Commercial Engineering, 415 South Fifth Street, Harrison 07029.

Straightened few heads. Fidelipac, division of TelePro Industries Inc., has published 12 page booklet, *Aligning Your Cartridge System, A Practical Approach*. Booklet discusses machine alignment, head height, azimuth and insertion adjustment, tape guide and pinch roller adjustment, cartridge positioning and other subjects necessary for automatic tape cartridge recorder/reproducer maintenance. It is available from Fidelipac, 3 Olney Avenue, Cherry Hill, N.J. 08034 or from Fidelipac distributors.

Scully breaks in. Formation of L. J. Scully Manufacturing Co. has been announced by Lawrence J. Scully, formerly president of Scully Instruments Co. New firm will concentrate on development and production of audio devices for recording and broadcasting industries. First of new products is extended play-tape reproducer, primarily designed for use in broadcast automation field. 138 Hurd Avenue, Bridgeport, Conn. 06604; telephone (203) 368-2332.



Room at the top. WLS-TV Chicago General Manager John C. Severino and Richard A. O'Leary, president of ABC Owned Television Stations, had a tall story for their peers after returning from an expedition to the summit of Chicago's new 1,454-foot Sears Tower building. Obviously enjoying the view as well as the realization that WLS-TV will be the only network-owned TV facility in the Chicago market to transmit from this, the world's tallest building, when its interim antenna becomes operational this December, Messrs. Severino (l) and O'Leary are pictured above with equipment being installed on the structure's 110th floor. WLS-TV currently transmits from Chicago's Marina Towers, a mere 969 feet above ground level. With the future construction of a permanent 350-foot antenna at the Sears site, WLS-TV's transmitting facility will rise a lofty 1,804 feet.

Finance

Taft Broadcasting Co., Cincinnati, reported record earnings and revenues for fiscal year ended March 31. Earnings rose 38% and revenues 32% over previous fiscal year.

A spokesman said the performance for fiscal year was "especially gratifying" because it resulted from improvements in all of the company's major operating divisions — broadcasting, Hanna-Barbera Productions and Kings Island, amuse-

ment center north of Cincinnati. For fiscal year ended March 31:

	1973	1972
Earned per share	\$ 2.53*	\$ 1.95
Revenues	70,525,040	53,421,128
Net income	10,331,209	7,484,316

* Before extraordinary item of \$0.26 per share, resulting from sale of WBRC-AM-FM Birmingham, Ala.

Warner Communications Inc., New York, filed with Securities and Exchange Commission last Tuesday (May 22) registration statement covering 26,000 shares of its common stock being offered for sale by certain shareholders and 5,345,139

common shares (previously registered) issuable upon conversion of outstanding shares of company's series C convertible preferred stock and upon conversion of outstanding 6¾% convertible subordinated debentures of WCI.

Rahall Communications Corp., St. Petersburg, Fla., group station operator, reported increase in revenue and in net income for nine months ended March 31:

	1973	1972
Earned per share	\$ 0.76	\$ 0.47
Revenue	6,918,000	4,385,000
Net income	985,000	610,000

Broadcasting Stock Index

Weekly market summary of 143 stocks allied with broadcasting

Stock symbol	Exch.	Closing Wed. May 23	Closing Wed. May 16	Net change in week	% change in week	High 1973	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N 25 7/8	25 1/4	+ 5/8	+ 2.47	31 1/2	22 1/2	17,029	440,625
ASI COMMUNICATIONS		1 1/4	1 1/4		.00	1 1/2	1	1,815	2,268
CAPITAL CITIES COMM.	CCB	N 41 1/4	45	- 3 3/4	- 8.33	62 1/2	41 1/4	7,074	291,802
CBS	CBS	N 36	36 1/2	- 1/2	- 1.36	52	35	28,315	1,019,340
CONCERT NETWORK*	D	1 1/2	1 1/2		.00	5/8	1/4	2,200	1,100
COX	COX	N 23 1/8	24 1/2	- 1 3/8	- 5.61	40 1/4	21 5/8	5,850	135,281
FEDERATED MEDIA	D	3	3 1/4	- 1/4	- 7.69	3 1/2	2 1/2	820	2,460
GROSS TELECASTING	GGG	A 14 1/8	14 1/2	- 3/8	- 2.58	18 3/8	14 1/8	800	11,300
LIN	LINB	D 6 3/8	7 7/8	- 1 1/2	- 19.04	14 3/4	6 3/8	2,325	14,821
MOONEY	MOON	O 5 1/8	6	- 7/8	- 14.58	10 1/4	5 1/8	385	1,973
PACIFIC & SOUTHERN	PSDU	O 8 3/4	8 3/4		.00	13 3/4	8 3/4	2,010	17,587
RAHALL	RAHL	O 5 1/2	5 3/4	- 1/4	- 4.34	12 1/4	5 1/2	1,296	7,128
SCRIPPS-HOWARD*	SCRIP	O			.00	21 1/4	19	2,589	49,838
STARR	SBG	M 9 5/8	11	- 1 3/8	- 12.50	24 1/2	9 5/8	1,131	10,885
STORER	SBK	N 18 3/4	20 1/8	- 1 3/8	- 6.83	44	18 3/4	4,402	82,537
TAFT	TFB	N 35	37	- 2	- 5.40	58 5/8	34 1/4	4,064	142,240
WHDM CORP.*	D	19	20	- 1	- 5.00	23	14	589	11,191
WOODS COMM.*	O	1	1 1/8	- 1/8	- 11.11	1 5/8	1	276	276
TOTAL								82,970	2,242,652
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 3	3 1/8	- 1/8	- 4.00	5 3/8	2 5/8	1,259	3,777
AVCO	AV	N 9 7/8	10 1/4	- 3/8	- 3.65	16	9 1/8	11,478	113,345
BARTELL MEDIA	BMC	A 2	1 3/4	+ 1/4	+ 14.28	3 1/2	1 1/2	2,257	4,514
CHRIS-CRAFT	CCN	N 3 3/4	4 1/4	- 1/2	- 11.76	6 5/8	3 3/4	4,161	15,603
COMBINED COMM.	CCA	A 17 3/8	20 1/2	- 3 1/8	- 15.24	44	15	3,220	55,947
COWLES	CWL	N 6	6 1/2	- 1/2	- 7.69	9 5/8	6	3,969	23,814
DUN & BRADSTREET	DNB	N 71 1/4	75 1/2	- 4 1/4	- 5.62	81 1/4	70 1/4	13,021	927,746
FAIRCHILD INDUSTRIES	FEN	N 5 1/2	6 3/4	- 1 1/4	- 18.51	13 3/8	5 1/2	4,550	25,025
FUQUA	FQA	N 10 3/8	10 3/4	- 3/8	- 3.48	20 3/8	10	9,741	101,062
GABLE INDUSTRIES	GBI	N 16 1/4	17 1/8	- 7/8	- 5.10	25	15	2,605	42,331
GENERAL TIRE	GY	N 18	19 1/4	- 1 1/4	- 6.49	28 3/4	17 1/2	20,652	371,736
GLOBETROTTER	GLBTA	O 5	5 3/4	- 3/4	- 13.04	8 1/8	5	2,843	14,215
GRAY COMMUNICATIONS	O	10 3/4	10 3/4		.00	12 7/8	9	475	5,106
HARTE-HANKS	HHN	N 11	12 1/4	- 1 1/4	- 10.20	29 1/4	10 3/8	4,335	47,685
ISC INDUSTRIES	ISC	A 6 5/8	6 7/8	- 1/4	- 3.63	8	6 3/8	1,658	10,984
KAISER INDUSTRIES	KI	A 4 1/4	4 3/4	- 1/2	- 10.52	6 5/8	4 1/8	27,487	116,819
KANSAS STATE NETWORK	KSN	O 5	5		.00	6 1/8	4 7/8	1,741	8,705
KINGSTIP	KTP	A 6 7/8	8 3/8	- 1 1/2	- 17.91	14 1/4	6 7/8	1,155	7,940
LAMB COMMUNICATIONS*	O	1 7/8	1 7/8		.00	2 5/8	1 3/4	475	890
LEE ENTERPRISES	LNT	A 13	15	- 2	- 13.33	25	13	3,366	43,758
LIBERTY	LC	N 16 1/2	17 1/2	- 1	- 5.71	23 7/8	16 1/2	6,760	111,540
MCGRAW-HILL	MHP	N 9	9 1/8	- 1/8	- 1.36	16 7/8	8 1/8	23,525	211,725
MEDIA GENERAL	MEG	A 32 1/4	34 3/4	- 2 1/2	- 7.19	43 1/2	32 1/4	3,446	111,133
MEREDITH	MDP	N 13 3/4	14 1/4	- 1/2	- 3.50	20 1/2	13 3/4	2,827	38,871
METROMEDIA	MET	N 16 7/8	18 1/4	- 1 3/8	- 7.53	32 1/4	16 3/8	6,483	109,400
MULTIMEDIA	O	19 1/4	22	- 2 3/4	- 12.50	30 1/4	19 1/4	4,388	84,469
OUTLET CO.	OTU	N 12	12 1/2	- 1/2	- 4.00	17 5/8	12	1,336	16,032
POST CORP.	POST	O 10 3/4	11	- 1/4	- 2.27	17	10 3/4	893	9,599
PSA	PSA	N 12 5/8	13 3/4	- 1 1/8	- 8.18	21 7/8	12	3,779	47,709
PUBLISHERS BCSTG.	PUBB	O	7/8		.00	2	7/8	919	804
REEVES TELECOM	RBT	A 1 5/8	1 5/8		.00	3 1/4	1 5/8	2,294	3,727
RIDDER PUBLICATIONS	RPI	N 17	18 7/8	- 1 7/8	- 9.93	29 7/8	16 1/2	8,312	141,304
ROLLINS	ROL	N 17 3/4	17 1/4	+ 1/2	+ 2.89	36 1/2	16	13,372	237,353
RUST CRAFT	RUS	A 14 5/8	16 3/4	- 2 1/8	- 12.68	33 3/4	14	2,350	34,368
SAN JUAN RACING	SJR	N 16 7/8	18	- 1 1/8	- 6.25	23 3/4	14 1/4	2,153	36,331
SCHERING-PLOUGH	SGP	N 146 1/2	150 1/2	- 4	- 2.65	157 3/4	130	26,295	3,852,217
SONDERLING	SDB	A 8 1/2	9 3/4	- 1 1/4	- 12.82	16 3/8	8 1/8	1,006	8,551
TECHNICAL OPERATIONS	TO	A 5 1/2	7 3/4	- 2 1/4	- 29.03	13 1/2	5 1/2	1,386	7,623
TIMES MIRROR CO.	TMC	N 18 5/8	19 3/8	- 3/4	- 3.87	25 7/8	16 1/2	31,145	580,075
TURNER COMM.*	O	4 1/2	4 3/4	- 1/4	- 5.26	6	4 1/2	1,486	6,687
WASHINGTON POST CO.	WPD	A 22 3/4	26 1/4	- 3 1/2	- 13.33	37	22 1/2	4,818	109,609
WOMECO	WOM	N 12	12 3/4	- 3/4	- 5.88	19 3/8	12	6,098	73,176
TOTAL								275,519	7,773,305
Cablecasting									
AMECO	ACO	O			.00	3	7/8	1,200	1,050
AMERICAN ELECT. LABS	AELBA	O 1 7/8	2	- 1/8	- 6.25	3 5/8	1 7/8	1,726	3,236
AMERICAN TV & COMM.	AMTV	O 27 1/2	28 1/4	- 3/4	- 2.65	39	27 1/2	2,859	78,622
ATHENA COMM.*	O	1 1/2	2 3/8	- 7/8	- 36.84	5 1/2	1 1/2	2,126	3,189
BURNUP & SINS	BSIM	O 23 1/4	23	+ 1/4	+ 1.08	31 3/4	22 5/8	7,510	174,607
CABLECOM-GENERAL	CCG	A 3 3/4	5 3/8	- 1 5/8	- 30.23	8 7/8	3 3/4	2,489	9,333
CABLE FUNDING CORP.*	CFUN	O 6 1/2	7	- 1/2	- 7.14	8 1/8	5 3/4	1,233	8,014

	Stock symbol	Exch.	Closing Wed. May 23	Closing Wed. May 16	Net change in week	% change in week	High	1973 Low	shares Approx. out (000)	Total market capitali- zation (000)	
CABLE INFO. SYSTEMS*		O				.00	2 1/2	1 1/2	955	1,432	
CITIZENS FINANCIAL	CPN	A	5 3/8	5 3/4	-	3/8	- 6.52	9 1/2	5	2,676	14,383
COMCAST		O	4 1/4	4 1/2	-	1/4	- 5.55	5 3/8	4 1/4	1,280	5,440
COMMUNICATIONS PROP.	COMU	O	4 3/8	4 3/4	-	3/8	- 7.89	9 3/4	4 3/8	4,435	19,403
COX CABLE	CXC	A	22	22			.00	31 3/4	20 1/4	3,556	78,232
ENTRON	ENT	O	7/8		- 1 5/8	- 65.00	9 1/4	7/8	1,358	1,188	
GENERAL INSTRUMENT	GRL	N	14 3/4	16 7/8	-	2 1/8	- 12.59	29 1/2	13 5/8	6,633	97,836
GENERAL TELEVISION*		O	2 1/2	3 1/8	-	5/8	- 20.00	4 1/2	2 1/2	1,000	2,500
HERITAGE COMM.		O	11	11			.00	17 1/2	7	345	3,795
LVO CABLE	LVOC	O	5	6 3/8	- 1 3/8	- 21.56	11 1/4	5	1,561	7,805	
SCIENTIFIC-ATLANTA	SFA	A	8 3/8	9 1/2	- 1 1/8	- 11.84	15 3/8	8 3/8	917	7,679	
STERLING	STER	O	1 1/4	1 3/8	-	1/8	- 9.09	4 1/4	1 1/4	2,162	2,702
TELECOMMUNICATIONS	TCOM	O	9 1/8	9	+ 1/8	+ 1.38	21	9	3,866	35,277	
TELEPROMPTER	TP	A	15 3/4	16	-	1/4	- 1.56	34 1/2	14 3/8	15,999	251,984
TIME INC.	TL	N	34 3/4	36 1/2	- 1 3/4	- 4.79	63 1/4	33 1/4	7,286	253,188	
TOCOM	TOCM	O	8 3/4	8	+ 3/4	+ 9.37	12 1/8	6	596	5,215	
UA-COLUMBIA CABLE	UACC	O	8 1/2	9 5/8	- 1 1/8	- 11.68	15	8 1/2	1,832	15,572	
VIACOM	VIA	N	10 1/2	11 5/8	- 1 1/8	- 9.67	20	10 1/2	3,851	40,435	
VIKOA	VIK	A	4 5/8	5 1/2	-	7/8	- 15.90	9 1/8	4 1/2	2,562	11,849
Programming								TOTAL	82,013	1,133,966	
COLUMBIA PICTURES	CPS	N	5	5 1/8	-	1/8	- 2.43	9 7/8	4 3/4	6,335	31,675
DISNEY	DIS	N	89 1/8	93	- 3 7/8	- 4.16	123 7/8	84 7/8	28,552	2,544,697	
FILMWAYS	FWY	A	3	3 3/8	-	3/8	- 11.11	5 3/8	3	1,877	5,631
GULF + WESTERN	GW	N	22 1/4	23 3/8	- 1 1/8	- 4.81	35 3/4	21 1/2	16,387	364,610	
MCA	MCA	N	21 3/4	23	- 1 1/4	- 5.43	34 1/4	20	8,367	181,982	
MGM	MGM	N	14 7/8	16 3/4	- 1 7/8	- 11.19	24	14 7/8	5,958	88,625	
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8	534	1,401	
TELE-TAPE*		O	1 1/8	1 1/8		.00	1 3/4	1 1/8	2,190	2,463	
TELETRONICS INTL.*		O	5 3/4	6 3/4	- 1	- 14.81	10 1/2	5 3/4	724	4,163	
TRANSAMERICA	TA	N	11 1/8	12	- 7/8	- 7.29	17 5/8	11 1/8	66,449	739,245	
20TH CENTURY-FOX	TF	N	7 5/8	8 7/8	- 1 1/4	- 14.08	12 3/8	7 1/2	8,562	65,285	
WALTER READE	WALT	O				.00	1 3/8	7/8	2,203	1,927	
WARNER	WCI	N	15 1/4	17 3/4	- 2 1/2	- 14.08	39 1/8	15 1/4	18,864	287,676	
WRATHER	WCO	A	8 3/8	8 3/4	-	3/8	- 4.28	16 5/8	7 5/8	2,229	18,667
Service								TOTAL	169,231	4,338,047	
JOHN BLAIR	BJ	N	7 1/2	8 1/8	- 5/8	- 7.69	13	6 1/2	2,494	18,705	
COMSAT	CO	N	46 3/4	49 1/2	- 2 3/4	- 5.55	64 1/2	44 5/8	10,000	467,500	
CREATIVE MANAGEMENT	CMA	A	7	7 5/8	- 5/8	- 8.19	9 1/2	6 1/2	1,056	7,392	
DOYLE DANE BERNBACH	DOYL	O	13	14 3/4	- 1 3/4	- 11.86	23 1/2	13	1,884	24,492	
ELKINS INSTITUTE	ELKN	O	1 1/8	1 1/8		.00	1 1/4	3/4	1,664	1,872	
FOOTE CONE & BELDING	FCB	N	9	9 3/8	- 3/8	- 4.00	13 3/8	8 1/8	2,121	19,089	
CLINTON E. FRANK*		O	7 1/2	8	- 1/2	- 6.25	11 1/2	7 1/2	720	5,400	
GREY ADVERTISING	GREY	O	8 1/2	9 3/4	- 1 1/4	- 12.82	17 1/4	8 1/2	1,200	10,200	
INTERPUBLIC GROUP	IPG	N	14 3/4	17 1/4	- 2 1/2	- 14.49	25 3/8	14 3/4	2,464	36,344	
MARVIN JOSEPHSON	MRVN	O	10	12	- 2	- 16.66	18 1/2	10	825	8,250	
MCCAFFREY & MCCALL*		O				.00	10 3/4	8 1/2	585	4,972	
MCI COMMUNICATIONS	MCIC	O	6 1/8	6 1/8		.00	8 3/4	4 5/8	11,810	72,336	
MOVIELAB	MOV	A	1 1/4	1 1/4		.00	1 7/8	1 1/8	1,407	1,758	
MPO VIDEOTRONICS	MPO	A	2 1/2	2 3/4	- 1/4	- 9.09	4 7/8	2 1/2	540	1,350	
NEEDHAM, HARPER*	NOHMA	O	11 1/4	11 1/4		.00	26 1/4	11 1/4	911	10,248	
A. C. NIELSEN	NIELS	O	32	31 1/2	+ 1/2	+ 1.58	40 1/2	31 1/2	10,598	339,136	
OGILVY & MATHER	OGIL	O	15	16	- 1	- 6.25	32 1/2	15	1,777	26,655	
PKL CO.*	PKL	O	1	3/4	+ 1/4	+ 33.33	2 5/8	3/4	778	778	
J. WALTER THOMPSON	JWT	N	14 1/8	15	- 7/8	- 5.83	24 3/4	14	2,659	37,558	
UNIVERSAL COMM.*		O				.00	12 1/4	4 1/2	715	3,217	
WELLS, RICH, GREENE	WRG	N	11 1/2	10	+ 1 1/2	+ 15.00	21 1/8	9 1/2	1,568	18,032	
Electronics								TOTAL	57,776	1,115,284	
ADMIRAL	ADL	N	9 5/8	10 1/4	- 5/8	- 6.09	18	8 7/8	5,813	55,950	
AMPEX	APX	N	3 5/8	4 1/8	- 1/2	- 12.12	6 7/8	3 1/4	10,875	39,421	
CARTRIDGE TELEVISION		O	3 1/8	1 3/4	+ 1 3/8	+ 78.57	16 1/2	1 3/4	2,083	6,509	
CCA ELECTRONICS	CCAE	O	1 1/4	1 3/8	- 1/8	- 9.09	3	1 1/4	881	1,101	
COLLINS RADIO	CRI	N	18 1/2	19 1/2	- 1	- 5.12	25 7/8	17 1/2	2,968	54,908	
COMPUTER EQUIPMENT	CEC	A	2 3/8	2 1/2	- 1/8	- 5.00	2 7/8	2	2,366	5,619	
CONRAC	CAX	N	15	17 1/2	- 2 1/2	- 14.28	31 7/8	14 1/4	1,261	18,915	
GENERAL ELECTRIC	GE	N	57	59	- 2	- 3.38	75 7/8	55	182,348	10,393,836	
HARRIS-INTERTYPE	HI	N	28 5/8	30	- 1 3/8	- 4.58	49 1/4	28	6,308	180,566	
INTERNATIONAL VIDEO*	IVCP	O	8 1/4	7 3/4	+ 1/2	+ 6.45	14 3/4	7 3/4	2,745	22,646	
MAGNAVOX	MAG	N	11 1/8	12 1/8	- 1	- 8.24	29 5/8	11 1/8	17,806	198,091	
3M	MMM	N	81 3/4	81 3/8	+ 3/8	+ .46	88 7/8	76 1/4	113,051	9,241,919	
MOTOROLA	MOT	N	97 5/8	97 5/8		.00	138	92 1/2	13,785	1,345,760	
OAK INDUSTRIES	OEN	N	13	13 3/8	- 3/8	- 2.80	20 1/2	11 7/8	1,639	21,307	
RCA	RCA	N	25 5/8	26 7/8	- 1 1/4	- 4.65	39 1/8	24	74,525	1,909,703	
RSC INDUSTRIES	RSC	A	1 1/2	1 5/8	- 1/8	- 7.69	2 1/4	1 1/2	3,458	5,187	
SONY CORP	SNE	N	44	44 7/8	- 7/8	- 1.94	57 1/4	39 7/8	66,250	2,915,000	
TEKTRONIX	TEK	N	31 3/4	34 3/4	- 3	- 8.63	53 7/8	31 3/4	8,162	259,143	
TELEMATION	TMT	O	3 1/2	3 1/2		.00	4 3/4	3 1/2	1,050	3,675	
TELEPRO INDUSTRIES		O	1 1/8	1 1/8		.00	2 1/2	1 1/8	1,717	1,931	
WESTINGHOUSE	WX	N	32 1/4	32 3/8	- 1/8	- .38	47 3/8	31 1/8	88,595	2,857,188	
ZENITH	ZE	N	36 1/2	36 1/2		.00	56	34 1/8	19,043	695,069	
								TOTAL	626,729	30,233,444	
								GRAND TOTAL	1,294,238	46,836,699	

A-American Stock Exchange
M-Midwest Stock Exchange
*Closing prices are for Tuesday

N-New York Stock Exchange
O-Over the counter (bid price shown)

A blank in closing price columns
indicates no trading in stock.

Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

Fates & Fortunes®

Media



Mr. Quayle

oversee development of CPB's new department of educational programming.

Michael J. Corken, general sales manager, Sonderling Broadcasting's WAST-TV Albany, N. Y., named general manager, succeeding **Robert Burns Taylor Jr.**, appointed to newly created post, division VP for administration and operations, Sonderling.



Mr. Dowdle

James C. Dowdle, national sales manager, KSTP-TV Minneapolis-St. Paul, joins WTROG-TV St. Petersburg, Fla., as general manager. Both are Hubbard Broadcasting stations.

Robert Janeczek, sales manager, Buford Television's KLTW-TV Tyler, Tex., appointed executive VP-South Dakota division, Buford TV, and general manager, Buford's KORN-TV Mitchell, S.D.

Denis Stork, director of programming, Alabama Educational Television Commission, Birmingham, assumes additional responsibilities, assistant manager.

Robert W. Harkness, local/regional sales manager, WBNG-TV Binghamton, N.Y., appointed assistant manager.

Bill Cook, with WMYQ(FM) Miami, joins WQXK(FM) there as general manager.

Gerald Yokom, associate director, National Educational Radio, division of National Association of Educational Broadcasters, Washington, joins noncommercial KNCT-FM-TV Killeen, Tex., as director of broadcasting.

Terry Casten, program director and sales manager, KEDO(AM) Longview, Wash., appointed general manager, K8FW(AM) Bellingham, Wash. Both are Sterling Recreation Organization Stations.

Dave Crockett, senior VP, KOMO-AM-TV Seattle, elected chairman, Washington State Association of Broadcasters. **John Dimeo**, KAYO(AM) Seattle, elected vice chairman and **Gordon Tuell**, KWSU(AM) Pullman, re-elected secretary-treasurer.

Three Class A directors, elected to three-year terms on board of directors, Na-

Donald Quayle, president, National Public Radio, Washington, since 1970, joins Corp. for Public Broadcasting there as senior VP. In newly created post, Mr. Quayle will be involved in facilitating growth of public radio and television programming and will

tional Public Radio, Washington, include **Al Hulsen**, VP, Minnesota Educational Radio and general manager, KSJN-FM Minneapolis-St. Paul, KSJR(FM) Collegeville and KCCM(FM) Moorehead, all Minnesota; **Kenneth L. Kager**, station manager, KUOW-FM Seattle, and **Neil Joseph Welling**, general manager, WUOB-AM-FM-TV Athens, Ohio and director, Telecommunications Center, Ohio University (re-elected). **Julian Bond**, Georgia state legislator, elected public member of board.

Louis B. Ames, national media director, Southern Educational Communications Association, joins Television Information Office, National Association of Broadcasters, New York, as manager of station services.

Zim Barstein, promotion director, Buckley Radio Sales, joins WNEW-AM-FM New York, in similar position.

Robert Moore, news reporter, writer and commentator, KPOL-AM-FM Los Angeles, appointed director of public affairs.

Burke Ormsby, program director and director of public affairs, KGTV(TV) San Diego, assumes expanded KGTV position, director of public affairs.

Sarah Waters, senior research analyst, NBC-TV, named associate research director, Kaiser Broadcasting, New York.

Bill Brackeen, general manager, WLIZ(AM) Lake Worth, Fla., joins WPTV(TV) West Palm Beach, Fla., as promotion director.

Sideline. John M. Rivers, president and general manager of WCSC-AM-FM-TV Charleston, S.C., was recuperating last week in the "concentrated care" facility at Hollywood (Calif.) Presbyterian hospital following a heart attack while attending the CBS-TV affiliates convention three weeks ago. Sol Schildhouse, chief of the FCC cable television Bureau, suffered a heart attack May 16 (his second, the first was in May 1965) and is recuperating in Suburban hospital, Bethesda, Md. Grover Cobb, senior vice president of the National Association of Broadcasters, was released from intensive care unit of Peninsula general hospital, Salisbury, Md., following a May 14 coronary episode (*Broadcasting*, May 21). His doctors are now "optimistic." And CBS News national correspondent Eric Sevareid was in Booth Memorial hospital, Queens, N.Y., last week, after being stricken on an air flight from Washington to New York to attend the Emmy awards presentations for news and documentaries. His condition was originally diagnosed as a heart attack; later diagnosis was a "gastric upset."

James W. Ross, with Twentieth Century Fox, Los Angeles, joins WDAF-AM-FM-TV Kansas City, Mo., as business manager.

Stephen G. Levine, finance manager, Evening Star Broadcasting Co., joins WTOP-AM-TV Washington as business manager.

Broadcast Advertising



Mr. Dean



Mr. Lauchner



Mr. McSpadden



Mr. Weilbacher

George A. Dean, **Norman W. Lauchner**, **Peter F. McSpadden** and **William M. Weilbacher**, all management supervisors, Dancer-Fitzgerald-Sample, New York, elected executive VP's.

Charles Fryer, VP-management supervisor, Wells, Rich, Greene, named senior VP-management supervisor, Norman, Craig & Kummel, both New York.

George B. Dippy III, with Reed Associates, joins DKG, New York, as VP-account supervisor. **Anthony F. Codella**, with Marschalk Co., and **Thomas R. O'Brien**, director of advertising, Congoleum Industries, join DKG as account executives.

John Fisher, director of Ayer Design, special service group of N. W. Ayer & Son, appointed VP-account supervisor, Bozell & Jacobs, New York.

Paul H. Alvarez and **Robert J. Aiello**, account supervisors, Ketchum, MacLeod & Grove, Pittsburgh, named VP's.

Sam Tarricone, account executive, WNEW-TV New York, appointed local sales manager.

William D. Jones, local account executive, WFTV(TV) Orlando, Fla., appointed regional sales manager.

Robert Gordon, account executive, retail/developmental sales department WCBS-TV New York, named cooperative

advertising coordinator for department.



Mr. Paul

Leroy Paul, director of staff sales, Royal Crown Cola Co., Columbus, Ga., elected VP-marketing.

Gerard Mulderrig, VP and national sales manager, Tele-Rep Inc., New York, named sales director, WPXI(TV) New York.

Bill Morrison, with Metro TV Sales Red Group, named national sales manager, Metromedia Television's KTTV(TV) Los Angeles.

Robert Delk, producer/director and account executive, KLT(TV) Tyler, Tex., appointed local sales manager.

Jim Smith, retail sales manager, WSAI(AM)-WJDF(FM) Cincinnati, named general sales manager.

Douglas Slye, general sales manager, KFRC(AM) San Francisco, joins KSN(AM) there in similar post.

Roland Galli, merchandising director, KGO(AM) San Francisco, named sales manager.

David Handler, account executive, WTOT(FM) Boston, appointed local sales manager.

Timothy William O'Sullivan, account executive, Buckley Radio Sales, New York, appointed general sales manager, WOL(AM) Washington.

Robert P. Carson, local sales manager, WPRI-TV Providence, R.I., joins WLKW-AM-FM there as general sales manager.

Frank D. Maguire, account executive, WBZ-TV Boston, joins Blair Television as manager, Boston office.

John P. deBourbon, account executive, Grey Advertising, Detroit, joins Kenyon & Eckhardt, New York, as account executive on Shell Oil account.

Patrick O'Rourke, senior VP, Knox Reeves, Minneapolis, named president and partner, Oakland Griffin Groups, Minneapolis agency specializing in new product development.

Suzan Frazier and **Carol Coleman**, associate creative directors, Gerald Rafshoon Advertising, Atlanta, named creative directors. **Anne White**, with Tucker Wayne & Co., rejoins Rafshoon as art director.

Programing



Mr. Nelson



Mr. Hesen

J. Norman Nelson, director of program practices, CBS-TV New York, named VP-

program practices, CBS-TV Hollywood. **James Hesen**, general manager, live operations, CBS-TV Hollywood since 1961, named VP-West Coast live operations. **Thomas J. Downer**, director of program practices, CBS-TV, Hollywood, appointed to new post, director of prime time program practices, Hollywood. **Sam Taylor**, assistant director of program practices, Hollywood, named to new post, director of daytime program practices, Hollywood.

Hugh Benson, producer, MGM Television, Culver City, Calif., named executive producer, current programing. He will be responsible for all MGM programs currently on networks, including *Medical Center* (CBS), *Adam's Rib* (ABC), and *Hawkins* and *Shaft* (CBS).

Roger B. Adams, central division sales manager, Group W Productions, joins Screen Gems, Chicago, as Midwest division manager of syndication.

Marty Ross, general sales manager, WABC(AM) New York since 1971, named president, London Wavelength Inc., New York, subsidiary of ASI Communications, syndicator of radio special-programing.

Tony Graham, national radio program manager, Group W, resigns. No successor has been named.

James W. Dodd, formerly VP, NBC International Ltd., joins National Telefilm Associates Inc., Los Angeles, as director of business affairs-international.

Mark Evans, unit production manager, 20th Century-Fox television, named production manager for company.

A. Philip Corvo, program director, KIRO-TV Seattle, assumes similar position, KGTV(TV) San Diego.

Ed Fowler, producer-director and production director, WBNG-TV Binghamton, N.Y., appointed acting program director.

Bob Hughes, news director, Metromedia's WASH(FM) and bureau chief, Metromedia Radio News, Washington, appointed program director, WASH.

Neil Bobrick, producer-director, TV and film production firm in Phoenix, joins KYW-TV Philadelphia as director.

H. Paul Waldmann, with KBT(TV) Denver, joins KWGN-TV there as commercial production manager.



Honored. FCC Chairman Dean Burch (r) is presented with Philadelphia TV and Radio Advertising Club's Person of Year award by Eugene McCurdy, VP and general manager, WPVI-TV and club president. Award, made May 17, is for "notable contribution" to broadcasting industry (*Broadcasting*, May 21). In acceptance remarks, Mr. Burch indicated belief that contribution to broadcasting can be made in form of verbal prod. Since broadcasting "must somehow end up serving the 'public convenience, interest and necessity,'" he said, FCC must look "over your shoulder—to keep you scared or honest as the case may be." He said broadcasters are not making FCC's job easier. Without even mentioning topless radio, he said, there were other failings—children's programing and advertising on those shows, and commercial practice in general. But, he said, on balance, confidence placed in free system of broadcasting "has been well placed."

Broadcast Journalism



Mr. Brown

George Brown, VP and director of news and programing, RKO General's WOR(AM) New York, named VP-news, RKO Radio. Mr. Brown will continue as news director of WOR.

Jo Burkey, anchorwoman, WBAL-TV Baltimore's evening

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It has come to our attention that certain record collectors and other individuals are illegally selling or otherwise permitting to be broadcast taped radio programs of various copyrighted Radio series under our exclusive control.

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news program, named ABC News correspondent and newscaster for ABC FM radio network.

Ethel Winant, director of casting, CBS-TV, Hollywood, named VP-talent and casting. Mrs. Winant joined network in 1956, has been director of casting since 1964.



Ms. Rank

Stephanie Jo Rank, assistant news director and assignment editor and producer, afternoon news show, KHJ-TV Los Angeles, named news director. She is believed to be first woman news director in major market.

Gene Burke, news producer, KTRK-TV Houston, appointed assistant manager of news operations.

John Stanley, newsman, WTH(AM)-WNKO(FM) Newark, Ohio, appointed news director.

Stefany Grimes, news writer/film editor, WPIX-TV New York, appointed producer of weekend news, WMAL-TV Washington.

James Bitterman, reporter, noncommercial WQED(TV) Pittsburgh, joins NBC News Bureau, Cleveland as reporter for Akron, Ohio, bureau.

Linda Marshall, reporter, interviewer and writer, WSNS(TV) Chicago joins WLS(AM) there as newscaster.

Douglas Bruckner, field reporter and anchorman, KHVN-TV Honolulu, joins WWJ-AM-FM-TV Detroit news staff.

Charles E. Olmstead Jr., TV reporter and writer-producer, evening newscasts, WTIC-TV Hartford, Conn., joins WWJ-AM-FM-TV news staff.

Cablecasting

Carmel L. Massey, manager, Continental Cablevision of Ohio's Xenia, Ohio, system, appointed regional manager, Continental Cablevision, assuming responsibilities for Fairborn, Ohio, system in addition to present post.

E. Thayer Bigelow, manager of accounting, Time, Inc., New York, named VP and treasurer, Sterling Manhattan Cable Television. (This corrects BROADCASTING's May 21 item.)

Walda Roseman, formerly with National School Public Relations Association, joins National Cable Television Association, Washington, as writer and editor, NCTA Bulletin.

Equipment & Engineering

Robert F. Friedman, president, International Telephone and Telegraph Corp.'s aerospace-optical division and special assistant to group executive, ITT's defense-space organization, joins American Satellite Corp., Germantown, Md., as VP-operations. **Dennis T. Goddard**, senior VP, Western Union International, joins ASC as VP-marketing. **John D. Jackson**, assistant general counsel, Fairchild Industries, joins ASC as general counsel.

Anthony A. Bergamini, with ASC, named secretary-treasurer.

Andrew P. McClure, with Schafer Electronics Corp., Goleta, Calif., named VP-manager of sales. Schafer is supplier of broadcast automation systems.

Ray M. Swenson, manager of operations, CBS, Washington, joins Idaho TV Corp., permittee of KITC(TV) Boise and KPTO(TV) Pocatello, as director of engineering.

Michael F. Maguire, group VP, Perkin-Elmer, joins Harris-Intertype Corp., Cleveland, as VP-general manager, radiation division, Melbourne, Fla.

Allied Fields

James T. Halverson, assistant general counsel, Federal Trade Commission, Washington, named director, agency's Bureau of Competition. He is succeeded by **Robert E. Montgomery Jr.**, acting deputy director and general counsel, White House Office of Consumer Affairs.

David H. Buswell, formerly director of public information, Federal Trade Commission, Washington, joins newly formed Washington consulting firm, Kornmeier Ladd & Buswell, specializing in corporate representation.

John Merriman, head writer, CBS Evening News with Walter Cronkite, elected president, Writers Guild of America, East.

Daniel De Forest Hayslett, president, Dan Hayslett & Associates, joins Hamilton-Landis & Associates, media brokerage firm, as manager, Dallas office.

Weyman B. Jones, director of corporate and public relations, Kennecott Copper Corp., New York, joins Xerox Corp., Stamford, Conn., as director, communications operations.

Dr. Mort Stern, editorial page editor, Denver Post, appointed dean of new school of public communications currently being established at University of Alabama, Tuscaloosa.

James Gerity Jr., president, Gerity Broadcasting Co., owner of WABJ(AM) Adrian, Mich., and WGER-FM and Gerity Cablevision, both Bay City, Mich., named to receive honorary Doctor of Laws degree, Notre Dame University, South Bend, Ind.

Francis T. Nolan, assistant chief, FCC's office of network study, Washington, retires.

John C. Doud, with General Services Administration, Washington, involved in development and expansion of government communications activities, retires. Prior to his association with GSA, Mr.



Black tie affair. Ward L. Quaaf (l), president, WGN Continental Broadcasting Co., receives 1973 Brandeis University award for "outstanding achievement in field of communications" from Brandeis President Marver Bernstein. Mr. Quaaf was honored at \$125-ε-plate dinner held May 16 at Chicago's Ambassador West Guildhall. Receipts from event will be used to establish Ward L. Quaaf Scholarship in field of communications.

Doud had been with Voice of America from 1942-1961.

Dr. Harry C. Spencer, head of TRAFICO, Television, Radio and Film Communications division, United Methodist Church, Nashville, retires after 21 years with organization.

Charles E. Hinds, former assistant to VP and general manager, WBBM-TV Chicago, appointed director of Chicago Archdiocesan Multimedia Communications Center and Network.

Randall K. Walter, senior writer, National Public Radio public information office, Washington, appointed supervisor of broadcast and audio visual services, American Association of Retired Persons and National Retired Teachers Association, Washington.

Richard D. Weaver, associate news director, WDBO-TV Orlando, Fla., joins Sea World of Florida, marine park there, as public relations/publicity manager.

Deaths

Donald Perkins, 61, former executive VP-sales, Cowles Communications Inc., died May 21 at New York hospital. Mr. Perkins was with Cowles for 34 years before his retirement in 1971. Cowles is owner of KRNT-AM-FM-TV Des Moines, Iowa, WREC-AM-FM Memphis and WESH-TV Daytona Beach, Fla., in addition to owning several newspapers and magazines.

AWRT standouts. Eight members of American Women in Radio and Television were named recipients of SESAC awards for broadcast excellence at AWRT's opening night banquet May 17. Named "AM broadcaster of the year" were Aileen Paul, WNYC-AM-FM New York (primary market), and Pat DiSalvo, WIOU(AM) Kokomo, Ind. (secondary market); "FM broadcaster of the year" awards went to Louise Barker, WPLN-FM Nashville (primary market), and Linda Durbin, KGOU-FM Norman, Okla. (secondary market); named "TV broadcaster of the year" were Gail Scott, WMAL-TV Washington (primary market), and Mary Denman, KENS-TV San Antonio, Tex. (secondary market). Lucy Jarvis, NBC News, New York, who received AWRT's Silver Satellite award (Broadcasting, May 21), was also honored as "woman of achievement," and Florence Thalheimer, KCOP(TV) Los Angeles, received "outstanding community service" award.



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Mr. Perkins is survived by two daughters. **Vaughn Monroe**, 62, bandleader and baritone singer of 1940's and early 1950's, died May 21 in hospital in Stuart, Fla. Mr. Monroe, recording artist for RCA, was known for such songs as "Racing with the Moon," "There I've Said It Again," and "Cool Water." He had network radio program beginning in 1946, and moved into television in 1950. He is survived by his wife and two daughters.

Hal Wilson, 69, former VP-operations, WITN-TV Washington, N.C., died May 19 at his home there following lengthy illness. Mr. Wilson had been with station since 1955. He is survived by his wife, Mary, and one son.

Hal Goodwin, 46, newscaster, KFVB(AM)

Los Angeles for past 12 years, died of heart attack May 15 while preparing his 6 a.m. newscast at station. He is survived by wife, Marilyn, one son and one daughter.

Harrison W. Parcell, 44, with WTIC-TV Hartford, Conn. for 15 years, most recently as production manager, drowned in canoeing accident May 13. Before joining WTIC-TV, Mr. Parcell had also worked at WHEN-TV Syracuse, N.Y., and WWLP-TV Springfield, Mass. He is survived by his wife, Joan, one son and one daughter.

Thomas V. Harrison, 60, assistant art director, CBS-TV, Los Angeles, died of heart attack May 15 in Los Angeles. He is survived by his wife, Frances, and three children.

Tom Rogers, 58, producer-editor, ABC, New York, for past 13 years, died May 21 in Villanova, Pa. Mr. Rogers had previously worked as sportscaster for KYW(AM) and WFIL(AM), both Philadelphia.

Peter A. Tyrrell, 77, former manager of Philadelphia Arena and long-time sports and entertainment leader, died May 8 of lung cancer in Philadelphia. Mr. Tyrrell was instrumental in developing early live sports telecasts of ice hockey, boxing, and wrestling from the arena beginning in 1939 with Philco's experimental TV station, W3XE. He is survived by his wife, Elsie, two daughters and one son, Peter A. Tyrrell Jr., broadcast equipment manufacturer.

For the Record®

As compiled by **BROADCASTING** May 16 through May 22, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aural.—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. mhz—megahertz. mod.—modifications. 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. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV Stations

■ **Grand Forks, N.D.**—FCC waived principal-city-coverage requirement of rules and granted application of North Central Educational Television Inc. for new TV to operate as satellite of KFME(TV) Fargo, N.D., on VHF ch. 2 (54-60 mhz); ERP 100 kw vis., 20 kw aural. HAAT 1,337 ft; ant. height above ground 1,458 ft. P.O. address 4500 South University Drive, Fargo, N.D. 58102. Estimated construction cost \$405,099; first-year operating cost \$22,500; revenue none. Geographic coordinates 48° 08' 24" north lat.; 97° 59' 38" west long. Type trans. RCA TT25ELS. Type ant. RCA TFB6AL. Legal counsel Marmet and Webster, Washington. Principals: Robert D. Harkison, president, et al. Action May 3.

Actions on motions

■ **Chief, Broadcast Bureau**, on request of Capital Cities Broadcasting Corp., licensee of KFSM-TV Fresno, Calif., extended through May 31 time for

filing comments in matter involving amendment of TV table of assignments in Fresno (Doc. 19703). Action May 16.

■ **Administrative Law Judge Lenore G. Ehrig** in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, made certain corrections in initial decision released April 20 (Docs. 18845-7, 18849). Action May 11.

Other action

■ **Review board** in Jackson, Miss., TV proceeding, granted joint request by Lamar Life Broadcasting Co., Civic Communications Corp., Dixie National Broadcasting Corp., Jackson Television Inc. and Channel 3 Inc., all competing applicants in ch. 3 Jackson, Miss., proceeding, for extension of time through June 20 to file exceptions, briefs and statements regarding initial decision released April 20, and through July 30 to file replies (Docs. 18845-9). Initial decision proposed grant of application of Dixie National for ch. 3. Action May 17.

Rulemaking action

■ **San Bernardino-Riverside, Calif.**—FCC proposed assignment of UHF ch. 62 to San Bernardino-Riverside area. Action May 16.

Call letter action

■ **Louisiana Educational Television Authority**, Baton Rouge, La.—Granted *WLPB-TV.

Existing TV stations

Final actions

■ **FCC denied request** by Wilderness Society, National Resources Defense Council, and Public Action to Protect Environmental Resources, for review of Jan. 12 ruling of Broadcast Bureau, re-

jecting complaint against WABC-TV New York and WMAL-TV Washington, for presenting commercials sponsored by Weyerhaeuser Co. during ABC's coverage of 1972 summer Olympics. Action May 9.

■ **FCC denied application** by Accuracy in Media Inc. for review of FCC staff denial of its fairness doctrine complaint against Jan. 2 NBC documentary on Chinatown, San Francisco. Action May 16.

■ **FCC denied application** by Accuracy in Media Inc. for review of staff ruling that no further action was warranted on complaints that National Public Affairs Center for Television, Public Broadcasting Service and WNET(TV) New York, had violated fairness doctrine in presenting certain programs critical of administration's Vietnam policies. Action May 16.

■ **WHMA-TV Anniston, Ala.**—Broadcast Bureau granted requested authority to operate trans. by remote control from 1330 Noble Street, Anniston. Action May 15.

■ **WCOV-TV Montgomery, Ala.**—Broadcast Bureau granted CP to change ERP to vis. 537 kw; aural 107 kw; change type trans. Action May 17.

■ **KHSL-TV Chico, Calif.**—Broadcast Bureau granted requested authority to operate trans. by remote control from 180 East 4th Street, Chico. Action May 15.

■ **KMJ-TV Fresno, Calif.**—Broadcast Bureau granted CP to change type trans. Action May 17.

■ **KMJ-TV Fresno, Calif.**—Broadcast Bureau granted CP to install aux. trans. ant. at main trans. and ant. location. Action May 17.

■ **KFTV(TV) Hanford, Calif.**—Broadcast Bureau granted license covering new station. Action May 15.

■ **KTTV(TV) Los Angeles**—Broadcast Bureau granted CP to change type trans. and type ant. Action May 15.

■ **KNXT(TV) Los Angeles**—Broadcast Bureau granted CP to replace expired permit for changes. Action May 15.

■ **KEYT(TV) Santa Barbara, Calif.**—Broadcast Bureau granted requested authority to operate trans. by remote control from 730 Miramonte Drive, Santa Barbara. Action May 15.

■ **WTIC-TV Hartford, Conn.**—Broadcast Bureau granted CP to install precise frequency control equipment. Action May 17.

■ **WTIC-TV Hartford, Conn. and WHAS-TV Louisville, Ky.**—FCC granted Broadcast-Plaza Inc. and WHAS Inc., licensees, waiver of prime-time-access rule to permit presentation of *National Geographic* series (and one similar program in case of WTIC-TV, through Sept. 30.) Action May 16.

■ **WTTG(TV) and WTOP-TV, both Washington**—FCC denied request by Harry Britton, Husband Liberation Movement, Washington, for review of FCC staff denial of fairness doctrine complaint against stations. Action May 16.

■ **WHO-TV Des Moines, Iowa**—Broadcast Bureau granted requested authority to operate trans. by remote control from 1100 Walnut Street, Des Moines. Action May 15.

■ **WWLP(TV) Springfield, Mass.**—Broadcast Bureau granted CP to install aux. trans. at main trans.-ant. location. Action May 15.

■ **WJMY(TV) Allen Park, Mich.**—Broadcast Bureau

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granted license covering permit which authorized new commercial TV. Action May 15.

■ **WJBK-TV Detroit**—Broadcast Bureau granted CP to install new alt. main trans. Action May 15.

■ **KORK-TV Las Vegas**—Broadcast Bureau granted CP to change type trans.; condition. Action May 15.

■ **WHEN-TV Syracuse, N.Y.**—FCC affirmed Broadcast Bureau ruling of Feb. 21 denying complaint by Robert H. Hauslein against WHEN-TV for alleged refusal to sell time slot to McGovern for President Committee. Action May 16.

■ **WUNL-TV Winston-Salem, N.C.**—Broadcast Bureau granted license covering new noncommercial TV. Action May 15.

■ **WTAE-TV Pittsburgh**—Broadcast Bureau granted CP to install precise frequency control equipment. Action May 15.

■ **WPRI-TV Providence, R.I.**—Broadcast Bureau granted mod. of license covering change in aur. ERP to 31.6 kw. Action May 15.

■ **Charleston, S.C.**—FCC denied joint application by South Carolina Educational Television Commission, State Television Co. (WUSN-TV), First Charleston Corp. (WCIV), and WSCS Inc. (WCSC-TV) for review of review board decision denying applications for VHF tall tower in Charleston, S.C., area (Docs. 18569-72). Action May 16.

■ **KORN-TV Mitchell, S.D.**—Broadcast Bureau granted mod. of license covering change in name of licensee to Buford Television Inc. Action May 11.

■ ***KEDT(TV) Corpus Christi, Tex.**—Broadcast Bureau granted license covering permit for new station. Action May 15.

■ **KELP-TV El Paso**—Broadcast Bureau granted requested authority to operate trans. by remote control from 4140 Rio Bravo, El Paso. Action May 15.

■ **KLTV(TV) Tyler, Tex.**—Broadcast Bureau granted mod. of license covering change in name of licensee to Buford Television Inc. Action May 11.

■ **WMTV(TV) Madison, Wis.**—Broadcast Bureau granted requested authority to operate trans. by remote control from 615 Forward Drive, Madison. Action May 15.

■ **KUAM-TV Agana, Guam**—FCC granted request by Pacific Broadcasting Corp., licensee, for waiver of rules to permit person holding third-class radio-telephone license to operate station until Feb. 1, 1974. Action May 16.

Actions on motions

■ Chief, office of opinions and review, in Charleston, S.C. (South Carolina Educational Television Commission [WITV(TV)]), TV proceeding, dismissed as moot petitions by Reeves Telecom Corp. (WUSN-TV) to amend application since State Telecasting Co. has been substituted for Reeves as party to proceeding (Docs. 18569-72). Action May 15.

■ Chief Administrative Law Judge Arthur A. Gladstone in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, having under consideration intention of presiding judge to retire on or about June 30, assigned Judge Frederick W. Denniston to preside over case (Docs. 18906-7). Action May 10.

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV proceeding, on request of WLCY-TV Inc., enjoined all parties to proceeding from disclosing (other than indicated herein) any of financial material submitted in response to interrogatories of WTOG and WXLT which were subject of presiding judge's memorandum opinion and order released April 26 without prior notice to WLCY-TV Inc. and opportunity for WLCY-TV Inc. to oppose any such notice of intent to disclose material (Doc. 19627). Action May 16.

■ Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV]), TV proceeding, on presiding judge's own motion, opened record and scheduled further hearing conference for May 29 for purpose of determining further procedural course to be followed (Docs. 18759-61). Action May 16.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, denied request by Las Vegas Valley for inspection of documents for access to commission's copies of FCC forms filed by Western on behalf of KORK-TV for years 1969-72 (Docs. 19519, 19581). Action May 17.

■ 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 Western to amend application to show newspaper acquisition by parent corporation (Docs. 19519, 19581). Action May 17.

Other action

■ Review board in Charlotte, N.C., TV proceeding, scheduled oral argument for June 19 before panel of review board, on exceptions and briefs to initial

decision, released July 30, 1971, which denied application of WBTV Charlotte for facility changes (Doc. 18880). Action May 14.

Call letter applications

■ **KBLL-TV Helena, Mont.**—Seeks KTCM(TV).

■ **WSIX-TV Nashville**—Seeks WNGE(TV).

New AM stations

■ **Baton Rouge**—Harry Ladas Inc. Seeks 1550 khz, 5 kw-D. P.O. address 613 St. Philip, New Orleans 70116. Estimated construction cost \$30,000; first-year operating cost \$60,000; revenue \$125,000. Principals: Harry Ladas, president (90%), et al. Mr. Ladas owns advertising management and public relations firm as well as advertising firm in New Orleans. Ann. May 7.

■ **Aberdeen, S.D.**—Dakota-North Plains Corp. Seeks 1560 khz, 5 kw, DA-2, U. P.O. address c/o L. T. Lausten, 1216 South Main Street, Aberdeen 57401. Estimated construction cost \$135,749; first-year operating cost \$58,800; revenue \$100,000. Principals: L. T. Lausten, president (82%), et al. Dakota-North Plains Corp. is diversified printing company which publishes *Dakota Farmer* magazine as well as doing commercial printing and selling books and insurance. Ann. May 7.

Start authorized

■ **KISA Honolulu**—Authorized program operation on 1540 khz, 5 kw-D. Action April 11.

Actions on motions

■ Administrative Law Judge John H. Conlin in Wagoner, Okla. (Neo Broadcasting Co. and William Haydon Payne), AM proceeding, granted joint motion by applicants for approval of agreement which provides for dismissal of Mr. Payne's application and reimbursement of certain expenses incurred by him in prosecuting application and dismissed Mr. Payne's application with prejudice; retained in hearing status Neo Broadcasting application; by separate action granted motion by Mr. Payne to amend application to specify legal expenses as \$2,500 in lieu of original estimate of \$1,900; by separate action granted motion by Neo for leave to amend application (Docs. 19713-4). Action May 14.

■ Administrative Law Judge Lenore G. Ehrig in New Kensington and Pittsburgh, both Pennsylvania (Gateway Broadcasting Enterprises Inc.), AM and FM proceeding, set certain procedural dates (Doc. 19452). Action May 17.

■ Administrative Law Judge Byron E. Harrison in Miami (United Broadcasting Company of Florida Inc.), AM proceeding, granted petition by United and changed certain procedural dates; scheduled hearing for Aug. 20 at Miami (Doc. 19664). Action May 16.

■ Administrative Law Judge Forest L. McClenning in Denver (Action Radio Inc.), AM proceeding, granted motion by Action Radio and made certain changes in transcript (Doc. 19274). Action May 14.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and PBL Broadcasting Co.), AM proceeding, denied petition by Northeast to amend petition to show withdrawal from corporation of one of principals (Docs. 19639-40). Action May 17.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz and Aptos-Capitola, both California (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, granted motion by Progressive and requested hearing date being unavailable on calendar of presiding judge, continued resumption of hearing to Sept. 17 (Docs. 19503, 19506). Action May 11.

■ Administrative Law Judge Herbert Sharfman in Mount Dora, Fla. (Lake Radio Inc. and Golden Triangle Broadcasting Co.), AM proceeding, granted motion by Lake Radio and extended to May 17 time to respond to Golden Triangle's amendment petition (Docs. 19701-2). Action May 15.

Other actions

■ Review board in Eureka, Calif., AM proceeding, granted petition by Phil D. Jackson to dismiss application for AM at Eureka and granted remaining application of Carroll H. Hauser to operate on 790 khz with 5 kw-D, with certain conditions (Docs. 19294, 19296). Action May 16.

■ Review board in Shreveport, Vivian and Bossier, City, all Louisiana, AM proceeding, granted application of Ruby June Stinnett Dowd for extension of time through June 5 to file exceptions to initial decision released April 20 which granted application of James E. Reese for new AM in Shreveport, La., and denied competing applications of Ruby Dowd and Bossier Broadcasting Co. (Docs. 19507-9). Action May 14.

■ Review board in McConnellsburg, Pa., AM proceeding, granted petition by Town Radio Inc., applicant for new AM in McConnellsburg for extension of time through June 11 to file opposition to

motion to deny application by Broadcast Bureau (Doc. 19040). Action May 11.

Call letter action

■ **Capitol Broadcasting Corp.**, Steubenville, Ohio—Granted WLIT.

Existing AM stations

Applications

■ **WTAE Pittsburgh**—Seeks CP to make changes in ant. system. Ann. May 21.

■ **KTRH Houston**—Seeks CP to make changes in radiation values of nighttime pattern. Ann. May 21.

■ **KKYX San Antonio, Tex.**—Seeks CP to increase MEOV's for nighttime. Ann. May 21.

Fines

■ **KWAC Bakersfield, Calif.**—FCC notified KMAP Inc., licensee, that it has incurred apparent liability of \$2,500 for violation of U.S. Code by broadcasting lottery information and of Communications Act and sections of rules by failing to acknowledge that money was accepted from listeners who wanted programs dedicated to certain people, and failure to note in logs that such time was sponsored. Action May 16.

■ **KSly San Luis Obispo, Calif.**—FCC notified KSly Broadcasting Co., licensee, that it has incurred apparent liability for \$1,000 for failure to comply with personal-attack and political-editorializing rules. Action May 16.

■ **WHEE Martinsville, Va.**—FCC notified Patrick Henry Broadcasting Corp., licensee, that it has incurred apparent liability for forfeiture of \$1,000 for violation of rules by operating with excessive power. Action May 16.

Other action

■ Review board in New York and Minneapolis, AM proceeding, granted petition of Broadcast Bureau for extension of time through June 6 to file responsive pleadings to appeal from order of administrative law judge by Midwest Radio-Television Inc. (Docs. 11227, 17588, 19403). Action May 14.

Call letter application

■ **WKPQ Pittsburgh**—Seeks WKTQ.

Call letter actions

■ **WTPS Portage, Mich.**—Granted WBUK.

■ **WOXF Oxford, N.C.**—Granted WCBQ.

■ **WLOH Princeton, W. Va.**—Granted WAey.

New FM stations

Applications

■ **Stockton, Calif.**—Western Apostolic Bible College of Stockton. Seeks 90.3 mhz, 36 w. HAAT 172 ft. P.O. address 1981 Cherokee Lake, Stockton 95205. Estimated construction cost \$4,700; first-year operating cost \$1,800; revenue none. Principals: Kenneth F. Haney, president, et al. Ann. May 14.

■ ***Quincy, Ill.**—Quincy College Corp. Seeks 90.3 mhz, 10 w. HAAT 125 ft. P.O. address 1831 College Avenue, Quincy 62301. Estimated construction cost \$462; first-year operating cost \$2,200; revenue none. Principals: Titus Ludes, president, et al. Ann. May 8.

■ **Waverly, N.Y.**—Wats Broadcasting Inc. Seeks 102.3 mhz, 1.5 kw. HAAT 405 ft. P.O. address 106 West Lockhart Street, Sayre, Pa. 18840. Estimated construction cost \$30,302; first-year operating cost \$6,100; revenue \$30,000. Principals: Robert E. and Virginia C. Kloss (together 90%), et al. Wats Broadcasting is licensee of WATS(AM) Sayre. Ann. May 8.

■ **Upper Sandusky, Ohio**—Triplett Broadcasting Co. Seeks 95.9 mhz, 3 kw. HAAT 251 ft. P.O. address Box 338, Bellefontaine, Ohio 43311. Estimated construction cost \$35,500; first-year operating cost \$43,000; revenue \$45,000. Principals: Wendell A. Triplett, president (87%), et al. Mr. Triplett is engineering manager, RCA Corp., Camden, N.J. He also has real estate interests in Pennsylvania. Triplett Broadcasting is licensee of WTOG(AM)-WOGM(FM) Bellefontaine, Ohio. Ann. May 10.

■ **Kilgore, Tex.**—Radio Kilgore Inc. Seeks 95.9 mhz, 3 kw. HAAT 150 ft. P.O. address 1100 North Kilgore Street, Kilgore 75662. Estimated construction cost \$30,540; first-year operating cost \$26,800; revenue \$24,000. Principals: Douglas B. Humble, William V. Rice, Ewing Adams and Gillett Shapard (each 25%). Radio Kilgore is licensee of KOCA(AM) Kilgore. Ann. May 11.

■ **Wichita Falls, Tex.**—Mustang Broadcasting Co. Seeks 92.9 mhz, 100 kw. HAAT 923 ft. P.O. address 6716 General Custer Drive, Wichita Falls 76310. Estimated construction cost \$76,675; first-year operating cost \$72,000; revenue \$60,000. Principals: Charles V. Beck, W. Erle White and Arnold B. Kelley (each 33⅓%). Mr. Beck is chief engineer

Summary of broadcasting

Compiled by FCC, April 30, 1973

	Licensed	On air STA*	CP's	Not Total on air	on air CP's	Total authorized
Commercial AM	4,368	5	13	4,385	46	4,432
Commercial FM	2,396	2	40	2,438	112	2,550
Commercial TV-VHF	504	1	7	512	9	522
Commercial TV-UHF	186	0	6	192	40	243
Total commercial TV	690	1	13	704	49	765
Educational FM	563	0	19	582	93	675
Educational TV-VHF	87	0	5	92	0	92
Educational TV-UHF	122	0	10	132	10	143
Total educational TV	209	0	15	224	10	235

* Special temporary authorization.

of WTRN(AM) Wichita Falls. Mr. White has interests in KORC(AM) Mineral Wells and KGAF-AM-FM Gainesville, both Texas. Mr. Kelly is president and owns 51% of KDWT(AM) Stamford, Tex. He also has interests in KROP(AM) Brawley, Calif., and in KKDA(AM) Grand Prairie, Tex. Ann. May 2.

■ *Milton, Wis.—Milton College. Seeks 89.9 mhz, 10 w. HAAT 65 ft. P.O. address Milton 53563. Estimated construction cost \$2,726; first-year operating cost \$2,000; revenue none. Principals: Kenneth E. Mitt, president, et al. Ann. May 8.

Starts authorized

■ WCSR-FM Hillsdale, Mich.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 240 ft. Action May 2.

■ WNRN(FM) Bellevue, Ohio—Authorized program operation on 92.1 mhz, 1.1 kw, HAAT 125 ft. Action April 2.

■ WSHG(FM) Georgetown, S.C.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 130 ft. Action April 16.

■ WVIS(FM) Frederiksted, St. Croix, Virgin Islands—Authorized program operation on 106.1 mhz, ERP 5.8 kw, HAAT 830 ft. Action April 24.

Final actions

■ Kingman, Ariz.—Sun Mountain Broadcasting. Broadcasting Bureau granted 92.7 mhz, 2.9 kw, HAAT minus 81 ft. P.O. address Box 549, Kingman 86401. Estimated construction cost \$3,700; first-year operating cost \$500; revenue \$4,000. Principals: Charles D. Langerveld, president (70%) and Robert S. Hamilton (30%). Sun Mountain is licensee of KAAA(AM) Kingman. Action May 11.

■ Clinton, Miss.—FCC granted joint petition by Leader Broadcasting Co. and Mississippi College for approval of drop-out agreement. Dismissed application of Leader Broadcasting in return for payment of expenses of \$500 and granted application of Mississippi College for new FM on 93.5 mhz, 3 kw, HAAT 300 ft. P.O. address: College and Jefferson Streets, Clinton 39058. Estimated construction cost \$30,480; first-year operating cost \$35,000; revenue \$40,000. Principals: Hollis B. Todd, chairman, college department of speech and communication arts, et al. Action May 7.

■ *Columbia, Mo.—Independent Residence Halls Association Inc. Broadcast Bureau granted 88.3 mhz, 10 w. HAAT 91 ft. P.O. address 106 Pershing Hall, University of Missouri, Columbia 65201. Estimated construction cost \$3,925; first year operating cost \$2,500. Revenue none. Principals: James Green, president, et al. Mr. Green is student at college. Action May 14.

■ Canandaigua, N.Y.—Canandaigua Broadcasting Co. Broadcast Bureau granted 102.3 mhz, 3 kw, HAAT 285 ft. P.O. address Box 155, Townline Road, Canandaigua 14424. Estimated construction cost \$20,599; first-year operating cost \$6,240; revenue \$20,540. Principals: Marion K. Douglas (86.6%, individually and as administratrix of estate of Westley G. Kimble), et al. Canandaigua Broadcasting is licensee of KCGR(AM) Canandaigua. Action May 9.

■ *Sumter, S.C.—South Carolina Educational Television Commission. Broadcast Bureau granted 88.1 mhz, 100 kw, HAAT 445 ft. P.O. address: 2712 Millwood Avenue, Columbia, S.C. 29205. Estimated construction cost \$151,921; first year operating cost \$25,874. Revenue none. Principals: Henry J. Cauthan, general manager, et al. Action May 11.

Actions on motions

■ Chief, office of opinions and review, in Washington (Pacifica Foundation), noncommercial FM proceeding, granted request by Broadcast Bureau and extended to June 8 time to file responsive pleadings to Pacifica's petition for extraordinary relief (Doc. 18634). Action May 11.

■ Chief, Broadcast Bureau, on request of Tiprad Broadcasting Co., licensee of WXUS Lafayette, Ind., extended through June 15 to file responses to petition for rulemaking by Radio Layette Inc. in matter of amendment of FM table of assignments in Lafayette. Action May 16.

■ Administrative Law Judge Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, on request of Bangor Broadcasting, corrected record to reflect fact that Bangor exhibit was received into evidence (Docs. 19165-6). Action May 16.

■ Administrative Law Judge Frederick W. Denniston in Dinuba, Calif. (Radio Dinuba Co. and Korus Corp.), FM proceeding, on request of letter by Radio Dinuba, extended through May 14 time to file reply findings (Docs. 19566-7). Action May 9.

■ Administrative Law Judge Frederick W. Denniston in Ogallala, Neb. (Industrial Business Corp. and Ogallala Broadcasting Co.), FM proceeding, scheduled hearing for purpose of considering reception of depositions taken on behalf of Industrial for May 31 (Docs. 19559-60). Action May 11.

■ Administrative Law Judge Frederick W. Denniston in Grandview and Sunnyside, both Washington (Prosser-Grandview Broadcasters Inc. and Bennett Broadcasting Co.), FM proceeding, accepted joint amendment submitted by Prosser-Grandview to amend joint request for approval of agreement for dismissal (Docs. 19655-6). Action May 17.

■ Administrative Law Judge Lenore G. Ehrig in

Sacramento, Calif. (Intercast Inc. and Royce International Broadcasting), FM proceeding, on request of Intercast, scheduled further prehearing conference for May 11; by separate action, with agreement of both parties, continued hearing until June 13 (Docs. 19516, 19611). Actions May 10 and 11.

■ Administrative Law Judge Isadore A. Honig in Rochester, N.Y. (Auburn Publishing Co. and Monroe County Broadcasting Co.), FM proceeding, granted petition by Monroe to amend application concerning financial, engineering and staffing proposals; by separate action, reopened record, granted joint request of Auburn and Monroe and dismissed with prejudice Auburn application and retained Monroe application in hearing status (Docs. 18674, 18676). Action May 11.

■ Administrative Law Judge Ernest Nash in Newark, N.J. (Cosmopolitan Broadcasting Corp.), FM proceeding, scheduled further prehearing conference for May 18 (Doc. 19657). Action May 15.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), noncommercial FM proceeding, withheld and reserved disposition response to motion by Broadcast Bureau to dismiss so that commission's business will suffer intrusion now that Pacifica's petition for extraordinary relief is before it. On other hand, recognizing that customary burdens of commission probably will preclude early disposition of the petition and substantive grounds persuasive of further delay in proceeding not appearing therein, scheduled further hearing conference for May 30 looking towards early resumption of hearing (Doc. 18634). Action May 16.

Other actions

■ Review board in Sun City, Ariz., FM proceeding, granted petition by Alvin L. Korngold for extension of time through May 29 to file exceptions to initial decision proposing grant of application of Sun City Broadcasting Corp. for new FM on ch. 292 at Sun City and denial of Mr. Korngold's competing application (Docs. 19087-8). Action May 15.

■ Review board in Battle Creek, Mich., FM proceeding, granted petition by Michigan Broadcasting Co. to amend application in proceeding involving applications of WVOC Inc. and Michigan for new FM at Battle Creek, and accepted amendment on condition that Michigan does not gain any comparative advantage as result (Docs. 19272-3). Action May 16.

Rulemaking action

■ FCC made class A first FM channel assignments to 14 non-urban communities in nine states (Doc. 19690). Channel assignments are 257A to York, Ala.; 224A to Rehoboth Beach and 240A to Bethany Beach, both Delaware; 288A to Wilmington, Ill.; 224A to Lake Providence, La.; 221A to Harrison, Mich.; 228A to Bay Springs, 249A to Brandon and 292A to Newton, all Mississippi; 228A to Greenfield, Mo.; 221A to Belhaven, 221A to Moyock and 296A to Southport, all North Carolina, and 244A to Canton, Tex. In accompanying action, commission proposed FM assignments to Many, Ruston, and Shreveport, all Louisiana, which would assign channel 296A to Many, and assign class C channels 297 or 298 to Ruston, or 298 to Shreveport. Action May 16.

Call letter applications

■ Board of Education, Baltimore County, Baltimore—Seeks *WSPH(FM).

■ Delaware County Broadcasting Corp., Walton, N.Y.—Seeks WDLA-FM.

Call letter actions

■ Rend Lake Broadcasting Co., Benton, Ill.—Granted WQRX(FM).

■ Grambling College, Grambling, La.—Granted *KGRS(FM).

■ University of Maine, Portland, Me.—Granted *WMEA(FM).

■ Paulina Broadcasting Corp., Bend, Ore.—Granted KQHV(FM).

■ John L. Labay, Columbus, Tex.—Granted KULM(FM).

■ Portsmouth Public Schools, Portsmouth, Va.—Granted *WNHS(FM).

■ Wayne County Board of Education, Fort Gay, W. Va.—Granted *WFGH(FM).

Existing FM stations

Final actions

■ KRON-FM San Francisco—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 1,220 ft. Action May 3.

■ WEEF-FM Highland Park, Ill.—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 3 kw; ant. height 150 ft.; remote control permitted. Action May 11.

■ *KBFL(FM) Buffalo, Mo.—Broadcast Bureau granted CP to change trans. location to Cedar and Benton Streets, Buffalo; change studio location and



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operate by remote control from proposed studio site at Locust and Main Street, Buffalo; install new ant.; make change in ant. system; ERP 780 w; ant. height 245 ft. Action May 10.

■ **KTNT-FM** Tacoma, Wash.—FCC denied request by Tribune Publishing Co., licensee, for partial waiver of rules (AM-FM 50% non-duplication) until end of current license term on Feb. 1, 1975. Action May 16.

Initial decision

■ **WHCN-FM** Hartford, Conn.—Administrative Law Judge Lenore G. Ehrig proposed, in initial decision, grant of application of WHCN Inc., for renewal of license of WHCN-FM (Doc. 18805). Action May 16.

Fine

■ **KQXX(FM)** McAllen, Tex.—FCC notified Rio Broadcasting Co., licensee, that it has incurred apparent liability for forfeiture in amount of \$2,000 for violation of rules and terms of station authorization by beginning equipment tests without notice to Houston engineer in charge and commission, by commencing program tests without commission authority, and continuing program tests with power in excess of that authorized. Action May 16.

Call letter applications

■ **WERC-FM** Birmingham, Ala.—Seeks WERQ(FM).
 ■ **KPSC(FM)** Sacramento, Calif.—Seeks KEZS(FM).
 ■ **KPSE(FM)** San Diego—Seeks KEZL(FM).
 ■ **KPSJ(FM)** San Jose, Calif.—Seeks KEZR(FM).
 ■ **WGLM(FM)** Richmond, Ind.—Seeks WQLX(FM).
 ■ **WAKR-FM** Akron, Ohio—Seeks WAEZ(FM).
 ■ **KXLY-FM** Spokane, Wash.—Seeks KXPO(FM).
 ■ **WBON(FM)** Milwaukee—Seeks WVCY(FM).

Call letter actions

■ **WCOV-FM** Montgomery, Ala.—Granted WKLH(FM).
 ■ **KTAR-FM** Phoenix—Granted KBBC(FM).
 ■ **KVFS(FM)** Vacaville, Calif.—Granted KUIC(FM).
 ■ **WMAI-FM** Panama City, Fla.—Granted WPFM(FM).
 ■ **WPKE-FM** Pikesville, Ky.—Granted WDHR(FM).
 ■ **KBOA-FM** Kennett, Mo.—Granted KTMO(FM).
 ■ **WGWV-FM** Asheville, N.C.—Granted WCSE(FM).
 ■ **WBTM-FM** Danville, Va.—Granted WAKG(FM).
 ■ **WHGC(FM)** Princeton, W. Va.—Granted WAey(FM).

Modification of CP's, all stations

■ **KTVU(TV)** Oakland, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 11; make changes in ant. system. Action May 11.
 ■ **KBHK-TV** San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 17. Action May 17.
 ■ **WFCB-TV** Miami—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 17. Action May 17.
 ■ **WGNO-TV** New Orleans—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 15. Action May 15.
 ■ **KSTP-TV** St. Paul—Broadcast Bureau granted mod. of CP to change type trans. Action May 15.
 ■ ***WTGM(FM)** Norfolk, Va.—Broadcast Bureau granted mod. of CP to change trans.; ERP 26.5 kw; ant. height 320 ft.; remote control permitted. Action May 10.

Translators

Actions

■ **K09LK** Couer D'Alene, Idaho—Broadcast Bureau granted CP for new VHF translator to serve Couer D'Alene on ch. 9 by rebroadcasting programs of KUID-TV Moscow, Idaho. Action May 9.
 ■ **K56AC** Ely, Nev.—Broadcast Bureau granted CP for new UHF translator to serve Murry Canyon and Campton Street areas in Ely and McGill, both Nevada, on ch. 56 by rebroadcasting programs of KLAS-TV Las Vegas. Action May 11.
 ■ **K03DS** Ruth, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Ruth operating on ch. 3 by rebroadcasting programs of KLAS-TV Las Vegas. Action May 11.

Ownership changes

Applications

■ **KPPC-AM-FM** Pasadena, Calif.—Seeks assignment of license from National Science Network Inc. to Burbank Broadcasting Co. for \$1.3 million. Sellers: National Science Network is licensee of WHCN(FM) New York. Principals: Ingrid L. and Thomas R. Burns, executors of estate of Ludwig W. Frohlich, Buyers: E. H. Bookasta, Jack P. Gonsalves, Neil Visser and Sam Visser (each 10%), et al. Mr. Bookasta is real estate broker and developer in North Hollywood. Mr. Gonsalves is public relations consultant in Los Angeles. Messrs. Visser own dairy, among other interests. Ann. May 8.
 ■ **KYNT(AM)** Yankton, S.D.—Seeks assignment of license from Leon T. Scoblic and Lloyd G. Reedstrom to Sorenson Broadcasting Corp. for \$235,000. Buyers: Dean P. Sorenson and Thomas J. Simmons (each 50%). Mr. Simmons is president and owner of Jerry Simmons & Associates, Sioux Falls, S.D. Sorenson Broadcasting is licensee of KCCR(AM) Pierre, S.D. Ann. May 8.
 ■ **WTON(AM)** Staunton, Va.—Seeks assignment of license from Charles P. Blackley to Augusta County Broadcasting Corp. for \$415,000. Buyers: Albert C. Schmick, president (44%). William A. Diehl (22%), et al. Mr. Diehl is president, general manager and owns 33% of Diehl Enterprises Inc., automobile, construction and real estate firm in Waynesboro, Va. Mr. Schmick is manager of public relations and advertising for Diehl Enterprises. Ann. May 8.
 ■ **WWDA(AM)-WQRH(FM)** (FM permittee only) Wisconsin Dells, Wis.—Seeks assignment of license from Obed S. Borgen to Taylor Electric Co. for \$140,000. Seller: Mr. Borgen owns KFIL-AM-FM Preston, Minn. He also owns 49% of WJSW(AM) Maplewood, Minn. Buyer: James A. Taylor Sr. (100%). Mr. Taylor is president of Taylor Finance Co. and Record City Inc., both in Mequon, Wis. Ann. May 8.

Actions

■ **WEZX(FM)** Tampa, Fla.—FCC granted assignment of license from Tecnico Leasing Inc. to Southern Broadcasting Co. for \$500,000. Sellers: Frederic T. C. Brewer, president, et al. Buyers: John G. Johnson, president, et al. Southern Broadcasting owns KSGN(AM) Birmingham, Ala.; WKIX(AM)-WYYD(FM) Raleigh, and WTOB(AM) Winston-Salem, both North Carolina; KOY(AM) Phoenix; KULF(AM) Houston; WGHP-TV High Point, N.C.; 32.67% of WBMG(TV) Birmingham, Ala.; and WRVA(AM)-WRVQ(FM) Richmond, Va. Grant was made without prejudice to whatever action may be taken in comparative proceeding involving Southern's renewal application for WGHP-TV High Point (Docs. 18906-7), and antitrust suit involving Wachovia Corp., holding company which votes 0.7% of Southern's stock. Grant is also subject to inquiry ordered by commission in separate action, into subscription agreements between radio broadcast stations and musical format service companies. Petition by WWBA Inc., licensee of WWBA(FM) St. Petersburg, Fla., opposing assignment application was denied. Action May 17.
 ■ **WSIR(AM)** Winter Haven, Fla.—Broadcast Bureau granted transfer of control of Hundred Lakes Broadcasting Corp. from Lawrence A. Rollins and Arnold and Anna Silver (as group, 100% before, none after) to Cypress Central Communications Corp. (none before, 100% after). Consideration: \$350,000. Principal: Tad W. Jeffery and Allen A. Sperling (each 30%), et al. Mr. Jeffery is executive director of marketing for Florida State Department of Citrus. He also has interests in new FM application in Anderson, Ind. Mr. Sperling is lawyer in Washington. Action May 15.
 ■ **KPUA-TV** Hilo, Hawaii—Broadcast Bureau granted assignment of license from Heftel Broadcasting Corp. to Heftel Broadcasting-Hilo Inc. for \$5,000. Heftel Broadcasting, previously 100%-owner, will own 90% of buying firm. Remaining 10% will be owned by Lani G. and James Donohoe Jr., daughter and son-in-law of Cecil and Joyce Heftel, principals of Heftel Broadcasting. Action May 10.
 ■ **WHFI(FM)** Birmingham, Mich.—Broadcast Bureau granted transfer of control of Jamar Broadcasting Inc. from J. Addison Bartush (100% before, none after) to Greater Michigan Radio Inc. (none before, 100% after). Consideration: \$650,000. Principal: Greater Media Inc. (100%). Peter A. Bordes and Joseph L. Rosenmiller Jr. are principals of Greater Media Inc., which owns WTCR(AM) Ashland, Ky.; WGAY-AM-FM Washington-Silver Spring, Md.; WGSN(AM) Huntington and WCTO(FM) Smithtown, both New York. It has also purchased, pending FCC approval, WQTE(AM) Monroe, Mich. Firm has cable TV interests in Dudley, Ludlow and Wilbraham, all Massachusetts. Action May 8.
 ■ **WBUZ(AM)** Fredonia, N.Y.—Broadcast Bureau granted assignment of license from Dinkirk-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. Action May 10.
 ■ **KVIL-AM-FM** Highland Park-Dallas, Tex.—Broadcast Bureau granted assignment of license

from Carla Broadcasting Inc. to Fairbanks Broadcasting Co. of Texas Inc. for \$1,850,000. Sellers: Robert D. Hanna, vice president, et al. Buyer: Fairbanks Broadcasting Co. (100%). Richard M. Fairbanks is president and 93% owner of Fairbanks Broadcasting Co., which owns WIBC(AM)-WNAP(FM) Indianapolis; WKOX(AM)-WVBF(FM) Framingham, Mass.; and WRMF-AM-FM Titusville, Fla. Action May 15.

■ **WKEY-AM-FM** Covington, Va.—Broadcast Bureau granted assignment of license from Earl M. Key to WKEY Inc. for \$262,000. 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. Action May 10.

■ **KULE(AM)** Ephrata, Wash.—Broadcast Bureau granted transfer of control of D and W Broadcasting Corp. from David Sands (50% before, none after) to Walter Bednard (50% before, 100% after). Consideration: \$6,000. Principal: Mr. Bednard is president of corporation. Action May 10.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced May 15 and 18 (station in parentheses are TV signals proposed for carriage):

■ Consolidated Cable TV Inc., Clinton, Ark. (KAIT-TV Jonesboro, KARK-TV, KATV, KTHV and KETS, all Little Rock, and KFSA-TV Fort Smith, all Arkansas; KMCT, KTTS-TV and KYTV, all Springfield, Mo.).
 ■ United Cable TV, Swifton, Ark. (KARK-TV, KTHV and KETS, all Little Rock, Ark.; KAIT-TV Jonesboro, Ark.; WREC-TV, WMC-TV and WKNO-TV, all Memphis).
 ■ Community Communications Co., Wilmar and Bradley county (unincorporated areas), both Arkansas (KETS, KARK-TV, KATV and KTHV, all Little Rock, Ark.; KTVE El Dorado, Ark.; KNOW-TV Monroe, La.; WABG-TV Greenwood, Miss.).
 ■ Teleprompter of Woodlake, Woodlake, Calif. (Add KFTV Hanford, Calif.).
 ■ Teleprompter of Boulder Inc., Boulder, Colo. (KBTU, KLZ-TV, KOA-TV, KWGN-TV and KRMA-TV, all Denver; KTVT Fort Worth; KDTV Dallas).
 ■ Destin TV Cable Co., Destin, Fla. (WEAR-TV and WSRE, both Pensacola, Fla.; WTVY Dothan, Ala.; WKRG-TV and WALA-TV, both Mobile, Ala.; WHG-TV and WDTB-TV, both Panama City, Fla.).
 ■ Destin TV Cable Co., Holiday Isle, Fla. (WEAR-TV and WSRE, both Pensacola, Fla.; WTVY Dothan, Ala.; WKRG-TV and WALA-TV, both Mobile, Ala.; WHG-TV and WDTB-TV, both Panama City, Fla.).
 ■ Orange Cablevision Inc., Orlando, Winter Park, Apopka, Belle Isle, Maitland and Windermere, all Florida (Add WTVT Tampa, Fla.).
 ■ Teleprompter Gulf Coast CATV Corp., Safety Harbor, Indian Rocks Beach-South Shore, Belleair Shores, Largo, Belleair-Bluffs, Belleair Beach, Indian Rocks Beach, and Seminole, all Florida (Add WTCG Atlanta; WSWB-TV Orlando, Fla.; WLTU Miami).
 ■ Seminole Cablevision Inc., Sanford, Casselberry and Winter Springs, all Florida (Add WTVT Tampa, Fla.).
 ■ Ultracom of Rockmart Inc., Rockmart, Ga. (WAGA-TV, WSB-TV, WQXI-TV, WTCG and WHA-TV, all Atlanta; WCIQ Mount Cheaha State Park, Ala.; WGTU Athens, Ga.; WDEF-TV and WTCI, both Chittanooga; WHNT-TV Huntsville, Ala.; WHMA-TV Anniston, Ala.).
 ■ General Electric Cablevision Corp., Decatur, Ill. (Add WGN-TV Chicago; delete WTTV(TV) Bloomington, Ind.).
 ■ LVO Cable of Northern Illinois Inc., Williams Park, Ill. (Add WVTU and WMVS-TV, both Milwaukee; WISC-TV Madison, Wis.).
 ■ Chariton Cable Inc., Chariton, Iowa (Add WGN and WFLD, both Chicago).
 ■ Lyons CATV Inc., Lyons, Kan. (Add WDAF-TV Kansas City, Mo.).
 ■ McPherson CATV Inc., McPherson, Kan. (Add WDAF-TV Kansas City, Mo.).
 ■ LVO Cable of Shreveport-Bossier City, Bossier City, La. (Add KUHT Houston).
 ■ Parker Cablevision, Worcester, Leicester, Spencer, Auburn and Oxford, all Massachusetts (Add WGBY-TV Springfield, Mass.).
 ■ Covenant Cable TV Inc., Burtchville township, Port Huron township, Port Huron, Marysville and Fort Gratiot township, all Michigan (Add WEYT Saginaw, Mich.).
 ■ Flint Cable TV, Grand Blanc township, Burton

and Grand Blanc, all Michigan (WIRT-TV Flint, WNEM-TV Bay City, WEYI-TV Saginaw, WUCAL-TV University Center, WKAR-TV East Lansing, WJBK-TV, WWJ-TV, WXYZ-TV, WKBD, WTVS and WXON, all Detroit, and WJIM-TV Lansing, all Michigan; CKLW Windsor, Ont.).

■ Pease Cable TV Co., Pease Air Force Base, N.H. (WBZ-TV, WNAC and WGBH, all Boston; WMTW Poland Springs, Me.; WGSB and WGAN-TV, all Portland, Me.; WMUR and WENH, both Manchester, N.H.; WKBG Cambridge, Mass.; WSBK Boston).

■ Littleton TV Cable Systems, Plymouth and Ashland, both New Hampshire (Add WSBK-TV Boston).

■ Covenant Cable TV Inc., Millville, N.J. (Add WNJS Camden, N.J.).

■ Sterling Babylon Cable Television Inc., Amityville and Babylon, both New York (WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX-TV, WYNE-TV, WNYC-TV and WNET-TV, all New York; WLIW-TV Garden City, N.Y.; WNJU-TV Linden, N.J.; WXTV Paterson, N.J.; WEDW-TV Bridgeport, Conn.; WTNH New Haven, Conn.; WPHL-TV, WKBS-TV and WKBS-TV, all Philadelphia; WJNT-TV Trenton, N.J.).

■ Inter County Television Enterprise, Hempstead and North Hempstead, both New York (WCBS, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX-TV, WNYE-TV, WNYC-TV and WNET-TV, all New York; WLIW-TV Garden City, N.Y.; WNJU-TV Linden, N.J.; WXTV Paterson, N.J.; WEDW-TV Bridgeport, Conn.; WTNH New Haven, Conn.; WPHL-TV and WKBS-TV, all Philadelphia; WJNT-TV Trenton, N.J.).

■ Inter County Television of Suffolk Inc., Huntington, N.Y. (WCBS, WNBC, WNEW, WABC, WOR, WPIX, WYNE, WNYC and WNET, all New York; WTNH New Haven, Conn.; WEDW Bridgeport, Conn.; WLIW Garden City, N.Y.; WNJU Linden, N.J.; WXTV Paterson, N.J.; WHCT, WEDH and WTIC, all Hartford; WHNB New Britain, WATR Waterbury, all Connecticut; WPHL-TV and WKBS-TV, both Philadelphia).

■ Inter County Television of Suffolk Inc., Islip, N.Y. (WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX-TV, WYNE-TV, WNYC-TV and WNET-TV, all New York; WTNH-TV New Haven, Conn.; WEDW-TV Bridgeport, Conn.; WLIW-TV Garden City, N.Y.; WNJU-TV Linden, N.J.; WXTV Paterson, N.J.; WHCT-TV, WEDH-TV and WTIC-TV, all Hartford; WHNB-TV New Britain, WATR-TV Waterbury, all Connecticut; WPHL-TV and WKBS-TV, both Philadelphia).

■ AuSable Communications Inc., Jay and Black

Root, both New York (CBFT, CBMT, CFIM and CFCF, all Montreal; WCAX-TV, WYNY-TV and WETK, all Burlington, Vt.; WPTZ Plattsburgh, N.Y.; CHLT Sherbrooke, Canada).

■ Sterling Babylon Cable Television Inc., Lindenhurst, N.Y. (WCBS, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX-TV, WNYE-TV, WNYC-TV and WNET-TV, all New York; WLIW-TV Garden City, N.Y.; WNJU-TV Linden, N.J.; WXTV Paterson, N.J.; WEDW-TV Bridgeport, Conn.; WTNH New Haven, Conn.; WPHL-TV and WKBS-TV, both Philadelphia; WJNT-TV Trenton, N.J.).

■ Clear View Cable TV Inc., Sutherlin, Ore. (KPIC Roseburg, KOB, KMED-TV and KSYS, all Medford, KEZI and KVAL-TV, both Eugene, KOIN-TV and KPTV, both Portland, and KOAC Corvallis, all Oregon).

■ New Freedom Cable TV, New Freedom borough, Pa. (WLYH-TV Lebanon, Pa.; WMPB, WBAL-TV, WJZ-TV, WMAR-TV and WBEF, all Baltimore; WSBA-TV York, WGAL-TV Lancaster, WITF-TV Hershey and WHP-TV and WTPA-TV, both Harrisburg, all Pennsylvania; WTTG-TV and WDCA-TV, both Washington).

■ Jefferson TV Cable Co., Sykesville borough, Pa. (Requests certification of existing system).

■ Blue Ridge Cable Television Inc., Towamensing township, Pa. (WNEP-TV and WDAU-TV, both Scranton, WBRE-TV Wilkes-Barre, WLVT-TV Allentown and KYW-TV, WPVI-TV, WCAU-TV and WPHL-TV, all Philadelphia, all Pennsylvania; WOR-TV and WPIX, both New York).

■ Columbia Cable TV Co., Lexington county (unincorporated areas) and Richland county, (unincorporated areas, both South Carolina (WIS-TV, WNOK-TV, WOLD-TV and WRLK-TV, all Columbia, and WEBB-TV Allendale, both South Carolina; WTCG Atlanta, WRIP-TV Chattanooga).

■ Ultracom of Sweetwater Inc., Sweetwater, Tenn. (WSJK-TV Sneedville, Tenn.; WRCB-TV, WTVC, WDEF-TV, WCTI and WRIT-TV, all Chattanooga; WATE-TV, WBIR-TV and WTVK, all Knoxville, Tenn.; WLOS-TV Asheville, N.C.; WCIP-TV Chatsworth, Ga.).

■ Centex Cable Co., Haskell and Stamford, both Texas (Add KERA-TV Dallas).

■ Centex Cable Co., Munday, Tex. (Add KDFW-TV, WFAA-TV, KDTV and KERA-TV, all Dallas; KTVT Fort Worth).

■ Lexington Cable Co., Lexington, Va. (WBRA-TV, WDBJ-TV, WRET-TV and WLSL-TV, all Roanoke, WLVA-TV Lynchburg and WVPT Staunton, all Virginia).

Final actions

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Kansas Telecable, Kansas City, Kan.; Arkansas Cable Television Inc., Jacksonville and Benton, both Arkansas. Actions May 14.

Actions on motions

■ Administrative Law Judge Ernest Nash in Allentown and Bethlehem, both Pennsylvania (Service Electric Cable TV Inc.), Cable TV proceeding, scheduled further hearing for July 23; set procedural date (Doc. 19321). Action May 10.

■ Administrative Law Judge Herbert Sharfman in Meadville, Pa. (Meadville Master Antenna Inc.), cable TV proceeding, on request of Meadville, extended to June 26 time for filing initial proposed findings of fact and conclusions (Doc. 19479). Action May 15.

Cable

The following are activities in community-antenna television reported to BROADCASTING through May 22. Reports include applications for permission to install and operate CATV's changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Unincorporated areas of Pinal county, Ariz.*—County board granted franchise to Arizona Cable TV Inc., subsidiary of American Cable Television Inc., Phoenix.

■ *Groton, Ledyard, North Stonington, Stonington and Voluntown, all Connecticut*—State public utilities commission granted franchise to Coastal Cable TV Inc., Norwich, Conn. Firm will charge installation fee of \$9.95 and monthly rate of \$5.75.

■ *Zephyrhills, Fla.*—Central Florida Cablevision Co. of Port Charlotte has been awarded franchise. Firm will charge monthly rate of \$5.50 and installation fee of \$15.

■ *Anthony, Kan.*—Gene Kretschmar of Anthony Cablevision Inc. has received franchise.

■ *Vermilion, Ohio*—City council granted franchise to Harbortown Cable TV.

■ *Bonneauville, Pa.*—Borough council granted franchise to Tele-Cable Communications, Baltimore. Firm will pay borough 3% of annual gross operating revenues inside Bonneauville corporate limits.

■ *Reading, Pa.*—Township supervisors granted franchise to Berks Suburban TV Cable Co.

■ *Mountlake Terrace, Wash.*—City council awarded 15-year franchise to Teleprompter Corp., New York.

Classified Advertising

Payable In advance. Check or money order only.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted by letter. **No telephoned copy accepted.**

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge: \$1.00)

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢—per—word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All others \$40.00 per inch.

—More than 4" billed at run-off-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

RADIO

Help Wanted Management

Sales Manager. \$1000 reward for apprehension and development of the right sales manager. Qualified subject may turn self in and collect reward. EOE. For details write Box E-154, BROADCASTING.

Chicago FM Station needs experienced salesman ready for local sales management. \$25,000 base with opportunity for rapid financial advancement. Box E-214, BROADCASTING.

Sales Manager. Top rated MOR station in large Ohio market. \$32,000 salary, automobile, \$100,000 life insurance, plus percentage of sales increase. Send resume to Box E-215, BROADCASTING.

General Manager for group owned Michigan station. 1972 gross \$700,000.00. Minimum \$35,000. Submit resume to President, Box E-216, BROADCASTING.

23% ownership available in Midwest station. Highly profitable full time station in competitive market. Experienced general managers and sales managers please write Box E-217, BROADCASTING.

General Manager with sales and programming knowledge needed for daytime AM in great 200,000 Michigan market. Good salary plus profit share, fringe benefits. Box E-270, BROADCASTING.

GM-aggressive, hard working, sales oriented for growing central NY FM. Share absentee owner's profits. Complete resume, recent references and photo to Box E-272, BROADCASTING.

Sales oriented, program minded general manager needed for full time AM in growing 80,000 Tennessee market. Excellent pay with profit share, lots of fringe benefits. Box E-277, BROADCASTING.

Manager-Salesman needed for small market college town daytimer in Mid-Atlantic region. Phone manager at 301-876-1515.

Help Wanted Sales

Salesman. Are you ready to take the big step toward a major market sales manager job that can put in the \$50,000+ bracket with matching headaches and responsibilities? All you need is the opportunity? We're listening. Tell us why you think you're capable and ready. Send your "sell" to Box E-155, BROADCASTING.

Sales Manager and salesmen for major market FM. If you want to make money, this is your opportunity—salary plus commission. Duties will include street work, agency solicitation and work with our national representatives. Must have proven track record. Complete resume necessary. Box E-163, BROADCASTING.

A small market Iowa station has an unusual opportunity for a mature salesman who is ready to work into a responsible position with possible stock options. He must be self starting with creative ideas, should have production or announcing background, neat appearing, with a professional, business-like attitude. Curbstone salesman need not apply. Credentials must stand closest scrutiny. A personal interview will be necessary, but first send resume, snapshot and present income. Box E-206, BROADCASTING.

Professional announcer-salesman for small market, fulltime Midwest station. Excellent account list. Future advancement possibilities outstanding. Send resume, tape and all to Box E-207, BROADCASTING.

Excellent earnings potential as salesman with full-time AM station in small Midwestern market of 20,000. New management and genuine long range growth opportunity for right person. Good living conditions. Send resume to Box E-252, BROADCASTING.

Come grow with us in Texas, Georgia or Alabama. Salesman to work with aggressive new radio group. Specialist in small market automated quality radio stations. Acquiring two new stations. Get in on the ground floor and get a piece of the action! Grass Roots American Radio. Box E-263, BROADCASTING.

Help Wanted Sales Continued

Experienced sales person wanted for lucrative Wisconsin market. EOE. Reply to Box E-291, BROADCASTING.

Sales manager beautiful Midwest recreational growth market with major college. Requisites: successful local salesman, ability to organize and motivate others, ability to collect when necessary, sober, stable and honest, aspire to station management, proven track record and excellent references. EOE. Reply Box E-296, BROADCASTING.

Announcer-salesman with experience. \$175 per week. Stan Barton, WBMP, Elwood, Ind. 317-552-5043.

Salesman—for south central Fla. MOR. Must be experienced, mature who can work without supervision in a small market. Salary, commission and active accounts. Ideal location, working conditions, professional staff. Send resume, references and photo or call WJCM, Sebring, Fla.

Medium market Chicago suburban FM station (WKKD-FM) searching for top notch salesmen with experience. Liberal commission for qualified producers. Beginners need not apply. For interviews, call Chuck Filippi at 312-898-6668.

Radio time salesman, a pro for Network area. High draw versus commission. Good background in intangibles desired but not as essential. Car necessary. This is a position for an experienced person who can produce. Replies write or call General Sales Manager, WJNR, 1700 Union Avenue, Union, N.J. 07083.

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.

Immediate opening. 5KW central East Coast Contemporary/MOR needs experienced first phone morning announcer. 100,000 plus market. Professional sounding news and commercials mandatory. Send tape, resume, photograph and salary requirements to Box E-166, BROADCASTING.

Morning personality for major group operator. Current man being moved to another of our stations. We need a "pro", true personality, humor, topical and relevant. No "Drake type" time and temperature jocks need apply. We want a man who "sounds like himself," not Imus or Morgan. Only experienced, mature people wanted. Salary open. Send recent air check, complete background and recent photo to Box E-172, BROADCASTING.

Morning men, attention. Here is an unusual opportunity with one of the most progressive stations in Florida. We are bright, Up-tempo MOR pros with emphasis on personality and production. The man you will be replacing is being moved up in the company. We offer all usual large company benefits, plus superb working conditions. Experienced only need apply. An Equal Opportunity Employer. Box E-229, BROADCASTING.

Expanding personality oriented Classical Music station is looking for an experienced announcer salesman. Salary and commission. Equal weight placed on voice, musical knowledge and sales record. Northeast vacationland. Send tape and resume to Box E-273, BROADCASTING. EOE.

Modern Country announcer needed for morning position. Must have a lively personality and know all facets of Country Music. 5,000 W regional station in Mid South. Send tape and resume to Box E-279, BROADCASTING.

Immediate opening for versatile experienced jock/announcer. Send picture, resume, air check and salary requirements to Box E-295, BROADCASTING.

Nome, Alaska 10 KW. Men with ideals experienced in all phases of radio work (news, dj, production). Must be single. Audience 95% English speaking Eskimos in 100 remote villages. All new Collins equipment. Non-salaried position. Travel, living expenses paid. Minimum one year service. Must have voice, delivery, personality and great interest in helping others, excellent work and character references. Send "on-air" tape, resume and photo to Fr. Jim Poole, SJ, KNOM, Box 988, Nome, Alaska 99762. 3rd class license with broadcast endorsement required. All varieties of popular music format with educational spot-type fill. Broadcast 7 AM to 11 PM. One hour of religious programming a day. Station sponsored by Catholic Bishop of Northern Alaska.

KPXE, Liberty, Texas needs a Salesman-Announcer.

Announcer-salesman with experience. \$175 per week. Stan Barton, WBMP, Elwood, Ind. 317-552-5043.

Help Wanted Announcers Continued

MOR-CW station needs announcer who has or wants sales. Pleasant college town. Salary, commission, allowances. Resume and salary requirements to WBUC Radio, Buckhannon, W. Va. 26201.

Medium market Virginia station is seeking an experienced announcer for MOR format. We offer full benefits, good salary, stability and excellent working conditions. Send tape, resume and salary requirements to J. William Poole, Station Manager, WFLS, Box 597, Fredericksburg, Va. 22401.

Chicago area FM needs a mature, strong voice. \$150 to start. No prima donnas or personalities. We are a Golden Sound station and want someone who can follow an established format to the letter. Tapes and resume to: Ken Barnes, WKKD-FM, 1880 Plain Ave., Aurora, Ill. 60505.

Modern Country jock. Strong on production. Small growing community. Fishing, boating, close to Disney World. Tape and resume to: Jim Williams, WOKC, Box 1247, Okeechobee, Fla. 33472.

Central Wisconsin's #1 Contemporary station needs summer fill man, 8 weeks, beginning June 1st. Could possibly work into full time position. Rush tape and resume to Howie Stieber, WRIG AM/FM, Wausau, Wisc. 54401.

WTRY, Albany-Schenectady-Troy, has recently been ripped off by CKLW and KTLK. I need a 7-Midnight cooker to stay awhile. No floaters, no beginners. Good references a must. Send tape, resume and pic to John Kramer, WTRY, Troy, NY.

Immediate opening for mature morning man for Adult Top 40 in historic Williamsburg, Va. No beginners please. Tape and resume to Pat Collins, Box 180, Williamsburg, Va. 23185.

Milwaukee area. Please see our ad under Miscellaneous. Broadcast Performance Service. 463-1900.

Live in tropical paradise and make good money, too. Central Florida station looking for 9 to noon jock/production chief. Sharp with blade/production wizard. Rush tape to Box 740, Orlando 32802. Attn: Larry Shannon.

First phone, must have good voice and experience. Top rated. Send tape, resume to PD, Box 482, Newburgh, NY 12550. EOE.

Florida coastal station has openings for MOR announcer. No beginners or floaters. Delightful living by the sea. Opportunity for advancement 1:30-4 PM and 7-11:30 PM shift. Also, opening August 1, newly created position, operations director. Must be good announcer, good typist, write copy when needed and assist manager with administration. Send tape and resume to Hudson Millar, WIRA, Ft. Pierce, Fla. An Airmedia station. Equal Opportunity Employer.

Help Wanted Technical

New Jersey AM-FM non-directional seeks first class engineer able to maintain all equipment. Some news gathering. No air work required. Salary commensurate with experience and ability. Box E-174, BROADCASTING.

Chief engineer, first ticket, maintenance and production experience. Northern New Jersey FM station. Equal Opportunity Employer. Box E-182, BROADCASTING.

Chief engineer for 1000/250 watt radio station in Arkansas retirement and resort community. If you are tired of the rat race this might be the thing for you. Good engineering background required. Send full particulars first letter. Box E-259, BROADCASTING.

WSRS, Worcester, Mass. Immediate opening, experienced chief engineer for pioneer in FM Stereo. New facilities now under construction. Send resume and salary requirements in first letter to Edward Juare, Director of Engineering, KGS Broadcast Services, Box 927, Fall River, Mass. 02722. 617-677-9477. An Equal Opportunity Employer.

Chief engineer, in fast growing, pleasant community. Must be expert in directionals as well as technical maintenance and supervision of office studio plant. Send full details on education, experience, references to James Patt, Gen. Mgr., WAYK, Lehigh Acres, Fla. 33936. Equal Opportunity Employer.

Group flagship station—Chief Engineer AM/FM only light announcing. Send full information including salary requirements to Bob Doll, WKY-WKYW, Frankfort, Ky. 40601. No phone calls.

Chief engineer for full power, class "B" FM Stereo with SCA. Must have prior experience as engineering supervisor and full knowledge FCC rules and regs. Send resume to Gen. Mgr., WRVR, 85 Claremont Ave., NY, NY 10027.

Help Wanted News

Aggressive news and information network affiliate seeks experienced local newscaster for 5,000 w regional station strong on local news and public affairs, in the Mid South. Send tape and resume to Box E-278, BROADCASTING.

News oriented station looking for 2nd man on three man staff. Must have experience and good voice. Send tape, resume to Box E-292, BROADCASTING.

News Director wanted to take charge of TV radio news department in Midwest. Must be experienced in all phases of combo operation. Send VTR or air check, complete resume and pic plus salary requirements to Box E-293, BROADCASTING. An Equal Opportunity Employer.

Wanted: experienced newsmen for Midwest radio-TV operation. Send resume, air check and pic to Box E-294, BROADCASTING. An Equal Opportunity Employer.

Newsman who can satisfy the public's need to know . . . a challenging position in a stable, professional organization. If you have news sense, can smell, dig, research, write and present news for a contemporary operation send tape and resume to WSAR, Box 927, Fall River, Mass. 02722. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Women for position as continuity and production director. Will train qualified person. EOE. Send background details to Box E-156, BROADCASTING.

Program Director/Personality wanted by outstanding group broadcaster. Station is Progressive MOR. The man we are seeking is a "leader and thinker" an innovator and creator. This position calls for someone with MOR and Top 40 background. Station is personality, heavy in news and sports and audience research. Station is already top rated and respected. Salary is excellent with incentive "bonus plan" and company fringe benefits. Send complete background, photo and recent air check to Box E-173, BROADCASTING.

Radio editor to produce programs for tape news service. Mid-Atlantic university. Opportunities for film, TV and print news writing. Experience with radio tape production required. Recent college graduates considered. EOE. Box E-258, BROADCASTING.

Creative Production pro for Contemporary station in top 20 market. 5 day week with no air shift. Salary based on ability. Send tape and resume to Box E-266, BROADCASTING.

Highly successful and well equipped small market station needs production director. Good pay, better fringes. Call Rod Burnham, 717-264-7121.

Situations Wanted Management

I've managed stations and related businesses, gotten the most out of people and made money for owners. Eighteen years experience in all phases, fourteen in management. Now FM manager in top 45. Box E-188, BROADCASTING.

Currently employed, highly successful FM Rock program and music director in top ten market. Seeks new opportunities. Proven track record and ability with all aspects of radio. I know how to build ratings. Box E-264, BROADCASTING.

Montana, Wyoming, Utah, Idaho, Alaska. Exceptionally well qualified on air programmer or manager available October. Love challenge. Let's talk. Box E-280, BROADCASTING.

I have an excellent knowledge of profit, programing, sales, ratings, people, research, success, motivation. Available now. Good references. 4 years PD, 4 years operations manager. 302-738-6451.

Management or operations manager small-medium market. Mature, qualified, professional. 14 years all phases. Strong personal and community service. Prefer buy-in, will consider all. Excellent references. Jerry Peterson, 1440 Chartres St., La Salle, Ill. 61301. 815-224-1458 evenings.

Situations Wanted Announcers

USAF Radio. Rock, Uptemp MOR. Mature, reliable, 1st, wife teacher, can relocate. Good references Ohio. Hoping to meet nice people. Box E-240, BROADCASTING.

Currently Chicago FM. 27, dependable, talent. 1st phone. 4 years experience with multi-formats. Looking for pleasant community and nice climate. Box E-265, BROADCASTING.

Experienced Rock personality, 1st phone. Imaginative, innovative and will accept a challenge. Will you accept mine? Announcer, 454 Park, Valparaiso, Ind. 46383.

Situations Wanted Announcers Continued

20 years old. Disc jockey combo man. Have first phone, very tight board, good air voice, concise humor, good production. I am very willing to learn and take direction. Tape and resume upon request. Contact Gregory Berberick at 412-751-9255. 157 Niagara Dr., Irwin, Pa. 15642.

Combo man, first phone, six years Rock, Talk, MOR. Three years chief engineer. Married, 27 years old. ARB rated number one in last market. Personality oriented. Will relocate. Phone 203-426-9682.

Five years experience. First phone, college AA, BA. Currently employed. Looking for opportunity with MOR or Top 40. Ray McCarty, 1703 7th, Des Moines, Iowa.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Reliable third phone announcer looking for Progressive Rock format to settle in. Three years experience. Will relocate. Box E-187, BROADCASTING.

PD and/or announcer looking for move up to Contemporary, MOR, medium market. Major, medium, small market announcing experience. BS, 3rd, married, no children. 305-830-6184. Box E-175, BROADCASTING.

Life cycle theory operated small market radio station needed for announcer with 3rd and endorsement. Grad of Indiana Univ., AB in Radio-TV, Career Academy. One year experience at Contemporary MOR. Can do continuity-production, in-the-field news. Will relocate. Box E-255, BROADCASTING.

Versatile and experienced. Currently employed in California as program director, music director, sports play-by-play and music director with Country Music station. Third class ticket. You must be heavy on local sports. Call 714-344-6385.

DJ, FM voice, 3rd endorsed, tight board, beginner, work anywhere. James Katchusky, 225 Oak Ave., S.I., NY 10306.

Seeking work with progressive, intelligent operation. Have extensive interest/knowledge in Jazz and Rock. Have third class. Need more experience. Jim. 1-414-467-3273.

Weekend dj! Experienced, selling delivery, 3rd., responsible. Former copywriter, talk show host. Will consider personality MOR and/or Jazz station in suburban NYC only. Call Dean Stuart, 212-TA 9-6717.

Four years of broadcasting training in college ready to move into commercial radio. Third ticket endorsed, creative in unique way, prefer to stay in Midwest, but will relocate. Tape and resume available. Contact Larry Mattemüller, 1021 Heatherdon Dr., Naperville, Ill. or call 312-357-1021.

Disc jockey looking for Rock or MOR format. Travel anywhere. 3rd class license. Original personality. Year training in announcing. Programming, production. For tape and resume phone Det. area. 1-313-294-0941.

Is your station together? Have new ideas for right station to increase audience, sales. Solid music, sports too. College grad., third endorsed. John Carroll, 136 Beechwood Ave., Mt. Vernon, NY 10553. 914-667-8860.

Creative, slightly insane announcer/writer; 25 limited broadcast experience. 3rd endorsed. BA, Vietnam veteran, prefer tri state Ohio, Kentucky, Indiana area. An Equal Opportunity Employee. John Caravella, 2347 Madison Rd., #244, Cincinnati, Ohio 45208. 513-871-8232.

Beginner—dj/announcer needs start. 28, married, 3rd endorsed. Bob Cooper, 1727 Atchison, Whiting, Ind. 46394.

Bright, happy sounding dj, 3rd phone, looking to lay down roots with solid, progressive operation MOR, Top 40. Seven years experience, now working for station outside NY City. Upbeat style, ability to ad lib. News with authority. College graduate, excellent references. Air check available, phone 201-232-6900. Write Box 273, Fanwood, NJ 07023.

37-24-36, beauty contest winner. That's my wife, she goes where I go and I'm looking up. Progressive MOR personality. BA, 25, 5 years experience. Box E-184, BROADCASTING.

Top 5 market pro. 2 years with national chain. 5 years experience. Seeks friendly staff, air shift, good pay, in that order. Personality Top 40/MOR. Good attitude. Great results. Box E-204, BROADCASTING.

Professional Contemporary morning man plus personality. A real waker-upper, a communicator, gets involved. 4 years experience, every show prepared. Medium-majors only. Box E-234, BROADCASTING.

Big voice, big on production. Married, looking for top notch station in medium market. If interested, please be interested. Box E-245, BROADCASTING.

Situations Wanted Announcers Continued

Slender, single, love to air the news for your station. Clear, crisp delivery. Some back experience. Kindly dial 315 RE 6-1538 after 5 p.m. or wire Box E-250, BROADCASTING.

3 years selling, copywriting, programming, jockeying Progressive Rock, oldies pop standards and still at it. Paid my dues. Looking for an offer I can't refuse! Box E-271, BROADCASTING.

California. 14 year pro. All phases—all formats. No Rock. Two dozen voices. Deep resonance. All qualifications. Settling permanently. Expensive. Box E-297, BROADCASTING.

One month's work free for chance to break into radio at age 41. Want chance to work on air. Harrison Vickers, 315 Chippewa St., Greenville, Ohio 45331. 513-548-6426.

Disc jockey, Contemporary MOR or Top 40, medium market or college town. Also sports. Experienced, college, 25, married. Max Hoelzl, 9724 W. Melvina, Milwaukee, Wisc. or 1-414-462-9536.

Experienced, married announcer/salesman. Personality biggest asset, then voice. City full of references. Seek permanency in any market with clean environment. Pete 603-444-2860.

Twenty years experience plus natural talents. Excellent news, copy, production, commercials, sales. Good man, easy to find. 402-455-9436. Box 3910, Omaha, Nebr. 68103.

Disc jockey, newscaster. Alert, dependable, tight board. Good news and commercials. Experienced, ready for first permanent position. 20, single, Black. Call 212-434-3931. Tony Lewis, 17 Kenilworth Pl., Brooklyn, NY 11210.

How can Diana Ross as Billie Holiday and The Mahavishnu Orchestra be played back-to-back? Unique entertaining presentation structured to involve listener. Produced by sincere hard-working pro that must be heard to be appreciated. For FM Progressive station only. Mason, 305-893-7316.

Brother Ray/The Trucker seeks permanent position. Prefer New England area. 3 years experience. Write to Ray Allard, B Fourth St., Fairhaven, Vt. 05743 for air check or call 802-265-3147.

If you think Top Forty is an art that demands a partial script and hard work—look no further! We speak the same language. Steve Masapollo, 82 Summit Ridge, NJ 08028. 609-881-7699.

Want radio broadcasting position, college graduate, BS degree, 3 years experience at Kutztown State College radio station, 2 summers and 3 football seasons announcing experience with the Mt. Carmel radio station, WMIM, Mt. Carmel, Pa. Michael J. Zeck, 200 W. Chestnut St., Cleona, Pa. Phone 717-273-3100.

Situations Wanted Technical

Engineering student, 1st phone, maintenance background, production experience, seeks summer position possibly permanent. Bill Morley, 1212 S. Charlotte Ave., San Gabriel, Calif. 91776.

Situations Wanted News

News Director—13 years experience wants move West. Available June interviews. Box E-112, BROADCASTING.

Wanted: an organization that takes pride in its sports coverage; not just any sports job requiring a voice, but a place that understands the value of preparation and dedication. If you're that organization, then I'm that man who will make your sports department something to be proud of. Box E-234, BROADCASTING.

Midwest. First phone, 4 years experience, all formats. Strong news, sports, production, copy. Top references. Box E-208, BROADCASTING.

R-TV grad (news major) seeks play-by-play position. Excellent references. Tape, resume available. Box E-218, BROADCASTING.

Michigan's top news team now available for your station. 15 years experience. Box E-237, BROADCASTING.

Newsman experienced in gathering, writing and reporting local news and rewriting wire copy. Willing to relocate for right opportunity. All markets. Box E-247, BROADCASTING.

Good newsman. Medium or larger market. Strongest on reporting and writing. Northeast preferred. 26. College grad. Box E-260, BROADCASTING.

Award winning sportscaster, 12 years experience, seeking radio TV position. Pro basketball, college football and basketball play-by-play background. Box E-283, BROADCASTING.

Situations Wanted News Continued

4 years experience. MA Degree. Ron Colp, 3460 Dawn Dr., N. Olmstead, Ohio 44070. 216-777-7612.

Medium market news reporter needs position. Previous inside-outside experience. Hard worker and college grad. Prefer Mich., Ill., Ind., or Ohio. Doug O'Brien, 1-313-534-0251.

Reporter. All phases seeks relocation to top 50 markets. Will consider news director in smaller market. Degree, 5 years, married, no floater. Call Simpson, 316-265-2567.

Mid-Northeast preferred. Aggressive, young sportscaster/dj wants a full time break. 3rd endorsed. Excellent references. Immediate relocation, if necessary. Tape, resume. Bruce Morton, 139 St. Thomas Bay, Tiburon, Calif. 94920. 415-435-2419.

DJ/newscaster, dependable dean, tight board, authoritative news, heartfelt commercials, third ticket. Sell you the Bridge. Tape, resume, available, call Arlington Dean, NY. 212-777-8901 10-5 PM.

News director McLendon trained, 15 year broadcasting professional with proven track record. First phone, will consider talk show. Charles Beach, 7271 Ferguson Rd., Apt. 1086, Dallas, Texas 1-214-321-0001.

Situations Wanted Programing, Production, Others

Experienced music director/producer, currently producing show for the biggest name in NYC Rock radio. Excellent knowledge of music. Will relocate. Top 20 markets only. Box E-165, BROADCASTING.

Currently in a major market. I'm looking for a station to share my programing concepts. Give me the opportunity to program your station and I'll give you nine years experience I've learned from the pros! Prefer SE or Midwest. Box E-191, BROADCASTING.

Modern Country programmer available. Dynamic new format. Write for Xerox of my ratings. Majors only. Replies confidential. Box B-205, BROADCASTING.

Looking for Soul station in medium or large market. Strong on production. Aggressive, married and willing to relocate if price is right. 11 years in broadcasting. Willing to do air shift. Can put a sound together that is unbelievable. Box E-227, BROADCASTING.

Washington Rep—Fort Fumble is no labyrinth for this Washington pro. Former agency vp, government executive and network correspondent will represent group or few stations. You can have your own Mr. Inside. Box E-235, BROADCASTING.

Announcer, newsmen, engineer. 23, single, first, versatile and dependable. Make me an interesting offer. Currently employed, but looking for a new challenge. Know music and all radios' phases. Write Box E-242, BROADCASTING.

Commercial copywriter/producer. Successful spots for major advertisers now running in top ten market. Sharp, unique copy; creative, professional production. Box E-256, BROADCASTING.

Program director. 1st phone, production, copywriting. Top numbers. Can handle Top 40, Modern MOR, Modern Country. Medium market experience—will consider forward thinking smaller medium. Box E-257, BROADCASTING.

Young man seeking employment in communications. College background—Masters in English. Past work experience—newspaper journalism for local DC paper, published booklet on environmental pollution; worked for HEW, Dept. of Environmental Education. Prefer Mid-Atlantic area. Box E-288, BROADCASTING.

Hard working, aggressive, young man to learn ropes of broadcasting. Wish to move out of print media. BS degree. Good thinker, creative. Ready to be groomed to your needs. Will relocate. Richard Schulze, 3019 N. 79th Ave., Elmwood Park, Ill. 60635. 312-453-0160.

I have a successful past, a bright future, plenty of experience. I study, plan, research, program. 302-738-6451.

TELEVISION

Help Wanted Management

Operations Manager for top 30 market station located in Southeast. Must have track record that can be verified to prove your ambition, dedication and success as an Operation Manager. Send complete resume to: Box E-131, BROADCASTING. We are an Equal Opportunity Employer.

Help Wanted Management Continued

Commercial manager with administrative ability and good track record for VHF in good Southwest market. Box E-287, BROADCASTING.

Help Wanted Sales

Local Sales Manager. Profitable top 10 market independent. 5 man sales department. \$35,000 base plus 1/2% of all local billings. Box E-211, BROADCASTING.

Leading Florida network affiliate. Excellent list with advancement possibilities. Mail resume and salary requirements to Box E-212, BROADCASTING.

TV Salesman. Large Midwest market. 22K to 25K. Box E-213, BROADCASTING.

Retail salesmen wanted by group owned VHF in Midwest. Salary plus commission, protected list, fringe benefits. Ample opportunity awaits experienced, self starter. Resume and photo to Box E-226, BROADCASTING.

Top producer of quality syndicated television commercials (based in New York) wants top notch sales person for Western Territory (12 states). Preferably should be experienced in selling advertising, media or intangibles. Remuneration possibilities excellent, in top 5 percentile. Good drawing account against generous commissions. Requirements: extensive traveling, stability, a flexible mind, one who will wear well and preferably whose current earnings exceed \$20,000. Complete resume required. Write Box E-253, BROADCASTING.

Experienced television salesman wanted for current sales opening. Established list available. Flagship station of growing group. Excellent benefits and opportunities. Send complete details immediately to local sales manager, WXEX-TV, Box 888, Richmond, Va., an EOE.

Are you a salesman ready for sales management? Call Ron Curtis, Management Consultant, 312-693-6171 for details. (Only candidates from Midwest considered).

Help Wanted Technical

Electronic maintenance technicians. Major television network in Los Angeles is seeking experienced technicians with AA degree or equivalent. Please send resume including salary history to Box E-144, BROADCASTING.

Immediate opening for director of engineering for established chain of mountain time zone AM/TV station including microwave relay system. Must have heavy work experience in these areas plus management ability. Send resume and salary requirements to Box E-150. An Equal Opportunity Employer.

Qualified, reliable transmitter engineer for VHF. Texas resort city. Box E-178, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Box E-179, BROADCASTING.

Position open immediately: maintenance technician for Ampex 1200 video tape machine, Phillips PC 70 telecine. Minimum 5 years experience. Responsible for installation, operation and maintenance of this equipment. Salary commensurate with experience. Please phone: Abram Staggs, Operations Manager, Editel Productions Inc., 1920 N. Lincoln Ave., Chicago, Ill. 312-649-9707.

Position open immediately: video switcher with maintenance ability for network feeds. Minimum 2 years experience. Salary commensurate with experience. Please phone: Abram Staggs, Operations Manager, Editel Productions Inc., 1920 N. Lincoln Ave., Chicago, Ill. 312-649-9707.

Immediate opening: Instructional media production facility needs staff engineer for new color television, audio and AV workshop. Design and installation of campus-wide TV distribution system. Must have experience and desire to help to "start-up" media production facility. Contact David Campbell, Media Production Coordinator, Learning Center, Univ. of Wisc.-Perkside, Kenosha, Wisc. 53140.

Assistant chief. Must be experienced with RCA equipment, TK-42, TK-27, TR-70 and TTU 30 transmitter. Equal Opportunity Employer. Submit resume and references to Box 631, Decatur, Ill.

Help Wanted News

Major Midwest TV station seeks mature, investigative, writer-reporter-editorialist. Must have ability to establish himself as responsible authority in community. An Equal Opportunity Employer. Box E-200, BROADCASTING.

Television reporter-anchor. Experienced with strong news commitment. Wisconsin VHF. Resume and non-returnable picture to Box E-249, BROADCASTING.

Help Wanted News Continued

Sports director for radio and television. Must be a sports authority and true fan for this all-sports position. Two daily sportscasts plus high school and college play-by-play on radio appearance and professional delivery important. Male and female applicants from all races desired. Send picture and resume to Program Department, WSBT Radio-Television, 300 W. Jefferson Blvd., South Bend, Ind. 46601.

Midwestern network affiliate seeking effective TV personality to present daily weathercasts. Weather knowledge a must. Need not be a meteorologist. Will work in well equipped weather station. Telephone: Jim Underwood, Operations Manager, WTWO-TV, Terre Haute, Ind. 812-232-9504.

Midwestern network affiliate seeking experienced TV meteorologist, two daily weathercasts. Must be effective personality in addition to being knowledgeable in meteorology. Will work in well equipped weather station. Telephone 812-232-9504.

TV anchorman. Major Ohio market. Top pay for attractive, experienced TV newscaster. Equal Opportunity Employer. Send pic and resume only to Box E-285, BROADCASTING.

Experienced newsmen interested in special graduate fellowship. Write: Mental Health Mass Communications Program, Kansas State Univ., Manhattan 66506.

Help Wanted Programing, Production, Others

Promotion manager for Florida PTV. Experience in on-air promotion, printing layout and general publicity a must. Resume with salary requirements to Box E-241, BROADCASTING. Equal Opportunity Employer.

Wanted: Producer/Director-public affairs and cultural programs for a community involved public TV station. Can include filming, writing and talent. Cinematographer-16mm silent and SOF shooting and editing for local and regional TV programs. Can produce own films for TV. Promotion director for radio and TV. Includes work with media (copy preparation, news releases, space buying, spot producing, etc.) and the community. Qualifications: Enthusiasm and experience. Broadcasting or related field degree helpful. Salaries: dependent on background and qualifications. Start: July 1, 1973. Write: Peter Haggart, Station Manager, KUID-TV-FM, Univ. of Idaho, Moscow, Idaho 83843.

Production Director: creative commercial production director urgently needed. Experienced TV production man with creative flair for commercials and promos. Able to work well with clients and salesmen. Call or write: M. D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, Ala. 35801, 205-539-1783.

Cinematographer editor for public affairs department, television station, Miami. Previous experience with 16mm including single and double system sound and multiple roll editing techniques essential. Submit resume to A. Walker, Box 10, Miami, Fla. 33137.

Help Wanted Announcers

Children's communicator can produce/host quality program for older youngsters. Announcer, sales, PR experience. West or South, Box E-269, BROADCASTING.

Situations Wanted Management

Looking for an aggressive business manager to control expenses and manage accounting functions? Equipped with 4 years experience with VHF independent in top 20 market. Box E-197, BROADCASTING.

Situations Wanted Technical

Switcher/engineer, first phone, looking to settle to permanent job with future. Hard working, experience. Will relocate anywhere. Box E-251, BROADCASTING.

Two years experience, professional switcher/director, first phone. Lee Erickson, 189 Bonnymede, Pueblo, Colo. 81001. 303-544-2061.

Situations Wanted News

Do you demand results? Anchorman/producer currently number one in top ten VHF with 150% audience increase in two years with new TV news approach, will serve as your anchorman, producer or consultant. Box E-160, BROADCASTING.

Are you in the market for a sports pro? Do you want pbb that jumps to life and commentary that bites and informs? PBP—all sports, sports talk and commentary experience. Currently employed, but seeking challenging position in radio or TV sports. Box E-236, BROADCASTING.

Radio news director looking for move into TV. BA Telecommunications and film, Journalism. News director school ETV. Hard worker looking for job with future. Box E-238, BROADCASTING.

Situations Wanted News Continued

Newsman/sportscaster. Young but good. BA Broadcast-Journalism. R-TV experience. Resume, tape, VTR. Box E-225, BROADCASTING.

Anchorman, reporter experienced pro currently employed 13th market. Desires reporter or anchor slot. Prefer East. Box E-246, BROADCASTING.

Good radio reporter wants television reporting. Good writer. College grad. 26. Northeast. Box E-261, BROADCASTING.

Former net correspondent now local and loves it. TV-radio anchor with top numbers in Midwest medium. Wants top 25. Box E-275, BROADCASTING.

Let's talk sports. Experienced all phases, plus some talent and news. Medium markets and up, please. Box E-276, BROADCASTING.

Experienced sportscaster. 2 1/2 years sports anchor. Excellent film work. Ready for a bigger market. Prefer South or West. VTR, resume available. Box E-282, BROADCASTING.

Solid radio news director with top 30 market experience seeks TV reporter and/or anchor slot. Evenings. 615-352-4348.

Situations Wanted Programing, Production, Others

Recent graduate in Broadcasting Communications with fine managerial and theatrical background wants to bring his exceptional know how and abilities to a challenging TV production position. If you have a position open, may I send you my resume. Write Box E-244, BROADCASTING.

Director 7 years experience, now in small market sales, seeks position as director and/or photographer in medium market. All replies answered. Box E-248, BROADCASTING.

One man production company, currently with NYC flagship station, seeks local station in need of new concepts in presentation and programing. Background in film, tape, computer animation, graphics and writing. Spectacular results on shoestring budgets guaranteed. Box E-268, BROADCASTING.

Children's communicator can produce/host quality program for older youngsters. Announcer, sales, PR experience. West or South. Box E-269, BROADCASTING.

Award winning on air producer ready for new managerial challenge. Rheits, 10558 Jason Lane, Columbia, Md. 21044.

College grad, 26, broad experience in TV/film production, announcing, journalism, photography, seeks challenge with future. David Donnelly, 10720 Los Jardines, West, Fountain Valley, Calif. 92708. 714-962-2883.

Producer-director/asst. Reliable, conscientious, ambitious, creative young man seeks position. Three years experience with network affiliate. Also sales and TV promotion experience. Excellent references. Resume. Call 203-688-3886 after 5.

CABLE

Help Wanted Technical

Engineer manager for Cable TV system wanted. Located in Gaithersburg, Md. New system 90% complete. Excellent opportunity for right experienced man. Excellent starting salary—co. benefits. Call John Panagos, office 301-948-3120 or home 301-299-4971.

WANTED TO BUY EQUIPMENT

Wanted: for educational station, RCA 2KW Filterplexer, No. 19086-FZ of Channel 24 or convertible to Channel 24. Leon Hoeffner, Chief Engineer, KAUZ-TV, Box 2130, Wichita Falls, Texas 76307. 817-322-6957.

Used full size teleprompter and typewriter. Call 305-587-9477.

Ampex 1200 or any hi band color VTR. Call 305-587-9477.

Gates series FM-10 transmitter or similar, good condition. KAPX, San Clemente, Calif. 714-492-9800.

We need used 250, 500, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted—1 KW AM transmitter with remote control circuits. Not over seven years old. Immediately operable or operable with little renovation. WJAG, Box 789, Norfolk, Neb. 68701. Chief Engineer, 402-371-0785.

FOR SALE EQUIPMENT

Marti-Used, reconditioned and new Marti equipment in stock. Immediate delivery. Terms available. BESSCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

RCA RTF-5B 5 KW transmitter. \$5,000 good condition. Gates "Executive" console. The finest. Original cost over \$5,000. Asking \$3,500. Excellent condition. Call or write Bob Norris, KORJ Radio, One City Blvd. W., Orange, Calif. 92668. 714-997-0700.

VHF TV sideband analyzer. RCA BW5A modified to BW5C \$495. 215-426-1700. Al Freedman.

General Electric FM 250 watt FM transmitter type BT-1-A. Working when taken out of service. \$300 plus freight. 317-778-2161 or 317-533-2380, ask for Mr. Nibarger.

Volumax 400 CBS Laboratories \$550. Symetra-Peak SP58-1A \$175. Both top condition. WLDS, Box 477, Jacksonville, Ill.

Two Model 270-2 Scully playbacks currently in use. \$1200 each. Keith Schrock, KVOE, Emporia, Kansas 316-342-1400.

Make superb black and white pictures with the GE PE-29 4 1/2" image orthicon camera. Four available, complete with mounting and Tecktronix/Conrac monitoring. Three have Varotol V zoom lenses and counterbalanced pedestals. Bank liquidation sale. Call 214-744-1300, Clyde Miller, Dallas, Texas.

Graphic equalizers: 2 Altec 9062A Graphic Equalizers in mint condition. Slide controls with selected frequencies of variable high and low equalization and attenuation. Calibrated in 1db steps. Can be rack mounted or console. Pair \$675. Hamme Recording Service, 508 W. Eighth St., Erie, Pa. Evenings phone 814-452-6233.

Heliox-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

RCA TK-43 color camera. All updates with cam cable and cam head. \$8250. 215-426-1700, Al Freedman.

Tubes wanted—sold. CeCo, 2115 Avenue X, Brooklyn, NY 11235. 212-646-6300.

Video tape unused 2" Memorex 156 hours sell/trade. 415-771-3179 early AM or PM or 1139 B Green, San Francisco, 94109.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date June 27, Oct. 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

In Chicago, OMEGA Services has the best price for a First Class license. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Chesterdale Rd., Cincinnati, Ohio 45246. 513-771-8580.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (Formerly Elkins Institute) 3443 N. Central Ave., Chicago, Ill. 60634. 312-286-0210.

No: tuition, rent. Memorize, study—Command's "1973 Tests-Answers" for FCC first class license. —plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967)

Need 1st phone fast. Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin June 24, 1973. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Instruction Continued

REI teaches electronics for the FCC first class radio telephone license. Over 90% of our students pass their exams. Classes begin April 30, June 11, July 16. REI, 52 South Palm Ave., Sarasota, Fla. 33577, phone 813-955-6922. REI, 809 Caroline St., Fredericksburg, Va. 22401, phone 703-373-1441.

Elkins Institute in St. Louis (Now Bryan Institute) 1st class FCC license, approved for Veterans. 314-752-4371.

MISCELLANEOUS

Wanted: Used Comrex Radio Misc. State best price. Box E-198, BROADCASTING.

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Cartridges spotlessly cleaned, rebuilt and reloaded with Scotch 157. Like new at approximately half price. Also, best prices anywhere—new Fidelipac carts, 3M professional tape and other studio supplies. Your order is your charge account! Full guarantee. Free catalogue. Lauderdale Electronic Labs, 135W 13th St., Ft. Lauderdale, Fla. 33315, Dept. B. 305-525-0478.

Milwaukee recording studio. Audition help, etc. Do it yourself and save. Broadcast Performance. 463-1900.

FCC License renewal service. We specialize in conducting community composition analysis and ascertaining for renewal applications. Contact John Yates, Westar, Inc. (Div. of American Can Co.), 11600 Nebel Street, Rockville, Md. 20852 or call 301-881-5310.

Jesus Joy Music. MOR. Free 26 minute program. Daily or weekly. Small markets especially invited. Starlight, Box 2401, Peterson, NJ 07509.

Beautiful Music format. Proven format tailored to your station needs. Reasonably priced. Broadcast Automation Associates, 5199 NE 12th Ave., Ft. Lauderdale, Fla. 33308. Call John Zikos collect, 305-776-4762.

RADIO

Help Wanted Management

PRESIDENT CHIEF OPERATING OFFICER

Expanding communications company with television, radio, cable TV, and newspaper holdings. Our need is a dynamic executive with a strong record of achievement who can initiate and complete a \$250 million dollar acquisition program. Salary up to \$100,000 per year, plus executive package and stock participation. Send resume to Chairman of the Board, Box E-89, BROADCASTING. Inquiries will be treated with the strictest of confidence.

Help Wanted Announcers

PERSONALITY

Warm, personable, entertaining personality needed for metro market giant. Send tape, resume, salary requirements and a brief written description of yourself to:

Box E-209, Broadcasting
An Equal Opportunity Employer

Major market Adult Contemporary station wants tapes and resumes from R & B and Soul announcers waiting for their big break! If you're good—let's hear from you.

Box E-243, Broadcasting
An Equal Opportunity Employer. Applications from all races and both sexes are encouraged.

MEDIUM MARKET TALENT READY TO MOVE UP

Top 10 FM needs 6 jocks and news staff. Rush tape, resume and photo. An Equal Opportunity Employer.

Box E-290, Broadcasting

K X Y Z

An ABC owned Adult Music station in Houston, Texas has an immediate opening for an afternoon drive personality. Good voice, 3-5 years major or medium market experience, strong on air magnetism and the ability to relate on a one to one basis is a must.

Call Paul Mitchell, Program Director
(713) 748-3980

AN EQUAL OPPORTUNITY EMPLOYER

Situations Wanted

PERFECT FIT!

No matter what the size of the station or the job . . .
Call us for the fully
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OF BROADCASTING, INC.
750 Main Street
Hartford, Connecticut 06103
Call Walt Pinto
Telephone (203) 232-9988

Situations Wanted, Announcers

LOS ANGELES' HIGHEST RATED TALK-SHOW HOST RADIO-TELEVISION

One of the country's most dynamic conversationalists with exceptional credentials. Recipient of numerous awards including two Emmys. Now available and considering offers. Will re-locate.

For more details, and Audio/Videotapes of selected interviews (including Richard Kleindienst, Daniel Ellsberg, Rep. Shirley Chisholm, Walter Hickel, Shirley MacLaine, Calif. Att'y General Evelle Younger, etc. . . .) Contact:

The Soil Associates
6380 Wilshire Blvd. Suite 900
Los Angeles, California
(213) 651-4450

Help Wanted Programing, Production, Others

WIL RADIO IS LOOKING FOR AN ON-THE-AIR PROGRAM DIRECTOR

Send resume and tape to
Dick Carr,
General Manager
WIL Radio
300 N. 12th Street
St. Louis, Missouri 63101

Situations Wanted Technical

A young, talented, dedicated Chief at a major station in a top 50 market desires engineering responsibilities for a progressive group or Chief in a major market. Experience in AM, FM, directional, with some TV and CATV. I will give you legal compliance with the best sounding, best engineered station in the market. Give me six months to prove what I promise. Can me if I don't. Let me send you resume, references and detailed personal description.

Box E-239, Broadcasting

Situations Wanted News

Major Market News Directors

A professional broadcast journalist wishes to join a major news department. 27, 10 years experience, degree, published writer, radio, TV and newspaper background. Will consider any career-oriented position involving writing and reporting; will demonstrate thorough professionalism when responding to your inquiry.

Box E-254, Broadcasting

NEWS PRO

Highly experienced and versatile news executive with station and corporate background seeks position with news minded radio or TV outlet. Available immediately.

Box E-284, Broadcasting

TELEVISION

Help Wanted Management

GENERAL MANAGER

Medium market network affiliate. Midwest location. Exceptional opportunity for Sales Manager or Salesman with top level management potential. Current General Manager will retire September 1. \$35,000 salary plus good incentive program and ownership possibilities. Send detailed resume to Box E-267, Broadcasting. All replies held in confidence.

Help Wanted Programing, Production, Others

PROMOTION PERSON

KHJ-TV, AN RKO GENERAL, INC. LOS ANGELES INDEPENDENT TV STATION . . . NEEDS AN EXPERIENCED ON-AIR PROMOTION PERSON TO HANDLE ALL ON-AIR MATERIAL. SALARY OPEN. EXCELLENT BENEFITS. SEND RESUME TO: RICHARD FUNES, DIRECTOR ADVERTISING/PROMOTION/PUBLICITY, KHJ-TV, 5515 MELROSE, HOLLYWOOD, CALIF. 90038. AN EQUAL OPPORTUNITY EMPLOYER M/F.

Help Wanted Sales

ASSISTANT MANAGER

Broadcast Engineering Experience
For Our NYC Merchandising Center

We are a leading manufacturer of TV and Radio Broadcast Equipment seeking a qualified individual. Your responsibilities will include broadcast equipment sales through direct customer contact by telephone and correspondence. Formal technical training is desired. Sales experience with industrial electronics distributors preferred or equivalent experience in electronic components and installation of broadcast equipment. Salary commensurate with experience, full company benefits, and paid relocation. Send your resume in confidence to: TOM BEDFORD

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GATES DIVISION

An Equal Opportunity Employer M/F

HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

Help Wanted News

Weekend Anchorman

O & O weekend anchor seeks another station's #1 anchor job.

Box E-274, Broadcasting

Wanted to Buy Stations

Want to buy small to medium market AM Texas only. Experienced radio personnel have funds to invest.

Replies confidential
Box E-281, Broadcasting

For Sale Stations



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138

Situations Wanted Management

Assistant Program Director

Top 15 ABC affiliate, responsible for operational & program staff, content and style of all local news, PA entertainment and other programs. Need challenging position with future. Have proven abilities, production, programing and engineering.

Box E-158, Broadcasting

Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Investment Opportunities

Have one successful station, acquiring 2 more in small Texas markets. Proven track record—good profit opportunity.

Box E-262, Broadcasting

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

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Century City, Suite 501 Suite 508
213/277-1567 202/223-1553

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W	Small	Fulltime	160M	Cash	SE	Medium	FM	110M	50%
SE	Medium	AM/FM	650M	Cash	SE	Metro	Daytime	750M	Terms
SE	Metro	Daytime	95M	Cash	SE	Metro	Daytime	400M	29%
E	Metro	Daytime	600M	Nego.	SE	Major	Daytime	395M	29%



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Profile

Out of the Capcities mold and into LIN: Don Pels

Don Pels, 45, financial specialist, talks in terms of reaching break-even points, avoiding dilution of stock, the importance of good leverage for a company. Yet there's more than the calculator, the computer read-out, the bottom line for him. "Running a radio or television station is exciting and satisfying," he has said. "The rules of the road are that you serve the public even if you lose money. But the up-side is terrific."

For the last four years, since May 1969, Don Pels has been chairman of the board, president and chief executive officer of LIN Broadcasting Corp., a New York-based communications company whose principal business is broadcasting. At latest count, LIN owned and operated seven AM's, four FM's and two TV's, with purchase of a mighty big third TV, WBAP-TV Dallas-Ft. Worth, pending FCC approval.

Next week, on June 5, he faces his shareholders. The annual meeting doesn't figure to generate much news. It will be held at KEEL(AM) and KMBO(FM), LIN's stations in Shreveport, La. Not very many people are likely to show up. Mr. Pels will mostly review material that people who have been following the company probably know about anyway: record 1972 income before extraordinary gains of \$2.2 million, up 22% from 1971, with first-quarter 1973 income before extraordinary gain up 31% based on \$356,327 or 15 cents per share compared with \$272,948 or 12 cents per share in the first quarter of 1972; contracted to acquire WBAP-TV for \$35 million; reduced debt by \$6.1 million; settled class-action lawsuits pending against LIN since 1968.

But some time during the day, Mr. Pels, during a quiet moment, might think back to that time four years ago when he took the big career plunge—leaving a vital job as executive vice president for finance and administration with the thriving Capital Cities Broadcasting Corp. (now Capital Cities Communications) to grab the opportunity to run his own company. It wasn't exactly a brass ring Don Pels grabbed. LIN Broadcasting, by early 1969, had a mess of troubles. The company had radio and television stations that were good, but LIN had gone into a lot of businesses that were conceived as being related to broadcasting but which management didn't seem able to manage: mail order, record manufacturing, music publishing, franchised art galleries, barter, cable television, film distribution, station representation.

Potential government actions were looming. Class-action lawsuits were pending court action (stemming largely from alleged false and misleading statements to the public about the earnings and busi-



Donald Arthur Pels, chairman, president and chief executive officer, LIN Broadcasting Corp., New York (WAVY-TV Norfolk, Va.; WAND-TV Champaign-Decatur-Springfield, Ill.; WFIL(AM) Philadelphia; KILT-AM-FM Houston; WIL(AM)-KFMS(FM) St. Louis; WBBF(AM)-WBFB(FM) Rochester, N.Y.; WAKY(AM) Louisville, Ky.; KEEL(AM)-KMBO(FM) Shreveport, La.; KAAY(AM) Little Rock, Ark.); b. New Rochelle, N.Y., Jan. 23, 1928; BS, economics, Wharton School of Finance and Commerce, University of Pennsylvania, Philadelphia, 1945-48; trainee, Filene's department stores, Boston, 1948-49; LLB, New York University Law School, New York City, 1953; worked for several public accounting firms, becoming certified public accountant, winding up with Arthur Young & Co., New York, 1949-54; in controller's department of West Virginia Pulp & Paper Co., New York, 1954-56; business manager, WABC-TV New York, 1956-59; controller, Capital Cities Broadcasting Corp., New York 1959-61; treasurer, Capital Cities Broadcasting, 1961-66; elected to board of directors, 1964; executive VP for finance and administration, 1966-1969; chairman, president, chief executive officer, LIN Broadcasting Corp., New York, 1969-present; m. Josette Bernard of Bordeaux, France, Feb. 11, 1965; children—Juliette (by previous marriage), 12; Valerie, 7; Yves, 5.

ness operations of the company). Within a matter of months, Frederic Gregg Jr. had been replaced as president by Martin S. Ackerman, who was replaced by Joel M. Thorpe, who was replaced by Don Pels.

The new man didn't come unprepared. He had a script. The script was written years before by one of the slickest, most remarkable business authors in the field. For Don Pels was one of Smitty's boys. Tom Murphy, Dan Burke, Joe Dougherty, the bright heads of the class at Capital

Cities, are some of the others who learned from the master.

Smitty, of course, was Frank Milton Smith, conservative in dress, gentlemanly in demeanor, who could sharp-shoot a business target with a precision that was not only unerring but delightful to watch. Before he died in 1966, Mr. Smith, who made no secret of his ultimate design, had molded Capital Cities, starting with a bankrupt UHF property, into the company it is today.

Don Pels came upon the wreckage of LIN Broadcasting in 1969 and began to clean the company operationally, legally and financially. He faced \$11 million in debts due June 30, 1973, and working at it for more than two years, got it re-financed into debt that's due partly around 1981 and partly around 1992. His reputation—built at Capital Cities where he helped bring off the Fairchild Publications acquisition among other deals—in the financial community helped to promote interim financing that was absolutely crucial to LIN's viability during the first couple of years with Mr. Pels in charge. He disposed of all LIN's businesses except the communications company (which includes telephone answering and radio paging services). He made it a prime objective to expand in the areas in which the company knew best. Expand LIN he did, with some \$46 million in acquisitions, including \$11.5 million for WFIL(AM) Philadelphia in 1971 and the \$35 million offer for WBAP-TV.

"Our objective is to become a blue-chip, larger company," Don Pels says. "We want to be a broadcast communications and leisure time company in fields that we understand thoroughly."

For expansion, he indicates, is likely to take place in the newspaper and special interest magazine fields. Also the company stock, now sold over the counter, is being prepared for qualification on the New York Stock Exchange.

To a great extent, Don Pels really can cite Capital Cities as the beginning for him. Armed with credentials from the Wharton business school, degrees in economics and law, a certified public accountant's tools, Mr. Pels still drifted about until landing the business manager's post at WABC-TV New York when he was 28. That was really elementary school for him. Higher education began some three years later when, while vacationing on the Italian Riviera, Frank Smith called from New York and suggested he report as controller for Capital Cities almost immediately. Mr. Pels showed up at 9 the first Monday morning, exhausted after arriving from Europe at 4 a.m., only to find that Mr. Smith was out golfing.

"They were wonderful years," Mr. Pels recalls. "We worked hard but we loved the business. We enjoyed one another very much. Nobody tripped over anybody else."

Editorials

The Watergate pool

The television networks have made a realistic editorial judgment in electing to try rotational live coverage when the Senate hearings on Watergate resume June 5. In no way will their editorial independence be compromised. Indeed, the rotation of live broadcasting will encourage the presentation of taped excerpts and summaries at other times.

As could have been expected, the public has complained about the pre-emption of favorite daytime programs. Networks have suffered losses in audience. Independent stations have failed to make proportionate gains.

The Senate Caucus Room pickup is in keeping with the network practice of pooling the on-the-scene coverage of fixed and prescheduled events. The practice saves money and manpower and uses less hearing-room space. But the existence of a three-network pool does not obligate all three networks to take the pool live. It is only reasonable that the networks should now be re-evaluating the worth of common convention coverage, as is reported elsewhere in this issue.

By rotating coverage, even as they rotate the operation of the pool, networks will retrieve at least some of the audience and perhaps two-thirds of the revenue now being lost.

Viewers who wanted to watch Watergate live as it happened may tune to the station then carrying it. Those who prefer other programing will not be denied that choice. Once again Watergate has proved that the "captive audience" is an illusion. When no network alternatives are offered, the uninterested audience simply disappears.

In the past there have been threats of antitrust action whenever network managements have wanted to engage in joint discussions about anything pertaining to their business. In the coverage of news events, a rational negotiation of rotational arrangements could not sensibly be called collusion in the antitrust sense. The statute authorizing the licensing of broadcast stations cites, as the first priority, service in the "public interest, convenience and necessity."

What could be more in the public interest than to give the public—the many publics—what they want?

Award to awards

The first Emmy news-and-documentary awards over CBS-TV last Tuesday should not be the last. Merit of the selections aside, the format and the production were professional and dignified without being stuffy. Selection of network anchormen as an MC group allowed to engage in competitive repartee was an innovation that will be hard to top.

An award of merit ought to go to Don Hewitt, executive producer of last Tuesday's program, and to all networks for persevering in the face of government pressures that have challenged the integrity of broadcast journalism.

Guilty until proved innocent

One of the strongest arguments yet made against the procedures of the Federal Trade Commission came from Tom Dillon, president of BBDO, in a speech at the American Association of Advertising Agencies convention (BROADCASTING, May 21).

Mr. Dillon led his audience step by step through the labyrinthine FTC system to the conclusion, which seems conservative enough in the circumstances, that "if there was ever a game in which the cards were stacked, it is the FTC against the advertiser and the advertising agency." Even in the "unlikely" event of a court victory on appeal, he said, the whole process of establishing that "you were an honest man" would probably

take three to five years and might cost \$1 million to \$2 million.

Although he didn't say so, Mr. Dillon was speaking from considerable experiences, most recently in defending Chevron F-310 advertising against false-claims charges that an FTC administrative law judge finally knocked down in toto two weeks ago (BROADCASTING, May 14). The time and money were almost incidental to his main point, which was that the FTC system is antidemocratic and aimed at the wrong targets, but they symbolize the problem, and John Crichton, AAAA president, put them in broader perspective in another convention speech. He noted the number of FTC "landmark" cases shot down lately and said: "It looks as if where an advertiser has the will and the means—the guts and the money—he can win his case." But, Mr. Crichton added, "How does this enormously expensive process weigh on the small advertiser [and] agency?"

Mr. Dillon had a suggestion. He proposed that FTC administrative law judges be used to screen out "totally unsubstantiated" charges before they can get into the FTC's proposed complaints. That wouldn't be a cure but it would be a help. The FTC's activists might also find it beneficial, for had it been in effect it might have spared them not only time and trouble but also the embarrassment of having been found wrong in, oh, say, the Chevron, Firestone, Hi-C and Wonder bread cases.

Maintaining momentum

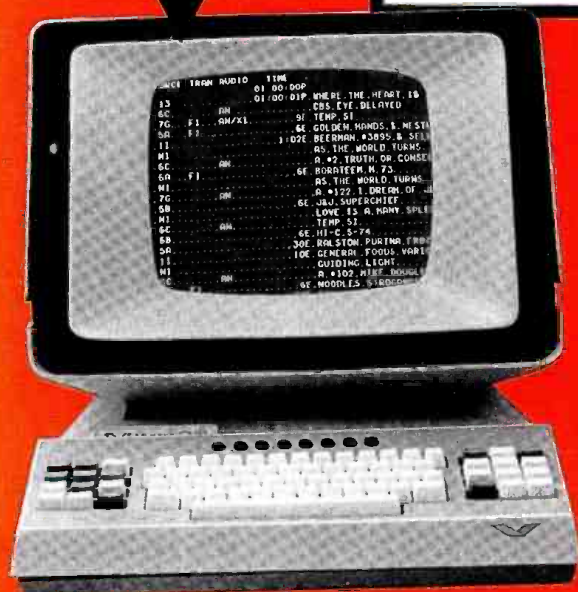
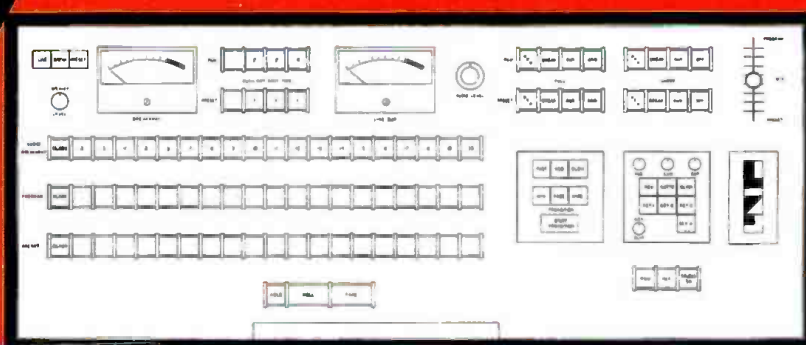
At the time he was stricken with a heart attack (BROADCASTING, May 21) Grover C. Cobb, senior executive vice president of the National Association of Broadcasters, was occupying a major role in the administration of the association's affairs, especially its pursuit of license-renewal relief in the Congress. Mr. Cobb, it now appears, will be absent for a while. He will be missed, by Vincent T. Wasilewski, NAB president, who has come to count heavily on his first deputy, by his many friends and by all broadcasters who depend upon the NAB for representation in Washington.

Pending Mr. Cobb's recovery and return, the rest of the NAB's staff and all of its members must exert themselves to maintain the vigor that has recently enlivened the association.



Drawn for BROADCASTING by Sidney Harris

"What it comes down to, Greg, is . . . the show is so bad this year, they want to take back last year's Emmy."



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