

Broadcasting gets its First Amendment back in BEM
At home and away with the FCC's commissioners

Broadcasting Jun 4

The newsworthy of broadcasting and allied arts

Our 42nd Year 1973



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Adults.
6 am to 9 pm.
WGN
Radio.**



Radio 720

15 straight hours, every weekday, more adults in Chicago listen to WGN radio than to any other Chicago station.

Source: ARB, Chicago, Jan/Feb '73, Hour by Hour 6am-midnight averages, Metro Adults 18+, Avg Qtr Hour, Mon-Fri.

Data subject to qualifications listed in report

Luther Adler, Michael Ansara, Jim Backus, Legs Diamond,
 Martin Balsam, Joanna Barnes, speakeasy, **VICE**, Prohibit
 William Bendix, Herschel Bernardi, The Purple Gang, gun
 Joan Blondell, Scott Brady, David Brian, Al Capone, **COP**
 Charles Bronson, Victor Buono, Ma Barker, Bugs Moran, r
 J. D. Cannon, Dane Clark, Steve Cochran, Mad Dog Coll,
 Mike Connors, Michael Constantine, Frank Nitti, molls,
 Richard Conte, Wendell Corey, Dutch Schultz, **FEUDS**, FBI
 Dan Dailey, Dolores Dorn, Vince Edwards, bootleggers, a
 Peter Falk, J. C. Flippen, Anne Francis, **GANGSTERS**, rum
 Anthony George, Bruce Gordon, St. Valentine's Day, mobs
 Frank Gorshin, Harry Guardino, Chicago, funerals, dives
 Clu Gulager, June Havoc, Ann Helm, machine guns, rub ou
 Darryl Hickman, Arthur Hill, **GETAWAY CARS**, hideouts, be
 Steven Hill, Pat Hingle, Salome Jens, vendettas, blood,
 Henry Jones, Victor Jory, Brian Keith, payoffs, bribes,
 Jack Klugman, Martin Landau Waxey Gordon, protecti
 Marc Lawrence, **NUMBERS**, Cloris Leachman, kidn
 Francis Lederer, Sam Levene, slot machine
 Viveca Lindfors, booze, **CORRUPTION**, politic
 Jack Lord, Harry Morgan, Lee Marvin, The Depre
 James MacArthur, **LOANS**, **ALCATRAZ**, Sing Sing,
 Charles McGraw, John McIntire, squealer, vi
 Robert Middleton, Cameron Mitchell, **CHORUS GIRLS**,
 Thomas Mitchell, Ricardo Montalban, hijack, bullets
 Elizabeth Montgomery, **STOOL PIDGEONS**, TNT, cases
 Vic Morrow, Barry Morse, undercover agents, Joliet, Nit
 J. Carroll Naish, Patricia Neal, the electric chair, T-
 Ed Nelson, Lloyd Nolan, **HOODLUMS**, Simon Oakland, punks,
 Carrol O'Connor, Dan O'Herlihy, judges, juries, money, r
 Susan Oliver, Nehemiah Persoff, prostitution, **BANKS**, G-
 Larry Parks, Robert Redford, bathtub gin, lawyers, club
 Madelyn Rhue, pimps, Cliff Robertson, **HANDCUFFS**, badges
 Ruth Roman, Telly Savalas, **ALIASES**, **ALIBIS**, **HOLDUPS**, Le
 Milton Selzer, Henry Silva, eyewitnesses, embezzlers, l
 Mary Sinclair, **MUSCLE MEN**, Fay Spain, accomplices, deat
 Barbara Stanwyck, Jan Sterling, wheel men, blondes, cri
 Harold J. Stone, **FORGERS**, Frank Sutton, safe crackers,
 Nita Talbot, **BULLET PROOF VEST**, Rip Torn, Claire Trevor
 Robert Vaughn, **SECRET SERVICE**, Jack Warden, Jack Weston
 Keenan Wynn, Dick York, and Robert Stack **ARE ALL IN**
"THE UNTOUCHABLES".

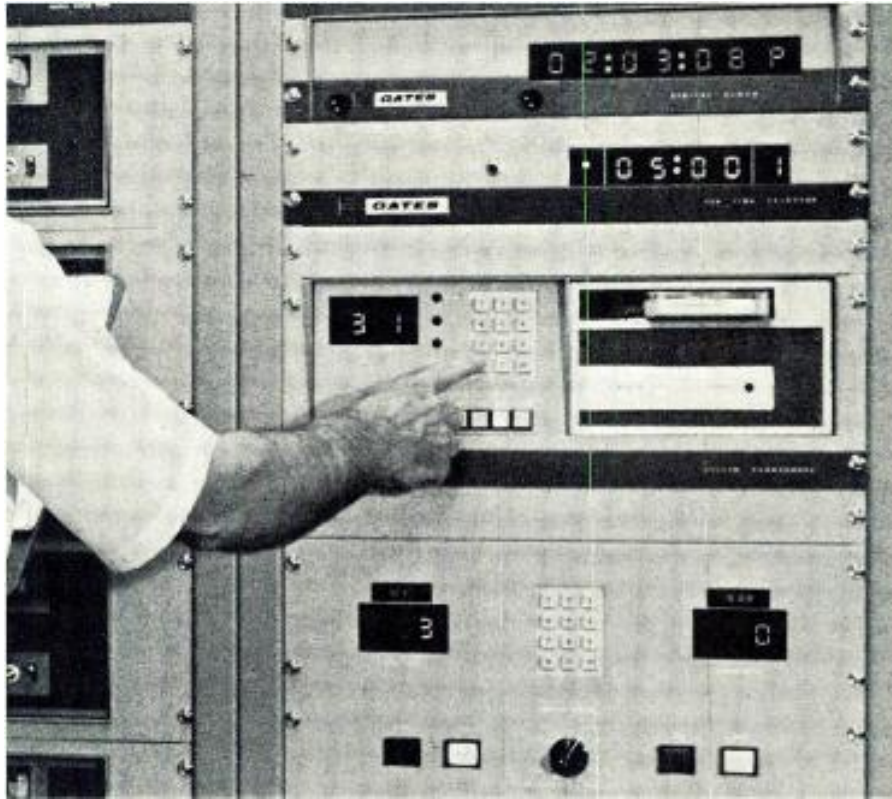


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 mising hours are now available for immediate programming.
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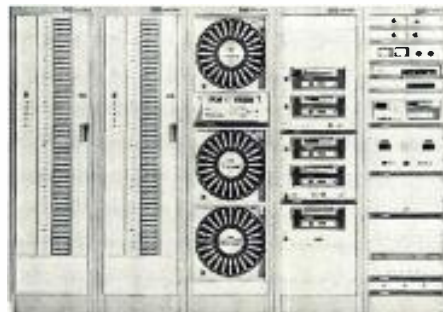
Gates' new Touch-Control Program Automation is custom-tailored to improve your operating efficiency. And profits.



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

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

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



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Quincy, Illinois 62301, U.S.A.

Broadcasting Jun 4

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The Facts are...

Mod Squad is the off-network series for syndication.

Fact:

Within weeks of being released for syndication, **Mod Squad** was bought by 35 stations including seven in the top ten markets:

- | | |
|------------------|-----------|
| 1. New York | WPIX-TV |
| 2. Los Angeles | KCOP-TV |
| 3. Chicago | WGN-TV |
| 4. Philadelphia | Available |
| 5. Boston | WBZ-TV |
| 6. San Francisco | KPIX-TV |
| 7. Detroit | Available |
| 8. Cleveland | WKYC-TV |
| 9. Washington | WTOP-TV |
| 10. Pittsburgh | Available |

Fact:

Mod Squad's impressive Fall line-up will include stations owned by The National Broadcasting Company, Post-Newsweek, Westinghouse, WGN Continental, Screen Gems, Wometco, Chris Craft, The Outlet Company, and Meredith Broadcasting.

Fact:

Because of its "Young Appeal" **Mod Squad**, with contemporary plots and dynamic young stars, will deliver the right demographics...young adults, teenagers, and children.

Fact:

In four completed seasons, it dominated all competition including "Ironside," "Beverly Hillbillies," "Lancer," "Green Acres," and "Glen Campbell" with an outstanding 33% average share.

Fact:

Mod Squad is ideal for stripping... in early fringe, early evening, prime-time, or late fringe.

Fact:

Mod Squad, with 124 action-packed hours, may still be available in your market. *Grab it while it's hot.*

hottest one-hour ever released



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



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

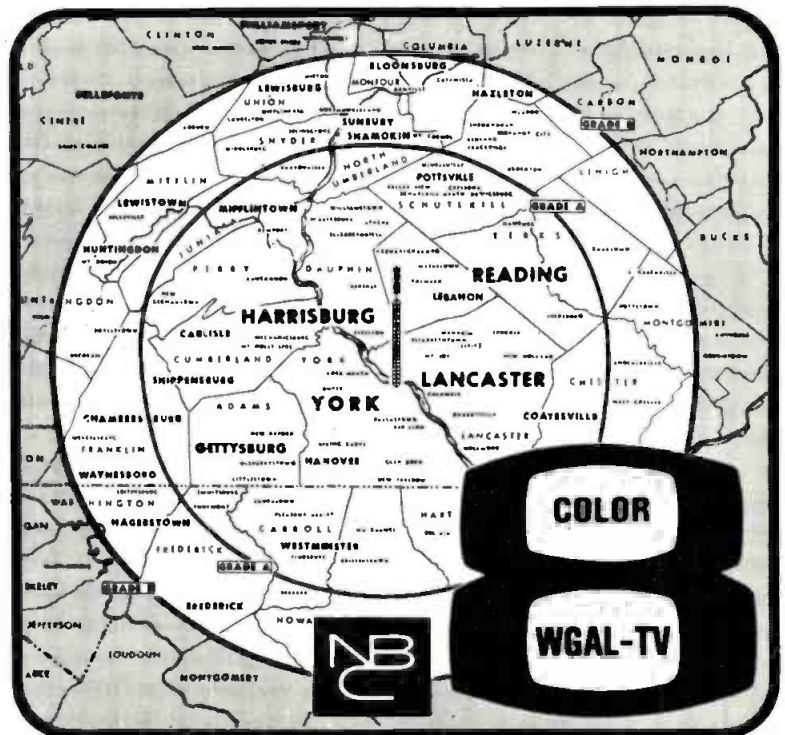
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 WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I. / New Bedford-Fall River, Mass.

Closed Circuit®

Access on access

FCC has set special meeting on June 14 to begin digging into question of what, if anything, to do about its prime-time-access rule, and chances are said to be good it may reach decision within weeks after that. That schedule would give producers and networks time to plan for 1974-75 season under change or repeal of rule. One key question is whether Nicholas Johnson, who favors retention of rule, will be around to vote or whether successor will have taken over on expiration of Johnson term, June 30. Commissioners appear to be closely divided, but expectation is there'll be modification, if not repeal.

As decision time on access rule nears, Hollywood producers are getting in last licks at FCC. In addition to delegation from newly formed National Committee of Independent Television Producers that visited six of seven commissioners last week (see page 53), David Wolper made calls. As he has argued in formal comments, Mr. Wolper wants exemption for independently produced documentary-type shows if rule is retained, requirement that networks devote hour of prime time weekly to independently produced documentaries if rule is repealed.

Peacemaker

Settlement of dispute between Corporation for Public Broadcasting and Public Broadcasting Service, which announced "partnership" last week (see page 45), came after Chairman Torbert Macdonald (D-Mass.), of House Communications Subcommittee, got heads of both organizations together. Acting as conciliator, Mr. Macdonald took Ralph Rogers, chairman of PBS, to meeting with Dr. James Killian, CPB chairman, at latter's office at Massachusetts Institute of Technology on May 18.

Word is that legislator told warring factions that if they wanted any help from him on federal funding, they would have to arrive at *modus vivendi* that insulated noncommercial system from political control. Now that settlement is made, Mr. Macdonald will hold appropriations hearings, beginning on June 11.

Around and around

Nobody's claiming credit for initiating three-network agreement to try unprecedented rotation plan in covering Senate Watergate hearings (BROADCASTING, May 28). Apparently, however, climate for it had been developing over period of time in informal discussions off and on among network news people and among network lawyers. Then rotation on Watergate hearings was broached by NBC President Julian Goodman to ABC President Elton Rule when they met at dinner party given by New York Governor Nelson Rockefeller

week before hearings started May 17. By then it seemed too late to work out rotation of opening sessions, but in meantime network news people got busy—whether independently or as result of that conversation is unclear—and finally produced plan that got lawyers' blessing. Justice Department was not consulted in advance but was advised as courtesy after agreement was set.

Just how old rotation idea is was suggested last week by recollection that Robert W. Sarnoff, now chairman of RCA, proposed it 15 years ago when he was chairman of NBC. That was in August 1958, inspired by viewer complaints of three-network concentration on United Nations sessions during mid-East crisis in mid-July. Executive of other networks said then idea was worth exploring but were skeptical about its chances (BROADCASTING, Sept. 1, 1958).

Mouthpieces?

It's no secret that play-by-play sports announcers often exhibit bias in favor of home team. But do their reports and comments raise issues that should concern FCC? That is question commission may investigate. Proposed project has been suggested several times over years by chief of commission's complaints and compliance division, William Ray. And last week—presumably moved in part by series in *Washington Star-News* on subject—commission asked Mr. Ray to draft notice of inquiry.

Key question is what responsibility for performance of play-by-play announcer licensee relinquishes to team owner. What about allegations that club owners, concerned about their own interests, tell announcers to ignore crowd size when it is small, or weather when it is bad, and to stress good rather than bad play on field? Do sports events fall into category of news or entertainment? And if former, does commission policy against rigging and slanting come into play?

Harder money

Decline in value of U.S. dollar is prompting U.S. program exporters to press for contracts to be written in currency of buying nation. Television division of Motion Picture Export Association recently concluded agreement in Netherlands where program buyers henceforth will pay in guilders. American firms also are seeking to write future contracts in foreign currency in France, Germany, Italy, and Japan. This is reversal of long-standing policy. U.S. companies used to insist on dollar payments, when dollar was soundest currency of all.

Super clean

Tornado stirred up by firing of Clive Davis from CBS/Records Group posts (see page 57) is reaching into CBS

Broadcast Group. There's report that corporate headquarters has outlawed deals at radio and TV networks and owned stations for trades of broadcast time for outside services (cars, aircraft, prizes, advertising space, etc.). CBS officials deny that such deals are being banned altogether, but confirm they are under serious review.

Head to head

Decision of UPITN to put its TV news film service on electronic delivery (see page 52) has apparently put crimp, at least temporarily, in Television News Inc.'s marketing of its own new electronic service. Some stations that took TVN's two-week free trial now say they'll have to see how UPITN stacks up before deciding between two. Eight stations are reported taking UPITN's. But TVN President John O. Gilbert says he's prepared to do battle. TVN's service is continuing, with two clients reported—WCIX-TV Miami and KTVU(TV) Oakland-San Francisco—plus one Mr. Gilbert says he's not free to disclose.

Litigant

CBS, Walter Cronkite and WTOP-TV Washington, CBS affiliate, are expected to be named defendants in multimillion-dollar suit to be filed by Henry Buchanan, brother of White House aide, Patrick Buchanan. Suit is to charge invasion of privacy and libel as result of *CBS Evening News* report by Mr. Cronkite on May 8, that Henry Buchanan's accounting firm was involved in "laundering" Nixon campaign funds. In later broadcast, Roger Mudd, substituting for Mr. Cronkite, acknowledged report had been erroneous (BROADCASTING, May 21). Associated Press, source of Cronkite story, is also expected to be sued.

Reading the offers

Pacific & Southern Broadcasting Co., which will be merged into Combined Communications Corp. if FCC approves (BROADCASTING, April 23), is studying bids to purchase its three radio properties excluded from merger. With selections probable this week, count last Friday (June 1) stood at three offers for KIMN-AM) Denver, three for WQXI-AM-FM Atlanta, two for WQXI-FM alone, and one for all three. Asking price for Atlanta outlets is \$11 million for AM and \$3 million for FM.

Cruellest cuts

Canadian cable systems, authorized by government to delete commercials from U.S. programming they pick up, are talking now about substituting their own commercials for American. If that happens, look for legal actions by U.S. border stations.

First Family



In 1962 the Clampetts struck oil in Arkansas, moved to Beverly Hills, and introduced a new kind of comedy to television.

Ten years later they left the CBS network as a television classic and an American institution.

This year, in their first syndication season, The Beverly Hillbillies performed as you might expect. Magnificently...

Atlanta (5:30, WTCG). The Beverly Hillbillies attract 32% more adults 18-49 than competing sitcom, and 45% more adults 18-49 than station's previous sitcom in same time period.

Detroit-Windsor (7:00, CKLW-TV). In a time period when number of adults using television declines, they reach 28% more adults than lead-in sitcom; 91% more than station's 6:00 sitcom.

Hartford-New Haven (5:00,WHNB-TV). They draw a 13% greater audience than lead-in sitcom; 41% greater than previous sitcom in same time period.

Indianapolis (6:00,WTTV). They lead time period in women 18-49 with 29% to 104% advantage over news competition, and show steady audience rise: 24% share in Nov., 26% in Jan.-Feb., 28% in Feb.-Mar.

Lansing (7:00,WILX-TV). They win 50% to 125% more women 18-49 than any other fringe-time program on station.

Madison (5:30,WKOW-TV). They lead time period in ADI rating, share, homes, women 18-49. And reach 114% more women 18-49 than network news lead-in.

Salt Lake City (4:00,KCPX-TV). They're first in time period with 46% of the audience, 60% more viewers than closest competition, and 34% more than station's year-ago program.

Savannah (6:30,WJCL-TV). They attract a 24% larger audience than previous sitcom in time period and 95% more viewers than network news lead-in.

Seattle-Tacoma (5:30,KTNT-TV). They reach 49% more adults than previous sitcom in time period and 190% more than lead-in sitcom.

Sioux Falls (4:30,KELO-TV). The Beverly Hillbillies wallop the competition with a 56% share and more women 18-49 than the two other stations combined. And bolster their station's position with 133% more women 18-49 than year-ago program in time period.

Aren't they the family you've always wanted to call your own?

The Beverly Hillbillies
another great sitcom from Viacom

Source

NSI, Feb.-Mar. 1973:
Atlanta
Hartford-New Haven
Lansing
Salt Lake City
Seattle-Tacoma

ARB, Feb.-Mar. 1973:
Detroit
Indianapolis
Madison
Savannah
Sioux Falls

Audience estimates
for cited surveys
and other months
are subject to
qualifications available
on request.

At Deadline

In Brief

Pettit on BEM. FCC General Counsel John Pettit, in first public comment by commission official on Supreme Court decision in *Business Executives' Move for Vietnam Peace* case (see page 15), said it is "ringing reaffirmation of the broadcaster's rightful role as a public trustee, free to respond to the needs and interest of his community with maximum journalistic discretion." Mr. Pettit made remarks to Wyoming Association of Broadcasters in Laramie Saturday (June 2). ■ **Aide for Jencks.** Richard W. Jencks, CBS Washington vice president, has new legislative assistant-press representative. She's Rae Forker Evans, former manager of information services for CBS News bureau there, who succeeds Barbara Newmeyer, resigning to marry Mark Johnson, attorney in CBS's Washington office. ■ **Another goes pay way.** Teleprompter of San Bernardino Inc., San Bernardino, Calif., will begin in early June engineering tests of new "premium" (pay) television system developed by Magnavox Corp. at its laboratory in Torrance, Calif. Total of 60 homes in San Bernardino cable-TV system have been invited to participate. ■ **Moving up.** Frank Balch, WJOY(AM) Burlington, Vt., inducted as president, Associated Press Broadcasters Association, at organization's convention in New Orleans, succeeding Tom Powell, WDAU-TV Scranton, Pa. Elected first VP and president-elect: Tom Frawley, chief of Cox Broadcasting news bureau in Washington. ■ **All-channel radio.** Representatives Lionel Van Deerlin (D-Calif.) and Clarence Brown (R-Ohio) have introduced bill requiring that radio sets be capable of receiving both AM and FM broadcasts. Measure (H.R. 8266) would give FCC two years to complete rulemaking to determine exemptions to requirement. ■ **FCC's French dies.** FCC Administrative Law Judge Millard F. French, 63, died Thursday (May 31) at Commonwealth Doctor's hospital, Fairfax, Va. Judge French, with FCC for past 20 years, served as chief of commission's renewal branch in 1956. He was named hearing examiner in 1957 and served in that capacity, with title changed last year, until time of death. He is survived by wife, Gazelle. ■ **Hearing CPB money.** Torbert H. Macdonald's (D-Mass.) House Communications Subcommittee will take up funding for Corporation for Public Broadcasting in four-day hearing next week. Testimony will be heard June 11-14 on H.R. 4560, and H.R. 6872, introduced by House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) and ranking Republican on committee, Samuel Devine (Ohio), at request of White House.

New BMI radio pact has increment feature

It becomes effective in '77, will be counterpart of TV's set-up

Agreement on terms to be offered radio stations for new four-year licenses for their use of music of Broadcast Music Inc. was announced Friday (June 1) by BMI and All-Industry Radio Music License Committee. It calls for stations to continue paying BMI at current 1.7% rate but would introduce new incremental-rate feature—lower rates on station-revenue increases above specified base—in 1977, final year of contract.

All-industry committee, headed by Elliott M. Sanger, retired chairman of WQXR-AM-FM New York, had sought rate reduction but apparently felt incremental-rate formula—which it had also sought, as radio counterpart of one in TV-station music licenses—was more desirable. Mr. Sanger's announcement called incremental plan "the most significant feature," and added that although it "does not become effective until 1977, nevertheless the committee regards it as an important achievement because of the savings in license fees which will result from it."

Letter of understanding signed by committee and BMI implied incremental feature may be experimental, however, not necessarily to be included in future contracts. Observers noted that whereas this contract would expire Dec. 31, 1977, current radio-station contracts with American Society of Composers, Authors and Publishers will expire March 1 of that year. If new ASCAP contracts negotiated at that time do not include incremental feature, BMI presumably will oppose its continuation beyond the year 1977.

Radio industry's nonnetwork time-sales revenues for 1974, as reported by FCC, will be base, and amount by which these are exceeded in 1975 will be used in establishing actual rate for 1977. Regular 1.7% rate will be applied to base, and half that—0.85%—to increment. Sum thus obtained will be divided by 1975 revenues to obtain rate, which, instead of regular 1.7%, will be applied by each station against its own revenues. Example: If 1974 revenues were \$1-billion and 1975's \$1.1-billion, rate to be used would be 1.62% instead of 1.7%.

Mr. Sanger said other changes in proposed new contract include optional standard deduction of 15% (versus 5% in ASCAP contract), which stations may take in lieu of itemizing, and extension of small-station preferential rate of 1.44% (now available to stations with annual revenues under \$80,000) to stations with revenues under \$100,000.

Committee officials have estimated

radio stations will pay BMI \$15.5 million this year under 1.7% rate.

Negotiations on new contract to replace one that expires end of this year were started approximately year ago. Forms embodying new terms will be mailed to stations shortly. They must decide individually whether to sign, but historically they have accepted all-industry committee proposals. Eleven-member committee participated in negotiations, assisted by Emanuel Dannett and Bernard Buchholz, New York attorneys and counsel to committee.

Edwards, Whitehead stress need for unfettered media at AP broadcasters session

Broadcasters have new champion in Louisiana Governor Edwin W. Edwards. He told more than 200 delegates at third annual Associated Press Broadcasters Association convention in New Orleans June 1 that recent survey encompassing 1,000 interviews showed 70% of people in state depend primarily on electronic media (62% television, 8% radio) to keep abreast of what's happening in state government.

"The public's acceptance of the broadcast media makes perfectly clear that this nation will not have a truly free press until we extend the full protection of the First Amendment to the broadcast media," said Governor Edwards. "Anything the courts, the Congress or state legislatures do to protect the printed media should apply equally to the broadcast media."

Same theme was feature of speech later same day by Clay T. Whitehead, director of Office of Telecommunications Policy. He asserted broadcasting is entitled to full protection of First Amendment and urged broadcasters to assert that right.

Elmer Lower, president of ABC News, in keynote address expressed opposition to recently formed National News Council and others looking over shoulders of media. Without questioning their right to exist, he said ABC News would cooperate by supplying groups "of serious purpose" with transcripts of programs. "But we have no intention of appearing before the National News Council to answer questions of why we did this and why we did not do that. On no occasion will we supply the council with any film outtakes or audio tape not used on the air or reporters' notes. In general we will deal with the council at arm's length."

Court asked to halt 'censoring' of PTV programs

Clay T. Whitehead, director of Office of Telecommunications Policy, White House aide Patrick Buchanan and two major

instruments of public broadcasting are defendants in court suit accusing them of illegally censoring programming on public television.

Suit filed Thursday in federal district court in Washington by American Civil Liberties Union and Network Project, New York-based association of media activists.

Plaintiffs seek to have announced schedule of public-television programming for fiscal year 1974 set aside on ground it is "tainted" with illegal interference. They also want public-television funds distributed in lump sums to program production centers and local stations, free from such alleged interference.

Suit alleges that Corporation for Public Broadcasting and Public Broadcasting Service, named in suit, interfere with program content and other activities of public-broadcast stations, "in violation of the Public Broadcasting Act of 1967" and First Amendment.

Allegation is based in part on assertion that public-television program-production centers are acquired to present information on each proposed program as condition for obtaining funds from CPB and PBS.

Suit also asserts CPB and PBS engage in prescreening of programs and often require changes in them or issue warnings to stations about them, and permit representatives of foundations, industries, governmental agencies or other parties to participate in prescreening and to "cen-

sor" and cause changes to be made in programs.

Mr. Whitehead and Mr. Buchanan, along with former Presidential assistant John Ehrlichman, who was not named defendant, were said to have used power of their offices in effort to persuade CPB board members on April 13 to vote against agreement designed to end rift with PBS. Plan was voted down, but agreement was finally reached last week (see page 45).

Suit seeks order barring Mr. Whitehead and Mr. Buchanan from exercising any direction or control over public broadcasting, CPB or PBS, or their contractors. It also requests order barring CPB and PBS from interfering with or affecting content of noncommercial programs.

Cable Fund to loan \$7.5 million to Telesystems, may merge with parent CPI

Cable Funding Corp., formed in 1971 as financial services company to make loans to cable-TV system but which of late has found few customers, has signed letter of intent to provide \$7.5-million to Telesystems Corp., Elkins Park, Pa., wholly owned subsidiary of Communications Properties Inc., Austin, Tex. Of significance in proposed agreement, Cable Funding Corp. has right during first 18 months of loan to merge with Communications Properties, one of 10 largest

multiple system operators in cable TV. If option is exercised, agreement calls for exchange ratio based upon market prices of stocks of two companies (both sold over-counter). Qualifier is that in determining possible ratio of exchange Cable Funding shares will not be valued at less than \$15 during option period or CPI shares less than \$6.375 during first six months; \$6.818 during second six months; and \$7.50 during last six months.

Jack R. Crosby, president of CPI, Fred Lieberman, president of Telesystems Corp. and Citizens Financial Corp., who together control some 64% of outstanding Communications Properties Inc. stock, have agreed to vote their shares in favor of merger if it's sought during 18-month option period. Mr. Crosby would become president and chief executive officer of combined Cable Funding-CPI organization, with board of directors initially consisting of six directors from current Communications Properties Inc. board and three directors designated by Cable Funding.

CPI, credited by National Cable Television Association with 190,000 subscribers (page 48), arranged for \$6 million in new capital earlier this year through public offering and added financing from Citizens Financial Corp. Subsequently CPI announced \$9-million cable-TV venture in Connecticut and \$5-million one in Philadelphia (BROADCASTING, April 9, May 7).



Mr. Wesley



Mr. Costin



Mr. Hirsch



Mr. Bunker



Mr. Osterhaus



Mr. Resing

Headliners

James W. Wesley Jr., vice president and general manager of Cox Broadcasting's WIOD(AM)-WAIA(FM) Miami, has been named VP-GM of KFI(AM) Los Angeles, station Cox acquired from trustees of Earl C. Anthony estate last Thursday (May 31). He succeeds **Edmund C. Bunker**, veteran broadcast executive whose career includes several CBS vice presidencies and presidency of Radio Advertising Bureau and whose future plans have yet to be announced. Mr. Wesley will be succeeded in Miami by **Philip D. Costin** as general manager of WIOD and by **Herb Hirsch** as general manager of WAIA.

William Osterhaus, general manager of Group W's KPIX(TV) San Francisco since 1969, named staff executive to develop company's position in video-cassette and cable-TV programming. **George Resing**, KPIX program director and formerly station manager of WQXI-TV Atlanta, succeeds him as general manager.

Goddard Lieberman, senior VP on CBS corporate staff, returns to line as president of CBS/Records Group. **Irwin Segelstein**, VP for program administration, CBS-TV, named president of Columbia Records Division. Both succeed to posts held by **Clive Davis**, severed from company last week (see story page 57).



Mr. Lieberman

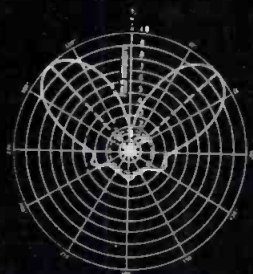


Mr. Segelstein



Mr. Briscoe

Ralph O. Briscoe, president of CBS/Comtec Group, expected to be named president and chief operating officer of Republic Corp., West Coast conglomerate based in Los Angeles. Mr. Briscoe is financial expert, at one time commanded CBS Laboratories Division, now-defunct EVR (Electronic Video Recording) Division plus syndication and cable activities spun-off into Viacom Corp. Republic's communications subsidiary includes Consolidated Film Industries, Continental Graphics, Glen Glenn Sound, Dauman Displays and Visual Information Systems. Total Republic sales were \$166 million in 1972.



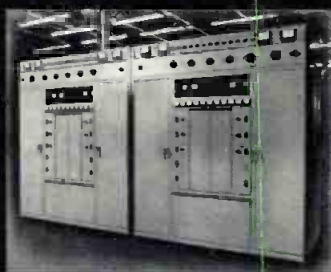
Typical measured Pattern :21
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CCA patented TV antennas can provide you with the exact pattern you require — normally at no extra cost and at a minimum of tower loading! We can prove its pattern at our mile long test site!

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CCA UHF-TV transmitters have been in service for over 10 years in more than 40 locations. From 15 kw to 110 kw. No other company can match our reliability.

REK-O-KUT S-320 Tone Arm

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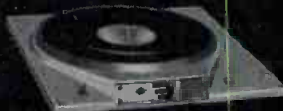
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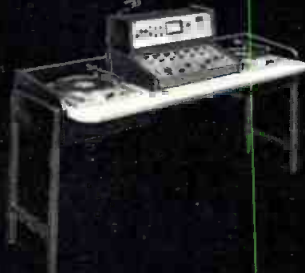
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50 KW AM

with conventional high level modulation and air cooling.



You are cordially invited to visit our plant and watch the AM 50,000 go through its paces!

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air cooled transmitter with independent 3 KW driver and one power amplifier tube.



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Edwin H. James, *vice president*.
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national basis

now sold in a record 157 markets
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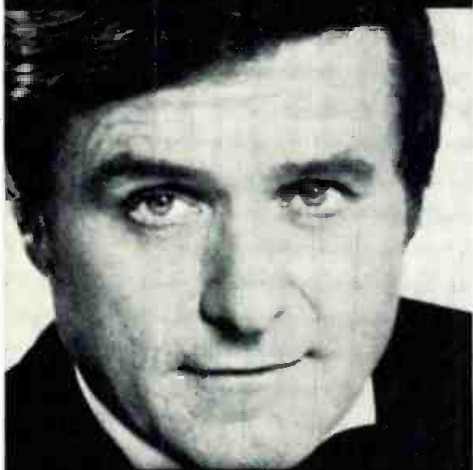


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Competing against movies? Your best bet is The Mike Douglas Show. It's #1 in New York against late afternoon movies. It's also #1 in Cincinnati, Portland, Me., Washington, D.C., Honolulu and many other places as well.

If you've got problems programming, in late afternoon (or any other time), and need a star studded show that's up, in, and out-rating them all in many markets. The Mike Douglas Show may be your answer. For further information write Group W Productions, 90 Park Avenue, New York, N.Y. 10016. Or call (212) 983-5081.

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This week

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.

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 4-6**—Children's Television Workshop, sponsored by *WCPO-TV Cincinnati* (see page 56). Stouffer's Downtown Inn, and University of Cincinnati Media Center, both in Cincinnati.

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 6-8—23d World Congress of *International Advertising Association* based on theme "Changing Spheres of World Influence." Speakers and panelists include: James McCaffrey, chairman, McCaffrey & McCall 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*. Speakers include: Clay T. Whitehead, director, Office of Telecommunications Policy; Russell Tornabene, VP and general manager of NBC Radio network. 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 8—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.

Also in June

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

June 10-12—*Florida Association of Broadcasters* 38th annual convention. Featured speaker: FCC Commissioner Robert E. Lee. 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 16—Regional seminar, *Radio Television News Directors Association*. Studios of WTAE-TV Pittsburgh.

June 17-19—17th annual *Television Programing Conference*, sponsored cooperatively by participating TV stations with agenda to deal with operational and production topics as well as available programing. 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 on 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**—*New Jersey Broadcasters Association* 27th annual convention. Speakers: Herbert J. Stern, U.S. Attorney for New Jersey; Wallace Johnson, chief, Broadcast Bureau, FCC; Perry Bascom, VP and general manager, WNBC(AM) New York; Professor Jerome Aumente, director of Urban Communications Teaching & Research Center, Livingston College, New Brunswick, N.J. 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 Rather, CBS White House news correspondent; Reid Collins, also CBS News; Governor Thomas L. Judge, Representative 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 28-30—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 Talisman 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, Coopers-town, N.Y.

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

Monday Memo

A broadcast advertising commentary from George Colon and Jim Harold, Young & Rubicam International, New York

Y&R ethnic unit: finding and reaching minority markets

In late 1972, Young & Rubicam International established an ethnic marketing unit to seek out and develop opportunities for our clients among blacks and Spanish-speaking Americans.

Before arriving at the decision to establish such a unit, extensive research was undertaken by a special Y&R International study task group that uncovered three contradictory industry points of view about ethnic groups and their susceptibility to special communication.

One was the position that a separate black or Spanish market didn't really exist; that black and Spanish-speaking consumers were as identical in their experience, circumstances, interests, needs, wants and priorities as all other people.

The second was that they may exist as separate markets, but they are not sizable or monobehavioral enough to warrant the efforts of a separate marketing approach. In addition, they could be reached through present media and on the same terms as all other people.

The third position said these markets indeed did exist, were substantially different, were quite large, could be reached profitably if some effort were made at it, and that the refusal to recognize this was not only economically shortsighted, but also morally questionable. Sifting through all the data that existed, the study task group determined that both population segments did indeed exist in sizable proportions and with sufficient separation in character to justify independent marketing efforts.

For example, the black consumer market is made up of 23 million people who spend approximately \$45 billion on goods and services each year (a bigger market than all of Canada). They represent almost one out of every three consumers in the top-78 markets in which over 66% of all retail sales take place. And their consumption patterns differ importantly from the general consumer market, being particularly heavy in food, soft drinks, clothing, alcoholic beverages, personal care and household products. Moreover, the black cultural experience has been and still is sufficiently different from the general cultural experience as to make very different priority sets for the satisfactions various goods and services can produce.

These values were earlier seen in the deep loyalty of the black consumer to the most prominent nationally advertised brands—a phenomenon which led marketers to believe that heavy advertising in the mass media would automatically lead to franchise positions among black consumers. But recent shifts in



George Colon (r) is head of the Spanish section of Young & Rubicam's ethnic marketing unit. He went to Y&R from Spanish International Network, where he was a sales representative. James Harold, a Y&R account executive, is head of the black section. He joined Y&R after experience with J. Walter Thompson and Zebra Associates. Clients currently served by the unit include General Foods, Eastern Airlines and American Home Products.

levels of ethnic awareness, education and sophistication have established an increasing demand among black consumers that manufacturers and service industries recognize them as separate consumers, acknowledge them in their advertising and honor their needs as separate individuals. What this means is that while the black consumer can still be reached through general media, he can be persuaded much more effectively by specific appeals that recognize the differences in black experiences and are advanced through special black media.

Similarly, the Spanish consumer market is equally separate culturally. The Spanish market consists of 9 to 10 million people with a yearly median income of \$7,300 and a total annual buying power of \$15 billion. While it is smaller than the black consumer market, its regional concentrations make it easier to reach. More than half, or five million, Spanish-speaking Americans, mostly of Mexican descent, live in the Southwest. Another two million, mostly Puerto Ricans, live in the Northeast. And almost a half million Cuban-Americans call Florida's Dade county their new home.

Within these markets there is a common cultural phenomenon—the strong ties through language and tradition that bind the Latin to his "patria" or homeland.

It is a situation evidenced and perpetuated by the prevalence of Spanish as the primary language in over half of the Spanish homes in America. It can be heard in the neighborhoods where

Spanish is the language of choice in restaurants and bodegas. It is this language that provides the astute marketer with the opportunity for stronger and more sensitive communications in the Latino's own media.

The conclusions of the study task group were that there are separate and distinct black and Spanish consumer markets that can be reached more effectively through separate and distinct market appeals and separate and distinct media. And that the special opportunities these facts present for our clients can best be realized through the work of a special unit which is culturally sympathetic to the distinction of those markets.

As a result, the Y&R ethnic market unit was established. It consists of both black and Spanish sections and is staffed by professionals from all key agency disciplines—copy, art, media, research, programing and account management. While these professionals have a responsibility to the ethnic market unit, they all also work on general market problems for clients without specific ethnic needs. In fact, their ability to apply their experience and talent to a wide variety of problems is what makes them particularly valuable as the ethnic market unit. They are, first and foremost, capable, professional marketing, advertising and communications specialists.

Presently, the ethnic market unit is working with nine Y&R clients on assignments ranging from basic market analysis to print, radio and television advertisements that are now running.

Broadcasters win one at the high court

Right of paid public access to radio and television is denied in combined BEM-DNC decision; Burger says the cure would be worse than any disease; Douglas goes farther, says fairness doctrine also has no place in broadcasting

For a change, the major broadcasting news out of Washington last week was, for broadcasters, good. The U.S. Supreme Court had reaffirmed the traditional view of broadcasters as public trustees with the journalistic responsibility for deciding what issues will be discussed on their stations and by whom, with the fairness doctrine providing the only constraint.

The court, in a 7-to-2 decision, thus dealt a serious if not fatal blow to the movement on the part of some citizen groups and public-interest lawyers seeking to establish a right of access to the broadcast media for individuals and groups interested in speaking directly on the issues of the day rather than through the reporters and commentators of broadcast stations.

The movement had been gaining momentum and strength over the years, and reached its high-water mark in the decision of the U.S. Court of Appeals in Washington in August 1971 (BROADCASTING, Aug. 9, 1971) holding that broadcasters who sold time for commercials must sell it for political and "editorial" advertisements—and that the public has a limited First Amendment right of access to radio and television.

Judge J. Skelly Wright, who wrote that opinion for a divided appeals court, endorsed the argument of those advocating the right of public access that "the present system [of broadcasting], allowing a flat ban on editorial advertising, conforms . . . to a paternalistic structure in which licensees and bureaucrats decide which issues are 'important,' how 'fully' to cover them, and the format, time and style of the coverage."

It was that opinion, and the remedy advanced to cure the problem described, that the Supreme Court, in an opinion written by Chief Justice Warren E. Burger, overturned. Neither the First Amendment nor the Communications Act requires broadcasters to sell time for editorial advertisements, the chief justice wrote.

He said it is the fairness doctrine, which requires broadcasters to air all sides of controversial issues of public importance, that is the mechanism that has been developed over the years for informing the public on matters of importance. Moreover, he said, broadcasters are "allowed significant journalistic discretion in deciding how best to fulfill" their fairness-doctrine obligations. And although the doctrine has not always provided the public with consistently high-quality treatment of all public events and issues, he said, "the remedy does not lie in diluting licensee responsibility."

Repeatedly, the chief justice likened broadcasters to journalists and equated their responsibilities. He rejected the appeals court's contention that every potential speaker is the "best judge" of his views, commenting: "All journalistic tradition is to the contrary. For better or for worse, editing is what editors are for, and editing is selection and choice of material. That editors—newspaper or broadcast—can and do abuse this power is beyond doubt, but that is no reason to deny the discretion Congress has provided."

However, the chief justice did not rule out the establishment of a limited right of access. "Conceivably at some future date Congress or the commission—or the broadcasters—may devise" such a right that is "practicable and desirable," he said. He noted that commission rules require cable television systems to provide public-access channels and that the commission is in the midst of a wide-ranging inquiry into the effectiveness of the fairness doctrine to determine how the coverage of controversial issues by broadcasters might be improved.

Indeed, the Supreme Court's decision is expected to pump new life into the inquiry, under way now for two years (BROADCASTING, June 14, 1971). At a

Chief Justice Burger, writing for the court:

"For better or for worse, editing is what editors are for, and editing is selection of choice and material. That editors—newspaper or broadcast—can and do abuse this power is beyond doubt, but that is no reason to deny the discretion Congress has provided."

minimum, the decision eliminates the need for radical changes in commission policy regarding public access to the airwaves. At a maximum, it would appear to give the commission considerable leeway in drafting new policy. The staff work on the inquiry is under the direction of Commissioner Richard E. Wiley, who as FCC general counsel urged the commission to seek Supreme Court review of the appeals-court decision.

The court's decision came in two related cases. One involved the Business Executives Move for Vietnam Peace, an antiwar group, which had sought to buy time on WTOP(AM) Washington, an all-news station, to express its members' views on the Vietnam war. (BEM said it did not believe the views it wanted expressed had been aired in the station's coverage of the war.) The other involved the Democratic National Committee, which had petitioned the commission to issue a declaratory ruling that the Communications Act or the First Amendment precluded broadcasters from enforcing a general ban on the sale of time to "responsible entities" to present their views on public issues. CBS and ABC joined the commission and Post-Newsweek Stations, licensee of WTOP, in appealing the appeals court's decision.

The dissent—expressed in an opinion by Justice William J. Brennan, in which Justice Thurgood Marshall joined, held that the "exclusionary policy" the majority supported would serve only to inhibit rather than to further "robust and wide-open debate." Justice Brennan also saw the majority opinion as reversing the "traditional First Amendment priorities"—giving fewer access rights to persons with political comment to make than to those with commercial products to sell.

The announcement of the court's decision, on Tuesday, was greeted with enormous satisfaction and relief both by broadcasters and their attorneys, and by officials of the FCC, whose ruling that broadcasters may impose a flat ban on the sale of time for editorial comment was affirmed. A prime commission concern had been that the appeals-court decision, if upheld, would require the commission to involve itself in day-to-day operations of stations, to determine whether they had been reasonable in the decisions they were making on selling time for editorial ads. To some commission officials, the prospect of such supervision was an administrative as well as an ideological nightmare.

To Chief Justice Burger, "Regimenting broadcasters is too radical a therapy for the ailment" that had been alleged. He

also said that "to agree that debate on public issues should be 'robust and wide open' does not mean that we should exchange 'public trustee' broadcasting, with all its limitations, for a system of self-appointed editorial commentators."

"The Supreme Court's opinion couldn't have been better had we written it ourselves," said one commission attorney. And it did appear to follow the points the commission had made in its argument—the reliance on the fairness doctrine, the concept of broadcasters as public trustees, the Communication Act's assertion that broadcasters are not common carriers, the risk that a right-of-access system would be monopolized by those who would and could pay the costs.

"It's magnificent," said one of the broadcast lawyers involved, of the court's opinion. "We're very happy with it. The court understood the problems, and recognized the basic irreconcilability of the concept of paid access as of right with the responsibilities assigned broadcasters under the fairness doctrine."

National Association of Broadcasters President Vincent T. Wasilewski called the decision a "landmark in broadcasting's long quest for journalistic freedom." He added that it is now clear that the Supreme Court "views broadcasting's responsibility as one of fully informing the public on important public issues while reserving to the licensee the editorial discretion to 'determine what issues are to be discussed by whom and when.'"

Daniel E. Gold, senior vice president of Post-Newsweek Stations, too, saw the opinion as striking "a loud and important note in support of journalistic freedom of broadcasters to use their editorial and news judgments in informing the American people." He also said WTOP had acted on principle in relying on news and information programming to inform the public instead of adopting a system in which important issues "could be treated in an unbalanced and partisan basis by the limited number of groups able to buy time."

Although the nine justices lined up 7-to-2 to reverse the lower court, the case was sufficiently complex to require them to agonize over it an unusually long time—the case was argued on Oct. 16—and then to issue a total of six separate opinions.

On the crucial question of whether the Constitution or the Communications Act requires broadcasters to sell time for editorial comment, the chief justice was joined by four other justices—William H. Rehnquist Jr., in the main opinion, Byron White and Harry J. Blackmun together with Lewis F. Powell Jr., in separate opinions.

However, the Burger-Rehnquist argument that the appeals court erred in holding that licensees' refusal to accept a paid political advertisement constituted "governmental action" banned by the First Amendment was supported only by Justice Potter Stewart in a separate opinion. (Justices White, Blackmun and Powell did not feel it necessary to decide that question.)

There were six votes in all for the

*Justice Douglas's
concurring opinion:*

"My conclusion is that TV and radio stand in the same protected position under the First Amendment as do newspapers and magazines. The philosophy of the First Amendment requires that result, for the fear that Madison and Jefferson had of government intrusion is perhaps even more relevant to TV and radio than it is to newspapers and other like publications."

Burger-Rehnquist argument that, in view of Congress's rejection of efforts to impose a common-carrier status on broadcasters and the commission's reliance on the fairness doctrine to assure broadcaster coverage of important events and issues, no individuals or groups can command a right of access.

Justice William O. Douglas issued a separate concurring opinion in which he went well beyond his colleagues in asserting that government has no more legal authority over broadcasters than it does over newspapers. (Chief Justice Burger, in his opinion, wrote, "A broadcast licensee has a large measure of journalistic freedom but not as large as that exercised by a newspaper.") The fear of government intrusion that inspired the First Amendment, Justice Douglas said, "is perhaps even more relevant to TV and radio than it is to newspapers and other like publications."

Indeed, Justice Douglas, who did not participate when the Supreme Court, in a 7-to-0 decision in the Red Lion case four years ago affirmed the constitutionality of the commission's fairness doctrine, said he does not support that opinion. "The fairness doctrine has no place in our First Amendment regime," he said.

To some who read it, the opinion reflected concern with the present political climate and the Nixon administration's attacks on the media. For Justice Douglas said the fairness doctrine "puts the head of the camel inside the tent and enables administration after administration to toy with TV or radio in order to serve its sordid or benevolent ends," and added: "In 1973—as in other years—there is clamoring to make TV and radio emit the messages that console certain groups. There are charges that these mass media are too slanted, too partisan, too hostile in their approach to candidates and the issues."

(On the other hand, the opinion was cause for uneasiness in the public-broadcasting camp. For Justice Douglas said that the Corporation for Public Broad-

ment action—it was created by Congress and its board members are appointed by the President and confirmed by the Senate—that it is in effect a federal agency which cannot reject programming without violating the First Amendment ban on government censorship.)

Justice Stewart, in his separate opinion, also revealed himself to be a supporter of a broader grant of freedom than broadcasters now enjoy. He said his views approach those of Justice Douglas, and indicated he had serious reservations about the court's fairness-doctrine decision, which he had supported. He said that support was given "with considerable doubt" and that the "unique electronic limitations of broadcasting" had persuaded the court, "rightly or wrongly," that broadcasters' First Amendment rights "were abridgeable."

The expressions of concern on the part of the two justices regarding the fairness doctrine points up the irony in the expressions of delight on the part of broadcasters with last week's decision; for that decision was anchored in the fairness doctrine—whose constitutionality broadcasters had challenged, in vain, in the Red Lion case.

Chief Justice Burger on several occasions cited the problem of walking "a tightrope" or of charting "a middle course" in discussing the need to maintain a balance between holding broadcasters to a public accountability while allowing them private control of their operations. And under the fairness doctrine, he said, the commission determines whether a licensee's over-all performance indicates a sustained good-faith effort to meet the public interest in being fully informed.

But under a right-of-access system, he added, the commission would be drawn into a continuing case-by-case determination "of who should be heard and when." And that, he said, would require a relaxation of the constitutional principles against control of speech with respect to editorial advertisements. "To sacrifice First Amendment protections for speculative gain is not warranted," the chief justice said, adding, "it was well within the commission's discretion to construe the act so as to avoid such a result."

Frequently, also, Chief Justice Burger indicated the view that the court would be wise to avoid hard-and-fast resolutions of the kind of questions raised in the case. He noted that for more than 40 years Congress and the FCC have established "a delicately balanced system of regulation intended to serve the interests of all concerned" and that the court should pay careful attention to that history.

He noted, too, that the activities of the commission over the years "reflect a continuing search for means to achieve reasonable regulation compatible with the First Amendment rights of the public and the licensees." The commission's ongoing fairness-doctrine inquiry, he said, is a part of the continuing process. So the courts, "at the very least," he said, "should not freeze this necessarily dynamic process into a constitutional holding."

The not-so-subtle art of shooting holes in a rival credit card

Carte Blanche's TV sniping at American Express epitomizes the increased tempo of the ad war among major companies

America is on a spending spree—as no one knows better than the credit-card companies. They've been going on a spending spree of their own, using television to promote new customers. In 1972, American Express card division, Interbank (Master Charge) and BankAmericard spent a total of \$11,617,700.

This spring Carte Blanche (an Avco subsidiary) began advertising on television for the first time and, in March alone, spent \$148,900 on spot TV in 14 markets. After receiving network acceptance and going on the air, the Carte Blanche campaign ran afoul of the National Association of Broadcasters Code Authority (BROADCASTING, April 23). According to a letter sent by Code Authority editor Mark Meisel to the Los Angeles office of Della Femina, Travissano & Partners (Carte Blanche's agency), the Carte Blanche commercials promote "incomplete and misleading comparison [and] constitute disparagement" of American Express's credit card. Although account supervisor Peter Newman said, "we feel we're getting the flak directly from American Express," Richard Rosenbloom, director of advertising and sales promotions at American Express, maintained: "We have neither through our advertising agency nor through the NAB commented on what other agencies are doing."

The dispute revolves around Carte Blanche's use of direct comparison with the American Express credit card. Actor J. D. Cannon (currently the police chief on NBC's *McCloud* series) holds up credit cards, saying: "This is an American Express card. This is a Carte Blanche card. With Carte Blanche you can

borrow up to \$500 any time you need it. With American Express, you can't. With Carte Blanche, you're guaranteed admission credit at hundreds of hospitals in the United States. With American Express, you're not. And, surprising as it sounds, a lot of restaurants and hotels don't take American Express—but do take Carte Blanche. So get Carte Blanche. Because, as good as American Express is, it isn't enough."

Steve Friedman, counsel for Carte Blanche, said the matter was under discussion with the Code Authority, but "they're asking us to make certain changes that we don't agree with. They seem to feel that we're unjustly knocking American Express. We did not draw up this campaign to say we're better than American Express." Mr. Friedman felt the Code Authority's action a bit unusual since the spots had received network approval, and the networks, according to him, "make up the substance of the Code Authority." Carte Blanche TV advertising ends this month and will go back on the air in September. Mr. Friedman said the decision had not been made as to whether the same spots would be used; however, "the campaign theme will probably stay the same."

The biggest TV spender is American Express. Its first-quarter 1973 TV expenditure was over half a million dollars more than the same period the preceding year (\$1,780,800 in 1973 over \$1,208,800 in 1972—TVB/BAR). In 1972 it spent a total of \$4,413,300 in TV (split pretty evenly between network and spot) which represented slightly over 50% of its advertising budget. The TV campaign has remained consistent since the fall of 1971: American Express is the travel credit card. Ogilvy & Mather, New York, has created a series of man-on-the-street interviews with travelers who find their American Express cards indispensable. The campaign reflects the ever-increasing numbers of Americans who are traveling abroad and positions AmEx as the credit card uniquely suited to their needs. An O&M spokesman says that American Express prefers to "buy into live, newsworthy programs—like Nixon's trip to China. We're also fairly heavy into sports, football in particular because it's more upscale."

Carte Blanche and American Express are primarily thought of as travel and en-

tertainment cards. Interbank (Master Charge) and BankAmericard are all-purpose cards waging a strong battle for new members. In the first quarter of 1972, BankAmericard spent \$66,000 on TV, all in spot. For the same period this year it sank \$296,200 in network and \$84,700 in spot television for a total first-quarter TV expenditure of \$380,900 (figures from TVB/BAR). Roughly two-thirds of BankAmericard's advertising budget goes into television; it doesn't use radio. BankAmericard takes the convenience theme to its most blunt conclusion: "Think of it as money." Its current rotation of five TV commercials shows the card's usefulness in travel, shopping and other situations. D'Arcy, MacManus & Masius, San Francisco, is the agency and a spokesman there said: "American Express and Diners are in a different world. They've a solid hold on upper-income people. But their card membership is peanuts compared to ours."

Interbank's Master Charge credit card also stresses convenience with the advertising theme—"Relax, you've got Master Charge." In 1972 Interbank and its affiliated banks spent \$4,756,700 in TV—about three-to-one in favor of network—(TVB/BAR). Like the other credit cards, their TV campaigns run from February through May and September through December. In its TV spots, Master Charge claims to be "Good in more places for more things than any other card in the U.S.A." William Esty Co., New York, created a series of commercials that show that no matter how far out the location (a general store in the middle of the desert) or what the emergency (a stranded motorist on a rainy night) Master Charge can cover the situation. Eric Younger, vice president and director of marketing for Interbank, admits that "there is a certain prestige to having a travel-and-entertainment card. But somebody is going to get hurt because eventually the card holder will say, 'why should I pay \$15 for this card when I can have an all-purpose card free?'" He explains that "as an association we can't sign anyone up, that's up to the banks [some 5,800 of them]. Our job is to keep the awareness level high."

With these four credit-card giants increasing their TV advertising in 1973 and Americans spending more than ever, that awareness level of the lures of credit-card living is bound to stay high.



Three ways. Major credit-card firms are battling it out on network television, each using a different approach: Carte Blanche (l) has kicked up a ruckus with its direct-comparison method; Master

Charge (c) pushes the security factor in its card, and American Express (r) uses snob appeal, demonstrating its card's usefulness in such expensive vacation spots as Rome.

Major meeting dates in 1973-74

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.

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. 1**—Extended date for filing comments on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, Part 1, Sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

■ **Aug. 2-5**—Summer conference, *Concert Music Broadcasters Association*. Queensbury hotel, Glens Falls, N.Y.

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. 25**—Radio Television News Directors Association board meeting. Studios of WGN-AM-TV Chicago.

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

■ **Aug. 31**—Extended date for filing reply comments on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, Part 1, Sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

September

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

■ **Sept. 8**—Regional seminar, *Radio Television News Directors Association*. University of Michigan, Ann Arbor.

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.

■ **Sept. 17-20**—Annual convention of *National Association of Theatre Owners*, with Motion Picture and Concessions Industries trade show. Hilton hotel, San Francisco.

■ **Sept. 18-20**—Video Expo IV featuring hardware and software equipment exhibits and workshops sponsored by *Media & Methods Magazine* and *International Industrial Television Association*. Commodore hotel, New York.

■ **Sept. 19-21**—Fall meeting, *Pennsylvania Community Antenna Television Association*. Host Farm, Lancaster, Pa.

■ **Sept. 28-Oct. 3**—VIDCA, international market for videocassette and videodisc programs and equipment. Festival palace, Cannes, France.

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

October

Oct. 1-4—National Premium Show, *Hall-Erickson Inc.*, managing director. McCormick Place, Chicago.

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

■ **Oct. 7**—Second annual meeting, *Michigan News Broadcasters Association*. Kellogg center, Michigan State University, Lansing.

■ **Oct. 8-11**—*Electronic Industries Association* 49th annual convention. Fairmont hotel, San Francisco.

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

■ **Oct. 10-12**—Convention, *Western Educational Society for Telecommunications*. Snowbird resort, Snowbird, Utah.

Open Mike®

Fans on Mad Ave

EDITOR: I compliment you on a thorough job [the agency profile on Compton Advertising, *BROADCASTING*, April 16]. You're making it tough for us to come off as a "quiet agency."—*Milton Gossett, president, Compton Advertising, New York.*

EDITOR: You are destroying my image of journalists. The idea is that you're supposed to go in fast, use your preconceived notions, take copious notes and misquote everyone you talk to. Now, how the hell can I continue to reflect Spiro's point of view after your Compton piece? You've already accomplished one thing: I've put my lantern down, for I've found an honest reporter.—*Bruce B. Cox,*

vice president and director of broadcast programming, Compton Advertising, New York.

Background for Baker

EDITOR: Your comprehensive coverage of news that is of interest to the broadcasting community is continually helpful to me in preparing for my work on the Communications Subcommittee.—*Howard H. Baker Jr. (R-Tenn.), United States Senate, Washington ("Profile," BROADCASTING, April 16).*

Unfunded

EDITOR: In response to your editorial, "The Price of Survival," May 14, we deplore your assertions which tend to sug-

When it comes to the ladies, The Mike Douglas Show has it made.



Women just love it, and that's a fact. According to ARB Feb/Mar 1973, when it comes to women 18-49, The Mike Douglas Show is #1 in New York City, in Buffalo, Pittsburgh, Syracuse, Washington, Davenport, Rock Island. The list goes on and on.

If you've got problems reaching women (or anyone else), and need a star-studded show that's up in and out-rating them all in many markets, The Mike Douglas Show may be your answer. For further information write: Group W Productions, 90 Park Avenue, New York, N.Y. 10016. Or call (212) 983-5081.

GROUP W PRODUCTIONS INC.

WESTINGHOUSE BROADCASTING COMPANY

We've produced more first-run shows than anyone else in syndication.

Source: ARB Feb-March 1973. Audience estimates are subject to qualifications available on request.

M&H

REFLECTIONS

As we start our 11th year in business, it's difficult not to reflect on a lot of things. We have many new competitors in our field. When we started we were alone and the concept of studying anything but a rating book was new. The idea that you could find out *why* the ratings come out the way they do was startling. It was a hard sale then, but now our success has inspired many others to try their hand at it. They each go at it in their own way. By now, occasionally as many as three stations in a given market are all doing studies at the same time. Still nobody approaches the problem in quite the same way we do and very few with the same rewarding results.

News has expanded and become a key to station imagery and ratings. Almost every move to improve a newscast that looks good and can be copied, is on the air on competitive stations in the same market in a few days and in other markets in a few weeks. The real key to success, however, is still to knowing *why* you're doing what you're doing and not relying on being only a mirror of your competitor.

If you'd like to talk more about it, give us a call for a no-obligation presentation.

M&H

McHUGH AND HOFFMAN, INC.
Television & Advertising Consultants

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

gest that public-interest lawyers, supported by foundation grants, are the only entities that are trying to fulfill the rights of the poor in media.

The Southern Media Coalition, operating in Louisiana and Mississippi, has not received one penny of foundation money. Indeed this may be occasioned because most of the officials are black, and foundations in this country historically fund white people and not worthy projects. . .

Lawyers must be free to advocate zealously their clients' cases. Citizen groups have a right to redress their grievances and to receive adequate and competent legal counsel.—*Alvin O. Chambliss, Southern Media Coalition, New Orleans.*

Where shoe fits

EDITOR: With regard to your May 21 photos and caption about "TV's fancy footwork," Dayton's is one of Grey Advertising's clients handled by the Grey Minneapolis-St. Paul office. We certainly appreciate the publicity, but please understand that Grey takes great pride in its branch-office independence and accomplishments.—*John L. Foote, account supervisor, Grey Adv., Minneapolis.*

(The subject was a television campaign for the shoe department of Dayton's, a Minneapolis department store, wrongly attributed to Grey's New York headquarters.)

Fumble

EDITOR: I would like to point out two errors in your "Changing Hands" column in the May 7 issue concerning the pur-

chase of wwqs-FM Orlando by Rounsaville Radio: The call letters of Rounsaville's Winter Park, Fla., station should be WBJW(AM), not WBIW as printed. [And you omitted] one of Rounsaville's finest stations in Florida—WMBR(AM) Jacksonville.—*Tom Daren, program director, WMBR.*

Idle hands

EDITOR: This is what a nighttime DJ (KODE's Noel Scott) does during a ball game.—*Jay Corrington, assistant station manager, KODE(AM) Joplin, Mo.*



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REEL PRIME TIME

Now that it's got the station break under control, the "Cart" moves on to other things. In production.

Broadcasters from one end of the country to the other are discovering that our TCR-100 Cartridge Video Tape Recorder is a lot more than the best "station-break machine" around.

They're using it in production, too . . . not only to free up reel-to-reel recorders but also directly as a production tool.

And it's paying off in better quality, more efficient operation, smoother production . . . an all-round improved budget picture.

At WTVC, Chattanooga, for example, simple in-studio commercials are routinely recorded directly on the Cart. Typically they're spots featuring only one product, requiring



Adding a dealer tag at WTVC is easier now, courtesy of the Cart.

only a flip card or a short intro and slides. One big advantage to this method is that retakes are easy, because the TCR-100 cartridge is re-wound and cued up in a matter of seconds.

Another task made easier since the advent of the Cart at WTVC is adding dealer tags to commercials.

This used to be panic-button time at the station break, what with the



The Cart way of handling news segments at KPRC-TV.

director attempting to coordinate three machines—film, slide and audio—with split-second precision.

Now it's all done beforehand on the Cart Machine and played automatically at the break. Adding different dealer tags to the same commercial is easily handled by making A to B dubs and supering the new tag slide at the end of each cart. The time per cartridge from start to finish: only two to three minutes!

Sometimes WTVC uses the Cart as the master in making reel-to-reel dubs of commercials for use by other stations.

Another way the TCR-100 helps pay its way at WTVC: recording news segments for later broadcast.

KPRC-TV, Houston, also records news segments onto the convenient-to-handle cart format. Besides dubbing from network for rebroadcast, the station also receives tapes from several subscription services, including NBC and Newsweek. Tapes are catalogued and either used on the day received, or later as fillers. This system of multiple carts permits using the TCR-100 to facilitate the assembling of daily news items and quickly updating them for later broadcasts.

News segments are delegated to the Cart Machine at KHQ-TV, Spokane, too. As are other short "takes" like sequences of slides with audio, promos, and psa's.

Other TCR-100 production in-

(Continued on last page)



Reel-to-reel dubbing sessions are a thing of the past at KHQ-TV.

TCR-100 Box Score

Number delivered	107
Number of commercials broadcast	3,343,500
Present rate (commercials/day)	13,500
Man hours saved	138,375

TCR-100's Delivered

ABC, Network, N. Y. C.
KARD-TV, Wichita, Kan.
KATU-TV, Portland, Ore.
KBTB, Denver, Col.
KCAU-TV, Sioux City, Iowa
KCEN-TV, Temple, Tex.
KFSN-TV, Fresno, Calif.
KHQ-TV, Spokane, Wash.
KIRO-TV, Seattle, Wash.
KMGH-TV, Denver, Col.
KNOE-TV, Monroe, La.
KNTV, San Jose, Calif.
KOB-TV, Albuquerque, N. M.
KOCO-TV, Oklahoma City, Okla.
KOMO-TV, Seattle, Wash.
KQVR-TV, Stockton, Calif.
KPLR-TV, St. Louis, Mo.
KPRC-TV, Houston, Tex. (2)
KPTV, Portland, Ore.
KRIS-TV, Corpus Christi, Tex.
KRON-TV, San Francisco, Calif. (2)
KSD-TV, St. Louis, Mo.
KSLA-TV, Shreveport, La.
KSTP-TV, St. Paul, Minn.
KTBS-TV, Shreveport, La.
KTEN-TV, Ada, Okla.
KTRK-TV, Houston, Tex.
KTSM-TV, El Paso, Tex.
KTVW, Tacoma, Wash.
KVRL-TV, Houston, Tex.

KVUE-TV, Austin, Tex.
KWGN-TV, Denver, Col.
KWTB, Oklahoma City, Okla.
KXLY-TV, Spokane, Wash.
KYTV, Springfield, Mo.
NBC, Network, Burbank, Calif. (2)
NBC, Network, N. Y. C. (4)
WAFB-TV, Baton Rouge, La.
WAPA-TV, San Juan, P. R.
WATE-TV, Knoxville, Tenn.
WBAL-TV, Baltimore, Md.
WBAP-TV, Fort Worth, Tex. (2)
WBAY-TV, Green Bay, Wisc.
WBNS-TV, Columbus, O. (2)
WBRC-TV, Birmingham, Ala.
WBRE-TV, Wilkes Barre, Pa.
WBTV, Charlotte, N. C.
WCPO-TV, Cincinnati, O.
WDAF-TV, Kansas City, Mo.
WDAY-TV, Fargo, N. D.
WDBJ-TV, Roanoke, Va.
WDCA-TV, Washington, D. C.
WEAT-TV, W. Palm Beach, Fla.
WECT-TV, Wilmington, N. C.
WEWS-TV, Cleveland, O.
WFMY-TV, Greensboro, N. C.
WGN-TV, Chicago, Ill.
WGR-TV, Buffalo, N. Y.
WISN-TV, Milwaukee, Wisc.
WJAR-TV, Providence, R. I.

WKBW-TV, Buffalo, N. Y.
WKRC-TV, Cincinnati, O.
WKRQ-TV, Mobile, Ala.
WKYC-TV, Cleveland, O.
WMAL-TV, Washington, D. C.
WMAQ-TV, Chicago, Ill.
WMC-TV, Memphis, Tenn.
WNCT-TV, Greenville, N. C.
WPTV, W. Palm Beach, Fla.
WRAL-TV, Raleigh, N. C.
WRC-TV, Washington, D. C. (2)
WRTV, Indianapolis, Ind.
WSAV-TV, Savannah, Ga.
WSB-TV, Atlanta, Ga.
WSOC-TV, Charlotte, N. C.
WSPA-TV, Spartanburg, S. C.
WTAE-TV, Pittsburgh, Pa.
WTAF-TV, Philadelphia, Pa.
WTMJ-TV, Milwaukee, Wisc.
WTNH-TV, New Haven, Conn.
WTOP-TV, Washington, D. C.
WTVB, Chattanooga, Tenn.
WTVR, Durham, N. C.
WTVN, Columbus, O.
WUAB-TV, Cleveland, O.
WUTB, Buffalo, N. Y.
WVUE-TV, New Orleans, La.
WWL-TV, New Orleans, La.
WXYZ-TV, Detroit, Mich.

Austarama TV, Melbourne,
Australia • CFRN-TV, Edmonton,
Alberta, Canada • CFTO-TV,
Toronto, Ontario, Canada •

BTW, Bunbury, Australia •
CHAN-TV, Vancouver, B. C.,
Canada • London Weekend TV,
London, United Kingdom •

TIMSA, Mexico City, Mexico •
TV-Q, Brisbane, Australia •
Venevision, Caracas, Venezuela

More production. Our switching, mixing and effects team in action.

RCA has the most advanced special effects system you can buy. It's a combination of the TS-70 Switching System, the TA-70 Mixing Amplifier and the TE-70 Effects Generator.

How does it work? Let's look over the shoulder of a busy Technical Director at a production session and watch how he uses our team for fades, wipes, dissolves and a multitude of effects.

There at the left is the TS-70 Switching System itself.

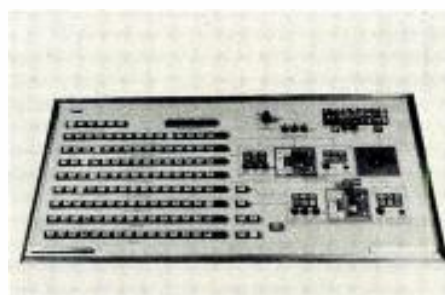
And chroma key input switching, chroma key and hue generating controls are on the TS-70 Switcher panel where they're easily reached. In fact, all controls are arranged for

an easy flow of activity from left to right.

Now let's turn to the TA-70 Mixer. It has six controls for its six modes:

"Lap" for normal lap dissolves.

"Efs" turns the TA-70 into a



Our TS-70 System production team ready for action.

switching amplifier for the TE-70 Effects System.

"Fade to Black". Color burst is maintained at normal level so you can fade to and from black even though the signal may be nonsynchronous.

"A-B Insert". A and B inputs to the TA-70 Mixer are nonadditively mixed.

"C-Signal Insert" features a new concept in mixers. Lap dissolves, keys or wipes can be performed without disturbing titles.

Titles on A and B may be wiped or dissolved over a picture on C or other inserts on the TA-70 C input.

On to the TE-70 Special Effects Generator. Key pulses from the TE-70 are fed simultaneously to each effects switch and its mixer.

(Continued from preceding page)

The TD can perform all of the following transitions with little effort: effects into mix . . . into effects . . . into mix or effects . . . into effects . . . into effects . . . into effects!

And of course, pattern modulation is built in. The TE-70 has 24 different patterns. As the TD selects a pattern and positions it, the pattern doesn't repeat when placed at the edge or corners of the screen. No lap, bounce or shape change as the pattern is moved. Not only that—the pattern can be changed off-screen and moved back on from a different direction. An RCA exclusive.

Another RCA exclusive is the halo effect. Put a colored circle, diamond or ellipse around the subject, and

the rest of the picture doesn't get muddy as it does with the spotlight technique.

With the TE-70, you can even pre-set effects and then dissolve or wipe into them.

And if you want to dissolve insert and background, or both sides of a split screen at the same time, our team lets you do it.

You can also split the screen three, four, five, six, seven, eight, nine ways—all with one TA-70 Mixing Amplifier. With a dual mixer system, the results are even more spectacular.

To find out exactly how our production team can help your production team, see your RCA representative. He'll explain all the ways it can captivate your clients. With just the right system for your station. □

Answers to questions about Automatic Radio Transmitters.

The Automatic Radio Transmitter demonstrated by RCA at this year's NAB Convention attracted considerable attention from broadcasters. Here are some of their questions, along with our answers.

Q. What is an "Automatic Radio Transmitter"?

A. While everyone seems to have his own pet answer to this question, the philosophy behind the Automatic Transmitter RCA demonstrated dictates that the system be practical,

built from off-the-shelf components, and that the transmitter operate within legal limits automatically. Further, it must be economically feasible and not so complex that the average broadcaster is unable to use it or afford it.

Q. How does an Automatic Transmitter differ from remote control?

A. Considerably. Remote-controlled transmitters still require an operator to make manual adjustments to keep performance within prescribed tolerances. An Automatic Radio Transmitter, as the name denotes, performs these functions automatically, without human interface.

Q. Is automatic operation limited to either low-power or high-power systems? Does it apply to both AM and FM?

A. It applies to both AM and FM transmitters, both low and high-powered. The one at the NAB was an FM transmitter with standard exciter and monitoring, and new signal-processing equipment.

Q. What transmitter functions were controlled in that system?

A. Although we at RCA recognize that many functions can be controlled automatically, the demonstration system featured control of only the following functions, which are considered the most important: frequency, power, modulation.

Automatic control of these functions can be achieved on current RCA transmitters and most others now in use with easily installed,

Your FM tower should help broadcast your signal, not interfere with it.

That's the main reason for RCA FM panel antennas, including our new model BFB.

It's getting a lot of attention from broadcasters, now that FM popularity is growing so fast—and more and more stations are reviewing their coverage patterns.

Coverage is where the BFB excels. It has excellent horizontal pattern circularity. The panels are mounted around the *outside* of the tower, so signals aren't obstructed, and the FM sound is crisp and clean.

(With side-mounted antennas, the tower is a reflector in the immediate field of the antenna, which can be a problem.)

An optional radome may be ordered to enclose the BFB panel feed system.

Antennas of this type have been delivered to KRON-FM and KFOG-FM, San Francisco as a part of the Mt. Sutro antenna complex. Others are on order for WGAL-FM, Lancaster, Pa., and WSB-FM, Atlanta.



readily available equipment. And we feel that just about any transmitter can be adapted with only minor modifications.

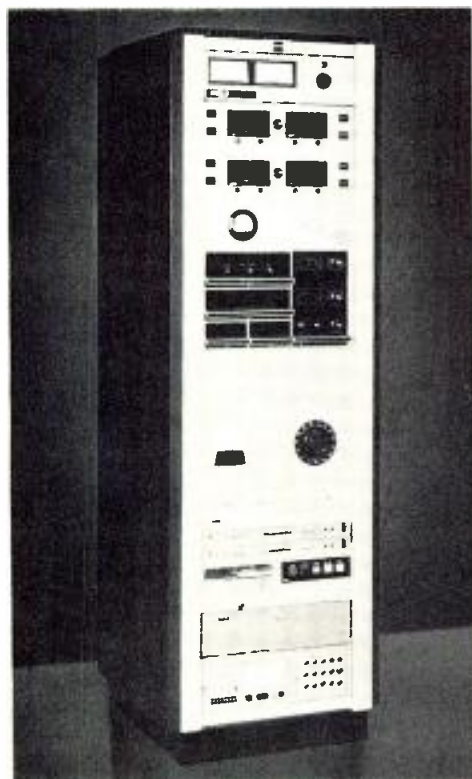
Q. How is frequency control automatically maintained?

A. First, control over frequency drift is an automatic function of the crystal and oven built into the transmitter. Then, an RCA Automatic Transmitter monitors frequency at two levels.

One level is at half the tolerance allowed. When this tolerance is exceeded, the system issues a warning—sounding an alarm, flashing lights, etc.—either at local or remote points, or at both.

Operation continues with the warning still in effect until the second monitoring parameter is reached. This is at slightly less than maximum tolerance. At this time, either the faulty transmitter is shut down or operation is switched to a standby unit.

(Continued on last page)



Q. What is it?

A. An Automatic Radio Transmitter.

"Cart" (Continued from first page)

cludes standard openings and closings on programs and to add interest to fixed-camera news shows.

In fact, KHQ-TV has reached the point where virtually all short segments that go on the air are Cart-recorded and played. Goodbye to reel-to-reel dubbing sessions!

With the Cart handling production functions in addition to station breaks, it's easy to realize why KHQ's workday flows more calmly than it used to before the Cart arrived.



Program assembly at KARD-TV, using the Cart as "assembly line".

KARD-TV in Wichita, Kansas, uses the TCR-100 to assemble programs which integrate live production, tapes and film. The Cart handles opening and close sequences plus pretaped musical numbers for the Elmer Childress Show, a daily KARD-TV gospel music program.

The TCR-100 will be used as a production tool for a nationally syndicated feature, "Revival Fires," a weekly religious program. Vice President Bill Sikes of KARD says, "As it's running in 150 markets, the best production quality we can provide is essential. We know the TCR-100 will handle all the repeat material involved with consistent quality for each program."

Statements like this illustrate the status of the TCR-100 in the art of production: substantial, and expected to grow with the growing production capacity of the broadcast industry.

And the nicest thing about it is that while you're growing in the ability to take advantage of the Cart's uses in production, it's paying for itself every day. By making each station break an automatic series of events, rather than a cliffhanger occurring every few minutes, on which potential revenue is risked in timing complicated arrangements of equipment.

The Cart is an idea whose time has come! □

"Answers"

(Continued from preceding page)

Q. How about power output control?

A. Motor-driven devices keep the transmitter within the legally prescribed tolerance.

At half the specified tolerance, the system increases or decreases power to maintain output at optimum level. If the transmitter doesn't respond, it's automatically shut down or switched to standby.

Q. How is modulation controlled?

A. A series of "automatic" signal-processing equipment using new techniques in positively preventing over-modulation was introduced by RCA at NAB this year. These units are so versatile that they can be programmed for either symmetrical

(FM and TV) or asymmetrical (AM) modulation. The FM/TV unit can also be programmed to take into consideration the pre-emphasis of its respective transmitter.

Q. What was the purpose of RCA in demonstrating an Automatic Radio Transmitter at this time?

A. Automation of functions is a growing trend in broadcasting, and as an equipment supplier, RCA obviously has a stake in developments which affect the industry.

Our purpose was to demonstrate the simplicity and feasibility of the concept and to solicit reactions from broadcasters and regulatory bodies. From our point of view, the feedback has been gratifying. And we welcome your ideas on the subject.

Products in the news.

Versatile new audio cartridge tape machines offer 140 system choices. RCA Type RT-125, RT-126 and RT-127 systems will handle just about any cartridge tape requirement. Users can select mono and stereo; playback only or record/playback, plus choice of cartridge size combinations: 300, 600 and 1200 NAB sizes. All systems exceed NAB cartridge tape specifications.

Reliability and performance are excellent, with solid-state logic and switching. Air cushion solenoid pinch roller action for smoother operation.

Fast forward option available. All systems may be either rack or desk-mounted.



New BC-50 Custom Audio Console uses a series of modular sub-assemblies to give TV and radio broadcasters as well as recording studios a superb audio control center which is custom-built by RCA to match specific needs.

Standard input, output, switching and other modules are combined to handle an almost unlimited variety of audio signal assignments.



A new addition to the extensive RCA aural broadcast line, the **Type BTF-5E2 FM Transmitter** offers a combination of economy and quality in a 5 kW transmitter. The BTF-5E2 is self contained and has operating characteristics comparable to more expensive models, with such advanced features as a built-in harmonic filter and RCA's all-solid-state BTE-15A exciter system.



Nader group goes to FTC over STP ads

Petition says product is 'worthless' and demands counteradvertising on TV

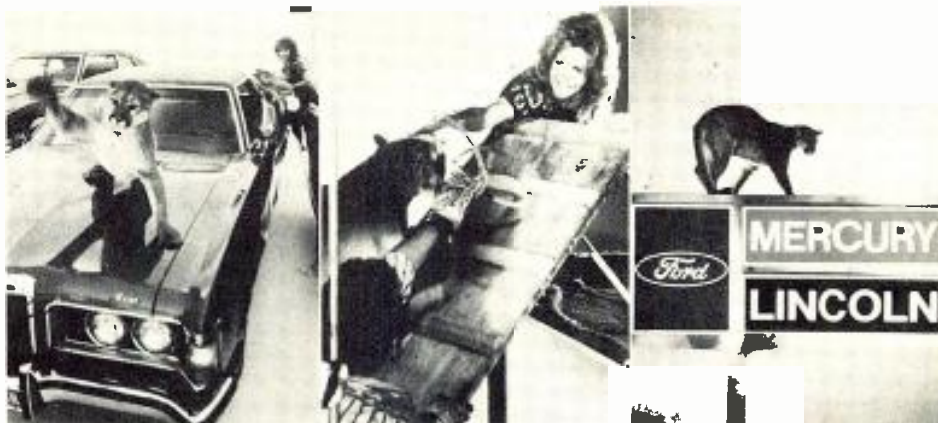
The advertising claims for STP Corp.'s "STP" oil treatment product—a \$2.7-million advertiser on television last year—are being challenged in a petition filed with the Federal Trade Commission by the Center for Auto Safety, Washington, a Ralph Nader action group. The petition charged there is no evidence that the STP automobile oil additive improves engine performance or economy.

The petition, claiming that STP was a "worthless product," or of token value, urged the FTC to stop STP Corp. from making "unfair and deceptive claims" of effectiveness in its advertising. The Center for Auto Safety suggested that if the FTC should find STP is of little value, counteradvertising warning consumers not to buy the product under any circumstances would be the only effective way to deal with the situation. The petition says STP should be required to place the counterads. As an alternative it recommends that the FTC ask the FCC to order the television networks to carry the counteradvertising. The Center for Auto Safety would supply such advertising to the networks.

According to the Television Bureau of Advertising, STP oil treatment had expenditures of \$1,743,200 on network TV in 1972 and \$954,000 in spot TV.

Business Briefs

Rep appointments. WPTA(TV) Fort Wayne, Ind.: Peters, Griffin, Woodward, New York. ■ WWWE(AM) and WWWN(FM) Cleveland; WIXZ(AM) McKeesport, Pa.; WEZI(AM) Memphis, and KMYO-AM-FM Little Rock, Ark.: Robert E. Eastman Co., New York. ■ KSEL-TV Lubbock, Tex., and KVUE(TV) Austin, Tex.: Avery-



Nice kitty. It seems that enough people have asked Lincoln-Mercury dealers how they got that cougar up on the Lincoln-Mercury sign that the New York Lincoln-Mercury Dealers Association asked its agency, Kenyon & Eckhardt, to do an ad showing how it's done. The answer, as the announcer says, is "ver-r-r-ry carefully." Animal trainers Ted and Pat Doyle (above) barricaded themselves, Lincoln and Mercury automobiles, cameras and the cat in a studio and produced the spot, which has proved so successful that 15 other Lincoln-Mercury dealer associations have purchased the commercial and are running it.

Knodel, New York. ■ KDON(AM) Salinas, Calif.: Katz Radio, New York. ■ KDES-FM Palm Springs, Calif.; KIQQ(FM) Los Angeles; WBLS(FM) New York; WIIN-FM Atlanta; WYDD(FM) Pittsburgh; Bruce Jed Inc., New York. ■ KSXX(AM) Salt Lake City: Century National Sales, Chicago. ■ WCRT-AM-FM Birmingham, Ala.; Blair Radio, New York. ■ KIKK-AM-FM Houston: Bernard Howard and Co., New York.

Expansion. Halpern/McDevitt, New York, has been reorganized as Halpern/McDevitt & Associates. Key executives, now members of board of directors and reflected in agency's new name are Vice Presidents William E. Brennan, Robert Kirschbaum, Nancy J. McDevitt and Philip M. Rosenbloom. President Daniel J. Halpern attributed reorganization to increased activities in TV production and syndication sales, as well as advertising and marketing. H/M&A developed syndicated *Joyce Brothers Show* for its key advertising client, Trevira Fibers, and formed Capricorn Productions to handle show.

Hot dogs in filet's clothing. John Morrell & Co., Chicago, has launched national spot-TV campaign in 17 markets. Three 30-second commercials created by Kenyon & Eckhardt, Chicago, presents Morrell's hot dogs and packaged meats as haute cuisine served up by liveried waiters on silver platters. Initial buy is for 18 weeks.

DNC spells out plan for fund-raising show

The Democratic National Committee has formally announced that it will stage a second fund-raising television program in hopes of erasing the party's \$3.2-million debt (BROADCASTING, May 14, 21).

DNC Chairman Robert Strauss and John Y. Brown Jr., producer of the program, said at a news conference that NBC-TV will telecast the program on Sept. 15 from 7 p.m. to 1 a.m. (EDT) with a half-hour break at 11 p.m. for affiliates' news programs.

Mr. Brown, board chairman of Kentucky Fried Chicken Corp., Louisville, put together last July's 18-hour, 30-minute DNC telethon and underwrote \$1-million of its costs. That program, carried on ABC-TV, grossed \$4 million.

Mr. Brown said that the five and one-half hours of network time will cost an estimated \$800,000 and that it will cost an additional \$200,000 to install telephone banks (for handling contributions and pledges) at state-party facilities. State-party organizations will split the net profit from the telecast with the national committee, he said.

Also present at the news conference were Mrs. Milton Berle, who will be in charge of lining up talent for the program; Joseph Beirne, president of the Communications Workers of America, which is volunteering its help in installing the telephone banks, and George Briscoe, former deputy treasurer of the DNC, who will assist in the production of the telecast.

BAR reports television-network sales as of May 13

CBS \$262,615,800 (34.7%), NBC \$261,154,400 (34.6%), ABC \$232,437,200 (30.7%)

Day parts	Total minutes week ended May 13	Total dollars week ended May 13	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday					
Sign-on-10 a.m.	82	\$ 506,400	1,373	\$ 8,869,700	\$ 8,252,300
Monday-Friday					
10 a.m.-6 p.m.	1,013	7,962,200	18,690	159,431,300	129,517,100
Saturday-Sunday					
Sign-on-6 p.m.	311	3,674,000	5,592	79,616,900	80,558,600
Monday-Saturday					
6 p.m.-7:30 p.m.	96	1,709,300	1,788	38,532,500	34,151,300
Sunday					
6 p.m.-7:30 p.m.	11	173,800	290	7,428,500	6,563,700
Monday-Sunday					
7:30 p.m.-11 p.m.	404	19,169,500	7,449	419,143,200	365,267,200
Monday-Sunday					
11 p.m.-Sign-off	172	2,708,800	2,931	44,185,300	35,223,100
Total	2,089	\$35,904,000	36,113	\$756,207,400	\$659,533,300

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

WRG: Heavy work behind the humor

The agency with a woman as chairman, a 34-year-old as president and a penchant for comedic commercials runs on long hours, strained nerves and a dedicated orientation to moving things off the shelf

Advertising is no laughing matter at Wells, Rich, Greene. The agency that has kept TV viewers laughing with its commercials for Bic Banana pens, Alka Seltzer, Midas mufflers and Hush Puppies shoes takes its business seriously.

Founded in New York in April 1966 by Mary Wells Lawrence, Dick Rich and Stewart Greene, the agency now bills upwards of \$125 million, 60% of which is in radio and TV. Mr. Rich is now a freelance commercial producer and Mr. Greene is a consultant to the agency.

And despite the costs incurred in acquiring Gardner Advertising, St. Louis, last Dec. 8, WRG expects to report a 10% increase in fiscal 1973 second-quarter per-share earnings (to 56 cents a share from 51 cents for the same period last year).

One key to WRG's success is the relatively small staff for the volume of business. Mrs. Lawrence (Mary to everyone at the agency) says: "I think people are happiest overworking. We've deliberately stayed small—they know that they are really needed. The people who work here must be partly masochists, because when they go home at night they've really worked hard."

Talks with some of those part-masochists disclose a degree of self-generated pressure rarely matched at other agencies. Charles Hamm, vice president and group head on Love cosmetics, Midas mufflers and Royal Crown Cola, says: "Our problems are large, our people are few. We argue with each other all day long. We inflict a great deal of pressure upon ourselves. I don't see a lot of

after-hours socializing. I don't think a lot of us at Wells, Rich, Greene are friends. We do have respect, but we don't coddle. We're not brutal but we just don't have room to be too patient or too understanding." Jackie End, vice president and creative supervisor on Bic Banana, Love cosmetics, Gleem toothpaste, Safeguard deodorant and Chex and Freakies cereals, agrees with Mr. Hamm: "Most of us, at least one time a year, are running on nerves—our bodies gave up long ago. People here thrive on pressure."

Another important element in WRG's success is the high degree to which creative people are sales-oriented. Dick O'Reilly, executive vice president, says: "The phenomenal thing about this place is it's the only agency a lot of our creative people have worked where they're involved in marketing and research aspects of a campaign. When our creative people talk about advertising among themselves it's a total orientation toward marketing."

Mary Wells Lawrence explains why this involvement has grown so strong: "The way you get anywhere at Wells, Rich, Greene—the way you get raises, attention, recognition—is to have a winner. A winning campaign here is if its effect is noticeable in terms of sales. So having power here is to be thoroughly informed. And there's no hierarchy between account and creative so they have to learn to defend themselves—and for that, both sides need [marketing] information. There are agencies that are run like families, with papa at the top taking care of his creative children. And you don't go home and worry about the product because papa said you were good. We chose not to go that way. We decided that everybody here is involved."

The basis for this concern with marketing and sales, according to Jeffrey Frey, vice president and creative supervisor on TWA: "Wells, Rich, Greene is too young to get clients who are fat and happy. We

are problem solvers. I respect the account side here more than at any other agency. It's not one camp against the other."

Marty Stern is director of sales and the sales he's concerned with are those of the agency's clients: "They say, 'We've got a problem and you've got to turn our business around.'" Mr. Stern uses the clients' research departments at the initial stage of a campaign to assess not only the products' strengths and weaknesses, but those of the market they are in. Mr. Stern says the Wolverine Co. had done excellent research on the shoe market Hush Puppies were a part of. But the information had been misinterpreted in a way that had led to a steady decline in sales—the use of the same jazzy, fashion-oriented approach other low-to-moderate-price shoe manufacturers and stores were using. Wolverine was losing the qualities that people identified as being a part of Hush Puppies: well-made, unpretentious, comfortable, casual shoes. WRG decided to zero in on those qualities and created the "Hush Puppies are dumb" campaign. Bill McGivney, vice president and account-group head on Hush Puppies says: "The way young people use the word [dumb] has a simplistic joy to it. It's a very arresting, provocative way of describing our shoe. If we were going to make any inroads into the youth market we had to do this." The TV commercials show a hassett hound puppy chewing on a Hush Puppies shoe and feature a series of humorous testimonials to the shoes' dumbness, including two Japanese industrialists who exclaim, "We can make it cheaper—but we can't make it dumber!" The spots began running on network TV last April and "the memorability scores are going to send the client right through the roof with happiness," Marty Stern predicts.

The success of the Bic Banana campaign is also illustrative of the WRG mix of marketing information and creativity. Marty Stern recalls: "We just filled up a wall with pens, and they all looked alike. To come out with another simple felt-tip would make everybody yawn. And there's

The light touch. Humor dominates many Wells, Rich, Greene ads for its top clients. At left, one of several oh-my-stomach, ah-that's-better commercials for Alka-Seltzer. Below that, fowl play enters an ad emphasizing Midas mufflers' quick installation time. To the right of that, one puppy finds another, a Hush Puppy, suitable to its taste. Next to that, old Mom finds writing with a peach makes for a soggy letter. Comedian Mel Brooks urges here in the voice-over to use the only writing fruit, the Bic Banana.



a personality correlation to the type of person who uses a felt tip. That's why Gillette named theirs Flair. This is a fun-type product for fun-type people." Mary Wells adds: "When you buy a pen you're usually in a hurry. At 29 cents I'm not going to make a logical decision in that world of thousands of pens. We told Bic: 'The time has come for a personality pen.' We realized we had to go insane, go way out." So WRG named the pen Banana, capitalizing on the popularity of the phrase "going bananas," colored it yellow (the prototype had been white) and marched off to the client, Bananas in hand.

Descriptions of that first presentation sound like a cross between Mel Brooks and Groucho Marx. Bic had already designed and named its pen. Then in walked the agency people who with straight faces told company president Robert Adler that they had changed the pen's color and, "Just listen to this, R.A.—we're going to call it the Bic Banana!" Silence. "The client was appalled at first," Mr. Stern remembers. "They sent us back twice. They *had* a name, they said, 'Just give us the commercial.' But since our success is measured in sales we have to do more than just the advertising. So we gave it a name, package and display designs and the advertising." The rest is now history. The commercials show people trying to write with blueberries, peaches and other assorted fruits as Mel Brooks observes off camera: "Don't write with a peach—if you write with a peach you'll get a very wet letter. Don't write with a prune—words will come out wrinkled and dopey. Let's face it, the only fruit you can write with is a banana—the Bic Banana."

Not all WRG commercials are funny. The agency created the concept of "ambassador service" for TWA. Spokesman Larry Luckinbill demonstrates the no-nonsense service ambassador flights give to businessmen. Last March, a new series of commercials for ambassador service began airing with "passengers" giving the information. The campaign theme is "TWA is what travel should be." Ted Barash, vice president and account supervisor on TWA, says: "When the campaign first began it had several lines. The new line can be used to bridge business and leisure facets." Mr. Frey says: "TWA feels that what people really want are the services. After the fluff has vaporized it's the services they want."

WRG also handles Procter & Gamble's Gleem toothpaste, Safeguard deodorant soap and Sure deodorant spray. It would take a long, hard look to find a funny bone in that crowd. Herb Green and George D'Amato, vice presidents and creative supervisors, have been a team for six years and they work for that distinguished client. Mr. D'Amato says: "Wells, Rich, Greene has a talent for finding creative people who are business oriented. P&G is great experience. Technique for technique's sake won't wash. With P&G behind you, you become more of a creative businessman than a showman." Mr. Green insists that P&G is "not a creative damper. Working with them is one of the great thrills of my life



The upper rungs. Wells, Rich, Greene's topmost management team consists of (above left) Mary Wells Lawrence—founder, chairman and chief executive of the agency—who is regarded as the premiere woman in advertising; Charlie Moss (above right), 34-year-old wunderkind of the agency business and president of WRG, and Richard O'Reilly (at left), executive vice president.



Team, team. Above are (l-r) Maurice Webster, vice president-art supervisor; Nancy Vaughn, copy supervisor, and Al Wolfe, vice president-account supervisor, who work on Procter & Gamble and Ralston accounts. At right are Matthew Mansfield (l), vice president-account supervisor, and Paul Margulies, vice president-copy-group head on Alka-Seltzer.





Client side, sales side at WRG. At left is Bill McGivney, vice president and account supervisor on Hush Puppies. Center are Herb Green (l) and George D'Amato, vice presidents and creative

supervisors who have worked together for six years on such accounts as Procter & Gamble, General Mills, Benson & Hedges. At right is Dick Stern, senior vice president and sales director.

and for a creative guy to say that is unusual."

Despite its fierce devotion to the marketplace, Wells, Rich, Greene has acquired a reverse reputation on Madison Avenue. Dick O'Reilly says, "No question about it—no matter how hard we work to convince people that we aren't kooky, it still takes time." President Charlie Moss acknowledges: "In the beginning we did have a reputation for being arrogant insofar as we were very insistent on doing things the way we felt would be best." John Burns, senior vice president in charge of account services, remembers the early days and says: "Some of the wilder creative people just didn't make it. They were good for just one campaign. You can't go on a three-week vacation because you've put out a good campaign. We have found you can have very businesslike, sensible creative people. We don't have people creating cute, meaningless advertising." Al Wolfe, vice president and account group head on P&G and Ralston says: "There are very few cop-outs screwing things up around here. If they come up with a bummer in the creative department there's no place to hide. Pats on the back mean

nothing if the products aren't moving off the shelves." Mr. Moss feels some of this kooky-image problem may stem from people's notions of what is creative: "It becomes synonymous with funny. People remember the form, not the substance. Funny commercials are not like funny movies—there has to be a sales message."

The least kooky presence at Wells, Rich, Greene is the agency's chief executive officer and chairman. Mary Wells Lawrence is not so much a mere mortal as a phenomenon, a dynamo that keeps the agency running. She exults in strong advertising and hates anything less than that, as she has candidly explained: "If the commercial does not make the product really something I'd want to buy—or it's merely good, not terrific—I never settle. I'm never kind about a presentation. My expectation is that it will be superb and I'm outraged and restless when it's not. Charlie Moss and I fiercely believe in our hearts that our products are superior. As far as work is concerned, we're very tough—we've hearts of solid steel, which is a terrific asset."

When she is not visiting clients she is in the office, often until 8 at night or later. She is intensely defensive

about her \$400,000-plus annual salary. "We're public, we're an open book. But there's a reserve side to it because I have to earn that salary." She is as concerned about her people as she is critical of their work: "We know our people and go to incredible lengths to take care of their personal needs. We find housekeepers for the family when there are personal problems. We're careful about salaries and bend over backwards to help our people. We send wine home. Give them a week off. We have an incentive program based on what you really achieve. Them that does—gets."

Bigger ad budget for Magnavox

The Magnavox Co., New York, has increased its national advertising budget for August 1973 to July 1974 to \$9 million—up from just under \$5 million last fiscal year. The major thrust of the campaign will be in network television with heavy emphasis in sports. Reasons for the dramatic increase, according to Don Rice, national advertising manager: The market for consumer electronic products, especially TV sets, has grown intensely competitive and Magnavox has several new products to talk about. Those new products include new, solid-state portable TV's and a new tube in the 25-inch color console TV, Odel. Magnavox will also be buying in network prime time and the *Tonight Show* and is sponsoring the *Magnavox Frank Sinatra Special*, to be telecast Nov. 11 on NBC. It will also be using spot TV in many key markets. Agency is Wm. Esty Co., New York.

Trotters want same deal

An FCC ruling in April modifying restrictions on broadcast advertising by New York's Off Track Betting Commission (BROADCASTING, April 2) has brought a request for similar relief by the representative organization of the nation's harness-racing tracks.

Harness Tracks of America asked the commission to issue a declarative ruling "for the simple purpose of making it clear beyond any doubt" that the relaxed restrictions governing OTB's promotional activities also apply to advertising by parimutual race tracks.

Still going up. Advertiser investments in network television in April rose to \$169.7 million, a 16.6% increase over April 1972, according to Broadcast Advertisers Reports figures released last week by the Television Bureau of Advertising.

TVB said that all segments of network TV showed increases over April 1972, with weekday daytime gaining by 29%; nighttime, by 15.1% and weekend daytime by 4.6%.

Network TV time and program billing estimates by day parts and by network (add \$000)

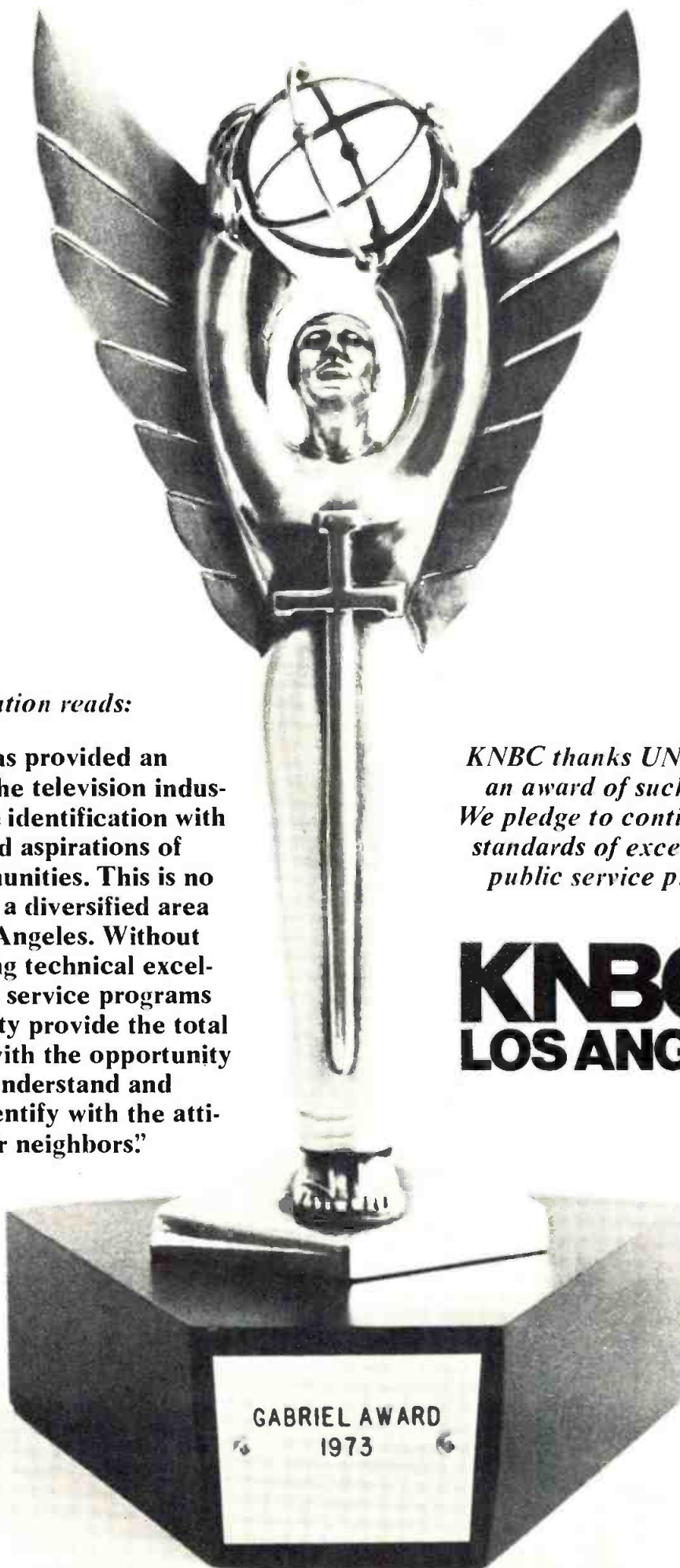
	April			January-April		
	1972	1973	% Chg.	1972	1973	% Chg.
Daytime	\$ 47,092.6	\$ 56,327.7	+19.6	\$197,113.0	\$223,265.0	+13.3
Mon.-Fri.	28,936.1	37,327.5	+29.0	123,347.1	151,950.2	+23.2
Sat.-Sun.	18,156.5	19,000.2	+4.6	73,765.9	71,314.8	-3.3
Nighttime	98,464.2	113,378.7	+15.1	400,306.7	464,394.9	+16.0
Total	\$145,556.8	\$169,706.4	+16.6	\$597,419.7	\$687,659.9	+15.1

	ABC	CBS	NBC	TOTAL
January	\$ 52,617.2	\$ 57,918.5	\$ 62,578.2	\$173,113.9
February	52,865.7	56,089.3	53,684.9	162,639.9
*March	55,028.2	64,284.5	62,887.0	182,199.7
April	50,798.3	59,495.3	59,412.8	169,706.4
Year-to-date	\$211,309.4	\$237,787.6	\$238,562.9	\$687,659.9

*Revised

THE 1973 GABRIEL STATION AWARD

To KNBC Television For Excellence In Overall
Station Programming.



The presentation reads:

"...KNBC has provided an example to the television industry of sincere identification with the needs and aspirations of ethnic communities. This is no small task in a diversified area such as Los Angeles. Without compromising technical excellence, public service programs of high quality provide the total population with the opportunity to observe, understand and hopefully identify with the attitudes of their neighbors."

KNBC thanks UNDA-USA for an award of such magnitude. We pledge to continue the high standards of excellence in our public service programming.

**KNBC 4
LOS ANGELES**

Massive analysis of TV commercials aimed at children emerges in a book

Winick may lead to guidelines from NAB's television code board

The long-awaited children's television advertising study, which New York sociologist Charles Winick conducted as part of a cooperative venture with the National Association of Broadcasters, was made public last week in a simultaneous release by NAB and Praeger Publishers Inc., New York.

Entitled "Children's Television Commercials: A Content Analysis," the 89-page study (plus 50 pages of appendices) analyzes 236 commercials directed to children—a total that encompassed all of the commercials being shown in September 1971, produced by all of the 66 advertising agencies known to represent companies selling or making products directed to children (excluding toys). The content-analysis study (which the author acknowledges, by its nature, "is unlikely to have dramatic or pointed findings") generally, but not conclusively, gives evidence that some criticisms of the content of television commercials directed to children do not seem to have a sound basis.

NAB made no immediate comment about the implications of the study. Indications were given, however, that a set of what could be regarded as guidelines concerning children's advertising practices may come out of the NAB's scheduled television code board meeting in Washington this week (June 6-7). Such guidelines would be a direct result of the Winick study. The study was financed by the NAB's TV Code Authority, with specific cost figures yet to be compiled.

Included among the findings:

- Although all the advertising implicitly involves an indirect appeal to buy, only 1.3% explicitly asks a child to ask a parent to buy.

- Sports figures appeared in 3.8% of

the commercials and as spokesmen in 1.7%; show-business figures appear in 14% and as spokesmen in 9.7%; while 6.4% of the commercials appealed to peer status or popularity or courage.

- Of the total commercials analyzed, 93.6% (not including toys) involve edibles, yet most—81.4%—made no reference to the sweetness of the product.

- Exaggeration of a product that could be attributed through sound occurred in 1.7% of the commercials; via special visual effects in 6.8%; via superlatives in 17.8%.

- Animation occurred in 45.8% of the messages, while jingles occurred in 41.1%.

- Minority-group members (Indian, black, Latin American, Oriental) figured in 24.2% of the commercials.

- Perhaps the most negative findings for television are in the health and nutrition area, with the study showing that while "something inconsistent with generally recognized safety standards" occurred in 4.7% of the commercials analyzed and health claims were directed to children in 8.5% of the spots, balanced meals were portrayed visually in only a modest 10.2% and good eating habits were linked with health in 14.8%.

The study addresses itself to determining the content parameters of TV commercials as related to 11 criticisms of the specific content of commercials directed to children. These include: exaggerated claims; creates conflict between parent and children; encourages materialistic and acquisitive patterns; relies unduly on child's self-concept and peer relationships; makes it difficult to distinguish fantasy from reality; employs overly sophisticated sales techniques; uses charismatic superpersonalities as spokesmen; presents an unreal picture of modern life; appeals to nonrational concerns; contains insufficient and inadequate information, and overly stresses edible products that are sweet.

The study had been in the works since the fall of 1971. It was put together by Dr. Winick; Lorne G. Williamson, manager, and Stuart F. Chuzmir, assistant manager, New York office of the NAB Code Authority; and Mariann Pezzella Winick, a specialist in child development.



Planning session. Some 25 salesmen from Pittsburgh's three commercial-television stations met recently to construct an agenda for what is being billed as that city's first broadcast-retail seminar. The session, planned for this Wednesday (June 6) at Pittsburgh's Chatham Center hotel, will bring together broadcast sales personnel and a projected 500 representatives of retail establishments in the city. Emphasis of the seminar will be on the actual creation and production of TV spots, with commentary being offered by six experts in the field of TV retail-sales production. WIIC-TV General Sales Manager Pat Gmitter (standing) will head the three-station sales force, which also includes representatives from KDKA-TV and WTAE-TV.

Media

Travel agency: how the FCC commissioners get around

An annual rundown on journeys to make speeches, tour laboratories, tape TV shows and be on panels across the country and overseas—with notes on attendance at meetings

Members of the FCC, never noted for their reluctance to accept an invitation to speak or to participate in an awards ceremony or otherwise to lend their presence to an occasion outside of Washington, appeared to have packed bags and caught planes in the last 12 months as never before.

Meetings of national and state broadcaster and cable associations, bar association meetings, international conferences, television appearances and college addresses, talks to broadcast journalists—these and other events drew commissioners from Washington 102 times between mid-May 1972 and mid-May 1973. The cost to the government—\$24,007. In the preceding 12-month period, the commissioners were reported to have left Washington a total of 65 times at a cost of \$13,000 (BROADCASTING, May 29, 1972).

Some of the differences may be accounted for by the difference in the sources used for recapitulating the commissioners' travels. In past years, the information was obtained from the "calendar of events" the commission's information office issues weekly. The calendar is unofficial, and no claim for all-inclusiveness is made for it; there is no requirement that commissioners provide travel information for the calendar. The data for the most recent 12-month period was obtained from commission records compiled from trip vouchers. However, they are not necessarily complete either; if the trip is unconnected with a commissioner's official duties, the trip may be paid for by the host.

In any event, there appears to be no diminution of travel as a result of BROADCASTING's practice over the past several years of reporting on commissioners' travel. (Some commissioners contend that the reports have the effect of inhibiting commissioners—that some tend to turn down, say, invitations from state broadcaster associations because of a reluctance to develop a travel record that would appear substantial in a BROADCASTING report and that broadcasters and commissioners are denied the opportunity of a mutually beneficial dialogue.)

There appears to be some justification for another criticism that the reports have failed to reflect adequately the burden the trips impose on commissioners who make special efforts to keep

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engagements in far-flung parts of the country and yet return to Washington in time for commission meetings.

The experience of Commissioner Richard E. Wiley, who has expressed that criticism, is the best evidence of that. Commissioner Wiley is the commission's leading ground gainer—24 trips in the 12 months covered, at a cost of \$4,701.80 (which includes travel to and from two American Bar Association functions, for which the ABA reimbursed the commission). Yet, of the 72 special and regular FCC meetings in that period, he missed only four, according to commission records.

The information on the other commissioners indicates no particular relationship between attendance at commission meetings and travels. (In a number of cases, some missed meetings can be attributed to vacations or in the case of Chairman Dean Burch, reserve Army training.) Commissioners H. Rex Lee and Charlotte Reid tied for the highest number of absences—13—while Commissioner Lee made only five trips, at a cost of \$1,667, and Commissioner Reid made 15, at a cost of \$3,950.

Chairman Burch, who missed eight meetings, is down for 11 trips, including one abroad, last year, when he visited Tel Aviv, Rome, Munich and Paris, delivering a number of talks on behalf of the U.S. Information Agency. His trips cost the government \$3,300.

Commissioner Nicholas Johnson, whose term is scheduled to end June 30, missed seven meetings, but left Washington 18 times on government-financed trips. The commissioner, whose criticisms of broadcasting over the years have not endeared him to broadcasters, did not appear very often at broadcast functions; many of his trips involved radio and television interviews and addresses to student groups. One was to Los Angeles to participate in a General Semantics Conference for Teachers; he acquired the interest in the field through his late father, a speech teacher at the University of Iowa. Commissioner Johnson was third highest in terms of trip expenses—\$3,612.

The commission's newest member, Benjamin L. Hooks, was among the leaders in the travel department that appeared on the commission's records. He was on the road 17 times—from his attendance at the inauguration of Teleprompter's "Storefront" cable-television studio, in Harlem, last July, to Feb. 15-16, when he participated in the National Association of Television Program Executives Conference—at a total cost to the government of \$3,321. He missed five meetings.

Commissioner Robert E. Lee, who is reported to have left Washington on trips 12 times, missed nine meetings. Two absences occurred as a result of his participation at the Plenipotentiary Conference of the International Telecommunications Union, in Tokyo, in September. His trips cost the government \$3,453.

Following are the individual records

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The FCC's peripatetic commissioners



Richard Wiley



Charlotte Reid



Nicholas Johnson



R. E. Lee



Benjamin Hooks



Dean Burch



H. R. Lee

of travel in descending order, along with travel costs:

Commissioner Wiley: 5/15-5/16/72, Tampa, Fla., \$172.00, spoke at 50th anniversary program, WDAE-AM. 5/25-5/26/72, Toledo, Ohio, \$152.14, participated in a panel before the Ohio Association of Broadcasters. 6/2/72, Chicago, \$141.06, spoke before annual meeting of Associated Press Broadcasters Association. 7/9-7/10/72, Orlando, Fla., \$207.50, delivered speech to Florida Association of Broadcasters. 8/12-8/25/72, San Francisco, Los Angeles, Lake Tahoe, Calif., \$672.00 (FCC reimbursed by American Bar Association), attended ABA convention; meetings of Administrative Law Conference; judge of Annual Arguments Conference on Personal Finance sponsored by Young Lawyers Section of ABA; spoke before Section on Administrative Law and Public Utilities Law; speech at Town Hall; attended meeting of National Association Regulatory Utility Commissioners. 8/25/72, White Sulphur Springs, W. Va., \$106.25, spoke before the West Virginia Broadcasters Association. 9/14-9/15/72, Saginaw, Mich., \$123.25, delivered speech before the Michigan Association of Broadcasters. 9/21-9/22/72, Minneapolis, \$237.86, guest speaker at fall conference of Minnesota Broadcasters Association; participated in a question-and-answer session. 9/24-9/25/72, Grand Island, Neb., \$235.68, spoke before Nebraska Broadcasters Association. 10/29-10/30/72, Dallas, \$196.68, spoke before Texas Association of Broadcasters at noon luncheon; panel member in the afternoon TV session. 10/30/72, Hartford, Conn., \$83.50, guest speaker for National Cable Television Association's Northeast Cable TV Expo '72. 11/12-11/13/72, Boston, \$120.50, keynote speaker before the Broadcasters Promotion Association. 11/16-11/18/72, Los Angeles, \$418.09, addressed the California Community Television Association fall convention. 11/21/72, Atlanta, \$113.25, delivered speech at the National Association of Broadcasters 1972 regional fall conference. 11/30-12/1/72, Nassau, Bahamas, \$199.75, addressed National Broadcast Editorial Conference; participated in NBEC-Radio-Television News Directors Association seminar on legal issues. 12/4-12/5/72, Chicago, \$133.00, attended a Spectrum Management Conference; spoke before the *Advertising Age* media workshop. 1/29-1/30/73, Oklahoma City, \$215.00, spoke before the Oklahoma Broadcasters Association. 2/5-2/6/73, Bermuda, \$195.75, attended, as council member, the midyear meeting of the Administrative Law Section of the American Bar Association. 1/5-1/6/73, Metro Park, N.J., \$79.40, toured Holmdel Laboratory. 2/14-2/16/73, Columbia, S.C., New York, \$133.00, spoke before South Carolina Broadcasters Association; spoke before International Radio and TV Society faculty. 2/10-2/12/73, Cleveland, \$79.75 (FCC reimbursed by American Bar Association), attended the ABA midyear meetings. 3/12-3/13/73, Chicago, \$142.92, participated in coordination of Spectrum Management activities; addressed the Broadcast Advertising Club of Chicago. 4/9-4/10/73, Springfield, Ill., \$186.22, spoke before the Illinois Broadcasters Association. 4/24-4/26/73, Seattle, \$357.25, participated in 1973 RTCM assembly meeting. Grand total—\$4,701.80.

Commissioner Reid: 5/18-5/21/72, Chicago, \$187.25, delivered speech to Advertising Club. 6/28-

6/29/72, Williamsburg, Va., \$31.25, delivered speech to Maryland-D.C.-Delaware Broadcasters Association. 7/13-7/16/72, Aspen, Colo., \$361.25, delivered speech at Colorado Broadcasters Association summer convention. 7/28-8/1/72, Aurora, Ill., \$184.11, visited VHF repeater facility. 9/13-9/16/72, Chicago, \$189.25, delivered speech at Illinois Women's Club luncheon. 10/4-10/10/72, Chicago, San Francisco, Las Vegas, \$649.50, delivered speech to Illinois Broadcasters Association; visited FEB in San Francisco; delivered speech to United States Independent Telephone Association. 10/20-10/23/72, Aurora, Ill., \$198.11, delivered speech to Business and Professional Women's Club of Aurora. 11/13-11/14/72, Tampa, Fla., \$201.00, delivered speech at St. Leo College. 11/30-12/3/72, San Francisco, \$511.75, delivered speech at the Seventh Annual Radio Program Conference. 12/7-12/9/72, Phoenix, \$385.50, delivered speech to Arizona Broadcasters Association. 1/4-1/5/73, Trenton, N.J., \$93.65, visited Holmdel Laboratory. 2/8-2/10/73, Dallas, \$296.50, delivered speech at Abe Lincoln Awards program. 3/9-3/10/73, Cleveland, \$117.25, delivered speech to Canton Advertising Club. 4/19-4/29/73, Los Angeles, \$447.23, delivered speech to Southern California Broadcasters Association. 5/11/73, Cleveland, \$66.73, delivered speech to Ohio Association of Broadcasters. Grand total—\$3,950.33.

Commissioner Johnson: 8/31-9/11/72, Frankfurt, Germany, \$964.50, met with German communications and government officials. 9/14-9/16/72, Boston, New York, \$151.75, participated in the taping of television program. 10/8-10/10/72, New York, \$109.30, participated in radio and television interviews. 10/12-10/16/72, Chicago; Ann Arbor, Mich.; Cleveland, \$280.75, participated in radio and television interviews; delivered speech; met with members of the academic communities in Chicago and Ann Arbor. 10/20-10/21/72, Charlottesville, Va., \$24.64, delivered speech to the student legal forum. 11/9-11/12/72, Boston, \$158.10, delivered speech to National Association of Broadcasters; participated in TV programs; met with members of Boston and Cambridge academic community and Action for Children's Television. 11/16-11/20/72, Los Angeles, San Francisco, \$486.02, made television and radio program appearances; met with students and faculty at UCLA, Stanford, Berkeley, and California State University. 12/15/72, Atlanta, New York, \$214.50, delivered speeches. 1/4-1/6/73, New York; Metro Park, N.J., \$103.65, visited Holmdel Lab; delivered speech in New York. 1/9/73, Boston, \$95.50, taped *The Advocates* television program for Public Broadcasting Service. 1/21-1/23/73, Providence, R.I., \$147.00, had meetings; made TV-radio appearances; delivered speech at Rhode Island School of Design. 2/8/73, New York, \$97.25, met with communications experts. 2/15-2/17/73, College Station, Texas; Austin, Texas; Houston, \$150.00, delivered speeches at Texas A&M, University of Texas and Rice University. 3/9-3/12/73, New York, \$77.00, delivered speech at the annual convention of the Speech Association of Eastern States; met with communications experts and foundation officials. 3/23-3/24/73, Philadelphia, \$51.50, made TV appearance; participated in panel discussion at the University of Pennsylvania; delivered speech at symposium on "Contemporary Problems of Drug Abuse." 3/26/73, New York, \$73.75, met with communications experts and foundation offi-

cials. 4/6-4/8/73, Los Angeles, \$363.73, participated in International Society for General Semantics Conference for Teachers. 4/16/73, New York, \$63.50, attended meeting at Ford Foundation; delivered speeches at Tax Action Day Rally and Association of Radio-TV News Analysts. Grand total \$3,612.44.

Commissioner R. E. Lee: 9/15-9/23/72, Tokyo, Japan, \$1,357.75, attended Plenipotentiary Conference of the International Telecommunications Union to discuss proposals for 1973. 11/15-11/17/72, St. Louis, Mo., \$232.00, participated in the NAB fall conference. 1/4-1/5/73, Trenton, N.J., \$81.90, visited Holmdel Laboratory. 1/15-1/16/73, Louisville, Ky., \$161.00, addressed the Louisville Chapter of the American Women in Radio and Television. 1/24-1/26/73, Phoenix, \$438.00, spoke before the International Communications Association. 2/7-2/10/73, Dallas, \$320.75, participated in the Abe Lincoln Awards banquet and other activities. 2/1-2/2/73, New York, \$112.50, participated in the seminar "Roundtable on Clutter." 2/21-2/22/73, Cleveland, \$133.50, spoke at luncheon before the Radio and TV Council of Greater Cleveland. 3/23-3/25/73, Ottawa, Canada, \$276.45, spoke at dinner at request of Allen Gottlieb, Deputy Minister of Communications. 2/27-2/28/73, New York, \$98.50, attended the Golden Mike Awards dinner. 3/17-3/18/73, Hartford, Conn., \$122.75, attended the 20th anniversary of WWLP(AM) Springfield, Mass. 3/3-3/6/73, New York; Wilmington, Del., \$118.50, attended the American Directors' Guild banquet; attended a presentation of interconnection at Bell Labs in Holmdel, N.J.; met with citizens group on pornography on TV at request. Grand total—\$3,453.60.

Commissioner Hooks: 7/6-7/7/72, New York, \$178.67, attended inauguration of Teleprompter's "storefront studio" in Harlem; luncheon speaker. 7/12-7/15/72, Denver, \$325.25, addressed Denver Cable Club; attended Colorado broadcasters summer meeting. 7/20-7/22/72, Lake Geneva, Ws., \$155.08, addressed Wisconsin Broadcasters Association midsummer meeting. 7/31-8/5/72, St. Louis, Mo.; Miami, \$434.75, participated in National Urban League Conference in St. Louis; National Bar Association panelist in Miami. 8/10-8/12/72, Atlanta, \$163.00, addressed Georgia Association of Broadcasters Southern TV day. 8/17-8/18/72, Philadelphia, \$66.50, addressed National Association of Television and Radio Announcers convention. 8/20-8/26/72, San Juan and St. Thomas, Virgin Islands, \$319.09, in San Juan toured station; spoke at public television system inauguration. 9/7-9/8/72, Chicago, \$129.00, addressed National Progressive Baptist convention. 9/28-9/30/72, Clarksville, Ind.; Egremont, Mass., \$171.00, addressed Indiana Broadcasters Association meeting; addressed Massachusetts Broadcasters Association. 10/5-10/6/72, Dallas, \$206.50, addressed National Business League convention. 10/12-10/13/72, Memphis, \$163.50, participated at Tennessee Association of Broadcasters meeting. 10/30-11/2/72, Las Vegas, Los Angeles, \$405.50, addressed National Association of Educational Broadcasters convention; consulted with media groups and made media appearances. 1/4-1/5/73, Newark, N.J., \$60.40, toured Bell Labs facilities. 1/9-1/10/73; 1/16-1/17/73, New York, \$125.75, taped *Black Journal* and met with members of broadcast industry; addressed luncheon of New York Market Broadcasters. 1/24-1/26/73, Boston, \$134.25, ad-

dressed Boston Community Media Committee; participated in seminar at Massachusetts Institute of Technology; did various TV shows. 2/1-2/2/73, La Guardia, N.Y., \$95.75, addressed International Radio and TV Society Newsmakers Luncheon; did radio show interview and met with media people. 2/15-2/16/73, New Orleans, \$187.25, participated in National Association of TV Program Executives conference. Grand total—\$3,321.24.

Chairman Burch: 5/26-5/28/72, Tucson, Ariz., \$359.50, received 1972 Alumni Achievement Award at the University of Arizona. 7/23-8/14/72, Tel Aviv; Rome; Munich; Paris; \$672.00, delivered a number of talks on behalf of the United States Information Agency. 9/15/72, New York, \$68.00, addressed the International Radio and TV Society. 9/20-9/25/72, Phoenix; Tucson, Ariz., \$496.25, addressed CBS Radio affiliates convention. 9/29-10/1/72, Jacksonville, Fla.; Savannah, Ga., \$224.01, addressed the Southern States Broadcasters. 11/13-11/16/72, San Antonio, Tex., \$337.50, addressed the fall conference of the NAB. 1/4-1/5/73, Metro Park, N.J., \$70.06, visited Holmdel Laboratory. 1/10-1/14/73, Los Angeles, \$405.50, addressed the Hollywood Radio and TV Society; appeared on television and radio programs. 2/5/73, New York, \$68.00, addressed the National League of Cities symposium on cable regulation. 2/24-2/26/73, Phoenix; Tucson, Ariz., \$427.56, addressed the Advertising Club of Phoenix. 4/2-4/3/73, Mobile, Ala., \$171.99, attended Southern Cable Television Association. Grand total—\$3,300.37.

Commissioner H. R. Lee: 8/13-8/16/72, Denver, \$247.75, met with Stanford University team evaluating project of Federation of Rocky Mountain States, for broadcasting educational programs; worked with Governor Jack Campbell (president and project director of Federation of Rocky Mountain States) and key personnel reviewing all phases of Rocky Mountain satellite project as it pertains to educational programs and to FCC regulations. 10/28-11/3/72, Las Vegas, \$448.26, attended NAEB convention and chaired annual ITFS Committee Meeting; commission representative to NAB regional meetings. 1/4-1/5/73, Metro Park, N.J., \$79.40, visited Bell Laboratories. 2/1-2/5/73, Denver, \$267.50, addressed Rocky Mountain Cable Television Association Convention; met with educational television leaders. 4/12-4/20/73, Las Vegas; southern California, \$624.78, chaired seminar at Association for Educational Communications and Technology convention in Las Vegas; visited educational stations, met with educational media users in Los Angeles and Long Beach, Calif.; visited ITFS installations, university communications schools, and FCC Los Angeles and Terminal Island field offices in southern California. Grand total—\$1,667.69.

WPRY finds FCC even tougher than examiner

Honig recommendation for probation plus fine bypassed by commission that votes to deny renewal to AM partially owned by mayoral candidate called guilty of unfair air tactics

The FCC last week denied the license-renewal application of WPRY(AM) Perry, Fla., saying that a station principal had used WPRY's facilities to advance his own candidacy in a local election while apparently denying equal opportunity to other candidates. (The commission dealt with several other conflict-of-interest cases; see page 40.)

The commission's action overruled an initial decision by Administrative Law Judge Isadore Honig, who had recommended WPRY be given a probationary one-year renewal and be fined \$5,000.

In addition to the charges regarding the alleged misconduct of Ira W. Brown, one-third owner of WPRY, the commission said that the station had been evasive and guilty of misrepresentation in answering FCC inquiries.

The case stems from charges that during Perry's mayoral campaign in 1969, Mr. Brown, a candidate in the Democratic primaries, arranged to have response messages in his favor aired im-

mediately after political spots for his opponents were run by the station. Little or no provision for replies to Mr. Brown's broadcast was made by the station, as required by Section 315 of the Communications Act, the commission said. In addition, the commission stated, there were several instances in which Mr. Brown was charged a lesser advertising rate than his opponents, and in many of those cases the station failed to require Mr. Brown to pay at all. The commission indicated that its decision was also influenced by an allegation that a threat of bodily harm was made to a representative of an opposing candidate who attempted to secure reply time on WPRY as provided for by Section 315.

While Judge Honig—who found WPRY

to be guilty of all the charges against it—had recommended probationary renewal due to "mitigating circumstances" (WPRY had claimed to have misinterpreted Section 315), the commission said it found the station's actions not to be a case of misinterpretation, but rather "blatant" disregard of licensee responsibility. The "heart of this case," the commission said, is not WPRY's apparent violation of law, but rather Mr. Brown's conduct in "taking advantage of his ownership of the station to benefit his own candidacy without giving other candidates the same opportunities, even upon request." Such conduct, it said, is unpardonable.

WPRY was authorized to remain on the air until July 1. In the event that


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the station submits an appeal to the courts, the commission said, the action will be deferred until 30 days after the case is finally resolved.

One station rebuked, two others cleared of conflicts of interest

In first, FCC says commentator must disclose planned candidacy

The FCC has admonished WCMP(AM) Pine City, Minn., for failing to notify listeners that its president, Gerry Robbins, had expressed interest in becoming a candidate for a local public office.

A fairness-doctrine complaint filed against WCMP by the Pine county, Minn., board of commissioners, County Highway Engineer Kenneth Paulson and State Senator Florina W. Chmielewski, charged that during March and April 1972, Mr. Robbins aired commentaries on the station that were critical of the activities of certain county officials. Mr. Robbins, the complainants charged, had stated his intention to become a candidate for the county board as early as March 9, 1972, although he did not formally announce his candidacy until later. During the time Mr. Robbins aired the commentaries—which the complainants charged were “slanted and inaccurate”—WCMP made no mention of his intended candidacy.

The commission found that Mr. Robbins's conclusion that his statements were not controversial and therefore did not invoke the fairness doctrine “appears to have been unreasonable.” It added that the station's offers of reply time were presented in such a way that the complainants were under the impression that they would be limited to appearances on Mr. Robbins's own program—where he would always have the opportunity to put in “the last word.”

While the commission did not question Mr. Robbins's right to criticize government officials over the air, it said that if a station principal elects to run for public office he has an obligation to disclose his intended candidacy within the course of his broadcasts so that the public will have a better opportunity to evaluate his comments.

The WCMP case was one of three fairness proceedings dealt with by the commission in which allegations of conflicts of interests were at issue. In another, Complaints and Compliance Division Chief William B. Ray exonerated KREM-TV Spokane, Wash., of charges that the participation of its manager in the local board administering an international exposition planned for that city next year did not invoke a conflict of interest. Mr. Ray ruled that the KREM-TV manager had not been influenced by his involvement with the board to inhibit the presentation of news items concerning local opposition to the Expo '74 project.

In a second ruling, Mr. Ray concluded that “the conflict-of-interest principle need not generally be extended to professional, personal or business relation-



A real blast. Metromedia Television forsook the traditional shovel as it formally started construction of its new \$5-million facility for WTCN-TV Minneapolis-St. Paul. Instead, a charge of dynamite broke ground at the site in Golden Valley, Minn. Ready to detonate at the May 23 ceremony were (top photo, l-r) Robert C. Fransen, WTCN-TV vice president and general manager; Albert P. Krivin, Metromedia Television president; State Representative Julian Hook, Golden Valley Mayor Robert E. Riggs, State Senator Rolf T. Nelson, Minneapolis Mayor Charles Stenvig and Golden Valley Manager Barkley G. Omans. Completion date for the 65,000-square-foot facility is March 1, 1974.

ships which involve no element of financial gain or loss.” The ruling was in response to a complaint that WGFA(AM) Watseka, Ill., had been unfair in its editorials concerning proposed pay raises for certain Iroquois county (Ill.) officials. Complainant Ronald Boyer had alleged that the WGFA manager's membership on the county board influenced the station's commentary and advanced his own personal interests.

AT&T goes to court over FCC ruling on occasional-user rates

Commission had turned down firm when it sought permission to file for higher charges to noncontract customers

AT&T is seeking review by the U.S. Court of Appeals for the Second Circuit in New York of a May FCC ruling in which the phone company was permitted to file proposed program-transmission tariffs for its TV network customers but was denied a similar request regarding occasional users of its facilities (BROADCASTING, May 14).

In a petition filed with the court last week, AT&T asked that its appeal be given expedited consideration, claiming that it stands to lose some \$800,000 a month if it is not permitted to file the occasional-use tariffs as soon as possible. The company challenged the commission's ruling on two grounds: that the agency does not have the authority to demand that AT&T seek advance permission to file new rate schedules (which themselves would be subject to full FCC review and probably a hearing), and that the commission has arbitrarily prejudged the lawfulness of the proposed occasional rates without affording AT&T its right of due process.

AT&T's proposed rate revisions would

result in a \$10-million annual decrease of charges to network customers, but an \$18-million increase for occasional users. In its action last month, the commission said that AT&T's filing of the network tariffs would be justified since they call for reduced rates. But it said that there is serious question as to whether the filing of the occasional rates would disrupt a separate proceeding the commission has been holding for several years in which the general subject of AT&T's private-line tariffs are at issue. The commission said that a principal issue in the immediate case is the proper relationship between contract (network) and occasional rates, and stated that it would hear oral argument on that subject this summer.

In contending that the commission is not authorized by Congress or judicial precedent to demand advance requests for permission to file tariffs, AT&T noted that when it made that original demand the commission had promised action on the phone company's requests to file within 30 days. Seven months transpired between the time it filed for permission and the time the agency finally acted on the requests, it said. But more important, it asserted, is the fact that the commission's demand for advance filings appears to be precluded by a prior decision of the U.S. Court of Appeals in Washington. In that ruling, the court found that the Federal Power Commission could not refuse to accept for filing a tariff revision by the Willmut Gas & Oil Co. without first holding a hearing. And it is also noteworthy, AT&T said, that the commission has never explained how the filing of new program-transmission tariffs by the firm would disrupt the private-line inquiry.

In its May decision, AT&T told the court, the commission apparently determined that the filing of network tariffs will not disrupt the private-line inquiry, but that, for some obscure reason, the filing of occasional tariffs will. Yet, it said,



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Lloyd Griffin

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Robert McNamara

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John A. Thompson
Maxine Huddleston
Margaret M. Heeg

1953 Arthur W. Bagge
Madelon Pennicke
John W. Brooke

1954 William J. Tynan
Elliott W. Reed

1955 Robert R. Somerville
John E. Erickson
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Lon A. King
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Joan Brell
Robert E. Bailey
Mary E. Skougaard

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Carole Whitley
W. Donald Roberts, Jr.
Sondra Rubin

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Kenneth W. Pierce
Selma Batalin
Carol Lee Stanek
Doris Boysen
Eddie O. Simmons
Frances R. Brune
Rosemarie Braun
Myrtle Simmons

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Beverly J. Howard
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Dennis K. Gillespie
Mary M. McCuen
Lillian E. Heydorn
Katherine Swift

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1965	John M. Brigham Barbara J. Lewis William O. Jones Pierre A. Watkins Arnold K. Knippenberg Donna Jean Parks Jerrie M. Willis Maria Frangis Carol Marie Mallen	1967		1970	Otis A. Kenyon Ruth V. Stout Raymond L. Hunter Jean M. Anderson Janice L. Fuscaldo J. Barry Weed John R. Thayer, Ph.D. Frank L. Kreh Julie Gathman Louise D. Sutter Nancy C. Dipert
				1971	Edward D. Loud Carolyn E. Roller Robert L. Pettigrew Mary Lou Francin Edward J. Clark John Slade Walter John C. Lehman Una Haggerty James R. Gilligan Emma C. Price Christopher J. Corr Lorraine J. Zitone Helen B. Baillio Barbara L. Tretter Patricia Ann Walker Albert L. Strada Nancy Shields Susan T. Spatafora Phyllis White Linda Fischer Claire A. Sanders James W. Hunt, Jr.

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the commission in the same action ruled that if it does not reach a final decision on the matter within four months, AT&T will be permitted to file its occasional tariffs on 60-days notice. How, it asked, could the commission determine that the filing of proposed occasional rates would be disruptive now, but not six months from now, when it is considered that the ultimate resolution of the private-line inquiry "is still some time away?"

Claiming that "irreparable injury" would occur if it is not permitted to file its occasional tariffs now (it asked that the court hear its case during its July session), AT&T noted that, by the commission's own calculation, it stands to lose \$18 million annually in occasional-use revenues—or \$800,000 for every month that the occasional rates are not in effect while the network rates are. If the commission's ruling is permitted to stand, it contended, implementation of the occasional tariffs could not take place before February 1974, resulting in a loss of \$3.2 million. And, it added, the losses "could well be substantially larger."

Peace settles over public TV as CPB and PBS enter 'partnership'

Agreement is said to guarantee immunity from political influence

The internal strife that has beset public broadcasting for the past five months ended officially last Thursday (May 31) when the boards of the Corporation for Public Broadcasting and the Public Broadcasting Service separately approved a seven-point plan creating a mutual partnership.

The agreement was announced jointly by Dr. James R. Killian Jr., CPB chairman, and Ralph Rogers, chairman of PBS, at an unusual news conference originating over closed-circuit-TV facilities from Dallas, where the PBS board met, and Boston, site of the CPB board meeting.

"CPB and PBS have created a partnership to broaden the base, strengthen the independence and quicken the promise of public television," Dr. Killian told newsmen. He stressed the importance of the stipulation that the medium be independent of political and governmental tampering, apparently alluding to allegations of former CPB Chairman Thomas Curtis, who resigned from his post last April over what he claimed to be Nixon-administration pressures on certain of his CPB colleagues (BROADCASTING, April 23).

"Public television must never become an instrument of propaganda or be politicized," Dr. Killian vowed. Mr. Rogers later stated that "there isn't a ghost's chance" of external sources influencing the operations of public broadcasting under the conciliation of last week.

The new agreement bears similarities to one rejected by the CPB board in

April, at the same meeting at which Mr. Curtis submitted his resignation. Essentially, the agreement includes only two provisions that have not been proposed previously by CPB or PBS and subsequently rejected by the other. One creates a "partnership review" committee, consisting of an equal number of PBS and CPB trustees who will meet regularly to assess the working of the partnership and, over a five-year period, will make recommendations to the CPB and PBS boards for necessary modifications. The other sets up a scale of distribution of CPB allocations to local stations.

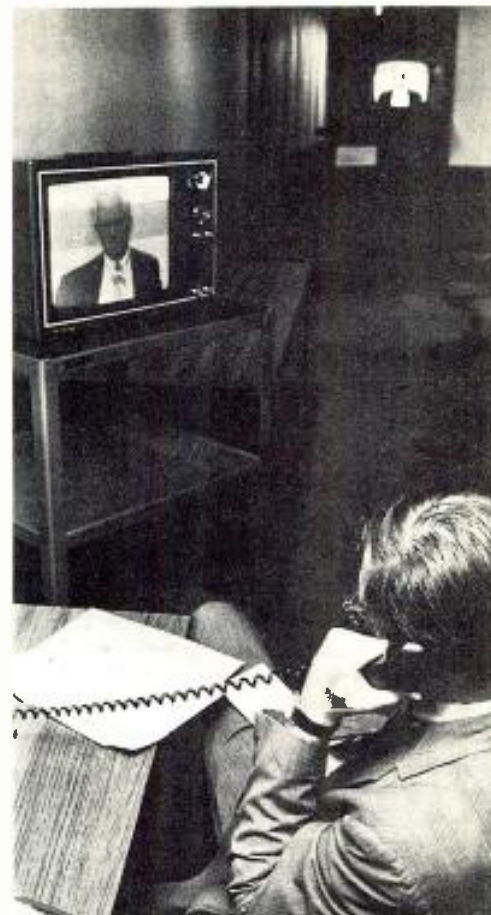
Another major provision of the new agreement states that after Sept. 30, CPB will no longer supply funds to PBS for the financing of its activities other than for PBS's administration of the television interconnection. Last year, PBS received \$8.5 million from CPB, \$6 million of which was allocated to the financing of the interconnection. Assuming that the budget remains essentially the same, PBS under the new plan will have to come up with \$2.5 million from its own resources. And, Mr. Rogers made clear last week, the sources from which it will be looking for those funds will be the local stations themselves.

Absent from the new agreement was a proposal, offered by CPB shortly after Dr. Killian assumed the corporation's chairmanship, which would have set up a joint scheduling committee consisting of three representatives each from CPB and PBS and a seventh neutral member. Under the new agreement, PBS will assume responsibility for scheduling decisions, as in the past. However, the agreement also makes provision for CPB to appeal any scheduling decisions ultimately to Messrs. Killian and Rogers, who will act as final arbiters in all cases. Similarly, CPB retains the right to make all program determinations for shows it funds. But again, PBS is given the right to appeal, and the two chairmen will have ultimate judgmental authority.

In addition, the agreement states that if conflict develops as to the objectivity and balance of any PTV program—regardless of the funding source—either CPB or PBS can appeal to a monitoring committee consisting of three members from each institution. It will take four votes from this committee to bar a program from the interconnection.

The agreement states that, in the case that Messrs. Killian and Rogers fail to come to a mutual decision on scheduling matters, they will appoint a "third" person to whom the issues will be presented and whose decision will be final. However, both Dr. Killian and Mr. Rogers emphasized last week that they are doubtful as to whether this final step will be frequently necessary. In the case of a deadlock, they said, an impartial arbiter will be chosen at that time.

Messrs. Killian and Rogers also stressed that three essential steps remain to be taken toward the fulfillment of the mutual goal of making public broadcasting truly independent: (1) passage by Congress and approval by President Nixon of a bill introduced (and already approved by the Senate) by Senators John Pastore



Firing line. The announcement last Thursday by Corporation for Public Broadcasting Chairman James R. Killian and Public Broadcasting Service Chairman Ralph Rogers that those two institutions have finally signed a definitive pact to bring an end to their differences was witnessed by an untold number of journalists and public-TV officials around the country—linked by an elaborate closed-circuit TV and telephone network. From the studios of WGBH-TV Boston, Dr. Killian outlined the seven points of the "partnership" agreement, which he credited with ushering in "a new era in public television." From Dallas's KERA-TV, Mr. Rogers pledged his organization's support in making the agreement viable. Reporters congregated for the event at CPB's Washington headquarters—at which Mr. Rogers is pictured above on the monitor fielding questions from an unidentified newsmen—and at PBS's New York office as well as at PTV stations across the nation.

(D.-R.I.) and Warren Magnuson (D.-Wash.) which authorizes two-year funding for CPB (S. 1090); (2) passage of subsequent appropriations bills in accordance with the "antistagnation" relief provided for in S. 1090; (3) passage of long-term funding "that will insulate public television from the political interference inherent in annual appropriations."

In line with that ambition, last week's agreement obligates CPB to make "unrestricted" grants to local stations under a formula aggregating annually not less than 30% of the entire CPB appropriation if that total sum is at the \$45-million level; 40% at the \$60-million level; 45% at the \$70-million level, and 50% at the \$80-million level.

McIntire loses final round in Supreme Court

It's now countdown time until Media stations go off air; preacher considers setting up pirate radio ship off New Jersey

Dr. Carl McIntire, the fundamentalist preacher, last week saw his last hope of hanging on to FCC licenses for WXUR-AM-FM Media, Pa., turn to ashes. So now, he says, he is thinking of moving the whole broadcast operation out to sea.

Faith Theological Seminary appeared to have lost its fight to stay in broadcasting when the U.S. Supreme Court rejected its appeal. The brief order left standing a decision of the U.S. Court of Appeals in Washington upholding the FCC's decision in 1970 denying the seminary's applications for renewal of the stations' licenses.

The commission had based its decision on a number of grounds, including fairness-doctrine violations and misrepresentations of programing proposals on the part of the seminary when it acquired the stations in 1966. Faith Theological bought the stations—over the protests of a number of civic groups—in order to bring the “conservative, fundamentalist” religious viewpoint to the Philadelphia area, according to its appeal. Dr. Mc-

Intire's *Twentieth Century Reformation Hour*, which is carried on several hundred stations across the country, had recently been dropped by a Philadelphia-area station.

The appeals court eventually upheld the commission only on the misrepresentation issue (BROADCASTING, Oct. 2, 1972). Judge Edward Tamm, who wrote the decision, cited the fairness-doctrine ground also, but Judge J. Skelly Wright said he was concurring only on the misrepresentation issue. And Chief Judge David Bazelon, who originally said he would concur on that ground also, later dissented, contending that the case raises “a prima facie violation of the First Amendment” since the stations had been ordered off the air (BROADCASTING, Nov. 13, 1972).

Faith Theological Seminary, in seeking Supreme Court review, tried to raise the fairness-doctrine issue, contending that its application in the case had the effect of suppressing rather than promoting robust debate, the doctrine's asserted purpose. The commission, for its part, cited what it said was the seminary's failure to provide promised programing, including material to offer listeners religious viewpoints other than those of the seminary.

But that was all academic last week. For the seminary, a 30-day clock on closing down the stations had started to run.

Dr. McIntire, as he told newsman Scott Tilden of WEEZ(AM) in nearby Chester, Pa., was thinking ahead. The

seminary's only real option left, he said, in a recorded interview, “is to move the whole operation” to a ship off Atlantic City or Cape May, N.J., where the seminary has properties, “and continue broadcasting outside the domain of the United States.”

The off-shore operation, he said, “is a distinct possibility.” He noted that off-shore broadcasting is now being done off New Zealand and has been done off Great Britain. He also said he has discussed the idea with his engineer and that he is willing to try the shipboard operation.



A plaque for Big Ed. C. Edward Little (r), 15 months into his tenure as president of the Mutual Broadcasting System, was accorded the applause of that network's affiliates during meetings of the Mutual Affiliates Advisory Council in Washington two weeks ago. The presentation was made by Henry Rau, WNAV(AM) Annapolis, Md., retiring chairman of the MAAC, who cited Mr. Little for “improvements, advancement and dedication of MBS in serving its affiliates.”



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73-32

Changing Hands

Announced

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

■ **WXCO(AM)** Wausau, Wis.: Sold by Post Corp., Appleton, Wis., to Seehafer & Johnson Broadcasting Corp. for \$300,000. Principals of buying firm are Don Seehafer, its president, and Bob Johnson. They also own **KRBI-AM-FM** St. Peter, Minn., and **WOMT(AM)** Manitowoc, Wis. **Wxco** is full time on 1230 khz with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

■ **KATO(AM)** Safford, Ariz.: Sold by Al G. Stanley to **KSIL Inc.** for \$160,000. Dennis Behan is president of buying firm. He also has interest in **KLMR(AM)** Lamar, Colo., of which he is general manager. Mr. Stanley will return to North Carolina to pursue doctorate in mass communications. **KATO** is full time on

1230 khz with 1 kw day and 250 w night.
Broker: Edwin Tornberg & Co.

Approved

Following transfer of station ownership has been approved by FCC (for other FCC activities see "For The Record," page 68):

▪ **KLUF-AM-FM** Lufkin, Tex.: Sold by Lufkin Broadcasting Corp. to R. Steven Hicks and others for \$164,000. Mr. Hicks is president of buying firm, Radio Lufkin Inc. Buyer is also licensee of **KLAR(AM)** Laredo, Tex. Mr. Hicks personally has minority interests in **KLVI(AM)**-**KBPO(FM)** Beaumont and **KBYG(AM)** Big Spring, both Texas. **KLUF(AM)** operates full time on 1420 khz with 1 kw, directional at night. **KLUF-FM**, which is not yet on air, is authorized to operate on 105.1 mhz with 100 kw and antenna 490 feet above average terrain.

A way for RFE, Radio Liberty

House Foreign Affairs Committee Chairman Thomas E. Morgan (D-Pa.) has introduced, at the request of the Nixon administration, a bill to establish a Board for International Broadcasting as a vehicle for continuing funding for Radio Free Europe and Radio Liberty (**BROADCASTING**, May 21).

The measure (H.R. 8144) would create a seven-member board to make grants to RFE and Radio Liberty and to oversee the operation of the outlets.

The bill would also authorize \$50.3-million for the stations in fiscal 1974 "and such sums as may be necessary for fiscal year 1975."

Interim congressional funding of \$38.5 million for the outlets expires June 30.

NER to be restructured

National Educational Radio will dissolve June 30, with a new, independent, all-public-radio association to be formed July 1. This change was overwhelmingly approved at the annual public radio conference held in Washington May 21-24.

Hugh Cordier, now chairman of the board for NER, is chairman of a nine-member board of directors that has been voted into office and charged with developing the new association's specific structure and name.

The new organization is to consist primarily of full-service public radio stations. More specialized stations—generally smaller stations—are considering association with the National Association of Educational Broadcasters.

Stanton protests USIA cuts

Frank Stanton, chairman of the U.S. Advisory Commission on Information, last week urged the Senate to reject the Foreign Relations Committee's proposal to cut USIA's fiscal 1974 budget.

Dr. Stanton, former vice chairman of CBS and now chairman of the American Red Cross, said the proposed cuts would "jeopardize the effectiveness of [USIA's] efforts abroad and lead to the crippling of

this important arm of American foreign policy."

The committee on May 15 voted unanimously to cut the USIA budget authorization of \$224 million by \$31 million. The agency operates the Voice of America. Last Wednesday (May 30) the Senate passed, by a vote of 74 to 5, a bill (S. 1317) containing \$193.2 million for USIA.

Media Briefs

Loophole. FCC has clarified its stance on applicability of its equal-employment rules to religious broadcasters to provide one modification: Rules do not apply, it said, to "those who, as to content or on-the-air presentation, are connected with the espousal of the licensee's religious

views." Those persons include writers and researchers hired to prepare programs fostering spiritual beliefs of the licensee, and those hired to answer religious questions on call-in programs, commission said. Ruling exempts religious stations, to this limited degree, from rules barring employment discrimination on the basis of creed.

NRR to BES. National Radio Research, Casa Grande, Ariz., has associated with Broadcast Equipment Sales Co., Dallas, moving to latter city. Dale Bennett continues as president of radio-audience measurement firm with Dick Witkowski, vice president of Broadcast Equipment, assuming additional duties as vice president of NRR. New address: 8535 North Stemmons Freeway, Suite 922, Dallas 75247, telephone (214) 630-2521.

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Teleprompter stays king of the hill among cable MSO's

Company almost matches subscriber total of next two in rankings; Warner Cable is biggest gainer, moving into number-two spot

The top-50 multiple system owners in cable television together account for 5,065,200 subscribers as of June 1, or more than 70% of the U.S. total. This is one of the findings to be drawn from the most recent listing of the top-50 multiple system owners prepared by staff members of the National Cable Television Association. A year ago, according to similar NCTA research, the top-50 MSO's encompassed 4,094,100 subscribers, or about 75% of the total number of cable-TV subscribers in the country (BROADCASTING, March 20).

The new MSO list is headed again by the industry's long-time leader, Teleprompter Corp. Based on NCTA statistics, Teleprompter gained some 160,000 subscribers since the last report. Biggest gainer among the top 50 appears to be Warner Cable Corp., which moved up four places to the runner-up position behind Teleprompter and added 240,000 subscribers—more than any other company on the list. Denver-based TeleCommunications Inc. also made a significant

nificant move up, jumping from sixth to third ranking and adding 175,000 subscribers.

The top-10 list this year includes just one new entry, UA-Columbia Cablevision, the company that resulted from the Dec. 29, 1972, merger of UA Cablevision Inc. and Columbia Cable Systems Inc. UA Cablevision, on its own, made the previous top-50 list with an 18th ranking. Dropping out of the top-10 list is Cypress Communications Corp., absorbed by Warner Cable.

Two stalwarts of the top-10 list—American Television & Communications Corp. and Cox Cablevision Corp.—both lost position, emphasizing again the effects of the long period of inertia that followed the Justice Department's anti-trust action blocking their proposed merger (BROADCASTING, April 30).

Among the smaller companies on the top-50 list, Cablevision Properties moved up 13 positions, Colony Communications 11 and Davis Communications 10.

New Harris firm comes on scene with buying bang

Announcement of formation coincides with purchase agreements

Formation of Harris Cable Corp., Los Angeles, headed by veteran CATV owner Burt I. Harris, was announced last week at the same time the new firm reported an agreement to buy Triangle Publication's Binghamton, N.Y., and Lebanon, Pa., cable-TV systems, plus unbuilt fran-

chises for a section of Philadelphia, and 20 other unbuilt franchises for communities around that city.

Consideration in the Triangle transaction is understood to be more than \$10 million.

The agreement provides for the Harris firm to buy 50% of the Philadelphia city franchise, with an option to acquire the remaining half later.

The new Harris cable firm is being financed by a \$40-million private placement through Salomon Bros., Wall Street investment-brokerage company.

Mr. Harris formerly was vice chairman of Warner Cable Corp., a post he resigned earlier this year. He had been chairman and president of Cypress Communications Corp., a multiple CATV group, that merged with Warner Communications last September. Mr. Harris is president of Harriscope Broadcasting Corp., a group broadcaster that owns or has interests in six TV stations and three radio stations.

Among others associated with Mr. Harris in his new cable venture are Jerry Greene, who has just resigned as treasurer of Warner Cable Corp., and who is the former financial vice president of Cypress; and Marc Nathanson, formerly director of corporate development of Cypress.

Burnup & Sims expands

Burnup & Sims Inc., West Palm Beach, Fla., which lays cable and provides engineering services for cable-television and telephone companies, has agreed in principle to acquire West Coast Line Con-

Top-50 MSO's in cable

June 1973 rank	(March 1972 rank)	Multiple System Owners	Subscriber total	Change	June 1973 rank	(March 1972 rank)	Multiple System Owners	Subscriber total	Change
1	(1)	Teleprompter	800,000	+ 161,000	32	(41)	Colony Communications	37,000	+ 16,000
2	(6)	Warner Cable Corp.	455,000	+ 240,000	—	(34)	Comcast Corp.	35,000	+ 7,000
3	(5)	Telecommunications Inc.	400,000	+ 175,000	34	(32)	Central California Comm.	35,000	+ 5,000
4	(2)	American Tel. and Comm.	375,000	+ 111,000	—	(27)	King Videocable	30,000	— 7,000
5	(8)	Sammons Communications	240,000	+ 40,000	—	(37)	Carl Williams	30,000	+ 7,000
6	(4)	Cox Cablevision Corp.	235,000	+ 5,000	36	(46)	Davis Communications	28,000	+ 11,000
—	(3)	Viacom	235,000	— 20,000	—	(38)	California-Oregon Bcstg.	28,000	+ 6,000
8	(10)	Cablecom General	194,000	+ 44,000	—	(36)	Triangle Publications	28,000	+ 4,000
9	(7)	Communications Properties	190,000	— 17,000	—	*	American Cable TV	28,000	—
10	(18)	UA-Columbia Cablevision	150,000	+ 94,000	40	(39)	Palmer Broadcasting	27,000	+ 5,000
11	(12)	LVO Cable	121,000	+ 20,000	41	*	Vision Cable Comm.	25,000	—
12	(13)	Service Electric	115,000	+ 24,000	42	*	Covenant Cable	24,000	—
13	(16)	Storer Broadcasting	100,000	+ 34,000	43	(48)	General Television	23,000	+ 7,000
14	*	Vikoa	90,000	—	44	(40)	Potomac Valley TV Co.	22,000	+ 1,000
15	(15)	Liberty Communications	82,000	+ 15,000	45	*	Orco	19,000	—
16	(21)	Telecable Corp.	80,000	+ 35,000	—	(45)	Pencor Services	19,000	+ 2,000
17	(17)	Continental Cablevision	78,000	+ 16,000	—	(50)	Multi-Channel TV Cable Co.	19,000	+ 3,000
18	(14)	Midwest Video	75,000	+ 5,000	48	(47)	Lamb Communications	18,500	+ 2,000
19	(25)	GE Cablevision	70,000	+ 29,000	49	*	TV Transmission Co.	15,900	—
20	(19)	Western Communications	60,000	+ 7,000	50	*	Pioneer Cablevision Corp.	14,500	—
21	(22)	Athena Communications	53,000	+ 8,000	Notes:				
22	(24)	New Channels Corp.	46,000	+ 2,000	* Indicates new in top-50 listing.				
23	(23)	TM Communications	43,000	— 1,000	UA-Columbia Cablevision Inc. includes the merger of UA Cablevision Inc. and Columbia Cable System Inc.				
—	(26)	American Finance Management	43,000	+ 6,000	Warner Cable Corp. includes pending acquisition of Time-Life Cable Communications system in Manhattan.				
25	(28)	Telesis Corp.	40,000	+ 7,000	American Television and Communications includes pending acquisition of Time-Life Cable Communications interests in six cable systems.				
26	(31)	Westinghouse	39,000	+ 8,000	TeleCommunications Inc. includes acquisition of FCB Cablevision properties.				
27	(30)	Texas Community Antennas	38,000	+ 7,000					
—	*	Cable Information Systems	38,000	—					
29	(42)	Cablevision Properties	37,300	+ 17,000					
30	(29)	Communications Services	37,000	+ 5,000					

struction Inc., Tampa, Fla., which also does cable-TV line and other electrical installation work. The acquisition is for some 50,000 shares of Burnup & Sims stock with an estimated current market value of about \$1 million. West Coast Line Construction, founded four years ago, provides services mostly throughout the Southeast.

Will Milwaukee become the city that made cable TV famous?

CATV proposal is drawn up with provision for 120 channels, but it would bar AT&T, Journal Co. and pay television

A proposed ordinance that envisions a cable-television system for Milwaukee that could provide 120 channels is headed for hearings by a special citizens committee before facing further review and recommendations by first the Utilities and Licenses Committee of the city's common council and then by the council itself. The citizens committee, headed by William R Stroud, of the department of communications, University of Wisconsin at Milwaukee, is to review the ordinance written by Deputy City Attorney James C. Newcomb.

The ordinance encourages the huge cable system—as much as three times as big as many being projected in other cities—with the city reserving for its control as many channels as possible. Ownership would be open for bid, with an evaluation of the bids made by the Utilities and Licenses Committee. This committee also would be given powers similar to the State Public Service Commission, with authority to review rates, settle disputes, handle complaints, screen applicants for contracts and develop additional rules.

In one of the more controversial provisions of the proposed ordinance, AT&T and The Journal Co.—the latter owning Midwest Relay Co. as well as having TV-station and newspaper interests—are specifically excluded from ownership of the city franchise. Pay cable also is prohibited. Any cable firm owning the system would have to accept public-utility as well as common-carrier status and pay property taxes in addition to a 3% to 5% levy on gross receipts.

Mr. Newcomb was the chief administrator to the mayor of Milwaukee when a previous cable-TV franchise agreement, involving Time-Life Broadcasting Inc., was vetoed in January 1971.

Bill Daniels buys

Cablecom-General Inc., Denver, multiple systems cable-TV operator wholly owned by General Tire & Rubber Co., Akron, Ohio, through its subsidiary RKO General Inc., New York, has agreed in principle to sell 80% interest in Vumore Video Corp. of Colorado Inc., a cable-TV system providing service to about 22,000 subscribers in Colorado Springs and sub-

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urbs. The sale is for \$9 million in cash and notes to a group headed by Denver cable-TV operator Bill Daniels. Mr. Daniels, who also owns Daniels & Associates Inc., a Denver brokerage firm, and the Utah Stars basketball team of the American Basketball Association, already had minority interest in the Colorado Springs system. The transaction includes \$5 million in cash and \$4 million in notes maturing 1983 through 1988. The system had a 1972 pre-tax loss of \$1,155,000.

Canadian insider sees cable as best bet there for the future

National CATV association head predicts nearly 100% penetration by 1980 with additional services such as pay TV and leased channels

Cable communications, on a long-term basis, is the greatest growth industry in Canada today, according to E. S. (Ted) Rogers, president of Rogers Cable TV Ltd., Toronto, and national chairman of the Canadian Cable Television Association.

Speaking to the Canadian Media Directors Council, in Toronto, Mr. Rogers said the current status of cable communications in Canada already is worthy of quotation with two million homes connected to cable—and subscriber rates of 50% to 75% where communities are wired. As an example of cable's growth in Canada, Mr. Rogers cited the fast pace being set by his own company, with about 110,000 subscribers and with revenues up \$1 million in each of the last two years. In the current fiscal year, the revenue for Rogers Cable TV will be up an estimated \$2 million, the company's chief executive indicated.

Mr. Rogers foresaw "almost universal penetration" of cable in five to seven years. He also predicted that cable companies will receive as much as \$20 per month per subscriber for such a variety of services as pay programming and optional channels.

"The basic rate, what they pay for the basic television services, probably will

be lower in terms of real dollars than it was when we started in the business," Mr. Rogers said about future subscribers. "I suspect more and more we will be like a newspaper where the first subscription to get into the building will not matter as much because we want to supply additional programs, services, converters, pay TV and so on."

He said cable communications in the country has grown from a basic service providing "high technical quality" and consistency into the current second generation where a converter service goes beyond the limits of the TV set. The third generation, he suggested, will start in September 1974, and will be a pay television per channel service. The fourth generation of cable TV, he predicted, will be a per program pay TV service with subscribers paying \$2 or \$3 to see a particular program.

In the area of "blue sky" possibilities, Mr. Rogers noted channel leasing as a service will "come very soon." He illustrated channel leasing's possibilities by describing occasions when a union, government agency, religious organization or commercial company would pay a penny per subscriber to reach a specific audience for an hour. In such an event, he pointed out, a company, for its shareholders' annual meeting, would pay \$1,100 for an hour on a cable system with 110,000 subscribers. Thus, according to his calculations, if the video tape of the meeting was repeated 10 times for seven consecutive times at different times of the day, the bill would be \$11,000.

Together under Adelphia

John Rigas, pioneer cable operator, has merged his CATV interests in Pennsylvania and New York to form a new company, Adelphia Communications Corp. The companies involved in the merger are Jefferson TV Cable Co. serving Reynoldsville and Sykesville, both Pennsylvania; Punxsutawney TV Cable Co. serving Punxsutawney, Big Run, Rossiter and Walston, all Pennsylvania; STV Cable TV Co. serving Niagara Falls, Lewiston and Niagara, all New York; Ligonier Cable Communications Corp. serving Ligonier and Ligonier township, both Pennsylvania; West Newton TV Cable Co., serving West Newton and Sutters-

ville, both Pennsylvania; Bethel Park TV Cable Co. serving Bethel Park, Pa.; Hampton TV Cable Co. serving Hampton township, Pa.; Laurel-United TV Cable Co. serving Bolivar, New Florence, Armaugh and surrounding areas, all Pennsylvania. Each will operate as a wholly-owned subsidiary of Adelphia Communications Corp., Coudersport, Pa. Officers and directors of the parent company include John Rigas, president; Guy San Lorenzo, Vincent Laurendi and James E. Doucette, all vice presidents, Constantine J. Rigas, treasurer and Jim Brush, secretary.

Leisure World to get two-way Tocom system

Rossmoor plans installation for senior citizens in Arizona

Tocom Inc., Dallas, a leader in promoting and marketing the two-way-system concept for cable television, has signed a contract estimated to be worth \$3 million with Rossmoor Corp., Laguna Hills, Calif., developer of residential communities for senior citizens known as Leisure World. The new contract is for an integrated computer-cable communications using "Tocom II" system consisting of a digital transmitter-receiver; central data terminal said to be capable of interrogating, receiving responses and acting on the responses; and a bi-directional cable distribution configuration. The system is to be installed in the Golden Hills, Ariz., Leisure World development. Contract calls for installation of a computer-cable system in each of 7,000 residences now being constructed and for a projected additional 4,000 units. The concept is for a system that will provide some 20,000 residents with pay cable as well as home-shopping, opinion-polling, alarm-systems and meter-reading services. Tocom claims the contract marks the first "full computer system sale" in the cable-TV industry.

Up for bid in Connecticut

The Connecticut Public Utilities Commission is inviting bids for a cable-TV franchise to serve nine locations in the lower Connecticut River valley and shoreline area. The franchise area includes the towns of Chester, Clinton, Deep River, Durham, Essex, Killingworth, Old Saybrook, Westbrook and a large portion of Haddam. The deadline for filing franchise applications is Sept. 7, with at least partial service projected to begin by mid-1974. PUC requirements include program originations, local production and establishment of customer-complaint procedures.

Cable Briefs

Cincinnati conclusion. Cincinnati Task Force on Urban Cable Communications, commissioned by Cincinnati city council in October, 1972, has published its final report after six-month study. In key section on public ownership of Cincinnati

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system, report says that whether or not municipality in Ohio may own and operate cable TV system "is unclear at the present time," with final answer resting with Ohio Supreme Court and with state legislation perhaps needed. Report offers possibility of municipal ownership, with system leased to private operator. "In this connection," says comprehensive report, "there is probably room for the operator-lessee-franchisee to be a nonprofit corporation."

First. Becker Communications Associates, formed in March with offices in Indianapolis, Chicago and New York, has closed \$700,000 senior secured loan, due 1983, to Texas Telecable Inc., Tyler, Tex. Transaction is first to be closed by Becker Communications, which was formed by A. G. Becker, investment banking and brokerage house, and Jim Ackerman, financial consultant, to provide financial service to cable TV and other communications systems. Loan to Texas Telecable is to be used to purchase existing cable-TV system in Conroe, Tex.

Cable and learning. National Cable Television Association has published a 51-page report on how cable television is and can be used in education. Entitled "Cable Television and Education: A Report from the Field," booklet was written by Anne Hanley of NCTA's public-affairs staff. Included in contents are bibliography of publications on cable TV and education subjects, glossary of cable TV terms, excerpts and explanations of FCC rules on educational cable TV channels. NCTA public-affairs department is making copies available at 25 cents per copy for members, and \$1 per copy for non-members.

Ken-Com to Cor-Plex. Cor-Plex International Corp., Hillside, Ill., with interests in cable television, telephone interconnect services, sound and video systems, and closed-circuit TV building and personal security systems, has acquired Ken-Com, Milwaukee, communications firm providing audio, video, master antenna and two-way radio and telephone services. Details of transaction were not disclosed. Ken-Com, formerly division of Post Corp., Appleton, Wis., had sales of \$581,000 in 1972. Cor-Plex, 62%-owned by International Minerals & Chemical Corp., Chicago, reported sales of \$8.5 million and earnings of \$694,135 for its latest six month period.

Especially for children. Teleprompter Corp., New York, will begin carrying on its cable television systems across country today (June 4) once-a-week *The Science Game* and five-a-week *Leslie the Shreve's Children's America* series.

Texas trade. Texas Telecable Inc., Tyler, Tex., has acquired cable-TV system in Conroe, Tex., for undisclosed amount. Conroe system, with about 1,500 subscribers, will now operate under name of Conroe Cable TV. New owner is adding 24-hour writeout of Associated Press News Wire Service to system as well as FM radio service. Nathan Geick, former sales manager of Midwest Video Corp., Bryan, Tex., is appointed manager of Conroe system.

TV reporter charges police interference

Former WBAL-TV newsman says attempt was made to have sensitive photos seized

WTOP-TV Washington reporter Art Gieselman said last week he has learned Baltimore police staked out several buildings there last March in an attempt to catch him returning to a secret source pictures of Maryland Governor Marvin Mandel and an alleged numbers-racket figure.

Last January, Mr. Gieselman said, he was given 10 photographs showing the alleged racketeer, Bernie Brown, with a number of public figures. Included were two showing him with Governor Mandel. The pictures had been obtained two years previously in a raid on a Baltimore nightclub with which Mr. Brown is believed to be connected, Mr. Gieselman said.

Mr. Gieselman said he wanted to use the photographs on WBAL-TV Baltimore—the station he worked for at that time—but that the station's lawyer told him that



Digging. In one of local radio journalism's more comprehensive undertakings, WMAL(AM) Washington is presenting a nine-day, \$100,000 series, *The Legend of Lenient Justice*, exploring the administration of criminal justice in the District of Columbia. Former AP reporter Ben Bolton, assisted by Peggy Reshott of the station public-affairs staff, started last September analyzing data from 1,500 cases, using a computer in the U.S. attorney's office that never before had been available to outsiders. Starting May 29, background vignettes on the study were offered daily in morning drive-time and during the early-evening news show with the 25-minute inquiry report carried each weekday night at 7:05 p.m. Georgetown University's Institute of Criminal Law and Procedure was retained as consultant to insure accuracy of the reports. In photo, Mr. Bolton (l) confers with Charles R. Work, chief of superior court division, U.S. attorney's office.

NOTICE

Applications will be received by the undersigned at the City Clerk's Office, City Building, 2 Pine Street, Lockport, New York 14094, for a franchise to furnish Cable Television to the City of Lockport, New York.

Applications will be accepted until 4 P.M., Eastern Daylight Savings Time, July 16, 1973, at which time they will be publicly opened and read aloud by the Chairman of the Special CATV Common Council Committee in the former Council Chambers in the City Building. Until disposition by the Common Council, the applications received will be available for public inspection during normal business hours at the City Clerk's Office.

The area for which the franchise is proposed to be awarded is the entire area of the City of Lockport, New York.

The system proposed must be designed for two way communication, capable of a minimum of 20 channels.

Information pertaining to applications and the proposed franchise may be obtained from the undersigned at his office or by phoning the City Clerk at 716-433-5989.

Applications must contain all information outlined in Section E.3, contained on pages 23, 24 & 25 of the published Rules of the Commission on Cable Television of the State of New York.

Envelopes containing applications should be marked "Application CATV Franchise."

To indicate good faith, each application must contain a certified check, non refundable, in the amount of \$250.00 drawn on a legal bank of the State of New York, made payable to Thomas K. Costello, City Treasurer, City of Lockport, New York.

By order of the Common Council of the City of Lockport, New York, on May 23, 1973.

KENNETH F. ANDERSON
City Clerk

the governor's office had strongly advised against it.

Before he had a chance to return the pictures, Mr. Gieselmann said, he was told of the police stakeout. When he investigated, he said, he was told that major underworld figures were meeting and police wanted to be present.

Mr. Gieselmann said WBAL-TV shot film of the stakeout and did a story on it. But, he said, it was only recently that he learned from a source in the governor's office that the stakeout was arranged by Maryland State's Attorney Milton Allen and Baltimore Police Commissioner Donald Pomerleau in an attempt to catch him returning the photographs to his source. That attempt was unsuccessful, Mr. Gieselmann said.

(The pictures had prompted Governor Mandel to call then Attorney General Richard Kleindienst, alleging federal agents were trying to persuade TV stations to use the photographs in an attempt to hurt him politically.)

What happened to the pictures? Mr. Gieselmann said he returned them to his source, through a middleman, but not before he made copies, which WTOP-TV used on its 6 p.m. newscast on May 21.

TV has day in Mass. court

For what is claimed to be the first time in Massachusetts history, television cameras have been allowed into a courtroom while court was in session. Noncommen-

cial WGBH-TV Boston, receiving special permission from the state's Supreme Judicial Court and from the presiding judge, video taped Boston's Housing Court while it was in action.

The permission was granted with a number of restrictions. Among them: proceedings could not be broadcast live, releases by all participating in the court session had to be obtained, assurances had to be given that in no way could the presence of cameras and equipment distract or disrupt the dignity of the court. A special 90-minute program, *You're in Court*, resulting from the television visit to the courtroom, was scheduled to be presented in prime time on WGBH-TV May 27 and repeated the next evening.

California radio-TV bucks Senate ouster

Hassle prompts newsmen to push for formal ruling on rights

TV and radio newsmen who cover the California legislature in Sacramento are moving to establish guidelines underscoring their right to cover the two houses following a fracas two weeks ago when the TV crews of five TV stations refused to leave a Senate committee hearing after a member objected to their presence, and the chairman ordered them out.

What resulted was described as a 30-minute melee with the Senate sergeant-at-arms and other officials attempting to forcibly evict the TV crews. The committee chairman adjourned the meeting at the height of the pushing and shoving and resumed it an hour later, without cameras.

At issue is an unwritten legislative policy that prohibits TV coverage of a meeting if any member objects.

In an attempt to clarify the policy, a group of TV newsmen met with the chairman of the Senate Rules Committee who said he would be willing to establish official rules that would provide only that a majority of members must vote against TV coverage. This is completely objectionable to the TV correspondents, who plan to meet with the full Senate Rules Committee this week to press for the right to cover without hindrance all public meetings.

Meanwhile, the House Rules Committee chairman has proposed a clarification of existing rules that deals principally with lights, cables, etc., to prevent disruption of meetings. This is acceptable to TV newsmen and is expected to be introduced in the House soon where it is expected to pass.

Gallagher pessimistic

Wes Gallagher, general manager of AP, has expressed doubt that a federal shield law will be passed and questioned the wisdom of such legislation.

In a speech at St. Bonaventure University in St. Bonaventure, N.Y., Mr. Gallagher reviewed the problems of government encroachment on freedom of the press. He felt that the resolutions and

debate that would precede proposals for a shield law would be so protracted that even if such legislation were adopted, it would contain many restrictions.

"It seems to me that the only long-term solution is to fight out each case in the courts even though some courts seem hostile at the moment," he said.

Tonight's the night UPITN gets going

Reinhardt announces bureaus in four major cities, addition of 25 staffers

UPITN inaugurates its daily electronic news service to eight television stations today (June 4), touching off a competitive scramble with Television News Inc., which launched a similar service on May 14.

Burton Reinhardt, executive vice president of UPITN, said the stations will take the one-hour news feed on a paid basis. UPITN has been offering for years a newsfilm service that currently has 12 station subscribers. Seven of the latter group will take the electronic feed as well as a new client, KPHO-TV Phoenix, according to Mr. Reinhardt.

"We haven't tried to sign up any clients," Mr. Reinhardt said last week. "We have been concentrating on getting started, and after we work out the bugs, we will embark on a sales campaign."

He reported that New York-based UPITN has added about 25 staff members, including reporters, editors, producers and has opened bureaus in Washington, Chicago, Los Angeles and San Francisco. A key appointment announced by Mr. Reinhardt was that of Roy Hasson, who has resigned after 16 years with NBC News to become executive producer of the UPITN nightly feed. Mr. Hasson served recently as manager of NBC's News Program Service.

The electronic transmissions will originate at 6:30-7:30 p.m. seven nights a week. Mr. Reinhardt said UPITN is aiming primarily for the late-night news programs of stations, "but we are flexible and can put the feed on at another time or add a feed if that seems indicated."

Journalism Briefs

One more. Group W will open a news bureau in Beirut, Lebanon, this month, according to Gene Pell, chief of Group W foreign news service, to be headed by Joe Kamalick, who has been reporting from Saigon bureau. Paul Steinle will continue to cover Southeast Asia from his Hong Kong headquarters.

SDX honors. ABC News anchorman Howard K. Smith; Katharine Graham, board chairman of Washington Post Co., and syndicated columnist Mary McGrory became Sigma Delta Chi fellows at annual awards dinner last Friday (June 1) of SDX's Washington professional chapter. Mrs. Graham and Miss McGrory are first women to receive journalism society's highest award.



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FCC besieged by producers in lobbyist garb

Target of Hollywood independents is repeal of prime-time rule; they charge disservice to industry, audiences, minorities, young talent

Sanford and Son went to the FCC last week. So, too, did *Dr. Kildare*, *Hennessy*, *Dragnet* and *Star Trek*. The embodiment of these shows—the men responsible for their production—went to Washington (as so many have before them) to lobby for a self-interest. They tried to convince the commission why it is necessary to the well-being of the television-production community and in the public interest to repeal the two-year-old prime-time-access rule.

Specifically, Hollywood producers Alan (Bud) Yorkin, Norman Felton, Jackie Cooper, Jack Webb and Gene Roddenberry as a group visited May 30 with six of the seven FCC commissioners (Nicholas Johnson was ill and sent regrets) in individual meetings that lasted for about an hour each. The producers came as representatives of the newly formed National Committee of Independent Television Producers (BROADCASTING, May 21). The only subject discussed with the commissioners and their staffs, according to Bud Yorkin, was the prime-time-access rule. Essentially, the only thing asked by the delegation, according to Gene Roddenberry, co-chairman of the committee (an ailment kept the other co-chairman, Lee Rich, from making the trip), was return of the 7:30-8 p.m. time period to the networks.

At a cocktail reception and dinner for news media, which followed the visit to the commission, the producer delegation as a consensus listed the following as basic arguments presented to individual commissioners for repeal of the prime-time access rule:

- The production community has lost one-third of the market place because the networks have fewer evening time slots available.
- The economic ramifications affect not only producers, but directors, writers and technical crafts people.
- Decreased numbers of sets-in-use during the prime-time access period would seem to indicate that the public is not being served.
- Social commentary, the use of minority people on screen, are scarce, if not nonexistent, in syndicated programing.
- Little, if any, innovation has ever come out of syndication.
- Young talent has less opportunity to break in because the producers' gamble has become more risky.

Most of the delegation—and the producers they represent—admittedly favored the prime-time-access rule when it was introduced but soon discovered, they

told the informal news conference that evolved from the reception and dinner, that the economics of producing for syndication for the 7:30-8 p.m. time period is not feasible. Jackie Cooper told of being asked by a group of network owned-and-operated stations to do a show on video tape for a budget of \$55,000 and not being able to bring it in at that cost. "Stations can't afford to pay what the producers we represent make," he said. "How do we compete at syndication prices?" he asked. The delegation also told of producer Lee Rich being told by ABC-TV that his projected, but unsold, series, *Pomroy's People*, about a black family, would have been perfect as a 7:30 show if that time period were available to the network.

"Why not let everybody have the opportunity to compete for that time period?" suggested Mr. Yorkin. "We want the right to gamble, to compete with another show. Now we don't have the right to gamble."

Gene Roddenberry, creator of *Star Trek*, conceded that he was initially in favor of the prime-time access rule, but had a change of mind during the first year the rule was in effect. He emphasized that the producers committee is not lobbying to have the competition legislated out of business. "The game show guys were on television before and they will stay on." He also made clear that the producers are not suddenly championing the network cause. "We're not arguing for the networks," he explained. "We're only arguing for one set of standards."

Norman Felton, responsible for the *Dr. Kildare* series, did point out that networking is more efficient than syndication. "Why get rid of this marvelous means of distribution?" he wondered.

Mr. Roddenberry had at least two pilot projects—*Genesis II* with CBS-TV and *Questor* with NBC-TV—that did not sell for the 1973-74 season. Mr. Cooper missed out with *Lily*, a half-hour situation comedy pilot. Mr. Rich, in addition to *Pomroy's People*, failed to place *The Winners* with CBS-TV, *Doc* with ABC-TV and *Where's Momma?* with NBC-TV.

The delegation was joined in its commission visit by former FCC staff member and now Washington attorney Robert Cahill. Warner Brothers Television Vice President Edward Bleier, a persistent critic of the prime-time access rule, did not visit at the commission but was present for the news media reception and dinner. Producer Jack Webb did participate in the lobbying effort but was absent from the meeting with news people.

ABC continues revamp of program operations

Diller and Eisner get bigger jobs as separate commands are established for all parts of network's schedule

Key ABC Entertainment executives were given expanded responsibilities last week in a reorganization of the ABC Television group.

Martin Starger, president of ABC En-

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Sex-talk digest out. An audio tape that might be entitled "Sex Talk from Here and There, Courtesy of the FCC," is now available at commission headquarters, 1919 M Street, Washington, thanks to the prodding of *More*, a New York monthly journalism review. It contains a dozen segments, but not necessarily something for everyone.

There is, for instance, the segment involving an apparently young woman discussing, in what can only be described as a modestly prideful way, her ability to achieve orgasm "up to 13 times in less than two hours." "The man," she adds—it turns out later she is single—"can't keep up with me." There is also the famed peanut-butter cum oral sex segment that provided part of the basis of the commission's decision to fine Sonderling Broadcasting Corp. \$2,000 for two *Femme Forum* broadcasts on WGLD-FM Oak Park, Ill., the commission said were obscene (*Broadcasting*, April 16). Then, too, there is the one, reportedly from a station in Georgia, featuring an older woman claiming in deadly earnest that "over 90% of the rapes are caused by miniskirts."

Commission officials had cautioned would-be auditors not to expect too much in the way of titillating chitchat. The segments, they said, were selected to provide the commission with a representational picture of topless radio around the country. The 37-minute tape was compiled by the commission staff from 61 hours of recorded programs taken from eight radio stations around the country. The commission heard the tape before moving against Sonderling as part of a general drive on alleged obscenity on the air inspired in large part by congressional and public pressure. Another element in the drive was a nonpublic inquiry into alleged obscene broadcasts and cablecasts. And the commission voted 4 to 3 to release the tape (though with staff comments and station call signs removed) to *More*, and to make it available to anyone else interested, after the publication threatened to file suit under the Freedom of Information Act to obtain a copy.

Considering the laundering that has been administered *Femme Forum* and the disappearance of KGBS(AM) Los Angeles's *Bill Ballance Show*, the original topless radio program, as a result of governmental pressure (in which the National Association of Broadcasters joined, with a statement urging broadcasters to avoid the "tasteless and vulgar"), the commission's tape has the quality of instant nostalgia. But the legal and constitutional issues raised are not yet fully resolved. Thomas Asher, of Media Access project, counsel for Illinois Citizens Committee for Broadcasting and the Illinois American Civil Liberties Union (as well as for *More*) petitioned the commission last month to reverse itself on the Sonderling fine and the nonpublic inquiry, and to "retract" Chairman Dean Burch's remarks attacking topless radio (*Broadcasting*, May 14). Last week, with the commission having failed to act on the petition, Mr. Asher said he will take his fight to the U.S. Court of Appeals in Washington. He said he will contend the commission's inaction amounts to denial of his petition.

ertainment, said that under the new structure, each programming area—prime-time, daytime, children's, late-night and specials—will have its own creative unit with an executive in charge. Each of these areas will be responsible for its own new-program development and on-the-air program production supervision. All of the affected executives will report ultimately to Mr. Starger.

Barry Diller, who has been vice president in charge of feature films and ABC Circle Entertainment, has been named vice president in charge of prime-time television. In this new post, he will be responsible for program development, current-series program supervision, "Movies of the Week," feature films and Circle Films. He will be based in Los Angeles.

Michael Eisner, who has been vice president for late-night and children's programs, has been appointed vice president, program development and children's programming. He will continue as executive in charge of children's programming. In programming development, he will have expanded responsibilities in prime time and will report to Mr. Diller in this sector.

Edwin T. Vane continues as vice president and national program director, supervising daytime programs, all nighttime programs and special programs. In addition, ABC program administration now will report to Mr. Vane.

Steve Mills, who has been vice presi-

dent, nighttime production, and executive in charge of West Coast programs, has been named vice president, West Coast. He will be responsible for the talent relations and casting departments of ABC Entertainment, and will continue as executive in charge, West Coast. In addition, Mr. Mills will play a larger role in ABC Entertainment's move into non-television areas of entertainment activity.

Alan Morris continues as vice president, legal, financial and production administration. His duties will be enlarged to include legal, financial and production administration responsibilities for all programming areas and all other areas on both coasts.

Dennis Doty continues as executive assistant to the president of ABC entertainment and director of program administration. He will report to Mr. Starger as his executive assistant and to Mr. Vane as director of program administration.

Will pay TV be part of the bicentennial?

Government officials were reported last week to be considering a proposal to create a 50-state network of theaters linked by domestic satellite for live, big-screen TV showing of a series of cultural programs to be seen as part of the na-

tion's 1976 bicentennial-year celebration.

The plan envisions a link-up of 50 theaters—one in each state—at which patrons would pay to see 20 exclusive, live productions, such as ballet, opera, concerts and theatrical events, in the course of the year. Total cost to the government, including earth-station construction, big-screen equipment and installation, program expense and satellite time, is put at about \$42 million.

The plan also anticipates that private interests would acquire the facilities after the bicentennial-year celebration and expand them in time to encompass 500 theaters at which subscribers could see 52 such satellite-distributed events a year, or one a week. Both during the 1976 celebration and afterward, the plan anticipates that cable-TV systems near the theaters could acquire rights to feed the special programming to their subscribers.

The proposal was reported to have been developed by Peter C. Goldmark, the former CBS inventor who now heads Goldmark Communications Corp., a subsidiary of Warner Communications Inc.

Dr. Goldmark was said to have had some prestigious support in presentations of the plan to, among others, White House officials and members of Congress. The group reportedly included executives of Columbia Artists Management Corp., and Sir Rudolph Bing, former managing director of New York's Metropolitan Opera.

NBC and Russia to swap programs and personnel

Agreement calls for exchange of TV and radio shows, including documentaries and news specials

NBC and the Soviet Union have signed a long-term agreement calling for the exchange of television and radio programs, and of personnel on the production, technical and management levels.

The agreement, believed to be the widest in scope between a U.S. broadcast organization and the Soviet Union, was signed in NBC's offices in New York last Thursday (May 31). The ceremonies were attended by Julian Goodman, NBC president; Sergei G. Lapin, chairman of the State Committee of TV and Radio-casting of the Council of Ministers of the USSR, and other executives of NBC and the State Committee.

In the past, several U.S. broadcasting companies have arranged for the exchange of programs on a limited basis.

Thomas J. McManus, president of NBC International Ltd., said the agreement is the culmination of four years of discussion and negotiation between NBC and the Russian representatives. He called the agreement "broad in scope" and said that many of the programs involved in the exchange would be news specials and documentaries on life in the U.S. and Russia. Mr. McManus said there also would be pure entertainment programs in the music and variety areas in the exchange.

He added that the agreement also pro-

vides for exchange of personnel on various levels and of written materials, such as scripts, program information and catalogues.

The USSR delegation was headed by Mr. Lapin, who also is a member of the Central Committee of the Communist Party. He was in the U.S. to make preparations for Russian television and radio coverage of the forthcoming visit to this country of Russian Premier Leonid Brezhnev.

Sex talk is muted on radio-code stations

NAB survey finds only 1% of respondents still program topless shows, and those are quick to point out how carefully they do it

Little evidence of sex-oriented talk programming was found in a survey of station subscribers to the National Association of Broadcasters' radio code, and even that little was described by the stations as being conducted with an eye to audience sensibilities and good taste.

A report on the survey results was presented to the NAB radio code board by the Code Authority, through which the board conducted it, at a meeting in New York last Wednesday (May 30). Officials said 99% of the stations that responded said they did not carry such programming, while the rest indicated they took care—through reliance on experts, specific guidelines and other measures—to avoid giving offense. The results exactly confirmed preliminary indications ("Closed Circuit," May 14).

The code board, headed by William Hanson, WJOL-AM-FM Joliet, Ill., expressed pleasure at the findings but also authorized the Code Authority to monitor stations in the 1% to document their responses as to how such programming is handled.

The number of stations responding was not disclosed, though officials said it was "a good" number. The construction of the questionnaire, they said, was such that many stations not carrying sex-oriented programs probably felt they did not need to reply. As of about May 10, 731 stations, or 31% of the radio code membership, had responded.

The survey came after so-called topless radio was pushed into the limelight of the NAB convention last March by an appeal by FCC Chairman Dean Burch to broadcasters to clean out "prurient trash" and by a statement by the NAB board "unequivocally and vigorously" deploping such programming (BROADCASTING, April 2). Some of the most noted of the sex-oriented talk shows were dropped almost immediately.

The survey was said to have been the prime topic at last Wednesday's meeting, but officials reported the board also granted minimal additional leeway sought by New York City's Off-Track Betting Corp. for its radio advertising. In the past such advertising has had to be strictly institutional. The change approved last



Amity. At signing of NBC-USSR agreement at NBC headquarters in New York last Thursday (May 31) were (l to r): Khenrikas Z. Yushkevichus, deputy chairman of the State Committee of TV and Radiocasting of the Council of Ministers of the USSR; Thomas J. McManus (standing), president, NBC International Ltd.; Sergei G. Lapin, chairman of the State Committee; Julian Goodman, NBC president; Vitaliy Beloborodko (standing), former New York bureau chief of the State Committee, and David C. Adams, NBC board chairman. (NBC photo).

week was said to relax that requirement somewhat but still require the advertising to stop short of exhorting listeners to bet. The change would also apply in the relatively few other areas where off-track betting is legal.

PTV programmer under investigation by GAO

Producer of ethnic children's pilot probed on use of \$1.3-million grant

Senator John Tower (R-Tex.) last week questioned the use of federal funds by Bicultural Children's Television Inc., Oakland, Calif., because of allegations of misuse of funds and conflicts of interest. But Rene Cardenas, director of BCTV, said "any talk of malfeasance or fraud is ridiculous."

BCTV, a nonprofit organization which has received \$1.3 million of a \$2.4-million grant from the Office of Education, has produced a pilot program for the Public Broadcasting Service and, according to Mr. Cardenas, has received a letter of intent stating that PBS has provisionally accepted the series, as yet untitled. The children's program integrates both Spanish- and English-language segments.

Mr. Cardenas said BCTV is negotiating for release of the remainder of the funds. In addition, he said, BCTV has applications pending for an additional \$3.5 million in funding.

Senator Tower wrote the National Education Association last week, asking NEA to reconsider its endorsement of the grant to BCTV until the allegations are cleared up. The senator said he has also written Acting Secretary of Health, Education and Welfare, Caspar Weinberger, requesting suspension of further consideration of the grants to BCTV until HEW can make a full investigation. A spokesman for the Office of Education said additional funding for BCTV

is being held up pending completion of an HEW audit.

The charges, based on information the General Accounting Office provided to Senator Tower, allege misuse of federal funds, inability of BCTV to properly account for financial transactions, failure to provide results required by terms of the grant and possible conflict of interest on the part of Mr. Cardenas and his assistant, Jay T. Ball.

Mr. Cardenas acknowledged that GAO, as well as the Office of Education, is conducting an investigation of BCTV. But he indicated he felt confident that any charges of intentional wrongdoing would be proved untrue. GAO's investigation was to be finished last week, but a report will not be completed for another 30 or 45 days, he said.

According to Mr. Cardenas, the GAO inquiry was sparked by a request from Representative Herman Badillo (D-N.Y.). A Puerto Rican group in New York had contended that their interests were not properly represented in BCTV's project, he said, and they complained to Mr. Badillo.

Subs for Flip, Dean

NBC-TV will present two music programs as summer replacements on Thursday nights this year. Beginning June 28, Helen Reddy will be hostess of eight musical-variety hours in the 8-9 p.m. NYT timeslot usually occupied by *The Flip Wilson Show*. Monte Kay, executive producer of the Wilson show, will serve in the same capacity for *Flip Wilson Presents the Helen Reddy Show*. *Dean Martin Presents: Music Country*, seven one-hour programs featuring country music artists as rotating hosts, will replace Mr. Martin's regular show this summer in the 10-11 p.m. NYT slot. Greg Garrison, executive producer of the Martin series, will also be in charge of *Music Country*, which will feature Lynn Anderson, Johnny Cash, Jerry Reed, Ray Price, Skeeter Davis and Del Reeves among others.

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Clarification sought in policy statement on program-length ads

**Law firm tells FCC some shows
that might benefit the public
are excluded by present standards**

The Washington law firm of Haley, Bader and Potts last week asked the FCC to revise a February policy statement in which the agency said that it would look with disfavor on licensees that broadcast program-length commercials. The firm asserted that the statement—which since it has been in effect has resulted in fines to stations totaling \$9,000—could have “profound ramifications” on public-interest broadcasting if allowed to stand.

In its February notice, the commission stated that the broadcast of a program-length commercial—which it categorized as any program in which the program and commercial matter are so closely interwoven that a distinction cannot be made between the two—constitutes a “serious dereliction of duty” on the part of the licensee (BROADCASTING, Feb. 26). In the past three months, WDAF-TV Kansas City, Mo., and WCIU-TV Cincinnati have received notices of apparent liability for forfeitures of \$4,000 and \$5,000, respectively, for failing to log alleged program-length commercials as advertising for the total amount of time the programs were aired. The action against WCIU-TV, in response to that station's three-year presentation of a program entitled *Chinchilla Ranching*, was taken just two weeks ago (BROADCASTING, May 28).

The problem with the policy statement, Haley, Bader and Potts asserted last week, is that it was presented in “very black-and-white terms” leaving no room for licensee discretion in carrying certain “valuable programs” which, by the commission's definition, might fall into the program-length category.

It gave several examples of programs which, on the surface, appear to number among those declared taboo by the FCC but could offer important contributions to the public interest. Some of those examples included:

- A radio station's broadcast of a stock-market report program which is sponsored by a brokerage firm.
 - A classical radio station's presentation of a program of recorded musical selections which is sponsored by a record distributor whose product might be included in the program—although the selections were made by the station.
 - Made-for-TV movies intended to be shown in theaters at a later date which include a spot announcement from the film producer to that effect.
 - A station's broadcast of a book-review program which is hosted by the owner of a local bookstore (regardless of the fact that his reviews might be objective and altruistic).
 - A religious program, the time for which has been purchased by a local church, which includes a reference to the church within the course of the program.
- The law firm told the commission that

it does not feel that programs consisting “merely [of] commercial spots strung together” should be condoned. But it contended that particular commercial sponsorship “does not change the beneficial value of a program that would clearly be in the public interest if sponsored by someone else.”

WCPO-TV extends the children's hour to three whole days

**Cincinnati sessions open today
with panels to thoroughly analyze
programming for the young**

Some 300 participants are scheduled this week to attend the three-day (June 4-6) Children's Television Workshop in Cincinnati, sponsored by that city's WCPO-TV. The general opening session, “The Ecology of Childhood,” will include a panel examining such questions as: “Who are today's television children?”; “How can we program for the true needs of this audience?”; “Who is responsible for change?” Immediately following there is to be a series of so-called “interact” sessions—small group sessions—to discuss the findings of the opening session.

Another major panel session on June 4 will cover the design of a successful children's program. Opening day is to be capped with a session on “Current Children's Programming: The State of the Art.”

On Tuesday, June 5, there will be a continuation of the small group workshop technique discussing: “How do you build a viable children's schedule?”; “What program formats are most appropriate?”; “How can you best utilize the resources of your own community to develop your children's programs?”

The discussion in the afternoon of the second day will focus on advertising and children and advertising on local children's programs—present and future, with agency, advertiser, National Association of Broadcasters and broadcasters' representatives taking part. There also will be another series of “interact” sessions involving the further discussion of advertising. The evening of June 5 wraps up with a presentation of the new General Mills children's specials scheduled for the upcoming season.

The closing session of the workshop, scheduled for Wednesday, June 6, is entitled: “Children's Television — Today, Tomorrow and the Day After.” This is designed as an informal discussion with the three directors of children's programming for the networks participating: Allen Ducovny for CBS-TV, Lee Polk for ABC-TV and George Heinemann for NBC-TV.

Luncheon speakers are Elizabeth Roberts, director, children's television, FCC, on June 4; and Bob Keeshan, *Captain Kangaroo*, CBS-TV, on June 5. There will be two screenings of local children's television programs—one in the evening of June 4, the other the next morning—and dialogues with their creators.

Breakfast sessions will be held at

Stouffers Downtown Inn. The major sessions will be at the University of Cincinnati Media Center. Dr. Harold F. Niven, the NAB's vice president for planning and development, will deliver a welcoming address.

Three futurities on TV

Quarter-horse racing will have its own "Triple Crown" series this summer with regional and national telecasts planned. The All-American Network, Topeka, Kan., which was organized last year to cover the world's largest stakes race, the All-American Futurity, again plans Labor Day coverage of that event from Ruidoso Downs, N.M. The purse will be \$1,030,000.

Thad Sandstrom, president of the All-American Network, said that 81 stations have already signed for the national telecast and the final line-up will probably include 125.

Regional telecasts from Ruidoso Downs of the Kansas Futurity (June 10), with a purse of \$300,000, and the Rainbow Futurity (Aug. 5), with a purse of \$250,000, are expected to be carried on about 40 stations.

Program Briefs

Trail-blazing. Metromedia Producers Corp., New York, has sold *Dusty's Trail*, half-hour access series for television, in 60 markets for fall start. Series has been sold to major groups, including CBS-owned stations, Storer Broadcasting; Westinghouse Broadcasting and Cox Broadcasting.

Heidi strikes again. WNAC-TV Boston fully understood frustration of local hockey fans who were denied opportunity to savor on TV last minutes of New England Whalers' 9-6 victory over Winnipeg Jets. Even though it gave World Hockey Association championship to Whalers for first time, CBS-TV figured hockey game was locked up with less than three minutes to play and Whalers ahead 8-5. Network then shifted to men's pro doubles championship tennis matches. However, flood of protests to WNAC-TV, other stations and local papers prompted WNAC-TV to take an ad in May 12 *Boston Sunday Herald Advertiser*. It featured a picture of trophy-award presentation denied TV fans with explanation of how cut-off happened and apology for its having happened.

Can go home again. Jack Foster Radio Productions, Hollywood, has documentary-style radio program honoring late Paul Rhymmer, creator of radio's *Vic & Sade*, and is offering it free to broadcasters. Program is in one-hour and two-hour format, includes recollections by some who participated in 1930's show, as well as episodes from long-running 15-minute radio program.

Battle of Buffalo continues. Students at State University of New York at Buffalo have gone to U.S. Court of Appeals, Washington, in effort to overturn March

FCC decision that ABC-TV had not acted improperly in refusing to carry controversial half-time show during 1970 Buffalo-Holy Cross football game (BROADCASTING, March 5). Students had accused ABC-TV of violating fairness doctrine by refusing access to half-time show's anti-war theme.

Worldwide wildlife. Survival Anglia Ltd., London, will produce at least three one-hour television specials on wildlife and nature, narrated by David Niven. J. Walter Thompson Co., New York, will distribute specials on behalf of its advertising clients for network showing during 1974-75 season. Specials will be filmed in Ethiopia, Nepal and Mexico.

'Big-city' ID's. Meridian Productions is syndicating new 20-cut ID package that it originally produced for WKYC(AM) prior to Cleveland outlet's sale last year. Series, "Flying High" has been expanded for use with various formats. Meridian Sales Manager Bill Moyes describes it as "big-city" sound with imaginative application of latest concepts in music.

More imports. London Wavelength Inc., New York, subsidiary of ASI Communications, has acquired four more radio packages from BBC and London Wavelength Ltd. of London (ASI-subsi-dary's sister firm). Properties for American distribution are six-hour *Rolling Stone Spectacular*, *Profile of Bing Crosby*, *Profile of Bob Dylan* and new series of recorded live concerts.

Talent management trio. Cobena Management Ltd., New York, has been formed to develop and manage talent in television and other entertainment areas. Principals are TV producers Aaron Beckwith and Bill Collieran and Esther Navarro, theatrical booking agent and record producer. 39 West 55th Street, New York 10019.

In partnership. David Lucas Associates Inc., New York, music-production house in advertising and recording fields, has changed its name to Lucas/McFaul. New name reflects raising of Tom McFaul, creative director since 1970, to status of partner.

Music

CBS ousts Davis, charges misuse of company funds

Suit to recover \$94,000 filed; Goddard Lieberman takes back reins of CBS/Record Group

Clive Davis, president of the CBS/Records Group since 1971, president of Columbia Records since 1967 and with CBS in various capacities for 13 years, was fired last Tuesday (May 29). Simultaneously, CBS announced it was filing suit against Mr. Davis in the Supreme Court of New York State, alleging he "improperly caused or permitted [CBS] to pay for various goods and services for [Mr.



Mr. Davis

Davis's] own personal benefit." CBS is seeking the return of at least \$94,000.

Goddard Lieberman, senior vice president of CBS and president of Columbia Records from 1956 until 1967, when Mr. Davis assumed that position, was named to replace him as president of the CBS/Records Group. Irwin Segelstein, vice president, programing administration, CBS Television Network, was named president of Columbia Records. Mr. Davis was functioning in both capacities at the time of his dismissal.

The announcement of his firing and of the suit against him was made by CBS Chairman William S. Paley.

The CBS suit alleges that Mr. Davis had charged the corporation "at least" \$53,729.20 for "alterations and improvements" to his New York apartment, \$20,000 for his son's bar mitzvah last Oct. 7 at the Plaza hotel, \$13,000 for three months' rent last summer on a Beverly Hills, Calif., home and \$6,500 "or more" in cash payments. The suit states that Mr. Davis acquired the funds through an agent, David Wynshaw, senior director of artists relations, by means of "false invoices". Mr. Wynshaw was dismissed from the company about a month ago, along with a Columbia Records accountant said to have been implicated in the illegal spending.

Mr. Davis was not available for comment. Clive Davis, a Phi Beta Kappa graduate of New York University and product of the Harvard Law School, went to CBS in 1960 from private law practice as counsel to the record division. Generally considered a protege of Goddard Lieberman, he was made general manager of the division in 1966 in preparation for Mr. Lieberman's departure a year later to become a director of CBS's Holt, Rinehart & Winston subsidiaries.

Mr. Davis is credited with changing the direction of the record company from its Broadway show-classical music orientation to rock. As has been the style among recording company executives in recent years, Mr. Davis was integrally involved in finding new talent for the label. His trip to the Monterey Pop Festival of 1967—the first of the big festivals

—“opened his eyes” to the “burgeoning rock revolution”, as he said in an interview last year. Subsequently, he brought artists such as Janis Joplin, Laura Nyro, Blood, Sweat and Tears, Chicago, Santana and Johnny and Edgar Winter to Columbia Records when they were not widely known. And he had gained a reputation, of late, for signing already established stars, such as Neil Diamond and Sly and The Family Stone, to multimillion-dollar contracts in order to bring them to or keep them with Columbia. Most recently Columbia has also been signing small, black-owned, rhythm-and-blues-oriented companies to distribution agreements. The CBS/Records Group generated in excess of \$450 million for the corporation last year, according to CBS.

Mr. Davis's remuneration from CBS last year amounted to \$359,000 (\$209,000 in salary and “additional compensation” plus \$150,000 in “special incentive compensation”), according to CBS.

Tracking the ‘Playlist’

Accelerated movement of new records on the *Playlist*, promised by large numbers of new records entering the chart in the past several issues, took place last week. Fifteen records are bulleted. Paul McCartney's “My Love” jumps from number four to number one, unseating Elton John's “Daniel.” “Tie a Yellow Ribbon” (20) and “Reelin’ in the Years” (11) drop out of the top 10, being replaced by Barry White's “I’m Gonna Love You” (6) and Clint Holmes's “Playground in My Mind” (10). Paul Simon's “Kodachrome” jumps to 13, retaining the bullet it has had since entering the *Playlist* three weeks ago. And George Harrison's “Give Me Love,” which had a slow week last week, regains its bullet as it jumps to number 14. Entering the top-40 positions of the *Playlist* this week are Gladys Knight and the Pips' “Daddy Could Swear, I Declare” (32), Bloodstone's “Natural High” (35), which took an exceedingly large step from its number-68 position of last week, and Albert Hammond's “Free Electric Band” (37). Strong movement worthy of note—and bullets—this week included Seals and Crofts's “Diamond Girl” (45), Deep Purple's “Smoke on the Water” (50), Keith Hampshire's “First Cut Is The Deepest” (54), John Kay's “Moonshine” (63). And four records received bullets in their first week on *Playlist*. The Carpenters' “Once More Yesterday” (“Breaking In,” May 28), comes on at 41; Tower of Power's “So Very Hard To Go” (*Broadcasting*, May 28) comes on at 49, and two R&B crossovers, “There's No Me Without You” (58) by the Manhattans and “Misdemeanor” (62) by Foster Sylvers, recorded strong play in their first week. Also coming on the *Playlist* this week are John Denver's “I'd Rather Be a Cowboy” (68), “Monster Mash,” a re-issue by Bobby Boris Pickett of the original 1962 hit (70), “Doin’ It to Death” by Fred Wesley and the JB's (71), “Time To Get Down” (see “Breaking in,” page 60), the newest from the O'Jays (73), “L.A. Freeway,” by Jerry Jeff Walker (74), and the Electric Light Orchestra's “Roll Over, Beethoven” (75).

The Broadcasting Playlist

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, “top-40” formats. Each song has been “weighted” in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears.

- Bullet indicates upward movement of 10 or more chart positions over previous week.

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
4	1	My Love (4:08) Paul McCartney—Apple	1	1	1	1
1	2	Daniel (3:52) Elton John—MCA	2	2	2	2
6	3	Pillow Talk (3:41) Sylvia—Vibration	6	3	3	4
2	4	Tie a Yellow Ribbon (3:19) Dawn—Bell	3	4	5	5
3	5	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	4	6	9	9
16 •	6	I'm Gonna Love You (3:58) Barry White—20th Century	6	6	6	6
6	7	Stuck in the Middle With You (3:24) Stealers Wheel—A&M	7	8	7	7
9	8	Frankenstein (3:28) Edgar Winter Group—Columbia	9	12	4	3
8	9	Drift Away (3:30) Dobie Gray—Decca	8	9	8	13
13	10	Playground in My Mind (2:55) Clint Holmes—Epic	10	7	14	16
10	11	Reelin in the Years (4:35) Steely Dan—ABC/Dunhill	11	10	11	11
15	12	Will It Go Round in Circles? (3:42) Billy Preston—A&M	12	15	12	15
24 •	13	Kodachrome (3:24) Paul Simon—Columbia	18	16	10	12
29 •	14	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	14	14	16	8
19	15	One of a Kind (Love Affair) (3:31) The Spinners—Atlantic	17	11	18	17
20	16	Right Place Wrong Time (2:50) Dr. John—Atco	22	19	15	14
12	17	Wildflower (4:08) Skylark—Capitol	13	13	24	18
14	18	Thinking of You (2:17) Loggins and Messina—Columbia	15	22	13	20
22	19	Shambala (3:27) Three Dog Night—ABC/Dunhill	20	18	19	19
7	20	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	19	17	20	21
17	21	Hocus Pocus (3:18) Focus—Sire	27	23	17	10
27	22	I'm Doin' Fine Now (2:48) New York City—Chelsea	16	20	21	24
23	23	Long Train Runnin' (3:25) Doobie Brothers—Warner Bros.	21	21	23	22
18	24	Cisco Kid (3:47) War—United Artists	23	24	22	23
35 •	25	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	24	26	25	26
11	26	Little Willy (3:13) The Sweet—Bell	25	26	27	25
26	27	Loving You Is the Right Thing To Do (2:57) Carly Simon—Elektra	26	27	26	29
28	28	Steamroller Blues (3:07) Elvis Presley—RCA	28	28	30	27
33	29	You'll Never Get to Heaven (3:38) Stylistics—Avco	30	30	29	30
30	30	Leaving Me (3:20) Independents—Wand	33	32	28	28
25	31	Sing (3:20) Carpenters—A&M	29	29	32	37

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6- 10a	10a- 3p	3- 7p	7- 12p
41	32	Daddy Could Swear, I Declare (3:42) Gladys Knight and The Pips—Soul	32	31	31	31
37	33	Out of the Question (2:57) Gilbert O'Sullivan—Mam	31	35	36	36
42	34	Close Your Eyes (2:58) Edward Bear—Capitol	36	34	38	38
68 •	35	Natural High (4:02) Bloodstone—London	42	38	33	34
31	36	It Sure Took a Long, Long Time (3:12) Lobo—Big Tree	34	36	39	44
44	37	Free Electric Band (3:15) Albert Hammond—Mums	39	33	41	33
40	38	Give It To Me (3:07) J. Geils Band—Atlantic	45	46	34	35
39	39	Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	38	41	40	39
36	40	No More Mr. Nice Guy (3:05) Alice Cooper—Warner Bros.	46	45	35	32
— •	41	Yesterday Once More (3:50) Carpenters—A&M	41	42	38	43
32	42	Daisy a Day (2:48) Jud Strunk—MGM	35	40	47	47
48	43	Behind Closed Doors (2:55) Charlie Rich—Epic	37	39	45	50
21	44	The Twelfth of Never (2:40) Donny Osmond—Kolob/MGM	47	37	46	46
55 •	45	Diamond Girl (3:29) Seals and Crofts—Warner Bros.	43	43	44	45
43	46	Back When My Hair Was Short (2:39) Gunhill Road—Kama Sutra	40	48	52	53
58 •	47	And I Love Her So (3:14) Perry Como—RCA	44	44	49	58
38	48	You Can't Always Get What You Want (5:00) Rolling Stones—London	59	50	43	40
— •	49	So Very Hard To Go (3:37) Tower of Power—Warner Bros.	49	51	48	52
62 •	50	Smoke on the Water (3:48) Deep Purple—Warner Bros.	79	60	42	41
45	51	Give Your Baby a Standing Ovation (3:52) Dells—Cadet	56	52	51	48
47	52	Money (3:59) Pink Floyd—Harvest	65	58	50	42
46	53	Let's Pretend (2:51) Raspberries—Capitol	48	53	57	54
69 •	54	First Cut Is the Deepest (3:48) Keith Hampshire—A&M	50	49	56	57
34	55	Drinking Wine (3:37) Jerry Lee Lewis—Mercury	54	56	54	56
57	56	Swamp Witch (3:47) Jim Stafford—MGM	55	47	58	49
74 •	57	Avenging Annie (4:58) Andy Pratt—Columbia	58	54	55	51
— •	58	There's No Me Without You (3:28) Manhattans—Columbia	60	55	53	55
65	59	Shambala (2:28) B. W. Stevenson—RCA	53	57	61	59
52	60	Neither One of Us (4:15) Gladys Knight and The Pips—Soul	51	62	59	64
54	61	Teddy Bear Song (2:57) Barbara Fairchild—Columbia	52	61	63	69
— •	62	Misdemeanor (2:63) Foster Sylvers—Pride	57	66	62	62
75 •	63	Moonshine (2:46) John Kay—ABC/Dunhill	63	67	60	60
63	64	With a Child's Heart (3:00) Michael Jackson—Motown	62	63	65	63
67	65	Isn't It About Time (2:35) Stephen Stills—Atlantic	68	65	73	61
61	66	Peaceful (2:50) Helen Reddy—Capitol	*	59	64	*
53	67	You Don't Know What Love Is (2:51) Susan Jacks—London	67	68	69	71
—	68	I'd Rather Be a Cowboy (4:10) John Denver—RCA	66	69	75	68

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RADIO KMJ

#1

IN FRESNO METRO & TSA MEN - WOMEN & TOTAL ADULTS

Mon.-Sun. 6AM-Midnight

#1 WOMEN 18+

Mon.-Fri. 10 AM-3 PM
¼-hour listening estimates

KMJ has a first place share of 32.3 among metro women 18+ from 6-10 AM, Monday-Friday.

KMJ showed a bigger total gain in both TSA and Metro area women 18+ than any other Fresno AM station.

Source: Oct./Nov. 1972 Fresno ARB. Estimates subject to errors, variations and interpretative restrictions inherent in sampling surveys.



Fresno, California



McCLATCHY
BROADCASTING

Represented Nationally by Katz Radio

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	69		Danny's Song (3:06) Anne Murray—Capitol	61	64	*	*
—	70		Monster Mash (3:00) Bobby Boris Pickett—Parrott	69	71	68	75
—	71		Doin' It to Death (5:05) Fred Wesley and the J B's—Polydor	71	*	66	70
—	72		Hey You, Get Off My Mountain (3:29) Dramatics—Volt	72	70	70	*
—	73		Time To Get Down (2:53) O'Jays—Philadelphia International	72	70	70	*
—	74		L. A. Freeway (3:20) Jerry Jeff Walker—MCA	*	*	74	67
—	75		Roll Over, Beethoven (4:30) Electric Light Orchestra—United Artists	*	*	67	65

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

And I Love Her So (47), Avenging Annie (57), Back When My Hair Was Short (46), Bad Bad Leroy Brown (25), Behind Closed Doors (43), Boogie Woogie Bugle Boy (39), Cisco Kid (24), Close Your Eyes (34), Daddy Could Swear, I Declare (32), Daisy a Day (42), Daniel (2), Danny's Song (69), Diamond Girl (45), Doin' It to Death (71), Drift Away (9), Drinking Wine (55), First Cut Is the Deepest (54), Frankenstein (8), Free Electric Band (37), Give It to Me (38), Give Me Love (Give Me Peace on Earth) (14), Give You! Baby a Standing Ovation (51), Hey You, Get Off My Mountain (72), Hocus Pocus (21), I'd Rather Be a Cowboy (68), I'm Doin' Fine Now (22), I'm Gonna Love You (6), Isn't It About Time (65), It Sure Took a Long Time (36), Kodachrome (13), L.A. Freeway (74), Leaving Me (30), Let's Pretend (53), Little Willy (26), Long Train Runnin' (23), Loving You Is the Right Thing to Do (27), Misdemeanor (62), Money (52), Monster Mash (70), Moonshine (63), My Love (1), Natural High (35), Neither One of Us (60), The Night the Lights Went Out in Georgia (20), No More Mr. Nice Guy (40), One of a Kind (Love Affair) (15), Out of the Question (33), Peaceful (66), Pillow Talk (3), Playground in My Mind (10), Reeling in the Years (11), Right Place Wrong Time (16), Roll Over, Beethoven (75), Shambala (19), Shambala (59), Sing (31), Smoke on the Water (50), So Very Hard to Go (49), Steamroller Blues (28), Stuck in the Middle (7), Swamp Witch (56), Teddy Bear Song (61), There's No Me Without You (58), Thinking of You (18), Tie a Yellow Ribbon (4), Time to Get Down (73), The Twelfth of Never (44), Wildflower (17), Will It Go Round in Circles? (12), With a Child's Heart (64), Yesterday Once More (41), You Are the Sunshine (5), You Can't Always Get What You Want (48), You Don't Know What Love Is (67), You'll Never Get to Heaven (29).

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

Breaking In

"Brother Louie"—Stories (Kama Sutra) ■
This record will be Stories' fourth attempt in their two years of existence for a bona-fide hit. Stories was originally built around the keyboard work and songwriting of Michael Brown, former member of the Left Banke and writer of that band's hits, "Walk Away Rene" and "Pretty Ballerina." He left Stories earlier this year. But the work that Stories did on the two albums previous to this new single has had little commercial acceptance, though its critical acclaim in the music press was impressive. With two new members, and less of a piano sound to the band, Stories may find its first success with this cover of a British hit. (Columbia Records has acquired the rights and master to the original British hit—"Brother Louie" by Hot Chocolate, which went top 10 in Britain—too late, it seems, to effectively fight the first surges of airplay the Stories' version has received. No cover battle seems imminent.)

The song's appeal lies in its subject matter. It deals with an interracial love affair, evoking memories of Janis Ian's "Society's Child," a controversial hit about the same subject in 1966. Lead singer Ian Lloyd is reminiscent of the raunch-and-gravel voice of Rod Stewart, on this record at least (on past efforts he sounded like Paul McCartney). A strident string section underlines piercing guitar breaks, creating a different, unclassifiable sound.

Stations that were playing the new Stories single last week included: WAYS-AM) Charlotte, N.C.; WPOP(AM) Hartford, Conn.; WMAK(AM) Nashville, KOL-AM) Seattle and CKLW(AM) Windsor, Ont.

"Time To Get Down"—O'Jays (Philadelphia International) ■
With two formidable hits behind them—"Back Stabbers" and "Love Train"—the O'Jays' sound is familiar now. Once the sound of a new group is imprinted on the minds of an audience by means a couple of hit singles, the battle for other hits is half won. "Time To Get Down" may mean pay-dirt again for the group and its producers, Ken Gamble and Leon Huff.

The song is about a man imploring his girl friend that they do away with unimportant talk and become serious—"It's time to get down." Starting out with a wandering electric piano, the song moves through the beginning vocal passages to get to a full crescendo at the end.

The record was released only last week and initial reports are scattered, but it did come on the "Playlist" this week at 73. Those playing the new O'Jays last week included CKLW(AM) Windsor, Ont., and WWRL(AM) New York.

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).
- BEACHWOOD BLUES, Wayne Berry (A & M).

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- BLOCKBUSTER, Sweet (Bell).
- BROTHER LOUIE, Stories (Kama Sutra).
- CALIFORNIA SAGA, Beach Boys (Brother).
- COSMIC COWBOY, Nitty Gritty Dirt Band (United Artists).
- D'YER MAKER, Led Zeppelin (Atlantic).
- EVERYTHING'S BEEN CHANGED, Fifth Dimension (Bell).
- FENCEWALK, Mandrill (Polydor).
- FOOL, Elvis Presley (RCA).
- GOIN' HOME, Osmonds (MGM).
- GUAVA JELLY, Caspers and Carson (Janus).
- GYPSY DAVY, Arlo Guthrie (Reprise).
- HELLO STRANGER, Fire and Rain (Mercury).
- I CAN UNDERSTAND IT, New Birth (RCA).
- I JUST CAN'T TURN MY HABIT INTO LOVE, Buckwheat (London).
- I LIKE YOU, Donovan (Epic).
- I'M A STRANGER HERE, Five Man Electrical Band (Lion).
- I'M LEAVIN' YOU, Englebert Humperdinck (Parrot).
- IF THAT'S THE WAY YOU WANT, Diamond Head (ABC/Dunhill).
- THE INDIANA GIRL, Marty Cooper (Barnaby).
- THE LAST THING ON MY MIND, Austin Roberts (Chelsea).
- LETTER TO LUCILLE, Tom Jones (Parrot).
- LOVIN' NATURALLY, Sandalwood (Bell).
- MAMA'S LITTLE GIRL, Dusty Springfield (Dunhill).
- THE MORNING AFTER, Maureen McGovern (20th Century).
- MOTHER-IN-LAW, Clarence Carter (Fame).
- OUTLAW MAN, David Blue (Asylum).
- PASSION PLAY, Jethro Tull (Chrysalis).
- PLASTIC MAN, Temptations (Gordy).
- POWER TO ALL OUR FRIENDS, Cliff Richard (Sire).
- REST IN PEACE, Gallery (Sussex).
- SATIN SHEETS, Jeannie Pruitt (MCA).
- SAY THAT YOU LOVE ME, Loudon Wainwright III (Columbia).
- SOUL MAKOSSA, Munu Dibango (Fiesta).
- TEQUILA SUNRISE, Eagles (Asylum).
- TOUCH ME IN THE MORNING, Diana Ross (Motown).
- UNEASY RIDER, Charlie Daniels (Kama Sutra).
- WATERGATE, Dickie Goodman (Rainy Wednesday).
- WE HAVE NO SECRETS, Carly Simon (Elektra).
- WHAT A SHAME, Foghat (Bearsville).
- WHAT ABOUT ME, Anne Murray (Capitol).
- WHY ME, Kris Kristofferson (Monument).
- WORKING CLASS HERO, Tommy Roe (MGM South).
- YOUR SIDE OF THE BED, Mac Davis (Columbia).

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Finance

Pacific and Southern Broadcasting Co., Atlanta, group broadcaster, reported slight dip in revenues and net loss for first quarter of 1973. Pacific and Southern has agreed to merge with Combined Communications Corp., Phoenix, Ariz., subject to approval of stockholders, FCC and various lenders (BROADCASTING, April 23). For first quarter ended March 31:

	1973	1972
Earned (loss) per share	\$ (.09)	\$ (.09)
Revenues	3,439,243	3,678,706
Net income (loss)	(194,738)	(177,148)

International Video Corp., Sunnyvale, Calif., reported 46% jump in third-quarter sales to record \$6.9 million from \$4.7 million in same period last year. For nine months ended April 28, sales were up \$6.3 million over sales for 1972 period:

	1973	1972
Earned per share*	\$ 0.69	\$ 0.33
Revenues	19,976,000	12,729,000
Net income*	1,831,000	821,000

* Includes extraordinary credit from tax loss carry-forward of \$796,000 (30 cents a share) compared to \$379,000 (15 cents a share) last year.

Reeves Telecom Corp., New York, reported gains in revenues and income for first quarter of 1973. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.06	\$ 0.03
Revenues	2,170,415	1,925,403
Net income	133,324	75,479

Universal Communications Inc., New York, reported increases in sales but dip in earnings for first three quarters of fiscal 1972-73. For nine months ended Jan. 31:

	1973	1972
Earned per share	\$ 0.35	\$ 0.44
Revenues	8,356,965	5,136,939
Net income	307,502	349,978

Kingstip Inc., Austin, Texas, reported gains in revenues and income for first

half of fiscal 1972-73. For six months ended March 31:

	1973	1972
Earned per share	\$ 0.46	\$ 0.40
Revenues	10,567,025	8,214,597
Net income	601,493	468,668

Walt Disney Productions, Burbank, Calif., reported record half-year revenues and income for fiscal 1972-73. For six months ended March 31:

	1973	1972
Earned per share	\$ 0.54	\$ 0.53
Revenues	155,367,000	133,854,000
Net income	15,430,000	14,409,000

UA-Columbia Cablevision Inc., Westport, Conn., company formed last December as result of merger between UA Cablevision Inc. and Columbia Cable Systems Inc., reported earnings and revenue increases for most recent six-month period. Company passed 150,000 subscriber mark, increase of some 20,000 subscribers over combined total of same two systems year ago. For six months ended March 31:

	1973	1972
Earned per share	\$ 0.29	\$ 0.27
Revenues	4,376,000	2,419,000
Net income	411,000	282,000

Note: UA Cablevision system results are included for period since last Dec. 29, date company was merged into Columbia Cable Systems Inc.

McCaffrey & McCall, New York, for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 1.80	\$ 1.13
Billings	56,532,349	51,222,036
Net income	1,053,946	658,362

Comcast Corp., Bala Cynwyd, Pa., multi-system cable-TV operator with interests in background music and merchandising services, reported revenues increased 8% for first quarter, while net income was up 25%. Company's Comcast Cable Communications division, which has interest in and management responsibility for nine cable-TV systems serving some 40,000 subscribers, increased monthly subscriber fees from \$5 to \$5.75 for three

systems with about 11,000 customers. For three months ended March 31:

	1972	1973
Earned per share	\$ 0.03	\$ 0.03
Revenues	1,436,288	1,330,889
Net income	45,878	36,701
Shares outstanding	1,704,800	1,274,800

Notes: 1972 results have been restated. Shares outstanding are based upon weighted average number outstanding during each period and includes issuance of 430,000 shares of class A common stock on June 29, 1972.

Admiral Corp., Chicago, reported 38.4% hike in net income and 9.5% jump in sales for 13 weeks ended April 1:

	1973	1972
Earned per share	\$ 0.79	\$ 0.65
Revenues	129,360,000	118,142,000
Net income	4,617,000	3,336,000

Multimedia Inc., Greenville, S.C., group broadcaster and newspaper publisher, has postponed filing of previously announced registration statement with Securities and Exchange Commission due to present adverse market conditions. Statement was to cover underwritten offering of some 500,000 shares of Multimedia's common stock. Of total, 100,000 shares were to have been sold by company, with remainder sold by current shareholders.

Reeves Telecom Corp., New York, has issued proxy statement showing that Leo Morrell, president of Realty Graphic Corp., wholly owned subsidiary, received \$67,500 in 1972, highest remuneration of company officers. Others listed in proxy and their 1972 compensations were J. Drayton Hastie, president, \$49,847; Mario A. Apuzzo, vice president and treasurer, \$40,000; and William O. Neal, director and consultant, \$33,400. Reeves Telecom will hold its annual stockholders meeting in New York on June 14.

Liberty Corp., Greenville, S.C., said it will make tender offer of \$11.25 per share to all stockholders of Greater Arizona Savings & Loan Association, Phoenix-based company worth \$130 million, pursuant to acquisition.

Broadcasting Stock Index

Weekly market summary of 143 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Wed. May 30	Closing Wed. May 23	Net change in week	% change in week	High 1973	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	27 1/4	25 7/8	+ 1 3/8	+ 5.31	31 1/2	22 1/2	17,029	464,040
ASI COMMUNICATIONS				1 1/4		.00	1 1/2	1	1,815	2,268
CAPITAL CITIES COMM.	CCB	N	38 3/4	41 1/4	- 2 1/2	- 6.06	62 1/2	38 3/4	7,074	274,117
CBS	CBS	N	36 3/4	36	+ 3/4	+ 2.08	52	35	28,315	1,040,576
CONCERT NETWORK*	O		1/2	1/2		.00	5/8	1/4	2,200	1,100
COX	COX	N	23 3/4	23 1/8	+ 5/8	+ 2.70	40 1/4	21 5/8	5,850	138,937
FEDERATED MEDIA	O		3	3		.00	3 1/2	2 1/2	820	2,460
GROSS TELECASTING	GGG	A	14	14 1/8	- 1/8	- .88	18 3/8	13 3/4	800	11,200
LIN	LINB	O	6 3/4	6 3/8	+ 3/8	+ 5.88	14 3/4	6 3/8	2,325	15,693
MOONEY	MOON	O	5 1/4	5 1/8	+ 1/8	+ 2.43	10 1/4	5 1/8	385	2,021
PACIFIC & SOUTHERN	PSOU	O	10	8 3/4	+ 1 1/4	+ 14.28	13 3/4	8 3/4	2,010	20,100
RAHALL	RAHL	O	5 1/4	5 1/2	- 1/4	- 4.54	12 1/4	5 1/4	1,296	6,804
SCRIPPS-HOWARD*	SCRIP	O				.00	21 1/4	19	2,589	49,838
STARR	SBG	M	11	9 5/8	+ 1 3/8	+ 14.28	24 1/2	9 5/8	1,131	12,441
STORER	SBK	N	17 3/4	18 3/4	- 1	- 5.33	44	17 3/4	4,402	78,135
TAFT	TFB	N	34 1/4	35	- 3/4	- 2.14	58 5/8	34	4,064	139,192
WHOH CORP.*	O		21	19	+ 2	+ 10.52	23	14	589	12,369
WOODS COMM.*	O		1	1		.00	1 5/8	1	292	292
Broadcasting with other major interests									TOTAL	82,986 2,271,583
AOAMS-RUSSELL	AAR	A	3 1/2	3	+ 1/2	+ 16.66	5 3/8	2 5/8	1,259	4,406
AVCO	AV	N	9 5/8	9 7/8	- 1/4	- 2.53	16	9 1/8	11,478	110,475
BARTELL MEDIA	BMC	A	2	2		.00	3 1/2	1 1/2	2,257	4,514
CHRIS-CRAFT	CCN	N	4	3 3/4	+ 1/4	+ 6.66	6 5/8	3 3/4	4,161	16,644
COMBINED COMM.	CCA	A	20	17 3/8	+ 2 5/8	+ 15.10	44	15	3,220	64,400
COWLES	CWL	N	5 5/8	6	- 3/8	- 6.25	9 5/8	5 1/2	3,969	22,325

	Stock symbol	Exch.	Closing Wed. May 30	Closing Wed. May 23	Net change In week	% change In week	High	Low	1973	Approx. Shares out (000)	Total market capitali- zation (000)
OUN & BRADSTREET	DNB	N	75	71 1/4	+ 3 3/4	+ 5.26	81 1/4	69 5/8		13,021	976,575
FAIRCHILD INDUSTRIES	FEN	N	6 1/4	5 1/2	+ 3/4	+ 13.63	13 3/8	5 1/4		4,550	28,437
FUQUA	FQA	N	11 7/8	10 3/8	+ 1 1/2	+ 14.45	20 3/8	10		9,741	115,674
GABLE INDUSTRIES	GBI	N	16	16 1/4	- 1/4	- 1.53	25	15		2,605	41,680
GENERAL TIRE	GY	N	18 3/8	18	+ 3/8	+ 2.08	28 3/4	17 1/2		20,652	379,480
GLOBETROTTER	GLBTA	O	5	5		.00	8 1/8	5		2,843	14,215
GRAY COMMUNICATIONS		O	11	10 3/4	+ 1/4	+ 2.32	12 7/8	9		475	5,225
HARTE-HANKS	HHN	N	10 3/8	11	- 5/8	- 5.68	29 1/4	10 1/8		4,335	44,975
ISC INDUSTRIES	ISC	A	6 3/8	6 5/8	- 1/4	- 3.77	8	6 3/8		1,658	10,569
KAISER INDUSTRIES	KI	A	4	4 1/4	- 1/4	- 5.88	6 5/8	4		27,487	109,948
KANSAS STATE NETWORK	KSN	O	5	5		.00	6 1/8	4 7/8		1,741	8,705
KINGSTIP	KTP	A	7 3/8	6 7/8	+ 1/2	+ 7.27	14 1/4	6 1/4		1,155	8,518
LAMB COMMUNICATIONS*		O	1 7/8	1 7/8		.00	2 5/8	1 3/4		475	890
LEE ENTERPRISES	LNT	A	14 1/4	13	+ 1 1/4	+ 9.61	25	13		3,366	47,965
LIBERTY	LC	N	16 1/2	16 1/2		.00	23 7/8	16		6,760	111,540
MCGRAW-HILL	MHP	N	9 1/2	9	+ 1/2	+ 5.55	16 7/8	8 1/8		23,525	223,487
MEDIA GENERAL	MEG	A	33 3/4	32 1/4	+ 1 1/2	+ 4.65	43 1/2	32		3,446	116,302
MEREDITH	MOP	N	14	13 3/4	+ 1/4	+ 1.81	20 1/2	13 1/2		2,827	39,578
METROMEDIA	MET	N	17 1/8	16 7/8	+ 1/4	+ 1.48	32 1/4	16 3/8		6,483	111,021
MULTIMEDIA		O	20 1/4	19 1/4	+ 1	+ 5.19	30 1/4	19 1/4		4,388	88,857
OUTLET CO.	OTU	N	12 1/8	12	+ 1/8	+ 1.04	17 5/8	12		1,336	16,199
POST CORP.	POST	O	10 1/4	10 3/4	- 1/2	- 4.65	17	10 1/4		893	9,153
PSA	PSA	N	13 5/8	12 5/8	+ 1	+ 7.92	21 7/8	12		3,779	51,488
PUBLISHERS 8CSTG.	PUBB	O				.00	2	7/8		919	804
REEVES TELECOM	RBT	A	1 7/8	1 5/8	+ 1/4	+ 15.38	3 1/4	1 5/8		2,294	4,301
RIDDER PUBLICATIONS	RPI	N	16 1/4	17	- 3/4	- 4.41	29 7/8	16 1/8		8,312	135,070
ROLLINS	ROL	N	17 1/2	17 3/4	- 1/4	- 1.40	36 1/2	16		13,372	234,010
RUST CRAFT	RUS	A	16	14 5/8	+ 1 3/8	+ 9.40	33 3/4	14		2,350	37,600
SAN JUAN RACING	SJR	N	17 1/2	16 7/8	+ 5/8	+ 3.70	23 3/4	14 1/4		2,153	37,677
SCHERING-PLOUGH	SGP	N	156	146 1/2	+ 9 1/2	+ 6.48	157 3/4	130		26,295	4,102,020
SONDERLING	SDB	A	8 1/4	8 1/2	- 1/4	- 2.94	16 3/8	8 1/8		1,006	8,299
TECHNICAL OPERATIONS	TO	A	6 7/8	5 1/2	+ 1 3/8	+ 25.00	13 1/2	5 1/8		1,386	9,528
TIMES MIRROR CO.	TMC	N	19	18 5/8	+ 3/8	+ 2.01	25 7/8	16 1/2		31,145	591,755
TURNER COMM.*		O	4 3/4	4 1/2	+ 1/4	+ 5.55	6	4 1/2		1,486	7,058
WASHINGTON POST CO.	WPO	A	23 3/4	22 3/4	+ 1	+ 4.39	37	22 1/2		4,818	114,427
WOMETCO	WOM	N	11 3/4	12	- 1/4	- 2.08	19 3/8	11 3/4		6,098	71,651
Cablecasting									TOTAL	275,519	8,137,445
AMECO	ACO	O	5/8	7/8	- 1/4	- 28.57	3	5/8		1,200	750
AMERICAN ELECT. LABS	AELBA	O	1 7/8	1 7/8		.00	3 5/8	1 7/8		1,726	3,236
AMERICAN TV & COMM.	AMTV	O	27	27 1/2	- 1/2	- 1.81	39	27		2,859	77,193
ATHENA COMM.*		O		1 1/2		.00	5 1/2	1 1/2		2,126	3,189
BURNUP & SIMS	BSIM	O	24 1/2	23 1/4	+ 1 1/4	+ 5.37	31 3/4	22 5/8		7,510	183,995
CABLECOM-GENERAL	CCG	A	5 1/8	3 3/4	+ 1 3/8	+ 36.66	8 7/8	3 3/4		2,489	12,756
CABLE FUNOING CORP.*	CFUN	O	6	6 1/2	- 1/2	- 7.69	8 1/8	5 3/4		1,233	7,398
CABLE INFO. SYSTEMS*		O	1	1 1/2	- 1/2	- 33.33	2 1/2	1		663	663
CITIZENS FINANCIAL	CPN	A	5	5 3/8	- 3/8	- 6.97	9 1/2	5		2,676	13,380
COMCAST		O	4	4 1/4	- 1/4	- 5.88	5 3/8	4		1,280	5,120
COMMUNICATIONS PROP.	COMU	O	4 5/8	4 3/8	+ 1/4	+ 5.71	9 3/4	4 3/8		4,435	20,511
COX CABLE	CXC	A	22	22		.00	31 3/4	20 1/4		3,556	78,232
ENTRON	ENT	O	3/4	7/8	- 1/8	- 14.28	9 1/4	3/4		1,358	1,018
GENERAL INSTRUMENT	GRL	N	14 1/4	14 3/4	- 1/2	- 3.38	29 1/2	13 5/8		6,633	94,520
GENERAL TELEVISION*		O	3 1/4	2 1/2	+ 3/4	+ 30.00	4 1/2	2 1/2		1,000	3,250
HERITAGE COMM.		O	11	11		.00	17 1/2	7		345	3,795
LVO CABLE	LVOC	O	4 3/4	5	- 1/4	- 5.00	11 1/4	4 3/4		1,561	7,414
SCIENTIFIC-ATLANTA	SFA	A	8 3/8	8 3/8		.00	15 3/8	8		917	7,679
STERLING	STER	O	1 3/8	1 1/4	+ 1/8	+ 10.00	4 1/4	1 1/4		2,162	2,972
TELE-COMMUNICATIONS	TCOM	O	10	9 1/8	+ 7/8	+ 9.58	21	9		3,866	38,660
TELEPROMPTER	TP	A	16 3/4	15 3/4	+ 1	+ 6.34	34 1/2	14 3/8		15,999	267,983
TIME INC.	TL	N	34 1/2	34 3/4	- 1/4	- .71	63 1/4	33 1/4		7,286	251,367
TOCOM	TOCM	O	8	8 3/4	- 3/4	- 8.57	12 1/8	6		596	4,768
UA-COLUMBIA CABLE	UACC	O	7 7/8	8 1/2	- 5/8	- 7.35	15	7 7/8		1,832	14,427
VIACOM	VIA	N	11 1/2	10 1/2	+ 1	+ 9.52	20	10 3/8		3,851	44,286
VIKOA	VIK	A	4 1/8	4 5/8	- 1/2	- 10.81	9 1/8	4 1/8		2,562	10,568
Programming									TOTAL	81,721	1,159,130
COLUMBIA PICTURES	CPS	N	4 5/8	5	- 3/8	- 7.50	9 7/8	4 5/8		6,335	29,299
DISNEY	DIS	N	92 1/8	89 1/8	+ 3	+ 3.36	123 7/8	84 7/8		28,552	2,630,353
FILMWAYS	FWY	A	2 3/8	3	- 5/8	- 20.83	5 3/8	2 3/8		1,877	4,457
GULF + WESTERN	GW	N	22 1/2	22 1/4	+ 1/4	+ 1.12	35 3/4	21 1/2		16,387	368,707
MCA	MCA	N	22 1/4	21 3/4	+ 1/2	+ 2.29	34 1/4	20		8,367	186,165
MGM	MGM	N	15 3/4	14 7/8	+ 7/8	+ 5.88	24	13 3/4		5,958	93,838
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8		534	1,401
TELE-TAPE*		O	1	1 1/8	- 1/8	- 11.11	1 3/4	1		2,190	2,190
TELETRONICS INTL.*		O	4 1/2	5 3/4	- 1 1/4	- 21.73	10 1/2	4 1/2		724	3,258
TRANSAMERICA	TA	N	11 3/4	11 1/8	+ 5/8	+ 5.61	17 5/8	11		66,449	780,775
20TH CENTURY-FOX	TF	N	7 3/4	7 5/8	+ 1/8	+ 1.63	12 3/8	7 1/2		8,562	66,355
WALTER READE	WALT	O				.00	1 3/8	7/8		2,203	1,927
WARNER	WCI	N	15 5/8	15 1/4	+ 3/8	+ 2.45	39 1/8	15		18,864	294,750
WRATHER	WCO	A	8 7/8	8 3/8	+ 1/2	+ 5.97	16 5/8	7 5/8		2,229	19,782
Service									TOTAL	169,231	4,483,257
JOHN BLAIR	BJ	N	7	7 1/2	- 1/2	- 6.66	13	6 1/2		2,494	17,458
COMSAT	CQ	N	48 3/4	46 3/4	+ 2	+ 4.27	64 1/2	44 5/8		10,000	487,500
CREATIVE MANAGEMENT	CMA	A	5 1/2	7	- 1 1/2	- 21.42	9 1/2	5 1/2		1,056	5,808
DOYLE DANE BERNBACH	DOYL	O	13 1/4	13	+ 1/4	+ 1.92	23 1/2	13		1,884	24,963
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	10 1/8	9	+ 1 1/8	+ 12.50	13 3/8	8 1/8		2,121	21,475
CLINTON E. FRANK*		O	6	7 1/2	- 1 1/2	- 20.00	11 1/2	6		720	4,320
GREY ADVERTISING	GREY	O	8 1/2	8 1/2		.00	17 1/4	8 1/2		1,200	10,200
INTERPUBLIC GROUP	IPG	N	15	14 3/4	+ 1/4	+ 1.69	25 3/8	14 1/2		2,464	36,960

	Stock symbol	Exch.	Closing Wed. May 30	Closing Wed. May 23	Net change in week	% change in week	1973 High	1973 Low	Approx. shares out (000)	Total market capitali- zation (000)	
MARVIN JOSEPHSON	MRVN	O	9	10	- 1	- 10.00	18 1/2	9	825	7,425	
MCCAFFREY & MCCALL*		O				.00	10 3/4	8 1/2	585	4,972	
MCI COMMUNICATIONS	MCIC	O	5 7/8	6 1/8	- 1/4	- 4.08	8 3/4	4 5/8	11,810	69,383	
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 5/8	2 1/2	+ 1/8	+ 5.00	4 7/8	2 1/2	540	1,417	
NEEDHAM, HARPER*	NDHMA	O	11	11 1/4	- 1/4	- 2.22	26 1/4	11	911	10,021	
A. C. NIELSEN	NIELB	O	35	32	+ 3	+ 9.37	40 1/2	31 1/2	10,598	370,930	
OGILVY & MATHER	OGIL	O	18	15	+ 3	+ 20.00	32 1/2	15	1,777	31,986	
PKL CO.*	PKL	O	1	1		.00	2 5/8	3/4	778	778	
J. WALTER THOMPSON	JWT	N	14 1/2	14 1/8	+ 3/8	+ 2.65	24 3/4	14	2,659	38,555	
UNIVERSAL COMM.*		O				.00	12 1/4	4 1/2	715	3,217	
WELLS, RICH, GREENE	WRG	N	12 1/4	11 1/2	+ 3/4	+ 6.52	21 1/8	9 1/2	1,568	19,208	
Electronics									TOTAL	57,776	1,170,206
AOMIRAL	ADL	N	9 3/8	9 5/8	- 1/4	- 2.59	18	8 7/8	5,813	54,496	
AMPEX	APX	N	4 1/8	3 5/8	+ 1/2	+ 13.79	6 7/8	3 1/4	10,875	44,859	
CARTRIDGE TELEVISION		O	3 1/8	3 1/8		.00	16 1/2	1 3/4	2,083	6,509	
CCA ELECTRONICS	CCAÉ	O	1 1/2	1 1/4	+ 1/4	+ 20.00	3	1 1/4	881	1,321	
COLLINS RADIO	CRI	N	19	18 1/2	+ 1/2	+ 2.70	25 7/8	17 1/2	2,968	56,392	
COMPUTER EQUIPMENT	CEC	A	2 1/2	2 3/8	+ 1/8	+ 5.26	2 7/8	2	2,366	5,915	
CONRAC	CAX	N	17 1/4	15	+ 2 1/4	+ 15.00	31 7/8	14 1/4	1,261	21,752	
GENERAL ELECTRIC	GE	N	59 7/8	57	+ 2 7/8	+ 5.04	75 7/8	55	182,348	10,918,086	
HARRIS-INTERTYPE	HI	N	27	28 5/8	- 1 5/8	- 5.67	49 1/4	27	6,308	170,316	
INTERNATIONAL VIDEO*	IVCP	O	7	8 1/4	- 1 1/4	- 15.15	14 3/4	7	2,745	19,215	
MAGNAVOX	MAG	N	11 7/8	11 1/8	+ 3/4	+ 6.74	29 5/8	11	17,806	211,446	
3M	MMM	N	83	81 3/4	+ 1 1/4	+ 1.52	88 7/8	76 1/4	113,051	9,383,233	
MOTOROLA	MOT	N	102 3/8	97 5/8	+ 4 3/4	+ 4.86	138	92 1/2	13,785	1,411,239	
OAK INDUSTRIES	OEN	N	13	13		.00	20 1/2	11 7/8	1,639	21,307	
RCA	RCA	N	25 1/2	25 5/8	- 1/8	- .48	39 1/8	24	74,525	1,900,387	
RSC INDUSTRIES	RSC	A	2	1 1/2	+ 1/2	+ 33.33	2 1/4	1 1/2	3,458	6,916	
SONY CORP	SNE	N	44 1/2	44	+ 1/2	+ 1.13	57 1/4	39 7/8	66,250	2,948,125	
TEKTRONIX	TEK	N	32 7/8	31 3/4	+ 1 1/8	+ 3.54	53 7/8	30 1/2	8,162	268,325	
TELEMATRON	TIMT	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	34 5/8	32 1/4	+ 2 3/8	+ 7.36	47 3/8	31 1/8	88,595	3,067,601	
ZENITH	ZE	N	38 1/4	36 1/2	+ 1 3/4	+ 4.79	56	34 1/8	19,043	728,394	
									TOTAL	626,729	31,251,440
									GRAND TOTAL	1,293,962	48,473,061

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116.29

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O-Over the counter (bid price shown)

A blank in closing price columns
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Pierce Fenner & Smith Inc., Washington.

Equipment & Engineering

Animation by computer

**Synthavision process claimed
to cost less than standard technique**

The Mathematical Applications Group Inc. has displayed a new computer animation process called Synthavision.

At a seminar in New York May 22-23, the company said it had formed a corporation, Computer Visuals, to market the new device. The targets of the marketing drive will range from TV-commercial producers to military agencies

interested in visualizing new weapons techniques.

The process starts with storyboard sketches of the details of each object, including the color, light source and camera angle. This information is then translated onto IBM punch cards, which tell a computer exactly how to move the objects in the scene over a number of frames.

"The picture intensity, point by point," according to the company, "is calculated by the computer and put on magnetic tape," from which "the finished pictures can be viewed on a TV set in black-and-white to check for quality and movement."

The finished black-and-white version is then photographed by a conventional movie or still camera through a color wheel—a three-color photography process similar to that used in the printing industry.

Asked about cost of the system, a company source said "we can't give specific prices without seeing your job and discussing it with you first" but "generally, your costs will be less than quality standard animation"

The Mathematical Applications Group Inc. was founded in 1966 and has 110 employees. About half of its facilities are at Elmsford, N.Y., with the other half located in Sweden.

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Disco-Vision improved

Improvements in MCA's Disco-Vision home TV system, to be shown at a demonstration in Chicago tomorrow (June 5), include a fast-forward technique that permits random access to stored information, and a longer playing time—up to 14 minutes compared to the seven minutes at the original demonstration in Los Angeles last December. The 12-inch disk revolves at 30 revolutions per second, with full playing time said to be 40 minutes for each side. Microgrooves in the disk are scanned by a laser beam and the color or monochrome TV signals are fed through a player-changer or single player unit into a standard TV set. The player unit is attached to the VHF antenna terminals of the home TV receiver.

Technical Briefs

Space experiment. FCC Common Carrier Bureau has approved RCA Global Communications' request to construct experimental transportable earth station on premises of International Business Machines plant at Poughkeepsie, N.Y. Firm was also granted contingent request to lease one transponder from Telesat Canada satellite to be used with facility. Project, which will cost \$436,000, will involve transmission of information to RCA Globecom via satellite to evaluate performance of certain digital techniques. Plans call for 30-90 one-hour transmissions over five-month period. Two weeks ago, Teleprompter Corp. received similar grant to demonstrate satellite techniques for cable systems. (BROADCASTING, May 28).

Tape loader. Electro Sound Inc., division of Viewlex Inc., Holbrook, N.Y., announces introduction of new video-cassette loader intended for use with Sony type KC-60 cassettes. Device, which utilizes air-lubricated guides to prevent damage to tape surface, is reportedly capable of loading cassettes off reel up to 14 inches in diameter at speed of 120 inches per second. Unit is console mounted and measures 24 inches wide by 23 inches deep.



Has tape, will travel. This is RCA's TPR-10, a new, portable, quadruplex video-tape recorder weighing 100 pounds, costing \$65,000 and said to produce studio-quality color recordings for TV broadcast. It was introduced last week. Neil Vander Dussen, division vice president for RCA Broadcast Systems, said the tape speed, format and high-band signal system of the unit are fully compatible with such quadruplex VTR machines as RCA's TR-60 and TR-70, and that its tapes can be played on any standard quadruplex system in full NTSC color. It provides 20 minutes of recording time and is envisioned for use in both news and special events coverage and for commercials. The TPR-10 is housed in two packages, one (transport) weighing 45 pounds and the other (electronics) 55 pounds. RCA spokesmen said it could be used in small mobile vans and Jeep-type units, avoiding the need for big trucks.

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Media



Mr. Davis

Henry J. Davis, station manager, WITI-TV Milwaukee, since 1969, named VP and general manager. He succeeds the late **Roger W. LeGrand** (BROADCASTING, May 14).

Donald L. Perris, WEWS-TV Cleveland, former member of ABC-TV affiliates board, has been reappointed to affiliates board replacing late **Roger W. LeGrand**.

Alfred J. Brassard, promotion manager, WJAR-TV Providence, R.I., elected chairman, NBC Television network affiliates promotion managers committee. **Roger Ottenback**, WEEK-TV Peoria, Ill., named recording secretary of committee.



Mr. Wallenhaupt

Lee R. Wallenhaupt, executive VP and assistant secretary, Triangle Broadcasting Corp., elected president and treasurer, succeeding late **William Harold Essex** (BROADCASTING, April 16). Triangle is owner of WJSJ (AM) - WTQR (FM) Winston-Salem, N.C.

and Tele-Cable of Winston-Salem.

Brenda Morgan, supervisor of commercial scheduling, ABC Radio network, New York, appointed manager of affiliate services. She is succeeded by **Pamela Trester**, with ABC Radio.



Mr. Stiker

E. C. Stiker, manager of broadcast services, Meredith Corp., Des Moines, Iowa, named VP-radio operations. Also named VP's are general managers **Lynn Higbee**, KCMO (AM) - KFMU (FM) Kansas City, Mo., **John Patton**, WHEN (AM) Syracuse, N.Y., and

Steve Shannon, WOW (AM) - KFMX (FM) Omaha. In addition to five radio stations, Meredith is owner of KCMO-TV Kansas City, WHEN-TV Syracuse, WOW-TV Omaha, KPHO-TV Phoenix and WNEM-TV Flint-Saginaw-Bay City, Mich.

Jack Linn, acting VP and general manager, WTOD (AM) Toledo, Ohio, named VP and general manager, WCWA-AM-FM there.

Robert M. Knutson, general manager, WJMS-AM-FM Ironwood, Mich., named VP, Heath Communications Inc., which owns WXMT-AM-FM Merrill, Wis., in addition to WJMS-AM-FM.

Gordon Reid, sales manager, Knight

Quality's WSRS (AM) Worcester, Mass., appointed station manager, Knight's WSAR (AM) Fall River, Mass.

Joe Tennesen, KFKA (AM) Greeley, Colo., elected president, Colorado Broadcasters Association; **R. M. Schafbuch**, KOA-AM-FM Denver, president-elect, and **Daryle Klassen**, KLOV-AM-FM Loveland, secretary-treasurer.

Larry Kellogg, assistant promotion manager, WFLA-AM-FM-TV Tampa, Fla., named promotion manager.

Jan Phillips, assistant art director, WPGH-TV Pittsburgh, appointed art director, WHIC-TV there.

Broadcast Advertising

James K. DeVoe, account group supervisor, N. W. Ayer, New York, elected VP. **Walter C. Lance**, controller, N. W. Ayer & Son, Philadelphia, elected VP.

Paul L. Richey, VP, McCaffrey & McCall, New York, named media director. **Harris Lefkon**, media supervisor, M&M, appointed associate media director.

Donald L. Packard and **Raymond T. Prazak Jr.**, associate research directors, Leo Burnett Co., Chicago, named VP's.

Albert D. Jerome, Eastern sales manager, WBBM-TV Chicago, joins WCAU-TV Philadelphia as general sales manager. Both are CBS-owned stations.

George B. Adkisson, formerly sales manager, Peters, Griffin, Woodward, station rep, joins WSPA-TV Spartanburg, S.C., as national sales manager.

Swan song. After serving in the policy-making ranks of the National Association of Broadcasters consecutively since 1966, 60-year-old Willard E. Walbridge is apparently bowing out—in his own words—"as a member of the industry hierarchy." Mr. Walbridge is now serving on NAB's executive committee by virtue of his position as ex-officio chairman of the board. His position will be taken on June 19 by Richard W. Chapin, current chairman, upon the election of a new chairman. Mr. Walbridge, senior vice president-corporate affairs, Capital Cities Communications Corp., Houston, served on the NAB board from 1958 through 1962, and again from 1966 through 1970. He was elected chairman of the board and served in that position from 1969 through 1971. Addressing the Oregon Association of Broadcasters meeting in Portland, in what he said may be his "valedictory," Mr. Walbridge offered a legacy to the industry of the knowledge gained from his service: "Freedom is a fragile thing . . . those who have lost it tell us they did not know they were losing it until it was gone."



Mr. Troast

Robert W. Troast, VP-marketing, Theodore Hamm Co., St. Paul, named VP-sales and marketing under reorganization providing Mr. Troast with additional responsibility for sales functions of brewing company. **William R. Lunde**, Eastern

division sales manager, Hamm's, named to new post, VP-national sales manager, and **Robert H. Johnson**, group marketing director, named to new post, director of marketing.

Paul L. Orbe, management supervisor, BBDO, New York, elected VP.



Mrs. McWilliams

Gertrude I. McWilliams, consultant, Chevrolet account, Campbell - Ewald, Detroit, elected senior VP and director of special projects, Chevrolet account.

Ned Tolmach, creative director, Ted Bates & Co., New York, elected senior VP.

Donald Brubaker, account executive, WGTU (TV) Traverse City, Mich., appointed local sales manager.

Chet Wilke, sales manager, KPRI (FM) San Diego, joins KXYX (FM) there in similar post.

Bill McBride, operations manager, KBVL (FM) Boulder, Colo., assumes additional post, sales manager, co-owned KBOL (AM) there.

David Handler, account executive, WROR (FM) Boston, appointed local sales manager.

Fred Gardini, account executive, WKLS (FM) Atlanta, appointed local sales manager.

Charles G. Gardner, marketing manager, Sears, Roebuck & Co. stores in Omaha area, named national manager of broadcast services.

Jerry Ohlsten, marketing and research director, Western region, J. Walter Thompson, joins Cunningham & Walsh, New York, as director of research services.

Richard Fenderson, creative supervisor, Foote, Cone & Belding, joins C&W in similar post. **Vincent Ioele**, television production group head, Ogilvy & Mather, joins C&W as TV producer, and **Eve Hannum**, account executive, Grey Advertising, joins C&W in similar post. All agencies in New York.

David Upright, creative supervisor, Grey Advertising, New York, joins Dancer-

Fitzgerald-Sample as creative group head.

Kenneth A. Thoren, associate creative director, J. Walter Thompson, New York, joins McCann-Erickson there as associate creative director/copywriter.

Watson A. Mundy, account supervisor, Cargill, Wilson & Acree, Atlanta, assumes additional responsibilities, director of account planning.

Sheila McCormick Pezzoli, formerly with Ted Bates, New York, as assistant media manager, spot broadcast buying unit, joins Media Communications there as senior broadcast negotiator.

Programing

Ray Cunneff, program executive, CBS-TV New York, named director of program clearance there. **Jack Hinton**, director of program practices, CBS Radio, named director of commercial clearance, CBS-TV.

Charles T. Atkins, Eastern sales manager, Worldvision Enterprises Inc. (formerly ABC Films), New York, and **Jim Thomson**, Southern division sales manager, Worldvision, Atlanta office, elected VP's, Eastern sales division and Southern sales division, respectively.

Catherine Gouse, program manager, broadcast department, Kenyon & Eckhardt, Los Angeles, appointed program administrator, West Coast, ABC Entertainment, Los Angeles.

Phil Mandelker, director of prime-time program development, ABC-TV, Hollywood, joins Warner Bros. TV, Hollywood, as executive producer, movies-for-television.

William R. Stinson, VP, Famous Music Corp., has rejoined Paramount Pictures and Paramount TV as VP in charge of music for features on TV. Mr. Stinson joined Paramount originally in 1941 and left in 1969 for Famous Music Corp. post.

Joe Byrne, with Wolfe-Byrne Productions, joins NBC-TV as director, nighttime tape programs, West Coast.

William Baxley, formerly sales manager, KABC(AM) Los Angeles, joins Animation Filmmakers Corp. there as general sales manager and VP in charge of commercial division.

John Greenberger, with Theatrevision Inc., New York pay-TV firm, named director of programing.

John Proffitt, production manager, KCMO-TV Kansas City, Mo., appointed program director.

Chuck Gingold, program/promotion manager, KATU(TV) Portland, Ore., appointed to newly created post, director of programing.

Rusty Shaffer, with KBOI(AM) Boulder, Colo., appointed program director.

John Parker, music director, WIIN(AM) Atlanta, assumes additional post, program director.

Harry G. Ferguson and **William H. Vincent**, sales managers of Denver and Philadelphia district offices, respectively, of American Society of Composers, Authors

and Publishers, retired June 1. Mr. Ferguson was ASCAP employe for 23 years, Mr. Vincent for more than 24 years. Replacement for Mr. Vincent in Philadelphia office has not yet been named, while Denver office will be closed after Mr. Ferguson's departure.

Perspective. Olaf Soward, 80, 10-years-retired news director of WIBW-AM-TV Topeka, Kan., was honored as "Broadcaster of the Year" by Kansas Association of Broadcasters, May 17. He addressed remarks on that occasion to "those who are young by the calendar and, we hope, the mind. You have your feet firmly set in the jealously demanding pathway of radio and television. You are looking forward to careers of intense interest, of noteworthy success, of satisfying material rewards. Given the requisite ability and willingness to work harder than most people are, you will achieve all those goals in time. Given the requisite ability and willingness to work harder than most, you could do the same in a hundred other pursuits . . . but in the field you have chosen you will find a richer reward than all of those. If you will dedicate yourself to the exacting teamwork which is the only foundation on which real success can be predicated in modern radio or TV, you will fall heir to the most priceless jewel in life—that is, many scores of real friendships. Not the kind that last only so long as the sun of success is high in the sky, not the kind viable only so long as you have something the other fellow wants, but warm, vibrant, loyal friendships which endure unshaken throughout life—even until its shadows begin to lengthen into the dusk of evening."

and Publishers, retired June 1. Mr. Ferguson was ASCAP employe for 23 years, Mr. Vincent for more than 24 years. Replacement for Mr. Vincent in Philadelphia office has not yet been named, while Denver office will be closed after Mr. Ferguson's departure.

Frank D. Murphy, program director and operations manager, WADB(FM) Point Pleasant, N.J., joins Bonneville Program Services, New York, as music director. Bonneville is radio consultancy specializing in good-music and easy-listening formats and provides programing, promotion and technical services to stations.

John Finlay Herman, Broadway producer, named director of video-cassette operations, Lewron Television Inc., New York.

Patrick G. Appleson, with WWOK(AM) Miami, joins WKMF(AM) - WGMZ(FM) Flint, Mich., as music director and personality.

Craig Moore, formerly with WBIS(AM) Bristol, Conn., joins WHAG-AM-FM Hagerstown, Md., as music director and personality.

Rick Riccobono, formerly professional manager, Darjen and Darla Music, named assistant director, performing rights, Broadcast Music Inc., West Coast.

Don Claggett, with Cathedral Teleproductions, Akron, Ohio, joins engineering production staff, Television Production Center, Pittsburgh.

Broadcast Journalism

Bill Taylor, director of news and public affairs, WRCK-AM-FM Rockford, Ill., appointed news director, WREX-TV there.

Jackson Kane, anchorman, WGST(AM) Atlanta, joins KIMN(AM) Denver as news director.

J. Marc Doyle, executive director, news department, WLOS-TV Asheville, N.C., joins WAGA-TV Atlanta as executive producer, news.

Jack Smith, research reporter, KNXT(TV) Los Angeles, joins WJAR-TV Providence, R.I., as sports and general assignment reporter.

Joe Spencer, with WWJ-TV Detroit, appointed producer-director, evening newscasts.

Dean Griffin, public affairs director, WJW(AM) Cleveland, appointed local government reporter.

Bob Kur, formerly with public television's *Martin Agronsky: Evening Edition*, joins WRC-TV Washington as reporter.

Jack Laflin, sportscaster, WQXR-AM-FM New York, joins WSNL-TV, under construction in Patchogue, N.Y., as sports director.

Jon Wetterlow, with WCOD(AM) Hyannis, Mass., joins WOCB-AM-FM West Yarmouth, Mass., as sports director.

Howard K. Smith, co-anchorman, *ABC Evening News*, awarded honorary Doctor of Humane Letters degree from Saint Michael's College, Winooski Park, Vt.

Bob Wolfe, news photographer, KTRK-TV Houston, awarded Coast Guard's Silver Medal for Life Saving for his March 22, 1972 effort in saving four boys from drowning. Medal is second highest award armed forces can present to civilian.

Cablecasting



Mr. Williams

Donald O. Williams, VP-general manager, Cox Communications' Trans-Video Corp., San Diego, elected president, California Community TV Association. Other officers elected at recent CCTA business meeting: **William E. Schiller**, Storer Cable, VP; **Kester K. Krieg**, Teleprompter, VP (technical); **Wilmot W. Horton**, Theta Cable, Los Angeles, secretary; **John Monroe**, Telecommunications, treasurer.

Bill Riley, with KRNT-AM-FM-TV Des Moines, Iowa, joins Hawkeye Cablevision there as Des Moines metro area system manager.

John W. Thomas, VP and treasurer, Sherwood Diversified Services, New York, named manager of internal auditing, Warner Communications Inc., New York.

Equipment & Engineering

Dennis Fraser, writer/producer/director, ABC, Chicago, joins Telemation Inc., Salt Lake City as Midwest regional broadcast sales manager with headquarters in Chicago.

Irwin S. Sylvan, manager of national accounts and operations manager, Anixter Bros. Inc., appointed executive VP, Anixter Pruzan, Seattle, national supplier to cable-television and power industries. Anixter Bros. is international electrical equipment and supply firm.

Jonathan T. Mack, with Electronic Industries Association, Washington, appointed staff director, EIA distributor products division.

Milton F. Fleming, treasurer, Prodelin Inc., Hightstown, N.J., elected VP. Firm manufactures antenna and transmission line systems.

Allied Fields

Edward Combs, attorney adviser to Federal Trade Commissioner Paul Rand Dixon, appointed director, FTC's Atlanta regional office.

Galen O. Gilbert, VP in charge of broadcasting and FCC-license schools, Elkins Institute, Dallas, resigns effective July 1. His duties will be assumed by **Bill Elkins**, chairman of board.



In the oval office. Not all news is bad news for the President in these Watergate-dominated times. Among the good: this "Captain E. V. (Eddie) Rickenbacker Americanism Award," the creation of WMNI-AM-FM Columbus, Ohio, presented to Mr. Nixon by William R. Mnich (r) and Representative Samuel L. Devine (R-Ohio). The award was presented "in recognition of outstanding effort in behalf of freedom, liberty and the perpetuation of our constitutional principles." Mr. Mnich is president and general manager of North American Broadcasting Co.

Marvin R. Bensman, assistant professor, Memphis State University speech department, named associate professor. **F. Dennis Lynch**, formerly with University of Kansas, joins Memphis State speech department as associate professor and director of broadcasting-film.

Deaths

Bernard Yarrow, 73, lawyer and former senior VP, Radio Free Europe, died May

25 at his home in New York. Mr. Yarrow had been with Free Europe Inc., group which operates Radio Free Europe, from 1952 until retirement last January. He is survived by wife, Sylvia, two daughters and one son.

L. Baldwin Harper, 76, former producer and director, WTOP(AM) Washington and Voice of America there, died May 25 at veterans hospital of emphysema. Mr. Harper, who retired as VOA's acting chief of special events in 1966, was also associated with KYW(AM) when station was in Chicago, and WKBN(AM) Youngstown, Ohio. He is survived by wife, Lucille.

Robert Arnold Ferguson, 57, former chief engineer, KING-FM-TV Seattle, died May 18 after long illness. Mr. Ferguson had been with station from 1952 to 1966. He is survived by wife, Mariel, and one daughter.

Irene Cook Pesaric, 62, formerly with KGER(AM) Long Beach, Calif., died at her home in Long Beach on May 18 of heart attack. Mrs. Pesaric was with KGER for 25 years in various programming positions, including program director, until retirement in 1965. She is survived by husband, Jake.

Athena Lorde, 57, radio, TV, stage and motion-picture actress, died May 23 of cancer at her home in Van Nuys, Calif. Miss Lorde was heard regularly in such radio productions as *The March of Time* and *Gangbusters* and her movie credits included *Hush Hush*, *Sweet Charlotte* and soon-to-be-released *Dr. Death, Seeker of Souls*. She is survived by husband, Jim Boles, two daughters and one son.

For the Record®

As compiled by BROADCASTING May 23 through May 29, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sun-

set. 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

Application

■ Pittsburgh—Pittsburgh Television Inc. Seeks UHF ch. 22 (518-524 mhz); ERP 1,503 kw vis, 158.5 kw aur. HAAT 966 ft.; ant. height above ground 845 ft. P.O. address c/o Julian S. Smith, 3500 Parkdale Ave., Baltimore. Estimated construction cost not indicated; first-year operating cost \$414,400; revenue \$850,000. Geographic coordinates 40°22'43" north lat.; 79°46'48" west long. Type trans. GE TT-25A and CCA TVU-55V. Type ant. CCA BR-35 H. Legal counsel Fisher, Wayland, Southmayd & Cooper, Washington; consulting engineer Gautney & Jones, Washington. Principals: Julian S. Smith and Frederick M. Himes Jr. (each 50%). Mr. Smith owns 49% of WBFF-TV Baltimore and is president, director and general manager of station. He also owns 35% of Commercial Radio Institute Inc., licensee of WFFM-FM Baltimore and 39% owner of WBFF. Mr. Himes is operations manager and 3% owner of WBFF. Ann. May 8.

Rulemaking action

■ Ithaca, N.Y.—FCC amended TV table of assignments with substitution of ch. 65 for ch. 14 at Ithaca (Doc. 19666). Action May 23.

Call letter application

■ Wichita Falls Educational Translator Inc., Wichita Falls, Tex.—Seeks *KIDZ-TV.

Existing TV stations

Final actions

* KRON-TV San Francisco—FCC dismissed petition by Committee for Open Media, asking for denial of license-renewal application of Chronicle



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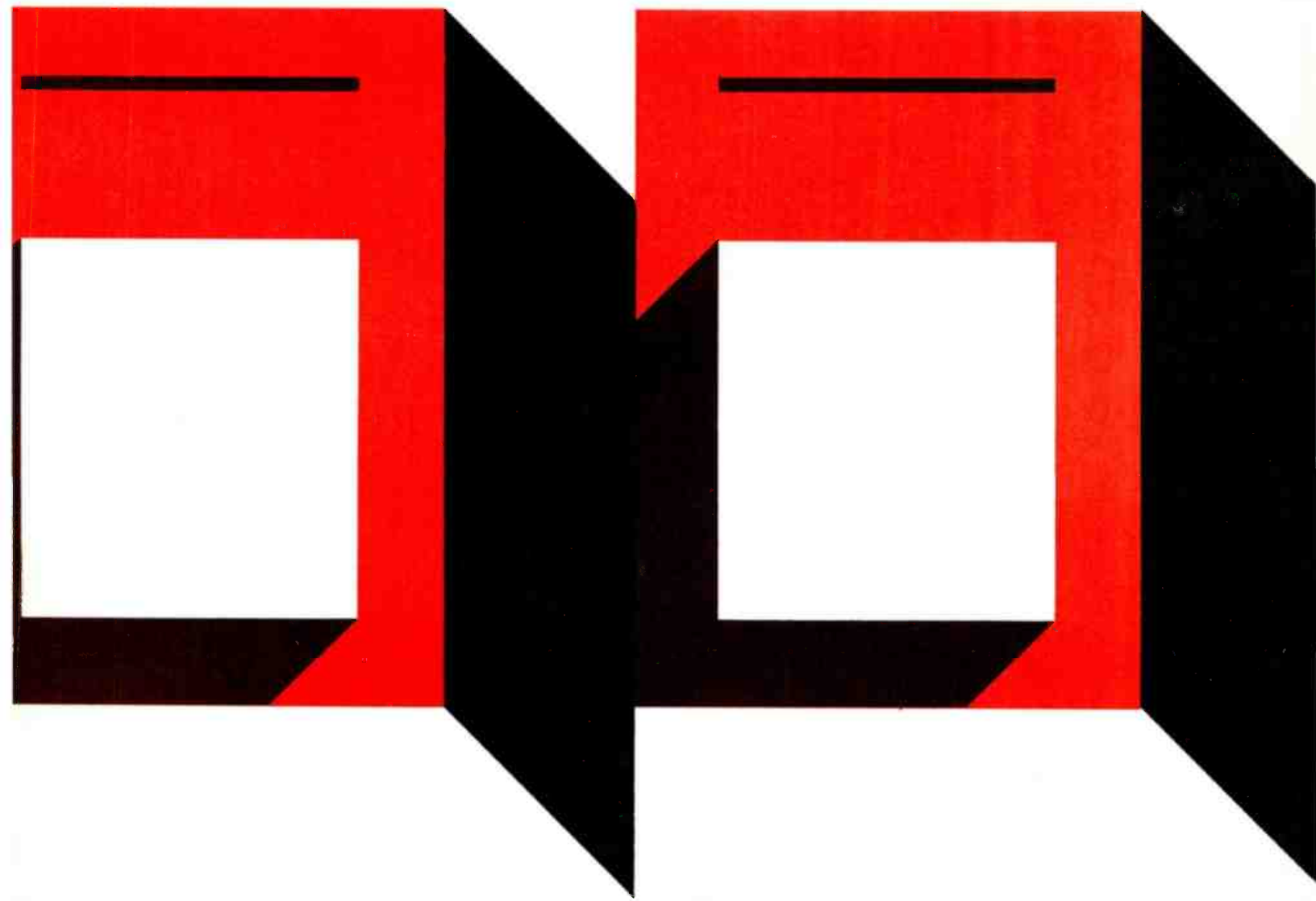
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Summary of broadcasting

Compiled by FCC, April 30, 1973

	Licensed	On air STA*	Not CP's	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.

Broadcasting Co., licensee. Commission granted Chronicle's license renewal in action released May 9 (Doc. 18500). Action May 23.

■ ***WNET(TV) Newark, N.J.**—FCC informed Educational Broadcasting Corp., licensee, that broadcasting announcements for air charter flight service to help raise funds for station operation is inconsistent with noncommercial nature of educational stations. Action May 23.

■ **WTAR-TV Norfolk, Va.**—FCC extended date for filing exceptions to initial decision, proposing renewal of the license, to permit consideration of petition to enlarge issues and reopen record, filed by Hampton Roads Television Corp., competing applicant for WTAR-TV facility (Docs. 18791-2). Action May 23.

■ **KREM-TV Spokane, Wash.**—Chief, complaints and compliance division, informed Sherwyn M. Heckt that no further action was warranted on complaint that KREM-TV had violated fairness doctrine by refusing to grant time to Environmental Action Council of Spokane to present opposing views on staging of "Expo 74"—international exposition to be held in Spokane in 1974. Ann. May 23.

■ **FCC extended time to June 22 for NBC to file for review of Broadcast Bureau's ruling of May 2 upholding complaint by Accuracy in Media concerning program *Pensions: The Broken Promise*.** Action May 23.

Action on motion

■ **Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]),** TV proceeding, granted petition by applicant to amend application to include supplemental ownership information concerning WLCY-TV Inc. and its parent company, Rahall Communications Corp., and accepted amendment (Doc. 19627). Action May 22.

Other action

■ **Review board in Florence, S.C.,** reopened record in proceeding on application of Daily Telegraph Printing Co. for CP to increase ant. height and move trans. site of WBTW(TV) Florence. It was remanded to administrative law judge for further hearing and preparation of supplemental initial decision (Doc. 18650). Action May 23.

Fine

■ **WCIU-TV Chicago**—FCC notified Weigel Broadcasting Co., licensee, of apparent liability for forfeiture of \$5,000 in connection with broadcasts of *Chinchilla Ranching*, half-hour program. Action May 23.

Designated for hearing

■ **WFAA-TV Dallas**—FCC designated for hearing mutually exclusive applications of A. H. Belo Corp. for renewal of license for WFAA-TV and of WADECO Inc., for CP for new station on ch. 8, Dallas. Issues include whether WADECO is financially qualified and which of proposals would better serve public interest. Action May 23.

New AM stations

Start authorized

■ **KRMC Midwest City, Okla.**—Authorized program operation on 1220 khz, 250 w, DA-D. Action April 25.

Final action

■ **Marco Island, Fla.**—FCC, in response to joint request by Radio Voice of Naples and Collier Broadcasting Co., approved agreement providing for dismissal of Radio Voice's application for new AM in Naples, Fla., in return for payment of expenses incurred, not to exceed \$8,500, and granted application of Collier for new AM in Marco Island on 1510 khz, 1 kw, DA-D. Estimated construction cost \$114,664; first-year operating cost \$72,000; revenue \$75,000. Principals: John L. Laubach Jr., president (25%), Robert H. Burstein (36%) and Robert B.

Lubic (30%), et al. Mr. Laubach is partner in Pittsburgh law firm. Mr. Burstein owns metal brokers company in Wilksburg, Pa. Mr. Lubic is principal in Washington law firm of Alk and Lubic. Action May 9.

Initial decision

■ **Jacksonville, Fla.**—Administrative Law Judge Millard F. French, in initial decision, proposed grant of application of Integrated Broadcasting Co. for new AM on 1530 khz, 50 kw-D, and denial of application by Dowric Broadcasting for new AM at Brunswick, Ga. (Doc. 19448-50). Principals: Leroy Garrett, president (39%), William E. Bennis Jr. (29%), et al. Mr. Garrett is licensee of WEUP(AM) Huntsville, Ala. Mr. Bennis has minority interests in WFLI(AM) Lookout Mountain, Tenn., and in WVOK(AM) Birmingham, Ala. He also owns 40% of Washington communications engineering firm of Bennis, Gureckis and Bennis. Ann. May 17.

Action on motion

■ **Administrative Law Judge Herbert Sharfman in Mount Dora, Fla. (Lake Radio Inc. and Golden Triangle Broadcasting Co.),** AM proceeding, in view of ruling on site amendment, denied petition by Golden Triangle Broadcasting Co. filed May 9 to amend application, and rejected proposed amendment specifying another trans. site and including expense item for aux. power generator (Docs. 19701-2). Action May 22.

Other actions

■ **Review board in Shreveport, Vivian and Bossier City, all Louisiana.** AM proceeding, granted petition by Ruby June Stinnett Dowd for extension of time through July 5 to file exceptions to initial decision (Docs. 19507-9). Action May 24.

■ **Review board in Corpus Christi, Tex., and Colorado Springs, FM and AM proceeding,** scheduled oral argument for June 26 on exceptions and briefs to partial initial decision in which A. V. Bamford, applicant for new FM in Corpus Christi and AM in Colorado Springs was found qualified to be commission licensee (Docs. 19089, 19158). Action May 21.

■ **Review board in Humble, Houston and Nassau Bay, all Texas,** AM proceeding, denied petitions for reconsideration of review board action reversing chief judge's grant of joint approval agreement in proceeding (Docs. 19186-9). Action May 18.

Call letter action

■ **James River Broadcasting Corp., Norfolk, Va.**—Granted WZAM.

Existing AM stations

Applications

■ **WBET Brockton, Mass.**—Seeks CP to make change in DA pattern and add MEOV's. Ann. May 25.

■ **WHTH Heath, Ohio**—Seeks CP to make changes in DA operating parameters. Ann. May 25.

Final actions

■ **WGFA Watseka, Ill.**—Chief, complaints and compliance division, informed Ronald E. Boyer that WGFA had not failed to comply with obligation to afford reasonable opportunity for presentation of controversial views in presentation of editorials and discussions concerning pay increases for certain Iroquois county officials. Ann. May 23.

■ **KBUH Brigham City, Utah**—FCC denied request by Community Broadcasting Co. for waiver of rule requirements for acceptance of applications for new stations and major changes, and returned application to increase daytime power of KBUH from 250 w to 500 w. Action May 23.

Action on motion

■ **Administrative Law Judge Basil P. Cooper in Del Rio, Tex. (Green Valley Radio),** in matter of renewal of license for KWDR, canceled hearing

scheduled for June 4 dismissed with prejudice, for failure to prosecute, application of Don Renault, trading as Green Valley Radio, and terminated proceeding (Doc. 19704). Action May 22.

Other action

■ **WCMP Pine City, Minn.**—FCC admonished WCMP Broadcasting Co., licensee, on fairness-doctrine obligations and responsibility to disclose intended political candidacy of president during broadcasts which might reasonably be expected to advance his candidacy, if in fact he had determined to become candidate at time. Action May 23.

Fines

■ **KATO Safford, Ariz.**—FCC notified Al G. Stanley, licensee, that he has incurred apparent liability of \$1,000 for willful or repeated violation of rules by operating station without program test authority. Action May 23.

■ **KINO Winslow, Ariz.**—FCC notified Winslow Communications Inc., licensee, that it has incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by having improperly licensed operator in charge of station's trans. Action May 23.

■ **KZNG Hot Springs, Ark.**—FCC notified KZNG Broadcasting Co., licensee, that it has incurred apparent liability of \$1,000 for willful or repeated violation of rules by operating station with power in excess of that authorized. Action May 23.

■ **WLOE Eden, N.C.**—FCC notified Socom Inc., present licensee, that notice of apparent liability for \$1,000 forfeiture dated March 29 has been rescinded. WLOE was cited for operating station with excessive power. Socom denied liability stating that alleged violations occurred on dates prior to June 19, 1972, when it consummated assignment of license of WLOE from WLOE Inc. Action May 23.

Call letter action

■ **WOOO DeLand, Fla.**—Granted WKXX.

New FM stations

Applications

■ ***Manteca, Calif.**—Manteca Unified School District. Seeks 90.3 mhz, 10 w. HAAT 65 ft. P.O. address 2901 East Louise Avenue, Manteca 95336. Estimated construction cost \$7,383; first-year operating cost \$1,500; revenue none. Principals: Richard J. Cherry, district superintendent, et al. Ann. May 16.

■ **Fort Valley, Ga.**—Rocket Radio Inc. Seeks 106.3 mhz, 3 kw. HAAT 297 ft. P.O. address Roberta Road, Fort Valley 31030. Estimated construction cost \$12,450; first-year operating cost \$10,000; revenue \$16,000. Rocket Radio is licensee of WFFM(AM) Fort Valley. Principals: Paul Reehling, president, et al. Ann. May 16.

■ **Rumford, Me.**—Rumford Broadcasting Co. Seeks 96.3 mhz, 1.41 kw. HAAT 1,425 ft. P.O. address 638 Congress Street, Portland, Me., 04101. Estimated construction cost \$32,878; first-year operating cost \$5,500; revenue \$12,000. Rumford Broadcasting is licensee of WRUM(AM) Rumford. Principals: Melvin L. Stone, president (76%), et al. Mr. Stone owns 55% of WGUY(AM) Bangor, Me. He also has minority interests in WDSC-FM Portland, Me. Ann. May 16.

■ **Camden, Tenn.**—Ray Smith. Seeks 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address 113 Forrest Avenue, Camden 38320. Estimated construction cost \$31,000; first-year operating cost \$46,000; revenue \$48,000. Principals: Mr. Smith owns Chevrolet dealership in Camden. Ann. May 15.

■ **Barre, Vt.**—Robert I. Kimel & Bessie W. Grad. Seeks 107.1 mhz, 3 kw. HAAT minus 164 ft. P.O. address 1 Jacques Street, Barre 05641. Estimated construction cost \$29,659; first-year operating cost \$20,000; revenue \$24,000. Principals: Mr. Kimel and Ms. Grad each own 50% of WWSR-AM-FM St. Albans and WSNO(AM) Barre, both Vermont. Ann. May 16.

Start authorized

■ ***KSUL(FM) Long Beach, Calif.**—Authorized program operation on 90.1 mhz, TPO 10 w. Action April 24.

Actions on motions

■ **Acting Chief Administrative Law Judge Lenore G. Ehrig in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.),** FM proceeding, due to absence of presiding judge French, postponed hearing scheduled for May 29 to date to be announced by further order of presiding judge (Docs. 18456-7). Action May 21.

■ **Administrative Law Judge David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.),** FM proceeding, granted petitions by Sound Media to amend application as to financial matters, and accepted amendments (Docs. 19410-11). Action May 22.

■ **Administrative Law Judge James F. Tierney in**

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Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Co. of Searcy Inc.), FM proceeding, on motion by movant for additional thirty days extension of time, filed May 18, extended to June 20 time for filing of proposed findings and conclusions (Docs. 18989-90). Action May 21.

Other action

■ Review board in Cedar Rapids, Iowa, FM proceeding, denied joint request by Stereo Beam Corp. and KVCH Inc. for extension of time through June 8 to file petitions to add issues (Docs. 19725-6). Action May 24.

Call letter applications

■ Wade B. Sullivan, Ozark, Ala.—Seeks WAYD-FM.
 ■ Abraham Baldwin Agricultural College, Tifton, Ga.—Seeks *WABR-FM.
 ■ West Virginia Board of Regents, Fairmont, W. Va.—Seeks *WWFC(FM).

Call letter actions

■ Gold Country Radio, Jackson, Calif.—Granted KNGT(FM).
 ■ University of New Haven Inc., West Haven, Conn.—Granted *WNHU(FM).
 ■ William J. Bogan High School, Chicago—Granted *WBHI(FM).
 ■ State Educational Radio & Television Facilities Board, Waterloo, Iowa—Granted *KRIN(FM).
 ■ Board of Education of Oak Park School District, Oak Park, Mich.—Granted *WQOW(FM).
 ■ Board of Education Memphis City Schools, Memphis—Granted *WQOX(FM).
 ■ Harbor Cities Broadcasting Inc., Kewaunee, Wis.—Granted WAUN(FM).

Designated for hearing

■ Steamboat Springs, Colo.—FCC designated for hearing mutually exclusive applications of H & H Broadcasting Co., Colorado West Broadcasting Inc. and Big Country Radio Inc. for new FM on ch. 244 (96.7 mhz) in Steamboat Springs. Action May 23.
 ■ Irvine and Winchester, both Kentucky—FCC designated for hearing application by Irvanna Broadcasting Co. for new FM on ch. 261 (100.1 mhz) with 3 kw power, in Irvine with mutually exclusive applications of WWKY Inc. and Clark Communications Co. for same facilities in Winchester. Action May 23.

Existing FM stations

Final actions

■ KNOB(FM) Long Beach, Calif.—Broadcast Bureau granted mod. of license covering change in studio and remote control locations to 505 North Euclid Street, Anaheim, Calif.; granted mod. of CP to change studio location and remote control to 505 North Euclid Street, Anaheim. Action May 16.
 ■ KIQQ(FM) Los Angeles—Broadcast Bureau granted CP to install new trans. and ant.; change ERP to 58 kw; ant. height 1,130 ft.; correct coordinates; remote control permitted. Action May 18.
 ■ WSHE(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted waiver of rules to identify as Fort Lauderdale-Miami. Action May 16.
 ■ WSTO(FM) Owensboro, Ky.—Broadcast Bureau granted SCA. Action May 18.

Other action

■ *WERS(FM) Boston—FCC granted request by Emerson College for waiver of rules and accepted for filing application to move trans. site and change facilities. Action May 23.

Call letter applications

■ KPSSA(FM) Los Angeles—Seeks KEZM(FM).
 ■ WKPE-FM Cocoa Beach, Fla.—Seeks WRKT-FM.
 ■ WPDQ-FM Jacksonville, Fla.—Seeks WQXJ(FM).
 ■ *WQHT(FM) Olive Hill, Tenn.—Seeks *WDNX(FM).

Other action, all services

■ FCC, in response to requests by Ross D. Sackett, Robert O. Anderson and Ralph O. Briscoe, waived divestiture conditions imposed in June 1971 CBS-Viacom decision approving proposal by CBS to spin-off cable-TV and non-network television program interests, which it was no longer permitted to keep under rules, to Viacom International Inc., new corporation. Action May 23.

Ownership changes

Applications

■ KSMI-FM Donaldsonville, La.—Seeks transfer of control of permittee, LaFourche Valley Enterprises Inc., from Warren L. Authement, Vernon E. Touns, Donald L. Peltier and Joseph R. Brock (as group, 50% before, none after) to Michael P., Percy H. and M. Paul Le Blanc (as group, 40% before, 90% after). Consideration: \$25,000. Ann. May 15.
 ■ KMAR(AM)-KCRF(FM) Winnsboro, La.—Seeks assignment of license from KMAR Broadcasting Corp. to Franklin Parish Broadcasting Inc. for \$120,000. Sellers: Si Willing, president, et al. Buyers: Edward O. Fritts, president (100%). Mr. Fritts owns 54% of WNLA-AM-FM Indianola, Miss. Ann. May 14.
 ■ WQIC(AM) Meridian, Miss.—Seeks assignment of license from Torgerson Broadcasting Co. to East-West Communication Corp. for \$65,000. Sale is contingent on FCC approval of acquisition by Torgerson Broadcasting of WOKK(AM) Meridian. Buyers: Charles L. Young, president (49%), and Peble Corp. (51%). Mr. Young owns manufacturing and construction firms in Meridian. He also has real estate interests there. Peble Corp is Meridian real estate and investment firm. Ann. May 14.
 ■ WKOL(AM) Amsterdam, N.Y.—Seeks assignment of license from Paul E. Carpenter to WKOL Inc. for \$100,000. Seller: Mr. Carpenter owns WCBA(AM) Corning, N.Y. Buyers: Maunel N. Panosian, president, Robert Johnson, vice president (each 20%), et al. Mr. Panosian has majority interest in WIQT(AM)-WQIX(FM) Horseheads, N.Y. Mr. Johnson is general manager of those stations. Ann. May 14.
 ■ KFRN-FM Brownwood, Tex.—Seeks assignment of license from Kean Radio Corp. to G.B.E. Inc. for \$34,000. Sellers: Pat Davidson, president, et al. Kean Radio is licensee of KEAN(AM) Brownwood. Buyers: Gary R. Price, Ernest F. Cadenhead Jr. and M. Bryan Healer (each 33⅓%). Messrs. Cadenhead and Healer own law partnership of Cadenhead & Healer. Mr. Price is also lawyer in Brownwood. Ann. May 15.
 ■ KERV(AM)-KPFM(FM) Kerrville, Tex.—Seeks assignment of license (and CP for FM) from Kerrville Broadcasting Co. to KGKL Inc. for \$410,000. Buyer: Leroy J. Gloger (100%). Mr. Gloger formerly owned KIKK-AM-FM Houston-Pasadena, Tex. He sold those stations last year to Sonderling Broadcasting in deal which involved his acquisition and subsequent spinning off of Sonderling's KFOX-AM-FM Long Beach-Los Angeles. Ann. May 14.

Actions

■ WGNR(FM) Oneonta, N.Y.—Broadcast Bureau announced that transfer of control of Tryon Broadcasting Co. which was granted March 23 was not consummated. Ann. May 14.
 ■ KLUF-AM-FM Lufkin, Tex.—FCC granted assignment of license and CP (for FM) from Lufkin Broadcasting Corp. to Radio Lufkin Inc. for \$164,000. Sellers: Pitzer H. Garrison, president, et al. Buyers: Radio Laredo Inc. (80%), R. Steven Hicks, president (19%), et al. Radio Laredo is licensee of KLAR(AM) Laredo, Tex. Mr. Hicks has minority interests in Radio Beaumont Inc., owner of KLVJ(AM)-KBPO(FM) Beaumont and KBYG(AM) Big Spring, both Texas. He is local sales manager for KLVJ. Action May 23.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced May 22, 24 and 25 (station in parentheses are TV signals proposed for carriage):

■ Indiana Co. Cable TV Inc., Evening Shade, Ark. (KETS-TV, KARK-TV and KTHV, all Little Rock, Ark.); WMC-TV Memphis; KAIT-TV Jonesboro, Ark.; KYTV, KTTS and KMCT, all Springfield, Mo.).
 ■ Leacoin Inc., Florence, Colo. (KKTU and KRDO-TV, both Colorado Springs, KOAA-TV and KTSC, both Pueblo, and KWGN-TV Denver, all Colorado).
 ■ American Television and Communications Corp., Kissimmee, Fla. (Add WTVT Tampa, Fla.).
 ■ Dixon Cable TV Inc., Dixon, Ill. (Add WSNS-TV Chicago in lieu of WFLD-TV Chicago).
 ■ Metro Cable Co., Loves Park, North Park and incorporated areas of Winnebago county, all Illinois (Add WMVS Milwaukee).
 ■ Hoopeston Cable Co., Milford, Wellington and Rossville, all Illinois (WICD and WCIA, both Champaign, Ill.; WLFJ-TV Lafayette, Ind.; WGN-TV, WLS-TV, WFLD-TV and WSNS-TV all Chicago; WTTV Bloomington, Ind.; WLWI Indianapolis; WILL-TV Urbana, Ill.).
 ■ Teleprompter Cable Communications Corp., Rock Island, Ill. (Add WSNS-TV Chicago; WFLD-TV Chicago).
 ■ General Electric Cablevision Corp., Anderson, Ind. (Add WSNS-TV Chicago; delete WFLD-TV Chicago).

■ All Channel Cablevision Inc., Boonville, and Mt. Vernon, both Indiana (WEHT, WFIE, WTVW and WNIN, all Evansville, Ind.; WTTV Bloomington, Ind.; WDRB Louisville, Ky.).

■ Telecab of Kokomo Inc., Kokomo and Howard county (area adjacent and contiguous to city limits of Kokomo), both Indiana (Add WSNS Chicago).
 ■ Greater Lafayette TV Cable Co., Lafayette and West Lafayette, both Indiana (Add WSNS-TV Chicago; delete WFLD-TV Chicago).
 ■ Logansport TV Cable Co., Logansport, Ind. (Add WSNS-TV Chicago in lieu of WFLD-TV Chicago).
 ■ Marion Cable Television Inc., Marion, unincorporated areas of Grant county, Jonesboro and Gas City, all Indiana (Add WSNS-TV Chicago in lieu of WFLD-TV Chicago).
 ■ Hoosier Telecab, Peru, Grissom AFB and Miami county, (area between Peru city limits and Grissom AFB), all Indiana (Add WSNS-TV Chicago in lieu of WFLD-TV Chicago).
 ■ Hoosier Telecab, Wabash, Ind. (Add WSNS-TV Chicago in lieu of WFLD-TV Chicago).
 ■ Lloyds Radio & TV, McGregor, Iowa (Add KRIN-TV Waterloo, Iowa).
 ■ Anthony Cablevision Inc., Anthony, Kan. (KARD-TV and KAKE-TV, both Wichita, Kan.; WKY-TV, KOCO-TV, WKTV and KETA-TV, all Oklahoma City; KPTS-TV and KTVH, both Hutchinson, Kan.).
 ■ Russell County Cablevision, Jamestown, Russell county, (unincorporated area) and Russell Springs, all Kentucky (Add WATE-TV Knoxville, Tenn.; WLKY-TV Louisville, Ky.).
 ■ Tele-Caption of Winchester Inc., Winchester, Ky. (Add WXIX-TV Cincinnati).
 ■ Caltec, Baltimore county, Md. (WBAL-TV, WBFF, WMAR, WJZ-TV, and WMPB, all Baltimore; WRC-TV, WTTG, WMAL-TV, WTOP-TV, WDCA-TV and WETA, all Washington; WNTV Goldvein, Va.; WSBA-TV York, WLYH-TV and WGAL-TV, both Lancaster, WTPA and WHP-TV, both Harrisburg and WITF-TV Hershey, all Pennsylvania).
 ■ Keedysville Cable TV, Keedysville, Md. (WHAG-TV Hagerstown, Md.; WMPB and WMAR-TV, both Baltimore; WTTG-TV WETA-TV, WRC-TV, WTOP-TV and WMAL-TV, all Washington).
 ■ Cable Television Inc., Comstock and Galesburg, both Michigan (WKZO-TV Kalamazoo, Mich.; WSVJ Elkhart, Ind.; WNDU and WSBT-TV, both South Bend, Ind.; WJIM Lansing, WUHQ Battle Creek and WOTV Grand Rapids, all Michigan; WGN-TV Chicago; WKAR East Lansing and WKBD Detroit, both Michigan).
 ■ Northeast Minnesota Cable TV Inc., Duluth, Minn. and Superior, Wis. (Add WVTU Milwaukee).
 ■ Tylertown Cable TV Co., Tylertown, Miss. (WBRZ and WAFB, both Baton Rouge, La.; WLBT and WJTV, both Jackson, Miss.; WWL-TV, WGNB, WDSU and WVUE, all New Orleans; WDM Laurel, WMAU Bude and WLOX Biloxi, all Mississippi).
 ■ Missouri CATV Systems Inc., Eldon and Tipton, both Missouri (Add KBMA-TV and KCSD-TV, both Kansas City, Mo.).
 ■ T-V Transmission Inc., Auburn, Tecumseh, Crete, Nebraska City, York, Lincoln, Fairbury, Seward, Humboldt, Table Rock and Pawnee City, all Nebraska (Add: KBMA-TV Kansas City, Mo.; KWGN-TV Denver).
 ■ T-V Transmission Inc., David City, Neb. (Add KWGN-TV Denver).
 ■ T-V Transmission Inc., Superior, Neb. (Add KBMA-TV Kansas City, Mo.).
 ■ Fulton Cablevision Co., Circleville, Ohio (WLWC, WTVN, WBNS and WOSU, all Columbus; WQUB Athens, WXIX Cincinnati and WUAB and WKBF, both Cleveland, all Ohio).
 ■ Mohoning Valley Cablevision Inc., Hubbard township, Ohio (WFMJ-TV, WKBN-TV and WYTV, all Youngstown, Ohio; WKBF, WUAB, WVIZ-TV, WKYC-TV, WEWS-TV and WJM-TV, all Cleveland).
 ■ Tele-Media Corp. of Jackson County, Jackson, Wellston, Coalton, Lick township and Coal township, all Ohio. (Add WXIX-TV Cincinnati; WMUL-TV Huntington, W.Va.).
 ■ Cablevision of Marlow Inc., Marlow, Okla. (Add KOCO-TV, KWTU and WKY-TV, all Oklahoma City).
 ■ Jefferson Cable TV, Jefferson borough, Pa. (WLYH-TV and WGAL-TV, both Lancaster, Pa.; WMPB, WBAL-TV, WJZ-TV and WMAR-TV, all Baltimore; WSBA-TV York, WITF Hershey and WTPA-TV and WHP-TV, both Harrisburg, all Pennsylvania; WTTG-TV and WDCA-TV, both Washington).
 ■ Suburban Cable TV Co., borough of West Conshohocken, Pa. (KYW-TV, WCAU-TV, WPVI-TV, WKBS-TV, WPHL-TV and WTAF-TV, all Philadelphia; WHYY-TV Wilmington, Del.; WOR-TV and WPIX, both New York).
 ■ Warner-TVC Corp., Warren borough, Pa. (Requests certification of existing system).

■ Bay City T.V. Cable Co., Bay City, Tex. (Add KBTX-TV Bryan, WOAI-TV, KENS-TV, KLRN-TV, KSAT-TV and KWEX-TV, all San Antonio; KTVT Fort Worth, KDTV Dallas, all Texas).

■ TV Cable Service, Comanche, Tex. (Add KNCT Belton, Tex.; KDTV and KBFI-TV, both Dallas; KTXS-TV Sweetwater and KCEN-TV Temple, both Texas).

■ El Paso Cablevision Inc., El Paso, Tex. (Add KRWG-TV Las Cruces, N.M.).

■ Stockton Television Relay Inc., Fort Stockton, Tex. (Add KTVT Fort Worth; KERA-TV Dallas).

■ Merkel TV Cable Co., Merkel, Tex. (KRBC-TV Abilene, KTXS-TV Sweetwater, KDFW-TV and KERA-TV, both Dallas and KTVT Fort Worth, all Texas).

■ Jefferson Cable Corp., Charlottesville and Albemarle county (unincorporated areas), both Virginia

(Add WVPT Staunton, Va.; delete WCVW Richmond, Va.).

■ Teleprompter of Virginia Inc., Tazewell, Va. (Requests certification of existing system).

■ Coast Communications Co., Ocean Shores and North Beach area of Gray's Harbor county, both Washington. (Add KTNT-TV Tacoma, Wash.).

Final actions

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Teleprompter of Virginia Inc., Big Rock, Grundy, Vasant, Deel, Deskins, Keen Mountain, Mt. Heron, Oakwood, Mavisdale, Maxie, and Harman, all Virginia.

■ Conway, S.C.—FCC authorized Television Cable Co. to add signal of WRET-TV Charlotte, N.C. Action May 23.

Cable

The following are activities in community-antenna television reported to BROADCASTING through May 29. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Portsmouth, N.H.*—Satellite System Corp., Marquette, Mich., has been awarded ten-year franchise.

■ *Hagaman, N.Y.*—Village board approved franchise with Gateway Cable TV. Board has requested waiver of state-wide cable moratorium from state.

■ *Kent, N.Y.*—Town board awarded 15-year, exclusive franchise to Putnam County CATV Inc.

■ *Houston*—City council approved first reading of ordinance awarding franchise to Greater Houston CATV Inc. Ordinance must be approved on three readings.

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-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate 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

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.

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 daytime in Mid-Atlantic region. Phone manager at 301-876-1515.

TM productions has two openings for account executives in prime territories paying \$20,000 to \$35,000 first year. Full broadcast knowledge required and only experienced sales/sales management need apply. The abilities to communicate on equal level with top radio management and demonstrate revenue producing ideas and concepts a must! The men we hire will be winners both professionally and personally. If you love to travel, meeting and selling fellow broadcasters . . . send detailed resume to Jim Long, Chief Operating Officer, TM Productions, Inc., 1349 Regal Row, Dallas, Texas 75247. Absolutely no phone calls accepted!

Help Wanted Sales

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.

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.

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.

Salesman. Leading AM station in moderate size Nebraska community. Fulltime MOR. Outstanding earnings possibility and good opportunity. Excellent community living. Mail complete resume to Box F-1, BROADCASTING.

Christian formatted Florida station looking for announcer-salesman. Send complete details including salary requirements and picture. Box F-14, BROADCASTING.

Want an AM-FM sales dept. ramrod. Salary plus override. Five figure income first year. Position demands solid radio sales experience. Midwest background only. Dale Low, KLSS-KSMN Mason City, Iowa.

Good guarantee plus commission for salesman or program man wanting to learn sales. Continuous professional sales training. Dale Low, KLSS/KSMN, Mason City, Iowa.

KTAC AM/FM calling. Expanding sales crew on AM/FM #1 rated Rock stations. Tacoma 420,000 population. Experienced men with at least 4 years on the street selling Rock format. Aggressive go-getters with record of top achievements. Phone Jim Nelly, 206-473-0085.

WGON AM, WQXO FM (CP) want experienced sales person to make \$15,000 by billing \$60,000. That's right . . . 25% commission against a guarantee, plus expenses and a relaxed life in clean air, beautiful, Munising, Mich. Equal Opportunity Employer M/F. Write with resume, picture, references, billing information.

Salesman ready to move up to Sales Manager wanted by daytime Country Music station. Must be industrious, honest. State experience, references, salary required in first letter and send to Mr. Carl Stuart, WHOL Radio, Allentown, Pa. 18105.

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.

Small market AM/FM station. NW Wisconsin's most progressive operation is seeking a salesman/announcer/copywriter with emphasis on sales. Contact Carl Klaus, WJMC, Rice Lake, Wisc. 54868.

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. Reply write or call General Sales Manager, WNJR, 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. SKW 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 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.

Talker in top ten needs the greatest, most exciting, most controversial personality in the world. Equal Opportunity Employer. Send materials to Box F-28, BROADCASTING.

PM Drive-Florida. We're one of the state's largest and best known radio stations, and we need a creative afternoon drive personality. Looking for a seasoned pro who is ready for the challenge of one of America's fastest growing top 30 markets. Excellent pay and fringe benefits. Tape and resume must accompany all inquiries. Equal Opportunity Employer. Write Box F-42, BROADCASTING.

Wanted: Announcer/salesman. \$125 base. High commission potential. Northeast. Box F-47, BROADCASTING.

Mature experienced announcer with solid professional background for one of America's top Good Music stations in a top ten East Coast market. Start at \$9750 a year under AFTRA contract. Three weeks paid vacation a year. 36 hour week. Third class license with endorsement required. Equal Opportunity Employer. Box F-49, BROADCASTING.

Talker in top ten needs the greatest, most exciting, most controversial personality in the world. Equal Opportunity Employer. Send materials to Box F-51, BROADCASTING.

Announcer/Salesman. \$8,000 salary plus ten percent commission. Present salesman producing \$50,000. Personal interview required. Small, Northeast community. Competitive market. Excellent fringe benefits. Box F-54, 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.

Help Wanted Announcers Continued

Las Vegas Rocker, 10 KW, growing into multi station chain. Need bright personality 2-6 pm with strong production. Looking for someone for possible PD in year or less as current PD advances. Tape and resume to Tom Robertson, PD, KLUC, Box 14805, Las Vegas, Nev. 89114.

KPXE, Liberty, Texas needs a Salesman-Announcer.

Opening for third phone announcer for night Top 40 need to do some news—prefer about two years experience. We are in new facilities—FM soon. Contact George Batchelor, KWHW, Altus, Okla. 405-482-1450.

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.

WDVR-FM, Philadelphia has a fulltime opening on its announcing staff. If you have an excellent voice and can deliver a believable commercial and newscast send tape and resume to Dan Wachs, WDVR-FM, 10 Presidential Blvd., Philadelphia, Pa. 19131.

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.

Experienced morning announcer for 5 AM to 11 AM air shift Monday through Saturday. Company paid Blue Cross major medical. Good salary for pro MOR announcer. Small market. No beginners please. Send resume, tape and picture and salary requirements first letter. Radio Station WNDH, Napoleon, Ohio 43545.

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.

Modern Country station in central Wisc. is looking for a morning man, bright, intelligent and adult with good personality. Many benefits. Send air check and resume to Bob Chapter, PD, WXCX Radio, Box 778, Wausau, Wisc. 54401.

Milwaukee area. Please see our ad under Miscellaneous. Broadcast Performance Service. 463-1900.

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 Airmidia station. Equal Opportunity Employer.

A Massachusetts radio station in city of 20,000, primary coverage area of 150,000 people is looking for a staff announcer with a good education, excellent voice, talent and commercial production experience. Money commensurate with ability. Contact GM at 617-874-5610.

Help Wanted Technical

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.

Medium market AM 5 KW, FM 30 KW with DA-N and FM Stereo-automation seeking qualified working chief. Will be building brand new facility this year. Aggressive capable engineer can find a new home and grow with this established station under new young ownership. We expect to acquire additional properties. If you are interested in joining us, send resume, salary required and tell us why you can help us. Box F-5, BROADCASTING, Washington, D.C. 20036.

Need engineer with thorough knowledge of micro wave, R.F. and audio for AM, FM Stereo operation. Send resume. Salary open. Box F-55, BROADCASTING.

Chief Engineer, directional AM and Class A FM. 60 miles from New York City. Employer-paid hospitalization, profit sharing, salary \$10,000. Send resume of qualifications to Box F-57, BROADCASTING.

Help Wanted Technical Continued

One of America's most beautiful vacationlands and WGON AM, WQXO FM (CP) need an excellent engineer. You'll build our FM and move our AM. You'll supervise building Munising Michigan's Broadcast House. This is great fishing, hunting, clean air country. \$10,000 and a great place to live. Equal Opportunity Employer M/F.

First phone, combo. Some maintenance with Religious CW format. WVOC, Box 17, Battle Creek, Mich.

Help Wanted News

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.

Immediate opening for news director to gather and write local news with some air work in the fun center of Ohio. Send tape, photo, resume and salary requirement to WMAN, Box 8, Mansfield, Ohio 44901.

Help Wanted Programing, Production, Others

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.

Farm Director for Southwestern television station. See our ad in TV section, Box F-53, BROADCASTING.

Situations Wanted Management

Want more than just another employee? I'm looking for more than just another job. Experienced in programming, operations, management. Want opportunity to invest, management and own. Currently in Northeast. Will relocate. Box F-31, BROADCASTING.

Executive seeks change. Experienced, young, president will assume full charge. Top background in advertising, marketing and broadcast communications business. Have been president of company several years; handled all phases of broadcast activities, contracts, legal, personnel and management. Profit oriented. Have earned high income but will consider quality of association with good equity position above immediate earnings. Reply in confidence, Box 694, Harrison, N.Y. 10528.

My plan will make us both money. Honest, experienced, dedicated. Ask for proof. 302-738-6451.

Situations Wanted Sales

You have radio station. You need quality sales manager and to the solid/successful man, you can offer good salary and plan whereby he can buy into the station 25-49% over a period of years. If this "fits," contact me. Box F-12, BROADCASTING.

Situations Wanted Announcers

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, 1st phone, cooperative, professional training. Desires MOR or Rock in small medium market in Northeast. Write now to Box F-16, BROADCASTING.

Experienced announcer, 1st phone desires to relocate and settle in Minnesota area. Presently employed. Please send station profile. Box F-19, BROADCASTING.

Experienced Top Forty jock, college grad. 1st phone. Looking for medium or large market. Worked as Music Director. Also experience in news, sports and production. Will relocate, ready now. Box F-39, BROADCASTING.

Experienced 1st phone available July due format change. Top references. Tape ready. Box F-45, 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

Fresh 1st, 26, mature voice, music expert, seeks Rock/Contemporary FM/AM combo or jock position. Creative ideas. Now. Terry Ley, 412-521-0360.

Country jock desires air work. First phone. Experience, three years full time. Ten years part time, KGCX, Sidney, Montana. Gene Springer. 701-572-2165 person to person only.

Young, hard working, versatile sportscaster looking for opening in small market. 1st phone, 4 years college station as sports director and dj, 6 months commercial MOR station as dj and newsmen. Available October 1st. Bob Presman, 2920 N. Commonwealth, Chicago, Ill. 60657. 312-327-2264.

First class disc jockey with some experience looking for Top 40 station. Tom McLarnon, 807 Summit Ave., Prospect Park, Pa. 19076. 215-583-5164.

Top notch announcer. 1st phone, 8 years experience. Looking for station or group to grow with. Medium to large market only. 5085 Orange Ave., San Diego, Calif. 92115.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

1½ years experience. 3rd phone. Good voice, personality, production. Tight board. Music. Can follow instructions. Prefer Top 40 or Contemporary. Have references. Currently working at a top Wisconsin station. Box F-56, BROADCASTING.

California preferred. Progressive or Top 40. 3rd phone. 2 years experience. Write Bill Tindall, 15605 Champaign, Allen Park, Mich. or call 313-382-0699.

DJ, FM voice, 3rd endorsed, tight board, beginner, work anywhere. James Katchusky, 225 Oak Ave., S.I., NY 10306.

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 Aitchison, 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.

Young dj, third phone with some experience is seeking permanent position, tight board. Good news, commercials. Ready now. Larry Feritta, 12 Lawrence Circle, Middletown, N.J. 07748. 201-671-5741.

Recent broadcast journalism grad, extensive radio experience, all phases during under grad career, seeking announcing, production or copywriting position. Small or medium market station. Location open, Midwest preferred. Married, 3rd endorsed. Jerry Cooley, c/o KESD-FM, SDSU, Brookings, S.D. 57006. 605-688-4316.

Experienced female dj/announcer. Single, ambitious, dependable, creative, third permit. Tight board. Interested in sales. Will relocate. Write Syheeda Thompson, 9 Fessenden Pl., Newark, N.J. 07112.

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.

Bright, young, personality some experience. Dedicated, creative employed. Looking for medium market. Broadcast grad. Good news, commercials. Tight board. Box F-11, BROADCASTING.

My mouth is connected to a brain. Get both for same price others pay for just a mouth. Contempt or Sensible Top 40. Have also done talk. Experience all phases on and off air. Box F-18, BROADCASTING.

Announcer with pleasant voice, warmth and personality. Degree from Midwestern university plus five years experience in educational radio. I'll go anywhere for a permanent position. Resume and tape on request. Box F-59, 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.

Situations Wanted Announcers Continued

Sportscaster, 24 wants West Coast position. 3 years on-air experience in So. Calif. Play-by-play in football, basketball and baseball. Also sports features and documentaries. 1 year experience sports writing for LA network station. Tape and resume upon request. Rich Marotta, 308-B Kenwood, Burbank, Calif. 91505. 213-846-4721.

Disc jockey, 22, married, 2½ years experience. Currently doing NYC-FM major market, seeks small market with future position in management. Eastern US preferred. Mike Newell, 231 Steuben St., Apartment 3J, Staten Island, N.Y. 10304.

Major market Progressive jock, with programing experience. Interested in formatted Contemporary to Top 40. Paul Sullivan, 213-661-4789.

Beginner wants lasting dj/newsman position. 17 Mohican, Lake Hiawatha, N.J. 07034.

Contemporary jock, tight, conversational, more than time and temp. Available now. Write: Sherman, 44 Silver, Norwich, N.Y.

Presently major Midwest market. 20 year's experience. Excellent news and commercial delivery. Top references. Good appearance. Family. Available immediately. Announcer-majors. PD-medium markets. Tom Molloy, 5622 N. 86th St., Milwaukee, 53225. 1-414-461-7909.

Ready to move. 5 years experience, Top 40 or Progressive. Will relocate. Single. Salary negotiable. BA. Don Cohen, 313-566-4640 or 313-557-4912.

Attention major market sports talk stations! Experienced, versatile, summer replacement sportscaster available June 23rd for sports talk, baseball play-by-play, permanent weekend sports, football play-by-play. Tapes available. 914-632-1119 after 9 PM.

Situations Wanted Technical

Foreign service 1 to 2 years. Over 25 years broad electronics. Directional proofs filed with FCC. Now director 50 KW directional. Box F-32, BROADCASTING.

If you are tired of engineers that ignore the bottom line figure and won't get involved, I'm your man. Box F-33, BROADCASTING.

Transmitter engineer, first phone. With present station 21 years. Must relocate, going remote. Excellent references. Box F-46, BROADCASTING.

Chief engineer experienced all phases of AM, directional and FM including construction. Box F-48, BROADCASTING.

Nineteen years experience, radio chief, AM-DA, FM, TV. Charles Simpson, 3407 W. 65th St., Cleveland, Ohio 44102. 216-961-7771.

1st, 2 years experience, some announcing, packed and ready to relocate. R. Stefan, 1505 Cleveland, Columbia, S.C. 29203.

Situations Wanted News

R-TV grad (news major) seeks play-by-play position. Excellent references. Tape, resume available. Box E-218, 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.

First phone, five years experience, married vet. Seeking sportscaster position. If offer right will work as radio announcer. Two years play-by-play experience. Three years Music Director. One year program director. Have worked large market with good ratings. Recommendations form last two jobs. Box F-2, BROADCASTING.

Experienced broadcaster, strong news, production, tight entertaining show. Ability to take command, professional, wants medium or large market, preferably in New York or adjoining states. Sports strongest field, play-by-play experience, TV reporting. Very knowledgeable. Box F-3, BROADCASTING.

Radio news writer, editor and newscaster with 12 years experience wants to do better. Looking for position in radio and/or TV news and public affairs near college or university. Opportunity to better myself professionally and academically are primary. Location secondary. Age 32. AS Degree. Last five years present position. Box F-20, BROADCASTING.

Situations Wanted News Continued

Newsman/PD in small market. Seeking full time news in larger operation. Extensive on the scene experience, 2 years on air + 6 related. Married, 29. Box F-30, BROADCASTING.

Young, industrious black woman seeks position as street reporter. Has two years experience as news producer and assignment editor. Some on air experience. Box F-40, BROADCASTING.

Award winning reporter, five years experience, BA Political Science, 24, married, 1st phone. Now employed in Florida. Box F-43, BROADCASTING.

Newsman looking for 1st job. 3rd endorsed good delivery, mature, dependable. News and sports oriented. Will relocate. Box F-52, BROADCASTING.

4 years experience. MA Degree. Ron Colp, 3460 Dawn Dr., N. Olmstead, Ohio 44070. 216-777-7612.

Newsman. Most ambitious. Recent Specs Howard grad, 3rd phone, willing to relocate. Tape and resume on request. Gary Tomchick, 313-584-9637.

Situations Wanted Programing, Production, Others

Commercial copywriter/producer. Successful spots for major advertisers now running in top ten market. Sharp, unique copy; creative, professional production. Box E-256, BROADCASTING.

Montana, Wyoming, Utah, Idaho, Alaska. Exceptionally well qualified on air programer or manager available October. Love challenge. Let's talk. Box E-280, 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.

Programing, Production and news. I put everything into my work. My traits are fairness, enthusiasm, dedication and dependability. I can give your audience a reason to listen. Experienced with automation also. West Coast or Pacific Northwest desired. Box F-13, BROADCASTING.

Top 40 program director on the way up. I've done well with the usual small market limitations and I know I could do even better at a bigger station. Box F-24, BROADCASTING.

I have a plan with proven ratings and billings to make us both money. Honest, experienced hard worker available now. Good references. 302-738-6451.

TELEVISION

Help Wanted Management

Commercial manager with administrative ability and good track record for VHF in good Southwest market. Box E-287, BROADCASTING.

Help Wanted Sales

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.

Help Wanted Technical

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.

Wanted: experienced TV transmitter maintenance supervisor for progressive Midwest VHF station. Box F-36, BROADCASTING.

Transmitter supervisor for VHF network affiliate. Full responsibility for alternate main transmitter and microwave. If you're ready to move up, do it in Florida. Box F-58, BROADCASTING.

Help Wanted Technical Continued

Immediate opening for experienced engineer at AM-FM-TV operation. Experience in maintaining TV transmitter and studio equipment necessary. First phone required. Send resume, references and salary requirements to: Director of Engineering, KBIM-TV, Roswell, N.M.

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.

Engineer with first phone for TV switching and transmitter duties. 607-798-7111.

The University of Michigan has an opening for an experienced television studio engineer. Knowledge of audio, color video and VTR operations, installation and maintenance required. New Studio building to be completed Fall, 1973. Good fringe benefits, working conditions. Salary commensurate with experience. Refer resumes to Mrs. Phyllis Kehoe, Employment Services, 2031 Administrative Services Bldg., The Univ. of Mich., Ann Arbor, Mich. 48104. A Non-Discriminatory, Affirmative-Action Employer.

Immediate opening for television engineer, must have first class FCC license. Some TV experience required. Call 1-906-475-4161, Mr. John Truitt, Chief Engineer.

Wanted: two highly qualified men for CE positions, also maintenance and transmitter technicians for new VHF stations in Boise and Pocatello, Idaho. Call 208-336-0087.

Major TV production center needs several maintenance men. Salary to \$16,380 plus OT, depending on experience. Full benefits. Write: Keith Read, 4103 Sea View Dr., Los Angeles, Calif. 90065.

Studio maintenance man (VTR, camera) immediate opening for experienced man. Will help relocate to plush south Louisiana near New Orleans. Growing VHF. Contact Paul Bateman, 504-876-2194.

Help Wanted News

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.

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.

Aggressive desk man with strong anchor capability, for position with exceptional news department in heart of Mid South. Experience with major news block production desired. Call KAIT-TV Jonesboro, Ark. 501-932-4379.

Experienced newsmen interested in special graduate fellowship. Write: Mental Health Mass Communications Program, Kansas State Univ., Manhattan 66506.

Help Wanted Programing, Production, Others

Assistant promotion manager for top ten market VHF network affiliate with primary responsibility for on-air promo creativity and production. An Equal Opportunity Employer. Send resume and sample reel of your work to Box F-22, BROADCASTING.

Farm Director for good Southwestern four station market. Ideal situation for number two man to move up to head his own department. Send complete details first letter, including recent photo. Tapes and film will be returned. Answers will be held in strictest confidence. Box F-53, BROADCASTING.

Situations Wanted Sales

(College grad) + (vet) X 26 + (strong achievement record) X (8 yr. R-TV prod., program, news) + (marketing + statistical orientation) X (willingness to learn) = (profit + you + me) Eric Henry, 200 White-wood, 209-B, San Antonio, Texas 78242.

Station managers and cable operators take notice! University grad (Telecommunication) seeks position in areas of sales promotion, sales research, production, etc. All markets considered, including those in Canada. For further information as to what I've done, write to: 4655 Natoma Ave., Woodland Hills, Calif. 91364.

Situations Wanted Announcers

Children's communicator can produce/host quality program for older youngsters. Announcer, sales, PR experience. West or South. Box F-26, BROADCASTING.

California preferred. Progressive or Top 40. 3rd phone. 2 years experience. Write Bill Tindall, 15605 Champaign, Allen Park, Mich. or call 313-382-0699.

Weathercaster: professional member AMS with outstanding qualifications and 21 years experience including 2 years TV presentations. 317-849-6095 evenings.

23, Black, BS Speech & Theatre, 1st place national award winner in Forensics (PKD nationals) and other speaking awards. Desires to break into the broadcasting business. Will relocate and begin at a conservative salary. Phone 301-686-2834 or write to: 26 Back River Neck Rd., Baltimore, Md. 21221.

Situations Wanted News

Are you in the market for a sports pro? Do you want pbp 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.

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.

News photographer, 6 years experience at medium Midwest market station. College degree, would like to join aggressive news department. Will relocate. Box F-9, BROADCASTING.

Assignments editor/anchorman in medium market seeks editor or reporter position in larger market. Eleven years strong background includes radio, newspaper and television. Photographer, reporter, editor, producer, news director. Box F-10, BROADCASTING.

Attention station managers: This major market radio newsman made it to the top because he was good. Now he'd like to anchor TV in medium market. That might be good news for you. Box F-17, BROADCASTING.

Radio news writer, editor and newscaster with 12 years experience wants to do better. Looking for position in radio and/or TV news and public affairs near college or university. Opportunity to better myself professionally and academically are primary. Location secondary. Age 32. AS Degree. Last five years present position. Box F-20, BROADCASTING.

Experienced TV sports man in top 50 market desires a change. Married, reliable, hard-working, knowledgeable. All offers will be considered. Box F-23, BROADCASTING or 518-463-7971.

Sports director of small TV station wants to take a step up. Prefer western Pa., W. Va., Ohio area. Opportunity more important than salary. Catch me on the way to the top. Box F-27, BROADCASTING.

Newspaperman with radio-TV news experience seeks radio/TV news reporter/writer position. Box F-38 BROADCASTING.

Solid radio news director with top 30 market experience seeks TV reporter and/or anchor slot. Evenings. 615-352-4348.

Weatherman/Booth Staff. Washington, D.C. TV network station. Featured weather 15 years. Victim of automation. All markets considered. All inquiries answered. Excellent industry references. Color VTR. John Douglas, 5603 Lamar Rd., Washington, D.C. 20016. 301-320-4664.

Situations Wanted Programing, Production, Others

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.

Producer Writer. Experienced, 1972 graduate. Will relocate. Salary open. Call: Bruce D'Agostino, 4218 Colonial Rd., Baltimore, Md. 21208. 301-486-6481.

Situations Wanted Programing, Production, Others Continued

Award winning on air producer ready for new managerial challenge. Rhett, 10558 Jason Lane, Columbia, Md. 21044.

Need work badly, recent graduate, BS, AS Degree color television production. Will relocate anywhere and work camera, audio, anything. Resumes. Tom Ottavi, 5 Merrow Lane, Stoneham, Mass. 02180.

Broadcasting-film. University graduate seeks opportunity for career in television or film production or direction. Experienced in all phases of production. Creative, dedicated and a hard worker. 23, single. Will relocate. Excellent references. Jeff Blankman, 58 Southern Slope Dr., Millburn, N.J. 07041. 201-376-1419.

CABLE

Help Wanted Technical

Engineering supervisor: Position open for maintenance of full color local origination channel. IVC tape machines. Norelco color cameras. Prefer video experience. License not necessary. Contact Tom Stephens, Pgr. Mgr. 217-544-0754. No collect calls, please.

Situations Wanted Sales

Experienced in marketing, sales, research in CATV and major industry. Interested in marketing and research for CATV MSO or major market station. Masters in Television and radio. Box F-29, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted: McMartin TBM-3500 or TBM-4000 modulation monitor. Box F-41, BROADCASTING.

Wanted: for educational station, RCA 2KW Filterplexer, No. 19086-FZ of Channel 24 or convertible to Channel 24. Leon Hoeffner, Chief Engineer, KAUTV, 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.

Spotmaster and Tapecaster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

Tubes wanted—sold. CeCo, 2115 Avenue X, Brooklyn, N.Y. 11235. 212-646-6300.

Fairchild 670 or 660 limiter. Send condition and price to John Fry, 2000 Madison Ave., Memphis, Tenn. 38104 or call 901-278-4052 collect.

FOR SALE EQUIPMENT

Marti-Used, reconditioned and new Marti equipment in stock. Immediate delivery. Terms available. BESCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

Two Model 270-2 Scully playbacks currently in use. \$1200 each. Keith Schrock, KVOE, Empoia, 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 Varotal V zoom lenses and counter-balanced pedestals. Bank liquidation sale. Call 214-744-1300, Clyde Miller, Dallas, Texas.

RCA TK-43 color camera. All updates with cam cable and cam head. \$8250. 215-426-1700, Al Freedman.

Quality Audio Consoles are our specialty. Modern styling with slide potentiometers and "soft" audio switching. We manufacture 8 standard consoles at very competitive prices. However we'll manufacture a custom system to your specifications if you prefer. Also plug-in audio modules including distribution amplifiers, preamplifiers, monitor amplifiers, etc. Write or phone for pricing and specifications. Systems Engineering Company, P.O. Box 49224, Atlanta, Ga. 30329. 404-482-2446.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8507, Pensacola, Florida 32505.

RCA TT5 high band television transmitter, good operating condition, on loading dock \$1,200. FOB. Washington, D.C. 202-686-6052.

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. Mmemorize, 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.

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.

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around: June 1st, Sept. 2nd, Jan. 2nd, April 1st. Enroll now! Write Dave Burton, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

MISCELLANEOUS

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, programing. 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.

For God and Country, Starlight Chapel Broadcast, July 4th Special. Free. Small markets especially invited. Starlight, Box 2401, Paterson, N.J. 07509.

"DJ show closers." Twenty different taped closes to your show. Crazy! Fully-produced! Reel \$18.00. Free DJ catalog. Chicago Broadcast Circle, 25 East Chestnut, Chicago, 60611.

RADIO

Help Wanted Management

RELIGIOUS STATION MANAGER

Top 10 market ownership plus generous salary for right man. If you have been successfully managing a religious station and know which programs "pull" and which programs stay on 52 weeks . . . and if you can program, sell and manage this station, you will be well paid and get an equity position. This market needs Christian radio on AM. We have the desire to provide Christian radio but don't know how. Want to help? This station has a big signal and covers a tremendous area. It is east of Mississippi River. You must act immediately. Send resume and last two years' financial statements showing what you have done. Act now!! Box F-25, BROADCASTING.

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

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

WANTED MORNING MAN

If you are an exciting morning man or think you can fill morning slot in Eastern top 10 market rush tape and resume. Group owned major facility. Seldom offered opportunity.

Box F-50, BROADCASTING

Equal Opportunity Employer

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 Management

GENERAL MANAGER

of group owned religious stations all profitable seeks opportunity for management and partnership arrangement with same station format.

Box F-15, BROADCASTING

Situations Wanted Announcers

— ANNOUNCER • OPERATIONS DIRECTOR —

25 years old and married. Seeks return to broadcasting. Former News Director, Publicity Writer. Experienced dj, production and personnel management. Currently managing director (operations-all media advertising) for million dollar business in large metro. Will work hard for good money. Prefer West Coast or Fla. coast. CW, MOR, Rock. Please send salary range first letter. Box F-4, BROADCASTING.

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

N.Y. SUBURBAN OPPORTUNITIES

We're a major suburban station that beams into N.Y. City with a clear channel .05MV signal. We live and work where the air is clear and retail sales are the biggest in the country . . . and we've got some fantastic opportunities for the right people: Chief engineer (first ticket), Newsman, Dee Jays, Voices, Prod. Mgr. and copywriter, Salesmen. Good money, top fringes.

Reply in confidence

Box 398, Garden City, N.Y.

Help Wanted Sales

GROWTH OPPORTUNITIES IN TV & RADIO BROADCAST EQUIPMENT! We are a leading producer of TV and Radio broadcast equipment with the following openings in our Quincy, Illinois office:

TV BROADCAST SALES ENGINEERS

Our TV Sales Department is seeking well trained and experienced sales engineers to handle product application engineering and preparation of bids and proposals. Experience in TV station operations, TV marketing, transmitter and antenna installations, and systems planning, is essential.

TV & RADIO BROADCAST FIELD ENGINEERS

Our Service Department is seeking well trained and experienced TV and Radio Field Engineers. TV service experience should be in transmitters, antennas, or studio equipment. Extensive travel is required; expenses paid.

Salaries commensurate with experience, full company benefits, including hospitalization, life insurance, profit sharing, plus paid relocation expenses. Send resume and salary history in confidence (indicate position desired) to: TOM BEDFORD, Employment Supervisor.

GATES DIVISION

An Equal Opportunity Employer M/F

HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

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

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

Available Immediately

Pro to join your staff as daily sports reporter and play-by-play. All college or pro sports.

Box F-60, 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.

GROUP VP

Television broadcasting company is creating this new position effective September 1. We're interested in candidates with station management experience who are ready for greater challenge and responsibility. Income range is \$75,000 to \$90,000 per year depending on background. Send resume to President, Box F-34, BROADCASTING. Our managers are aware of this ad.

Help Wanted Technical

MANAGER APPLICATIONS/SYSTEMS ENGINEERING

Philips Broadcast Equipment Corp. has an opening for a creative, productive engineering manager experienced in both broadcast and closed circuit TV systems design. Should have BSEE or equivalent experience in managing proposal preparation and project implementation. Excellent salary plus liberal benefits package. For an appointment for personal interview, call or write John R. Kelly, Dir. of Personnel.

**PHILIPS BROADCAST EQUIPMENT
CORP.**

One Philips Pkwy., Montvale, N.J. 07645
201-391-1000

Equal Opportunity Employer M/F

Help Wanted News

SPORTS DIRECTOR RADIO & TELEVISION

Must be sports authority and true fan for this all-sports position. Two television sports casts daily plus high school and college PBP on radio. Salary open. Male and female applicants from all races desired. Send picture, audio tape and resume to:

Program Department
WSBT Radio & Television
300 West Jefferson Blvd.
South Bend, Ind. 46601

Help Wanted Programing, Production, Others

PROMOTION MANAGER

Top-10 market TV station.
Salary 25-28K.

Confidential

Box F-35, BROADCASTING

ASSISTANT TREASURER

Key position for ambitious, highly qualified executive to fill challenging role of assistant to Financial Exec. VP at major TV motion picture producer/distributor. Qualifications should include college degree, preferably MBA, or CPA credit and collection experience helpful.

Submit confidential resume to:

Box F-37, BROADCASTING

Situations Wanted News

Weekend Anchorman

O & O weekend anchor seeks another station's #1 anchor job.

Box E-274, Broadcasting

GOVERNOR'S ENVIRONMENTAL ADVISOR

Former network newsman, reporter for national magazine, 30 years old, seeks TV news air spot or TV management position. Will consider relocating.

Box F-6, BROADCASTING
212-787-3431 weekdays

Investment Opportunities

Have one successful station, acquiring 2 more in small Texas markets. Proven track record—good profit opportunity.

Box E-262, Broadcasting

CABLE

Help Wanted Management

EXECUTIVE VICE-PRESIDENT CABLE T.V. COMPANY

Responsible for corporate development and supervision of cable system. Must have financial background. Knowledge of cable industry preferable. Location Toronto, Canada. Write:

Box F-8, BROADCASTING

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Profile

NBC Radio's Tornabene: newsman in a news medium

Right off the bat, Russell Tornabene will tell you the biggest problem he's discovered so far in his three months as vice president and general manager of NBC Radio is "the erosion of station loyalty" to the network.

"In too many cases, the affiliates are favoring their own local programming over what we send out over the network," he says. This state of affairs is causing NBC executives, as Mr. Tornabene puts it, "to rethink our whole inventory" of network-programming services.

"We wouldn't want to reduce the amount of program material we send out," he hastens to add, "because that would reduce the possibilities of revenue for the network. I'm thinking more in terms of the rapid changes in taste we're seeing in the country, which not only require constant updating of our programming but also a search for new styles and new models."

Each weekday, the network broadcasts about three hours of news and features—five minutes of news every hour from 6 a.m. to 3 o'clock the next morning, and a series of five-minute shows featuring personalities such as Ann Landers, Gene Shalit, Graham Kerr, Joyce Brothers and Bill Cullen; sportscasters Curt Gowdy and Joe Garagiola; and newsmen John Chancellor, David Brinkley, Garrick Utley, Edwin Newman and Peter Hackes. And on the weekends, most of these same personalities turn up on *Monitor*, which is sent out in three separate three-hour blocks on Saturday and one three-hour block (hosted by disk jockey Jim Lowe) on Sunday. Sundays are also taken up with a number of religious programs, with a rebroadcast of the *Meet the Press* edition televised earlier that day, and with a once-a-month, 55-minute-long news documentary series called *Second Sunday*.

Despite this line-up, says Mr. Tornabene, "we're faced with very stiff competition. ABC, for instance, took a tremendous financial gamble with their four-network idea. But apparently their ingenuity is paying off because I think their radio division is now in the black. And CBS Radio has a good, tough news operation."

As Mr. Tornabene sorts out his thoughts while leaning forward on a sofa in his roomy office in Rockefeller Center, he comes across as a deliberate, intense but soft-spoken man. His love of radio, he says, goes back to his pre-adolescence in Gary, Ind., where at the age of 8, he built a crystal set. A year or two later he graduated to his family's Majestic, which, he says, "was bigger than most of today's cabinet-model TV sets and which we had to buy with time payments." Then he adds, with a smile, "I used to wait until the lights were out in the house, sometimes well after midnight, to sneak down



Russell Charles Tornabene, VP and general manager, NBC Radio; b. Gary, Ind., Sept. 18, 1923; U.S. Army, 1942-44, AB and MA in speech, Indiana University, 1950; tank crewman, recalled to Korean War, 1950-51; news editor, WRC-AM-TV Washington, 1951-55; news supervisor, NBC's Washington bureau, 1956-61; manager of news operations for NBC's New York bureau, 1961-65; manager of NBC Radio News, 1965-66; manager of NBC Radio News including NBC-owned stations, 1966-67; director of news for NBC-owned television stations, 1967-68; general manager, NBC Radio News, 1968-73; appointed VP and general manager of NBC Radio March 1, 1973; m. Audrey Frances Shankey of Haverstraw, N.Y., 1951; children Joseph, 21; Eileen, 19; David, 15; Lynn, 8.

to where the radio was and work the dials until I brought in the BBC or Deutsche Welle."

When he started at Gary Junior College in 1939 he set his aspirations to the realities of his hometown. "Gary, Ind., was a steel town, and very few people I knew even finished high school," he remembers. "My highest ambition was a white-collar business career. I began by majoring in accounting."

Before long, however, Mr. Tornabene found himself rolling through World War II for 22 months in an Army tank. When he returned home, he enrolled at Indiana University, where he received a master's degree in speech in 1950.

He began in broadcasting as a news editor with NBC-owned WRC-AM-TV Washington and has remained with the company since then. His appointment as vice president and general manager of the radio network last March was his first nonnews assignment at NBC and, as he puts it, "my reading matter has now shifted to a concentration on financial reports and corporate data. And *The*

Wall Street Journal has become more important to me than it used to be."

Still, he recently managed to slog his way through "Khrushchev's Memoirs," which had a special interest to him because "I met Khrushchev while he was visiting this country and found him to be a politician to the hilt, knowing exactly when to smile and to shake hands. I found his book very sad because what comes across so clearly are the missed opportunities for peace by the great world leaders."

Live coverage of an event like Khrushchev's visit to America is the type of thing that radio does best, in Mr. Tornabene's view, and he is constantly on his guard to see that this function continues as a high priority. "One of radio's greatest advantages, the feel and presence of live coverage," he wrote last month in a formal memo to his immediate boss at NBC, Robert W. Lennon, president of NBC Radio Division, "is being endangered by the need for greater brevity, greater emphasis on planned programming and sharply differing views among broadcasters about the forms of network service. Live broadcast must be returned as a basic element of the medium."

"And a radio news correspondent is not tied to a whole production team that has to worry about action pictures," he says. "He has much more latitude than his television counterpart. Let's say that Paul Duke gets the story coming out of a key congressional hearing at 2:30 in the afternoon. That's too late for him to get on the TV evening news. But he'll have his report on the radio network within the half-hour. And that's the way the public perceives radio—as an instant source of news."

Tom O'Brien, the vice president of radio news at ABC, who's been a friend of Mr. Tornabene's for many years, says, "Russ is a heck of a good broadcaster. During the AFTRA strike, for instance, he had to hold down the job of keeping the network's radio operation going, and he came off very well. I think NBC's hiring of Russ to head up their radio division is recognition of the fact that news is the number-one broadcast commodity in the business today."

"Russ often goes out of his way to help people he comes in contact with," adds another friend of Mr. Tornabene's, Dick Finegan, an assistant vice president of the Liberty Mutual Insurance Co. "A niece of mine and her husband went over to Russ's house one day with us and when they mentioned to him in casual conversation that they were having trouble with the red tape involved in trying to adopt a Vietnamese orphan, Russ put them in touch with some people he knew through his work at NBC. With his contacts, he cut through a lot of the red tape, and what looked like a remote possibility of the adoption has now become an imminent probability."

Editorials

The broadcast press

Last week's Supreme Court decision in the so-called BEM case restores some of the journalistic status broadcasting had lost, piece by piece, in administrative, legislative and judicial actions of recent years. Broadcasters can present themselves as editors rather than messengers. There is a difference.

Selected passages that bear repeating:

From the majority opinion written by Chief Justice Warren Burger: "For better or worse, editing is what editors are for; and editing is selection and choice of material. That editors—newspaper or broadcast—can and do abuse this power is beyond doubt . . . Calculated risks of abuse are taken in order to preserve higher values."

From Justice William Douglas's concurring opinion: "TV and radio stand in the same protected position under the First Amendment as do newspapers and magazines."

From Justice Potter Stewart's concurring opinion: "The First Amendment prohibits the government from imposing controls upon the press. Private broadcasters are surely part of the press."

Congress, lower courts, administrative agencies please copy.

Euphoria West

The three commercial TV networks, as readers of this journal will be aware, have just come through strikingly harmonious meetings with their respective affiliates. The disagreements, even bitternesses, that have sometimes marked these annual conventions were nowhere to be found. Reassuring reports about performance in the past season and ambitious plans for the one to come instilled a feeling of confidence.

Good news engenders good feelings, of course, and it didn't hurt, either, that the meetings were held in a time of prosperity for both the networks and the stations. But there was more to the harmony, we hope, than good news and good times, for broadcasters' problems are far from over. Those emanating from Washington, the source of most, may be temporarily obscured by Watergate, but they are still there, still real and still to be dealt with. The same sort of unity evident in Los Angeles should prevail on other scenes.

Sanctuaries

The FCC has collected a lot of advice, much of it contradictory, on what to do about protecting broadcasters and cable operators against the competition of new systems of television distribution—hotel pay TV or multipoint-distribution services, for example. The question is whether the FCC's antisiphoning rules that were instituted first to protect commercial broadcasters against broadcast pay TV and later to protect them against pay cable should be extended to the new services.

Broadcasters in general favor the extension, and indeed some want a tightening of the antisiphoning rules. Motion-picture producers, sniffing a new market, want the new services left free to buy and sell what they choose. Cable operators agree with broadcasters who want the present rules extended to new services but emphatically disagree with those who want the present rules screwed down harder on cable pay TV.

In the profusion of comments that the FCC has received (BROADCASTING, May 28), the National Cable Television Association submitted an interesting argument to support its contention that hotel and apartment-house services should be brought under the same restrictions that apply to pay cable. The aim is to eliminate the competitive advantage that unregulated services now enjoy over pay cable—which, the

NCTA said, the financial community "is convinced" cable operators must exploit if they are to open major markets.

Let's see now. Was pay cable the principal prize that the cable interests were offering when they lobbied the government for rules that would permit their expansion into the big markets? The memory here is that the emphasis was on the importation of distant television signals—free television signals—and that the point was in essence won.

Governmental protection tends to be beneficent or harmful depending on the objects' point of view. But something in all of this action on antisiphoning continues to be basically troublesome. Though a federal court of appeals in 1969 confirmed the FCC's authority to invoke its original restrictions on broadcast pay TV—movies of a certain age, sports that had not been on free television in the previous two years, episodic series of any kind—the sensibilities of any admirer of the First Amendment must be offended when an FCC thinks of applying explicit censorship to any service.

The government is well within its rights to eliminate conditions of unfair competition by cable companies that build their equities on the broadcast services they intend eventually to enfeeble with their pay TV on the wire or by newer services that cater to hotels and apartments without restrictions that are borne by CATV. Its constitutional rights come into question when it denies classes of programs, by age and definition, to any element of the broadcast or cable press.

For the record

Elsewhere in this issue is our annual FCC travelogue.

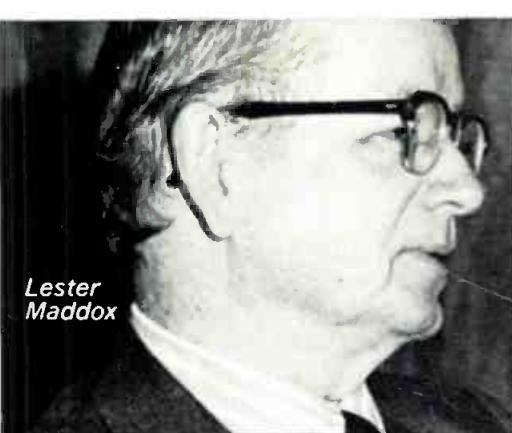
For all we know, all of these trips may be instructive and some may be necessary. The purpose of this annual compilation is not to judge but to report. And this year an added ingredient of intelligence has been introduced, a record of attendance at the commission's meetings.

On the whole, the record is better than we would have guessed it to be. Commissioner Wiley gets the gold star for missing only four of the 72 formal meetings. (He also gets the order of the wilted shirt for making the most trips and is probably entitled to bronze track shoes for tireless running.) The median number of commissioner absences was eight, for an 11% rate of absenteeism that is tolerable if, as was sometimes the case, members were at official meetings elsewhere.



Drawn for BROADCASTING by Sid Hix

"Should be interesting . . . first time we've interviewed a whole horse!"



Lester Maddox



Ginger Rogers



Billy Graham



Jane Fonda



Michael Caine



Dick Van Dyke



Harry Belafonte



Andy Griffith

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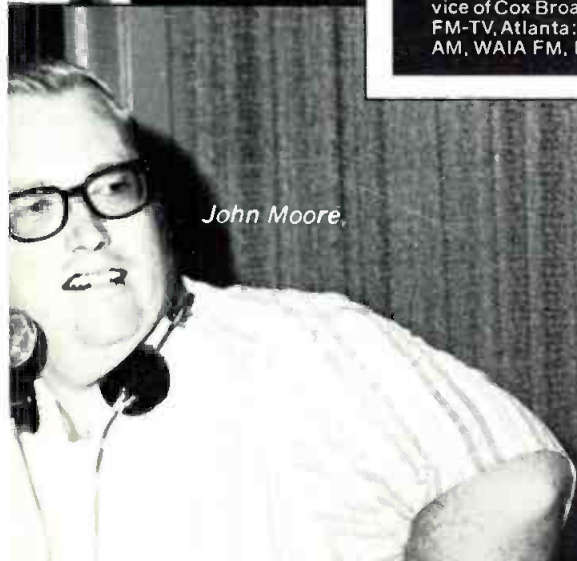
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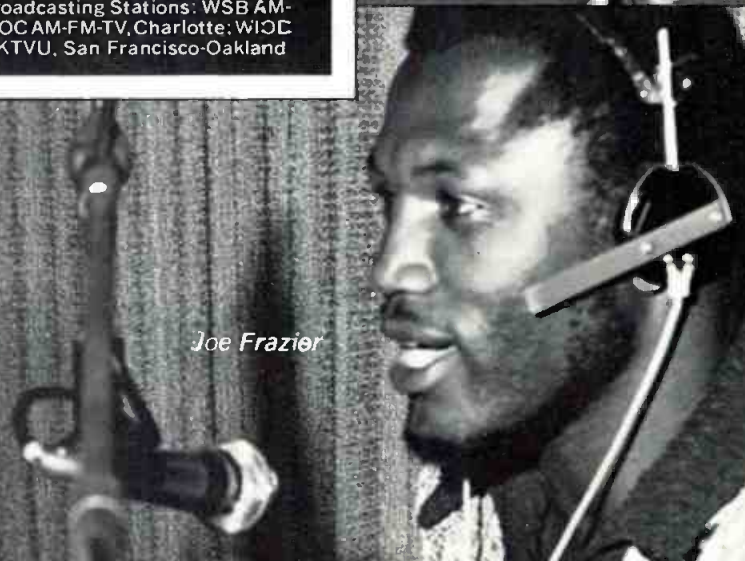
NBC Affiliate. Represented by CBS Radio Spot Sales. A Communications Service of Cox Broadcasting Corporation. Cox Broadcasting Stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami; WIIC-TV, Pittsburgh; KTVU, San Francisco-Oakland



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