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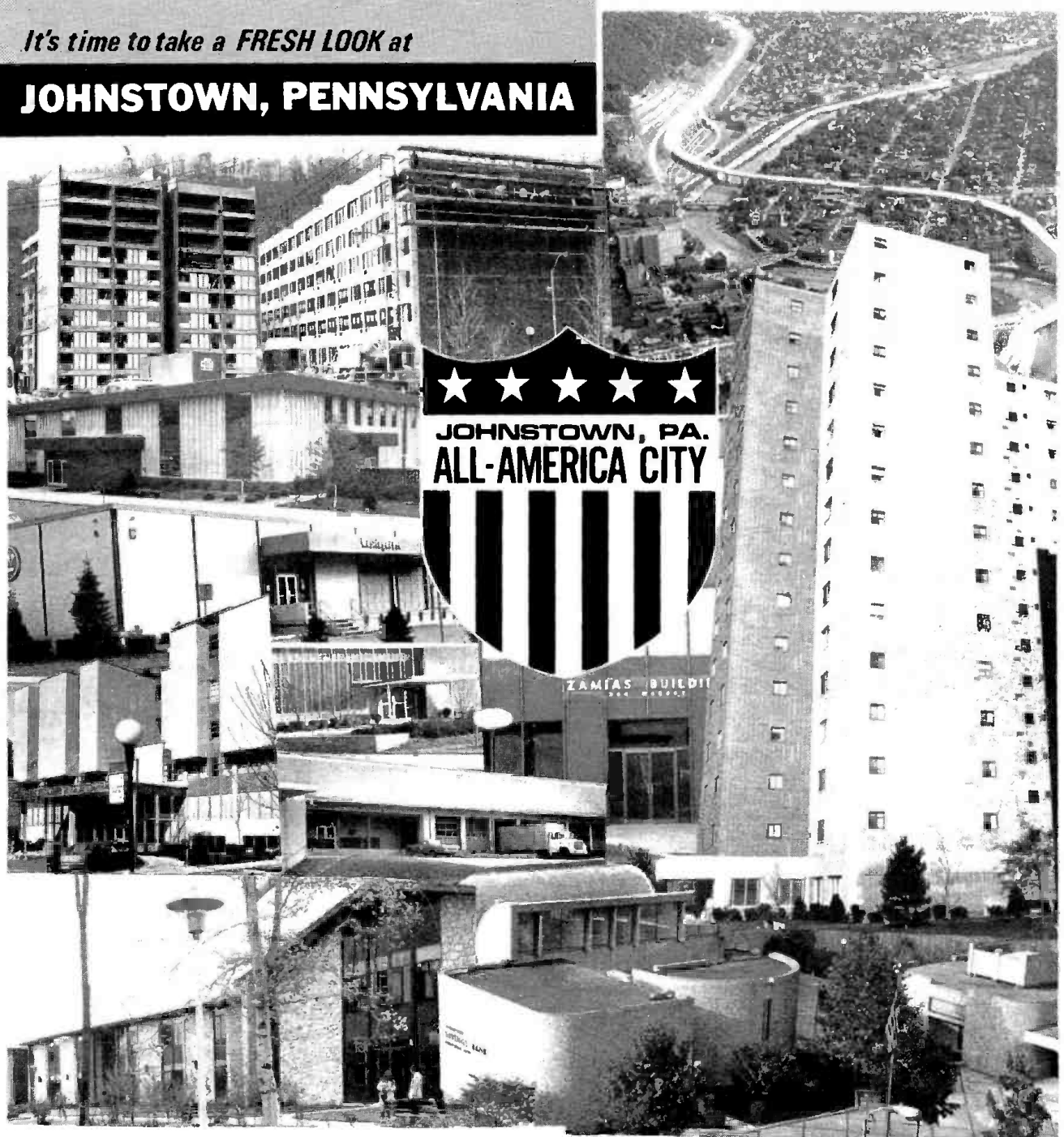
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ONE NAME THAT GIVES YOU TWO ADVANTAGES

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Strong shift in TV's role: from escape toward reality

Massive research tracks changes of audience perception, attitudes in decade after benchmark study, 'The People Look at Television'

In the public mind American television has ceased to be primarily an entertainment center and has become a major force in journalism as well.

This change occurred in a decade when, paradoxically, viewers were losing some of their enthusiasm for television but nevertheless were watching it more—and enjoying it more—than when the decade began.

These are among many findings made public last week from 1970 research that duplicated—and thus permitted direct comparisons with—major elements of the 1960 surveys that formed the basis of the late Dr. Gary Steiner's landmark volume, "The People Look at Television" (BROADCASTING, Feb. 18, 1963, et seq.).

Other major findings and conclusions from the 1970 study:

- Viewers in 1970 found TV less "satisfying," "relaxing," "exciting," "important" and generally less "wonderful" than had those in 1960 (possibly, the report suggests, because some of the newness had worn off), but the change was not from "praise" to "condemnation"—more nearly it was "from summa to magna cum laude." (Table 2.)

- Better-educated viewers in 1970, as in 1960, held TV in lower esteem than did other viewers, but they watched as much—and essentially the same things—as everybody else.

- In 1970 as in 1960 viewers showed a high degree of acceptance of com-

mercials. At most, viewer attitude has become only slightly more negative. "The average viewer still overwhelmingly accepts the frequent and long interruptions by commercials as 'a fair price to pay.'" (Table 4.)

- Most adults in both surveys felt children are better off with television than they would be without it, but the percentage has increased from 70% to 76%. College-educated parents now give TV the heaviest vote on this score (81%, up from 68% 10 years earlier), and grade-school-educated parents the lowest (68%, down from 75%).

- Educational benefits remain the biggest advantage adults see in television for children, but by a much bigger percentage in 1970 than in 1960 (80% versus 65%), and entertainment has replaced the baby-sitting function as the second greatest advantage. (Table 6.)

- "Seeing things they shouldn't" is still the top-rated disadvantage of TV for children in adults' minds, but there have been some changes since 1960 in what those things are. "Violence" is still number one, but sex, seminudity, vulgarity, smoking, drinking and drugs have increased as causes of concern. (Table 7.)

- Parents are "a bit stricter" than they were about controlling their children's viewing (43% say they have "definite rules" as against 41% in 1960). But better-educated parents, the biggest group in approving of TV for children, are much more inclined to have rules (46%) than grade-school-educated parents (25%), who are most fearful about TV for children. In general, however,

"there are about as many parents who look to the children for help in deciding what they (parents) are going to watch as there are parents who try to decide about their children's viewing."

The 1970 study was financed by a grant by CBS, which also underwrote the 1960 study, to the Bureau of Social Science Research, a Washington-based independent nonprofit organization. Based on a national probability sample, some 1,900 adults (aged 18 and over) were interviewed by the Roper Organization, New York, in late winter and early spring of 1970—exactly 10 years after interviewing was done in the 1960 study. In addition there was a separate special study in Minneapolis-St. Paul, where, in cooperation with the American Research Bureau, the researchers were able to measure what viewers said against what they actually watched, corresponding to a similar special study in New York as part of the 1960 work (see page 18).

The report is by Robert T. Bower, director of the Bureau of Social Science Research, who emphasizes in his preface that CBS had no control over any aspect of the study or report. It is being published as a 205-page book titled "Television and the Public" by CBS's Holt, Rinehart & Winston subsidiary, which will offer it later at \$7.95 a copy, but for the present CBS is distributing it widely to editors, educators and other opinion leaders.

The report ranges over many areas covered in the 1960 study, but the rising role of television as a journalistic force in the public's perception of the medium

Table 1.

"Now, I would like to get your opinions about how radio, newspapers, television, and magazines compare. Generally speaking, which of these would you say . . . ?"

	In percentages									
	Television		Magazines		Newspapers		Radio		None/NA	
Which of the media:	1960	1970	1960	1970	1960	1970	1960	1970	1960	1970
Is the most entertaining?	68	72	9	5	13	9	9	14	1	0
Gives the most complete news coverage? . .	19	41	3	4	59	39	18	14	1	2
Presents things most intelligently?	27	38	27	18	33	28	6	9	5	8
Is the most educational?	32	46	31	20	31	26	3	4	3	5
Brings you the latest news most quickly? . .	36	54	0	0	5	6	57	39	2	1
Does the most for the public?	34	48	3	2	44	28	11	13	8	10
Seems to be getting worse all the time? . .	24	41	17	18	10	14	14	5	35	22
Presents the fairest, most unbiased news? . .	29	33	9	9	31	23	22	19	9	16
Is the least important to you?	15	13	49	53	7	9	15	20	7	5
Creates the most interest in new things going on?	56	61	18	16	18	14	4	5	4	5
Does the least for the public?	13	10	47	50	5	7	12	13	23	20
Seems to be getting better all the time? . .	49	38	11	8	11	11	10	15	19	28
Gives you the clearest understanding of the candidates and issues in national elections?	42	59	10	8	36	21	5	3	7	9

1960 base: 100 percent = 2427

1970 base: 100 percent = 1900

represents one of the most striking changes of the decade.

It is demonstrated in many ways. In 1960, for example, television had been voted best mass medium in only one of four specified news categories: giving the clearest understanding of candidates and issues in national elections. But by 1970, Dr. Bower reports, "we find television surging ahead of newspapers as the news medium that 'gives the most complete news coverage,' overtaking radio in bringing 'the latest news most quickly,' edging out newspapers in 'presenting the fairest, most unbiased news' and increasing its lead" in the one area where it was ahead in 1960, national political coverage. (Table 5.)

Dr. Bower notes that these findings parallel the results of studies conducted—also by the Roper Organization—for the Television Information Office since 1959. (He also notes at another point that when an Apollo 13 moon-flight emergency occurred during interviewing in Minneapolis-St. Paul, where 52% had rated TV the fastest news medium, 58% got their first word of the emergency from radio, as against 40% from TV. However, he says, TV regained its position as predominant source of information in the remaining four days of the flight.)

As another evidence of the public's growing perception of TV's news role Dr. Bower recalls that viewers and critics in 1960 were talking primarily about entertainment and cultural values, but in 1970 had shifted their focus to news functions, objectivity, concentration on control and effects of news coverage on audience behavior. And even in the area of TV and children, he notes, much of the violence parents object to their children's seeing is violence that is reported in the news.

He cites Vice President Spiro Agnew's celebrated Nov. 13, 1969, attack on network news specifically. That was just three months before interviewing was done for the 1970 study—and still TV was voted the fairest and most unbiased medium.

The study looked for bias in a number of directions. In one, 53% of the conservatives, an equal percentage of liberals and a few more middle-of-the-roads (56%) said they thought newscasters in general "give it straight," while 30% of the conservatives, 20% of the liberals and 25% of the middle-roads thought newscasters tend to color the news. Republicans were more suspicious (32%) than Democrats (22%). In the total sample, viewers divided about equally as to whether the newscasters they individually watch most are liberal (14%) or conservative (13%); more consider them middle-roads (36%) and even more can't tell (38%). But overwhelmingly they feel their favorite newscasters give the news straight (78%) rather than let their personal opinions color it (6%).

Dr. Bower offers this summary: "It appears that a sizable proportion (about one-fourth) of the public feels that television news is generally biased in its presentation. A much smaller group of

Table 2.

"Here are some opposites. Please read each pair quickly and put a check some place between them, wherever you think it belongs, to describe television. Just your offhand impression."
Television is generally: Proportion of 1960-1970 samples choosing each of six scale positions.

	(1)		(2)		(3)		(4)		(5)		(6)		
	1960	1970	1960	1970	1960	1970	1960	1970	1960	1970	1960	1970	
Relaxing	43	33	21	23	19	27	9	11	3	4	4	3	Upsetting
Interesting	42	31	21	23	19	24	9	13	4	5	4	3	Uninteresting
For me	41	27	18	20	19	24	10	15	6	8	8	6	Not for me
Important	3	30	17	19	21	24	10	15	7	7	6	6	Unimportant
Informative	39	35	25	27	20	23	8	9	5	3	3	3	Not Informative
Lots of fun	32	22	20	20	25	31	12	16	5	6	6	5	Not much fun
Exciting	30	19	18	17	29	35	13	17	5	7	4	6	Dull
Wonderful	28	19	16	15	33	36	16	22	4	6	3	3	Terrible
Imaginative	26	19	21	20	28	33	14	15	6	7	5	6	No Imagination
In good taste	24	18	21	19	31	33	19	19	6	7	4	4	In bad taste
Generally excellent	22	15	19	18	32	36	18	21	5	6	4	4	Generally bad
Lots of variety	35	28	16	20	19	21	12	14	10	9	8	8	All the same
On everyone's mind	33	21	22	18	24	29	15	20	4	7	3	5	Nobody cares much
Getting better	25	16	19	15	24	23	16	21	8	11	9	15	Getting worse
Keeps changing	23	22	17	18	22	24	18	20	10	9	9	8	Stays the same
Serious	8	7	8	8	31	35	29	33	12	10	12	7	Playful
Too "highbrow"	4	3	3	4	29	28	42	43	11	12	9	11	Too "simple minded"

1960 Base: 100 percent = 2427

1970 Base: 100 percent = 1900

(Excluding NA's which vary from item to item)

Table 3.

Proportion of each group taking most extreme position on two scales.

	Superfans				Villifiers				Base: 100% = 1960 1970	
	Percent who check extreme positive positions				Percent who check extreme negative positions					
	"Wonderful"		"For me"		"Terrible"		"Not for me"			
	1960	1970	1960	1970	1960	1970	1960	1970		
Sex:										
Male	27	17	40	24	3	4	7	7	1177	900
Female	28	20	41	31	3	2	9	6	1246	982
Education:										
Grade school ..	44	33	54	43	3	3	9	7	627	367
High school ...	26	19	42	28	3	3	7	6	1214	1030
College	12	7	20	15	3	2	11	8	516	490
Age:										
18-19	32	17	44	25	0	2	6	7	84	182
20-29	19	17	33	29	3	1	8	6	473	331
30-39	23	18	39	24	2	3	7	6	544	356
40-49	27	13	38	23	2	3	7	9	463	378
50-59	34	21	44	27	4	2	10	5	400	311
60+	36	24	50	33	4	5	10	6	440	419

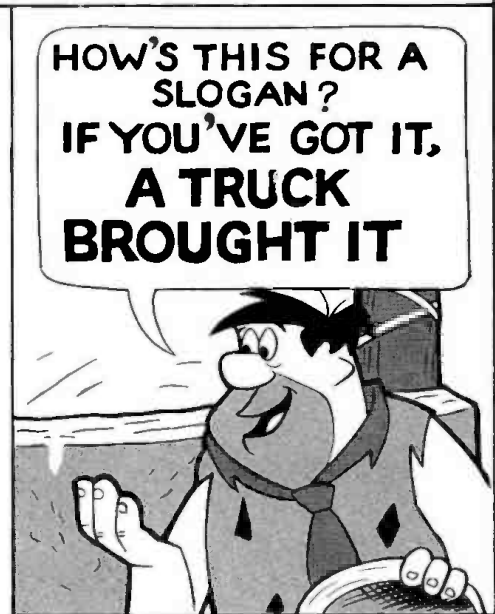
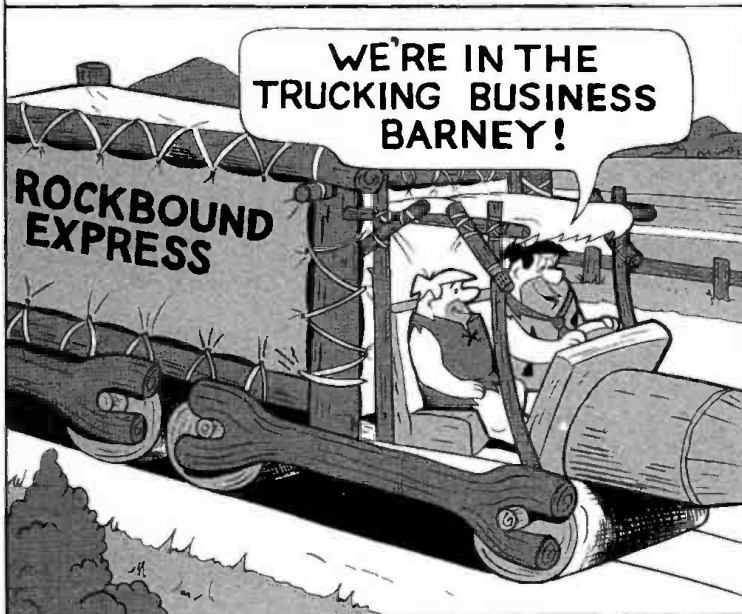
hard-core critics think even their own favorite newscaster colors the news. But the vast majority of people either accept the objectivity of television newscasting in general or find a specific newscaster to watch who is felt to be objective in his reporting . . . If the public at large were the judge, the medium would probably be exonerated [of bias charges] or at worst be given a suspended sentence."

The study also undertook to learn which news medium people think puts most emphasis on "good things" and which puts most on "bad things"—and found that TV was voted number one on both counts. Dr. Bower suggests a possi-

ble explanation: "that for a large group of viewers television is simply so dominant a medium in bringing all the news, any sort of news, they see it as emphasizing all things—both the good and the bad—without any sense of contradiction. Yes, it emphasizes the good things; yes, it emphasizes the bad things; it emphasizes everything."

The study found 57% rated TV's performance in presenting 1968 presidential election campaign issues and candidates as good (44%) or excellent (13%); 32% wanted more political programs in the 1972 campaign while 15% wanted fewer, and 43% said TV played a "fairly im-

FRED and BARNEY drive the **INTERSTATES**



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Trucks get it all to you, economically, safely.

We're for that.

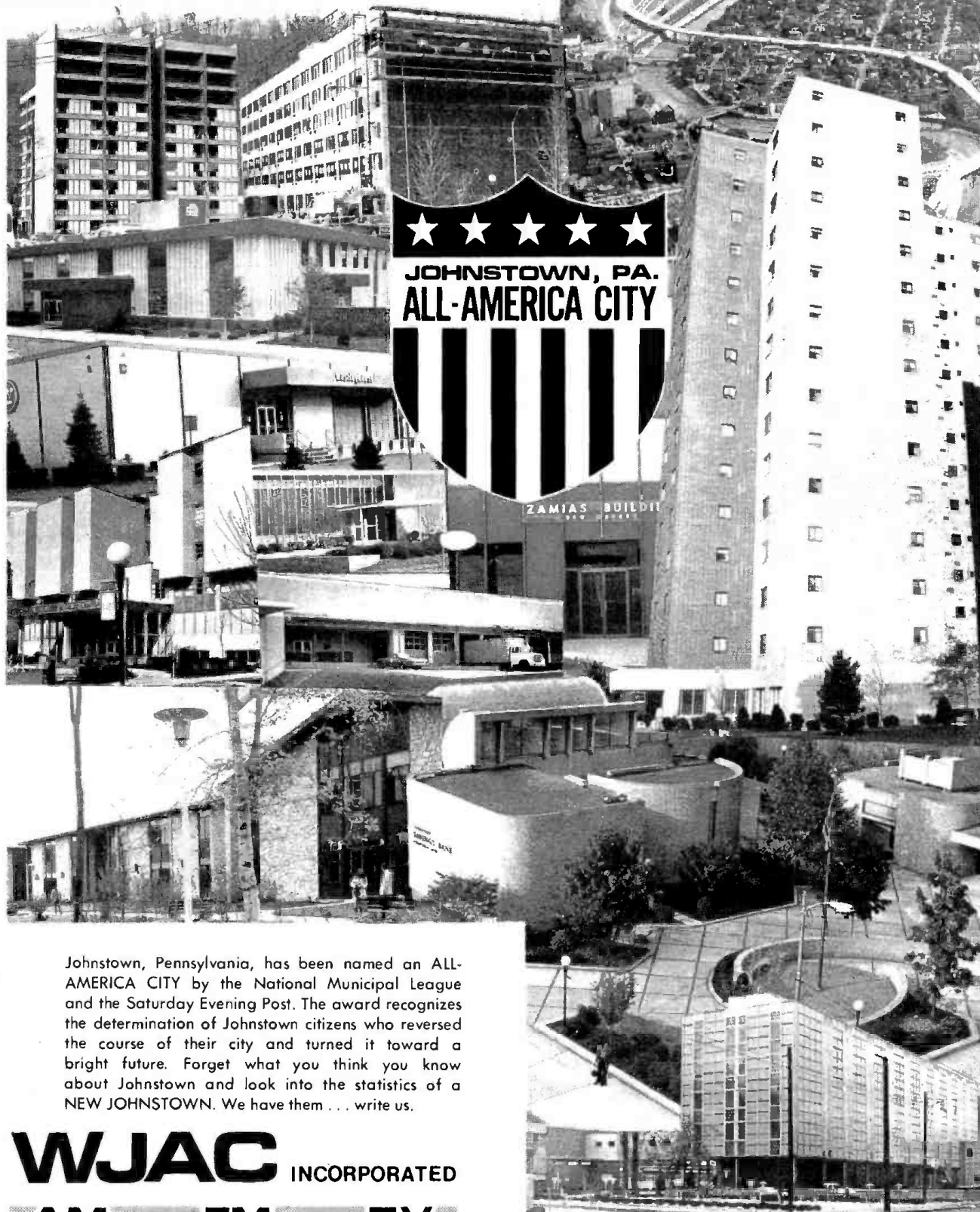


Eaton Corporation, Axle Division,
Cleveland OH 44110, manufacturers of heavy-duty Eaton® truck axles; Transmission Division, Kalamazoo MI 49001, manufacturers of Fuller® Roadranger® transmissions.

EAT•N Truck Components

It's time to take a FRESH LOOK at

JOHNSTOWN, PENNSYLVANIA



Johnstown, Pennsylvania, has been named an ALL-AMERICA CITY by the National Municipal League and the Saturday Evening Post. The award recognizes the determination of Johnstown citizens who reversed the course of their city and turned it toward a bright future. Forget what you think you know about Johnstown and look into the statistics of a NEW JOHNSTOWN. We have them . . . write us.

WJAC INCORPORATED

AM - FM - TV

Table 4.

"Here are some statements about commercials. I'd like you to read each statement and mark whether you generally agree or disagree with each statement."

Percent who agree that:	1960 total	1970 total	1970 occupation of head of household	
			White collar	Blue collar
Commercials are a fair price to pay for the entertainment you get	75	70	69	71
Most commercials are too long	63	65	67	65
I find some commercials very helpful in keeping me informed	58	54	50	57
Some commercials are so good that they are more entertaining than the program	43	54	56	52
I would prefer TV without commercials	43	48	49	47
Commercials are generally in poor taste and very annoying	40	43	42	43
I frequently find myself welcoming a commercial break	36	35	31	38
I'd rather pay a small amount yearly to have TV without commercials	24	30	30	29
There are just too many commercials	(Not included in 1960)	70	71	70
Having special commercial breaks during a program is better than having the same number of commercials at the beginning and end	(Not included in 1960)	39	35	42
Base: 100 percent =	(2427)	(1900)	(674)	(873)

Table 5.

"Now, I would like to get your opinions about how radio, newspapers, television and magazines compare. Generally speaking, which of these would you say ..."

		Percent	
		1960	1970
"Gives the most complete news coverage?"	Television	19	41
	Magazines	3	4
	Newspapers	59	39
	Radio	18	14
	None or don't know	1	2
"Brings you the latest news most quickly?"	Television	36	54
	Magazines	0	0
	Newspapers	5	6
	Radio	57	39
	None or don't know	2	1
"Gives the fairest, most unbiased news?"	Television	29	33
	Magazines	9	9
	Newspapers	31	23
	Radio	22	19
	None or don't know	9	16
"Gives the clearest understanding of candidates and issues in national elections?"	Television	42	59
	Magazines	16	8
	Newspapers	36	21
	Radio	5	3
	None or don't know	1	9

1960 Base: 100 percent = 2427 (minus NA's which vary from item to item)

1970 Base: 100 percent = 1900 (minus NA's which vary from item to item)

portant" (30%) or "very important" (13%) part in helping them decide whom they had wanted to win in 1968. He doesn't think that last finding should be construed to mean TV caused large numbers to bolt their parties but, rather, that it reflects "a sense of increased familiarity with the candidates and, most likely, a reinforcement of pre-existing tendencies."

At another point Dr. Bower says: "The indications are that television does not tend to favor one faction over another in such a way as to suggest a partisan political influence during a campaign, or even to discriminate among the social

groups of which the population is composed. To an amazing degree, the perceived effects of television's political coverage are spread evenly among the public."

In summary, he says: "The high assessment of television in its journalistic role that has been shown in this chapter certainly represents a general public endorsement, all the more resounding since it occurs at a time when TV news is under attack.

"Clearly, this part of television's content has largely been exempted from the trend toward a lower public esteem for the medium as a whole. But the vote is

by no means unanimous. TV news presentation is not free of the suspicion of bias that the American public accords to all the mass media; and while the improvements in the technology of rapid worldwide coverage of daily events may be roundly applauded, there are those who would prefer less emphasis on the unpleasant and disturbing national conflicts."

These presumably would be older viewers, for in another section the study found age to be the great differentiator of views about social strife such as riots, street protests, race problems and campus unrest. "The young applaud what the old condemn in what would seem to be expressions about the world at large, attributed to television only as the bearer of bad tidings," Dr. Bower observes.

Age also figured in one of the major changes found in viewing patterns in 1970. Ten years earlier, the heaviest viewing had been found among teenagers; in 1970, teen-agers watched less than any of the other age groups. They also were the only age group that failed to watch more in 1970 than their counterparts did in 1960. In itself the decline was not considered large—from 26.25 median hours per week in 1960 to 25.33 in 1970—but in a broader context, Dr. Bower suggests, it could be huge.

The 1970 dip might be a transitory one, he says, with the teen-agers increasing their viewing as they grow older, as viewers who were 28 or 29 in 1970 watched more than those 18 or 19 in 1960. "But," Dr. Bower cautions, "if it happens to be a way of life that will endure as the generation ages," the up-trend of TV viewing is threatened.

Among other changes found in 1970:

■ Where 1960 viewers preferred regular series to specials (49% to 32%), 1970's preferred specials (44%) to series (36%).

■ Despite a somewhat declining esteem for TV as a whole, viewers found more specific programs to applaud. On average, the proportion of all programs rated "extremely enjoyable" rose from 44% in 1960 to 50% in 1970. In addition, or perhaps as a factor in that increase, Dr. Bower reports that 70% of the viewers said they thought there were more "different kinds of programs" in 1970, giving them a broader range to choose from.

As for changes in television itself, reaction was overwhelmingly favorable (55% had only favorable things to say, as opposed to 16% who were solely unfavorable, with the rest neutral, balanced or in the no-answer category).

Generally they felt neutral about 10-year changes in sports programs and movies, were critical on such morality questions as sex, nudity and vulgarity (10%) and on violence (4%), which they often linked with news, and were favorable toward changes perceived in general entertainment (19%), technical advances such as color and increased numbers of stations (23%) and, most of all, changes in news and information (33%).

"Live coverage of national events, educational television, more channels, tele-

Table 6.

"What do you think are some of the main advantages of television for children?"

The advantages of TV for children by respondent's general attitude (pro or con) toward television for children*

Percent who mention:	1960						1970			
	Parents		Others		1960 Total	Total 1970	Parents		Others	
	Pros	Cons	Pros	Cons			Pros	Cons	Pros	Cons
Education	74	49	72	45	65	80	85	69	85	62
Baby-sitting	34	21	31	13	28	16	17	13	18	9
Entertainment	21	15	23	8	19	22	27	20	21	17
Programs good generally	4	17	6	16	8	2	2	2	2	2
Stimulates socializing	2	—	1	—	1	2	3	—	2	2
Adult supervision necessary	4	2	10	4	6	2	2	1	2	1
Other, general	1	4	1	4	2	4	3	6	2	6
Base: 100% =	(858)	(292)	(781)	(419)	(2350)	(1592)	(589)	(159)	(607)	(237)

*Multiple response item: percentages do not necessarily add up to 100 percent.

Table 7.

"What do you think are some of the main disadvantages of television for children?"

Disadvantages of television for children by parental status and general attitude (pro and con) toward television for children.

Percent who mention:	1960					1960 Total	1970 Total	1970			
	Parents		Others		Parents			Others			
	Pros	Cons	Pros	Cons	Pros			Cons	Pros	Cons	
See things they shouldn't:	46	55	48	64	51	52	48	55	50	64	
Violence, horror	26	32	28	40	30	30	27	32	30	35	
Crime, gangsters	7	8	11	13	10	8	6	10	9	12	
Sex, suggestive- ness, vulgarity	4	7	4	6	5	11	10	12	11	13	
Smoking, drinking, dope	2	2	2	3	2	5	4	5	6	7	
Adult themes	2	3	1	3	2	9	6	11	10	12	
Harmful or sinful products adver- tised	1	1	1	—	1	1	1	—	1	1	
Wrong values or moral codes	3	5	2	5	3	8	8	11	8	9	
Other, general	7	11	8	9	8	2	3	5	2	5	
Keeps them from doing things they should	34	51	31	41	36	30	29	40	26	34	
Programs bad, general	10	9	8	13	10	2	2	6	2	3	
Other, program content	3	9	2	6	4	6	7	10	5	6	
Physical harm	3	7	4	8	5	5	3	4	5	7	
Advertising too effective	2	3	1	—	1	2	3	3	2	3	
Other	2	3	1	3	2	5	6	5	5	3	
Base: 100 percent =	(858)	(292)	(781)	(419)	(2350)	(1583)	(586)	(157)	(604)	(236)	

*Multiple response item: percentages do not necessarily add up to 100 percent.

vision by satellite and longer news programs are all viewed as changes for the better by 70% or more of the sample," Dr. Bower writes. "At the other end, talk shows, fewer westerns and live coverage of civil disruptions are approved by only about a third."

Noting that coverage of space shots and other national events ranked at the top of changes rated for the better, while coverage of riots and protests ranked at the bottom, Dr. Bower assumes that in these cases "people are responding to the message at least as much as to the medium, probably it is the space effort people like and the riots they dislike."

Dr. Bower also cautions that it should not be assumed that "the American television audience has changed in 10 years from a population of entertainment fans to a population of news hawks." Entertainment, he notes, still dominates TV

fare and commands most of the viewer's time.

"But," he continues, "there is apparently a general shift in people's perception of what television is and what it means to them, and the new focus on the news and information content of television has undoubtedly altered people's views about various other aspects of the medium's role—from how it affects the 12-year-old to whether it is a benign or malevolent force in society." More than that, he concludes, "the journalistic emphasis may have introduced important new criteria by which TV will be judged in the future."

Dr. Bower's book is expected to be added to the Holt, Rinehart & Winston catalogue for general sale about next January. Meanwhile, CBS sources said, prospective buyers may contact the publisher's college department at its headquarters in New York.



Robert T. Bower, author of "Television and the Public," is director of the Bureau of Social Science Research, Washington. He has directed the bureau, a nonprofit research institution, since 1950. He formerly was president of the American Association of Opinion Research (1969-70) and currently is president of the Nation Council on Public Polls.

What they said and what they saw

The Bureau of Social Science Research's special study in Minneapolis-St. Paul, made in conjunction with its national study, confirmed again what many already knew: Viewers don't always watch what they say they want to see on television.

With the cooperation of the American Research Bureau, the researchers interviewed some Minnesotans who had previously kept ARB diaries, and then compared what they said with what they had watched. One conclusion: "The people who say they usually watch television to learn something do watch news and information programming more than others, but only a little bit more. Those who feel there is not enough 'food for thought' on television watch as many entertainment shows as the rest of the viewers. Those who want television stations to concentrate on information programs spend only slightly more time watching such programs than those who want the 'best entertainment,' despite the fact that a great deal of informative fare is available in the Minneapolis-St. Paul area for those who could just switch the dial to another channel."

The researchers also rated respondents on a "culture scale" and examined their viewing in that context; the "high-culture" people, it turned out, "watched television somewhat less than those who scored lower; when they did watch, their viewing was distributed among program types in almost precisely the same way as the low-culture scorers, hardly a hair's breadth between them except in the news [higher viewing] and sports [lower] categories."

NAB stakes out straight line children's ads must follow

Statement, spelling out methods and responsibilities, to go into effect no later than Jan. 1

The National Association of Broadcasters' television code review board last week adopted a "statement of principles" on children's television advertising, putting code subscribers and advertisers on notice that special care should be exercised in the production and presentation of commercials aimed at the young.

Formulation of the statement came at the TV code review board's spring meeting in Washington June 6-7 and, according to Stockton Helffrich, director of the NAB Code Authority, it is an outgrowth of the study of children's TV commercials that NAB conducted in association with New York sociologist Charles Winick. The study, "Children's Television Commercials: A Content Analysis," was made public two weeks ago (BROADCASTING, June 4).

Following is the text of the statement of principles:

Because of special considerations for children, the following principles shall apply to all advertising designed primarily for children:

1. Broadcasters believe that advertising of products or services normally used by children can serve to inform children not only of the attributes of the product/service but also of many aspects of the society and world in which they live.
2. Everyone involved in the creation, production and presentation of advertisements to children has a responsibility to assure that such material serves a positive function and avoids being exploitative of or inappropriate to a child's still developing cognitive abilities and sense of values.
3. Creative concepts, audio or video techniques and language addressed to children, shall be non-exploitative in manner, style and tone.
4. Documentation adequate to support the truthfulness and accuracy of all claims and representations contained in the audio or video of the advertisement must be made available to the broadcaster and/or Code Authority.
5. The disclosure of information on the characteristics and functional aspects of a product/service is strongly encouraged. This includes, where applicable, relevant ingredient and nutritional information. In order to reduce the possibility of misimpressions being created, all such information shall be presented in a straight-forward manner devoid of language or production techniques which may exaggerate or distort the characteristics or functions of the product.
6. Given the importance of sound health and nutritional practices, advertisements for edibles shall be in accord with the commonly accepted principles of good eating and seek to establish the proper role of the advertised product within the framework of a balanced regimen. Any representation of the relationship between an edible and energy must be documented and accurately depicted.
7. Any representation of a child's concept of himself/herself or of his/her relationship to others must be constructively handled. When self-concept claims are employed, the role of the product/service in affecting such promised benefits as strength, growth, physical prowess and growing-up must accurately reflect documented evidence.
8. Appeals shall not be used which directly or by implication contend that if children have a product, they are better than their peers or lacking it will not be accepted by their peers.
9. Advertisements shall portray attitudes and practices consistent with generally recognized social values and customs.

10. Material shall not be used which can reasonably be expected to frighten children or provoke anxiety, nor shall material be used which contains a portrayal of or appeal to violent, dangerous or otherwise antisocial behavior.

11. Advertisements shall be consistent with generally recognized standards of safety.

In addition to the preceding principles, all advertising designed primarily for children is subject to review under the standards contained in the television code. The principles also supplement established television code guidelines, interpretations and policies that relate to various aspects of children's advertising.

Mr. Helffrich said the statement, which he said is effective no later than Jan. 1, 1974, for code subscribers, has in most instances deliberately avoided specific guidelines on children's TV advertising. Because of the varying types of children's commercials, he said, it would be difficult to devise a set of strict guidelines to deal with every product type.

That view was seconded by TV code review board Chairman Charles Batson, who said that the enforcement of the TV code is behind the statement of principles.

"This (statement) establishes a standard for children's TV commercials; we'll have to wait to see how much more detail is necessary," said Mr. Helffrich.

In another action, the TV code review board decided against considering an extension of the Sept. 1 effective date of the guidelines it adopted on multiple-product announcements (BROADCASTING, Jan. 15).

The Association of National Advertisers is seeking clarification of those guidelines, Mr. Helffrich said, and the matter will be taken up next Thursday (June 14) when the time standards committee of the TV code review board meets with ANA representatives in New York.

Retailers cite value of proper media mix

Approximately 130 executives in the radio-advertising and retailing fields attended the first retail-radio workshop of the Radio Advertising Bureau at the Waldorf-Astoria Hotel in New York last Thursday (June 7).

The workshop consisted of talks by both radio and retailing officials and panel discussions on various facets of retail-radio advertising.

William Hiltz, advertising manager, Allied Stores Corp., said radio can play an important role in retail advertising as part of a multimedia mix. He warned that spending a disproportionate amount of budget dollars in print, for example, could result in a decided advantage for the competition.

Mr. Hiltz stressed the importance of imaginative concepts, appropriate copy and visuals, and conviction in a retail campaign, but said these elements could be wasted unless a suitable multimedia plan is developed. He said a plan could include direct mail and newspaper ads as well as television and radio, and could be helped by point-of-sales material and even by in-store or departmental background music (the same played in radio and TV commercials).

Suzan Couch, broadcast administrator,

Macy's New York, also advocated the use of various media. She asserted that radio and television "can and do deliver measurable discernible results at the register," and teamed with direct mail and print, can supply additional scope to a campaign.

Miss Couch gave examples of her company's use of different types of radio stations in the New York area in order to reach different people. She said spot announcements often are scheduled throughout the broadcast day to reach the widest number and types of listeners.

M-E and client, Coca-Cola, top Clio winners

McCann-Erickson and N.W. Ayer each win three, but former gets honors in "campaign" category, considered the plum

The 14th annual Clio Awards for television commercials were presented last Monday night (June 4) before an audience of more than 1,500 representatives of the advertising industry at Lincoln Center in New York. In all, 71 Clios were awarded for domestic and international work by the American TV and Radio Commercials Festival.

The winner of the "campaign" award, considered the major prize, went to McCann-Erickson, New York, for its Coca-Cola commercials. McCann-Erickson and Coke also received awards for the best jingle and best soft-drink commercials. That agency tied with N. W. Ayer, New York, for the most awards received (three each). Ayer took home prizes in the deodorant (Dr. Scholl's foot spray), pet product (Sergeant's flea collar) and utilities (American Telephone & Telegraph Long Lines Division) award categories.

Selections were made from 1,307 entries and judged by more than 350 people in the international advertising community. William Evans, director of the Clio awards, also noted that more than one-third of the awards went to recipients outside of New York indicating the growing "excellence" of commercial efforts in the rest of the country and world.

Clios for radio will be announced and presented at a luncheon on June 19, during the upcoming Radio Advertising Bureau workshops in New York.

The complete list of Clio winners in TV, with category, product, commercial title and agency follows:

Campaign: Coca-Cola—"Country Sunshine," "Raft," "Playground Counselor," entered by McCann-Erickson, New York.

Apparel: Totes men's boots—"Puddle," entered by Parry Associates, New York.

Automobiles: Mercedes-Benz—"Ballet," entered by Sam Bradley and Charles Gennarelli.

Auto accessories: Zex—"Radiator," entered by BBDO, New York.

Banks/financial: First Wisconsin National Bank of Milwaukee "Teller-Texan," entered by Cramer-Krasselt, Milwaukee.

Bath soaps/deodorants: Scholl foot spray—"Stagecoach," entered by N. W. Ayer, Chicago.

Beers and wines: Budweiser—"5 Kings," entered

by D'Arcy-MacManus & Masius, St. Louis.
Confections/snacks: Peter Paul No Jelly—"Train," entered by Benton & Bowles, New York.
Corporate/Institutional: Xerox—"Football Stadium," entered by Needham, Harper & Steers, New York.
Cosmetics and toiletries, men: Gillette Platinum Plus—"Father and Son," entered by Dick Richards Films, Los Angeles.
Cosmetics and toiletries, women: Alberto VO5 creme rinse—"Jennifer's Hair," entered by Rosenfeld, Sirowitz & Lawson, New York.
Dairy products: Thick and Frosty—"Candid Kids," entered by N. Lee Lacy, New York.
Gift items: Polaroid Square Shooter 2—"Bus Stop," entered by Doyle Dane Bernbach, New York, and Pelco Editorial, New York.
Home furnishings: Orite Colony Point carpet of Herculon—"Zoo," entered by W. B. Doner, Baltimore.
Home maintenance: Cotoran Plus—"T'Days The Day," entered by Keenan, Keane & McLaughlin, New York.
Household items: DeHaze—"De-Haze De-Fogs," entered by Mike Sloan, Miami.
Insurance: Blue Cross/Blue Shield of Northeast Ohio—"Vision Care," entered by Centrex, New York.
Media promotion/entertainment: WABC-TV Eyewitness News—"Spanish Wedding," entered by Della Femina, Travisano, New York.
Packaged foods: Del Monte—"Salmon," entered by McCann-Erickson, San Francisco.
Personal items: Bic Banana pen—"Fruit," entered by Wells, Rich, Greene, New York.
Pet products: Sergeant's Flea Collar & Tag—"Barney's World," entered by N. W. Ayer, New York.
Pharmaceuticals: Binaca—"Put a Little Fun," entered by D'Arcy-MacManus & Masius, New York.
Public Service: Highway Safety—"Beach," entered by Grey, New York.
Public service: League of Women Voters—"Vote 60," entered by Needham, Harper & Steers, New York.
Recreation equipment: Yamaha—"Happy Birthday," entered by N. Lee Lacy, New York.
Retail/auto: Ford Dealers Association—"Harrison Fields," entered by Snazelle, San Francisco.
Retail/foods and restaurants: McDonald's—"Lonely Mom," entered by Wyde, New York.
Retail/stores and services: Rayco—"The Cliff," entered by Wyse, Cleveland.
Soft drinks: Coca-Cola—"Country Sunshine," entered by McCann-Erickson, New York.
Toys and games: Ideal—"The Boss," entered by Hellgott, Towne & Silverstein, New York.
Travel and transportation: American Airlines—"Huntley Vacation," entered by Pelco Editorial, New York.
Utilities: AT&T Long Lines—"Sisters," entered by N. W. Ayer, New York.
Animation: Levl Strauss—"Different the Same," entered by Ovation, New York.
Copywriting: Bic Banana pen—"Fruit," entered by Wells, Rich, Greene, New York.
Demonstration: Orite Colony Point carpet of Herculon—"Zoo," entered by W. B. Doner, Baltimore.
Direction: Xerox—"Football Stadium," entered by Myers & Eisenstadt, New York.
Editing: Schaefer beer—"Bicycling," entered by

MHP/Filmbox, New York.
Editing: Xerox—"Black History," entered by Needham, Harper & Steers, New York.
Film effects: ABC-TV—"1972 Summer Olympics," entered by ABC, New York.
Graphics: Datsun—"Dall Wagon," entered by Parker, Palos Verdes, Calif.
Humor: Southeast Banking—"Tackling," entered by Mike Sloan, Miami.
Music with lyrics: Coca-Cola—"Country Sunshine," entered by McCann-Erickson, New York.
Musical scoring: Santa Anita—"Tomorrow Could Be Your Day," entered by Dailey & Associates, Los Angeles.
Performance: Dr. Pepper—"Candy Store," entered by Sunlight, New York.
Performance: Underwood Spreads—"Kid Spokesman," entered by Stan Lang, New York.
Photography: Wilderness Society—"Development," entered by Wainwright, Spaeth & Wright, Chicago.

Also-givens in busy week for New York advertising awards

The Advertising Club of New York presented 26 "Andy" awards last week, five of them for broadcast efforts. Canada Dry (Grey Advertising) won for less-than-one-minute spots. E. I. du Pont de Nemours (BBDO) won for one-minute-or-longer spots. Mobil Oil (Doyle Dane Bernbach) won for television campaigns. Columbia Records (Gotham Advertising) won for radio spots, and Anchorage Sand & Gravel (Murray, Kraft & Rockey, Seattle) won for radio campaigns.

Half gone: Canadian football

Six major advertisers have signed for participating sponsorship in the syndicated *Pro Football from Canada*, starting on June 20 (Wed., 8-10:30 p.m. NYT). Syndicast already has cleared 77 stations to carry the live telecasts on a trade-out basis. There will be 11 games from June 20 to Aug. 29 and the Grey Cup Game on Nov. 25.

National advertisers signed thus far, accounting for more than 50% of the sponsorship, are American Express Co. and General Cigar (Ogilvy & Mather); Colgate-Palmolive (Ted Bates & Co.); Shulton Inc. (Norman, Craig & Kummel); Schweppes (Bates) and Carter Wallace (SSC&B).

BAR reports television-network sales as of May 20

CBS \$275,566,700 (34.8%), NBC \$272,211,400 (34.4%), ABC \$243,141,300 (30.8%)

Day parts	Total minutes week ended May 20	Total dollars week ended May 20	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday					
Sign-on-10 a.m.	85	\$ 511,000	1,458	\$ 9,380,700	\$ 8,714,900
Monday-Friday					
10 a.m.-6 p.m.	727	5,546,300	19,418	163,977,600	136,490,900
Saturday-Sunday					
Sign-on-6 p.m.	301	3,573,800	5,895	83,190,500	83,296,900
Monday-Saturday					
6 p.m.-7:30 p.m.	99	1,750,100	1,888	40,340,100	35,695,500
Sunday					
6 p.m.-7:30 p.m.	20	446,000	310	7,874,500	6,737,300
Monday-Sunday					
7:30 p.m.-11 p.m.	393	20,002,500	7,844	439,139,700	382,114,700
Monday-Sunday					
11 p.m.-Sign-off	178	2,831,000	3,109	47,016,300	37,372,000
Total	1,803	\$34,660,700	39,922	\$790,919,400	\$690,422,200

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

First-quarter spending in spot TV totals over one-third billion

Biggest advertiser by far was, as usual, P&G, followed by American Home and GF

Investments in national and regional spot television totaled \$335.1 million for the first quarter of 1973, according to Broadcast Advertisers Reports figures released last week by the Television Bureau of Advertising.

Seven companies spent more than \$5 million in spot TV during the quarter: Procter & Gamble (\$19.7 million); American Home Products (\$11.5 million); General Foods (\$10.7 million); Colgate-Palmolive (\$8.9 million); Lever Brothers (\$7.0 million); Ford Motor (\$6.8 million) and Chrysler (\$5.2 million).

TVB said four companies joined the top-100 spot-TV listing for the first time: Holiday Inns of America, Tampa Marketing Corp., Dynamic House Inc. and Oldsmobile Auto Dealers Association.

Estimated expenditures of top-100 national and regional spot-television advertisers

1. Procter & Gamble	\$19,729,400
2. American Home Products	11,547,700
3. General Foods	10,679,800
4. Colgate-Palmolive	8,865,900
5. Lever Brothers	6,982,300
6. Ford Motor	6,804,500
7. Chrysler	5,150,300
8. Bristol-Myers	4,759,800
9. William Wrigley Jr.	4,647,200
10. H. & R. Block	4,414,800
11. General Motors	4,262,100
12. General Mills	4,241,600
13. Miles Laboratories	3,978,900
14. Coca-Cola	3,969,700
15. PepsiCo	3,717,300
16. Warner-Lambert Pharmaceutical	3,707,800
17. Kraftco	3,697,700
18. Sterling Drug	3,249,500
19. ITT	3,090,200
20. Gillette	3,048,700
21. CBS Inc.	3,008,600
22. AT&T	2,932,800
23. American Motors	2,786,700
24. Nestle	2,719,800
25. Scott's Liquid Gold	2,701,800
26. Toyota Motor Distributors	2,657,400
27. Alberto-Culver	2,581,900
28. Campbell Soup	2,525,900
29. Quaker Oats	2,472,700
30. Triangle Publications	2,436,600
31. C.P.C. International	2,384,500
32. Nabisco	2,371,700
33. Kimberly-Clark	2,222,600
34. Exxon	2,190,400
35. Hanes	2,128,100
36. Noxell	2,085,900
37. Carnation	2,077,300
38. Beatrice Foods	2,043,800
39. American Airlines	2,024,300
40. Heublein	1,972,100
41. Schering-Plough	1,895,800
42. Jos. Schlitz Brewing	1,866,300
43. Mars	1,817,600
44. Norton Simon	1,790,700
45. Marshall Cavendish	1,666,200
46. Seven-Up	1,654,400
47. American Dairy Association	1,588,900
48. Pabst Brewing	1,543,900
49. Chesebrough Ponds	1,508,800
50. Shell Oil	1,490,500
51. Standard Oil of California	1,485,300
52. Toyo Kogyo Co.	1,485,000
53. Borden	1,482,700
54. Mazda Auto Dealers Association	1,459,500
55. A. H. Robins	1,432,500
56. H. J. Heinz	1,423,200
57. K-Tel International	1,418,000
58. Westinghouse Electric	1,396,900
59. Nissan Motor USA	1,382,700
60. Kellogg	1,355,100

61. Smith Kline & French Labs	1,349,000
62. Scott Paper	1,284,400
63. Tampa Marketing	1,257,100
64. Dynamic House	1,230,100
65. Ideal Toy	1,178,200
66. Hills Brothers Coffee	1,172,800
67. Royal Crown Cola	1,164,100
68. Oldsmobile Auto Dealers Association	1,142,400
69. Mutual of Omaha Insurance	1,129,400
70. Airwick Industries	1,126,700
71. Interstate Brands	1,120,200
72. Trans World Airlines	1,118,000
73. General Electric	1,095,400
74. RCA	1,073,700
75. Johnson & Johnson	1,020,900
76. Gulf & Western Industries	1,020,200
77. Magnavox	1,003,600
78. Standard Oil of Ohio	1,002,500
79. Upjohn	977,700
80. National Airlines	966,600
81. Union Oil of California	952,300
82. Morton-Norwich Products	950,000
83. Nationwide Insurance	936,100
84. Holiday Inns of America	930,100
85. Western Air Lines	919,100
86. Standard Oil of Indiana	918,400
86. Anheuser-Busch	916,400
88. Goodyear Tire & Rubber	916,000
89. Richardson-Merrell	912,000
90. Faberge	910,100
91. Rothmans of Pall Mall Canada	909,700
92. American Express	895,600
93. Block Drug	892,900
94. Pan American	878,300
95. Ward Foods	862,600
96. Mennen	841,100
97. Eastern Air Lines	831,800
98. Liggett & Myers Tobacco	819,100
99. Ford Auto Dealers Association	816,800
100. Porex	809,100

Shaver court battle looms

Ronson Corp., Woodbridge, N.J., said it will take legal action to halt Schick's advertising for Flexamatic shaver which it charges "is grossly misleading, predatory in purpose and destructive in effect." Ronson has petitioned the Federal

Trade Commission and television networks to stop Schick advertising (BROADCASTING, Jan. 22) but, to date, FTC has not acted and the networks continue to accept Schick's "misleading" advertising, according to Ronson President Louis V. Ronson II. Norman, Craig & Kummel, New York, is Ronson's agency. Dancer-Fitzgerald-Sample, New York, is Schick's agency.

McGovern at it again, schedules new hearings on children's advertising

Senator George McGovern's (D-S.D.) Select Committee on Nutrition and Human Needs has scheduled a further exploration of television food advertising directed at children. Focus of the hearing to be held today (June 11) is on the children's-TV-advertising study completed by New York sociologist Charles Winick, under commission of the National Association of Broadcasters (BROADCASTING, June 4).

Reaction to the study is to be given in the testimony of Stockton Helffrich, director of the NAB Code Authority and by the program standards vice presidents of the three TV networks: Thomas J. Swafford, CBS; Alfred Schneider, ABC, and Herminio Travesas, NBC.

The McGovern committee's inquiry into children's TV advertising of food products began three months ago when testimony was heard from cereal manufacturers, consumer groups and others (BROADCASTING, March 12, 19).



Mr. Cohen



Mr. Blackmore



Mr. Conrad



Mr. Gallup

Sales executives shuffled at NBC-TV

NBC-TV has reorganized its sales department, creating a management-level marketing area and making four other key appointments.

Mike Weinblatt, vice president, sales, NBC-TV, said last week the restructuring achieves two major goals: It establishes "a strong marketing function" and enables the network to move five key sales officials into new jobs with added responsibilities.

Aaron M. Cohen, director of daytime program sales since last November, has been named to the newly created post of vice president, marketing. He will be responsible for pre-planning and media research of the sales function and for sales development, pricing and special

projects. He will report to Mr. Weinblatt.

Robert C. Blackmore, vice president, participating programs, since 1971, has been appointed vice president, Eastern sales, succeeding Robert F. Conrad, who moves into Mr. Blackmore's previous post of vice president, participating program sales. Ray Sutton, who has been director, Western sales, becomes a vice president. They all report to Max E. Buck, NBC vice president, national sales.

George H. Gallup, vice president, sport sales, since 1971, has been named vice president, sports and special sales, adding to his responsibility the sale of NBC's specials. He reports to Joseph J. Laricci, who remains vice president, sales and administration.

Media

Herb Klein makes expected vault back to media ranks

New Metromedia assignment includes acquisition of newspaper properties; Ziegler spreads out at White House

Herbert G. Klein, who in an administration known for its hostility to the news media managed to hang on to his image among newsmen as Mr. Nice Guy, last week tendered his resignation as director of communications for the executive branch, which had been in preparation for months ("Closed Circuit," April 30). As anticipated, he will be leaving the government, on July 1, to become vice president for corporate relations for Metromedia Inc., with headquarters in Los Angeles.

The exchange of letters between Mr. Klein and President Nixon that was made public as a means of announcing the resignation, indicated the high esteem in which the President holds Mr. Klein, a friend and associate for 27 years. So did the private meeting the President held with Mr. Klein and his wife on Tuesday morning, shortly before the announcement of the resignation was made. But perhaps because of the pressures generated by Watergate, the naming of a successor was unexpectedly swift.

The White House disclosed on Wednesday that Ronald L. Ziegler, presidential news secretary, would take "over-all direction" of Mr. Klein's domain, while remaining as news secretary and, in addition, moving up to a new job as assistant to the President. The White House made the announcement at the same time that it disclosed that Melvin R. Laird, former secretary of defense, would return to government as a top White House aide, replacing John Ehrlichman, and that General Alexander M. Haig Jr. would retire from the Army and stay on as White House chief of staff.

In announcing Mr. Klein's resignation, Deputy News Secretary Gerald L. Warren had said that Mr. Klein and Mr. Ziegler would be conferring with each other and the President on what adjustments were to be made in running the office Mr. Klein had held. But, Mr. Warren said, "It's very difficult to replace Herb Klein. He's created a unique position. There's not another man in the country who can succeed him." Mr. Warren referred to Mr. Klein's long association with Mr. Nixon and to his familiarity with newspaper people and broadcasters around the country.

Mr. Klein, on Wednesday, following a news conference at which he appeared with his future boss, John Kluge, president and chairman of the board of Metromedia, also indicated there were a number of decisions that remained to be made in the wake of his departure. His job has involved working with public informa-



Mr. Kluge and Mr. Klein

tion officers throughout the executive branch, serving as the President's spokesman, answering presidential mail, handling media complaints and forwarding administration complaints to the media, and making administration officials—including the President—available to press and broadcast newsmen outside of Washington. "We're going to have to decide how these jobs are going to be divided, and among whom," he said. Kenneth Clawson, who is his deputy, would remain in the office of communications, Mr. Klein said.

At least one decision—who is to be in charge—has been made.

Mr. Klein, in what probably was his last Washington appearance as a member of the administration, continued to project the administration's softest edge to the media. He said he thought the news media "over-all," had been "good" and "fair" in their coverage of the administration. He also criticized efforts of regulatory agencies to assume greater control over advertising practices and broadcast journalism.

As for the administration, he felt the President might be "vulnerable" to criticism on the ground he held too few news conferences, although he later attributed that failing in large part to the large number of international conferences in which Mr. Nixon was involved; Mr. Klein said it was felt that a news-conference remark might jeopardize the United States' negotiating position. Mr. Klein also acknowledged that the administration had made "some mistakes" in terms of its public relations in regard to Watergate. There was "overcriticism of the press," he said.

But he rejected the premise that Mr. Ziegler had lost credibility as a result of the statements he had made regarding Watergate that later turned out to be inaccurate or untrue. And he said the administration lived up to the President's promise, in 1969, that it would be an open administration. He said there were fewer complaints now about the refusal of government officials to release information than had been the case before he

"shook up" the departments. He also pointed to his office's job in making cabinet members and other administration officials available to newspapers and broadcast stations throughout the country.

Mr. Klein, one of the Californians Mr. Nixon brought into the administration, helped Mr. Nixon in each of his campaigns since 1946, when he made his first race for Congress. In 1959 and 1960, Mr. Klein was assistant and news secretary to then Vice President Nixon. And Mr. Klein, who entered the newspaper business as a copyboy for the *Post Advocate*, in Alhambra, Calif., in 1940, was editor of the *San Diego Union* in 1968, when Mr. Nixon named him to the freshly created job of director of communications for the executive branch.

President Nixon, in his letter accepting, "with deepest personal regret," Mr. Klein's resignation, said that Mr. Klein could look back on his service in the administration "as one which achieved the vital goal of effectively informing the American people about their government." The President noted that Mr. Klein had met with broadcasters and editors in all 50 states and had represented the government in 26 countries.

Although Mr. Klein entered the administration as one of the President's closest confidants, he was believed by reporters and administration officials to have lost considerable ground over the last four years to Mr. Ziegler. This appeared particularly true in the last several months, after Mr. Klein had made known his intention to leave the government.

As for his future, Mr. Klein may be getting back into the newspaper business. Metromedia, which is a major broadcast group owner, an important force in outdoor, transit and direct-mail advertising media, and a producer and distributor of television programs, owns no newspapers. But Mr. Kluge made it clear that one of Mr. Klein's chief responsibilities would be to assist Metromedia in acquiring newspapers.

Premature transfer?

The FCC has set for hearing the license-renewal applications of WGOE(AM) Richmond, Va., and WVEY(AM) Sanford, N.C. The principal issue to be resolved is whether an unauthorized transfer of control of the WGOE license took place prior to the FCC's approval of the station's transfer from Dixie Broadcasting Co. to WGOE Inc. in March 1972. Stanley and Irvin Fox were majority stockholders of WGOE before the sale and retain majority control of WVEY. Through other companies, Stanley Fox also controls WIZS(AM) Henderson and WRMT(AM) Rocky Mount, both North Carolina.

Other hearing issues include a question of fraud in a WGOE contest run in the spring of 1971; whether WGOE management engaged in fraudulent billing, and whether WGOE, under its present ownership, violated technical rules including operation above and below authorized power.

Sides choose up on AT&T rates for networking

It's AT&T and regular customers against just about all others

As has become customary in the FCC proceeding, it was the networks and AT&T against everyone else last week in the matter of the new television program-transmission tariffs AT&T wants to put into effect.

In last week's preliminary to an oral argument that the commission plans to hold on the question on June 26, the key question was whether and to what extent the program-transmission facilities provided by AT&T are and should be dedicated to monthly contract users, which means the networks, and to occasional users, which includes everyone else and the networks, too.

The question is a critical one in connection with the commission's consideration of whether to permit AT&T to file its proposed tariff for occasional users—an action that would result in a \$10-million increase in costs for such customers. For it involves, also, the question of what the relationships should be between the charges for the two kinds of service.

The commission has promised to rule by mid-September on the question of the relationship between contract rates and those charged occasional users. If it does not, AT&T will be authorized to file the new tariffs on 60-days notice.

The commission last month authorized AT&T to file new tariffs for contract users, reducing their costs by \$18 million annually, and the company filed them on June 1; they are to become effective July 1. (BROADCASTING, May 14). AT&T reduced its rates for networks under competitive pressures from miscellaneous common carriers which were beginning to acquire program-transmission business from the networks.

The commission deferred ruling on the occasional-user tariff on the ground that it would delay and disrupt the resolution of issues in a separate proceeding, under way since 1969, that includes program transmission rates now in effect.

ABC, CBS and NBC, in a joint filing last week, lined up with the Bell System in arguing that the program transmission service offered them on a contract basis is provided by a network of facilities that is distinct from the system used to transmit programming for occasional users. Bell said 96% of the contract service is used at least 10 hours each day.

Accordingly, the networks said, "those using the contract service should pay for the facilities dedicated to meeting those needs, and the users of occasional service, whose needs are met through facilities dedicated to the occasional service, should pay on that basis. Any other holding would be contrary to administrative and judicial precedent."

The occasional users, led by Hughes Sports Network Inc., argued that the two

services are not separate and distinct. Hughes asserted that the separate-and-distinct approach to rate-making excludes costs of facilities in the "allegedly separate occasional network" which provide reliability, rerouting capability, non-pre-emptibility, flexibility and "the ability of contract users to interconnect the pick-up of news and sports events into their national networks."

Occasional users cited the decision of an administrative law judge five years ago, in a case involving Hughes, in which AT&T's transmission service was said to represent an intertwined pool of resources and occasional-use rates were held to be discriminatory. The networks, however, argued that the case is no longer pertinent, since evidence now available shows that two networks, not one, are involved in providing transmission service.

A number of sports interests were among those opposing AT&T's proposed tariff for occasional users. The commissioner of baseball, Bowie Kuhn, warned that the proposed rates would force 18 of the 24 major-league clubs to curtail telecasts of their games and that, in view of the importance of such telecasts to the financial health of all of the teams, as many as 10 would be forced into red-ink operations. And the Detroit Tiger Network, which delivers telecasts of some 40 Tiger games to six stations in Michigan, said the proposed rates would increase the network's costs by about 100%—to prohibitive levels.

UPITN, which has entered the production and electronic distribution of news programs to television stations, said it is the only party in the proceeding seeking to use AT&T's contract rates for less than full-time service. Accordingly, its principal objective is a commission ruling that AT&T's television-transmission service must be offered at rates that are reasonably proportionate to the number of hours used. Anything less, it said, would be discriminatory.

Besides the briefs filed in anticipation of the oral argument, there was some legal skirmishing last week over the commission's action in permitting AT&T to file network tariffs and in promising to let the company file occasional-user tariffs by mid-September if it does not act in the case before then. State Mutual Broadcasting Corp., licensee of WSMW-TV Worcester, Mass. and UPITN filed petitions supporting pleadings filed earlier by Hughes and the Association of Independent Television Stations seeking reconsideration of the action. The European Broadcasting Union, which pays occasional user rates for landline service from the points where stories originate to New York City for satellite transmission to Europe, also asked for reconsideration of the order.

In addition, Hughes and State Mutual asked the commission to suspend the new network tariff. Hughes said it was more discriminatory against occasional users than the rate scheme found unlawful in the rate case Hughes had brought against AT&T.

Hughes noted that the administrative law judge held that rate structure illegally

discriminated against anyone who required less than eight hours of service per day, seven days per week. The new plan, Hughes said, offers only two rate alternatives—24-hour service at \$55 per month per mile (about nine cents per mile per hour) or 55 cents per mile per hour.

FCC sees flaws in Proxmire's reform ideas

Burch takes dim view of profits levy, bidding for broadcast facilities; Wiley says fairness should stay

The FCC has found little reason to support some radical proposals for restructuring broadcast regulation that Senator William O. Proxmire (D-Wis.) put forward last month during hearings of the Senate appropriations subcommittee he heads.

The senator, who is serving his first term as chairman of the subcommittee, which handles the commission's appropriations request, had suggested—at least as talking points—a heavy annual levy on broadcaster profits, the auctioning of broadcast licenses to the highest bidder in the open market, and the grant to broadcasters of the same First Amendment guarantees as those enjoyed by print media (that is, free them from their fairness-doctrine obligations) (BROADCASTING, May 7).

As for the matter of a heavy annual levy on broadcaster profits, in excess of the present fees, the commission in a letter from Chairman Dean Burch said

that what the senator is really talking about is taxation—a power available only to Congress.

Furthermore, the chairman said, it would be difficult to determine the baseline against which profits should be measured in order to determine an approximate going rate of return. "There simply is no way to state that broadcasters as a class enjoy 'X' percent profits or 'Y' percent profits, or, indeed, any profits at all," Chairman Burch said.

The idea of auctioning broadcast licenses, as popularized by University of Chicago economist Milton Friedman, envisages letting the free market place determine the fair value of a license through competitive bidding, and to award licenses to the highest bidders, either in perpetuity or for some lengthy period.

But, the chairman said, if there is to be bidding for radio and television frequencies, why not consider bidding for the rights "to any and all portions of the radio spectrum? It is the spectrum per se that is a public resource, not just that portion of it allocated to broadcasting."

The chairman also questioned, however, whether the marketplace should be the sole determinant of spectrum usage. He noted that the commission has always considered spectrum allocation and management as its primary function and responsibility, and added: "We must question whether the public interest would be better served by a policy that substitutes open bidding for the reasoned decision-making of an expert body accountable for its actions to Congress."

Commissioner Richard E. Wiley, as the commissioner who is directing the agency's current fairness-doctrine inquiry, responded separately for the commission



Happy day. These five men and \$15.1 million concluded the purchase of KFI(AM) Los Angeles May 31. Present at the signing that transferred ownership of the 51-year-old KFI (50 kw on 640 khz full time) from Earle C. Anthony Trust to Cox Broadcasting Corp. were (l to r): seated, Clifford M. Kirtland, executive vice president, Cox Broadcasting; Donald H. Ford and Edwin H. Corbin, co-trustees of the Anthony trust; standing, James M. Rupp, VP and general manager of the Cox broadcasting division, and William Sims, Cox attorney.

to the question regarding the possibility of abandoning the doctrine. He pointed out that the doctrine represents the "express mandate" of Congress, in the 1959 amendment to Section 315 of the Communications Act, and he said that as he reads the Supreme Court opinion in 1969 upholding the doctrine, only Congress, not the commission, can "revoke or fundamentally alter" it.

Commissioner Wiley also said that, from "a personal standpoint," he endorses the concept of the doctrine, that broadcasters are operating as public trustees and should observe the mandate of the doctrine in their over-all programming.

"In my judgment, as long as there exists a scarcity of radio frequencies so that broadcast facilities continue to be in demand, a very real and necessary distinction must be drawn between the First Amendment rights of broadcast journalists and their counterparts in the print media," he said.

However, he also said he is not ruling out the possibility of applying the doctrine differently in different markets. The feasibility of such an approach has been considered by the commission in its current fairness inquiry. But Commissioner Wiley said it was a matter "which will require further and much more detailed consideration by the commission."

Public radio's growth detailed

In fiscal 1972, total income for public radio stations increased 27% over fiscal 1971, it was revealed last week in a financial report delivered to a four-day

(May 21-24) Public Radio Conference held in Washington. The increase in income from \$12.1 million in fiscal 1971 to \$15.4 million in fiscal 1972 was attributed in part to the growth in the number of stations meeting standards under the Corporation for Public Broadcasting's policy for public radio station assistance. There were 121 qualified stations in fiscal 1972 as compared to 103 CPB-qualified stations in 1971.

Among subjects discussed at the conference, which was attended by nearly 400 people, was a long-range plan covering goals and objectives through fiscal 1979. Also discussed at the conference was production of a weekly 29-minute arts program, introduction of a weekly concert series and initiation of a project to commission creative artists to write for radio.

BPA contest for TV spots

The Broadcasters Promotion Association and the Television Information Office are co-sponsoring a competition for promotion spots that tell the story of the TV's service to the public.

The competition has two categories: for general spots, which can be used by other stations, and for spots related to a specific station's or group's efforts. In each category, there will be two divisions, covering stations in markets of at least 300,000 homes and those in markets below 300,000 homes. Closing date is Aug. 15. Entries are limited to 30- and 60-second spots on video tape or film. Prizes totalling \$1,000 will be awarded

during the BPA seminar, in Cleveland Nov. 14-16.

Information and entry blanks may be obtained from Bert Briller at TIO, 745 Fifth Avenue, New York 10022; from Ken Taishoff at WTMJ-TV Milwaukee, who is serving as liaison between TIO and BPA, or from Catherine Serwe, BPA administrative secretary, 18 South Michigan Avenue, Chicago 60603.

Changing Hands

Announced

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

■ **KWKC(AM)** Abilene, Tex.: Sold by C. Ronald Rogers, Neal Spelce, Ralph Wayne, Walter Mischer and Ben Barnes to Ray Mithun and others for \$545,000 with adjustments. Mr. Rogers is president of Dynamic Broadcasting Corp., licensee of KTRM-AM-FM Beaumont and KIKN(AM) Sinton, both Texas, and KJOE(AM) Shreveport, La. Others in selling group are Abilene businessmen. Mr. Mithun is president of Mithun Enterprises, one of whose subsidiaries is Campbell-Mithun Inc., Minneapolis. KWKC is full time on 1340 khz with 1 kw day and 250 w night. Broker: Sovran.

■ **WMAS(AM) - WHVY(FM)** Springfield, Mass.: Sold by Richard Miller and associates to Harvin Sameth and others for \$410,000. Sellers own KADI(FM) St. Louis and KWKI(FM) Kansas City, Mo. Mr. Sameth is New York insurance executive. WMAS is full time on 1450 khz with 1 kw day and 250 w night. WHVY is on 94.7 mhz with 10 kw and antenna 170 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ **WBOX(AM)** Bogalusa, La.: Sold by Wayne Marcy, George Mayoral and Richard Voelker to Donald H. Smith and family for \$130,000. Mr. Smith is employed by WBBR(AM) Boca Raton, Fla. WBOX is daytimer on 920 khz with 1 kw. Broker: Blackburn & Co.

Approved

Following transfers of station ownership have been approved by FCC (for other FCC activities see "For The Record," page 47):

■ **KVIL-AM-FM** Highland Park-Dallas, Tex.: Sold by James B. Francis and others to Richard M. Fairbanks and others for \$1,850,000. Buyers own WIBC(AM)-WNAP(FM) Indianapolis; WKOX(AM)-WVBF(FM) Framingham, Mass., and WRFM-AM-FM Titusville, Fla. Spokesman for buyers said last week that sale will be closed on July 2. KVIL is daytimer on 1150 khz with 1 kw. KVIL-FM is on 103.7 mhz with 100 kw and antenna 1,570 feet above average terrain.

■ **WJEF(AM)** Grand Rapids, Mich.: Sold by Fetzer Broadcasting Co. to John F. Dille Jr. and others for \$515,000. John E. Fetzer is president and majority owner of Fetzer Broadcasting, whose stations are WKZO(AM) Kalamazoo, WJFM(FM) Grand Rapids, WWAM(AM), WWTW-FM and WWTW(TV), all Cadillac, and WWUP-

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SOUTH
\$425,000

Excellent non-directional daytimer on low frequency in prosperous top 100 market. Absentee-owned. Priced at twice 1972 billings. 1973 running 25% ahead with good positive cash flow. Cash preferred, but terms could be worked out for a qualified buyer.

Northeast AM
MAJORITY STOCK
\$75,000

Daytimer in large prosperous market. Controlling interest of 57.5% available to owner-operator with \$30,000 cash down, one year moratorium and 5 year payout. Good past history except for recent decline due to absentee problems. Buyer should have additional \$25,000 reserve and working capital. Tax-loss carry-forward available.

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TV Sault Ste. Marie, all Michigan. Mr. Dille is 52% owner of Truth Publishing Co., publisher of *Elkhart* (Ind.) *Truth* and owner of WTRC(AM)-WFIM(FM) Elkhart, and WSJV-TV South Bend, both Indiana. He is also 52% owner of WMEE(AM)-WMEF(FM) Fort Wayne, Ind. In addition, he is board chairman of publicly held Federated Media Inc., which owns KNWA(FM) Fayetteville, Ark.; WKJG-TV Fort Wayne, Ind., and WBNB-TV Charlotte Amalie, Virgin Islands. WJEF is full time on 1230 khz with 1 kw day and 250 w night.

■ KTFI(AM) Twin Falls, Idaho: Sold by Dale G. Moore to Charles Powers (president of KEXO[AM] Grand Junction, Colo.), actor Don Murray, former entertainer William Medley (of the Righteous Brothers), musicians Ray Anthony, Percy Faith, Stan Kenton, Si Zentner and others for \$480,000. Buyers own WJPF(AM) Herrin, Ill. Messrs. Powers, Murray, Medley, Anthony and Zentner and actor William Conrad also are principal owners of KEXO. Mr. Moore owns KVGQ-TV Missoula, KCFW-TV Kalispell, KTVM(TV) Butte and KCAP(AM) Helena, all Montana. KTFI is full time on 1270 khz with 5 kw day and 1 kw night.

P.R. station pays up rather than fight maximum FCC fine

The FCC has imposed a \$10,000 fine—the maximum allowed by law—on Ponce Television Corp., licensee of WRIC-TV Ponce, Puerto Rico, for moving its main studio from Ponce to San Juan, Puerto Rico, without prior commission approval.

The commission action was taken in response to a request from Ponce for the fine as a means of terminating a hearing in which its application to move its transmitter and change its antenna system to improve its coverage of San Juan was involved. The issues included the question of the alleged illegal move of Ponce's main studio, and the hearing order included a notice of apparent liability for a forfeiture of up to \$10,000.

Ponce, in a prehearing conference, asked that its application for improved facilities be dismissed, and when the administrative law judge dismissed it with prejudice, Ponce filed its request for the forfeiture and submitted its check. It also waived its right to a hearing, offered evidence that WRIC-TV is now complying with the rules and asked the commission to end the proceeding.

AFTRA attacks Rahall

The Indianapolis chapter of the American Federation of Television and Radio Artists has asked the FCC to deny renewal of the licenses of WFBM-AM-FM Indianapolis. The union charged that the new owner of those stations—Rahall Communications Corp.—“fraudulently induced” AFTRA to withdraw objections to the sale of those facilities by Time-Life Broadcast Inc. a year ago.

AFTRA also claimed Rahall has attempted to adopt unfair labor practices,

has run an “overabundance” of commercials, and has taken away labor benefits previously enjoyed by WFBM employees.

Newest RADAR study documents radio gains

Study in March shows 133 million listen to medium each day

Approximately 156 million persons 12 years of age or older listen to radio during the course of a week, according to the results of a new RADAR study issued two weeks ago.

The study shows that about 133 mil-

lion people listen to radio during a typical individual day. This represents 82% of people who are 12 or over.

Listening levels from the 1973 study were said to be similar to those from the 1972 RADAR, with over-all usage up in 1973 by 2%. RADAR stands for Radio's All-Dimensional Audience Research.

The study was conducted during a two-week period in March by Statistical Research, Inc., Westfield, N.J., among a probability sample of 4,253 persons throughout the country. Half of the sample was interviewed by telephone each week.

The RADAR reports will provide quarter-hour and cumulative estimates of the audience to all radio stations (AM

MIDWEST EXCLUSIVE

UPPER MID-WEST

First time offered. Small market
daytimer. Combination studio/
transmitter location goes with sale.
Fiscal year gross in excess of \$140,000.

**Priced at \$240,000
with 29% down, 10-year payout
at 7% interest**

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market. Station needs aggressive
owner-manager. Real estate included
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It's Maine to Florida now. Ownership of WINZ(AM) Miami officially passed to Guy Gannett Broadcasting Service's WINZ Inc. last Monday (June 4). At the closing of the \$2.57-million sale (*Broadcasting*, May 14) were (l-r): WINZ's new general manager, Richard J. Fixaris; Rex Rand, president of selling Rand Broadcasting Co., and George H. Anderson, executive vice president of Guy Gannett Broadcasting Services and WINZ Inc. WINZ is on 940 khz full time with 50 kw day and 10 kw night. Buyer is broadcast arm of Guy Gannett Publishing Co. with radio-TV and newspaper interests in New England.

and FM) and to affiliated stations of each subscribing network, individually and combined. Three volumes of data will be produced, with two to be released at a later time.

According to Gale Metzger, president of SRI, the study shows a 72% share of usage for AM stations and a 28% share for FM stations; 67% of radio usage takes place in the home, 16% in automobiles and 17% in other places outside the home.

The new study is the ninth consecutive RADAR study sponsored jointly by the ABC, CBS, Mutual and NBC radio networks. The report and special tabulations based on it are available on a subscription basis to advertisers and agencies.

NAB defends its spots

Trade association tells FCC fairness isn't at issue in 'Radio Free America' campaign

It would be "inappropriate" for the FCC to issue a declaratory ruling on whether the National Association of Broadcast-

ers' "Radio Free America" spots trigger the fairness doctrine, the NAB has said. But if the FCC decides to rule, it should say they don't.

That's the thrust of a filing the NAB has made in response to the request of WMCA(AM) New York, together with the Office of Communication of the United Church of Christ and the Consumer Federation of America (*BROADCASTING*, May 14). (NAB said WMCA's request for "guidance" in connection with the spots is "misleading," since the station is not an NAB member and is not eligible to receive the spots.)

The NAB said that declaratory rulings have no place in the commission's administration of the doctrine, as the FCC has held that a licensee, not the commission, must determine whether a controversial issue of public importance is involved. Furthermore, the NAB said, the spots do not raise fairness questions in the first place, because they do not present one side of an issue. Their purpose, the NAB said, is simply to inform the public on how advertising supports "our independent system of broadcast-

ing" and on how that support "allows broadcasting to remain free of government control." The desirability of an advertiser-supported broadcasting system, free from government control, the NAB said, cannot be characterized as a controversial issue of public importance.

UCC says FCC fumbled ball on license renewal

Petition claims new procedures cut off public-interest groups, asks for reconsideration

The Office of Communication of the United Church of Christ has provided an additional argument that the FCC did not do the job it set out to do when it developed new license-renewal procedures. The commission said its aim was to help citizen groups enter into the license-renewal process. But the UCC said the new rules will "preclude the participation of [public-interest] groups in the regulatory process" and "bring to an end effective public participation in renewal matters."

The comments, made in a petition for reconsideration of the rules applying to radio and television license-renewal procedures, followed by a month the notice that Black Efforts for Soul in Television filed in the U.S. Court of Appeals in Washington, indicating BEST was appealing the commission order adopting the new rules (*BROADCASTING*, May 14).

UCC, a leader in the effort of citizen groups to make an impact on broadcast practices and on commission policies, castigated the commission for "betraying its public trust."

UCC said that "the most serious problem" is that "important records, such as those relating to ascertainment of needs," will not be sent to the commission. The data must be retained in the stations' public files. But UCC feels that since there is no provision for the public to obtain copies of the records, they will be of little use.

The UCC added that the new rules also do not require broadcasters to submit specific program proposals based on community needs and problems or to include information about their news staffs and news-programming facilities.

"There is no doubt that the extensive information and cooperation provided by the public to the commission for use in evaluating broadcaster performance has spotlighted serious deficiencies in programming and employment practices," the petition states. "The revelations of these deficiencies has angered broadcasters and caused them to demand that scrutiny of their performance by the public be ended."

"The commission has, as usual, succumbed to pressure from the broadcasters—and their lawyers—and has eliminated from the license-renewal process those elements that the public has found most useful in judging station performance."

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only one*

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Hypoing can hurt, NAB tells members

The National Association of Broadcasters has again warned its members to be on guard against hypoing. Last week, in a memorandum signed by General Counsel John Summers and Research Director John Dimling, NAB said there have been reports of increased instances of hypoing, a term it said the Federal Trade Commission defines as any activity designed to distort audience measurements.

Hypoing "diminishes the credibility of ratings on which advertisers and broadcasters must depend," the memo said, and in addition "constitutes an unfair trade practice, in violation of law and FTC policy, and thus is considered by the FCC in determining whether a licensee is operating in the public interest."

The memo acknowledged that there are no specific guidelines on what constitutes hypoing, but it offered four examples of activities that either the FCC or the FTC have found to be hypoing:

- A "\$30,000 cash sweepstakes" contest conducted by a station during a period that coincided almost exactly with a ratings period. The station had run no other contest for the previous four years.

- A mass mailing, during two different ratings periods, of questionnaires relating to a station's news programming. It was not the station's practice to mail questionnaires throughout the year.

- An eight-page newspaper supplement published during a survey period. The station had never used such supplements before.

- Doubling the usual number of roadside billboards during a rating period.

Pulse fingers the listeners

Its first radio circulation study in four years has been produced by The Pulse Inc., New York audience and market research firm. The report, entitled "Circulation Pulse," provides a breakdown of station-listening data compiled for each county in each state for men age 18 and older, women age 18 and older and teen-agers 12-17.

Data used in the study was obtained through personal interviews using the "telephone start" method wherein the interviewer begins with the house next door to that listing originally obtained from the phone book. Pulse points out that this method attempts to give each household equal opportunity for representation in the sample, whether it's a phone home, nonphone home or unlisted phone home and thus provides equal access to all ethnic groups, education and income levels.

At least one organization has expressed dissatisfaction with Pulse's circulation study. In a resolution passed by the Kansas Association of Broadcasters last month, the organization referred to "apparent inaccuracies" in and "tardiness" of the report and resolved that the KAB suggest to stations that do not subscribe to the study not to do so.

A spokesman for Pulse admits that

many of the reports were late in coming out but said that to date, reports covering 40 states are completed, with nine more due for release by the end of the month.

Media Briefs

MDS in N.Y. FCC has authorized Microband Corp. of America to build new multipoint-distribution-service microwave radio station in New York. Commission on June 1 also announced it had denied pleadings by Rust Craft Broadcasting Co. opposing Microband's application, as well as Rust Craft's application for permit to build MDS station at Newark, N.J., nine miles from New York City.

Six to go. Mutual Broadcasting System last week announced that, in association with Robert Wold Co., Los Angeles it will provide coverage of the three remaining major PGA golf tournaments. They are U.S. Open from Oakmont Pa., June 14-17; British Open from Troon Ayshire, Scotland, July 11-14, and PGA of America Championship from Cleveland, Aug. 9-12. MBS has been covering PGA golf tournaments since February. In addition, Mutual Radio Sports this year has exclusive worldwide rights to 14 major Tournament Player Division tournaments with three remaining: Western Open from Midlothian, Ill., June 28-July 1; Canadian Open from Montreal, July 26-29, and Westchester Classic from Harrison, N. Y., Aug. 2-5.

No MCP's, please. Women in Communications Inc. (founded as Theta Sigma Phi), has announced first national awards program. Awards will be offered in three categories: women's rights, environment and community service. Contest is open to communicators in all fields—broadcasting, news-editorial, public relations and advertising. Entries must have been published, broadcast or implemented between July 1, 1972, and July 1, 1973. Winners will be announced during 1973 annual meeting of Women in Communications at Benson hotel in Portland, Ore., Oct. 4-9. Contact: *National Awards Program, Women in Communications Inc., 8305-A Shoal Creek Boulevard, Austin, Tex. 78758.*

Facilities grants. Department of Health, Education and Welfare is making more than \$5.4 million in federal grants available to start up or improve 29 noncommercial radio and TV stations in 21 states. Funds are to be used by stations to acquire broadcast equipment, with 20 of grants going to existing radio and TV facilities and remaining nine to help five TV and four radio stations become operational. Largest single grant of \$500,000 goes to improve facilities of WNET(TV) New York. In all, HEW has awarded \$13 million during current fiscal year to 78 stations in 34 states and American Samoa. Grants are awarded through Office of Education's Educational Broadcasting Facilities Program.

The Colonel's quote...

"Business institutions that have been operating within the laws of our country for over half a century are suddenly being told that being successful is bad and that it is also illegal. Has someone suddenly changed the rules on how the American free enterprise system can operate? Business is now facing increasing threats from governmental agencies that could mark the beginning of the end for the free enterprise system as we have known it."

Lyle C. Roll, Chairman
and Chief Executive Officer,
Kellogg Company
as reported in NAM Reports,
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Skelly Wright changes his act

D.C. appeals judge who often votes against broadcast position says fairness doctrine deserves close study and should be changed—though not abolished—if charges against it are true

Judge J. Skelly Wright of the U.S. Court of Appeals in Washington, whom broadcasters regard with some uneasiness when he sits on cases affecting their industry, appeared last week to have lent a sympathetic ear to broadcasters' complaints about the fairness doctrine. But he is not yet persuaded that broadcasters should be accorded the same kind of freedom newspapers take for granted. For one thing, he feels broadcasters' potential for manipulating public opinion is greater than that of newspapers.

Judge Wright was the speaker at commencement exercises of George Washington University's National Law Center, and the role of the press in uncovering the Watergate scandal was his major point on which he based his discussion of the First Amendment.

He said it was the "remaining newspapers"—and only a handful of them at that—that broke open the story. And he noted that although the national television networks, "with their enormous resources, would have been well suited to invest the time, manpower and money required" to do the job, the "television stations for the most part simply repeated what the newspapers had discovered."

Judge Wright said the kind of timidity reflected by the broadcast coverage of Watergate is blamed by broadcasters on "intimidation from the government"—criticism from the executive branch, "intimidation and harassment from the Congress" and, particularly, the regulatory process that allocates broadcast licenses.

For some time, broadcasters have regarded Judge Wright as the bulwark of that regulatory process. He wrote the opinion that overturned the commission's 1970 policy statement that would have

protected broadcasters against challengers at license-renewal time. And he wrote the opinion that held that broadcasters could not impose a ban on the sale of time for editorial advertising—an opinion the Supreme Court overturned two weeks ago (BROADCASTING, June 4).

Last week, Judge Wright noted that broadcasters complain that one of the policies the government has designed to promote free speech—the fairness doctrine—has led instead to the avoidance of controversy and to the suppression of discussion of issues of public importance. He cited CBS News correspondent Walter Cronkite's description of the alleged harassment broadcast news operations are subject to under the fairness doctrine—"any influential person or group" can get the commission to require a station or network to spend considerable time and effort in documenting the fairness of a particular item—as leading to timidity.

He said such complaints deserve close attention, and noted the FCC is presently engaged in an inquiry into the workings of the fairness doctrine. He also said the commission should proceed under the assumption that the constitutional basis of the fairness doctrine is still evolving. But, he said, if some of the broadcasters' allegations are documented, "we should first consider modifying the administration of the fairness doctrine." For instance, he said that the commission may be paying too much attention to the doctrine's goal of achieving balanced coverage of controversial issues and not enough to the goal of presenting controversial-issue programing in the first place.

Judge Wright noted that broadcasters are not satisfied with such tinkering, and urge the abolition of the doctrine and the de-regulation of broadcasting. They point out, he said, that the scarcity argument—the physical limitations on the number of broadcast outlets—is no longer valid, what with the greater use being made of UHF channels and the growth of new communications technologies such as cable television.

Judge Wright conceded that the arguments in favor of letting broadcasters "do their own thing" as newspapers do "are appealing and tempting." But he offered

Judge J. Skelly Wright on the fairness doctrine:

"Newspapers play an important role in discovering and disseminating information, but the broadcast medium is the place where our society's attitudes and values are shaped. And before we de-regulate the public media in the name of the First Amendment and allow the licensees or the advertisers that support them to manipulate public opinion as they desire, we should proceed with the greatest caution."

some counterarguments:

- In some communities, the public's First Amendment rights to a wide variety of views are thwarted by monopoly newspapers which fail to discuss some issues at all, and discuss others only in a one-sided way.

- Although newspapers can and often attempt to appeal to a wide variety of tastes—through columns, comics, special features—television stations, driven by a desire to maintain high ratings throughout the day, are less inclined to present commentators who might offend and drive away large segments of the audience.

- And despite the contention that broadcasters are essentially the same as newspapers (as Justice William O. Douglas did in his concurring statement in the case in which the Supreme Court held that stations can impose a ban on the sale of time for editorial advertising), Judge Wright does not think "we can help but recognize that the broadcast industry is a much more effective and powerful influence on public attitudes and opinions than newspapers or magazines ever have been or ever will be."

An example of that power, he said, was the decrease in cigarette smoking that followed the institution of the FCC policy requiring stations to air spots warning of the danger of cigarette smoking—and the upswing in cigarette consumption that followed the removal of those spots along with the cigarette commercials themselves.

"Newspapers play an important role in discovering and disseminating information, but the broadcast medium is the place where our society's attitudes and values are shaped," he said. "And before we de-regulate the public media in the name of the First Amendment and allow the licensees or the advertisers that support them to manipulate public opinion as they desire, we should proceed with the greatest caution."

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Viacom, MPC urge FCC to keep prime-time rule

Both at odds with stance of new independents' committee, claim commission's restriction has had many healthy effects

The FCC will soon begin its deliberations on what to do about the prime-time-access rule. Meanwhile, however, 11th-hour comments are still coming in and stands are being taken. Two independent TV program producers last week stood staunchly behind the rule, in contrast to the position taken by the newly formed National Committee of Independent Television Producers two weeks ago (BROADCASTING, June 4).

Viacom International Inc., New York, in a late filing last week, told the FCC that the prime-time rule should be retained for the next five years, contending that the rule's purpose—to foster program diversity—"is in the process of being achieved." A few of Viacom's arguments:

- "The number of producers of prime-time-access syndicated programs on network stations in the top-50 markets, excluding off-network programs and movies, has increased from 21 in 1970 to 43 in 1972."

- The rule has given small businessmen more opportunity to advertise during prime time. "INTV [the Association of Independent Television Stations, which has commented favorably on the rule] has found that local prime-time advertising units in top markets for which reports were available on network stations have increased by 51% from November 1970 to November 1972 while national advertising units in those markets have increased by 16%," Viacom pointed out.

- Just as early-morning and daytime television programming were "almost nonexistent" 15 or 20 years ago and are now commonplace, "a willingness on the part of the television industry to invest in access programming requires time to develop and time to take hold."

- Since the advent of the rule, the syndicated *The Lawrence Welk Show* has been viewed by over 13 million homes, a number exceeding figures for the show when it was on ABC-TV. Viacom said the show "is a very good illustration of the way in which the prime-time-access rule has succeeded in limiting the dominant influence of the networks. In place of one party, a network, making a decision to retain or cancel the show, that decision is now in the hands of 192 television stations."

- There has been a three-fold increase since the adoption of the rule in the percentage of the access period devoted to local-interest programming—from 2.1% during the 1970-71 season to 6.4% in the 1972-73 season.

- The number of homes-using-television during the 7:30-8 p.m., Monday-Saturday time period has increased from

37.2 million in November 1970 to 39.27 million in November 1972.

Viacom also pointed out that a special ballot on the rule, conducted at the convention of the National Association of Television Program Executives in February, found that 69% of the management of the network-affiliated stations in the markets polled stated that their companies' financial status had improved under the rule (BROADCASTING, Feb. 26).

Metromedia Producers Corp., New York, also came out strongly in favor of the rule and opposed to the views expressed by the National Committee of Independent Television Producers.

A. Frank Reel, MPC president, said in a position statement that these companies described themselves as suppliers to the three networks and claimed that the only independent producers who favor the rule are companies that are primarily interested in game shows and foreign productions.

He pointed out that MPC favors the rule and added that the company will produce more than 100 hours of network programming in the next 12 months. He noted that MPC is producing *Dusty's Trail* for prime-access time and this is neither a game show nor a program that is produced abroad. Mr. Reel added that the FCC rule "has made an important contribution to the current state of high prosperity and health in broadcasting."

Better programming for children urged at Ohio workshop

Niven calls for more research; Keeshan cites need for quality fare

The subject of children's television was probed and poked from all angles in Cincinnati last week at the first national workshop on local children's programming.

The three-day (June 4-6) session was sponsored by the National Association of Broadcasters, Scripps-Howard Broadcasting's WCPO-TV Cincinnati, and the University of Cincinnati, and was attended by 175 persons representing the FCC, the networks, education, local TV stations and advertising companies.

Harold Niven, NAB's vice president for planning and development, stressed the importance of expanded research in remarks he delivered on the opening day of the workshop.

"We should not be satisfied with the results of research efforts to date," said Mr. Niven. "A medium that involves so many hours of use is certain to have an effect on the child's views regarding environment, values and tastes. These effects are likely to be long-range in nature and will require continued and extensive

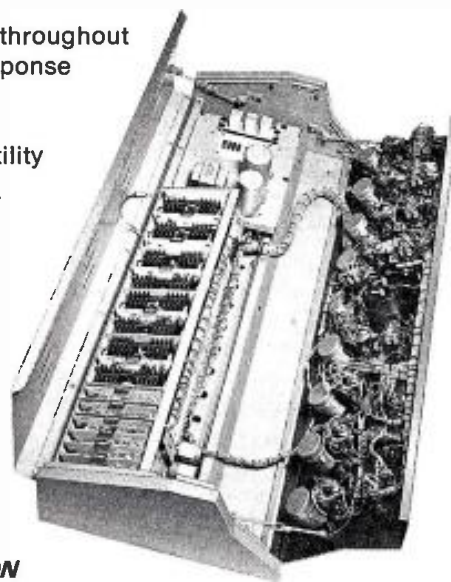
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Focus on kids. Principals at last week's workshop on children's television, sponsored by the National Association of Broadcasters and Scripps-Howard Broadcasting Co., included (l-r): NAB President Vincent Wasilewski; Bob Keeshan, CBS-TV's *Captain Kan-*

garoo; Bob Gordon, vice president and general manager of WCPO-TV Cincinnati, who served as general chairman of the workshop, and Roger Fransecky, head of the University of Cincinnati's media center.

research to determine and more fully understand."

Broadcasters could better serve the interests of children, he said, by creating programs to fill the gap between a child's early childhood and the years when he views adult fare. "Devote the same skills so successfully used in creating programs of a fantasy medium to creating programs that will serve the adolescent with sources of reality experiences," Mr. Niven suggested. "Provide for him an intellectual stimulation comparable to that furnished adults."

Mr. Niven said it is the responsibility of parents to oversee a child's use of TV, so that he "will be prepared to use television with wisdom and stability."

Parental responsibility was also one of the themes of a speech by Bob Keeshan, star of CBS-TV's *Captain Kangaroo*. "We can't protect children from a program that may not be suitable for them," he said, "but the parent can . . . And if we provide elsewhere in the schedule the kind of constructive programming they can guide their children to, then we will have done our job." TV should be a "family experience" and should not be used as a babysitter, he said.

Mr. Keeshan said there is "a compelling need for quality children's television" and that need can be filled at the public-television, commercial-network and local levels. "I do not see any realistic source of funding . . . if we remove advertising completely from children's television," he said.

He urged broadcasters to be "innovative, intuitive and instinctive" in programming for children. But the most important element, he said, is "caring for young people."

Sloan awards announced

Five stations were among the recipients of top honors in the 25th annual Alfred P. Sloan awards for broadcast and print media. Sponsored by the Highway Users Federation for Safety and Mobility, Washington, the awards are for public-service programs aimed at the reduction of traffic accidents, injuries and deaths.

The winners: WCKT-TV Miami (large-market TV); WLOS-TV Asheville, N.C. (medium-market TV); KCBS(AM) San Francisco (large-market radio); KOIL(AM) Omaha (medium-market radio), and KVIC(AM) Victoria, Tex. (small-market radio). In addition, Gene Strul, director, and Roger Burnham, news producer, both of WCKT-TV, received individual creative awards of \$500 each.

Remotes pose greatest logging problem — NAB

Association offers views to FCC on guidelines to establish point where programs become commercials

The National Association of Broadcasters has provided the FCC with further evidence—if it were needed—of the headache the commission's policy statement on program-length commercials is causing. And the NAB took advantage of an invitation to share the headache with the commission by asking it to set guidelines for interpreting the policy in terms of a number of specific questions plaguing broadcasters.

The commission, in February, warned against "programs that interweave program content so closely with the commercial message that the entire program must be considered commercial." It said that broadcasters airing them are guilty of "a serious dereliction of duty" (BROADCASTING, Feb. 26).

Broadcasters since then have taken advantage of opportunities offered in meetings with commission officials—sessions at the NAB convention in Washington in March among them—to press for clarification. Two weeks ago, a Washington communications law firm, Haley, Bader and Potts, complained that the statement left no room for discretion in carrying certain programs which the licensee thought were in the public interest but which the commission might regard as a program-length commercial. The firm

provided several examples (BROADCASTING, June 4).

The NAB has provided more, drawn from about 200 answers to a questionnaire circulated among the NAB's membership. The NAB sought illustrations of programs that might be suspect under the commission's policy, in response to an informal request from the chief of the commission's complaints and compliance division, William B. Ray, for examples of the kind of programming about which broadcasters have problems.

"Without question, the most compelling need for clarification centers on the remote broadcast," NAB said, in a letter by its general counsel, John Summers. "It is safe to say that mass confusion currently reigns as to the proper handling of remotes under the program-length commercial policy."

Mr. Summers noted that remotes are conducted in a variety of ways, but with one common thread—some portion is conducted from the site of a place of business that is either the exclusive sponsor or one of the program's sponsors.

Would such programs be considered program-length commercials if the total time devoted to mentions of the business site, commercial announcements, interviews with the sponsor's personnel, and interviews with customers about the sponsor's business does not exceed the station's commercial policies? Mr. Summers asked. If the answer is yes, under what conditions would the commission regard remote broadcasts as not being program-length commercials?

What about direct broadcasts from livestock auction markets that are sponsored at least in part by the livestock market? Information on prices of meat and poultry and on other matters of interest to area farmers is provided by a representative of the market. Does the fact that the sponsoring market receives a commission on all sales make such programs totally commercial? If so, would the same answer apply if similar information were given in a broadcast by the county agent sponsored by the livestock market or a farm-equipment company?

Mr. Summers also reported questions

being raised about stock and commodity market reports sponsored by the broker, grand openings of a new business sponsored by the business in question but in which "there is . . . great local interest," and coverage of county and state fairs and expositions sponsored by the entity producing the fair or exposition or by exhibitors.

"Rigid application" of the commission's ruling raises serious questions in connection with sports events, according to Mr. Summers. For instance, if an all-pro Minnesota Vikings football player delivered a commercial for a local bank during coverage of a Vikings game, would the station be obliged to log all or part of the game's coverage commercial in as much as the player is discussed frequently during the game and shown in close-ups?

Many of the illustrations involved local programs featuring the talent and expertise of local businesses—a local furniture store sponsoring a daily 10-minute program on everything from decorator hints to a description of a new shipment of goods, is one example. Mr. Summers said some stations report that such programs are among the most popular on their schedules.

Mr. Summers expressed the hope that, in issuing guidance, the commission "will recognize the inherent public interest stemming from most of the local originations which are suspect under the current policies," and asked for "guides flexible enough to permit continuance of most of those programs."

Program-ideas forum set for Louisville

TV Programing Conference will feature NOW speaker, Dr. Parker, NAB's Summers

Final agenda for the 17th annual Television Programing Conference in Louisville, Ky., June 17-19 has been announced by Charles Rountree of WBMG-TV Birmingham, Ala., conference president. The conference is a yearly cooperative project in which participating TV stations exchange ideas on operations, production and programing.

The Sunday (June 17) luncheon speaker will be Whitney Adams, a director of the National Organization for Women and national coordinator of NOW's broadcast-media task force. The afternoon agenda includes an address by the Rev. Dr. Everett C. Parker, director of communication, United Church of Christ, a production seminar on live and tape programing (Mobile Color, Houston) and film (Eastman Kodak, Rochester, N.Y.).

The Monday schedule includes Washington reports by John Summers, general counsel of the National Association of Broadcasters, and Bill Green of the Washington law firm of Pierson, Ball & Dowd. Among other speakers that day will be George Litwin, vice president of Forum Inc., Boston, on management techniques and problem-solving, and Jack

Ross of the Washington law firm of Hogan & Hartson, discussing union matters.

Highlight of the final day (Tuesday) will be a panel on evaluating product. Participants will be Clem Candelaria, program manager of KTVT(TV) Fort Worth; Robert Lewine, president of the Academy of Television Arts and Sciences; William Brademan, vice president, program development for ABC-TV, Los Angeles; Bill Thrash, assistant program manager, WKY-TV Oklahoma City, and Irvin Wilson, vice president, programs, Viacom Enterprises.

Registration and social events are planned for Saturday (June 16).

Hughes decides to try entertainment shows in addition to golf

The Hughes Television Network has announced a shift of program emphasis to prime-time entertainment and documentary specials for the summer-fall period of 1973.

A key element in this new direction, according to Richard E. Bailey Sr., Hughes's president and chief executive, is the 13-episode *America* series, the BBC/Time-Life series that ran on NBC-TV during the 1972-73 season. Hughes is now lining up stations for a September start and Xerox will again be the sponsor.

The other nonsports items on Hughes's agenda are 14 episodes of David Wolper's *Explorers* series (eight originals and six repeats) to be sponsored by the Liberty Mutual Insurance Co. beginning in September; 12 General Electric *Mono-graph* documentary specials (eight new hours and four reruns) to kick off Aug. 8, and a Sept. 4 one-shot called *Celebration with Lorne Green*, sponsored by the Bissell Co.

A Hughes spokesman said this policy shift is the result of "increasing competition for TV sports advertising dollars" and the "programing gap" created by the prime-time-access rule. The spokesman added that the move "has brought record sales in excess of \$12-million" for summer-fall 1973.

In sports, golf specials again will highlight the Hughes schedule this year, and

key events are expected to include the 1973 World Open Championship at Pinehurst, N.C. (Nov. 17-18), the Western Open (July 1 weekend), the Westchester Classic (Aug. 4-5) and the Kaiser International (Oct. 20-21).

Program Briefs

Those were the days. Veterans Administration begins July 2 sending out four radio shows of 1946-48 vintage in each 13-week series of the 27-year-old *Here's to Veterans* public-service offering. Nostalgia will be excerpts of special recordings made back then for VA by such old-time radio favorites as Fibber McGee and Molly, Great Gildersleeve, Burns and Allen, Abbott and Costello.

Substitute. NBC-TV has firmed up new audience-participation game show, *Wizard of Odds*, to replace *Sale of the Century* Monday through Friday (11-11:30 a.m., NYT) beginning July 16. Host will be Canadian TV personality Alex Trebek and show will be produced by Burt Sugarman Productions Inc., with Mr. Sugarman as executive producer.



Miss Banfield

New NBC previewer. Kristen Banfield takes over as hostess of NBC-TV's nightly program service, "What's on Tonight," replacing Sharon Obeck, as of June 12. Miss Banfield has appeared in summer stock and was featured in first national road company of "1776." "What's on Tonight" is 30-second spot that describes NBC shows for that evening.

New venture. Three former executives of Management Television Systems Inc. have formed new company offering services in box-office closed-circuit television, specialized CATV programing, video cassettes and video publishing. They are Robert F. White, Paul M. Douglas and Ewen P. Barnett Jr. Address of company, The DirecTVideo Corp., is 277 Park Avenue, New York 10017. Telephone (212) 826-9777.

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Search is on for payola in air play of records

It's not yet a matter for a court of law, but more and more charges of payola are erupting as sequel to Davis-Wynshaw dismissals from Columbia; \$250,000 reported to have gone to soul promotions; Justice widens investigations

Not since the House subcommittee hearings on payola in late 1959 has the issue of pay-for-play been as burning or as public as it was last week.

■ In the wake of the dismissal of CBS/Records Group President Clive Davis on May 29 (BROADCASTING, June 4), the *New York Times* reported last Wednesday (June 6) that David Wynshaw, fired from his position as vice president in charge of artist relations for Columbia Records several weeks before Mr. Davis's discharge, has told federal investigators that Columbia spent \$250,000 a year in payola to radio stations, predominantly to black-oriented operations.

continues on page 34

Tracking the Playlist

Paul Simon's "Kodachrome" (9) and George Harrison's "Give Me Love" (10) break into the top 10 of the *Broadcasting Playlist* this week, while the top three records remain the same. And three hard rock singles are showing strong upward movement: Alice Cooper's "No More Mr. Nice Guy" (28), Deep Purple's "Smoke on the Water" (32) and Pink Floyd's "Money" (42) all received bullets in their advances. Breaking into top-40 positions for the first time are "Smoke on the Water," the Carpenters' "Yesterday Once More" (34)—after only two weeks, Charlie Rich's "Behind Closed Doors" (36), Seals & Crofts's "Diamond Girl" (38) and Tower of Power's "So Very Hard To Go" (40)—also a second-weeker. Bulleted records that seem to be on their way to the top 40 within the next week or two are Jim Stafford's "Swamp Witch" (44)—broken more than three months ago by music director Steve Cheney of WLCY(AM) St. Petersburg, Fla.—and Foster Sylvers's "Misdemeanor" (47). New and bulleted on the *Playlist* this week are the Osmond's "Going Home" (50 in its first week), Anne Murray's "What About Me" (57), Diana Ross's "Touch Me in the Morning" (59), Muntu Dibango's "Soul Makossa" (62), Maureen McGovern's "Morning After" (63) and the Eagles' "Tequila Sunrise" (64) (see also "Breaking In," page 35). Also new to the chart, but without bullets, are the Stories' song of an interracial affair, "Brother Louis" (66), and the Sweet's "Blockbuster" (72) (see "Breaking In").

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
1	1	My Love (4:08) Paul McCartney—Apple	1	1	1	1
2	2	Daniel (3:52) Elton John—MCA	2	2	2	2
3	3	Pillow Talk (3:41) Sylvia—Vibration	3	3	3	4
6	4	I'm Gonna Love You (3:58) Barry White—20th Century	6	4	7	5
4	5	Tie a Yellow Ribbon (3:19) Dawn—Bell	5	7	6	7
5	6	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	4	5	10	12
8	7	Frankenstein (3:28) Edgar Winter Group—Columbia	12	14	4	3
10	8	Playground in My Mind (2:55) Clint Holmes—Epic	7	6	12	14
13	9	Kodachrome (3:24) Paul Simon—Columbia	10	9	9	8
14	10	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	13	10	8	6
12	11	Will It Go Round in Circles? (3:42) Billy Preston—A&M	14	12	5	10
9	12	Drift Away (3:30) Dobie Gray—Decca	8	8	13	13
15	13	One of a Kind (Love Affair) (3:31) Spinners—Atlantic	9	11	11	11
7	14	Stuck in the Middle with You (3:24) Stealers Wheel—A&M	11	16	15	16
16	15	Right Place Wrong Time (2:50) Dr. John—Atco	16	17	14	15
17	16	Wildflower (4:08) Skylark—Capitol	15	15	18	21
22	17	I'm Doin' Fine Now (2:48) New York City—Chelsea	17	13	20	18
19	18	Shambala (3:27) Three Dog Night—Dunhill	18	20	16	17
21	19	Hocus Pocus (3:18) Focus—Sire	26	21	17	9
11	20	Reeling in the Years (4:35) Steely Dan—ABC/Dunhill	19	18	21	20
23	21	Long Train Runnin' (3:25) Doobie Brothers—Warner Brothers	21	23	19	19
18	22	Thinking of You (2:17) Loggins and Messina—Columbia	20	22	22	23
20	23	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	22	19	24	25
25	24	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	25	24	23	22
26	25	Little Willy (3:13) Sweet—Bell	24	25	27	27
28	26	Steamroller Blues (3:07) Elvis Presley—RCA	23	26	28	30
30	27	Leaving Me (3:20) Independents—Wand	28	31	26	29
40 •	28	No More Mr. Nice Guy (3:05) Alice Cooper—Warner Brothers	37	34	25	24
39 •	29	Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	30	28	34	32
27	30	Loving You Is the Right Thing To Do (2:57) Carly Simon—Elektra	27	30	33	36
29	31	You'll Never Get to Heaven (3:38) Stylistics—Avco	29	27	31	38

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
50 • 32		Smoke on the Water (3:48) Deep Purple—Warner Brothers	35	35	29	31
32 33		Daddy Could Swear, I Declare (3:42) Gladys Knight and the Pips—Soul	31	33	32	33
41 34		Yesterday Once More (3:50) Carpenters—A&M	34	29	36	37
38 35		Give It to Me (3:07) J. Geils Band—Atlantic	38	38	30	26
43 36		Behind Closed Doors (2:55) Charlie Rich—Epic	32	36	35	39
35 37		Natural High (4:02) Bloodstone—London	36	37	38	35
45 38		Diamond Girl (3:29) Seals and Crofts—Warner Brothers	33	32	39	34
48 39		You Can't Always Get What You Want (5:00) Rolling Stones—London	57	46	37	28
49 40		So Very Hard To Go (3:37) Tower of Power—Warner Brothers	41	39	43	46
53 • 41		Let's Pretend (2:51) Raspberries—Capitol	55	40	45	40
52 • 42		Money (3:59) Pink Floyd—Harvest	51	55	40	41
33 43		Out of the Question (2:57) Gilbert O'Sullivan—Mam	40	41	49	48
56 • 44		Swamp Witch (3:47) Jim Stafford—MGM	46	49	42	45
55 • 45		Drinking Wine (3:37) Jerry Lee Lewis—Mercury	58	53	41	42
34 46		Close Your Eyes (2:58) Edward Bear—Capitol	45	47	44	47
62 • 47		Misdemeanor (2:36) Foster Sylvers—Pride	43	50	46	49
37 48		Free Electric Band (3:15) Albert Hammond—Mums	49	43	58	44
54 49		First Cut Is the Deepest (3:48) Keith Hampshire—A&M	44	48	51	51
— • 50		Goin' Home (2:10) Osmonds—MGM	50	51	48	53
46 51		Back When My Hair Was Short (2:39) Gunhill Road—Kama Sutra	54	52	52	52
47 52		And I Love You So (3:14) Perry Como—RCA	39	44	66	68
36 53		It Sure Took a Long Time (3:12) Lobo—Big Tree	48	56	47	59
73 • 54		Time to Get Down (2:53) O'Jays—Philadelphia International	53	54	50	55
61 55		Teddy Bear Song (2:57) Barbara Fairchild—Columbia	42	61	53	72
24 56		Cisco Kid (3:47) War—United Artists	47	62	59	56
— • 57		What About Me? (2:40) Anne Murray—Capitol	52	58	54	62
57 58		Avenging Annie (4:58) Andy Pratt—Columbia	60	59	65	43
— • 59		Touch Me in the Morning (3:51) Diana Ross—Motown	*	42	56	61
44 60		The Twelfth of Never (2:40) Donny Osmond—Kolob/MGM	75	45	64	50
63 61		Moonshine (2:46) John Kay—ABC/Dunhill	56	67	60	60
— • 62		Soul Makossa (4:30) Munu Dibango—Fiesta	63	57	62	54
— • 63		The Morning After (2:14) Maureen McGovern—20th Century	62	63	63	58
— • 64		Tequila Sunrise (2:52) Eagles—Asylum	65	59	67	57
42 65		Daisy a Day (2:48) Jud Strunk—MGM	59	*	55	64
— 66		Brother Louie (3:55) Stories—Kama Sutra	61	69	61	65
68 67		I'd Rather Be a Cowboy (4:10) John Denver—RCA	70	65	*	66
64 68		With a Child's Heart (3:00) Michael Jackson—Motown	*	66	68	74

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on radio.

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Say?" "When I'm Sixty-Four,"
"They Can't Take That Away
from Me."

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and Fun with the Bunkers
Side by Side
ARCHIE & EDITH



APLI-0102

RCA Records and Tapes

The Broadcasting Playlist continued from page 33

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	69		We Have No Secrets (3:57) Carly Simon—Elektra	72	68	74	*
71	70		Doin' It to Death (5:05) Fred Wesley and the J B's—Polydor	69	74	71	67
75	71		Roll Over, Beethoven (4:30) Electric Light Orchestra—United Artists	*	*	57	63
—	72		Blockbuster (3:12) Sweet—Bell	66	*	69	*
67	73		You Don't Know What Love Is (2:51) Susan Jacks—London	68	*	72	*
70	74		Monster Mash (3:00) Bobby Boris Pickett—Parrot	64	*	70	*
—	75		I Been Watchin' You (3:00) Southside Movement—Wand	73	*	72	*

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

And I Love You So (52), Avenging Annie (58), Back When My Hair Was Short (51), Bad Bad Leroy Brown (24), Behind Closed Doors (36), Blockbuster (72), Boogie Woogie Bugle Boy (29), Brother Louie (66), Cisco Kid (56), Close Your Eyes (46), Daddy Could Swear, I Declare (33), Daisy A Day (65), Daniel (2), Diamond Girl (38), Doin' It to Death (70), Drift Away (12), Drinking Wine (45), First Cut Is the Deepest (49), Frankenstein (7), Free Electric Band (48), Give It to Me (35), Give Me Love (Give Me Peace on Earth) (10), Goin' Home (50), Hocus Pocus (19), I Been Watchin' You (75), I'd Rather Be a Cowboy (67), I'm Doin' Fine Now (17), I'm Gonna Love You (4), It Sure Took a Long Time (53), Kodachrome (9), Leaving Me (27), Let's Pretend (41), Little Willy (25), Long Train Runnin' (21), Loving You Is the Right Thing To Do (30), Misdemeanor (47), Money (42), Monster Mash (74), Moonshine (61), The Morning After (63), My Love (7), Natural High (37), The Night The Lights Went Out in Georgia (23), No More Mr. Nice Guy (28), One of a Kind (Love Affair) (13), Out of the Question (43), Pillow Talk (3), Playground in My Mind (8), Reeling in the Years (20), Right Place Wrong Time (15), Roll Over, Beethoven (71), Shambala (18), Smoke on the Water (32), So Very Hard To Go (40), Soul Makossa (62), Steamroller Blues (26), Stuck in the Middle With You (14), Swamp Witch (44), Teddy Bear Song (55), Tequila Sunrise (64), Thinking of You (22), Tie a Yellow Ribbon (5), Time to Get Down (54), Touch Me in the Morning (59), The Twelfth of Never (60), We Have No Secrets (69), What About Me? (57), Wildflower (16), Will It Go Round in Circles? (11), With a Child's Heart (68), Yesterday Once More (34), You Are the Sunshine (6), You Can't Always Get What You Want (39), You Don't Know What Love Is (73), You'll Never Get to Heaven (31).

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

■ A Justice Department source told BROADCASTING that evidence of payola had been discovered—and said he was referring to matters not covered by the Wynshaw testimony.

■ And another departmental source said the investigation could spread to other record companies. Rumors about payola—including offerings of drugs, money and women—have been persistent but heretofore unsubstantiated. Justice might now have "the opportunity to explore these rumors" beyond Columbia Records, he said.

The *Times* attributed the allegations by Mr. Wynshaw to "sources close to the investigation." On Monday (June 4) *Newsweek* magazine reported that a federal grand jury had been convened in Newark, N.J., "long before the firing of Davis," according to a source in the U.S. attorney's office there, to investigate alleged payola practices in the record and radio industries. It was learned subsequently that Mr. Davis had been subpoenaed by that grand jury to testify on May 31, two days after his dismissal, but was able to gain a postponement.

Mr. Wynshaw's statement to federal investigators on the alleged payments of \$250,000 in payola implicated "a publisher of a tipsheet, several black record producers and several Columbia promotion men, all of whom allegedly were conduits for the payoffs of black disk jockeys and station officials," according to the *New York Times* report. A Columbia Records spokesman pointed out that Mr. Wynshaw's job did not bring him in contact with the promotion personnel or activities of the company and therefore "he is not a knowledgeable witness."

Also last week, CBS officials and federal prosecutors outlined the chain of events that led to Mr. Davis's dismissal. On Feb. 6, a federal grand jury in Newark indicted eight persons, including a former artists' manager and Columbia Records receptionist, on charges of conspiracy and smuggling of narcotics into the U.S. from an alleged multimillion-dollar heroin ring operating in Canada and Italy. When federal narcotics agents surveyed the records of Pasquale Falcone, identified as a former "associate" of Frank Campana Personal Management, which handles several Columbia acts (Mr. Campana was head of the artists-and-repertoire department of Columbia until he left to start his management firm two years ago), they found in Mr. Falcone's records references to David Wynshaw. Mr. Wynshaw appeared before the grand jury in early February. He was never charged. The eight indicted in February are scheduled for trial June 18.

Federal investigators went to CBS with the information linking Mr. Wynshaw with Mr. Falcone. That sparked an investigation by the company into Mr. Wynshaw's activities and through him to Mr. Davis. According to CBS's civil suit filed against Mr. Davis the same day he was dismissed, Mr. Wynshaw had been acting as a conduit for Mr. Davis in his alleged misuse of at least \$94,000 in company funds. BROADCASTING was told

June, 1973

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Market reacts. As more allegations concerning irregularities in the CBS/Records Group began to mount last week, CBS stock dropped dramatically. On Wednesday (June 6), CBS was ranked as the most active stock on the New York exchange with volume exceeding 267,000 shares, dropping two points in price to 34½. By late Thursday afternoon, CBS shares plunged another three and one half points to 30¾. A spokesman for CBS attributed Wednesday's heavy volume to a single trade, "probably between two institutional stockholders" of 206,600 shares at 34. "One large trade like that on the sell side is going to put it on the most active list," he said.

last week that monies were "laundered" through a dummy trucking company associated with the Davis-Wynshaw combine.

The U.S. attorney's office in Newark conducting the investigation into alleged payola would make no comment about its inquiry—other than to name Herbert J. Stern, chief U.S. attorney for the federal district of New Jersey, as the chief prosecutor in the case and to say that the investigation was begun before Mr. Davis was fired.

CBS said last Wednesday that "we have no evidence whatsoever of wrongdoing other than in connection with the discharge of three Columbia records employees [Mr. Davis, Mr. Wynshaw and Anthony Rubino, an accountant] for improper use of company funds. However, in light of current rumors concerning other irregularities, CBS has initiated a thorough investigation which is being conducted by the law firm of Cravath, Swaine & Moore. . . ." The statement said that if any further irregularities were discovered by the law firm "action will be taken immediately."

The Justice Department is said to be pursuing its investigation vigorously, adding manpower to its "strike force" and the U.S. attorney's office. The FCC is said to be cooperating in the inquiry. But at present, that cooperation appears to be limited to the commission making its files available to Justice's investigators.

Breaking In

"Tequila Sunrise"—Eagles (Asylum) ■ The Eagles have proved themselves, over the past two years to be perhaps the only consistent country-rock hit makers in the pop-music business today. Utilizing standard country instrumentations—rhythm acoustic guitar, lead electric and pedal-steel backing—they have smoothed the edges down from authentic country to come up with top-40 hits such as "Take It Easy" and "Witchy Woman."

"Tequila Sunrise" is a ballad about losing a girl friend and the all-night drinking binge that follows ("... another Tequila sunrise, once again"). The lead vocalist sounds similar to Neil Young on this new Eagles record, which may help the single even more.

Stations playing the new Eagles last week included: KDAY(AM) Santa Monica,

Calif.; WRKO(AM) Boston; WIXY(AM) Cleveland; WIST(AM) Charlotte, N.C.; KYA(AM) San Francisco; WHB(AM) Kansas City, Mo.; KGB-AM-FM San Diego; WLCY(AM) St. Petersburg, Fla., and KROY(AM) Sacramento, Calif.

"Blockbuster"—Sweet (Bell) ■ The title of this new single by the band that did "Little Willy," is the best description of the sound of the Sweet's new single. "Blockbuster" opens with a police-siren blast, then screams mimicking the siren and then thunderous opening guitar notes. Rather than building to a crescendo, this Sweet record starts out high and stays that way throughout.

Some stations report that they find the siren opening too jarring and Bell Records stated that it would release an edited version as quickly as possible. Many stations, with a wealth of hard-rock records already on their playlists, are waiting for the new version. In the meantime, stations playing the original copy last week included: WIIN(AM) Atlanta; KTAC(AM) Tacoma, Wash.; WDRQ(FM) Detroit; WSGN(AM) Birmingham, Ala., and CKLW(AM) Windsor, Ont.

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).
- ARE YOU MAN ENOUGH?, Four Tops (ABC/Dunhill).

- BEACHWOOD BLUES, Wayne Berry (A&M).
- D'YER MAK'ER, Led Zeppelin (Atlantic).
- FENCEWALK, Mandrill (Polydor).
- GOOD GRIEF, CHRISTINA, Chicory Tip (Epic).
- HE DID WITH ME, Vicki Lawrence (Bell).
- HOW CAN I TELL HER? Lobo (Big Tree).
- I JUST CAN'T TURN MY HABIT INTO LOVE, Buckwheat (London).
- I LIKE YOU, Donovan (Epic).
- I'LL ALWAYS LOVE MY MAMA, Intruders (Philadelphia International).
- THE LAST THING ON MY MIND, Austin Roberts (Chelsea).
- LETTER TO LUCILLE, Tom Jones (Parrot).
- LORD, MR. FORD, Jerry Reed (RCA).
- LOVIN' NATURALLY, Sandalwood (Bell).
- MY MERRY GO ROUND, Johnny Nash (Epic).
- NEVER NEVER NEVER, Shirley Bassey (United Artists).
- OVER THE HILLS AND FAR AWAY, Led Zeppelin (Atlantic).
- PLASTIC MAN, Temptations (Gordy).
- REST IN PEACE, Gallery (Sussex).
- SOMETIMES I DON'T KNOW WHAT TO DO, Tod Rundgren (Bearsville).
- SOUL MAKOSSA, Afrique (Mainstream).
- WATERGRATE, Dickey Goodman (Rainy Wednesday).
- WHY ME, Kris Kristofferson (Monument).

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Bonanza for Disney may mean tax nuggets for TV

Tax-credit ruling permits studio to recapture 1962-69 overpayments, establishes principle that could apply to broadcasters

A tax windfall that may run anywhere from \$100 million to \$250 million for motion-picture producers and others in the film industry—including, to a smaller degree, TV networks and possibly some group broadcasters who own film negatives—is anticipated following a federal appeals court ruling last week that upheld a lawsuit filed in 1971 by Walt Disney Productions.

The U.S. Court of Appeals for the Ninth Circuit upheld a lower court decision last year in favor of Disney, and in fact broadened that ruling.

Disney stands to recapture \$99,160 in overpayment of its 1962 fiscal-year tax payment, plus interest estimated at \$35,000.

But the import of the decision, involving the 7% investment-credit provision of the 1962 Revenue Act, leads Disney and lawyers to believe that the thrust applies to all taxes paid during the years 1962 through 1969. The 1962 credit provision expired in 1969; it was reinstated in 1971 by congressional legislation which specified that it applies to motion-picture and television-film production.

Disney already has asked for tax refunds for the subsequent years up to 1969. This would total \$7 million, plus interest calculated at \$2.5 million.

Broadcasters, principally ABC and CBS, according to some sources, stand to benefit from the ruling, since the two networks were engaged heavily in movies for TV during that time. Some broadcast tax lawyers feel that the principle enunciated by the appeals court may apply also to tape production. In that case all the networks, including NBC, are believed to be eligible for benefits—although in the aggregate not as great as some of the major film-production studios, such as Universal, Warner, Paramount and United Artists, among others, that already have claims for refunds pending with the Internal Revenue Service.

Also in question among theatrical-film producers is whether the court ruling applies also to foreign production by these companies.

When Disney filed its 1962 fiscal year taxes, the Internal Revenue Service disallowed investment credit for the full negative cost of production of motion-picture and television films. IRS said this was an intangible asset, except for the negligible cost of the raw film stock. Disney, under protest, did not deduct what it considered the legitimate investment credit. In 1971, however, when

Congress reinstituted the 7% investment credit specifically identifying theatrical and television films as eligible, Disney sued for a refund. A federal court last year upheld the Disney claim. IRS and Disney both appealed, the latter on the ground that the lower court did not go far enough. Last week's ruling was the result.

Still uncertain is whether IRS will ask the U.S. Supreme Court to review the decision.

Bankrolled

Tele-Communications Inc., Denver, announced last week it has arranged for long-term loans amounting to about \$100 million from banks and its own vendors. An eight-year loan of \$77.5 million has been obtained from a consortium of seven banks, led by the Bank of New York, according to Tele-Communications. The interest rate will be 0.5%

above the prime bank rate. The balance of the loan, the company said, consists of vendor agreements, principally a seven-year equipment-supply and financing contract of \$20 million with General Instrument Credit Corp., through its subsidiary, Jerrold Electronics. Proceeds from the loans will be used to refinance \$59 million of existing indebtedness; build new cable TV and video microwave systems and conduct market trials for leased-line and microwave services.

Broadcasting Stock Index

Weekly market summary of 143 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Wed. June 6	Closing Wed. May 30	Net change in week	% change in week	High 1973	Low	Approx. Shares out (000)	Total market capitalization (000)
Broadcasting										
ARC	ABC	N	24	27 1/4	- 1 1/4	- 4.58	31 1/2	22 1/2	17,029	442,754
ASI COMMUNICATIONS					+	.00	1 1/2	1	1,815	2,722
CAPITAL CITIES COMM.	CCR	N	35 3/4	38 3/4	- 3	- 7.74	62 1/2	35	7,074	252,895
CBS	CBS	N	34 1/4	34 3/4	- 2 1/2	- 6.80	52	34 1/4	28,315	969,788
CONCERT NETWORK*		O	1 1/2	1 1/2		.00	5/8	1/4	2,200	1,100
COX	COX	N	23 1/4	23 3/4	- 1/2	- 2.10	40 1/4	21 5/8	5,850	136,012
FEDERATED MEDIA		O	2 3/4	3	- 1/4	- 8.33	3 1/2	2 1/2	820	2,255
GROSS TELECASTING	GGG	A	14 1/2	14	+ 1/2	+ 3.57	18 3/8	13 3/4	800	11,600
LIN	LINB	O	6 1/4	6 3/4	- 1/2	- 7.40	14 3/4	6 1/4	2,325	14,531
MOONEY	MOON	O	5 1/8	5 1/4	- 1/8	- 2.38	10 1/4	5 1/8	385	1,973
PACIFIC & SOUTHERN	PSOU	O	9	10	- 1	- 10.00	13 3/4	8 3/4	2,010	18,090
RAHALL	RAHL	O	5 1/2	5 1/4	+ 1/4	+ 4.76	12 1/4	5 1/4	1,296	7,128
SCRIPPS-HOWARD*	SCRIP	O				.00	21 1/4	19	2,589	49,838
STARR	SBG	M	10 7/8	11	- 1/8	- 1.13	24 1/2	9 5/8	1,131	12,299
STORER	SBK	N	17 7/8	17 3/4	+ 1/8	+ .70	44	17 3/4	4,402	78,685
TAFT	TFB	N	31 7/8	34 1/4	- 2 3/8	- 6.93	58 5/8	29 1/4	4,064	129,540
WHDH CORP.*		O		21		.00	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 2,143,871
ADAMS-RUSSELL	AAR	A	3 3/8	3 1/2	- 1/8	- 3.57	5 3/8	2 5/8	1,259	4,249
AVCO	AV	N	9 1/2	9 5/8	- 1/8	- 1.29	16	9 1/8	11,478	109,041
BARTLETT MEDIA	BMC	A	1 3/4	2	- 1/4	- 12.50	3 1/2	1 1/2	2,257	3,949
CHRIS-CRAFT	CCN	N	3 7/8	4	- 1/8	- 3.12	6 5/8	3 3/4	4,161	16,123
COMBINED COMM.	CCA	A	17 3/4	20	- 2 1/4	- 11.25	44	15	3,220	57,155
COWLES	CWL	N	5 3/4	5 5/8	+ 1/8	+ 2.22	9 5/8	5 1/2	3,969	22,821
DUN & BRADSTREET	DNB	N	75 1/4	75	+ 1/4	+ .33	81 1/4	69 5/8	13,021	979,830
FAIRCHILD INDUSTRIES	FEN	N	5 7/8	6 1/4	- 3/8	- 6.00	13 3/8	5 1/4	4,550	26,731
FUQUA	FQA	N	10 1/4	11 7/8	- 1 5/8	- 13.68	20 3/8	10	9,741	99,845
GARLE INDUSTRIES	GBI	N	16 1/4	16	+ 1/4	+ 1.56	25	15	2,605	42,331
GENERAL TIRE	GY	N	18	18 3/8	- 3/8	- 2.04	28 3/4	17 1/2	20,652	371,736
GLOBETROTTER	GLATA	O	5	5		.00	8 1/8	5	2,843	14,215
GRAY COMMUNICATIONS		O	11	11		.00	12 7/8	9	475	5,225
HARTE-HANKS	HMN	N	9 1/8	10 3/8	- 1 1/4	- 12.04	29 1/4	8 1/2	4,335	39,556
ISC INDUSTRIES	ISC	A	6 1/4	6 3/8	- 1/8	- 1.96	8	6 1/8	1,658	10,362
KAISER INDUSTRIES	KI	A	4 1/4	4	+ 1/4	+ 6.25	6 5/8	4	27,487	116,819
KANSAS STATE NETWORK	KSN	O	5	5		.00	6 1/8	4 7/8	1,741	8,705
KINGSTIP	KTP	A	6 3/4	7 3/8	- 5/8	- 8.47	14 1/4	6 1/4	1,155	7,796
LAMB COMMUNICATIONS*		O	1 3/4	1 7/8	- 1/8	- 6.66	2 5/8	1 3/4	475	831
LEE ENTERPRISES	LNT	A	13	14 1/4	- 1 1/4	- 8.77	25	13	3,366	43,758
LIBERTY	LC	N	16 5/8	16 1/2	+ 1/8	+ .75	23 7/8	15 3/4	6,760	112,385
MCGRAW-HILL	MHP	N	8 7/8	9 1/2	- 5/8	- 6.57	16 7/8	8 1/8	23,525	208,784
MEDIA GENERAL	MGP	A	34 3/8	33 3/4	+ 5/8	+ 1.85	43 1/2	32	3,446	118,456
MEREQITH	MOP	N	13 3/8	14	- 5/8	- 4.46	20 1/2	13 1/8	2,827	37,811
METROMEDIA	MET	N	16 1/4	17 1/8	- 7/8	- 5.10	32 1/4	15 1/4	6,483	105,348
MULTIMEDIA		O	20	20 1/4	- 1/4	- 1.23	30 1/4	19 1/4	4,388	87,760
OUTLET CO.	OTU	N	11 1/8	12 1/8	- 1	- 8.24	17 5/8	11 1/8	1,336	14,863
POST CORP.	POST	O	10 1/4	10 1/4		.00	17	10 1/4	893	9,153
PSA	PSA	N	13 1/4	13 5/8	- 3/8	- 2.75	21 7/8	12	3,779	50,071
PUBLISHERS BCSTG.	PUBB	O				.00	2	7/8	919	804
REEVES TELECOM	RBT	A	1 3/4	1 7/8	- 1/8	- 6.66	3 1/4	1 5/8	2,294	4,014
RIDDER PUBLICATIONS	RPI	N	16	16 1/4	- 1/4	- 1.53	29 7/8	15 3/4	8,312	132,992
ROLLINS	ROL	N	16 1/2	17 1/2	- 1	- 5.71	36 1/2	16	13,372	220,638
RUST CRAFT	RUS	A	16 1/2	16	+ 1/2	+ 3.12	33 3/4	14	2,350	38,775
SAN JUAN RACING	SJR	N	15 1/4	17 1/2	- 2 1/4	- 12.85	23 3/4	14 1/4	2,153	32,833
SCHERING-PLOUGH*	SGP	N	73	156	- 83	- 53.20	79 1/2	72 1/4	52,590	3,839,070
SONDERLING	SDB	A	7 7/8	8 1/4	- 3/8	- 4.54	16 3/8	7 5/8	1,006	7,922
TECHNICAL OPERATIONS	TO	A	7	6 7/8	+ 1/8	+ 1.81	13 1/2	5 1/8	1,386	9,702
TIMES MIRROR CO.	TMC	N	18 1/2	19	- 1/2	- 2.63	25 7/8	16 1/2	31,145	576,182
TURNER COMM.*		O	4 5/8	4 3/4	- 1/8	- 2.63	6	4 1/2	1,486	6,872
WASHINGTON POST CO.	WPO	A	22 1/4	23 3/4	- 1 1/2	- 6.31	37	21 3/4	4,818	107,200
WOMETCO	WOM	N	11 5/8	11 3/4	- 1/8	- 1.06	19 3/8	11 1/4	6,098	70,889
Cablecasting									TOTAL	301,814 7,773,602
AMECO	ACO	O	5/8	5/8		.00	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	25 1/2	27	- 1 1/2	- 5.55	39	25 1/2	2,859	72,904
ATHENA COMM.*		O				.00	5 1/2	1 1/2	2,126	3,189
BURNUP & SIMS	BSIM	O	22 7/8	24 1/2	- 1 5/8	- 6.63	31 3/4	22 5/8	7,510	171,791
CABLECOM-GENERAL	CCG	A	5	5 1/8	- 1/8	- 2.43	8 7/8	3 3/4	2,489	12,445
CABLE FUNDING CORP.*	CFUN	O	6 1/8	6	+ 1/8	+ 2.08	8 1/8	5 3/4	1,233	7,552

	Stock symbol	Exch.	Closing Wed. June 6	Closing Wed. May 30	Net change in week	% change in week	High	1973 Low	Approx. Shares out (000)	Total market capital- ization (000)
CABLE INFO. SYSTEMS*		N		1		.00	2 1/2	1	663	663
CITIZENS FINANCIAL	CPN	A	5	5		.00	9 1/2	5	2,676	13,380
COMCAST		D	4	4		.00	5 3/8	4	1,280	5,120
COMMUNICATIONS PROP.	COMU	D	4 5/8	4 5/8		.00	9 3/4	4 3/8	4,435	20,511
COX CABLE	CXC	A	22 1/4	22	+ 1/4	+ 1.13	31 3/4	20 1/4	3,556	79,121
ENTRON	ENT	D	3/4	3/4		.00	9 1/4	3/4	1,358	1,018
GENERAL INSTRUMENT	GRL	N	14	14 1/4	- 1/4	- 1.75	29 1/2	13 5/8	6,633	92,862
GENERAL TELEVISION*		D	2 1/2	3 1/4	- 3/4	- 23.07	4 1/2	2 1/2	1,000	2,500
HERITAGE COMM.		D	10	11	- 1	- 9.09	17 1/2	7	345	3,450
LVD CABLE	LVOC	D	4 1/4	4 3/4	- 1/2	- 10.52	11 1/4	4 1/4	1,561	6,634
SCIENTIFIC-ATLANTA	SFA	A	8 1/2	8 3/8	+ 1/8	+ 1.49	15 3/8	8	917	7,794
STERLING	STER	D	1 3/8	1 3/8		.00	4 1/4	1 1/4	2,162	2,972
TELE-COMMUNICATIONS	TCOM	D	10	10		.00	21	9	3,866	38,660
TELEPROMPTER	TP	A	17 3/8	16 3/4	+ 5/8	+ 3.73	34 1/2	14 3/8	15,999	277,982
TIME INC.	TL	N	33 1/8	34 1/2	- 1 3/8	- 3.98	63 1/4	33	7,286	241,348
TOCOM	TOCM	D	7 1/2	8	- 1/2	- 6.25	12 1/8	6	596	4,470
UA-COLUMBIA CABLE	UACC	D	7 3/4	7 7/8	- 1/8	- 1.58	15	7 3/4	1,832	14,198
VIACOM	VIA	N	11 1/2	11 1/2		.00	20	10 3/8	3,851	44,286
VICOR	VIC	A	4 1/8	4 1/8		.00	9 1/8	4	2,562	10,568
Programming								TOTAL	81,721	1,139,404
COLUMBIA PICTURES	CPS	N	5	4 5/8	+ 3/8	+ 8.10	9 7/8	4 1/2	6,335	31,675
DISNEY	DIS	N	88	92 1/8	- 4 1/8	- 4.47	123 7/8	84 7/8	28,552	2,512,576
FILMWAYS	FWY	A	2 1/2	2 3/8	+ 1/8	+ 5.26	5 3/8	2 3/8	1,877	4,692
GULF + WESTERN	GW	N	22 1/8	22 1/2	- 3/8	- 1.66	35 3/4	21 1/2	16,387	362,562
MCA	MCA	N	22 3/4	22 1/4	+ 1/2	+ 2.24	34 1/4	20	8,367	190,349
MGM	MGM	N	14 1/2	15 3/4	- 1 1/4	- 7.93	24	13 3/4	5,958	86,391
MUSIC MAKERS	MUSC	D				.00	2 5/8	1 5/8	534	1,401
TELE-PAPE*		D	1	1		.00	1 3/4	1	2,190	2,190
TELETRONICS INTL.*		D	4 3/4	4 1/2	+ 1/4	+ 5.55	10 1/2	4 1/2	724	3,439
TRANSAMERICA	TA	N	11	11 3/4	- 3/4	- 6.38	17 5/8	10 3/4	66,449	730,939
20TH CENTURY-FOX	TF	N	6 7/8	7 3/4	- 7/8	- 11.29	12 3/8	6 7/8	8,562	58,863
WALTER READE	WALT	D				.00	1 3/8	7/8	2,203	1,927
WARNER	WCI	N	13 5/8	15 5/8	- 2	- 12.80	39 1/8	13 1/2	18,864	257,022
WRATHER	WCO	A	7 7/8	8 7/8	- 1	- 11.26	16 5/8	7 5/8	2,229	17,553
Service								TOTAL	169,231	4,261,579
JOHN BLAIR	BJ	N	7	7		.00	13	6 1/2	2,494	17,458
COMSAT	CO	N	45	48 3/4	- 3 3/4	- 7.69	64 1/2	44 5/8	10,000	450,000
CREATIVE MANAGEMENT	CMA	A	5	5 1/2	- 1/2	- 9.09	9 1/2	5	1,056	5,280
DOYLE DANE BERNBACH	DOYL	D	12 1/2	13 1/4	- 3/4	- 5.66	23 1/2	12 1/2	1,884	23,550
ELKINS INSTITUTE	ELKN	D	1	1 1/8	- 1/8	- 11.11	1 1/4	3/4	1,664	1,664
FOOTE CONE & WELDON	FCR	N	9 1/4	10 1/8	- 7/8	- 8.64	13 3/8	8 1/8	2,121	19,619
CLINTON E. FRANK*		D	5 3/4	6	- 1/4	- 4.16	11 1/2	5 3/4	720	4,140
GREY ADVERTISING	GRFY	D	8 1/4	8 1/2	- 1/4	- 2.94	17 1/4	8 1/4	1,200	9,900
INTERPUBLIC GROUP	IPG	N	14 5/8	15	- 3/8	- 2.50	25 3/8	14 1/2	2,464	36,036
MARVIN JOSEPHSON	MRVN	D	8 3/4	9	- 1/4	- 2.77	18 1/2	8 3/4	825	7,218
MCCAFFREY & MCCALL*		D				.00	10 3/4	8 1/2	585	4,972
MCI COMMUNICATIONS	MCIC	D	5 7/8	5 7/8		.00	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
MPD VIDEOTRONICS	MPD	A	2 1/2	2 5/8	- 1/8	- 4.76	4 7/8	2 1/2	540	1,350
NEEDHAM, HARPER*	NDHMA	D	10 3/4	11	- 1/4	- 2.27	26 1/4	10 3/4	911	9,793
A. C. NIELSEN	NIELR	D	35 1/2	35	+ 1/2	+ 1.42	40 1/2	31 1/2	10,598	376,229
DGILVY & MATHER	DGIL	D	17	18	- 1	- 5.55	32 1/2	15	1,777	30,209
PKL CO.*	PKL	D	1	1		.00	2 5/8	3/4	778	778
J. WALTER THOMPSON	JWT	N	14 1/8	14 1/2	- 3/8	- 2.58	24 3/4	14	2,659	37,558
UNIVERSAL COMM.*		D				.00	12 1/4	4 1/2	715	3,217
WELLS, RICH, GREENE	WRG	N	10 5/8	12 1/4	- 1 5/8	- 13.26	21 1/8	9 1/2	1,568	16,660
Electronics								TOTAL	57,776	1,126,772
ADMIRAL	ADL	N	9 1/4	9 3/8	- 1/8	- 1.33	18	8 7/8	5,813	53,770
AMPEX	APX	N	4 3/4	4 1/8	+ 5/8	+ 15.15	6 7/8	3 1/4	10,875	51,656
CARTRIDGE TELEVISION		D	2 3/4	3 1/8	- 3/8	- 12.00	16 1/2	1 3/4	2,083	5,728
CCA ELECTRONICS	CCAE	D	1 1/2	1 1/2		.00	3	1 1/4	881	1,321
COLLINS RADIO	CRI	N	18 3/4	19	- 1/4	- 1.31	25 7/8	17 1/2	2,968	55,650
COMPUTER EQUIPMENT	CEC	A	2 1/4	2 1/2	- 1/4	- 10.00	2 7/8	2	2,366	5,323
CONRAC	CAX	N	15 1/4	17 1/4	- 2	- 11.59	31 7/8	14 1/4	1,261	19,230
GENERAL ELECTRIC	GE	N	59 1/2	59 7/8	- 3/8	- .62	75 7/8	55	182,348	10,849,706
HARRIS-INTERTYPE	HI	N	25	27	- 2	- 7.40	49 1/4	24 1/2	6,308	157,700
INTERNATIONAL VIDEO*	IVCP	D	7 1/4	7	+ 1/4	+ 3.57	14 3/4	7	2,745	19,901
MAGNAVOX	MAG	N	11 1/2	11 7/8	- 3/8	- 3.15	29 5/8	11	17,806	204,769
3M	MMM	N	82 1/2	83	- 1/2	- .60	88 7/8	76 1/4	113,051	9,326,707
MOTOROLA*	MOT	N	45 1/2	102 3/8	- 56 7/8	- 55.55	52	45 1/2	27,570	1,254,435
OAK INDUSTRIES	OEN	N	11 7/8	13	- 1 1/8	- 8.65	20 1/2	11 1/2	1,639	19,463
RCA	RCA	N	26	25 1/2	+ 1/2	+ 1.96	39 1/8	24	74,525	1,937,650
RSC INDUSTRIES	RSC	A	1 5/8	2	- 3/8	- 18.75	2 1/4	1 3/8	3,458	5,619
SONY CORP.	SNE	N	44	44 1/2	- 1/2	- 1.12	57 1/4	39 7/8	66,250	2,915,000
TEKTRONIX	TEK	N	31 1/8	32 7/8	- 1 3/4	- 5.32	53 7/8	29 7/8	8,162	254,042
TELEVISION	TIMT	D	3 3/8	3 1/2	- 1/8	- 3.57	4 3/4	3 3/8	1,050	3,543
TELEPRO INDUSTRIES		D	1 1/8	1 1/8		.00	2 1/2	1 1/8	1,717	1,931
WESTINGHOUSE	WX	N	34 1/8	34 5/8	- 1/2	- 1.44	47 3/8	31 1/8	88,595	3,023,304
ZENITH	ZE	N	35 5/8	38 1/4	- 2 5/8	- 6.86	56	34 1/8	19,043	678,406
TOTAL									640,514	30,844,854
GRAND TOTAL									1,334,042	47,290,082
Standard & Poor's Industrial Average			116.67	118.51	-1.84					

A-American Stock Exchange
M-Midwest Stock Exchange
*Closing prices are for Monday

N-New York Stock Exchange
O-Over the counter (bid price shown)
†Reflects two-for-one stock split.

A blank in closing price columns
indicates no trading in stock.

Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

Teleprompter argues distance not factor in copyright issue

Backed by NCTA, company goes to Supreme Court in effort to reverse appeals court setback

The U.S. Supreme Court, which has already held that mom-and-pop cable television systems that simply make television signals seeable in the originating station's market are free of copyright liability, is now being asked to rule that sophisticated systems importing signals from considerable distances are also exempt.

The request was made last week by Teleprompter Corp., the cable industry's largest multiple-systems owner, in seeking review of a decision by the U.S. Court of Appeals for the Second Circuit, in New York, that cable systems are liable for copyright payment on programs they import from "distant" stations. The National Cable Television Association supported the petition for review in a friend-of-the court brief.

The case involves a suit CBS and three program production companies brought as a result of the carriage of programs they own by three Teleprompter systems. The appeals court, in its ruling, overturned a decision of the U.S. District Court in New York which had rejected the assertion that the systems had engaged in a performance and were thus liable for copyright payment.

Teleprompter, in its brief, held that the appeals court had erred in not applying the Supreme Court's ruling in the Fortnightly case, decided in 1968, which involved relatively rudimentary systems in two West Virginia communities that simply relayed the signals of local stations.

The appeals court affirmed the district court rulings that program origination on the part of the systems and their use of microwaves did not transform the reception and transmission of signals into a "performance" of the broadcast programs. But it said that transformation was caused by the reception of signals that could not be received on local antennas, where the cable system was said to be outside the station's "normal coverage area."

But, Teleprompter said last week, under the Fortnightly decision, cable-television reception and distribution of a signal broadcast for reception by the public "is not a 'performance'; the CATV activities are in aid of reception and are 'on the viewer's side of the line.' Mere distance from the broadcaster does not change a reception function into a broadcasting function."

Teleprompter also requests review on the ground that the appeals court's decision would interfere with the FCC's plan for integrating cable television into the nation's communications structure. Teleprompter said the public would be "denied the right to receive broadcasts" by

using the CATV service "contemplated" under the commission's regulatory scheme.

The appeal also asserts that the lower court's opinion disregards the primary policy of the Copyright Act—"to make available to the public the benefit of the author's works." The appeal adds that when a copyright owner selects television as the medium through which his work will be released, and receives "a reward satisfactory to him," the work is released "for reception by all members of the public viewing that station." And, it says, nothing in the law suggests that those who use CATV to receive the station's signal are not included.

Both Teleprompter and NCTA warn of what they say will be the catastrophic

impact on the cable industry if the appeals court decision is upheld. Since there are about 5,000 copyrighted programs on

Domino effect. The decision by Italian Post and Telecommunications Minister Giovanni Gioia to outlaw the country's only cable-television system has had unfortunate political repercussions for Italian Premier Giulio Andreotti. RAI, Italy's state over-the-air TV-radio monopoly is regarded by many as being dominated by Christian Democrats, the party to which Mr. Gioia belongs. As a result, members of the Republican Party withdrew their support for Premier Andreotti's center coalition, leaving him without a parliamentary majority.

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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 average television station each year, NCTA said, and assuming minimum statutory damages of \$250 per infringement, "a cable system carrying but one 'distant' signal would owe at least \$1,250,000 in damages for each year of past damages permitted under the law."

The renewal of the court fight over cable copyright liability comes as Congress remains bogged down in an effort to enact a new Copyright Act that would include a cable-television section. The impasse results from the failure on the part of the contending parties—copyright owners and cable operators—to agree on a bill they can support. FCC Chairman Dean Burch has attempted mediation, but so far without success.

A new systems builder is formed by Myers, Oak

Myers-Oak Communications Construction Corp. has been formed to provide CATV construction services in the U.S. and Canada. Equal owners in the new venture are The L. E. Myers Co., Chicago, and Oak Industries Inc., Crystal Lake, Ill.

The L. E. Myers Co., established in 1891, is a major U.S. contractor specializing in construction of transmission lines and distribution systems for electric utilities. Oak Industries is a diversified international manufacturer, known in the cable industry as a leading supplier of cable-terminal equipment and cable-industry financing.

Myers-Oak intends to engage nationwide in the construction of overhead and underground trunk and feeder CATV systems.

Company headquarters will be in Chicago with operations from 26 district offices of The L. E. Myers Co.

Cable Briefs

On the cape. Teleprompter Corp. announced acquisition of Cape Cod Cablevision Corp., subject to approval by Massachusetts authorities. Cape Cod serves about 9,000 subscribers in towns of Barnstable, Yarmouth, Dennis, Harwich and Chatham, all Massachusetts.

The other shoes. Balance of reports on cable television prepared by Rand Corp. for National Science Foundation are now available. Series is designed as guide for communities in making decisions involving CATV. First in series, "A Handbook for Decisionmaking," was released in March (BROADCASTING, March 19). Others now available are: "A Summary Overview for Local Decisionmaking," "The Process of Franchising," "Citizen Participation in Planning," "Technical Considerations in Franchising Major Market Systems," "A Guide to Federal Regulations," "Citizen Participation After the Franchise," "Applications for Municipal Services," "A Guide to the Technology," "Making Public Access Effective," "Uses in Education and A Guide for Education Planners." Reports cost \$1-\$5 and are available from Rand, 1700 Main Street, Santa Monica, Calif. 90406.

Broadcast Journalism®

CBS to give time to answer President, but it drops instant analyses

New policies will provide for opposition reply to addresses on issues of "significant national disagreement"; network will choose spokesmen

CBS announced last week it would abandon "instant analyses" following presidential broadcasts and broadcasts carried in reply to the President. Instead, analyses will be scheduled by CBS News within regular CBS News broadcasts. And, in a new move, CBS will arrange for special broadcasts presenting views contrasting with those expressed in presidential broadcasts "on matters of major policy concerning which there is significant national disagreement." These generally will be scheduled within a week after a presidential speech and will be carried on the CBS radio and television networks.

The decision was announced by CBS Chairman William S. Paley, who was also widely credited—"blamed" was a better word in the opinion of some CBS newsmen displeased by the dropping of immediate analyses—with having made it in the first place. Sources at CBS News said the reaction there was mixed but generally tended toward dismay and in some cases anger. The protests were based chiefly on the ground that the change eliminated an element of journalistic enterprise—and that "instant" analyses often are not made all that instantly anyway, when speech texts are available hours in advance. And, in some cases, newsmen are briefed beforehand.

Among those favoring the new policy was CBS News national correspondent Eric Sevareid, a frequent participant in analyses immediately following presidential and other speeches. CBS News sources said he had felt "uncomfortable" about them for some time, particularly those for which no advance text or briefings are available.

Many CBS-TV affiliates are expected to welcome the change—and may, by some accounts, have had a hand in it. Many had expressed concern, especially since Vice President Agnew made an issue of it in his 1969 attacks on network news, and a number had conveyed their feelings to network officials.

Edwin Pfeiffer of WPRI-TV Providence, R.I., chairman of the CBS-TV Affiliates Board, called the move "healthy" and "constructive," but emphasized he was speaking only for himself, not for the affiliates board. The board has made "no concerted effort" for a policy change, he said, but agreed with reports that a number of individual affiliates had let the network know they would like one.

In any event, he predicted "radically improved conditions." In his opinion the move was much enhanced by the pro-

vision for reply time within a specified period following a presidential appearance. "It's just basically a much healthier and more constructive approach to the communication of ideas," he said.

Without questioning that possibility, other sources indicated that although there had been a good deal of outspoken affiliate protest a year or so ago, there had been virtually none in the last few months and relatively little in the past year.

Authorities at ABC and NBC—whose affiliate memberships have also had their share of critics of news-analysis policies—indicated they regarded it as a journalistic function to put the news into perspective for viewers and that they would continue to provide analysis when they considered it warranted.

In the reply broadcasts planned by CBS, sources there said, CBS will select the person or persons to participate, and will not necessarily select those who have asked for reply time.

The main elements of the new policy, effective immediately, were announced as follows:

"Whenever the President speaks to the nation on radio or television on major policy concerning which there is significant national disagreement, CBS will present a broadcast of other viewpoints related to those matters of major policy.

"The length, format and persons appearing on such broadcast will be determined by CBS News in light of the relevant facts of the presidential appearance. The broadcast will be scheduled as soon as practicable, but generally no later than one week after the President speaks."

Mr. Paley said the latest decision is an application of long-standing CBS policy of providing fair and balanced coverage of public issues. He noted that recent Presidents have turned more and more to broadcasting as a means of direct access to the people. In turn, he said, this has increased the need for broadcasters to develop new avenues to furnish a broad spectrum of significant views and a multiplicity of representative voices on public issues.

Watergate draws even in rotating coverage

As each network did one of the three days last week, audiences watched hearings as often as games and soaps

The Senate Watergate hearings drew bigger audiences than many had expected in the first two days of rotating network TV coverage last week; rivaling and in some cases exceeding those for regular entertainment programming on other networks.

In Los Angeles, the overnight Nielsen ratings showed the hearings ahead of regular programming on either of the other two networks on both days. In New York they put the hearings in a strong second position one day and in a virtual tie for second the other.

In the first such rotation in history,



99 to 1. Audience response to the National Public Affairs Center's television's coverage of the Watergate hearings has been overwhelmingly favorable: 99% of the mail has expressed approval for the prime-time, gavel-to-gavel coverage. Above, NPACT President Jim Karayn (l) and Martin Clancy, executive producer for the hearings coverage, sift through some of the 66,000 letters received by the end of the first two weeks of hearings. Eighty-six percent of public television stations across the country have elected to pre-empt regular programming for the coverage. Many of the stations reported an unexpected bonus—a sharp increase in contributions and new memberships since the hearings began.

NBC-TV carried the hearings Tuesday (June 5), CBS-TV Wednesday and ABC-TV Thursday (with Thursday ratings to become available Friday). Thus on each day the hearings were competing with regular daytime programming on two networks, as well as on independent stations, and many observers had thought audiences for the hearings would dwindle.

On the first rotation day, however, the hearings on NBC came up with a 3.7 rating and 19 share in New York, a shade behind ABC's 3.8 rating and matching its share, but clearly behind CBS's 5.0 and 26. In Los Angeles the hearings on NBC were well out in front with a 9.5 rating and 41 to ABC's 4.6 and 20, and CBS's 2.1 and 9.

On Wednesday the hearings on CBS registered a 4.4 rating and 24 share in New York, just behind NBC's 4.6 and 25, and ahead of ABC's 3.5 and 19. In Los Angeles CBS with the hearings had a 5.6 and 26, leading both NBC's 4.5 and 21 and ABC's 3.2 and 15.

The ratings are for the hours approximating actual Watergate coverage: from 10 a.m. to 12 noon NYT both days, and 2-4:45 p.m. Tuesday and 2-4 p.m. Wednesday.

Pre-election items put three in FCC woodshed

Three San Luis Obispo, Calif., radio stations have been notified by the FCC of apparent liability for \$1,000 fines each for violating the political-editorial rule in connection with an identical item the stations broadcast on news programs on

the day before the Nov. 7, 1972, election.

The commission acted on a complaint alleging KSLY(AM), KATY(AM) and KVEC(AM) conspired to use news programs to endorse certain candidates in a local contest. The complaint, by a San Luis Obispo attorney, charged "intentional use of news programs to disseminate editorial viewpoints under the guise of phony news items," on the day before election.

Managers of the three stations denied existence of a conspiracy and contended the stations' endorsements—which were the subject of a news item—were newsworthy and that the item was not an editorial. But the commission said two managers had editorially endorsed candidates before the news broadcast in question and that the third "apparently publicly endorsed the candidates" besides carrying the questioned item.

The commission, in holding that the broadcasts constituted editorial endorsements, noted that last-minute editorials are not prohibited. But, it added, the rule requires that appropriate candidates be notified far enough in advance to enable them to prepare and deliver responses.

Buchanan brother hits CBS with \$12 million suit

News report later admitted to be wrong leads to charge of libel, invasion of privacy

Walter Cronkite's lead item on the May 8 edition of the CBS *Evening News* has resulted in a \$12-million suit being filed against the CBS correspondent, CBS itself and Post-Newsweek Stations Capitol Area Inc., licensee of the CBS affiliate in Washington, WTOP-TV ("Closed Circuit," June 4).

The suit was filed in U.S. District Court in Washington by attorneys for Henry Buchanan, a Bethesda, Md., certified public accountant and brother of White House aide Patrick Buchanan, and charges libel, slander and invasion of privacy.

In the item, Mr. Cronkite said that Mr. Buchanan's accounting firm, which is also a plaintiff in the suit, had been used to "launder" campaign contributions to the Nixon presidential campaign—that is, to convert checks into cash before the money was turned over to the campaign, to hide its source of origin.

The suit alleges that the item, which identified Henry Buchanan as Patrick's brother and which was broadcast against a photographic backdrop of the Watergate apartment complex, the scene of the break-in at Democratic National Committee headquarters, was "intended to convey" that Henry Buchanan was "directly involved in the 'Watergate' scandal" and had "engaged in illegal actions and other misconduct." The alleged laundering would constitute a violation of federal law.

Three days after the item was broad-

cast, correspondent Roger Mudd, sitting in for Mr. Cronkite on the *Evening News*, read a retraction. He said that the report had been "erroneous" and that CBS "regrets the error"—that Mr. Buchanan "was not handling contribution checks, but checks issued by the Finance Committee to Re-Elect the President." Mr. Mudd also said that Mr. Buchanan deposited committee checks in his client's account, and then issued checks to whom-ever the committee named.

Mr. Buchanan's lawyer, Michael L. Glaser, had filed a fairness-doctrine complaint with the FCC after the May 8 broadcast. The complaint said the broadcast constitutes a personal attack, under the doctrine's personal-attack rules, and that the doctrine requires CBS either to issue a retraction or "present the factually correct report in an early broadcast of the *Evening News*" (BROADCASTING, May 14).

Following the Mudd statement, Mr. Buchanan's lawyers asserted, in a second pleading filed with the commission, that the retraction was not satisfactory—that it did not make clear Mr. Buchanan was providing the kind of service CPA's normally provide clients and did not specifically state that, contrary to the implication that might have been left by the earlier Watergate-illustrated report, Mr. Buchanan was not involved in the Watergate scandal.

The suit charges CBS "with actual malice, calculated falsehood, or with reckless disregard for truth or falsity," in "falsely and wrongfully" broadcasting and publishing "to millions of persons . . . false, scandalous and defamatory libel and slander" about Mr. Buchanan.

The suit also says that because of the "overwhelming size" of the CBS audience, but particularly that part in the Washington area, where Mr. Buchanan operates his CPA firm, the firm's reputation has been injured and Mr. Buchanan has been "deprived of the public confidence which he has enjoyed" as a private citizen and public accountant.

The suit seeks \$4 million for compensatory and special damages, \$5 million for punitive damages and \$3 million for invasion of privacy.

CBS News and Post-Newsweek Stations declined to comment on the suit. Mr. Cronkite could not be reached.

Second thoughts. CBS News's Dan Rather is showing symptoms of the Watergate syndrome. More than a year after his home in the Georgetown section of Washington was burglarized, he is wondering whether there was not more to it than a simple heist effort. No money was stolen but his files were rifled. And did the District of Columbia police, who opened their investigation with considerable thoroughness, drop the inquiry abruptly? Or did it just seem abrupt? They had said they would call back, but never did. At the time, Mr. Rather chalked it up to the police being overburdened with burglary investigations. His wife, Jean, though, had always been concerned about the episode. And now, Mr. Rather, while not admitting to any suspicions, says he has some questions he wants to put to the Washington police—such as: Did they do a normal, professional job of investigation? And if not, why not? "They probably have good answers," he said last week. "But I want to know."

Half a loaf in Calif.

Assembly admits broadcast coverage, but no action yet in state senate

TV and radio newsmen covering the California legislature won access last week to committee hearings and floor sessions of the state assembly.

The rule change, authored by Assemblyman John Burton (D-San Francisco), passed by a vote of 63 to 3. The rule states that news media representatives accredited to the legislature may not be prohibited from photographing, televising or recording public session.

Before last week's action, the policy in the legislature was that if any member objected, TV cameras and radio recorders were banned. A similar measure is pending in the senate, but opposition is expected to be much more vigorous there. The senate, traditionally more conservative than the assembly, was the scene three weeks ago of a pushing and shoving match when a senate committee chairman ordered TV cameras ejected (BROADCASTING, June 4).

Equipment & Engineering

Having a go at AM stereo

WFBR(AM) Baltimore has asked the FCC for permission to conduct experimental AM stereo broadcast tests. The system that would be used was developed by the Kahn Research Laboratories, a subsidiary of Electrospace Corp., of Westbury, N.Y. Kahn and Electrospace would build the equipment if the commission authorizes the tests. WFBR Chief Engineer Douglas Bartram said that while the system separates the AM signal into bass and treble components, it is compatible with standard AM receivers and can be received conventionally on them. The system requires that the listener use two radios, tuning one slightly to the right and the other slightly to the left of WFBR's frequency of 1300 khz. Mr. Bartram said that one of AM stereo's chief advantages over FM stereo is that the former is less subject to fade, particularly in a moving automobile. Although the WFBR test would mark the first AM stereo experimentation in the U.S., Kahn officials report that the system has been operating successfully in Tijuana, Mexico, where XTRA is said to have received reports of quality reception from points as distant as Seattle.

A coup de grace for Comtec; Smith to head the survivors

Harry E. Smith, who had been president of CBS's phased-out Electronic Video Recording (EVR) Division, was named director of technology for CBS last week.

And the CBS/Comtec Group, of which the EVR Division had been a part, was itself phased out. The actions followed the departure of Ralph Briscoe, president of Comtec, to become president of Republic Corp. (BROADCASTING, June 4; also see page 46).

Mr. Smith, who will report to CBS President Arthur R. Taylor, will be responsible for all former Comtec activities except CBS's cable-TV interests in Canada. They go to John Manion, CBS vice president and treasurer.

The principal remaining elements of Comtec, which now become Mr. Smith's responsibilities, are the CBS Laboratories Division and two CBS joint enterprises with other companies: CMX Systems with the Memorex Corp., and Rapifax Co., with Savin Business Machines Corp.

Goldmark licenses Avtel

Goldmark Communications Corp., a Warner Communications Inc. subsidiary, announced last week that it will manufacture and market its new automatic pay-TV-program-origination system through



Mr. Smith

*in all the world
there's
only one*

KMOX RADIO

no matter where it is

a nonexclusive license to Avtel Corp., Glen Head, N.Y. Other licenses are now being negotiated, according to Joseph L. Stern, vice president of engineering for Goldmark. The system is called "Star Pak."

Technical Briefs

Direct delivery. RCA Jersey Ltd., Channel Islands, United Kingdom, will begin direct shipments to European customers of RCA TCR-100 video tape-cartridge recorders within next two months. These recorders have been exported to Europe from U.S.

India buy. International Video Corp., Sunnyvale, Calif., announces sale of seven IVC-900 video-tape recorders to All India Air. Transaction is estimated to be more than \$100,000. Machines will be used at various locations in India as part of educational-TV project being undertaken by Indian government this fall.

Life begins. Ampex Corp., Redwood City, Calif., announces delivery of 40th cartridge-type video-tape recorder ACR-25 to WNEW-TV New York. Firm also reports that it has \$12 million in back orders for machine that sells for between \$160,000 and \$200,000 each. ACR-25 was introduced in mid-1972. Ampex also announces five-year leasing agreement with Pennsylvania public-television network. Agreement, valued at \$900,000, is for 10 VR-1200C high-band color video-tape recorders, one HS-100 slow-motion video disk recorder, and a VR-3000 portable color video-tape recorder. Ampex is manufacturer of recorders and tape for broadcast, CCTV, industry and home use.

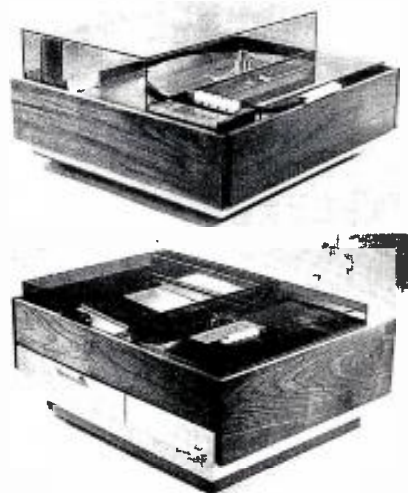
MCA's video disk shows 20-minute play

MCA Disco-Vision got its second formal public workout last week, and the demonstration, in Chicago before 500 guests, including many stockholders as well as electronic manufacturers, showed improvements. For one thing, the video disk system was operated for 20 minutes instead of the seven minutes at the unveiling last December in Hollywood. For another, the unit's freeze-frame capability was demonstrated repeatedly, as well as the fast-forward technique that permits random access to stored information.

Disco-Vision officials reportedly were conferring after the demonstration with manufacturers on licensing to make a player-changer that attaches to the antenna terminals of standard broadcast sets.

The Disco-Vision system is said to be capable of storing 40 billion bits on each 12-inch disk. Running time for programs is said to be 40 minutes. The System uses a laser beam to scan the microgrooves in the disk that revolves at 30 revolutions per second. This transmits color or black-and-white signals to a standard TV set.

MCA also displayed at the Chicago demonstration samples of program albums that, it anticipates, will be marketed. Among the titles on display, all from its subsidiary, Universal, were "My Little Chickadee," "My Man Godfrey," "All Quiet on the Western Front," as well as more contemporary films such as "Airport," "Anne of the Thousand Days" and "Mary, Queen of Scots."



Introducing. Pictured above are MCA's Disco-Vision single-disk player (top) and multiple-disk player (bottom). Both units are designed for attachment to VHF antenna input terminals of a standard home television receiver tuned to a channel not used for regular TV programming. Each playback unit is an optical system operating with a nonphysical contact laser read-out electronically transmitted to the TV screen. Measuring 16¾ inches wide x 18 inches deep x 8½ inches high, the single-disk player weighs less than 40 pounds. The multiple-disk player has dimensions of 22¾ inches x 18 inches x 11 inches and weighs less than 50 pounds. This unit features a player/changer mechanism that allows a playing time of 6¾ hours.

Fates & Fortunes.

Media



Mr. Moroney



Mr. Shapiro

Belo Broadcast Corp., the newly formed broadcasting subsidiary of A. H. Belo Corp., which now includes WFAA-AM-FM-TV Dallas and KFDM-TV Beaumont, Tex., has announced appointment of officers. **James M. Moroney Jr.**, executive VP, A. H. Belo Corp., parent, assumes additional post, president, Belo Broadcasting; **Mike Shapiro**, VP-general manager, WFAA-AM-FM-TV and president, KFDM-TV, named executive VP and general manager, Belo; **Ward L. Huey Jr.**, station manager, WFAA-TV, named VP, Belo; **Jim Webb Cooper**, director of engineering, WFAA-

AM-FM-TV named VP and secretary of Belo; **Aubrey G. Jenkins**, controller, WFAA-AM-FM-TV and secretary-treasurer, KFDM-TV named VP and treasurer, and **Jeanette Greer**, assistant secretary and assistant treasurer, KFDM-TV, named assistant secretary of Belo. Appointments were announced following FCC approval of transfer of licenses from A. H. Belo Corp. and KFDM-TV to Belo Broadcast Corp.

Joseph A. Kjar, executive VP-radio, Bonneville International Corp., Salt Lake City, named executive VP. Bonneville is owner of KSL-AM-FM-TV, Salt Lake City,

R. M. Brown, president and general manager, KPOK-AM-FM Portland, Ore., who underwent surgery last week for severe skull fractures suffered in a fall from ladder May 28, has been removed from critical list, but remains in serious condition at St. Vincent's hospital, Portland. **Bill Calder**, operations manager at station, is acting general manager during Mr. Brown's absence.

KIRO-AM-FM-TV Seattle, **WRFM(FM) New York**, **WCLT(FM) Skokie, Ill.**, **KMBZ(AM)-KMBR(FM) Kansas City, Mo.**, and **KBIG(AM) Avalon, Calif.**, and **KXTZ-FM Los Angeles**.

Haskell P. MacCawatt, director of investor relations, CBS Inc., New York, named VP. Mr. MacCawatt is returning to CBS after year's leave of absence as Sloan fellow at Massachusetts Institute of Technology.



Mr. Kennedy

William J. Kennedy III, president, North Carolina Mutual Life Insurance Co., Durham, N.C., named to board of directors, NBC.

Clyde W. Price, president and general manager, WACT-AM-FM Tuscaloosa, Ala., replaces **James W. Wesley Jr.**, newly named VP and general manager, KFI(AM) Los Angeles (BROADCASTING, June 4) on radio board of directors of



Honored. G. Richard Shafro (c), retired president of Cosmos Broadcasting Corp., Columbia, S.C., station owner, is congratulated by Clair McCollough (l), president, Steinman Stations, and Frank Blair (r), of NBC's *Today* program, on his induction as first member of South Carolina Broadcasters Association Hall of Fame. A broadcaster for more than 40 years, Mr. Shafro managed WIS(AM) Columbia, S.C., from 1932 until his retirement and in 1953 led in the creation of WIS-TV. In 1948 he became first president of the state association which honored him at its banquet June 1.

National Association of Broadcasters. Mr. Wesley's transfer to KFI from WIOD(AM)-WIAA(FM) Miami makes him ineligible to represent his former district on NAB board.

Richard Estell, manager, noncommercial WKAR-AM-FM East Lansing, Mich., re-elected to second one-year term as chairman, board of directors, National Public Radio, Washington. **Robert Hinz**, general manager, noncommercial KOAC(AM) Corvallis, Ore., named to second term as vice chairman.

William E. Wuerch, VP and general manager, Avco Broadcasting's WLWI(TV) Indianapolis, named to corporate post, VP-television programming. **Eugene V. McPherson**, who currently holds post, moves to VP and general manager, WLWI.

Todd A. Spoeri, program director, WJBK-TV Detroit, joins wvs-tv Columbia, S.C., as assistant general manager and program/promotion director.

James P. Schuh, news director and program manager, WSPS-AM-FM Stevens Point, Wis., named general manager, succeeding late **David A. Silverman** who died Dec. 6, 1972.

Gaill T. Keeble, VP and general manager, KWWL-AM-FM Waterloo, Iowa, joins KIKK(AM) Pasadena, Tex. and KIKK-FM Houston in similar capacity.

Joe Gross, sales manager, KHMO(AM) Hannibal, Mo., assumes additional post, general manager.

Haskell Johnson, manager, WAAN(AM) Waynesboro, Tenn., joins WACY(AM) Kissimmee, Fla., as general manager.

Godwin Oyewole, acting station manager and business manager, noncommercial WFCR(FM) Amherst, Mass., appointed station manager.

Henry J. Cauthen, president and general

manager, South Carolina Educational Television Network, Columbia, elected chairman, Southern Educational Communications Association. SECA is regional network of public and educational television stations in South.

Mike Ameigh, staff announcer, WFSW-AM-FM Seneca Falls, N.Y., appointed operations director.

Joseph P. Dwyer, controller, Cox Broadcasting's WSB-AM-FM-TV Atlanta, joins Cox-owned KFI(AM) Los Angeles in similar post. **William Guy Arledge**, with WSB-FM, named operations manager.

Daniel D. Willoth, accountant, Price-Waterhouse & Co., Washington accounting firm, joins WMAL-AM-FM-TV there as manager of finance.

Peter B. Lassovitch, business manager, Group W's KFWB(AM) Los Angeles, assumes similar position with Group W Productions, Philadelphia.

Charles S. Williams, with WCVB-TV Boston, joins WEEI-AM-FM there as director of information services.

Donald M. Hess, program/production director, WTOL-TV Toledo, Ohio, named promotion manager, WDSU-TV New Orleans.

Broadcast Advertising

Robert J. Palmer, VP-marketing services, Kelly, Nason, New York agency, elected president, succeeding **Gerald Schoenfeld**, elected chairman. **Shelton Weeks**, former chairman, named chairman of executive committee.

Leon M. Naveaux, director of market planning, Miller Brewing Co., Milwaukee, named manager, field sales-West, overseeing marketing activities in Midwest, mountain, northern Pacific, southern Pacific and Southwest regions.

Reva Korda, senior VP, Ogilvy & Mather, New York, named executive creative director.

Thomas Laughlin, VP-executive creative director, Clinton E. Frank, Chicago, named senior director of creative services. **William Valtos**, VP and creative director, Clinton E. Frank, appointed creative director of Chicago office.

William E. Cunningham, account supervisor, Benton & Bowles, New York, elected VP. Before joining B&B, Mr. Cunningham was assistant product manager at Clairol.

Bryson R. Kalt, president, Babigard Corp., joins Moseley Sacco agency, New York, as VP-account manager.

Neil I. Kreisberg and **Peter A. Schweitzer**, account supervisors, and **Lee M. Krost**, director of promotion and development, Grey Advertising, New York, elected VP's. **Barbara H. Loren**, account executive, W. B. Doner & Co., Southfield, Mich., joins Grey, Detroit, in similar post. **Henry Brenkus**, general manager, Ad Gravers, Detroit, joins Grey there as production manager.

John G. Noakes, VP and account director, Ted Bates & Co., New York, named management representative.

Joseph William Evans III, with Katz Tel-

evision, New York, joins WXII(TV) Winston-Salem, N.C., as general sales manager.

Jack Mulderrig, VP-group sales manager, Edward Petry, New York, joins WNJU-TV Newark, N.J., as director of national sales.



Mr. Portney

Michael Portney, account executive, WPLJ(FM) New York, named general sales manager.

Stephen E. Dinkel, with St. Louis office, H-R/Stone Inc., rep, joins KSLQ(FM) St. Louis as general sales manager.

James F. Taszarek, general sales manager, KCFM(FM) St. Louis, joins KSD(AM) there as local sales manager.

Hannibal Coscia, manager, ABC stations sales strategy group, Blair Television, New York, named to newly created post, director of operations, sales strategy division. **Lawrence J. Lynch**, VP-programming, Telcom Associates, succeeds Mr. Coscia.

Alex Ostfeld, with Kenyon & Eckhardt, Chicago, joins Draper Daniels there as VP-marketing services.

Louis R. Spino, media supervisor, Warwick, Welsh & Miller, New York, named VP.

Jack Moys, VP-general sales manager, KPQK-AM-FM Portland, Ore., joins Pacific National Advertising & Public Relations as VP and general manager, Portland office.

William Bolster, VP-account supervisor Della Femina, Travisano Advertising, New York, elected VP-account supervisor, Dancer-Fitzgerald-Sample, New York.

Charles Sibert, with Carl Ally, New York, joins DKG there as creative supervisor.

David B. Kyner, senior research supervisor, BBDO, joins DKG as assistant research director, and **Alan Chalfin**, with Sack, Tarlow, Rosen, joins DKG as art director.

Joel Hochberg, **Gary J. Horton**, **Kenneth E. Krom**, **Allan R. Kurtzman** and **Robert D. Nolan**, with Leo Burnett Co., Chicago, appointed creative directors.

Howard Dubin, with Lever Brothers, joins EGR Communications, New York, agency, as marketing associate. **Bruce Mann**, with *Business Week* magazine, appointed account services manager.

Ronald H. Baker, general service executive, Gallup & Robinson, Princeton, N.J., advertising and marketing research firm, elected VP.

Ted Robinson, VP-marketing, Visual Dynamics Co., Florida-based agency, joins Associated Agency Services, New York and St. Petersburg, Fla., media buying service, as managing director. Recently opened Florida offices are located at 3500 Building, 1st Avenue North, St. Petersburg 33706.

Bobbie Ley, with Knox Reeves Advertising, Minneapolis, joins General Mills

broadcast media department, Minneapolis, as buyer.

Madelyn Altschiller, with Ketchum, MacLeod & Grove, New York, appointed senior media buyer.

Kenneth Behan, executive news producer, WITI-TV Milwaukee, joins Jos. Schlitz Brewing Co.'s broadcast division, same city, as manager of television operations.

James M. Rothenberg, formerly with BBDO and N. W. Ayer, joins Berger, Stone & Partners (whose name will shortly be changed to Stone, Ratner & Bua) as copy supervisor. All agencies are in New York.

Sheldon L. Kader, VP-account supervisor, Allen, Dorsey & Hatfield, Los Angeles agency, joins Molnar & Associates, Beverly Hills, Calif., agency, as VP.

Warren Ambrose, radio and TV consultant, joins Lowe & Hall Advertising, Greenville, S.C., as creative director.

George Stephens, director of agriculture, KCMO-AM-TV, Kansas City, Mo., joins Bruce B. Brewer Co., Kansas City agency, as director of farm marketing services.

Andy Doyle, senior producer, Kenyon & Eckhardt, New York, elected VP.

Alun H. Jones, senior VP, J. Walter Thompson Co., New York, assumes additional post, controller. **Edward P. Keating**, assistant treasurer, JWT, elected treasurer.

Edward J. Goldstein, controller, S. Jay Reiner Co., New York, named VP-finance.

Nat Waterston, VP-administration, Leber Katz & Partners, joins Doyle Dane Bernbach, New York, as creative department business manager.

Carmela Accella, broadcast coordinator, Needham, Harper & Steers, named radio-TV business affairs manager, Warren, Muller & Dolobowsky, both New York.

Carl Eaton, production art director, Nader-Lief, Chicago, joins Sperry-Boom there in similar post.

Programing



Mr. Korn

Al Korn, VP-advertising, promotion and public relations, RKO General's independent TV stations, named VP-program development and creative services, RKO General Television Division.

Dr. Gordon Berry, assistant professor and assistant dean, University of California at Los Angeles, and **Dr. Roger Fransecky**, director, university media services center, University of Cincinnati, retained by CBS-TV as consultants on development, planning and concepts of children's programing.

Mark Massari, manager, film program operations, West Coast, NBC-TV, appointed manager, program development, West Coast, NBC-TV. He is succeeded

by **Lew Hunter** formerly with ABC-TV and Walt Disney Productions, as manager, film program operations. **Sanford Cummings**, manager, live nighttime program operations, West Coast, NBC-TV, Burbank, Calif., named manager, special nighttime programs, West Coast.

Morris Rittenberg, formerly president, NBC Films and NBC Educational Enterprises, appointed VP in charge of newly opened New York office, Films Inc., Wilmette, Ill. Firm distributes in U.S. programs from CBC and other international producers and also distributes 16 mm motion pictures.

George L. Savage, director of marketing, Diamond P. Enterprises, Los Angeles, joins American Radio Programs, Hollywood, as general manager. Mr. Savage will supervise sales and marketing of current program properties with responsibility for new program development.

Stuart F. Chuzmir, assistant manager, National Association of Broadcasters Code Authority, New York, named program manager, Home Box Office Inc., New York.



Mr. Nevins
ality.

Elliott Nevins, program manager, Cox Broadcasting's WIOD (AM) Miami, joins Cox's KFI (AM) Los Angeles in similar post. **Ken Warren**, announcer, WIOD, named program manager. Mr. Warren will continue to serve as station's morning air person-

William H. Youngblood, assistant program director, WJR (AM) Detroit, appointed program director.

Jay Albright, with Grabet Inc., owner of KHOS (AM) Tucson, Ariz., appointed program director, KHOS.

Jim Vann, with WKLS (FM) Atlanta, appointed assistant program director.

W. Wayne Godwin, producer/director, noncommercial WJCT (TV) Jacksonville, Fla., joins noncommercial WFSU-TV Tallahassee, Fla., as special projects director.

Arnold Klinsky, with WOC-AM-TV Davenport, Iowa, appointed public affairs writer-producer.

Broadcast Journalism



Mr. Zimmerman

Alan R. Zimmerman, news editor and producer, WOR (AM) New York, appointed news director, WOR-TV.

Pat Polillo, director of news, KGO-TV San Francisco, joins WAGA-TV Atlanta as director of news and program development.

Stan Berk, managing news editor, WTTG (TV) Washington, named VP and director of news.

Ed Hamlyn, news director, WLWD (TV)



NATAS medalist W. W. Warren (r), president and general manager, Fisher's Blend Station Inc., owner of KOMO-AM-TV Seattle and KATU (TV) Portland, Ore., receives the Governors' Award of the Seattle chapter, National Academy of Television Arts and Sciences, from **Robert F. Lewine**, NATAS president. The chapter's highest honor, presented at its 12th annual Emmy Awards banquet June 2, was conferred on Mr. Warren "For leadership and excellence . . . in recognition of his 40 years of enduring accomplishments and contributions to the broadcasting/telecasting industry."

Dayton, Ohio, named to new post, news editor and analyst. He is succeeded as news director by **Ed Hart**, who joined station in April.

Tom Reynolds, freelance news producer and reporter, NBC-TV, named producer in Washington for UPITN, electronic news service that began operation two weeks ago. **Doug Ramsey**, anchorman, WPIX (TV), New York, appointed reporter in New York, UPITN.

David Ulmer, with KORK-AM-FM Las Vegas, joins KHOS (AM) Tucson, Ariz., as news director.

Brian Costello, night news editor, WINA (AM) Charlottesville, Va., joins WMBG (AM)-WBCI (FM) Williamsburg, Va., as director of news operations.

William Stuart Buckmaster, former night broadcast editor, Phoenix bureau. Associated Press, joins KONG-AM-FM Visalia, Calif., as news director.

Keith D. Coughy, news director, Bucknell University's noncommercial WVBV-FM Lewisburg, Pa., assumes similar post with WUDO (AM) Lewisburg.

Ron Kershaw, with KTRK-TV Houston, named news producer, WBAL-TV Baltimore.

Bob Jackson, with news staff, WGN-AM-TV Chicago, appointed assignment editor.

Richard E. Currier, news reporter, KNTV (TV) San Jose, Calif., appointed assignment editor.

Robert Vito, investigative reporter, WISN-TV Milwaukee, joins news staff, WWJ-AM-FM-TV Detroit.

Spencer Ross, sports reporter, WINS (AM) New York, joins WCB (AM) there in similar post.

Cablecasting



Mr. Zell

Dick Zell, financial consultant and advisor to cable television industry for over 10 years, including associations with American Television and Communication Corp. and Palmer Broadcasting Co., joins Daniels & Associates, Denver CATV brokers, as VP and head of consulting and financial services. Appointment represents expansion of firm into areas of financial consulting for CATV firms.

William C. Koplovitz Jr., station manager, KOB(TV) Medford, Ore., and before that attorney with National Association of Broadcasters, Washington, joins UA-Columbia Cablevision, Oakland, N.J. as director of community services. Mr. Koplovitz is son of Washington communications attorney, William C. Koplovitz, with Dempsey & Koplovitz. **Kay Koplovitz**, editor for publications of Civil Rights Commission, Agency for International Development, Washington, and formerly broadcast analyst, FCC, Washington, joins UA-Columbia as community information director.

Justo Caffi, CATV executive with multiple system operators in California and Florida, joins American Cable Television Inc., Phoenix, as general manager, Napa Valley, Calif., system.

Gwen Lidstrom, former reporter, teacher and public relations advisor, joins Heritage Communications, Des Moines, Iowa, as director of public relations.

Caywood C. Cooley Jr., VP, Magnavox Co., Manlius, N.Y., resigns to return to Philadelphia area as CATV systems consultant.

Equipment & Engineering

Walter Gnemi, controller, Steiner American Corp., Salt Lake City, joins Telemation Inc. there as VP-finance. **Jay Hubbell**, owner and salesman, CATV facilities

Spirit of '76. Manny Marget, who at age 76 is vying for the title of oldest play-by-play announcer in the broadcasting business, retires at the end of this week (June 16) after 36 years as sports director, KVOX(AM) Moorehead, Minn. From Feb. 27, 1931, when he made his first sports broadcast for WDAY(AM) Fargo, N.D., Mr. Marget has compiled a record of 2,214 basketball, 1,718 baseball, 653 football and 175 softball broadcasts. He says he hasn't kept track of boxing, bowling, track, hockey or wrestling events. How do you top off a 43-year career in radio? The play-by-play has only begun: Mr. Marget has set June 24 as the date for marriage to a woman he met some 40 years ago.

and equipment in Midwest, joins Telemation as manager of CATV sales. **Vern Pearson**, Western regional manager, Sarkes Tarzian Inc. of Indiana, joins Telemation as manager of broadcast sales and **William T. Blackwell**, branch manager, Ampex Corp.'s district sales office, Indianapolis, joins Telemation as district manager, Indianapolis branch office.

Vincent Clayton, director of engineering, Bonneville International Corp., station group owner, named VP. **William Lovelless**, with Bonneville's KSL-AM-FM-TV Salt Lake City, appointed assistant director of engineering for group.

Jim Smith, with Tocom Inc., Dallas manufacturing firm, elected VP in charge of national sales for CATV division.

Allied Fields

Ralph O. Briscoe, president, CBS/Comtec Group, named president, chief executive officer and director, Republic Corp., Los Angeles-based West Coast conglomerate (BROADCASTING, June 4).

Jay P. Herbert, former senior VP, Post-Keys, Gardner, Chicago, named consultant with special emphasis in television syndication and marketing services area, Universal Communications Inc., New York, multi-service media, TV and marketing firm.

Robert Jay Stein has left Citizens Communications Center, Washington, where he was counsel for past two and a half years. He has not announced future plans. **Charles Firestone**, formerly with FCC general counsel's office, succeeds Mr. Stein.

Patricia Nealin, director of films, WGN-TV Chicago, named president-elect, American Women-in Radio and Television.

George W. Moore, former executive VP, Hamilton-Landis & Associates, media brokers, announces formation of George Moore & Associates, Dallas. New firm, which will deal in brokerage and appraisal of broadcast and newspaper properties, is located at 6116 North Central Expressway, Dallas. Phone (214) 361-8970.

Deaths

William Reydel, 76, retired senior VP, Cunningham & Walsh, New York, who pioneered in commercial use of TV, died last Wednesday (June 6) in Mount Sinai hospital in New York. Mr. Reydel also had been partner in Newell-Emmett Co. He served as board chairman of American Association of Advertising Agencies from 1944 to 1945 and was one of founders of Advertising Council. He is survived by two daughters and son.

Seymour L. Adler, 54, former Paramount TV executive, died June 5 at Midway hospital, Los Angeles, following recent heart attack. Mr. Adler began his broadcast career after World War II with Ziv Television, was Paramount TV's director of national sales, later VP and general manager of Paramount's then-owned KTLA(TV) Los Angeles. He returned to Paramount TV when the company sold KTLA to Golden West Broadcasters in 1964.

Eugene Schrott, 61, member of CBS press information staff for 23 years until retirement several months ago, died on June 2 in Mount Sinai hospital in New York. He is survived by wife, Eileen, son and daughter.

James D. Asher, 59, president and general manager, WESX(AM) Salem, Mass., died June 2 of emphysema at South Shore Hospital, South Weymouth, Mass. Mr. Asher is survived by wife, Ruth, son and daughter.

Charles F. Batchelder, 60, director of radio and television information, Veterans Administration, Washington, and former Congressional correspondent, Mutual Broadcasting System there, died of heart ailment in Washington June 3. He is survived by his wife, Betty, two daughters and two sons.

W. Elmer Poth, 65, retired executive for interstate regulatory matters, American Telephone and Telegraph Co., Washington, died June 4 in Georgetown hospital after long illness. Mr. Poth had been with AT&T's Washington office since 1959, serving as vice chairman of National Defense Industry Advisory Committee and chairman, domestic common carrier subcommittee in addition to most recent post. He retired in 1970. He is survived by wife, Helen.

Eric Leon Applewhite, 76, movie and TV actor, died May 29 in Miami Heart In-

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there's
only one*

KMOX RADIO

no matter where it is

stitute. Mr. Applewhite played inspector in "Dial M for Murder," and sheriff in *Flipper* TV series and doctor in *Gentle Ben*. He is survived by wife, Mary, one daughter and one son.

Walter Greaza, 76, actor in CBS-TV's daytime serial *The Edge of Night*, died June 1 in New York. Mr. Greaza joined *Edge of Night* when it premiered on April

2, 1956, and was only original cast member still with series. During his career, he acted in many radio serials, and on television, he appeared in, among others, *The United States Steel Hour*, *The Phil Silvers Show*, and *The Jackie Gleason Show*.

William Hannan Spier, 66, former TV-radio director-producer, died May 30 of

heart attack at his home in Weston, Conn. His directorial career included two 1930's radio series, *March of Time* and the Atwater Kent hour. During 1940s, he co-produced *Suspense* and *Duffy's Tavern* radio series. In 1962, his script of episode of *The Untouchables* won Writers' Guild of America award as best script of year. He is survived by two daughters.

For the Record®

As compiled by BROADCASTING May 30 through June 5, and based on filings, authorizations and other FCC actions.

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

Action on motion

■ Administrative Law Judge Jay A. Kyle in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, denied petition filed April 24 by Birmingham Broadcasting Co. to amend application to reflect withdrawal of Oscar E. Hyde as officer, director, and 26.7% stockholder of applicant, and rejected tendered amendment (Docs. 15461, 16761, 16758). Action May 24.

Existing TV stations

Application

■ KAIT-TV Jonesboro, Ark.—Seeks CP to change ERP to vis. 316 kw, aur. 60 kw; change type ant. to RCA TW158A8-R; make changes in ant structure (increase height); and HAAT 1665 ft. Ann. May 23.

Final actions

■ KRSD-TV Rapid City and KDSJ-TV Lead, both South Dakota—FCC granted Eli and Harry Daniels (The Heart of Black Hills Stations), licensee, STA to continue broadcasting past June 20 termination date, until further order of FCC (Docs. 18358-9). Action May 31.

Actions on motions

■ Chief, Office of Opinions and Review, in Jacksonville, Ill. (Look Television Corp. [WJLY-TV]), TV proceeding, granted petition by Look Television and extended to June 11 time to file reply to Broadcast Bureau's exceptions and brief in support of exceptions in proceeding (Doc. 19340). Action May 31.

■ Administrative Law Judge Frederick W. Deniston in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, scheduled hearing conference for June 12 and postponed date for exchange of written testimony to June 13 (Docs. 18906-7). Action May 29.

■ Acting Chief Administrative Law Judge Lenore G. Ehrig in Dallas (A. H. Belo Corporation [WFAA-TV] and Wadeco Inc.), TV proceeding, designated Administrative Law Judge John H. Conlin to serve as presiding judge, scheduled prehearing conference for July 2 and hearing for Aug. 14 in Dallas (Docs. 19744-5). Action May 25.

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV proceeding, set certain procedural dates; scheduled hearing on UHF's case for July 16; scheduled hearing on applicant's case for Sept. 17 (Doc. 19627). Action May 29.

■ Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV] et al.), TV proceeding, granted petitions filed by RKO General Inc. on March 15, April 19 and May 1 to amend application with current changes in media interests and in management personnel of WNAC-TV; denied petition by RKO General filed May 10

to amend application with current data regarding various antitrust actions and media and other business interests of RKO. and rejected amendment; granted petitions by Community Broadcasting of Boston Inc. to amend financially and accepted amendments except to extent that leave was sought to amend to submit March 8 letter loan commitment of State Street Bank and Trust Co. and to submit revised section and rejected these portions of amendments; granted petitions by Dudley Station Corp. to amend financially and accepted amendments subject to condition that additional \$20,000 paid in by Henry M. Morgan shall not become matter of evidence under issue directed to financial qualifications of Dudley Station Corp. (Docs. 18759-61). Action May 23.

■ Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, set certain procedural dates; scheduled hearing to resume on July 17 (Docs. 18759-61). Action May 31.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, reaffirmed order of presiding judge released April 5 which directed Cowles to make showings with respect to media ownership by certain corporations (Docs. 19168-70). Action May 24.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted petition by Las Vegas Valley to amend application to substitute source of proposed bank loan (Docs. 19519, 19581). Action May 24.

Other actions

■ Review board in proceeding involving transfer of control, granted motion by D. H. Overmyer Communications Co., D. H. Overmyer and D. H. Overmyer Broadcasting Co., for extension of time for filing exceptions to initial decision released May 4 to date 30 days following action by commission on petition for special relief to be submitted by D. H. Overmyer (Doc. 18950). Action May 25.

■ Review board in Charlotte, N.C., TV proceeding, in response to request by Broadcast Bureau, rescheduled oral argument for July 26 on exceptions and briefs to initial decision released July 30, 1971, proposing denial of application of Jefferson-Pilot Broadcasting Co. for facility changes of WBTB-TV (TV) Charlotte (Doc. 18880). Action May 31.

■ Review board in Florence, S.C., TV proceeding, rescinded review board action of May 23 reopening and remanding proceeding on application of Daily Telegraph Printing Co. for CP to change facilities of WBTW-TV Florence, to administrative law

judge for hearing and preparation of supplemental initial decision (Doc. 18650). Action May 25.

■ Review board in Florence, S.C., TV proceeding, granted request by Triangle Telecasters Inc. for extension of time through June 6 to file parties' views as to significance of stipulated data, and through July 6 to file replies in proceeding involving application of Daily Telegraph Printing Co. for CP to change facilities of WBTW-TV Florence (Doc. 18650). Action May 31.

New AM stations

Application

■ Jamesville, Va.—Parker-Rew Enterprises. Seeks 1520 khz, 500 w-DA-D. P.O. address c/o James A. Rew Jr., Olney, Va. 23418. Estimated construction cost \$7,400; first-year operating cost \$3,371; revenue \$8,400. Partnership of Parker-Rew Enterprises owns WEXM-FM Exmore, Va. Principals: Creston E. Parker and James A. Rew Jr. (each 50%). Mr. Parker owns and operates Parker Music Co., Exmore, Va. Mr. Rew formerly was general manager of WEXM-FM. Ann. May 24.

Actions on motions

■ Administrative Law Judge John H. Conlin in Wagoner, Okla. (Neo Broadcasting Co.), AM proceeding, scheduled hearing for June 27 (Doc. 19713). Action May 24.

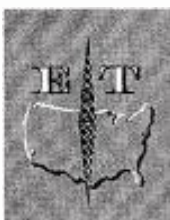
■ Administrative Law Judge John H. Conlin in Wagoner, Okla. (Neo Broadcasting Co.), AM proceeding, granted petition by Neo Broadcasting to amend application to show estimated first-year operating costs (Doc. 19713). Action May 29.

■ Administrative Law Judge Jay A. Kyle in Dermott, Ark. (Southeast Arkansas Radio Inc.), AM proceeding, reopened record, granted petition filed May 4 by Southeast Arkansas Radio Inc. to amend application to reflect certain minor modifications to previously accepted amendment which dealt with full protection of KFAB(AM) Omaha, provision for which was made by order released April 25; accepted amendment, and again closed record (Doc. 19474). Action May 24.

■ Administrative Law Judge Jay A. Kyle in Bay St. Louis, Gulfport and McComb, all Mississippi (Michael D. Haas, et al.), AM proceeding, granted joint request by applicants; approved agreement; dismissed with prejudice application of Michael D. Haas; retained in hearing status applications of Robert Barber Jr., George Sliman and F. M. Smith (Gulf Broadcasting Co.) and HWH Corp. (Docs. 19465-7). Action May 31.

Administrative Law Judge Jay A. Kyle in Humble,

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Houston and Nassau Bay, all Texas (Albert L. Crain, et al.). AM proceeding, dismissed with prejudice application of Space City Broadcasting Co. (Docs. 19186-9); in separate action, granted motion by Artlite Broadcasting Co.; dismissed with prejudice defaulting applications of Albert L. Crain and Jester Broadcasting Co.; granted application of Artlite, subject to condition in judge's memorandum opinion and order released February 7, 1972; terminated proceedings (Docs. 19186-8). Action May 30 and 31.

■ Administrative Law Judge Ernest Nash in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, on request of Broadcast Bureau, postponed time for filing findings and replies to Sept. 10 and September 24 respectively (Doc. 18888). Action May 31.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz and Aptos-Capitola, both California (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, granted joint request by applicants; dismissed application of St. Cross Broadcasting Inc.; approved joint agreement of applicants, provided, however, that sums specified shall not be paid to St. Cross Broadcasting unless and until issues designated in review board's order released Feb. 12 shall have been finally resolved in favor of St. Cross Broadcasting; scheduled hearing on issues for June 19 (Docs. 19503, 19506). Action May 31.

■ Administrative Law Judge Chester F. Naumowicz Jr. in 'Initia, Okla. (Northeast Oklahoma Broadcasting and P. B. L. Broadcasting Co.), AM proceeding, granted motion by PBL for production of documents and ordered that specified documents be produced as specified; denied opposition by Northeast Oklahoma to notice of depositions (Docs. 19639-40). Action May 24.

■ Administrative Law Judge Herbert Sharfman in Mount Dora, Fla. (Lake Radio Inc. and Golden Triangle Broadcasting Co.), AM proceeding, dismissed as moot motion by Lake Radio to file further opposition to Gold Triangle's petition to amend which has already been denied (Doc. 19701-2). Action May 24.

■ Administrative Law Judge James F. Tierney in Gayama and Yabucoa, both Puerto Rico (Fidelity Broadcasting Corp., et al.). AM proceeding, granted petition by Lucas T. Muniz and ordered that appropriate commission bureau having responsibility for or custody of requested material will make them available to Mr. Muniz at mutually convenient time and place (Docs. 19055-7). Action May 29.

Other action

■ Review board in Shreveport, Vivian and Bossier City, all Louisiana, AM proceeding, granted petition by James E. Reese to amend application for new AM at Shreveport to reflect assignment of license of WJMI Jackson, Miss., from Rebel Broadcasting of Mississippi to Tri-County Broadcasting Co. (Docs. 19507-09). Mr. Reese is stockholder in Tri-County. Action May 31.

Call letter application

■ Franklin Broadcasting Co., Russellville, Ala.—Seeks WKAX.
■ Tri County Broadcasting Co., Eupora, Miss.—Seeks WEPA.

Existing AM stations

Applications

■ WKO Winter Garden, Fla.—Seeks CP to change DA pattern by increasing radiation in null regions. Ann. June 1.
■ KPUA Hilo, Hawaii—Seeks CP to change frequency from 970 khz to 620 khz. Ann. May 24.
■ WISR Butler, Pa.—Seeks CP to increase antenna height to 220 ft. Ann. June 1.
■ WRAW Reading, Pa.—Seeks CP to change antenna site to within Reading city limits adjacent to Neversink Reservoir, Reading. Ann. June 1.
■ WCSV Crossville, Tenn.—Seeks CP to increase power to 5 kw and add 1 kw CH. Ann. June 4.
■ WHA Madison, Wis.—Seeks CP to make change in ant. system, change type trans. to Gates, BC-SH, and change studio and remote location to Vilas Hall-University, Wisconsin campus. Ann. May 24.

Final actions

■ KVRE Santa Rosa, Calif.—FCC granted request by KVRE Inc., licensee, for waiver of prohibited overlap provisions of rules to permit acceptance and grant of application to change trans. location and radiation pattern of KVRE. Action May 31.
■ WPRY Perry, Fla.—FCC denied license-renewal application of station on 1400 khz (Doc. 18885). Action May 23.
■ WMEF Fort Wayne, Ind.—Broadcast Bureau granted license covering use of former main trans. as alt. trans. Action May 24.
■ KQWC Webster City, Iowa—Broadcast Bureau granted CP to increase tower height to accommodate FM ant.; condition. Action May 18.
■ WMTL Marquette, Mich.—Broadcast Bureau granted CP to install aux. trans.; remote control permitted. Action May 18.

■ WKNX Saginaw, Mich.—Broadcast Bureau granted CP to install new aux. trans.; remote control permitted. Action May 18.

■ WUSJ Lockport, N.Y.—Broadcast Bureau granted license covering main trans. for changes; granted license covering use of former main trans. for aux. purposes only. Action May 29.

■ WLON Lincolnton, N.C.—Broadcast Bureau granted CP to install new alt. main trans. Action May 29.

■ WXII Winston-Salem, N.C.—Broadcast Bureau granted CP to change type ant.; make changes in ant. structure (increase height); ERP 229 kw vis., 45 kw aur.; ant. height 1,980 ft. Action May 24.

■ KXYZ Houston—Broadcast Bureau granted CP to install new alt. main trans. Action May 24.

■ KOOD Lakewood, Wash.—FCC denied petition by Timnankin Inc., licensee, asking reconsideration of Sept. 13, 1972, action which denied request for reinstatement of station's authority to remain silent, dismissed renewal application, terminated station's authorization, and deleted call letters. Action May 31.

Action on motion

■ Administrative Law Judge Basil P. Cooper in Connellsville, Pa. (Connellsville Broadcasters Inc.), in matter of renewal of license for WCVI, granted motion by Broadcast Bureau to compel applicant and specified officers to respond to interrogatories and directed Connellsville Broadcasters Inc., President Cam T. Troilo, and Bernard Stern, director, to respond to said interrogatories not later than June 8; ordered that in event Bernard Stern, director and 21.4% shareholder of applicant, and owner of Burns Drug Co., is physically unable to respond personally to certain interrogatories, such responses are to be made by those who have been and are now conducting the business of Burns Drug Co., and completed and filed with commission by June 8 (Doc. 19668). Action May 23.

Fine

■ KSLY, KATY and KVEC, all San Luis Obispo, Calif.—FCC notified KSLY Broadcasting Co., Grandy Broadcasting Co., and West Coast Broadcasters Inc. of their apparent liability for forfeiture of \$1,000 each for violation of political editorial rules. Action May 31.

Call letter applications

■ WKTZ Arlington, Fla.—Seeks WKTX.
■ WBAZ Kingston, N.Y.—Seeks WKOT.

Call letter actions

■ WCWR Dunedin, Fla.—Granted WDCL.
■ WEEF Highland Park, Ill.—Granted WVWV.

Designated for hearing

■ WGOE Richmond, Va., and WEYE Sanford, N.C.—FCC designated for consolidated hearing renewal applications of WGOE Inc. and Crest Broadcasting Corp., licensees. Action May 31.

New FM stations

Applications

■ Crystal River, Fla.—Elektra Broadcasting Corp. of Florida, Seeks 98.5 mhz, 100 kw, HAAT 431 ft. P.O. address Box 419A, Route 1, Leesburg, Va., 22075. Principals: Frank N. Manthos (100%). Mr. Manthos owns 50% of Gillespie-Manthos Enterprises, Washington investment firm. He is also vice president, director and 50%-owner of Record Sales Inc., Washington record store. Ann. May 23.
■ Gordon, Ga.—Piedmont Broadcasting Co. Seeks 107.1 mhz, 3 kw, HAAT 98 ft. P.O. address 575 Minton Drive, Gordon 31031. Estimated construction cost \$2,400; first-year operating cost \$6,500; revenue \$15,000. Piedmont Broadcasting is licensee of WKOG(AM) Gordon. Principals: Cyler D. Garner, president, et al. Ann. May 24.
■ Tifton, Ga.—James S. Rivers and Austin Coarsey, dba Radio Speed. Seeks 100.3 mhz, 100 kw, HAAT 385 ft. P.O. address Box 268, Tifton 31794. Estimated construction cost \$68,569; first-year operating cost \$36,000; revenue \$66,000. Principals: Mr. Coarsey and Mr. Rivers (each 50%). Mr. Coarsey owns Coarsey Plantation, Tifton. Mr. Rivers owns 52% of WTJH(AM) East Point and WJAZ(AM)-WJIZ(FM) Albany, both Georgia. He also owns majority interests in WJMJ-AM-FM Cordele and WDOL-AM-FM Athens, both Georgia. Ann. May 23.
■ Milton, Mass.—Curry College. Seeks 91.5 mhz, TPO 10 w, HAAT 100 ft. P.O. address 848 Brush Hill Road, Milton 02186. Estimated construction cost \$6,696; first-year operating cost \$5,000; revenue none. Principals: John S. Hafer, president of college, et al. Ann. May 23.

■ Kallispell, Mont.—Suhr Transport. Seeks 98.5 mhz, 35 kw, HAAT 2,720 ft. P.O. address 137 West Center Street, Kallispell 59901. Estimated construction cost \$88,491; first-year operating cost \$72,000; revenue \$126,000. Principals: Carl H. Suhr

Jr. (70%), et al. Mr. Suhr is vice president of Suhr Transport. Ann. May 25.

■ Centerville, Tenn.—Trans-Air Broadcast Corp. Seeks 96.7 mhz, 3 kw, HAAT 300 ft. P.O. address State Route 50, Centerville 37033. Estimated construction cost \$7,750; first-year operating cost \$10,000; revenue \$30,000. Trans-Air Broadcast is licensee of WHLP(AM) Centerville. Principals: David R. Price (100%). Mr. Price is president and general manager of WHLP. Ann. May 22.

■ Nansemond, Va.—Voice of the People. Seeks 106.9 mhz, 100 kw, HAAT 473 ft. P.O. address Box 230, Richmond, Va. 23202. Estimated construction cost \$96,115; first-year operating cost \$60,000; revenue \$65,000. Principals: John Laurino (85%), et al. Mr. Laurino owns, among other interests, WIKI(AM)-WDYL(FM) Chester, Va., and WYAL(AM) Scotland Neck, N.C. Ann. May 16.

■ Correction: Avalon, N.J.—WAVV Communications Inc. seeking 94.3 mhz. President Owen W. Hand no longer owns (with wife) 50% interest in WRIO-FM Cape May, N.J., attributed as present holding in BROADCASTING, April 23.

Initial decision

■ West Columbia, S.C.—Administrative Law Judge Chester F. Naumowicz Jr. proposed, in initial decision, grant of application of Congaree Broadcasters Inc. for new FM at West Columbia, and denial of application of Statesville Broadcasting Co. for new FM at Statesville, S.C. (Docs. 19624, 19626). Congaree would operate on 101.1 mhz, 3 kw, P.O. address Box 112, Cayce, S.C. 29033. Estimated construction cost \$45,920; first-year operating cost \$53,230; revenue \$50,000. Principals: Barnett F. Goldberg, Sanders R. Guignard (each 27%), et al. Mr. Goldberg owns Barnett F. Goldberg & Associates, consulting acoustical engineers, Columbia, S.C. Mr. Guignard is 5%-owner of Parkland Inc., shopping center, Cayce, S.C. He also has real estate interests in area, among other interests. Ann. May 17.

Final action

■ Farmington, N.M.—Music Men Inc.—Broadcast Bureau granted 92.9 mhz, 30 kw, HAAT 429 ft. P.O. address 212 West Apache, Box K, Farmington 87401. Estimated construction cost \$66,855; first-year operating cost \$22,908; revenue \$24,090. Principals: Cloyd O. Kendrick, Bob G. Williams (each 40%), et al. Mr. Kendrick is general manager and owns 42% of KENN(AM) Farmington. He also has interests in KURV(AM) Edinburg, Tex. Mr. Williams has minority interest in KENN. Action March 29.

Actions on motions

■ Chief, Broadcast Bureau, in response to request by V.W.B. Inc., licensee of WSFL(FM) Bridgeport, N.C., extended time for filing comments to June 20 and reply comments to June 29 in matter of amendment of FM table of assignments in New Bern and Morehead City-Beaufort, both North Carolina (Doc. 19727). Action May 31.

■ Chief, Broadcast Bureau, in response to request by law firm of Sundlun, Tirana and Scher, extended through June 21 time for filing responses to petition for rule-making filed by H. James Sharp in matter of amendment to FM table of assignments in Sanford and Orlando, both Florida. Action May 31.

■ Acting Chief Administrative Law Judge Lenore G. Ehrig in Steamboat Springs, Colo. (William K. Hoisington, Allen U. Hollis, dba H & H Broadcasting Co., Colorado West Broadcasting Inc. and Big Country Radio Inc.), FM proceeding, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge; scheduled prehearing conference for June 27 and hearing for Aug. 9 (Docs. 19750-2). Action May 23.

■ Acting Chief Administrative Law Judge Lenore G. Ehrig in Irvine and Winchester, both Kentucky (Irvanna Broadcasting Co., WWKY Inc. and David H. Green Lee Jr./as Clark Communications Co.), FM proceeding, designated Administrative Law Judge John H. Conlon to serve as presiding judge; scheduled prehearing conference for June 27 and hearing for Aug. 9 (Docs. 19747-9). Action May 23.

■ Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colorado West Broadcasting Inc. and Glenwood Broadcasting, Inc.) FM proceeding, granted motion by Glenwood Broadcasting and scheduled June 21, for hearing on nonengineering aspects of rebuttal phase and June 22 for hearing on engineering aspects of rebuttal phase of proceeding, and certain other procedural dates (Docs. 19588-9). Action May 24.

■ Administrative Law Judge Herbert Sharfman in Sioux City, Iowa (John L. Breece and Jim and Tom Hassenger Broadcasting Co.), FM proceeding, rescheduled hearing from May 29 to June 25 (Docs. 19633-34). Action May 25.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), noncommercial FM proceeding, ordered that hearing shall resume on Sept. 4 (Doc. 18634). Action May 30.

■ Administrative Law Judge James F. Tierney in Easton, Md. (Community Broadcasters Inc. and Easton Broadcasting Co.), FM proceeding, grant-

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ed joint petition by applicants and approved agreement; granted application of Easton Broadcasting Co. and dismissed with prejudice application of Community Broadcasters; terminated proceeding (Docs. 19303-4). Action May 25.

Other actions

■ Review board in Fort Collins, Colo., FM proceeding, denied petition by Gilroy Broadcasting Co., to add suburban issue against Beef Empire Broadcasting Co. in proceeding involving mutually exclusive applications for new FM station at Fort Collins (Docs. 19681-2). Action May 25.

■ Review board in Washington, noncommercial FM proceeding, in response to request by Broadcast Bureau, added issue to determine whether Pacifica Foundation complied with provisions of rules by keeping commission advised of changes in officers and directors in application for new noncommercial FM on ch. 207 (89.3 mhz) Washington, and if not, effect on qualifications to be licensee (Doc. 18634). Action May 29.

■ Abbeville, La.—FCC waived spacing requirements of rules and accepted application of Abbeville Broadcasting Service Inc. for new class A FM on ch. 285 at Abbeville. Action May 31.

Call letter application

■ McPherson Broadcasting Inc., McPherson, Kan.—Seeks KNEX-FM.

Call letter actions

■ Fremont-Newark Community College District, Fremont, Calif.—Granted *KOHL(FM).

■ Clark College, Atlanta—Granted *WCLK(FM).
■ Pittsburgh Community Broadcasting Corp., Pittsburgh—Granted *WYEP-FM.

■ A & D Associates, Quebradillas, Puerto Rico—Granted WREI(FM).

Designated for hearing

■ Bisbee, Ariz.—FCC designated for hearing mutually exclusive applications of Bisbee Broadcasters Inc. and Wrye Associates for new FM on ch. 221A (92.1 mhz) in Bisbee. Bisbee Broadcasters proposed to operate station with 60 w and ant. height of 1,950 ft., while Wrye Associates proposed operation with 50 w and ant. height of 2,199 ft. Action May 31.

Existing FM stations

Final actions

■ KDKB-FM Mesa, Ariz.—Broadcast Bureau granted CP to change ant. height to 1,540 ft. Action May 18.

■ KBCA(FM) Los Angeles — Broadcast Bureau granted mod. of SCA to make changes in equipment and programming, to conduct background music service (two sub-channels) on multiplex basis using sub-carrier frequencies of 42 and 67 khz, plus transmission of telemetering signals of 67 khz. Action May 30.

■ *KAUG(FM) Salinas, Calif.—Broadcast Bureau granted CP to replace expired permit. Action May 18.

■ KBPI(FM) Denver—Broadcast Bureau granted CP to change trans. location to 4460 1/2 Morrison Road, Denver, and change HAAT to 57 ft.; ERP 100 kw; TPO; remote control from main studio at 4460 Morrison Road, Denver. Action May 30.

■ KLOV-FM Loveland, Colo.—Broadcast Bureau granted CP to change trans. location to West 1st Street and Taft, Loveland; install new ant.; make change in ant. system; ERP 3 kw; ant. height 135 ft. Action May 18.

■ *WMNR(FM) Monroe, Conn.—Broadcast Bureau granted CP for extension of completion date for new station to Dec. 14. Action May 30.

■ WIOF(FM) Waterbury, Conn.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 104.1 mhz for aux. purposes only; ERP 12 kw; ant. height 600 ft. Action May 22.

■ WMJR(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of license to change licensee name to Hefel Broadcasting-Fort Lauderdale Inc. Action May 30.

■ WAXY(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted license covering changes; ERP 100 kw; horizontal, 97.5 kw vertical; ant. height 1020 ft. Action May 24.

■ WSPB-FM Sarasota, Fla.—Broadcast Bureau granted license covering changes; ERP 3 kw; HAAT 260 ft.; TPO; condition satisfied on CP for WSPB(AM). Action May 30.

■ WBTR-FM Carrollton, Ga.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw; ant. height 105 ft. Action May 18.

■ WHDG(FM) Havre de Grace, Md.—Broadcast Bureau granted CP to install new ant.; condition. Action May 24.

■ WEEI-FM Boston—Broadcast Bureau granted CP to change trans. location to 1165 Chestnut Street,

Newton, Mass.; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 12 kw; HAAT 890 ft.; remote control from main studio at Prudential Center, Suite 4450, Boston; condition; granted CP to install new ant. main trans. contingent upon grant of other application. Action May 29.

■ WMDC-FM Hazlehurst, Miss.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 3 kw; ant. height 275 ft. Action May 18.

■ KEMP(FM) Cape Girardeau, Mo.—Broadcast Bureau granted CP to operate remote control from 8 North Sunset, Cape Girardeau, by personnel of station only; install new trans.; new ant.; change TPO; ERP 24 kw; HAAT 680 ft.; change trans. location to 6.5 miles from center of city, rural Cape Girardeau. Action May 29.

■ WZOW(FM) Utica, N.Y.—Broadcast Bureau granted mod. of license covering change in studio and remote control locations to route 12, Deerfield, N.Y. outside city limits. Action May 24.

■ WTQR(FM) Winston-Salem, N.C.—Broadcast Bureau granted CP to change studio location and operate by remote control from 875 Fifth Street, Winston-Salem; install new trans.; install new ant.; ERP 50 kw; ant. height 1,420 ft. Action May 24.

■ WHBC-FM Canton, Ohio — Broadcast Bureau granted license covering reduction in power of aux. trans.; ERP 16 kw h. and 6 kw v. Action May 24.

■ WNKO(FM) Newark, Ohio—Broadcast Bureau granted CP to install new ant. Action May 24.

■ WSHG(FM) Georgetown, S.C.—Broadcast Bureau granted license covering new FM station; ERP 3 kw; HAAT 130 ft.; TPO; condition on CP as to WGTN has been satisfied. Action May 30.

■ WTWE(FM) Manning, S.C.—Broadcast Bureau granted license covering new station; ERP 3 kw; HAAT 160 ft.; TPO; condition regarding WYMB(AM) has been satisfied. Action May 30.

■ KBLE-FM Seattle—Broadcast Bureau granted license covering changes; ERP 36 kw; HAAT 1070 ft. Action May 30.

■ WKYG-FM Parkersburg, W. Va.—Broadcast Bureau granted mod. of license covering change of studio location outside city limits to Rosemar and Seminary Drive, Parkersburg; operate trans. by remote control from proposed studio site. Action May 30.

■ WIBA-FM Madison, Wis.—Broadcast Bureau granted license covering changes; ERP 50 kw; HAAT 450 ft.; TPO; condition regarding WIBA(AM) has been satisfied. Action May 30.

■ WVIS(FM) Frederiksted, St. Croix, Virgin Islands—Broadcast Bureau granted license covering new station; trans.; ant.; ERP 5.8 kw; HAAT 830 ft.; TPO. Action May 30.

Actions on motions

■ Administrative Law Judge Byron E. Harrison in Bethany, W. Va. and Paris, Ohio (Bethany College [WVBC] and Calvary Christian College), non-commercial proceeding, set certain procedural dates (Docs. 19573-4). Action May 31.

■ Administrative Law Judge Ernest Nash in Newark, N.J. (Cosmopolitan Broadcasting Corp., in matter of renewal of main, aux. and SCA license for WHBI(FM), denied motion by Cosmopolitan as to request for postponement of hearing, and dismissed, as moot, request for extension of time to respond to Broadcast Bureau's request for admission of facts, in light of Bureau's failure to specify date for such response (Doc. 19657). Action May 24.

Other action

■ WORA-FM Mayaguez, Puerto Rico—FCC waived duopoly provision of multiple-ownership rule and accepted application of Radio Americas Corp. to change facilities of station. Action May 31.

Call letter applications

■ WKOP-FM Binghamton, N.Y.—Seeks WAAL(FM).

■ WTGR-FM Myrtle Beach, S.C.—Seeks WKZQ(FM).

■ KSOO-FM Sioux Falls, S.D.—Seeks KPAT(FM).

■ WACO-FM Waco, Tex.—Seeks KHOO(FM).

■ WRIG-FM Wausau, Wis.—Seeks WDEZ(FM).

Call letter actions

■ WEEF-FM Highland Park, Ill.—Granted WVVX-FM.

■ *WMMT(FM) Mount Wash, N.H.—Granted WMTQ(FM).

■ *WBCE(FM) Buffalo, N.Y. — Granted WREZ(FM).

■ *WHLF-FM South Boston, Va.—Granted WJLC-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses, including SCA when appropriate, for following

stations and co-pending aux.: WCOF Meridian, WDDT Greenville, WDRU(FM) Drew, WFFF-AM-FM Columbia, WGRM Greenwood, and WHOC Philadelphia, all Mississippi; WIKC Bogalusa, La.; WKCU-AM-FM Corinth, WKDL Clarksdale, WMIS Natchez, WNAT Natchez, WNLA-AM-FM Indianola, WQNZ(FM) Natchez, WROA Gulfport, WROX Clarksdale, WWSM-FM Starkville, WSSO Starkville, WTUP Tupelo, WTVL-AM-FM Tylertown, WVIM Vicksburg and WVTX(FM) Corinth, all Mississippi; KNIR New Iberia and WOXY-FM Baton Rouge, both Louisiana; *KASC(FM) Conway and *KASU(FM) Jonesboro, both Arkansas; WLOX-TV Biloxi, *WMAH(TV) Biloxi, *WMAO(TV) Greenwood, *WMAU(TV) Bude, *WMAV(TV) Oxford and *WMAW(TV) Meridian, all Mississippi. Actions May 31.

■ Broadcast Bureau granted renewal of licenses, including SCA when appropriate, for following stations: KREM-AM-TV Spokane, Wash.; WACA Camden, S.C.; WAFT(FM) Valdosta, WAZA Bainbridge, WBBK Blakely and WBHF Cartersville, all Georgia; WDHN(TV) Dothan, Ala.; WGRQ Lake City, Fla.; WLOE Eden, N.C.; WMGA Moultrie and WMVG-AM-FM Milledgeville, both Georgia; WOZK(AM)-WOAB(FM) Ozark, Ala.; WPAX Thomasville Ga.; WPID Piedmont, Ala.; WRBN-AM-FM Warner Robins and WRIP-AM-FM Ross-ville, both Georgia; WVJP-AM-FM Caguas, Puerto Rico; WWRW Russellville, Ala. Actions May 21.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA when appropriate: WLSM-AM-FM Louisville, WMLC Monticello, WNSL-AM-FM Laurel, WOKJ Jackson, WOOR(FM) Oxford, WORV Hattiesburg, WOSM(FM) Ocean Spring, WPMP-AM-FM Moss Point, WQIC Meridian and WRIL(FM) Grenada, all Mississippi; WSLG Donaldsonville, La.; WSLI-AM-FM Jackson, WSUH Oxford, WTIB(FM) Iuka, WVOM Iuka, WVUN Jackson, WKYV-FM Vicksburg, WKXI(FM) Jackson and WLAU Laurel, all Mississippi; WLCB De Kalb, WLSA Spring, WLSL Baton Rouge, and *KRVS(FM) Lafayette, all Louisiana; *KSWH(FM) Arkadelphia, Ark.; *KVFG(FM) Thibodaux, La.; *WALP(FM) Corinth and *WWCL(FM) Wesson, both Mississippi; KALB-TV Alexandria, La.; KATV(TV) Little Rock, Ark.; KNOE-TV Monroe and WDSU-TV New Orleans, both Louisiana; WTKO-TV Meridian, Miss.; WVUE(TV) New Orleans, La.; *KETS(TV) Little Rock, Ark.; *WMAA(TV) Jackson and *WMAB(TV) State College, both Mississippi; *WYES-TV New Orleans; KFSa-TV Fort Smith, Ark.; WLBT(TV) Jackson, Miss. Actions May 31.

■ Broadcast Bureau granted renewal of licenses, including SCA when appropriate, for following stations and co-pending aux.: KALB Alexandria, La.; KARV Russellville, Ark.; KASO Minden, La.; KAWW-AM-FM Heber Springs, Ark.; KBCL-AM-FM Shreveport, La.; KBJT Fordyce and KBRI Brinkley, both Arkansas; KBSE Springhill, La.; KBTM-AM-FM Jonesboro, Ark.; KCBM-AM-FM Dandelle and KCLL Paris, all Louisiana; KCIL(FM) Houma and KCKW Jena, both Louisiana; KCLA Pine Bluff and KCON Conway, both Arkansas; KCWR(FM) Oakdale, KDEA(FM) New Iberia, KDLA-AM-FM DeRidder and KDXI Mansfield, all Louisiana; KELD-AM-FM El Dorado and KENA-AM-FM Mena, both Arkansas; KEUN Eunice and KFRA Franklin, both Louisiana; KGMR-AM-FM Jacksonville, KHBM-AM-FM Monticello and KHIG(FM) Paragould, all Arkansas; KHOM(FM) Houma, La.; KHOZ-AM-FM Harrison, Ark.; KJIN Houma, KLCL-AM-FM Lake Charles, KLEB-AM-FM Golden Meadow and KLOU Lake Charles, all Louisiana; KLYR Clarksville, Ark.; KMBQ(FM) Shreveport, La.; KMLA(FM) Ashdown, Ark.; KMLB-AM-FM Monroe, La.; KMBY-AM-FM Newport, Ark. Actions May 31.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., including SCA when appropriate: KNBC Vivian, and KNOE-AM-FM Monroe, both Louisiana; KOSY Texarkana and KOTN-AM-FM Pine Bluff, both Arkansas; KREB(FM) Monroe, KREH Oakdale, KROF Abbeville, KROK(FM) Shreveport, RUS-AM-FM Ruston, KSLI(FM) Alexandria and KSMB(FM) Lafayette, all Louisiana; KSPR-AM-FM Springdale and KSUD West Memphis, both Arkansas; KTDL Farmerville, La.; KTHS Berryville, Ark.; KTLA Tahlequah, La.; KTPA Prescott and KUOA-AM-FM Siloam Springs, both Arkansas; KUZN West Monroe, La.; KVRK Arkadelphia, Ark.; KWCL Oak Grove, KWKC Shreveport, KWLA Many and KKKW Lafayette, all Louisiana; KKLA-AM-FM Hot Springs, Ark.; KYEA(FM) West Monroe and WAFB-FM Baton Rouge, both Louisiana; WBIP Booneville, WBKN Newton, WCHJ Brookhaven, WDLT(FM) Cleveland, WCEP Carthage and WESY Leland, all Mississippi; WFCG Franklinton, La.; WFTO Fulton, WIGG Monticello, WJMB Brookhaven, WJMI(FM) Jackson, WJOS Jackson, WJXN Jackson and WKRA Holly Springs, all Mississippi. Actions May 31.

■ Broadcast Bureau granted renewal of licenses, including SCA when appropriate, for following stations and co-pending aux.: KADO(FM) Texarkana, Ark.; KAGY Port Sulphur and KAJN Crowley, both Louisiana; KAMD Camden and KAMO-AM-FM Rogers, both Arkansas; KANE New Iberia and KAOK Lake Charles, both Louisiana; KRIS-AM-FM Hot Springs, KBJB Monette, KBRI-FM Brinkley and KRTA Batesville, all Arkansas; KCIJ Shreveport, KCRF-FM Winnsboro and KNRH(FM) Natchitoches, all Louisiana; KDEW-AM-FM DeWitt

and KEZO(FM) Little Rock, both Arkansas; KFNW-AM-FM Ferriday, La.; KGKO Benton and KGUS(FM) Hot Springs, both Arkansas; KJOE Shreveport, La.; KLCN-AM-FM Blytheville, Ark.; KLLA Leesville, KLPL Lake Providence, KMAR Winsboro and KNOC Natchitoches, all Louisiana; KOKY Little Rock, KOSE-AM-FM Osceola and KPAC Marked Tree, all Arkansas; KPFL-FM Lafayette, KRIH Rayville and KRMD Shreveport, all Louisiana; KTMN Truman, Ark.; KTRY Bastrop, La.; KVEE-AM-FM Conway and KWEH(FM) Camden, both Arkansas; WAML Laurel and WBKH Hattiesburg, both Mississippi; WBOX Bogalusa, La. Actions May 31.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA when appropriate: WCON-AM-FM Cornelia, Ga.; WFLO-AM-FM Farmville, Va.; WGEA-AM-FM Geneva, Alabama; WMPM Smithfield, N.C. Actions May 31.

■ WBAA Kingston, N.Y.—Broadcast Bureau granted renewal of license (subject to condition that assignment of license covered be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter. Failure to meet this condition will render grant null and void, and will cause renewal application to revert to pending status). Action May 22.

Modification of CP's, all stations

■ KTOT-FM Big Bear Lake, Calif.—Broadcast Bureau granted mod. of CP for extension of completion date for new station to Sept. 30. Action May 30.

■ KCAL Redlands, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 1. Action May 18.

■ KZIQ Ridgecrest, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 5. Action May 18.

■ KUKI-FM Ukiah, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 30. Action May 18.

■ *KEPC(FM) Colorado Springs, Colo.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1. Action May 18.

■ *WSHU(FM) Fairfield, Conn.—Broadcast Bureau granted mod. of CP to change ant. Action May 22.

■ *WHUS(FM) Storrs, Conn.—Broadcast Bureau granted mod. of CP for extension of completion date for changes to July 30. Action May 30.

■ WQL(FM) Live Oak, Fla.—Broadcast Bureau granted mod. of CP to change ant.; change transmission line; change ERP to 31 kw; ant. height 175 ft. Action May 22.

■ WGUN Atlanta—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 30. Action May 18.

■ KULA(FM) Waipahu, Hawaii—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 28. Action May 18.

■ WLRC-FM Whitehall, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 17. Action May 18.

■ WDGY Minneapolis—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1. Action May 18.

■ *KOBCE(FM) Joplin, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action May 18.

■ *KUMR(FM) Rolla, Mo.—Broadcast Bureau

granted mod. of CP to extend completion date to Nov. 15. Action May 18.

■ WXEN(FM) Cleveland—Broadcast Bureau granted mod. of CP for extension of completion date for changes to Nov. 11. Action May 30.

■ KKAJ(FM) Ardmore, Okla.—Broadcast Bureau granted mod. of CP for extension of completion date for new station to Dec. 1. Action May 30.

■ WTAE-FM Pittsburgh—Broadcast Bureau granted mod. of CP for extension of completion date for changes to Oct. 16. Action May 30.

■ WLOM(FM) Chattanooga—Broadcast Bureau granted mod. of CP to change ant. and transmission line. Action May 24.

■ WRVA(FM) Richmond, Va.—Broadcast Bureau granted mod. of CP for extension of completion date for changes to Dec. 16. Action May 30.

■ W60AB Hampshire and Morgan county rural area, W48AA Keyser, W44AA Martinsburg and W69AC Romney, all West Virginia—Broadcast Bureau granted mod. of CP to extend completion dates to Nov. 30. Action May 30.

Other action, all services

■ FCC granted request by Media Access Project, on behalf of monthly journalism review *MORE*, to inspect and copy tape recording of radio program excerpts reviewed by commission before it began inquiry into obscene, indecent or profane broadcasting. Commission said staff comments and station call signs would be deleted from tape. Action May 31.

Ownership changes

Applications

■ KCBM(FM) Chico, Calif.—Seeks assignment of license from Butte Broadcasting Co. to Kragwood Broadcasting Inc. for \$100,000. Sellers: Carl Auel, president, et al. Butte Broadcasting is licensee of KEWO(AM) Paradise, Calif. Mr. Auel is station of KEBR(FM) Sacramento, Calif. Buyers: William E. Frasier and Jeffrey J. Kragel (each 50%). Messrs. Frasier and Kragel are advertising sales representatives with KCBM. Ann. May 23.

■ KPCC(AM) Pasadena, Calif.—Seeks assignment of license from partnership dha Burbank Broadcasting Co. to KPCC Inc. for \$50,000. Sellers: Burbank Broadcasting Co. owns KROQ(AM) Burbank, Calif. Buyers: Howard and Miriam Warshaw (together 75%) and Marvin Kosofsky (25%). Messrs. Warshaw and Kosofsky own 33 1/2% each of WYLO(AM) Jackson, Wis., and WARO(AM) Canonsburg, Pa. They each own 25% of WTHE(AM) Mineola, N.Y. Mr. Kosofsky owns majority interests in KUXL(AM) Golden Valley, Minn. Mr. Warshaw has minority interests in that station. Assignment is contingent on commission approval of sale of KPCC-AM-FM from National Science Network Inc. to Burbank Broadcasting. Ann. May 14.

■ KWHG(FM) Lincoln, Neb.—Seeks assignment of license from Capitol Broadcasting Inc. to H/K Broadcasting Corp. for \$150,000. Buyers: James Stuart (98%), et al. Mr. Stuart has majority interests in KFOR(AM) Lincoln, Neb., KSAL(AM) Salina, Kan., KMNS(AM) Sioux City, Iowa, KRGI(AM) Grand Island, Neb., KOEL-AM-FM Oelwein Iowa, and WMAV(AM) Springfield, Ill. Ann. May 23.

■ WFAD(AM) Middlebury, Vt.—Seeks assignment of license from Voice of Middlebury Inc. to Addison Broadcasting Inc. for \$150,000. Sellers: Frank A. Delle Jr., president, et al. Mr. Delle is general part-

ner in WLKN(FM) Lincoln and WDME(AM) Dover-Foxcroft, both Maine. Buyers: Timothy F. Buskey and Mark T. Brady (each 49%), et al. Mr. Buskey is general manager of WFAD. Mr. Brady, formerly program director of WQCR(FM) Burlington, Vt. (then WJOY-AM), is announcer with WFAD. Ann. May 23.

■ WVRC(AM) Spencer, W. Va.—Seeks transfer of control of Nubro Broadcasting Co. from Jesse D. Newman, et al. (100% before, none after) to Kenneth M. Monroe (none before, 48% after) and Charles R. Marlow (none before, 20% after). Consideration: \$105,000. Principals: Mr. Monroe formerly owned 50% of CATV system in Ripley, Va. Mr. Marlow is chief engineer of WVRC. Ann. May 23.

Actions

■ KPIN(AM) Casa Grande, Ariz.—Broadcast Bureau granted assignment of license from KPIN Inc. to Santa Cruz Valley Communication Systems Inc. for \$83,000. Seller: Augustus L. Bailey, president, et al. Buyers: James B. Hughes (51%) and Dean Weatherly (49%). Mr. Hughes is general manager of KGRO(AM) Pampa and KCAS(AM) Slaton, both Texas. He owns 49% and 50% of those stations, respectively. Mr. Weatherly is salesman with Panhandle Pipe & Steel, Borger, Tex. Action May 24.

■ KTFI(AM) Twin Falls, Idaho—Broadcast Bureau granted assignment of license from KTFI Broadcasters to Greentree Broadcasting Co. for \$480,000. Sellers: Dale G. Moore, president (100%). KTFI Broadcasters owns 99% of KGVO-AM-TV Missoula, KCFW-TV Kalispell and KTVN(TV) Butte, all Montana. They also own majority interest in KCAP(AM) Helena, Mont. Buyers: Charles D. Powers, president (45%), et al. Greentree is licensee of WJPF(AM) Herrin, Ill. Mr. Powers is president and general manager of KEXO(AM) Grand Junction, Colo. Action May 22.

■ WJEF(AM) Grand Rapids, Mich.—FCC granted assignment of license from Fetzer Broadcasting Co. to Northeastern Indiana Radio Inc. for \$515,000. Sellers: John E. Fetzer, et al. Fetzer Broadcasting is licensee of WKZO(AM) Kalamazoo, WJFM(FM) Grand Rapids, WWTN(TV)-WWAM(AM)-WWTN(TV) Cadillac and WWUP-TV Sault Ste. Marie, all Michigan. Buyers: John F. Dille Jr., president (52%), et al. Mr. Dille is 52% owner of Truth Publishing Co., publisher of *Elkhart* (Ind.) *Truth* and licensee of WSJV(AM) Elkhart, Ind. He is also 52% owner of WTRC(AM)-WFIM(FM) Elkhart, and is chairman of the board of Federated Media Inc., broadcast group owner. Northeastern Indiana Radio is licensee of WMEE(AM)-WMEF(FM) Fort Wayne, Ind. Action May 31.

■ WGLB-AM-FM Port Washington, Wis.—FCC granted assignment of license from Kleco Radio Inc. to WGLB Inc. for \$75,000. Opposition by William E. Bruring was denied. Buyers: Kleeco (51%) and Daniel C. Palen (49%). Mr. Palen is president and general manager of WGLB. Action May 16.

Cable

Final action

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Pioneer Valley Cablevision Inc., Shelburne, Montague, Erving and Buckland, all Massachusetts; Teltron Cable TV, Schofield and Weston, both Wisconsin; Cypress Cable Corp., Lancaster, N.H. Actions May 25 and 30.

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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.

RADIO

Help Wanted Management

General Manager wanted for group owned station in the Pacific Northwest. Excellent opportunity, must be strong in sales. Send complete resume to Box F-91, BROADCASTING.

Central Kansas 100KW FM needs station manager strong in competitive sales, programming and FCC. Salary commensurate with experience. Resume, references and photo. Box F-117, BROADCASTING.

Help Wanted Management Continued

Operations Manager position campus FM station available July 1, 1973. Requires experience supervising operation of campus radio station; ability to work effectively with students and faculty. BA related field minimum. \$11,000 eleven months. Send credentials to Lee O'Brien, Educational Communications, Univ. of Wisc. Green Bay, Wisc. 54302. Equal Opportunity Employer.

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

Experienced sales person wanted for lucrative Wisconsin market. EOE. Reply to Box E-291, BROADCASTING.

Wanted: Announcer/salesman. \$125 base. High commission potential. Northeast. Box F-47, 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.

Christian Commercial AM and FM, well established in Southeast has opening for sales manager whose track record indicates he can plan and execute an aggressive personal sales program. Permanent growth position. Highest character references required. Rush resume to Box F-72, BROADCASTING.

Have opening for the right radio advertising salesman. Position will not be filled except after careful consideration of applicant. Guarantee to \$10,000 per year. Car and health insurance. Well accepted station in growing market. Must service existing quality accounts and make professional presentations to those not using our station. Beautiful community in Mountain West. Send resume in your typing and hand writing to Box F-83, BROADCASTING.

Sales manager for successful medium market. Must handle account list, plus direct and motivate other salesmen. First year potential 15,000, then take over group station sales with even greater compensation. Resume and all data to Box F-109, BROADCASTING.

Mature salesman for station in college town. Must have ideas and desire to work hard. Base plus commission. Contact Ron Swanson, KICS, Hastings, Neb. 402-463-1314.

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, KLS-KSMN Mason City, Iowa.

Good guarantee plus commission for salesman or program man wanting to learn sales. Continuous professional sales training. Dale Low. KLS/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.

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.

Need immediately two experienced broadcast sales personnel. Medium market. Two salesmen leaving to buy own radio station. Salary commensurate with ability. Excellent benefits. Call collect Jim Zimmerman, WNFL, Green Bay, Wisc. 414-435-7575. Equal Opportunity Employer.

Salesman: Preferably one who can demonstrate ability to grow rapidly to sales manager, then station manager within two years. Production ability helpful but not required. Unusual opportunity. Medium market station. Write Box 2090, Casper, Wyo.

Help Wanted Announcers

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.

Morning men, attention. Here is an unusual opportunity with one of the most progressive stations in Florida. We are bright, Up-tempo MOR pros with emphasis on personality and production. The man you will be replacing is being moved up in the company. We offer all usual large company benefits, plus superb working conditions. Experienced only need apply. An Equal Opportunity Employer. Box E-229, BROADCASTING.

Expanding personality oriented Classical Music station is looking for an experienced announcer salesman. Salary and commission. Equal weight placed on voice, musical knowledge and sales record. Northeast, vacationland. Send tape and resume to Box E-273, BROADCASTING. EOE.

Help Wanted Announcers Continued

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.

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.

Wanted: 2 announcers for a north Alabama radio station. One with production experience. Send resume, tapes to Box F-66, BROADCASTING. An Equal Opportunity Employer.

Immediate opening for first phone morning announcer at Central East Coast Contemporary MOR. 150,000 in prime coverage area. Professional sounding news and commercials mandatory. Send tape, resume, photo and salary requirements. Box F-99, BROADCASTING.

Central Maryland AM-FM accepting applications for first phone personalities. Experience required. Contemporary adult and Country format. Resume, tape, salary requirements, picture first letter. EOE. Reply Box F-100, BROADCASTING.

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.

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.

Personality "cooker" for Top 40 format. Contact immediately. Rusty Potz, WCCC AM/FM, Hartford, Conn.

WDVR-FM, Philadelphia has a fulltime opening on its announcing staff. If you have an excellent voice and can deliver a believable commercial and news-cast send tape and resume to Dan Wachs, WDVR-FM, 10 Presidential Blvd., Philadelphia, Pa. 19131.

WKAJ, Saratoga Springs, NY, looking for morning man—MOR—must have good voice and production ability. Box 557.

Immediate opening—morning announcer for 5000 watt Virginia Modern Country music station. Format music, good production, good reading ability. Good place to work in a nice college town. Send tape, resume and salary requirements in first phone to Ken Riggle, WKCY, Box 1107, Harrisonburg, Va. 22801. No phone calls, please!

Michigan MOR CBS affiliate has opening for drive time. No flusters or beginners. Extra benefits, salary negotiable. Equal Opportunity Employer. Send picture, tape and resume to Program Director, WSGW, 400 Mason Bldg., Seginaw, Mich. 48607.

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.

Good position open immediately for experienced announcer, on air and production. Work in programming. 3rd license. Modern station near St. Louis. Manager, 314-586-8577. No collect. Also interested in announcer-engineer or announcer-salesman.

Help Wanted Technical

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.

Help Wanted Technical Continued

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.

Chief Engineer for one of the top stations located in a major market in the sunny South. A full time station with management that believes in giving engineer ample modern equipment. Housed in completely new facilities, a real show place. The men we are looking for must be completely familiar with all FCC regulations and adhere to them. Top notch maintenance of equipment an absolute must. Excellent starting salary, free hospitalization plan. Send resume to Box F-102, BROADCASTING.

Chief Engineer-announcer for West Coast station. Send resume and minimum salary to Box F-104, BROADCASTING.

Assistant Chief—major market group owner. Midwest AM Directional and FM experience required. New facilities and latest equipment. Box F-105, BROADCASTING.

Assistant chief. Suburban East Coast. Strong audio and antenna background desired. Chance for advancement. EOE. Send resume. Box F-115, BROADCASTING.

Intelligent, first ticket person to train for top-level engineering position with one of the nation's outstanding AM Rock stations. Immediate opening. EOE. Call Mike Michaels, WEAM, Arlington, Va. 703-534-1390.

Consulting firm has several openings for Sr. & Jr. broadcast engineers and electronic and installation technicians. Experience in FCC AM applications and directional proofs preferred. Excellent benefits, suburban Washington, D.C. location. Salary commensurate with experience. Send resume and salary history to Gautney & Jones, 2922 Telstar Ct., Falls Church, Va. 22042.

Help Wanted News

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.

Help Wanted Programming, Production, Others

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.

Talent Search—Wanted, best morning personality and creative production man in the business. Station, market, opportunity and salary are all excellent. Adult appeal contemporary. 1st phone a plus, but not a must. EOE. Our need is immediate so rush your presentation to Box F-64, BROADCASTING.

Somewhere, in a secondary or smaller market, there's someone who knows what creative commercial production is all about. Does voices, impressions, reads interpretatively and can deliver a great show, as well. We recognize and reward this type of talent. EOE. Rush response to Box F-65, BROADCASTING.

Lee "Baby" Sims, please contact Box F-96, BROADCASTING.

PD-Midwest full time AM MOR, beautiful growth area with vast recreational opportunities plus major college. Station has excellent profile in music, news, sports and programming. Man selected will do a short air shift and must be a pro on production, detail execution, FCC rules and regs., handling employees and public. First phone preferred. Must have stable and successful track record. EOE. Tape and resume to Box F-120, BROADCASTING.

Individual for radio traffic, continuity and production in metro Washington area. Prefer experienced person but will train qualified applicant. Immediate opening. EOE. Send background details. Box F-123, BROADCASTING.

Production man: Write and produce outstanding commercials at medium market station. If you're detail oriented additional responsibility can lead to management position. Apply only if highly experienced and extraordinarily talented. Resume and tape to Manager, Monarch Network, Box 2090, Casper, Wyo.

Top production talent. The Progressive Radio Network needs Executive Producer to coordinate nationally distributed news productions. Knowledge of Progressive Rock necessary. Lots of freedom to develop new ideas. Work in rural Conn. 203-429-0729.

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.

Tucson, Arizona—New York radio rep in management, million dollar biller. Strong local background seeks management position in Tucson. Box F-73, BROADCASTING.

Does your station need to increase sales and ratings, reduce operating cost and get a professional team effort from the staff? Experienced consultant or will consider long term general manager position. Box F-88, BROADCASTING.

Schools out! Ready to move. Midwest, South, West. 20 years experience all phases. Manager, pd, announcer, salesman. What do you need? Top references. Radio man since 1953! Salary is important. Box F-89, BROADCASTING.

You have a small station in a nice town. Unfortunately it's losing money. Perhaps automation is the answer. But that can be expensive. I will install automation at no cost to you and manage your station so we will both make money. Let's get together. Box F-101, BROADCASTING.

Sales manager full time 5000W AM top 30 markets exploring management and/or ownership opportunities in Western, Midwestern smaller markets. Strong sales background, stable employment history. Now making \$24,000. Engineering and programming experience. First ticket. University degree. 30. Box F-106, BROADCASTING.

A positive attitude is the key. With 12 successful years in all phases, success and sales oriented. A self-starter. GM medium market, Contemporary format preferred. Box F-111, BROADCASTING.

Operations/news director, 29. Detail conscious and fact oriented. 11 full years in radio and still growing. Available one month following notice. Cal Beverly, 1130 Cherokee Ave., Griffin, Ga. 30223. Work phone, 404-227-9451; home, 404-228-0893.

Situations Wanted Sales

Young selling exec. with international organization, four years professional quality college radio wants selling and air time. Tape and resume. All offers considered. Box F-70, 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 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 announcer/talk host, dj, sales with creative production, news. Reliable family man with first phone. Currently employed with references. Box F-79, BROADCASTING.

Experienced announcer, first phone looking for Rock or MOR format. Prefer Minnesota area. Box F-82, BROADCASTING.

Unique morning personality (new ideas) wants chance to be creative at stable station. First phone, nine years experience. Box F-112, BROADCASTING.

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 newsman. Available October 1st. Bob Presman, 2920 N. Commonwealth, Chicago, Ill. 60657. 312-327-2264.

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.

Experienced 1st phone announcer desires Midwest position. Phone 308-324-3120. After June 16th call 612-377-5465.

New York, Pa. first phone announcer with 2 years experience. Would like to relocate. Married, vet and dedicated. Available at once. Call Dick, 602-248-0540.

Hard working, 1st phone beginner looking for start. Good broadcasting training. Salary not big item. Need chance to prove myself. Tom Tallarico, 4103 E. Lake St., Minneapolis, Minn. 55406.

Experienced Top 40 jock, md, working in S. Calif. market. Production, first, 805-736-0904 & AM-11:30 AM or after 7 PM, John.

First phone ex-Rocker loves Mod-Country. \$200. Call Bob 612-758-3223. 4 to 6 PM CDT.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Situations Wanted Announcers Continued

Female dj, experience, versatile, creative, tight board control and third endorsed. Box F-78, BROADCASTING.

DJ, FM voice, 3rd endorsed, tight board, beginner, work anywhere. James Katchusky, 225 Oak Ave., S.I., NY 10306.

Young dj, third phone with some experience is seeking permanent position, tight board. Good news, commercials. Ready now. Larry Fertitta, 12 Lawrence Circle, Middletown, N.J. 07748. 201-671-5741.

Looking for medium market Rocker, preferably northward but will take queries from anywhere. Will travel anywhere. Six years Rockin' experience in everything but billing. Need a gig now with someone I can work with and for. 23, energetic, you'll get all I've got. Third phone endorsed. For tape and resume: John (Dino Williams) Bry, 281 Julia Circle North, St. Petersburg Beach, Fla. 33706. 813-367-1155.

College grad. Experienced all phases radio during undergrad career seeks announcing opportunity with view to specializing in news. 22, single, third endorsed, location open. Gene Hetland, KESD-FM, Brookings, SD 57006. Phone 605-688-4316.

Available? Sure! This young man is willing to work anywhere in the US or Canada. MOR is his bag! 3rd endorsed and ready to relocate immediately. Daniel L. Duarte, 703-563-9929, Box 2158, Roanoke, Va. 24009.

3rd, beginner, creative, ambitious and original. Rock and strong play-by-play background. Needs first job. Can rap. Marty, 6200 Forest Ave., Gary, Ind. 46403.

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.

California. 14 year pro. All phases—all formats. No Rock. Two dozen voices. Deep resonance. All qualifications. Settling permanently. Expensive. Box E-297, BROADCASTING.

Humor and warmth, up state New York creative morning man doing well and employed now. Seeks new location on medium or major Contemporary. Box F-69, BROADCASTING.

Versatile, four years all formats, plus TV. Strong news, sports, production, copy. Top references. Prefer Western medium, consider all. Box F-93, BROADCASTING.

DJ, tight board, good news, commercials, looking for first break. Willing to go anywhere. Ready now! Jim Scheren, 10 Cliff St., Haledon, N.J.

20 years experience in sports reporting, play-by-play, talk show. Double in news. Box F-103, BROADCASTING.

Experienced dj, newscaster. Tall, tan, good-looking, dependable. Super sexy sounding, single ladies' man. Tight board, extremely versatile, aggressive. Box F-116, 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.

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.

Major markets: a pro is available to communicate with your adult audience with more than the time and temperature. 15 years of doing it right means I'm expensive . . . but I'm worth it! MOR's only. Contact Ken Barnes, 373 Indian Trail Rd., Aurora, Ill. 60505. 312-898-6668.

Situations Wanted Technical

Chicago area experienced chief seeking contract engineering (part-time) within 75 miles. Have all needed equipment. Box F-76, BROADCASTING.

Highly experienced chief engineer, announcer, production, sales wants change to successful small to medium market station in Northeast. Box F-97, 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 Technical Continued

New York, Pa. First phone with 2 years experience would like to learn engineering while pulling air shift. Call Dick, 602-248-0540.

1st phone technician, former chief, 15 years experience, expert maintenance AM-FM-TV. Norm Buker, 301-254-9366.

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.

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.

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.

I live radio news. An asset for any news department. Presently a successful ND. Stable. Want to move up. Box F-61, BROADCASTING.

Newsman/PD in Eastern small market. Seeking full time news in larger operation. Extensive on-the-scene experience, 2 years on-air + 6 related. Married, 29. Box F-92, BROADCASTING.

4 years experience. MA Degree. Ron Colp, 3460 Dawn Dr., N. Olmstead, Ohio 44070. 216-777-7612.

Tom Cordts on sports. Looking for 1st break in sports announcing. Very knowledgeable, 18, hard working. 734 Kansas St., Peoria, Ill. 61603. 309-682-4542.

Attention: I can get the job done. Total experience 21 months. Hard working college grad needs your station. Prefer Midwest but will consider other. Doug O'Brien, 1-313-534-0251.

Sports/news. West Coast sportscaster, well rounded background, including 12 years college play-by-play. Desire full time sports, news or non-broadcast position. Offer ability, dedication, loyalty. Larry Myers, 5679 Parkmor, Calabasas, Calif. 213-880-4719.

Situations Wanted Programming, Production, Others

Montana, Wyoming, Utah, Idaho, Alaska. Exceptionally well qualified on air programmer 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.

Programming, 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.

Top 40, six years in copy, production, jockeying. Currently in small market, looking to medium or large where the money is greener. Excellent references. Northeast preferred. Others considered. Box F-81, BROADCASTING.

Program Director. 15 year career includes affiliate, 2 major market indies, net O&O. Currently PD at top 5 market group owned independent. Box F-94, BROADCASTING.

New York program director success documented, billing and ratings; six years radio, two PD/News Director, national public affairs and news awards, 25, married. BA Communication Arts, mobile, responsible for most innovative, creative and money making format in New York. Give it a try, it will work in any market in North America. Box F-110, BROADCASTING.

Now that ratings are over you may find you need a change. I have 16 years in broadcasting, 10 as program director/operations manager and am currently doing afternoon drive Top 40 in the Midwest and am available by calling 319-377-7530 after 8 PM CDT.

TELEVISION

Help Wanted Management

Commercial manager with administrative ability and good track record for VHF in good Southwest market. Box E-287, BROADCASTING.

Internal Auditor. Management candidate for small corporate headquarters of group broadcaster/background should include some exposure to public accounting or internal auditing, budgets, financial controls and analytical work. Salary in low to mid teens and contingent upon experience and abilities. Position involves about 30% travel in performance of audit functions, but also includes assisting station's manager with budgets, analyzing results and trends and dealing with all levels of management. Reply to Box F-108, BROADCASTING.

Help Wanted Announcers

Major market staff announcer. Must be creative, ambitious, experienced. Excellent opportunity to advance with leading broadcast group. Send VTR, photo and resume to Production Manager, WTCN-TV, Minneapolis 55416. An Equal Opportunity Employer.

Help Wanted Technical

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.

Television station in metropolitan Canadian market is looking for maintenance technicians with several years experience on one-inch Helical or two-inch tape. We'll pay top dollar. Generous fringe benefits. Contact Bill Meyer, CITY-TV, Channel 79, 99 Queen Street East, Toronto.

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.

Network affiliate in world famous resort wants switcher/engineer with first phone. Resume to John Conte, KMR-TV, Palm Springs, Calif. 92262.

An opening exists for a technical director in the Detroit area with an expanding television production company. The successful applicant should have full electronic and operational knowledge of color cameras, videotape machines and associated equipment. The job will entail overseeing technical quality of all facets of commercial or program production as well as post production. Please submit resume to Ediel Production, Inc., 24151 Telegraph Rd., Southfield, Mich. 48075.

Engineer with first phone for TV switching and transmitter duties. 607-798-7111.

Immediate opening for television engineer, must have first class FCC license. Some TV experience required. Call 1-906-475-4161, Mr. John Trullitt, 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.

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

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.

News Director-anchorman wanted. Medium market. Midwest network affiliate needs take-charge person experienced in total news operation. Must know film, editing and production techniques. An Equal Opportunity Employer. Send tape, resume, salary requirements to Box F-121, BROADCASTING.

TV Sports Directed wanted. Need real pro who eats and breathes sports. Midwest area. An Equal Opportunity Employer. Send resume, tape and money needs to Box F-122, BROADCASTING.

Aggressive desk man with strong anchor capability, for position with exceptional news department in heart of Mid South. Experience with major news broadcast production desired. Call KAIT-TV Jonesboro, Ark. 501-932-4379.

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.

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.

Producer/Director for Rocky Mountain PTV station. BA plus studio and 16mm experience essential; MA preferred. An Equal Opportunity Employer. Box F-68, BROADCASTING.

Producers and directors needed for group owned VHF in top 5 markets. Applicants must have 3 to 5 years experience in television or related field. Experience in talk/variety formats or news preferred. Send resume and salary requirements in first reply to Box F-84, BROADCASTING.

Major market net affiliate seeks solid experienced director for evening news shows. Minimum 2 to 3 years experience with live, fast-paced news programs. Resume to Box F-119, BROADCASTING.

Situations Wanted, Management

General Sales Manager knows the ins and outs of national sales. Strong personal agency contacts. Guarantees to produce hard-hitting, successful local sales staff. Good creative mind produces convincing sales presentations that get results. Tried and proven administrative procedures offer quick clearances, prompt handling of makegoods, and tight inventory control to ensure top dollar each avail. Qualified to offer sound programing, promotion and merchandising counsel. Extensive VHF television, ad agency, national magazine and metropolitan newspaper experience, plus legal education and practice. A unique combination of talents to handle the toughest challenge. Very solid! Let's talk! Box F-87, BROADCASTING.

Situations Wanted Sales

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.

Situations Wanted Technical

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Profile

Tom Swafford: not in the conventional image of a censor

Leaving his general-manager position at CBS's WCAU(AM) Philadelphia in 1962, Tom Swafford struck out toward Albuquerque to build his empire. "Bill Paley started with just one station; George Storer started with one," he says. "I was going to do the same thing." With backing from a friend, he purchased KDEF(AM) Albuquerque.

Billings figures for the first year and a half showed the station doing quite handsomely, but the bottom was, in reality, about to fall out. It happened when his wife Mildred walked into his office—she was handling the books—to announce that despite what his billings said, her collections figures showed they were broke. "I underestimated the seriousness of the situation and overestimated my ability to cope with it," he admits today.

Tom Swafford and his wife and daughter returned to New York. And "Swaf" began to drink again. He had counted the bottle among his good friends in years previous to 1964. But after the Albuquerque fiasco, it seemed to him the only comrade he could return to without humiliation.

"I'm an alcoholic," he told BROADCASTING in his executive suite on the 34th floor of the CBS building in New York. "Don't you mean you *were* an alcoholic?" he was asked. "No," he said, "I *am* an alcoholic." "It's part of the nomenclature," he went on. "Alcoholism is a disease, a disease that can't be cured by any means we know today. It can be controlled, but never cured. That's why I can never take another drink."

Tom Swafford, who today is CBS's vice president in charge of program practices, took his last drink on March 11, 1965. "And it is a matter of recorded history that the bar where I had my last drink went out of business two weeks later," he laughed. "It's sort of a common joke that too many alcoholics replace drinking with talking about drinking. I guess that's true of me." To be specific, last month Tom Swafford talked to a national TV audience about alcoholism on ABC-TV's *Dick Cavett Show* as part of a panel of alcoholics (Mr. Swafford indicts alcoholism as "the most costly of diseases because it robs its victims of their ability and dignity"). For two consecutive nights on the Cavett show, Mr. Swafford talked about his failure. He had done the same in speeches he has given in past years as a board member and director of public information for the National Council on Alcoholism.

Talking honestly about one's failure is part of the therapy, just as saying "am" instead of "was" is, Mr. Swafford



Thomas James Swafford—VP, program practices, CBS-TV; b. March 10, 1920, Lebanon, Ore.; attended University of Texas, 1938-39, and University of California at Los Angeles, 1939-41; program director, KGBS(AM) Harlingen, Tex., 1941-42; announcer-production manager, KGB(AM) San Diego, 1942-44; production manager, KGW(AM) Portland, Ore., 1947-51; salesman, KCBS(AM) San Francisco, 1951-53; assistant sales manager, KNX(AM) Los Angeles, 1953-54; Eastern sales manager KNX(AM), 1954; account executive, CBS Radio Spot Sales, 1954-58; general sales manager, CBS-owned WCBS(AM) New York, 1958-59; vice president and general manager, CBS-owned WCAU(AM) Philadelphia, 1959-62; chairman of board and general manager, KDEF(AM) Albuquerque, N.M., 1962-64; assistant to general manager, CBS-owned WCBS-TV New York, 1964-65; director of community relations, WCBS-TV 1965-66; VP and general manager, WCBS(AM) New York 1966-70; VP, CBS Television International Services Division, 1970-72; VP, program practices, 1972-; m. Mildred Lester of Portland, March 3, 1945; one daughter, Stephanie, 20.

explains. Mr. Swafford had much call for the "self-pity" he says that led him to liquor. He had failed at running his one Albuquerque station, let alone at building an entire group.

Suddenly, his withered right arm, crippled from a bout with polio at the age of 7, seemed to be more an obstacle than ever before. But, on that March day eight years ago, Tom Swafford had finally decided that the time for self-pity had come to its rightful end and the desire for self-improvement swelled again.

He remembers how he felt about his handicap in the past. "People have always said to me, 'Gee, it's too bad you can't do that because of your arm,'" he says. "And I would always say to myself, 'In a pig's eye I can't.' I used to play a pretty fair game of golf. I mastered driving an automobile. Now, I've decided to try something I've always wanted to do since I was a kid. I want to be the

oldest, greatest, baldest, one-armed aviator alive." He wants to fly airplanes? "Oh yes, I took my first flying lessons in Palm Springs three weeks ago. The instructor didn't believe that I'd never flown a plane before. I have 4.7 hours of flying time in my book. Boy, when I was up there I felt I'd been there all my life."

In the eyes of his family and associates Mr. Swafford is no failure. At the age of 53, he sits at the head of the CBS-TV program practices department. He is, in a way, CBS's "no man." But as Tom Swafford believes, "It is much easier to say no than to figure out how to get it on the air. But when the time comes to say no, it takes strength. I wanted to be liked and respected. But if I have to settle for one, I'll take the latter."

"I don't envision myself as Horatio at the bridge," Mr. Swafford points out. "I am more like a surrogate for the audience, with the awareness that there are a lot of different audiences."

It was probably just that thought—the different audiences—that Mr. Swafford had in mind when he OK'd the final cut of Luchino Visconti's "The Damned" (BROADCASTING, March 6, 1972) for the *CBS Late Night Movie*. "I thought by editing more than usual out of the film [almost a full hour was removed from the original feature, which was rated X in first theater release], it could be made acceptable. It's the biggest mistake I've made in this job," he admits. "It was a film I inherited—bought in a package before I arrived here. I think the problem really arose because it first was rated X in the theaters—even though after we edited it, it was no more than maybe a PG. And it was scheduled too early in the run of the late-night movies—I think it was the second week—so that when some people saw the film on the schedule, they said, 'Aha! So that's what CBS plans to do. Broadcast dirty pictures into the homes of God-fearing folk.'"

"I have to fight my instincts sometimes," he feels, "because I am a product of the puritanical era of broadcasting." He said it as though he were happy to announce that, by comparison, such an era had passed. "*Cojack* [scheduled for the fall season] for instance, will be more like what you'd expect a guy like that to be," he says.

Tom Swafford looks at you with an unwavering gaze from behind blue eyes that seem to see right down to your genes. He is direct, confident, self-educated (he dropped out of college for his first radio opportunity), ex-world traveller (for CBS's International Services Division), bilingual, a history buff, an alcoholic and a one-armed-pilot-to-be. "Swaf" has never found the need to smooth out the rough edges of a full life that has seen oppressive failure alongside redeeming triumph.

Editorials

No play

Among the radio-TV practices least in need of government investigation is the play-by-play sports broadcast, though the FCC is thinking of opening a major inquiry into the subject ("Closed Circuit," June 4). The investigation, if it ever had a purpose, would have been timelier, oh, 40 years ago when the present standards of sports coverage were developed.

Commission officials are quoted as admitting that their attention was directed to the subject by the recent serialization in the Washington *Star-News* of "Kiss It Goodbye," a book by Shelby Whitfield, former sportscaster for the departed Washington Senators baseball team. Mr. Whitfield has cited numerous distortions in broadcast coverage that he says were instigated by the team's owner, Robert Short.

In varying degrees, the practices that Mr. Whitfield now finds distasteful have been in evidence as long as sports have been on the air. Sportscasters have been in the employ of the teams they cover. Hyperbole has been in wider use than understatement. Few home-town players have been as small as life.

But however the habits of sports broadcasters may have deviated from the standards of good journalism, it is difficult to believe that the audience is being gulled. Surely at this late date the peculiarities of some radio announcers are taken as a part of the game. And the advent of television has given the audience a clearer view of actual events than can be had anywhere in a stadium.

Matters of larger consequence already crowd the FCC's backlog of unfinished business. Besides, sports broadcasters are programming, and program content is outside the jurisdiction of the FCC.

The conversions

Judge J. Skelly Wright of the U.S. Court of Appeals disclosed last week that he has had second thoughts about the applicability of the First Amendment to broadcast journalism. In a commencement speech that is reported elsewhere in this issue, he acknowledged that the "analytical problems" of deciding who is right in the debate over broadcasting's protection under the First Amendment "are much more difficult than in ordinary constitutional adjudication." For Judge Wright, that was a significant concession. In his BEM decision, which the Supreme Court reversed two weeks ago, he had no problem at all in finding that broadcasting was less an instrument of journalism than a passive conduit of anybody's propaganda.

Judge Wright raised the subject of broadcasting and the First Amendment after first remarking that the Watergate revelations had demonstrated "the importance of an uninhibited free press." If he was reluctant to include broadcasting in the press that should be free and uninhibited, others are not. Justices William Douglas and Potter Stewart of the Supreme Court have unequivocally identified broadcasting as part of the press, and the rest of the majority in the BEM decision went so far as to affirm the constitutional authority of broadcasters to act as editors. There is still other evidence of growing recognition of broadcasting in its journalistic role—and much of it preceding Watergate.

It was back in November 1972 that a distinguished colleague of Judge Wright on the same Court of Appeals experienced a radical change in his vision of federal regulation. Chief Judge David Bazelon, until then a consistent champion of government controls, concluded there was "no factual basis for con-

tinuing to distinguish the printed from the electronic press as the true news media." Judge Bazelon's opinion, a dissent to a majority decision lifting the license of WXUR(AM) Media, Pa., was not enough to persuade the Supreme Court to review that case, but it was cited with approval in Justice Douglas's comments in the BEM case, and the surmise here is that it will often reappear in the literature of broadcast freedom.

The changes in judicial attitudes are attributed at least in part to evidence of an increasing reliance on broadcast journalism by the public. More evidence came to hand last week in the report of the massive survey of television and the public commissioned by CBS and conducted by the Bureau of Social Science Research. One of the most striking findings was that in the decade between 1960 and 1970 the public's perception of television shifted markedly from an association with entertainment to an association with news.

All of these developments present the broadcaster with new opportunity to enlarge his contribution to the American scene. He must continue to assert his rights to independence of editorial action, and he must give those rights more exercise than they have sometimes had.

Goodbye, hello

Herbert G. Klein leaves the White House staff July 1 with the full respect of the news media he has dealt with since Richard Nixon assumed the Presidency in 1968. In joining Metromedia as corporate vice president, he will resume residence in California, which is home to his family.

Watergate has not affected Mr. Klein's credibility because he was never under fire. As the first director of communications for the executive branch he created a new liaison within the executive branch and with all media.

In joining the executive echelon of Metromedia Mr. Klein again demonstrates his confidence in the broadcast media. He will seek to expand Metromedia operations into newspaper ownership. The esteem in which he is held by all news media is certain to foster better rapport and understanding among media in their quest for full freedom.



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The foundation of any successful organization is its *people*. RKO Radio people are the strength underlying the success of the most effective, efficient, listened-to radio stations in the country, RKO Radio stations.

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Managers, secretaries, promotion directors, disc jockeys, sales people, program directors, engineers, newsmen, clerks, controllers, guards, mailboys and music directors — all are the best at what they do — because they know they are part of the best radio group in the country.

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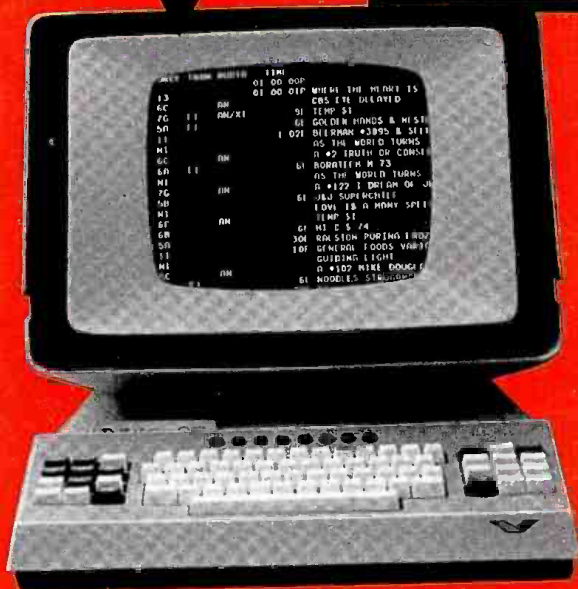
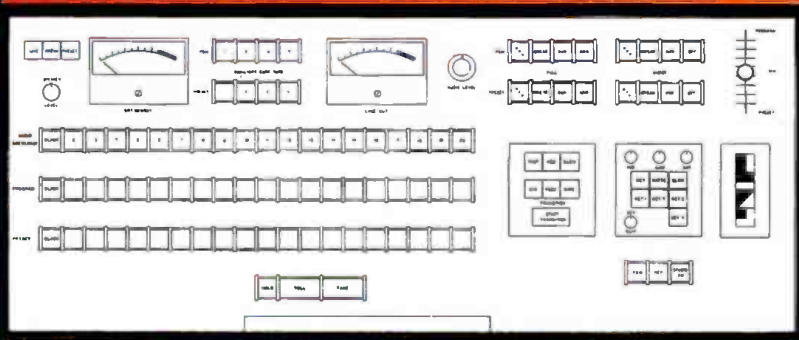
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