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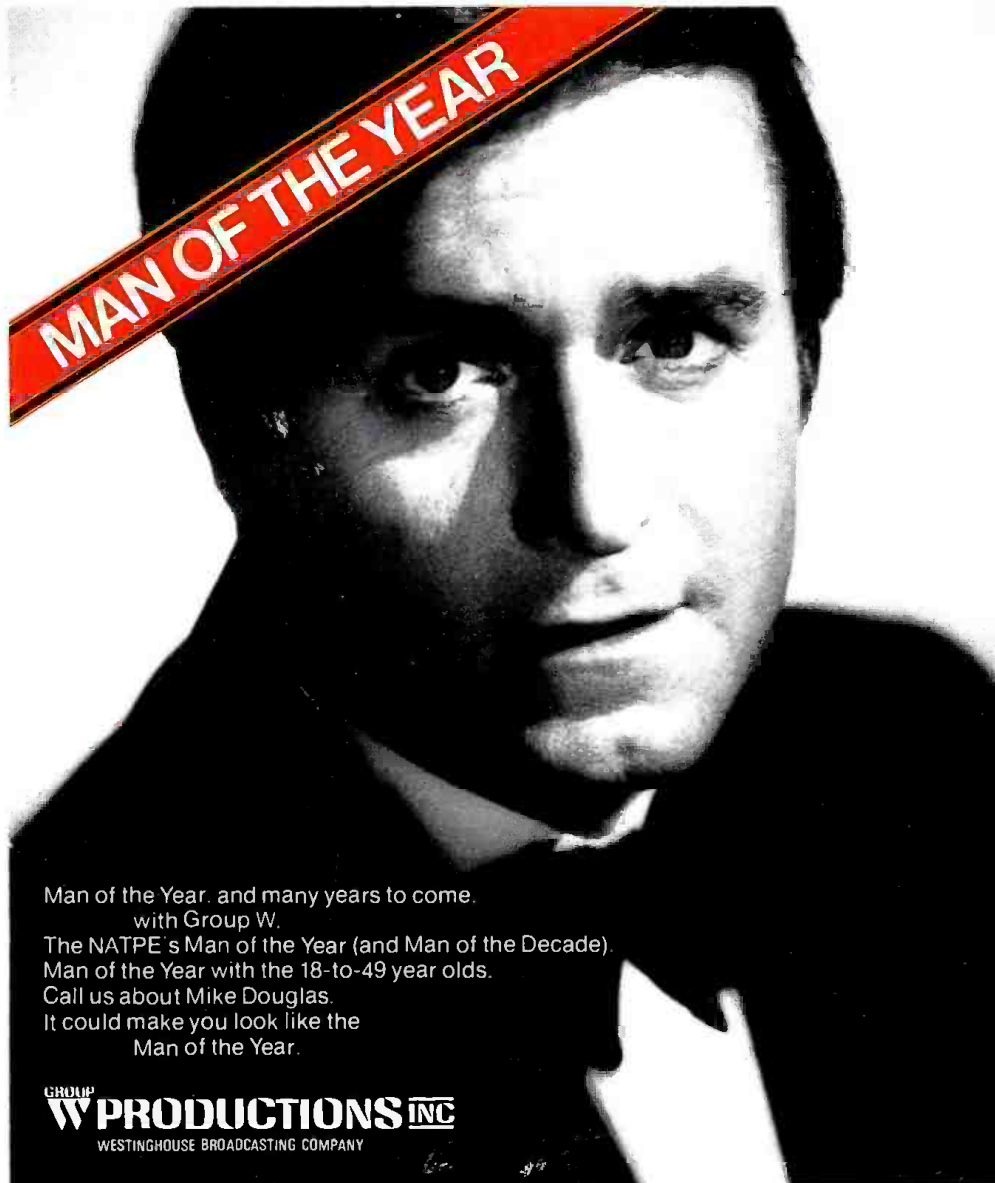
Burch, NAB team up against 'electronic voyeurism'
Convention marketplace: biggest, best ever

Broadcasting Apr 2

The newswweekly of broadcasting and allied arts

Our 42nd Year 1973

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Man of the Year. and many years to come.
with Group W.
The NATPE's Man of the Year (and Man of the Decade).
Man of the Year with the 18-to-49 year olds.
Call us about Mike Douglas.
It could make you look like the
Man of the Year.

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NEWSPAPER



"The Yearling" one of our Network's initial releases.

Why we created the MGM Television Network.

We looked at the Saturday and Sunday program schedules of stations across the country for the last couple of years.

What we discovered was the absence of the network-quality family programming that occasionally aired between 6 and 8 pm.

In other words, we found a vacuum. A large family audience was going virtually untapped.

(Why? Because the prime-time access rule has prevented the networks from presenting family shows in that time period.)

We knew we had the resources to fill that vacuum.

What kind of programming?

Each program on the MGM Television Network will be chosen for its ability to get a whole family to sit down and watch together. Each will be a full two hours.

And each will be hosted by one of the biggest names in show business—a star well-loved by adults and children alike.

There will be movies from the MGM Library of Great Films. All with the star and production values you would expect from MGM. Many will be released to television for the first time.

Starting in the Fall of 1974, we will explore the production of original programs to fill the Network's continuing needs.

How well will they do?

According to all the research data we can get our hands on, very well indeed.

In the past, family movies shown in the 6 to 8 time period have clobbered everything in sight. (The *twelfth* showing of our Wizard of Oz, for instance—a 50% share!)

Research also indicates that this type of film really does capture an "all-family" audience—especially young housewives.

In fact, the general conclusion is that movies will increase a station's rating in virtually *any time slot*.

How big will the Network be?

The MGM Television Network will be constructed along the same lines as any other network.

All major markets will be covered. We will guarantee a potential audience of 85%.

By the time of our first broadcast, we expect to have cleared at least 125 stations.

Benefits to affiliates.

The programming provided by the MGM Television Network will help our affiliates to fill their prime-time access needs and requirements for family viewing.

Right now, the programs are being sold to national advertisers. Time will be left for local advertisers to associate themselves with network quality entertainment.

The MGM Television Network will also supply promotion, publicity, and advertising support.

The Affiliate Board

Our affiliates will have a voice in what the MGM Television Network presents.

Stations large and small, from all sections of the country, will be represented.

They will help us to decide what films have the strongest family appeal, and—in the future—what original stories and specials to produce for Network showing.

When does it get off the ground?

A group of 10 classic family films from the MGM Library has already been assigned to the Network.

The first broadcast is scheduled for this coming fall. Others will follow at two- to three-month intervals.

If you are a station, advertiser, or agency, we will be happy to discuss the MGM Television Network with you in greater depth.

Call Ed Montanus at (212) 262-3122.

MGM Television



ON RADIO ONLY—

*Once again...
hear TARZAN'S
famous call!*



**The Original
Radio Network Series is
BACK ON THE AIR!**

Tarzan

**Each half-hour episode is
a complete show in itself!
Exciting drama for the entire family!**

**52 half-hours on tape now available for immediate broadcasting
5 commercial breaks in each half-hour**

Over 300 markets are already using our other great network radio series:

**THE SHADOW • THE LONE RANGER • FIBBER MCGEE & MOLLY
GANG BUSTERS • SHERLOCK HOLMES • THE GREEN HORNET**



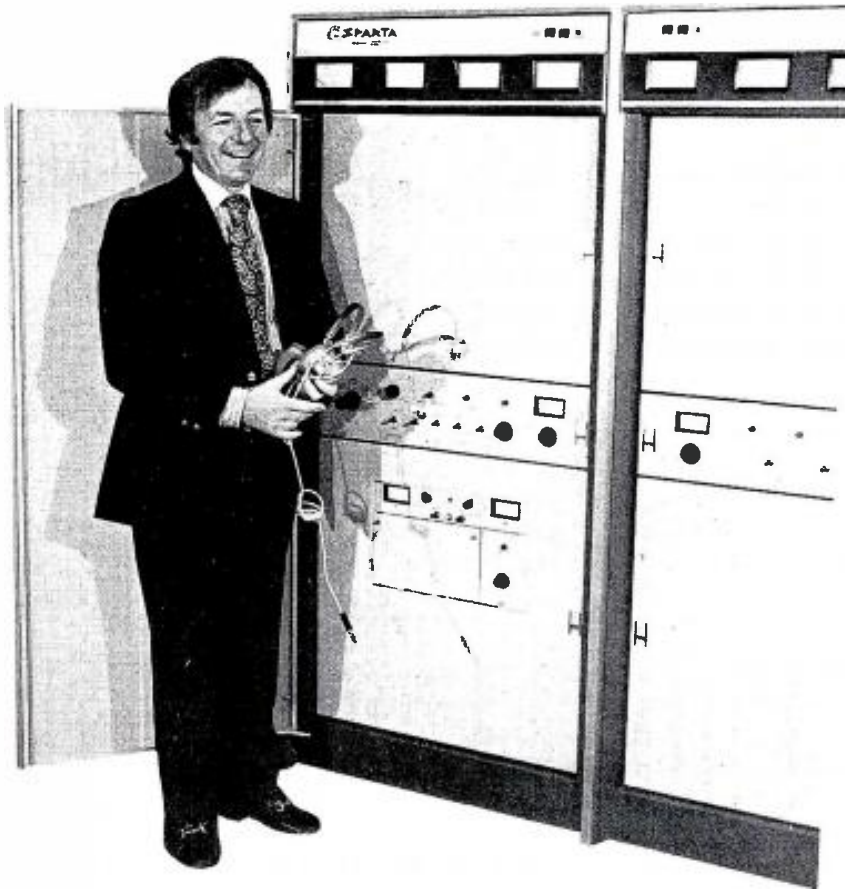
CHARLES MICHELSON, inc.

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Broadcasting Apr 2

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Mr. Ralph Guild, President of ASI Communications, Inc., shows his pleasure while inspecting the Sparta Model 620 FM Transmitter as installed at KFAC, Los Angeles. Other ASI stations include WERE, Cleveland; WRYT, Boston; KROY, Sacramento, KJTV, Bakersfield.

L.A. GETS 'JUST RIGHT' SOUND

KFAC-AM/FM is THE classical music station in Los Angeles. Recently KFAC decided that the magnificent sound and superb workmanship of the Sparta Model 620 FM Transmitter, coupled with Sparta's personal service, was the combination needed to give L.A. a fine new signal from atop imposing Mount Wilson. If the KFAC Model 620 provides million in the Los Angeles Basin with the finest FM sound, surely it will prove 'JUST RIGHT' for YOUR high-power FM signal. Other Sparta FM transmitters from 10 to 40,000 Watts. AM transmitters from 50 to 25,000 Watts.

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



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ELECTRONIC CORPORATION

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916 383-5353 TELEX 377-488 CABLE SPARTA
A DIVISION OF COMPUTER EQUIPMENT CORPORATION

Closed Circuit.

Whitehead's seance

Although Clay T. Whitehead, director of Office of Telecommunications Policy, was not on program of last week's National Association of Broadcasters convention in Washington, he did sit in with 25 broadcasters for give-and-take discussion. Two-hour meeting is said to have been marshalled principally by Charles Crutchfield, Jefferson-Pilot Stations, Charlotte, N.C., with help from C. Wrede Petersmeyer of Corinthian. Others present included T. Ballard Morton, Orion Broadcasting, Louisville; Arch Madsen, Booneville Broadcasting, Salt Lake City; Douglas Manship, WJBO-AM-FM and WBRZ(TV) Baton Rouge; Edwin W. Pfeiffer, WPRI-TV Providence, R.I., and also chairman of CBS-TV Affiliate Board.

Sources said meeting was designed primarily to provide opportunity for exchange of views in which broadcasters could learn more about government official who has stirred so much controversy. Administration's license-renewal bill was among matters discussed, and although no plans of action were laid, several broadcasters supported measure and indicated they would lobby for it.

Brown buzzes House

While some question whether administration is seriously interested in remedial license-renewal legislation, activities of at least one influential Republican appear to torpedo that notion. Rep. Clarence (Bud) Brown, of Urbana, Ohio, who followed his late publisher-broadcaster father in office, is spearheading effort to rally support for administration bill (H.R. 5546) introduced by Chairman Harley O. Staggers (D-W. Va.) of Commerce Committee "by request." Burly Rep. Brown is ranking minority member of Communications Subcommittee.

Hard to tell

Time and ear of beholder will be needed to tell what impact FCC Chairman Dean Burch's speech on obscenity and National Association of Broadcasters' statement on same will have on topless radio beyond Bill Ballance (see page 27). George Duncan, president of Metro-media's radio division, said last week's developments will not affect *California Girls* on Metromedia's KNEW(AM) San Francisco because that program has been undergoing change for past several weeks. Feeling is, he said, that if it is to be continuing show, "it will have to deal with interrelationship between women and the world." And Dave Ambrose, host on female-only talk show on KLIF(AM) Dallas, says there is no need to change his program. After somewhat racy beginning, in September, program has toned down, he said. "We haven't been going into

supersex aspects" to which Chairman Burch referred.

Meanwhile, commission has been called on by Representative John Moss (D-Calif.), member of Freedom of Information Committee, to explain why it is holding nonpublic inquiry on obscenity; he thinks it should be public. Chairman Burch responded that procedure is designed to arm commission with power to subpoena records and witnesses. It is simply investigatory, commission said, adding that at point where it decides to seek sanctions, it would move into public proceeding.

Get out of town

It was truly week-that-was for broadcasters and it was all centered in Washington. With more than 6,000 broadcasters in town for 51st annual convention of National Association of Broadcasters last week, traffic to Capitol Hill and other government centers was at peak. Then add regular congressional committee hearings on communications-connected matters, plus regular business at FCC (see stories this issue). When NAB conventions are held elsewhere, which is usually case, FCC itself is in recess and congressional committees usually avoid broadcast-connected hearings, particularly since some of their members and most of their staff experts are conventioning.

Squeeze is on

Radio code board of NAB, subsequent to conclusion of last week's convention in Washington, decided to hold meeting in New York, probably on May 30, to listen to tapes of sex-oriented talk shows. Procedure from now to then is for code board to have NAB members provide information as to stations in their markets that are programming this type radio. Objective, as now worked out by code board, is to build library of such shows so that members become familiar with what's being heard around country. At meeting, code board will monitor sex-talk programs as group and then take positive action if it's determined that's what needs to be done. Stations not living up to standards of code will be "kicked out."

Comeback

After dismal year in 1971 when domestic syndication business remained on par with 1970 and overseas sales declined, overall syndication activity bounced back sharply in 1972. Authoritative estimate is that domestic sales climbed to \$215 million from \$173 million in 1971 and international volume jumped to \$96 million from \$85 million in 1971.

Although outlook for 1973 syndication continues bright, one dark spot is Australia. Market, which once accounted for

about \$25 million, has dropped to about \$12 million. Latest word is that U.S. programs are in for even rougher sledding this year as new Australian government opts for increased local production and commercial networks there resist what they consider to be excessive prices: \$4,500 for one-hour U.S. program on four-station network. U.S. distributors counter that \$4,500 price is reasonable, saying it would cost Australian companies \$45,000 to produce similar program.

BAR in Fun City

Broadcast Advertisers Reports, which monitors TV stations one week each month in top 75 markets, has quietly gone fulltime in New York. Since Jan. 1 it's been monitoring market's six commercial V's continuously, using custom-designed time-lapse equipment that records one video frame per second and audio in its entirety. Service is to be made available to all BAR client agencies and stations. It extends to fulltime basis competitive spending data and proof-of-performance material heretofore provided on week-a-month basis, and in addition will enable BAR to put together, on order, storyboards and related material for agencies and advertisers who want closer look at what competitors are doing. There's no present plan to expand monitoring.

Fulltime monitoring found 438 advertisers promoting 907 different products on New York's six commercial V's in January. BAR estimated commercial time value at \$13.3 million. Almost three-fourths (72%) of month's advertising was by national advertisers, rest by local.

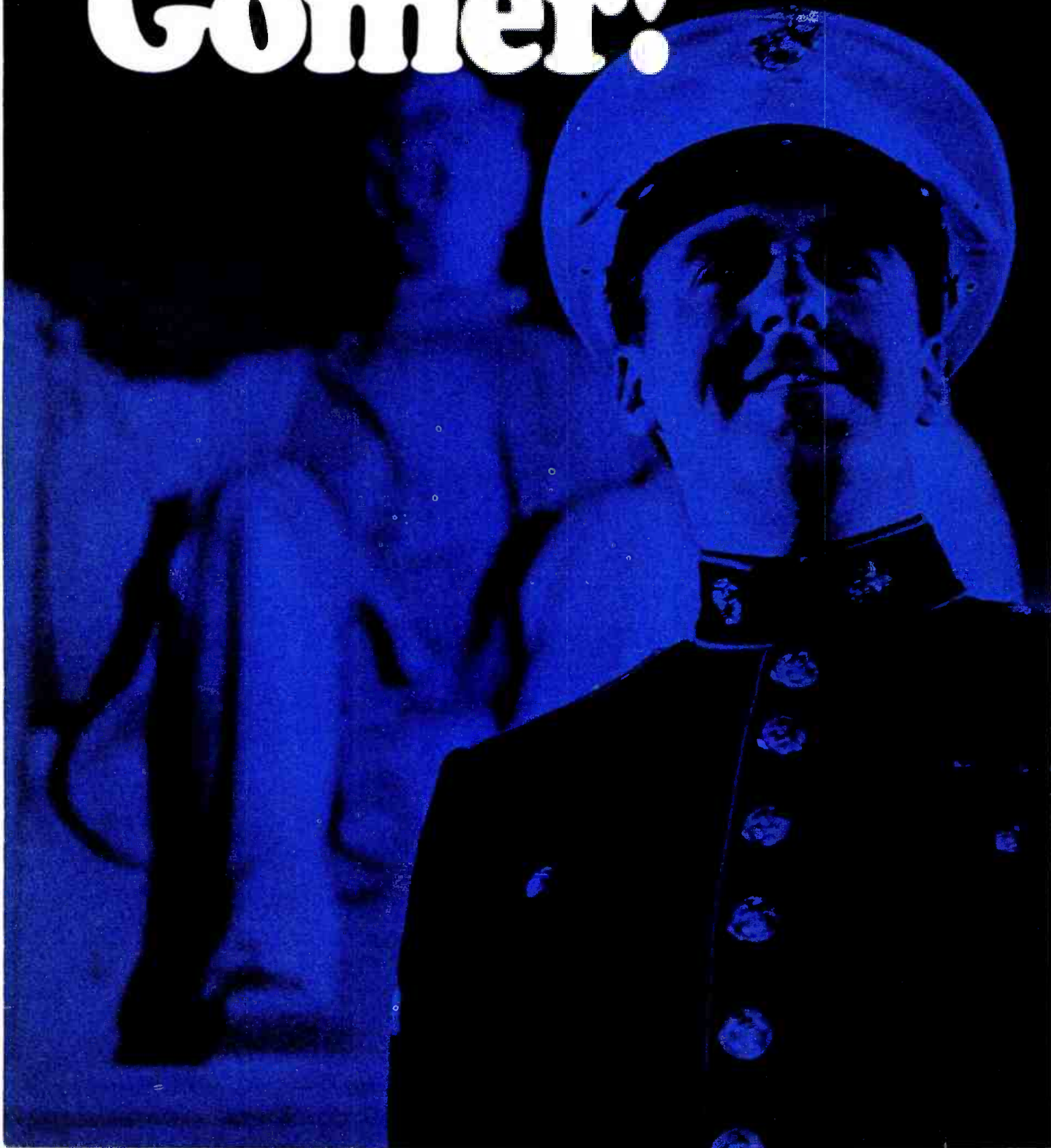
Old times

Frank Stanton is due for surprise. Columbia University plans to give him honorary doctorate in ceremony that will have nostalgic twist: participation by Paul F. Lazarsfeld, retired head of Columbia's sociology department, who was Dr. Stanton's co-author of volumes on radio research in 1940's and co-developer of Lazarsfeld-Stanton Program Analyzer. Latter, designed initially for radio, is still used by CBS.

Left Hooks

FCC's newest and first black commissioner may be giving FCC's senior member run as agency's leading wit. Commissioner Ben Hooks isn't openly challenging his Irish colleague Robert E. Lee, but he came up with one last week that had his colleagues chortling. Since FCC trial examiners are now called "administrative law judges," former judge Hooks feels FCC title should be elevated from commissioner to "High Potentate." And he is willing to go for even loftier recognition for chairman, i.e., "Lord High Potentate."

Right on, Gomer!



Gomer Pyle wins
bigger audiences than
year-ago programs

up 100% Amarillo
up 16% Baton Rouge
up 17% Burlington-Plattsburgh
up 4% Charleston-Huntington
up 46% Cincinnati
up 58% Dallas-Ft. Worth
up 4% Detroit
up 100% Green Bay
up 27% Hagerstown
up 717% Houston
up 81% Huntsville-Decatur
up 14% Indianapolis
up 88% Knoxville
up 46% Madison
up 18% Miami
up 34% Milwaukee
up 70% Minneapolis-St. Paul
up 106% New Orleans
up 311% Providence
up 23% San Antonio
up 1250% Savannah
up 7% Springfield
up 11% Tampa-St. Petersburg
up 186% Worcester

Source: NSI, Nov. 1972 & 1971 market reports and
Nov. 1972 Report on Syndication Programs.
Audience estimates are subject to qualifications
available on request.

Gomer Pyle wins an
average 45% more viewers
than year-ago programs
in 24 markets in his
first tour of syndication
duty.

And he's right on target.

Gomer combines an
average 42% adults with
36% kids and 22% teens
to produce the kind of
sitcom audience that wins
strong station and advertiser
support.

Draft him and get ready
for action.

Gomer Pyle

Another great sitcom
from Viacom

At Deadline

In Brief

Up the street. FCC Cable Television Bureau has moved quarters out of main commission building, 1919 M Street, N.W., Washington, to 2025 M Street, N.W. One result of move is that all deadlines for filing pleadings and comments in cable-television proceedings were extended seven days, effective March 30. ■ **Verdict soon.** Smothers Brothers-CBS litigation involving alleged breach of contract went to jury last Friday (March 30) and decision may be handed down early this week. ■ **Exceptions.** FCC again has waived prime-time rule for three networks and affiliates to permit them to continue to present "one-time-only" network news and public-affairs programs without counting them toward three hours of network programing permitted in prime time. Waiver will run through August 31. ■ **Re-rebuffed.** Reappeal to Court of Appeals by critics of FCC's drug-lyrics notice has been rejected by court. Dissenter to majority opinion not to hear case was Chief Judge David Bazelon, who said court must look to impact of FCC's directive, not merely its language. ■ **ASCAP money.** American Society of Composers, Authors and Publishers reports 1972 income rose slightly over 1971's to \$60,239,000 and that \$45,779,000 was available for distribution in 1972, of which \$44,400,000 actually was distributed to members or set aside for foreign societies. ■ **NARB report card.** Federal Trade Commissioner Mary Gardiner Jones gives National Advertising Review Board generally good grades. In speech last Friday before Pittsburgh Radio TV Club, she cited NARB for inclusion of members of public in decision-making process. She did admonish NARB, however, for what she saw as its lowering of standards from those laid down by FTC and courts. ■ **Just for now.** FCC has granted Teleprompter Corp. special permission to contract for procurement of experimental, transportable, receive-only earth station company plans to use with Canadian domestic communications-satellite system. Commission said action did not constitute determination on Teleprompter's qualifications or on merits of pending application for construction permit. ■ **Change of mind.** WPIX-TV New York cancelled half-hour Jews for Jesus program, scheduled to air Thursday (March 29) because of outpouring of sentiment from Jewish community, station reported last Friday. But it was learned elsewhere that there had been threats of violence to WPIX-TV employes by militant Jewish Defense League, including warnings that station would be bombed, if program ran.

CBS announces new fall line-up

'Bridget' is jettisoned, along with 'Doris Day,' 'Bill Cosby' and 'Mission'

CBS, first out with new fall prime-time schedule, is dropping four shows, adding five and moving four to new time periods. Among casualties is *Bridget Loves Bernie*, and CBS-TV President Robert Wood denies that Jewish-group pressures had anything to do with decision.

Other sources at network said key to move was slotting of new show, *New Adventures of Perry Mason* at Sunday, 7:30-8:30, moving Dick Van Dyke out of that spot to Monday 9:30-10 and moving *MASH* into *Bridget* slot on Saturday. It was said that CBS is high on *MASH* and that shares of *Bridget* had been falling off despite positioning after *All in the Family*. There were hints *Bridget* might reappear on another network.

Other shows dropped were long running *Mission: Impossible* and *Doris Day* and *Bill Cosby* shows.

In addition to new Perry Mason, other new shows announced are two half-hour situation comedies, *Calucci's Dept.* and *Roll-Out* on Friday at 8 and 8:30; police adventure *Cojack* on Wednesday 10-11, and lawyer series, *Hawkins*, in irregular rotation with made-for-TV movies and perhaps another series at Tuesday 9:30-11. Other shows in new time slots are *Medical Center* to Monday at 10 and *Cannon* to Wednesday at 9.

PTV groups band together under new umbrella—PBS

New single licensee organization was overwhelmingly approved by voice vote at spring public television meeting (March 30) in Washington, attended by some 300 public-TV station representatives. Name of new national organization to represent interests of all public TV licensees is to be Public Broadcasting Service, with not only current PBS operations encompassed but also those of Educational Television Stations and National Coordinating Committee for the Governing Board Chairman of public television stations.

ETS, division of National Association of Educational Broadcasters, while pledging its cooperation and support in developing and carrying out policies and procedures of new licensee organization, cannot officially become part of organization until NAEB membership approves at annual meeting in November.

Governing bodies of new organization will function under titles of board of governors—which will be board of lay members—and board of managers—which will be board of public broadcasting professionals. New entity will have respon-

sibility for national program service and operation of public-television interconnection system, as well as provide services and representation for individual stations. Negotiations will continue with Corporation for Public Broadcasting with "only hangup" being over who schedules interconnection. It was made clear at three days of meetings (March 28-30) that CPB may have legal right to schedule interconnection but public TV stations don't wish to be told how interconnection must be scheduled. Issue is to be negotiated with compromise resolution possibly arrived at in time for next CPB board meeting April 13.

FCC changes mind on OTB advertising

FCC has modified its stance against broadcast of information concerning lotteries, in stipulating that stations may air "appropriate advertisements" promoting state-operated betting processes.

According to commission's ruling, announced last Friday (March 30), "appropriate advertisements" would include those encouraging use of off-track betting facilities operated by state governments to generate revenues and combat illegal gambling operations, or explaining to listeners how to use those facilities. Commission emphasized that ruling would be subject to modifications if it is found that such broadcasts are benefiting illegal gambling interests.

Ruling came in response to pleadings by New York's Off-Track Betting Commission, which has waged two-year campaign to convince FCC that on-air promotion of its facilities do not violate agency's 1964 policy statement directed against broadcast of horse-racing information that would encourage illegal gambling. Commission, in December 1971, ruled that OTB could place only "institutional advertising" on stations, noting that while off-track betting is legal in New York state, it is not in neighboring states where New York stations can be heard. OTB had claimed that ruling went beyond policy statement, violated its First Amendment rights and would cause it injury in accordance with its belief that its viability depended on ability to promote facilities on air.

'72 an all-timer for CBS

CBS Inc.'s annual report distributed last Friday (March 30) shows that net sales of CBS/Broadcast Group in 1972 reached record high and net income was second highest in history. CBS had reported earlier that corporation had achieved records in sales, income and per-share earnings of \$1,403,184,000, \$82,866,000 and \$2.88 respectively (BROADCASTING, Feb. 19).

Net sales in broadcasting last year amounted to \$674.8 million, exceeding

BACK... ON RADIO

"hee hee hee hee... ha ha ha ha... heh heh heh..."

A huge success coast-to-coast from WSB Atlanta to KVI Portland.
From Tampa - St. Petersburg to Vegas and Reno. On AM & FM,
Rock & MOR. No station too large or market too small.

starring HAL PEARY

THE GREAT

GILDERSLEEVE



"Leroy!"



"I'll record custom station promos for you and custom commercials for your clients."



"Imagine, a tremendous built-in contest! Next September I find a baby in my car which leads into a fabulous Christmas promotion and ends in a beautiful, touching holiday program."



"I'm available for personal appearances on behalf of your station and client. I have a heck of an after dinner speech. Hee hee hee... ha ha ha... heh heh heh."



"I'm going to make you a deal you can't refuse. Contact Art Millman immediately!!"

NOSTALGIA BROADCASTING CORPORATION

200 MADONNA BOULEVARD
TIERRA VERDE, FLORIDA 33715
Phone 813 - 866-2402

previous record of \$663.2 million in 1969, while net income of \$56.6 million was topped only by \$57.6 million in 1969. Corporation reported record sales of \$567.9 million for its music and recreation activities as well as for education and publishing, which totaled \$148.9 million in 1972.

CBS also announced annual meeting of shareholders April 18 will be held at CBS studio center in North Hollywood, Calif.

Proxy statement for annual meeting shows that CBS Chairman William S. Paley and former Vice Chairman Frank Stanton were again top-salaried officers in 1972, each receiving \$200,000. Dr. Stanton also received additional payment of \$200,000 while Mr. Paley received \$185,000 additional and had \$15,000 additional deferred. Others in top-paid category were John A. Schneider, president, CBS/Broadcast Group, \$150,000 in salary, \$101,750 additional paid out and \$8,250 deferred; Goddard Lieberman, senior vice president of CBS Inc., \$130,000 in salary and \$120,000 additional paid out; Clive J. Davis, president of CBS/Records Group, \$135,000 in salary and \$74,000 additional paid out, and Arthur R. Taylor, CBS president, \$70,673 in salary and \$53,000 in additional compensation.

Access time—at the FCC

FCC has decided to experiment with regular meeting days set aside for representatives of industry, minority or other groups wishing to discuss problems in broadcast field.

Commission in notice issued on Friday (March 30) said it will set aside third Monday of every third month for such meetings as another means of obtaining views of interested persons.

Meeting thus far held with various groups, including broadcasters, minorities and women, have been "most helpful" and provision should be made for them on regular basis, commission said.

However, it also said that "burgeoning interest" in such meetings and other demands being made on commission's time require that some limitations be imposed on number of meetings and that provision be made for participation in them on fair, rotating basis. Group of Latino organizations and representatives of public-access cable-television group are among those seeking meetings with commission.

Parties interested are to call FCC's information officer (202-632-7260), 1919 M Street, N.W., Washington, indicating nature of group, proposed participants and issues to be covered.

Writers strike spreads

Writers Guild of America, West, struck the TV networks last week in an expansion of its month-old strike against the major Hollywood motion picture and TV film producers. The strike applies only to network movies and filmed entertainment programs. It does not apply to news, documentaries or live-tape shows. Negotiations on a network contract for

writers of live shows, which have been under way for the last few weeks, is scheduled to resume in earnest this week when joint executives of WGAW and Writers Guild of America East meet tomorrow (April 3) with network heads.

The writers strike is for higher rates for story writing but, more significantly, for the right of WGA to represent writers who are also producers and directors, or who hold other executive posts with production companies (BROADCASTING, March 12).

Consolidated will advertise little cigars on the air

Despite threatened legislation to take such product advertising off air, Consolidated Cigar is going ahead with national TV campaign for its Dutch Masters little cigars. Ads will show spokesman holding cigar and package, and theme is "It could change the way you smoke."

Ads conform to "guidelines" proposed by Consolidated for little-cigar advertising: No suggestions of sexual allure, no on-camera inhalation, clear identification of product as little cigar.

Spokesman for Senate Commerce Committee told BROADCASTING, however, that campaign—due to break in Northeast and Middle Atlantic areas April 16 and subsequently in Midwest and West—could precipitate hearings on matter. FTC has urged Congress to place little cigars under law banning broadcast cigarette ads (BROADCASTING, Jan. 29).

Headliners

William L. Firestone, group VP, entertainment electronics products group (TV-radio components), General Instrument Corp., New York, elected president of Jerrold Corp., General Instrument cable-equipment subsidiary. He succeeds John C. Malone, named president of Telecommunications Inc., Denver, group cable system operator.



Mr. Argow



Mr. Durpetti

Edward Argow, manager, central division of McGavren-Guild Inc. and regional manager, Chicago office, named executive VP and national sales manager of radio rep. He continues to make his office in Chicago. He is succeeded by Anthony Durpetti, who has been Chicago sales manager for the rep. Ralph Guild continues as general manager, president and chief executive officer with his office in New York.

Fairness: NBC O&O's win one and lose one

In separate actions FCC's complaints and compliance division ruled last week that network-owned WNBC-TV New York had not violated fairness doctrine in August 1972 discussion of abortion controversy, but that NBC's WMAQ-TV had departed from doctrine in news commentary last summer dealing with local state-legislature campaign.

WNBC-TV had been accused by Rev. Paul E. Driscoll, human life coordinator of Roman Catholic diocese at Rockville Centre, N.Y., of violating personal-attack rules by refusing to grant him time to respond to statements made by interviewer William Baird on Aug. 27 broadcast of station's *Newsight* program. Mr. Baird had called on members of Protestant and Jewish faiths to "stand up" to Catholic efforts to have New York's liberal abortion laws changed. Complaints and Compliance Chief William B. Ray said Mr. Baird had presented his position in "highly argumentative manner" but had not attacked character or integrity of Rev. Driscoll or other clergymen.

In July 19, 1972, WMAQ-TV commentary, however, station had failed to comply with fairness doctrine in refusing reply time to Richard F. Kelly Jr., unsuccessful candidate for Illinois legislature, according to Complaints and Compliance division's Arthur Ginsburg. NBC had maintained that program was designed to inform viewers regarding little publicized state contest, but not to take sides on it. But Mr. Ginsburg found that station's allusion to fact that Leland Rayson, Mr. Kelly's opponent, was subject to "smear" tactics from opposition camp raised controversial issue and had obligated WMAQ-TV to balance out programming. No sanction was taken against station since "this appears to have been an isolated instance," Mr. Ginsburg said.

In related actions, FCC refused to review staff actions denying fairness violations by WACO(AM) Waco, Tex., and WBZ-TV Boston. WACO had been cited in complaint for its stance in support of U.S. involvement in Southeast Asia. WBZ-TV complaint involved February 1972 program on birth control.

Prudential alters Florida ads

Prudential Insurance Co. and Florida State Insurance commissioner have settled differences over company's "own a piece of the Rock" TV campaign. Prudential and Commissioner Tom O'Malley agreed in consent decree that insurance firm would include statement in all of its advertising in Florida that will say, "Contractual rights and benefits of policyholders are limited to those specified in their policies."

Mr. O'Malley had said commercials were misleading because they lead policyholders to believe they may participate in company in managerial capacity (BROADCASTING, Oct. 16, 1972). Prudential spokesman said order would be adhered to in Florida and most likely by statement in all national ads.

WBAL Radio has been
Baltimore for 47 years. Our
format of accurate news and
community information, sports,
weather conditions and
warnings, traffic advisories,
health alerts, music, day, date,
time, and much more is what
our listeners depend upon and
rely on day and night.

No matter how you see
Baltimore, WBAL Radio is
Baltimore.

in
WBAL **BALTIMORE*** **it's**
WBAL RADIO 11

*also in Maryland and
surrounding states.*

WBAL RADIO 11

Call 301-467-3000 or contact McGavren-Guild PGW Inc.
In Canada contact Andy McDermott, McDermott Sales
Limited, E. Toronto, Ontario.



DO ENOUGH AMERICANS GET A CHANCE TO TALK BACK?

They do on Storer television and radio stations.

There was a time a man could stand up at a town meeting to express his views on community problems . . . be heard . . . have an influence on events affecting his life.

Today life is far more complex. Small towns have given way to huge cities housing hundreds of thousands—even millions—of people. City, state and federal governments have grown tremendously.

It's hard for a man to make himself heard.

Fortunately, with our growth we've also developed the miracle of mass communications. News,

ideas and opinions can reach millions of Americans in a matter of minutes.

Storer television and radio stations believe that mass communications must be a two-way street. More than ever, it's vital for the individual to be heard.

And Storer station audiences *are* heard. On "Editorial Feedback," station editorial time each week is devoted to responses from the audience, some complimentary, some critical, some with new thoughts on a given subject. On "Guest Editorial," responsible spokesmen for groups or as individuals are invited to present their own editorials, and *do*, on such matters as proposed legislation, community problems,

prior station editorials, etc.

This is one more example of how Storer stations become involved in the vital affairs of the communities they serve and how they encourage greater involvement by others.

Our premise: the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

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- Flashers and Meters "Remoteable"
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The newsweeklv of broadcasting and allied arts

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



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Ratings, schmatings.

**In small markets,
you can sell
more time
with promotions
than with numbers.**

Small Market Promotions — that's our name.

What we do is this: we package promotions for small market radio stations. Promotions that a radio station initiates. Promotions that the station sells participations in. Promotions that can sell more time than the numbers game can.

And we make promotions easy to sell. We provide the ideas. The promotional items. And all the materials you need — right down to tapes and counter displays.

So the promotion is ready for your clients to use — clients that you already have. Or new ones you've been trying to get.

Do this. Send in the coupon. We'll send you 5 promotional items that sell for \$9.84. And a descriptive brochure. The cost: five bucks. And that five bucks could sell more time than your best salesman.

Small Market Promotions

5340 Central Avenue
St. Petersburg, Fla. 33707

OK. I've enclosed five bucks. Send me your promotional items and your brochure.

Radio Station _____

Street Address _____

City _____

State _____ Zip _____

My Name _____

Title _____

24...
25...
26...and counting!

There's exciting "count-up" news about THE NEW TREASURE HUNT

Bulletin:

Just concluded is a major sale, to CBS' owned and operated stations in New York and Los Angeles. Beyond these two key markets, savvy station management teams in 24* more of the country's Top 50 markets have already bought THE NEW TREASURE HUNT.

WJW-TV Cleveland • **WFBC-TV** Green./Spart./Ash. • **WBEN-TV** Buffalo
WKRC-TV Cincinnati • **KSTP-TV** Minneapolis • **WBAP-TV** Dallas/Ft. Worth
WDAF-TV Kansas City • **KOA-TV** Denver • **KING-TV** Seattle • **KGW-TV** Portland
WAGA-TV Atlanta • **WHNB-TV** Hartford • **WLWI** Indianapolis • **WTOL-TV** Toledo
WBRE-TV Wilkes-Barre/Scranton • **WSAZ-TV** Charleston/Huntington
KTAR-TV Phoenix • **KOCO-TV** Oklahoma City • **WFMY-TV** Greensboro/High Point/
Winston-Salem • **WBTV** Charlotte • **WDSU-TV** New Orleans • **KPRC-TV** Houston
WTVJ Miami • **KYW-TV** Philadelphia • **KNXT** Los Angeles • **WCBS-TV** New York

Research Report:

In its daytime NBC-TV run, TREASURE HUNT scored smashing audience levels.

- in more than two years, it *never* had lower than a 38 share!
- it averaged a 46 share of audience
- it topped the 50 share mark 18 times!
- it went off the air with a 49 share!

Program Information:

Back for 1973, Chuck Barris' production of THE NEW TREASURE HUNT is fresh, "with it," sparkling, *and* is MC'd by quick, magnetic, attractive Geoff Edwards.

And, to top it, THE NEW TREASURE HUNT offers the largest cash prize—\$25,000 per contestant—of any game show on the air today!

Viewers have already—in this first season of the full prime access rule—indicated their program preferences. In the access half-hour, network-graduate *game* is the hit program type. Along with established, music-variety shows (which often play in non-access time periods), the excitement, freshness and suspense of *game* shows have caught the public's fancy!

To our knowledge, there is only *one* new, proved network-graduate game series that stations *know* will be produced and delivered *sure* to be the new hit of 1973-74. That "guaranteed winner" is THE NEW TREASURE HUNT.

Want to know more? Please call today. One of our sales teams will be in your market promptly with the full, exciting story on your station's 1973-74 top hit—THE NEW TREASURE HUNT!

Sandy Frank Film Sales, Inc. **The Action Company**

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*in chronological order of sales; as of March 23, 1973

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Now syndicating:

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Let us sell your show:

We have just opened a new division to handle station clearances. Do you want high national coverage? Minimum markets? Barter? Or do you just want to sell that show station by station?

We have two fine men:

Leslie Wallwork and Jim Isaacs are the team that cleared all the Chevrolet shows and Kal Kan's Animal World in all the top 10 markets and on 80 stations. Talk about experience!

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Datebook®

■ Indicates new or revised listing.

This week

■ **March 31-April 4**—*Inter-American Association of Broadcasters* plenary session. Embajador Intercontinental hotel. Santo Domingo. Dominican Republic.

■ **April 2**—Luncheon meeting, Chicago chapter, *National Academy of Television Arts and Sciences*, with CBS News Correspondent Walter Cronkite speaking on "First Amendment Freedoms." Cotillion room, Continental Plaza hotel, Chicago.

■ **April 5**—Market research group of the New York Chapter, *American Marketing Association* panel discussion of "Field Interviewing—Its Problems and Opportunities." Hotel Biltmore, New York.

April 5-7—Spring convention, *Texas Educational Television Association*. Ramada Inn, Austin.

April 6-7—*Indiana Associated Press Broadcasters Association* meeting. Marriott inn, Fort Wayne.

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

April 6-8—Conference, *Sigma Delta Chi* Region 8. Houston.

April 7—Meeting, *Georgia Associated Press Broadcasters*. Marriott motor hotel, Atlanta.

April 7—Region 6 meeting, *Women in Communications Inc.* Kodak Marketing Education center, Rochester. N.Y.

■ **April 7**—*Radio Television News Directors Association* regional seminar. KOOL-TV Phoenix.

April 7-8—Region 2 meeting, *Women in Communications Inc.* Carrousel Inn, Cincinnati.

■ **April 7-11**—*Proprietary Association* annual convention, with Representative Paul G. Rogers (D-Fla.) and H. Bruce Palmer and Roger Purdom of Council of Better Business Bureaus among speakers. Breakers hotel, Palm Beach, Fla.

April 8-10—Seminar, "Lighting for Television," sponsored by *Educational Broadcasting Institute, National Association of Educational Broadcasters*. Seminar features William M. Klages, TV lighting consultant with Imero Fiorentino Associates. Georgia Educational Television Center, Atlanta.

April 8-11—Annual broadcast industry conference. California State University, San Francisco.

April 8-13—Semiannual technical conference, *Society of Motion Picture & Television Engineers*. Hyatt Regency O'Hare hotel, Chicago.

Also in April

April 9-10—*The New York State Cable Television Association* annual spring meeting. The Country House, Syracuse, N.Y.

April 10—Public hearing by *Canadian Radio-Television Commission* on proposed guidelines for relationship between radio-TV broadcasters and peace agencies. Skyline hotel, Ottawa.

April 10—Annual Congressional Gold Medal reception and dinner, sponsored by *Pennsylvania Association of Broadcasters*. Washington Hilton hotel, Washington.

■ **April 10-11**—*Illinois Broadcasters Association* spring convention, with FCC commissioner Richard E. Wiley as featured speaker and license renewal panel including Chicago attorney David Maher, Washington attorney William Green, NAB attorney John Summers and FCC supervising accountant John Foret. Holiday Inn East, Springfield, Ill.

April 12-14—Spring meeting, *Louisiana Association of Broadcasters*. Lafayette, La.

April 12-14—11th college conference, *International Radio and Television Society*. Statler Hilton hotel, New York.

April 12-15—Annual meeting, *Association of Federal Communications Consulting Engineers*. Largo Mar hotel, Fort Lauderdale, Fla.

■ **April 13**—Freedom of information seminar, sponsored by *University of Kentucky School of Communications*. Carnahan house, UK conference center.

April 13—Luncheon, *Federal Communications Bar Association* with Representative Torbert Macdonald (D.-Mass.), guest speaker. Army-Navy club, Washington.

April 13—Spring conference, *Minnesota Broadcasters Association*. Minneapolis.

April 13-14—Conference, *Sigma Delta Chi* Region 3. Columbia, S.C.

April 13-14—Conference, *Sigma Delta Chi* Region 4. Pittsburgh.

April 13-15—Regional conference between NBC News executives and news managers of NBC radio and TV affiliates. WSB-AM-FM-TV Atlanta.

April 13-15—Conference, *Sigma Delta Chi* Region 11. Flagstaff, Ariz.

April 14—Annual convention, *Iowa Broadcast News Association*. Awards banquet speaker: Charles Harrison, president, Radio-Television News Directors Association. Hotel Savary, Des Moines.

April 14—59th annual dinner, *White House Correspondents' Association*. Washington Hilton hotel.

April 14—Region 4 meeting, *Women in Communications Inc.* Downtown Marriott hotel, Dallas.

April 14-15—*Louisiana Associated Press Broadcasters Association* meeting. Rodeway inn, Baton Rouge.

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

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

April 16—"Broadcast Day—1973," co-sponsored by *Florida Association of Broadcasters* and *Department of Broadcasting, College of Journalism & Communication, University of Florida*. Participants to include speakers from other states, as well as faculty, students and Florida broadcasters. University of Florida, Gainesville.

April 16-17—Meeting, *North Central CATV Association*. Holiday inn, Sioux Falls, S.D.

April 18—Annual meeting, CBS shareholders. North Hollywood, Calif.

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

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

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

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

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

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

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

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

April 26-28—Conference, *Sigma Delta Chi* Region 2. College Park, Md.

April 26-May 3—13th International Golden Rose of Montreux contest, sponsored by *European Broadcasting Union* and *Swiss Broadcasting Corp.* Awards

offered for television light entertainment programs. Montreux, Switzerland.

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

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

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

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

April 28—*Radio Television News Directors Association* regional seminar. Studios of KMGH-TV Denver.

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

April 29-May 2—Annual convention, *Canadian Association of Broadcasters*. Chateau Laurier hotel, Ottawa.

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

May

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

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

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

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

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

May 4-5—Conference, *Sigma Delta Chi* Regions 5 and 7, Omaha.

May 4-6—First annual meeting, *Michigan News Broadcasters Association*. Hospitality Inn, Grand Rapids, Mich.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ **May 12**—*Radio Television News Directors Association*

TARGET GROUP INDEX

How TGI can build broadcast sales

With marketing and media strategies becoming more and more selective, broadcasters need new and better facts and figures to increase their share of the advertiser's dollar. TGI gives you these.

Take television:

★ TGI measures viewing audience continuously based on a completed sample of 20,000 adults.

★ TGI measures viewer involvement with specific programs. (Like a lot, So-so, Don't like.)

★ TGI covers all adult network programming with special breakouts for categories like news and sports.

★ TGI measures viewing by daypart for spot TV applications.

★ TGI is a full, year-round measurement — not a sub-sample limited to a single viewing season.

Get to know TGI

Ask your rep,
or call Alain Tessier,
(212) 725-2265

Axiom
Market Research Bureau
420 Lexington Avenue
New York, N.Y. 10017



Major meeting dates in 1973

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

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

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

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

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

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

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

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

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

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

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

The Colonel's quote...

"If there is one thing that I believe we should all fight for in the seventies it is to press for legislation that recognizes the profit-making bias of private companies and allows the most effective organizations in the country to go to work for the public good—and make a profit."

David B. McCall, President
McCaffrey and McCall, Inc.
before the 1972 annual meeting
of the American Association of Advertising Agencies.

PGW

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PETERS GRIFFIN WOODWARD, INC. • Atlanta • Boston • Charlotte • Chicago • Dallas • Detroit • Los Angeles • Minneapolis • New York • Philadelphia • St. Louis • San Francisco



Rosemary Blackman



Doris Kulman



Brad Holiday



Marsha Kaminsky

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For Distinguished Service in Journalism to the
Visual Welfare of the American People

THRU PRESS • MAGAZINE RADIO • TELEVISION

Rosemary Blackman (Vogue Magazine), Doris Kulman (N.J. Daily Register), Brad Holiday (KFUO Radio) and Marsha Kaminsky (WOR-TV).

1973 ENTRY DEADLINE: All entries must be received by July 1 of the year in which they are to be considered for an award.

The purpose of the American Optometric Association Journalism Award program is . . .

1. To recognize outstanding articles and broadcasts on the subject of vision as contributing to a better understanding of the importance of vision and its care . . .
2. To honor writers of articles and radio scripts that focus public attention upon the significance and need for proper vision care . . . and
3. To create increased public and professional interest in programs for the care, improvement and preservation of vision.

For more information and entry forms on these public service awards:

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tion regional seminar. University of Georgia campus, Athens.

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

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

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

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

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

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

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

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

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

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

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

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

May 20-24—Annual convention, Pennsylvania Association of Broadcasters. Castle Harbour hotel, Golf and Beach club, Bermuda.

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

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

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

■ May 23 - June 6—16th annual meeting, Committee on Space Research (COSPAR). Two-week meeting will include symposia on space science, review of space research, current events in space activities. Konstanz, Federal Republic of Germany.

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

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

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

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

June

June 1-2—Convention, Wyoming Association of Broadcasters. Ramada Inn, Laramie.

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

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

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

June 7-9—Spring conference, Alabama Broadcasters Association. Decatur inn, Decatur, Ala.

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

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

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

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

June 15-16—Annual convention, South Dakota Broadcasters Association. Howard Johnson motel, Rapid City.

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

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

■ June 22-23—Spring meeting, North Dakota Broad-

No wonder
more products are advertised
on WGN radio
than any other
Chicago station.

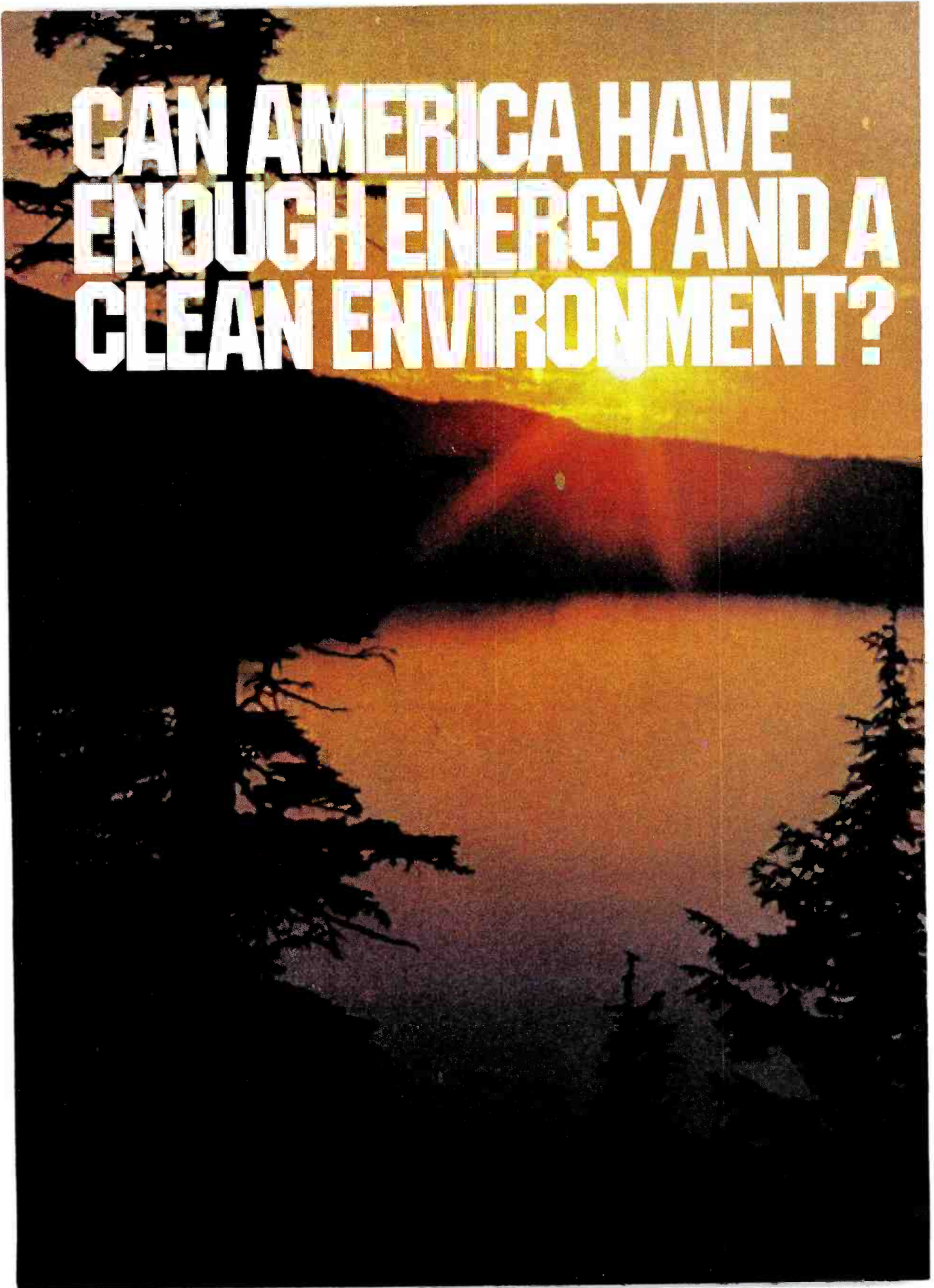
More adults listen to WGN
radio than to any other
Chicago station.

(Now you know who to talk to in Chicago.)

Radio 720  **is Chicago**

Sources: World's Printing & Medianaalysis, various monitor reports 3/6/72-1/29/73. ARB, Chicago, Jan./Feb. 1973, TSA, Mon.-Sun. 6 am-Midnight, Average quarter-hour, Adults 18+. Data subject to qualifications listed in reports.

**CAN AMERICA HAVE
ENOUGH ENERGY AND A
CLEAN ENVIRONMENT?**



AMERICA NEEDS BOTH. AND WE CAN HAVE BOTH.

IT WON'T BE QUICK. IT WON'T BE EASY. BUT REAL PROGRESS IS BEING MADE.

MORE PROGRESS IS NEEDED, BECAUSE TO CLEAN THE ENVIRONMENT WE'LL NEED EVEN MORE ENERGY THAN WE USE NOW.

This is a report to the American people on the twin subjects of energy and environment.

The two have been closely related ever since our remote ancestors discovered fire—and with it, smoke. All of man's efforts to produce and consume energy have had their effects on the physical world in which man lives.

Today, we are asking ourselves how we can reconcile our need for energy with our desire for a clean environment.

Progress is being made. A recent study by the government's Council on Environmental Quality reports that the air has been made cleaner.

MORE CARS, BUT LESS POLLUTION

Air pollution resulting from automobile emissions has been significantly reduced.

As 1971 ended, there were 113 million automotive vehicles in this country. New equipment and new gasolines have reduced total hydrocarbon emissions in the air to the levels of 1960, when there were 74 million vehicles.

Total carbon monoxide emissions are down to the levels of 1963, when there were 85 million vehicles.

As older cars are replaced by new ones with better emission controls, there will be further declines of hydrocarbons, carbon monoxide and even oxides of nitrogen in the air.

SULFUR EMISSIONS ARE DOWN

Another source of air pollution is the sulfur released from burning oil. Since World War II, the sulfur content of home-heating oils and diesel fuels has been reduced more than 50% through increased use of low-sulfur crude oils and improved refining techniques.

Progress has also been made with the heavy fuel oils used by industries and power plants. In New York City, for example, pollution from sulfur dioxide was severe a few years ago. But, in response to regulations, the sulfur levels of heavy fuel oils burned in New York City have been reduced 90% since the mid-Sixties.

\$3.3 MILLION A DAY TO CONTROL POLLUTION

For air and water pollution control in our own drilling, transporting and refining operations, oil companies spend an average total of \$3.3 million every day,

\$1 billion a year, in the United States. This is the largest environmental expenditure by any industry.

Concrete, measurable efforts like these are a solid basis for believing that America's desire for a cleaner natural environment can be realized.

But every American lives in other "environments" beside nature's.

Our homes are one environment. The places where we work, where we shop, where we study, where we are entertained, are also environments.

All of these depend upon adequate supplies of energy. And, although we are making progress toward cleaner air and purer water, our energy supply problem is getting worse.

TWO GOALS TO KEEP IN MIND

The nation must keep *both* goals in mind: enough energy *and* a clean environment. To pursue either goal without considering the other is to invite disaster.

Environmental concerns and economic factors are postponing the development of additional domestic energy: oil, natural gas, coal, nuclear power. Supplies are falling far behind the nation's fast-growing demand.

Oil and natural gas now furnish 77% of all our energy, including nearly 40% of our electricity. Experts believe there are substantial resources of oil and gas still to be discovered in America, especially offshore. But exploratory drilling has been held up again and again by government authorities and by court actions brought by citizens.

For the record: during the past 25 years, 16,000 oil and gas wells have been drilled in America's coastal waters. There have been only three significant instances of environmental damage, no evidence of permanent damage. The oil industry's drilling techniques and safety technology are constantly improving.

MISSING: 2,000,000 BARRELS A DAY

In Alaska, the largest oil field in American history was discovered six years ago. It could supply two million barrels of oil a day, about one-eighth of our current needs.

But none of it is yet available, because the construction of the pipeline needed to bring this oil to market has been delayed by environmental objections.

Nuclear power and coal could contribute more to our energy supply but have not because of a combination of economic and environmental considerations.

The United States cannot hope to get the energy it needs here at home unless it takes a more realistic approach to environmental problems.

ENERGY TO CLEAN THE ENVIRONMENT

The fact is, cleaning the environment and keeping it clean will require huge additional amounts of energy.

Sewage treatment and water purification; recycling aluminum, steel, glass and paper; tearing down and rebuilding urban ghettos and blighted areas everywhere—all these operations demand energy and lots of it.

The life-styles that most Americans want depend on energy—on oil and natural gas—as well as on clean air and pure water. Our aim should be to safeguard *all* these necessities.

THE NATION'S TWO NEEDS

Clean energy and a clean environment are *not* "either . . . or" choices. They are both expensive, but we need both.

We are making progress toward a better environment, although much more remains to be done.

We will not "run out" of energy in the near future. But, right now, we are running out of time to make prudent decisions about energy. Long lead time is needed to develop important new domestic supplies of oil and natural gas, nuclear and geothermal power, sulfur-free coal, synthetic oil and gas, solar energy.

Delay today could plague us for at least the next critical decade.

To help you stay informed, we've prepared three basic booklets, "The Energy Gap," "Statement of Policy on Energy" and "A Guide to Efficient Energy Use in the Home." Write to Dept. B, American Petroleum Institute, 1801 K Street N.W., Washington, D.C. 20006 for your free copies.

With your understanding and help, America can have enough energy *and* a clean environment.

A COUNTRY THAT RUNS ON OIL CAN'T AFFORD TO RUN SHORT

casters Association. 4 Bears Motor Lodge, New Town, N.D.

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

■ June 27-29—Annual meeting, National Broadcast Editorial Association. Mayflower hotel, Washington.

■ June 28—24th annual Alfred P. Sloan Awards presentation, sponsored by Highway Users Federation for Safety and Mobility. Awards recognize broadcast and print campaigns to improve highway safety. Submissions must be made before April 3. Contact: Highway Users Federation, 1776 Massachusetts Avenue, N.W., Washington 20036.

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

July

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

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

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

■ July 22-27—Sales management seminar, sponsored

by National Association of Broadcasters. Harvard University Graduate School of Business Administration, Cambridge, Mass.

August

Aug. 8-22—1973 convention, National Association of Television and Radio Announcers. Marriott hotel, New Orleans.

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

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

Monday Memo

A broadcast advertising commentary from D. C. Hoffmeister, director of advertising and packaging, Swift Chemical, Chicago

Radio is a seasonal medium for Vigoro

For years, the Vigoro lawn and garden fertilizers have been presented to the consumer via print. This year, however, we are using radio in many markets.

We have a multimillion-dollar budget going into the 50 major markets, all in drive time, with the heaviest runs Wednesdays through Fridays. The campaign began early in February on the West Coast, and will reach the Midwest markets by the end of this week—hopefully with the advent of the leafing of trees and the beginning of buttery haze on the forsythia.

Our reasoning for the use of radio for a seasonal product is simple. First, most seasonal consumers are impulse buyers. I do not mean impulse buyers in the strict sense, but buyers who are triggered by environmental conditions—such as variations in weather.

Our research indicates that the seasonal consumer often plans his purchase as much as six to eight months in advance. But, like so many of us, he generally delays his purchase until the weather awakens that buried desire to buy. When the weather is right, our consumer feels a strong desire to do something to his lawn. This normally leads to the purchase of fertilizer.

Radio is good for a seasonal product. And morning radio is ideal. It has a captivity factor that not even television possesses. Can you imagine your listener going to sleep on the freeway? Or leaving during your commercial for a snack? Radio has a flexibility unmatched by TV. Ever try to cancel a television schedule three days in advance of a snowstorm? And radio is cheaper; it can, unless you have an extremely visual commercial to present, say the same thing as TV can say, for a lot less money.

Last, but most important, if you can produce a truly creative radio commercial, your chances of being heard are much greater. Yet it is in this field that there seems to be a paucity of talent. Many good creative writers seem to shun radio work for television, where the financial rewards are so much greater.

Having worked closely for nearly four years with our agencies, I knew that the talent was available, and that they



Dave Hoffmeister began his career with Swift Chemical Co. in 1967 as a chemical engineer. During the next three years, he held the positions of product manager, brand manager, and acquisitions manager. Now, at the age of 29, he is director of advertising and packaging for consumer product for Swift. He also owns his own advertising consulting firm in Chicago. During 1972, he concentrated on setting up an inhouse agency for the Vigoro brand—an established line of lawn and garden products directed at the consumer market.

shared my belief that creative commercials can sell. It took me four years however, to find a creative source for this series of radio spots. I finally decided on Chuck Blore Creative Services in Hollywood. He told me he believes in radio—something I had not heard in over 40 dreary presentations.

But finding the creative source was not the total solution to our problem. The real solution lay in establishing a relationship with the source.

There are several personal rules by which I try to abide (not always successfully) in planning and developing a successful campaign. Simplistic to some, they may serve as reminders to those who have forgotten the basics in client-creative source relationships.

■ Start with your market research. Read and reread it until you are able to determine exactly what your consumer is

trying to tell you—and what you should be saying to him. You may not be saying what he wants to hear.

■ But don't believe your research. Believe what the consumer is really saying to you. When a housewife tells you that she prefers a steam iron to conventional types, she is not telling you that she likes a steam iron. She is saying that she never wants to iron again. Try to sift from your market research the true feelings of your consumer.

■ Decide what you want to say and stick to it. Too many clients allow their creative sources to do their work for them, often with disastrous results. It is your job to decide what you want to say. It is the creative man's job to decide how to say it—nothing more.

■ Tell your creative source everything. Pick two or three strong points from your research and elaborate on them. More than three strong concepts about your product will confuse your consumer. But the more you elaborate on the basic points to your creative source, however small, the more ideas they will generate.

■ But tell your creative source nothing about the way you feel about your product. Speak to him as a consumer, from a consumer's viewpoint—not from a corporate viewpoint. Every time I have varied from the consumer's point of view, the commercials sound like a recording of our last meeting.

■ Help your creative source produce the commercial—not write it. Leave your creative source alone to do his job, but when he is ready to execute—be there. It will not only create enthusiasm for the commercials in your creative source, but it will make you believe in your commercials. You cannot sell top management unless you believe in the commercials.

■ Settle only for a commercial that combines a strong creative approach with a strong selling message. In these days of practicality in business, it is easy to settle for a so-called "hard-selling" commercial that may put your consumer to sleep—even on the freeway.

Too many people today believe in the myth that creative commercials do not sell. They do. I believe it. And if you'll believe it, you too can develop creative commercials that sell. Even on morning radio.

In a matter of minutes WFAA-TV helped correct years of discrimination in hiring the handicapped.

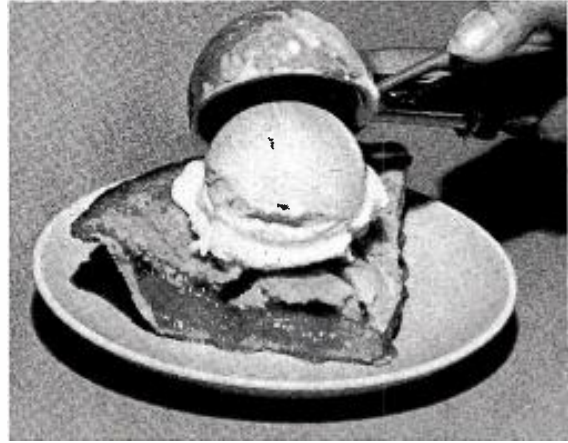
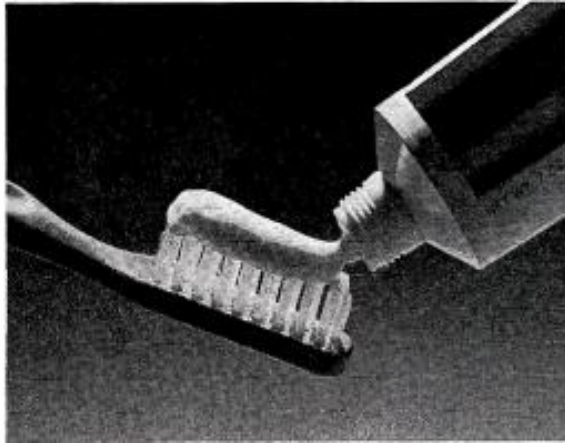
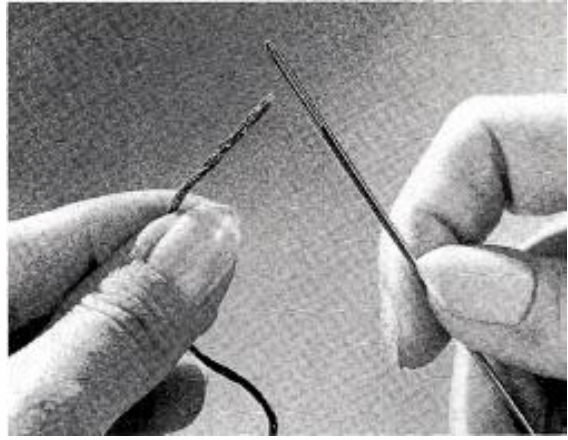
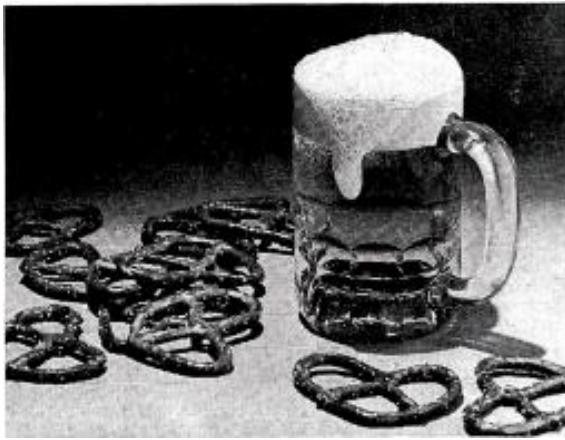
An age-old problem of job discrimination in hiring the handicapped was first spotlighted on "Contact 8", a regular feature on WFAA-TV news dealing with viewers problems. Other interested parties joined WFAA-TV's efforts and the city of Dallas passed an ordinance to guarantee equal employment benefits for handicapped persons.

This is only one of the hundreds of problems "Contact 8" receives weekly from its viewers. Some problems are solved quickly. Others take time. The important thing is we're all working together for better tomorrows.



WFAA-TV DALLAS-FORT WORTH

ABC, Channel 8, Communications Center. Represented by Edward Petty & Co., Inc.



Some things just go together naturally. Like WWJ AM & FM for example!

WWJ-AM and WWJ-FM—a natural combination! Two distinct radio stations. Each with its own distinctive sound. News and information all day on WWJ-AM. The finest spectrum of music available anywhere on WWJ-FM. The kind of programming listeners really like. That's why the WWJ AM & FM combination now ranks Number One in total audience, women 18-49, men 18-49 and total adult women, weekdays from 6 AM to 7 PM*—making it by far Detroit's most efficient radio buy. WWJ-AM and WWJ-FM. Truly, a natural combination!

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

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

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

Government and the NAB close in on sex programs

Storer agrees to clean up Ballance, but Nevada TV defends X-rated films; Burch says he's ready for test case; NAB board tells code units to act

The government, in the person of FCC Chairman Dean Burch, moved into the constitutionally murky territory of broadcast program content last week and, with the help of the National Association of Broadcasters, began clearing it of material some consider obscene, indecent or profane.

As a result of their collaboration, the *Bill Ballance Feminine Forum*, broadcast on Storer Broadcasting Co.'s KGBS(AM) Los Angeles and syndicated on 21 other stations—the original and most famous, if not the most extreme, example of the sex-oriented talk shows—is no more. In its place is the *Bill Ballance Show*, minus the sex talk.

In addition, efforts will be made to bring *Femme Forum* of Sonderling Broadcasting Corp.'s WGLD-FM Oak Park, Ill., into conformance with the spirit of an NAB board statement that was drafted with an eye to appeasing government wrath over sex-oriented programing. *Femme Forum* is said to have placed the station in line for an FCC forfeiture on grounds it violated the statute prohibiting the broadcast of obscenity, indecency or profanity (BROADCASTING, March 26).

But the question of the commission's role in keeping the airwaves clean of allegedly off-color programing may not be resolved without a court test. The owner of KVVU(TV) Henderson, Nev., William Hernstadt, said last week he will "fight to the death" any effort on the part of the commission to impose sanctions on his station—or to punish him—for showing X-rated films.

These developments were among the highlights of a week when, with the NAB convening in Washington, the various elements involved in the controversy resulting from the growing frankness of broadcast material came together.

For Chairman Burch, his speech to the NAB seemed to be one last, almost desperate effort to persuade broadcasters to reverse voluntarily what he saw as a rising level in the pollution of broadcast air. Finely honed rhetoric, blunt talk, threats,



Dean Burch to the NAB:

"If electronic voyeurism is what the authors of the Communications Act had in mind, I'll eat my copy."

appeals to broadcasters' self-interest and self-esteem, cajolery—all were employed as he urged the nation's broadcasters to forgo "the prurient trash that is the stock-in-trade of the sex-oriented radio talk show" and "its still relatively uncommon television counterpart, X-rated films."

The chairman spoke on Wednesday at the closing luncheon session of a convention conducted under a cloud rising from the new fad in radio talk-show programing in which male hosts lightly and often suggestively discuss with woman callers the kind of intimate details of sex not often heard outside a sorority house. In terms of business, the convention had been a success; program and equipment salesmen reported brisk sales (see stories pages 69 and 80). But the broadcasters who assembled in Washington last week had reason to fear that the cloud would open up and rain on their parade:

▪ The FCC on Tuesday announced it will conduct a closed-door inquiry to determine whether any broadcaster or cablecaster has purveyed "obscene, indecent or profane material" in violation of the law (BROADCASTING, March 26). One of its targets was understood to be KVVU(TV). The commission is also said to be interested in one or more cable-television systems whose public-access channels allegedly have been used to transmit scenes of sexual activity. The commission vote was 5-to-1, with Nicholas Johnson dissenting. Benjamin L. Hooks was absent.

▪ Senator Howard Baker (R-Tenn.), ranking minority member on the Senate Communications Subcommittee, on the same day warned the broadcasters:

"When programing of questionable taste causes a public outcry, the effect becomes governmental concern" (see page 29).

The concern of the NAB establishment was manifested in the statement issued by the NAB board of directors after a Tuesday-afternoon meeting. It "unequivocally and vigorously deplored and condemned tasteless and vulgar program content, whether explicit or by sexually-oriented innuendo."

The statement, which was adopted unanimously, also reported that the board had directed the radio and television code boards to take immediate action to assure code subscribers' compliance with the radio and television codes, and urged all broadcasters, whether NAB members or not, "to examine their programing policies in order to comply with decent and good taste requirements." The radio code board had already directed the code authority to monitor sex-oriented talk shows and "questionable" lyrics (see page 29).

(Prime mover behind the resolution was Dale Moore, of KGOV-TV Missoula, Mont., and other Dale Moore stations. He had originally submitted a version to the resolutions committee on Monday, only to see the issue shunted to the NAB joint boards. Mr. Moore said the resulting statement satisfied him, even though it did not provide—as did his—for ejecting from the NAB those stations that violated the standards laid down.)

Reaction was swift. On Thursday, Peter Storer, executive vice president of Storer Broadcasting, announced the change in name and format of the Ballance show. He said the present Ballance contract ex-

Burch restates opinion of children's television

It is still all negative: too many Saturday-morning cartoons, not enough educational efforts

Although his principal concern in his speech to the National Association of Broadcasters last week was sex-oriented radio talk shows, FCC Chairman Dean Burch found time for a short reprise on a subject, far different, that has concerned him for three years—children's television programming. He is, if anything, more concerned.

He recalled that in a speech to the NAB three years ago he said that commercial broadcasting was "for the most part wasting the greatest potential edu-

cational influence since moveable type on the production of animated pacifiers."

After three years, many petitions and several commission proceedings later, he said, he has not changed his mind. Commercial time costs more, "CBS is making even more money out of essentially wall-to-wall Saturday morning cartoons—and if the reports are to be believed, ABC and NBC will soon do their part to prove, once again, the immutability of the old maxim, if you can't lick 'em, join 'em."

He did not mention that the commission inquiry into children's programming is still pending, and that various rulemaking possibilities are also under consideration by the FCC.

pires May 15 and that renegotiation is predicated on mutual approval of a non-telephone format, or one in which the discussion of intimate topics is forbidden. That policy, he said, is effective Monday (April 2).

Mr. Storer linked the change to the chairman's speech, which he said apparently reflected the views of a majority of the commission. He expressed the view that the Ballance show's image has been damaged "by many less restricted imitators," and said "none of our stations would knowingly contribute to the lowering of standards of this industry." But, he added, despite "mixed emotions" on the right or wrong involved, "rather than add to the problems of an industry which already has enough major difficulties in the area of governmental relations, we prefer to be responsive."

A female call-in show called *Feminine Forum*, but without Bill Ballance as host, now is broadcast by three other Storer radio stations. These programs are not affected by the modification of the format of the KGBS program, although the names will be changed.

The format change does not appear to have disturbed the syndicator of the Ballance program, Dick Clark Productions. John Barrett, director of syndication for Dick Clark Radio shows, said the program will continue to be sold, and that there have been many telephone calls about it but no cancellations. "Ballance's talent is what makes the show successful," said Mr. Barrett. "It does not need sex."

The FCC-NAB message was received, also, in New York headquarters of Sonderling Broadcasting. Egmont Sonderling, president of the company, said that *Femme Forum* is not a sex program and was never intended to be. He described it as a program that deals "with the problems of modern woman." But he also said the company "will bend over backward" to make sure that the program stays "within the spirit of the NAB resolution."

Mr. Hernstadt, however, was less compliant. KVVU(TV) abandoned the policy of showing X-rated films at 11 p.m. on Sunday after being subjected to intense community pressure (BROADCASTING, March 19). But Mr. Hernstadt said a government effort to prevent the airing

of such films would be "the most blatant attempt" ever to control program content. And he said he would resist such an effort, "to the Supreme Court, if necessary."

(Part of his concern stems from the feeling that he may be facing criminal charges. Mr. Hernstadt has refused to answer a letter from the commission's complaints and compliance division requesting information about one of the X-rated films that his station aired—"Venus in Furs"—after reading a newspaper account of the commission's subsequent announcement of inquiry into obscenity on the air. The story quoted a commission spokesman as saying the inquiry "could lead to criminal charges." Mr. Hernstadt's attorneys last week wrote the commission that their client is not obligated to respond "to an apparently routine complaint letter which could lead to [his] criminal prosecution. . . ." They said the proper forum for the commission's inquiry is the U.S. District court, not a closed proceeding where the same rules of evidence and procedure do not apply.)

Chairman Burch welcomed the various reactions. As for the Storer announcement, he said, "I'm delighted to see the industry looking into and, hopefully, resolving this problem." As for Mr. Hernstadt's pledge to resist, he said, "Good. I'd welcome a test. It would be fair for us, for Congress and everyone else."

In his speech, however, he expressed the view that it would be preferable if broadcasters handled the problem without government help. He said the broadcasting industry is in a health crisis that requires the kind of "surgery" broadcasters can perform within their own ranks, and added: "I fear as you do the hands of the government that will be called upon as a last resort—the stubby, gnarled bureaucratic hands that belong on a third-string catcher in the minor leagues, not on a public interest physician."

But he indicated he is not squeamish or unwilling to express himself in strong language. The language he used last week was probably as strong as any heard from a member of the FCC in discussing programming. He referred to topless radio as "garbage," said it features "the suggestive, coaxing, pear-shaped tones of the smut-hustling host" who conducts conversations

"on such elevating topics of urgent public concern as the number and frequency of orgasms . . . or the endless varieties of oral sex . . . or a baker's dozen of other turn-ons, turn-offs and turn-downs." In sum, he called it "electronic voyeurism."

The controversy over topless radio has been building for weeks in Washington. In one congressional forum after another, Chairman Burch has heard lawmakers express outrage at such programming.

For his part, the chairman, once a hawk on the obscenity issue, has recently expressed concern over the First Amendment problems involved in attempting to move against programming. However, under the pressure generated by members of Congress and a rising volume of protest mail from the public (more than 1,600 pieces of mail in February, double the volume of January)—and nudged by commission lawyers who feel the commission could move against topless radio and related phenomena without overstepping First Amendment bounds—he led the commission into its obscenity inquiry. The commission is expected to consider this week the question of whether to subject WGLD-FM and possibly other stations to notices of apparent liability for forfeitures for topless-radio programs.

Chairman Burch acknowledged that the problem probably involves the actions of a relative handful in the industry—no more than 100 people. But he expressed concern about the temptation such programming holds for broadcasters; and he noted that the public, as well as the Congress and the FCC, "do not always make fine distinctions between the few and the many."

And he thought it ironic that topless radio has emerged at a time when all journalists, print and electronic, are seeking greater safeguards—either by law or by broader application of the First Amendment guarantees—against intrusions into the processes of their craft. But the "ultimate irony," he said, "is that the boundaries of the First Amendment may next be tested in the context of the right to broadcast garbage—and don't kid yourselves—it will be tested." And that was said before Mr. Hernstadt said he was ready to provide the test.

One contention Chairman Burch indicated the commission would make in countering a First Amendment argument is that the sex talk heard on topless radio can no more be defended on the ground that "so-called 'adults'" want to hear it than "explicit how-to-do-it shows on rape or murder could be defended as meeting the demands of potential rapists or murderers."

Furthermore, he said, what is involved is a medium "whose transcendental quality is its pervasiveness." He noted that it is available to everyone, everywhere; that it has no point of purchase, requires no admission ticket or visit to a book store. Consequently, he said, it is "licensed to public trustees" to serve the public interest, convenience and necessity. "And if electronic voyeurism is what the authors of the Communications Act had in mind, I'll eat my copy."

The appeals to self-interest and self-

esteem, and the cajolery came a few paragraphs later. Broadcasters who seek to ignore the problem, he said, are not buying time but "eventual grief." And he said, "you will all end up paying the price for a handful of your brethren who are deliberately thumbing their noses at good taste and good sense."

The price may be high, he said. For the issue arises at a time when broadcasters are seeking greater stability in the license-renewal process, longer license terms, selective deregulation, and less detailed intrusion into journalistic discretion in the treatment of controversial issues of programming. Furthermore, he said, it is "right and proper" for broadcasters to seek relief from "overbearing regulation."

The commission supports those efforts, said Mr. Burch. He even went so far as to say that when the commission pulls "egregious boners like WHDH [in which the commission denied renewal of WHDH-TV Boston in favor of a competing applicant, and gave the industry a shake from which it has yet to recover] we undermine the necessary stability of the industry."

But he also made it clear such forbearance and sympathy on the part of the government does not come free. All of the matters in which broadcasters are interested are pending before the commission or Congress, he noted. And all, he added, "are dependent on the notion of the responsible public trustee. Do not, ladies and gentlemen, please do not permit the gamesmen and the schlock operators to call down on all your heads the open-ended and unpredictable consequences of their perverse folly."

The question of whether Chairman Burch, if successful in persuading broadcasters to abandon topless radio and to avoid X-rated films, will have resolved the dilemma he sought to outline to members of Congress who were urging commission action will be debated.

Mr. Storer, who as chairman of the NAB television board had participated in the unanimous board action adopting the NAB statement on "tasteless and vulgar" programming, apparently would take the negative. In discussing the chairman's speech with reporters on Wednesday, he had said it was "perfectly clear" that Mr. Burch "was talking about us," and that a decision would have to be made on the Ballance show.

If the show is taken off the air, Mr. Storer was asked, would he feel the action was a result of censorship? He responded with a question of his own, "What else would you call it?"

Heat from the West

The California Broadcasters Association may have helped to precipitate the NAB board resolution against sex shows with a written appeal for attention to be given to programming in both radio and television "that appears to be aimed solely at the prurient interests of the audience." In identical letters sent out March 22 to William W. Hensen, chairman of the NAB radio code review board, and to Charles A. Batson, chairman of TV

code review board, the California state association pointed out that while its members would resist any censorship that may result from questionable programming in radio or TV, still, the organization feels it prudent for some sort of "effective self-regulation" to be imposed. Such action, said the letter—signed by Kenneth R. Croes, chairman of the CBA—would avert the threat of censorship "and its accompanying bad press."

Code boards push button on new projects

Radio side orders sex monitoring, follows TV on drug advertising; television board sets up further studies on tobacco ads

TV and radio code board meetings at National Association of Broadcasters' conventions are usually pro-forma. But not last week. The NAB's radio code board, in particular, took significant action on sex programs, as well as unanimously embracing the sweeping rules to govern the advertising of nonprescription remedies previously promulgated by the TV code review board (BROADCASTING, Feb. 14).

Meeting March 25, the day before the formal opening of NAB's 51st annual convention in Washington, the radio code board directed the NAB Code Authority to monitor both sex-oriented radio talk shows and sex-oriented lyrics in music played on radio. The specific mandate presented to the code authority is to "increase its monitoring to cover sex-oriented talk programs and questionable lyrics to help determine the extent to which member stations are carrying such material and to help determine the status of such material under radio code standards." This directive supplements a resolution passed by the radio code board last November which exhorted code-subscriber stations to handle sex-talk shows in such a way "as to avoid sensationalism."

The new radio rules on over-the-counter remedies become effective Sept. 1. This is the same date the identical rules apply to TV advertising.

Meanwhile, the TV code review board, also meeting prior to the opening of last week's NAB convention, ordered a continuing study of tobacco advertising. The board instructed its subcommittee on tobacco products advertising to consider new guidelines such as elimination of on-camera inhalation of tobacco products. The board also suggested the possibility of having a guideline that would clearly identify little cigars as that kind of product and not have them in any way confused with cigarettes. A third board suggestion for a possible new guideline is one that would keep the advertising of tobacco products away from any hint of sexual attractiveness or link with sports activities.

The subcommittee will report back to the TV code review board at its June 6-7 meeting in Washington.

In a separate action, NAB's joint board of directors unanimously approved consolidation of the Washington code authority under a single director.

Baker wants reform in broadcast programming

He says crass commercial practices and X-rated movies are ammunition for opponents of broadcaster bills

The remarks made by Senator Howard Baker Jr. (R-Tenn.) at last Tuesday's management-conference luncheon of the National Association of Broadcasters convention fit the context of the week: "The central issue is will you—in cooperation with the communities you serve—accept the responsibility for your programming and define the public interest, or will it be done for you by government?"

The ranking minority member of the Communications Subcommittee declared himself in favor of broadcasting under a minimum of federal regulation, however. But, he said, "It is obvious that a relationship exists between the level of government concern and the type and quality of programming." He added, "I deplore that linkage."

He said this cause-and-effect relationship was a reflection of the "only partial success" of the broadcasting industry to function as its own "sensing system." He said that broadcasting instead relies too much on the government.

Senator Baker told the luncheon assembly that the industry can no longer afford to "ebb and flow with the tides" of government criticism. He said broadcasting could no longer fulfill its obligations if it were burdened by more regulation, and that the road leading away from increased regulation was for the industry to "voluntarily" assume more responsibility.

He described federal efforts to ease some of the restrictions on broadcasting—deregulation, license-renewal proposals—and said: "Will you give the opponents of license renewal and deregulation the ammunition of X-rated movies and crass commercial practices? Will you move toward reform—where reform is necessary—only after constant prodding by the FCC and Congress?"

He held out the NAB code as an "excellent standard" in programming and advertising but said that the code was only words, and it is actions that have meaning.

He concluded by extending his own version of the carrot on a stick: "If you continue to be imaginative and responsive in seeking these improvements, you will do more to advance the public interest, and your own interests, than anything your defenders in Congress or elsewhere could hope to do. If you accomplish this, the remaining task for those of us in government who favor free-enterprise broadcasting will be infinitely easier. We will be able to give you the stability necessary to go about your business."

Senator Baker also took the occasion to urge what apparently is a pet project of his: creation of a voluntary system to preserve broadcasting's audio-visual record of history. The senator said he was "appalled" there is no such system and said he had introduced legislation to direct the Library of Congress to assume this function. But, he said to the broadcasters, "You can do it."

Whitehead speech, White House bill different animals, says Wasilewski

NAB president says no strings tied to broadcasters' search for relief; at panel, executive committee tells of other main points of pressure

National Association of Broadcasters President Vincent T. Wasilewski last week repudiated suggestions that a deal has been concocted between the industry and the White House on license renewal. Appearing before a joint radio and television assembly during the NAB convention in Washington last week, Mr. Wasilewski pinpointed a newspaper article by Dr. Everett C. Parker of the United Church of Christ as claiming that broadcasters are giving up their First Amendment rights in return for White House guarantees for "absolute protection" of station licenses.

"No such deal has been offered, no such deal has been accepted and no such deal would ever be accepted," the NAB's president emphasized. "I don't think any member of this association seriously believes that I or any of our board of directors would sell our free-press birthright for a mess of protection pottage."

Mr. Wasilewski said that long before the White House license-renewal bill entered the arena there were 80 others and some 200 members of Congress supporting them already in action. NAB and broadcasters weren't waiting in "breathless anticipation" for the White House to come to the rescue, Mr. Wasilewski said, and, indeed, he suggested that the administration's support unintentionally "has confused the issue of license renewal." When the White House announced its license-renewal bill via the now-controversial Indianapolis speech of Clay T. Whitehead, director of the Office of Telecommunications Policy, the timing was bad, even though the bill "is a good one," said Mr. Wasilewski.

The NAB president touched briefly on some other challenges facing broadcasting: attempts to restrict broadcasting's news reporting freedoms (a free press is the only alternative "for thoughtful men who believe in democracy"); cable-pay

TV ("government must not attempt to create a 'fourth network' out of the bones of the other three"); special-interest demands of broadcasting ("they would weave a web of restrictive regulation that would strangle to death television and radio stations by the hundreds within a month"); consumerism ("they equate the advertising of nasal sprays and toothpaste with the pushing of heroin and hashish").

After the president spoke, NAB board of directors Chairman Richard W. Chapin, of Stuart Broadcasting Co., Lincoln, Neb., introduced a government-relations panel that included the six-man NAB executive committee. Each member discussed a major legislative issue affecting broadcasting.

Peter Storer, Storer Broadcasting Co., Miami, covered counteradvertising, calling the proposal "impractical and unworkable" and said it had the potential to "destroy the economic foundation" of the industry.

Wendell Mayes Jr., KNOW(AM) Austin, Tex., handled the advertising of non-prescription medications and assured that what took place in the banning of cigarette advertising on radio and television is not going to repeat itself. "Our motto is simply this—'Never again,'" he said.

Andrew M. Ockershausen, Evening Star Broadcasting Co., Washington, covered the front-and-center subject of sex and violence. He pointed out that a few proverbial rotten-apple-broadcasters, not exercising proper judgment, "can spoil the rest of the barrel." The industry has to take some action to self-regulate sex and violence, he indicated, or the FCC or Congress will assume the jurisdiction.

Robert F. Wright, WTOP-TV Meridian, Miss., addressed the question of program siphoning, most particularly to cable television. He said that no other issue is more urgently in need of federal attention and regulation. The NAB, he said, "considers it has a moral obligation to maintain free television" against the "restricted," "entirely different" and "destructive animal" that is cable television.

Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, delivered a statement on news-media freedom in which he suggested two interdependent actions by broadcasters. Essentially he urged legislative help to "re-establish the fragile freedoms of press media against the power of government," and taking the broadcasting case "to the people of this nation—to remind them that each generation is the guardian of the liberties of the next."

Richard W. Jencks, CBS Washington,



Mr. Wasilewski

discussing the CBS-Teleprompter copyright court decision in the U.S. Second Circuit Court of Appeals in New York, insisted that the outcome was a victory for broadcasting, not for cable. One of the results of this most recent court decision, he indicated, is that the cable television industry is now no longer in the "catbird seat." Cable no longer "gets a free ride" in bringing distant signals into a community, Mr. Jencks pointed out, and this should have a significant effect on the antisiphoning threat. "The competition between cable and broadcasting will become more fair," he predicted, "and the likelihood of cable successfully competing with us in bidding for entertainment and sports attractions is that much less."

Chairman Chapin, commenting on license-renewal legislation, tagged it "as one of our top priorities." He urged broadcasters to "press" their congressmen for a bill that would contain two essential criteria: "stability in the renewal process and a five-year term."

Broadcasters like FCC re-regulation

They applaud word of progress though they see a long way to go

Broadcasters attending the radio management conference at the National Association of Broadcasters convention in Washington last week made it clear they appreciated the FCC's program of re-regulation. Applause indicating agreement greeted the comment of the NAB joint-board chairman, Richard Chapin, Stuart Broadcasting Co., that "something has been done" by the FCC to move its



Mr. Chapin



Mr. Storer



Mr. Wright



Mr. Mayes



Mr. Ockershausen



Mr. Jencks



Mr. Walbridge



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Winner. Vincent T. Wasilewski (l), NAB president, reads citation of distinguished service award presented last Monday (March 26) to Ward L. Quaal, president, WGN Continental Broadcasting Co. In his acceptance speech Mr. Quaal said that in the face of adverse criticism of radio and television he thought broadcasters ought to "acclaim what is right about broadcasting," a theme that won enthusiastic response from his convention audience. Received equally warmly was his admonition that "Ladies and gentlemen, our only 'censor' should be that peerless combination of quality enriched with good taste!" A telegram to Mr. Quaal from President Nixon was later read to the convention. The President said: "Pat and I will be there in spirit fully sharing in the sentiments that will be expressed for you. . . . As your long-time friends and admirers, we join in recognition of your tireless dedication and enduring contribution to American broadcasting."

re-regulation program along in the past year. And Commissioner Richard E. Wiley, who has headed a special task force on the project, drew applause on several occasions. When the session was over, broadcasters approached to thank him individually.

Mr. Wiley did not even seem to worry his audience when he said that re-regulation is designed to simplify and refine regulations, which would then be strictly enforced, and was not intended to open the door to lax regulation.

The NAB made it official and formal on the final day of the convention, adopting a resolution commending the "commission, Commissioner Wiley and the re-regulation task force for their sincere and continuing efforts to develop simplified and realistic regulation of radio."

The changes made thus far have been in the technical rules. And the session last week indicated broadcasters still see room for improvement in that area. Mr. Chapin, for instance, noted that a special NAB engineering committee has prepared a report on automated transmitters, which the commission task force is now reviewing. Harold Kassens, assistant chief of the Broadcast Bureau and a member of the task force, said the report suggested "an interesting concept," one based on the idea that the commission simply specify the kind of job it wants an automated transmitter to perform. In the past the commission considered drafting rules that would spell out how an automated transmitter should be designed.

There were also questions indicating that, whatever the regulations, the Field Engineering Bureau might provide problems. One broadcaster complained of "nitpicking" inspectors. Commissioner Wiley, while refraining from comment on the field staff's performance, said it was important to bring the FEB into the regulatory scheme; to the broadcaster, he noted, "the FCC is the fellow who comes into the station." He said the commission is considering holding regional meet-

ings at which field engineers would confer with FCC officials from Washington and be exposed more directly to policy.

The questions also indicated that the broadcasters are equally concerned about matters affecting programing. One broadcaster who says he operates a beautiful-music station, reported hostility from his audience whenever he attempts to present public-affairs programing. "The audience wants very little news, no public affairs, and no talk in general," he said.

Steve Crane, a former broadcaster who is now a consultant to the commission and a member of the commission's task force, did not offer much sympathy. A broadcaster who reports in his renewal application that the only community problem he has ascertained is that the public does not want to hear public-affairs programing on the station "is in hot water," he said. There will be those in the community who will file competing applications pro-

Missing person. The man who didn't come to dinner—or lunch either—had some kind words for his would-be hosts last week. In a telegram to the NAB convention which he had been invited to attend, President Nixon put his administration on the record as being "firmly committed" to the concept of "maximum freedom" for broadcasting. "You have helped to inform, entertain, educate and unify our people with your regular programing as well as with special-events coverage from Moscow to Munich to the moon," the President said. "You have also helped the nation share the joys of peace and the gratitude and pride of our returning prisoners of war." The telegram was read to the first general assembly of last week's NAB convention in Washington—a session jam-packed with delegates who to the last minute were anticipating a personal visit from the President.

viding for public affairs programing, he added.

However, the beautiful-music man raised a question as to whether spot announcements might not be used to meet a station's obligation to provide public-affairs programing. Commission officials on hand noted that the notice of inquiry the commission has issued looking to a reexamination of its requirements for ascertaining community needs requests comments on whether public-service credit should be given for spot announcements as well as for programs, and on whether spots may be used exclusively.

The over-all re-regulation project involves television as well as radio, Mr. Kassens noted in response to one question. And broadcasters should keep that in mind in communicating with the commission on the subject. But Commissioner Wiley said the emphasis "is on the small-market station"; the commission is attempting to find ways of relieving the regulatory burden "on the little guy."

And the inquiry, he said, "may be a harbinger for diverse regulatory treatment of a diverse, pluralistic industry." It came about, he added, because 600 licensees had the "guts" to write the commission their views on re-regulation—a development he regards as significant. "We have at long last learned to communicate," he said, and added, looking to the continuation of the re-regulation project, "Keep those cards and letters coming in."

Page says profit is a clean word

Promotion session is told stations with money serve best

It has been five years since Allan Page crossed swords with FCC Commissioners Kenneth A. Cox and Nicholas Johnson about the commissioners' survey that concluded "as far as Oklahoma broadcasting is concerned, the concept of local service is a myth." Mr. Page, then a member of the National Association of Broadcasters radio board, was among the host of broadcasters, Oklahoma business men and members of Congress, who soundly rebutted the allegation (BROADCASTING, July 1, 1968).

Last Tuesday (March 27), Mr. Page, president and general manager of KGWA-AM Enid, Okla., again railed against concepts of public service that are "dreamed up" by outsiders and that constitute criticism of broadcasting "pros" who are dedicated to serving their communities "not because they have to, but because they want to."

Mr. Page spoke at a workshop on promotion and public relations during the NAB convention in Washington. He stressed the many unheralded decisions that the average station manager makes in a day may seem small but they "create the little ripples that spread across the pond of public interest."

The entire panel, elaborating on ideas to "capture the community," agreed that money is the key to it all. "The profitable

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station does a better job of service in the community," Mr. Page remarked and then bristled: "And I'm sick and tired of people in and out of the government who think profit is a dirty four-letter word." Accordingly, he said, broadcasters should do a better job of letting "the American public know about the free enterprise system of broadcasting."

Earlier, Stan Pederson, advertising and promotion director for WMAL-TV Washington, keyed the workshop discussion by stressing that "ascertainment of community needs is a chore that is a must."

The panel also agreed on astute print promotion and announcements on other radio-TV stations as prime ways to reaching the community. Mr. Pederson conceded that broadcasters often "use print wrong inherently." One flaw, he said was buying newspaper ads for basic information—"everyone knows the news is on at 6 and 11 p.m." On the other hand, he added: "Stack ads for new shows in the fall are good. Don't expect people to read the fine print in the newspaper logs."

Moderator of the workshop was Babs Pitt, advertising and promotion director of CFCF-TV Montreal and president-elect of the Broadcasters Promotion Association.

Kramer, Pettit butt heads over motive behind move for renewal relief

FCC general counsel denies charge that it all is a lock-out of public-interest groups

A spirited colloquy between FCC General Counsel John Pettit and Albert H. Kramer, executive director of the Citizens Communications Center, was the highlight of the annual Association for Professional Broadcasting Education meeting in Washington, held in conjunction with the National Association of Broadcasters convention. Seemingly most of the some 400 people registered for the two-day APBE meeting (March 24-25) crowded into the room for the Saturday (March 24) luncheon panel to hear Mr. Pettit and Mr. Kramer thrust and parry over the issue of station license renewals. Mr. Kramer—identified by Mr. Pettit as having participated in some legal capacity in 74 of the 238 petitions to deny that were filed between 1969 and 1972—consistently expressed the conviction that the regulatory process should be open to a lot of divergent views. He explained that the role of a "public-interest" law firm such as his is to make certain the regulatory processes remain open to all public interests.

Commenting on the motivation for license-renewal legislation, he said: "I would have to submit to you that it's the illegitimate offspring of a hyper-reaction



Hero. Lieutenant Commander Edward A. Davis, prisoner in North Vietnam for seven and a half years, was given a standing ovation at last Monday's opening session of the NAB convention. Applauding here are (l-r) Vincent T. Wasilewski, NAB president; Abe Herman, WBAP-AM-FM-TV Fort Worth (in back); Richard Chapin (Stuart Stations), NAB chairman; Peter Storer (Storer Broadcasting), chairman of NAB television board, and (in back) J. Leonard Reinsch, Cox Broadcasting.

for the first time to the really working out of what the public interest is supposed to be."

Mr. Pettit pointed out that "nothing could be further from the truth" than Mr. Kramer's implication that the whole purpose of license-renewal legislation is to close down the regulatory process. Speaking specifically about the FCC's proposed amendment to license-renewal legislation, Mr. Pettit said it reflected absolutely no attempt to affect the petition-to-deny activities that Mr. Kramer has been involved in over the last several years. On the contrary, Mr. Pettit contended, "we're moving in the direction of encouraging by regulation a better interaction between the licensees and the publics they serve." Added the FCC's chief counsel: "Frankly we think this is the better way to run broadcasting: Not to run it in a crisis atmosphere; not to run it under a threat of nonrenewal of license; not to run it in such a way that broadcasting becomes such a hazardous occupation that better people will find better ways to invest their money."

Mr. Kramer charged that the reaction of the broadcasting industry to the increased participation by the new and divergent interests not previously heard on broadcasting issues, was "to change the rules of the game to make it more difficult for these interests to be heard." Mr. Kramer cautioned against such an approach by asserting that this "ultimately is going to lead to more trouble, not less," for the broadcasting industry. "It may bring order to the renewal processes," he observed, "but it is going to do so at a fantastic cost of frustrating an awful lot of people who have been frustrated for far too long."

Mr. Kramer was unequivocal about his view of the FCC's part in recent events: "There has been a definite stiffening and toughening in the attitude of the FCC towards community groups." He charged that the commission is now taking "a very hard attitude" in respect to community groups by applying exacting procedural and technical requirements on them.

Mr. Kramer urged that what he called, "the competitive processes" be kept open. "I don't think," he offered as reason for his plea, "that anybody who goes

back and looks at the history of competing applications is going to be able to deny that every time one competing application is filed, every single station in the market—not just the one that has been filed against—immediately upgrades its programming; immediately goes out and changes the nature of its ascertainment program."

NAB President Vincent T. Wasilewski, not on the panel but invited to comment from the audience, disagreed with Mr. Kramer's argument, pointing out that none of the pending license-renewal bills preclude comparative hearings at renewal time but instead simply allow the existing licensee to run on its past record.

Mr. Pettit added that none of the license-renewal bills foreclose competition. He explained that all of the bills provide two essential conditions: That there be a competitive spur to broadcasters at all times; and that there be a need for stability in broadcasting. The commission, he indicated, believes emphatically that these two elements should be present in any rational renewal policy.

Mr. Kramer took strong exception to Mr. Pettit's reasoning. "It always has been my understanding of the word competition," he said, "that the determinant of who wins the competition is the boy who can do it better. The question is not whether 'A' had done it well enough. The question is whether 'B' can do it better."

He cited the Broyhill-Rooney license renewal bill that NAB is principally supporting and the White House bill forged by the Office of Telecommunications Policy as saying in effect that "the guy who can do a better job" is going to be "sacrificed on the altar of stability" because these bills make stability "the first order of business."

According to Mr. Kramer, the White House and NAB legislation will never give a chance to the new divergent interests to show that they can do a better job "so long as the incumbent can show that it can do a good enough job." This, emphasized, Mr. Kramer, is a "distortion of what the word competition has meant."

Mr. Kramer was jokingly introduced to the audience by panel moderator Richard C. Block of the Kaiser Broadcasting stations as being an indication of the "ecumenical spirit" of the industry. He's about

as unlikely a participant in even a quasi-NAB function, Mr. Block pointed out, "as the editorial staff of the *Washington Post* being invited over to the White House for a Billy Graham prayer breakfast."

Richard Krolak, special assistant to Representative Torbert H. Macdonald (D-Mass.), chairman of the House Subcommittee on Communications and Power, one of the four members of the panel, stressed that there has been no commitment on the part of Mr. Macdonald to either side in the license-renewal proceedings now going on. "We're simply hearing everybody's story," he explained.

Moss opposes drug-ad ban, drafts new bill on license relief

He sees code action on remedies as meeting current problems, wants FCC to set renewal criteria

Senator Frank Moss (D-Utah) told a meeting of the Rocky Mountain Broadcasters Association last week that he will not support efforts to ban television advertising of over-the-counter drugs.

Addressing an RMBA dinner, held in conjunction with the National Association of Broadcasters convention in Washington, Senator Moss said many drug products should not be on the market and the advertising of some of them should not be permitted, "but to ban all [drug] advertising without research would be a travesty."

The senator said he thought the broadcasting industry's new code provisions on the subject (adopted by the NAB TV Code Authority last month [BROADCAST-

ING, Feb. 26]) "encompass solutions for most of the problem."

Senator Moss said he has been skeptical of the self-regulatory approach in the past, "but 'I believe in the sincerity of those who have developed these new codes.'"

On the subject of license renewals, the senator said "there is no question in my mind that broadcasters need clarification" of what is expected of them. But he said the standards proposed by the administration—being "substantially attuned" to community needs and providing "reasonable opportunity for the discussion of conflicting views"—are too vague. Moreover, he said, the administration's bill would pre-empt the FCC from prescribing specific performance guidelines. "The determination is a purely subjective judgment by the FCC which may be politicized one way or another by an incumbent President," he said.

The senator noted that he has introduced the so-called NAB renewal bill, but added he thought more is needed. "The broadcaster," he stated, "needs a bill of rights, spelled out by the commission, with Congress retaining the right to accept, reject or modify this bill of rights."

Senator Moss solicited the views of RMBA on a modified license-renewal proposal he has drafted.

The measure, which has not yet been introduced, is similar to the Nixon administration's proposal in it providing that an incumbent licensee will receive renewal if the FCC finds he "is substantially attuned" to his area's needs, demonstrates "a good-faith effort" to be responsive to those needs and "affords reasonable opportunity for the discussion of conflicting views on issues of public importance."

But the proposal contains a provision to further delineate performance standards. It calls on the FCC to promulgate within a year a rule spelling out specific performance criteria for licensees.



The winners. In a highly competitive election, four incumbents and two new members were elected to the television board of directors of NAB at last week's convention in Washington. Winning the six seats that were open on the 15-member TV board were (l to r): Leonard J. Patricelli, WTIC-TV Hartford, Conn.; Earl W. Hickerson, WCEE-TV Rockford, Ill.; Robert D. Gordon, WCPO-TV Cincinnati; Wilson C. Wearn, Multimedia Broadcasting Co., Greenville, S.C.; Robert F. Wright, WTOK-TV Meridian, Miss.; and Fred Weber, Rust Craft Broadcasting Co., Margate, N.J. Messrs. Gordon and Weber are newly elected to the board. Four other names were placed in nomination from the floor at the TV membership meeting held during the convention (March 26). They were: Clayton Brace of KGTV(TV) San Diego, Lloyd Cooney of KIRO-AM-FM-TV Seattle, Kathryn F. Broman, Springfield Television Broadcasting Corp., Springfield, Mass. and Max H. Bice, KNTN-TV Seattle (*Broadcasting*, March 12).

Minority workshops at the NAB stay on the low-key side

The focus was shifted from merely prying open doors to how to get more people inside

Affirmative-action and equal-employment programs in broadcasting have entered a new phase: The problem isn't so much recruiting and training any more; now it's moving minority people within stations and groups to positions of responsibility. That was the keynote of two workshops on minority affairs held at last week's National Association of Broadcasters convention in Washington. It was sounded by George Norford, vice president and general executive with Westinghouse Broadcasting Co.

Making the most of a play on words, Mr. Norford, a black man who has been employed in broadcasting for more than 20 years, told his audience of mostly white station managers: "Let's face it. Most broadcasters—they won't get off their apathy until their assets are in jeopardy."

Cautioned Mr. Norford, "I submit that your assets are in jeopardy. You're going to be bombarded from left and right by various coalitions made up of women, minorities, church groups and other activists agencies."

Appearing on the same panel, Lee Hatcher, director of the FCC office of equal employment opportunity, pointed out that broadcasters are not the only ones in trouble when it comes to taking affirmative action in minority employment. The FCC, he noted, is telling the broadcasting industry that it must clean shop and hire women and minorities, while its own shop is far from ideal.

According to Mr. Hatcher, of the 1,590 total employees at the FCC in fiscal 1972, 314 were blacks, or 19.7%. "That's not bad," he commented. "I think that's pretty good in terms of numbers." But he contended that the statistics are deceiving.

Blacks, he charged, are concentrated in the grades below the top professional levels—below the \$14,000-to-\$36,000 annual-wage bracket. Emphasizing his point, Mr. Hatcher said of the 252 total FCC employees in the "low, menial" grade levels of GS 1 through GS 4, 51.6% in fiscal 1972 were black. His breakdown of the other grade levels at the commission for the same period:

- GS 5-8—118 blacks out of 437 total employees, or 27%.
- GS 9-11—20 blacks out of 288 total employees, or 6.9%.
- GS 12-13—18 blacks out of 303 total employees, or 5.9%.
- GS 14-15—5 blacks out of 219 total employees, or 2.3%.
- GS 16-18—No blacks out of 49 total employees. Mr. Hatcher assured that his mandate at the commission is to change these statistics. "The FCC's own house has to be cleaned up," he said.

Darryl Dillingham, director of minor-

ity affairs for the RKO General radio group, indicated that there is no longer any excuse for white broadcasters to argue that they want to hire minorities but can't find them. "In this day and age, in 1973, that's just not relevant at all," Mr. Dillingham said. He claimed that in the Washington area alone there is enough of a surplus of minority talent to fill several stations.

James Long, general executive and coordinator of training programs for the Storer Broadcasting Co., pointed out that the essential ingredients of any affirmative-action program are a strong commitment from top management, a follow-through from middle management and a process of continuous evaluation. As an example of Storer's financial commitment to an affirmative-action program, Mr. Long cited an incentive campaign carried on at some of the group's stations with those minority employees who have special abilities and can show savings of \$500 encouraged to go on to college for additional training on the strength of a matching fund of \$500 from Storer.

Mal Johnson, a woman as well as a black, who is director of community affairs for Cox Broadcasting, carried on the main theme of the workshops that the time is past for minorities "when we can hurl stones and talk about the problems we've encountered." Minorities, she emphasized, are mostly interested in moving ahead now. "Lip service" to these aspirations is not enough, she informed her audience. Yet she conceded there were no "sure-fire answers." Primarily she suggested that broadcasters tie in with local schools of communication and journalism to implement affirmative-action programs.

Elbert Sampson, NAB's coordinator of minority affairs, who was the moderator of the workshops, told of visiting Clark College, Atlanta, and hearing a minority student cite the general manager of a major-market television station as his goal. "That's the first time I ever heard a minority student voice that kind of a job as an objective in life," Mr. Sampson said in telling of his concern over broadcasting not doing enough to attract young minority people.

In a previous workshop, also on minority affairs, moderated by Mr. Sampson, Thomas Snediker, director, personnel and organizational development for Kaiser Broadcasting, said his company has definitely set out to hire six minority people to put in managerial positions as part of its so-called Project Advancement. Kaiser, he explained, is looking for minority people to be managers in business, production, programing, promotion and engineering.

Dr. Richard Weinman, professor of radio-TV at Oregon State University, Corvallis, stressed that the key to minority employment is training. Palma Martinez-Knoll, director of Project Latino, Detroit, explained that the people she represents do not think of themselves as disadvantaged. Instead, she pointed out, they feel particularly advantaged in that they are bilingual and bicultural.



Black viewpoints. Led by Elbert Sampson (at the lectern), NAB coordinator of minority affairs, a Tuesday (March 27) workshop panel of minority broadcasters looked at affirmative-action and equal-employment-opportunity problems and needs. On the panel (l to r) were: Lee Hatcher, FCC; Mal Johnson, Cox Broadcasting Co., Washington; George Norford, Westinghouse Broadcasting Co., New York; James Long, Storer Broadcasting Co., Detroit; and Darryl Dillingham, RKO General radio stations, Los Angeles.

Women militants charge exclusion

They say broadcasters don't listen when told about sex roles in hiring

Stations must take affirmative action in their minority-hiring practices, especially to break up the pattern of sex-segregated jobs. The pendulum is swinging so far to the other side that now it's imperative for stations to actively seek males for what always have been female jobs—so when the next job opens up in a station's traffic department, don't hire a woman; hire a man.

This was the most striking essence of the message that three young, articulate and militant women brought to the opening morning session of the two-day (March 24-25) Association for Professional Broadcasting Education meeting, held at the Mayflower hotel in Washington as a related National Association of Broadcasters convention event. Even Joel Rosenbloom, a Washington communications lawyer with the firm of Wilmer, Cutler & Pickering, for the most part countering the arguments of the women, advised stations to "recruit generally for every job." Moreover, Mr. Rosenbloom thinks it "not a bad idea to hire somebody else" for traditionally sex-segregated jobs.

Whitney Adams, national coordinator of the National Organization for Women task force on the FCC, warned that employment practices were only one of three major issues that will motivate more NOW challenges to stations before the FCC. Stations don't adequately ascertain women's needs (going to Junior League women instead of surveying those women who more accurately reflect the community), she charged. She also claimed that broadcasting discriminates against women in character portrayals, even in implicit suggestions that perpetuate stereotypes. She said that television's stereotype presentations of women's role in society

raises fairness-doctrine questions.

Leeda Mirtig, a doctorate candidate from Ohio State University, also on the panel, generally agreed with Ms. Adams, while Sue Cailteux, a representative of the Women's Equity Action League, noted that the number-one problem for women seeking equal rights in broadcasting is that broadcasters are unprofessional listeners. "They are not getting community feedback," she contended, and broadcasters also rely on what she considers nonprofessional surveys.

Ms. Adams, in answer to suggestions from the overflow, standing-room only audience that attended her session, dismissed suggestions that NOW, by submitting station challenges is engaging in a form of blackmail. "NOW doesn't threaten broadcasters," commented Washington lawyer Erwin G. Krasnow, moderator of the panel. "Their presence alone sends shivers up broadcasters' spines."

Broadcaster Fred Weber, executive vice president, Rust Craft Broadcasting Co., speaking from the audience, asked Ms. Adams why she seemed so aggressively challenging in her approach to changing current broadcasting practices. "Why so much rancor?" Mr. Weber asked. "You need some flexibility in your thinking," he suggested.

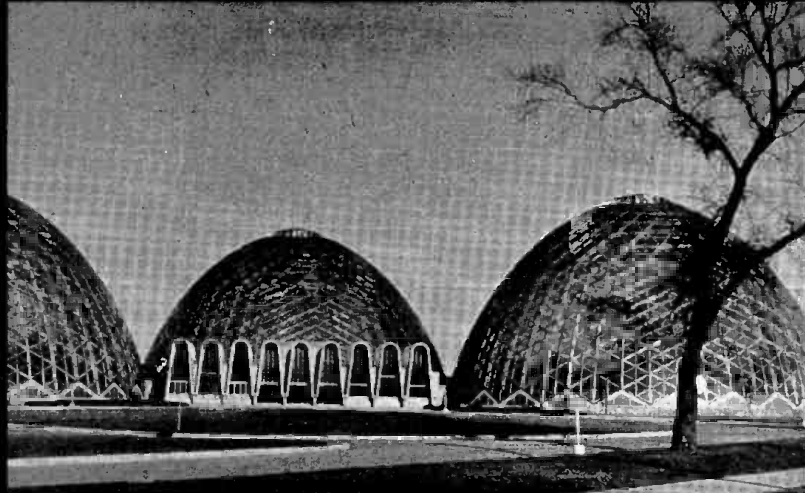
Only by being forceful and challenging, Ms. Adams indicated in her reply, can women and minorities expect some measure of recognition and justice after hundreds of years of mistreatment.

NAB expands program to aid minorities

Broadcast groups ante up \$125,000 to create advisory group and help blacks and others get into station ownership

The broadcasting industry is starting to put its money where its mouth is when it comes to helping minorities take a more

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meaningful part in station employment and ownership.

A four-part, specially funded plan has been announced by the National Association of Broadcasters that would create a minority advisory council, expand the NAB's employment clearing house, develop a research program to gather and disseminate information on such matters as minority programming and employment and—probably most importantly—find ways to help minorities get into the ownership of radio and television stations.

Some \$125,000 has been committed so far to the plan, which is to extend over three years, with nine major broadcasting group and network organizations contributing to the fund.

Included among the contributors are ABC, Capital Cities Broadcasting Corp., CBS, Cox Broadcasting Corp., Kaiser Broadcasting Corp., NBC, Rust Craft Broadcasting Co., Storer Broadcasting Co. and Westinghouse Broadcasting Co. Other broadcasting organizations—individual stations as well as larger organizations—are expected to also participate in this minorities aid program.

Specifically, the plan calls for the minority advisory council—which will include representatives of the various participating organizations—to advise NAB on minority affairs. The employment clearing house already established by NAB will be expanded to include the broadcast skills banks initiated by Westinghouse Broadcasting Co.

News of the aid program was revealed by Elbert Sampson, who a year ago was hired as NAB's first black executive to work on minority affairs (BROADCASTING, May 1, 1972). Mr. Sampson made his announcement at a minority-employment workshop (March 27) that was part of last week's NAB convention in Washington.

An NAB panel rakes over ratings

There's criticism of samples and of detailed demographics; chance of cable distortion seen

A new point of contention between broadcasters and the several rating services seems in the offing, Wednesday-morning session of the National Association of Broadcasters convention in Washington showed, and a familiar character—cable television—is in the middle. Recent scrutiny has shown, according to panel moderator John Dimling, NAB vice president, research, that homes with cable TV are more likely to return diaries and have above-average length-of-time viewing habits. Hugh M. Beville, executive director of the Broadcast Rating Council and sole panelist, said BRC had been aware of the phenomenon for only about six weeks and that further study would be needed before the rating-service accrediting organization could act.

Beginning the session with a slide-show review of the history, goals and methods of the BRC, Mr. Beville revealed that the rating services had spent close to

The predictions held up. It was the biggest—in attendance and scope—NAB convention of all the 50 that preceded last week's meeting in Washington. As of the midway point of the three-day convention there were 6,035 registered delegates, nearly 1,500 more people than registered for the full convention last year. By the concluding session, with official tabulations not yet in, convention manager Everett E. Revercomb was predicting a final registration of some 6,100 and a total attendance of between 8,000 and 10,000. "I was well pleased with the results," he summed up, noting that the major problem encountered was an over-booking of rooms by the convention hotels that left some delegates temporarily stranded Sunday night (March 25).

NAB President Vincent T. Wasilewski said it was "a highly successful" convention, which exuded "a great feeling of optimism." Mr. Wasilewski pointed to the "wall-to-wall" attendance that turned out for the opening general assembly on Monday (March 26) as indication of the enthusiasm of the convention.

Among those in attendance was Chester Wilkins, executive vice president of The Greater Houston Convention and Visitors Council. Mr. Wilkins was on a scouting trip, for while the 51st NAB convention is dead, the cry, "Long live the 52nd convention!" already has been sounded. Next year's convention will be held at The Albert Thomas Convention and Exhibit Center, March 17-20. All meetings, luncheons and NAB offices will be housed in the Convention Center. Hospitality suites and housing for delegates will be in such neighboring hotels as the Hyatt Regency, Rice and Sheraton-Lincoln, Astro World Complex, Sonesta, Shamrock Hilton, Houston Oaks.

\$250,000 last year on internal and external audits and manpower by two BRC-selected firms (Ernst & Ernst and Touche Ross & Co.). Auditors, computer and statistical experts spent more than 1,800 man hours covering 74 radio and TV markets during that period. Survey Marketing Services' Honolulu Traffic Radio Audit-Coincidental Enumeration (TRACE) would be dropping out of the accreditation program "due to financial problems," Mr. Beville also said. The network radio rating service, Radio's All-Dimension Audience Research (RADAR), would be applying for accreditation soon, Mr. Beville reported.

Broadcasters attending the session seriously questioned the credibility of the randomness of audience sampling, ethnic break-outs and weighting systems and market definition (a repeated complaint, especially by small-market operators who are adjacent to major markets). On the subject of market definition, Mr. Beville replied: "Since each case varies so much, it is very difficult to draw meaningful standards. The board (of BRC) has discussed this at great length (and decided not to act) but unless something changes this situation, I don't think the board will change its position."

Several small-market TV station operators also complained about the fluctuation in the number of in-tab dairies (i.e. the percentage of usable, returned dairies to the number distributed). Several called for a guarantee on the size of a sample to avoid days and/or weeks dropped from rating sweeps due to the statistical insignificance of the sample size.

Mr. Beville also talked about BRC's desire to "flag" certain demographic figures in rating books (children, teenagers, broken-out as to male and female, for example) to denote "the large amount of relative error in probability," as Mr. Beville put it.

At the end of the session and after a promise to look into the CATV rating issue, Mr. Beville said, "Some of the things I've been told here do not go along with BRC's minimum disclosure areas. We will act on them, although I cannot say how or when."

Helpful hints for secondary TV markets

NAB session hears how to deal with Congress and how to save with super-8, and gripes about the cable compromise

The three-part, two-hour-plus secondary market TV session, on Tuesday (March 27) at the National Association of Broadcasters convention was made up of discussions with Donald D. Sullivan, administrative assistant to Representative Wiley Mayne (R-Iowa), on how, when and where to deal with local congressional representatives; a panel on the enhancement of local news operations, and a "feedback session" with the NAB secondary market TV committee.

Mr. Sullivan prompted broadcasters to rely on their individual initiative for action from Congress, rather than depending on the NAB for sole support in legislative action. "You're the constituent," he said, "you're the taxpayer, you're the one who's important to your community. The NAB provides great direction; it tells you where to go. But from there on in, it's your ball."

Mr. Sullivan also voiced his opinion that the House would act favorably on the license-renewal bills now in the hearing stages (see page 48). "Congressmen are fully aware of what those quote short terms unquote are like. Those two-year terms are for the birds," he said.

The local news session featured three panelists who presented talks on three areas of the local news operation: staff and operational efficiency presented by Larry Maisel, news director, WDBJ-TV Roanoke, Va.; editorializing, by James D. Johnson, general manager, KHOL-TV Kearney, Neb., and the use of super-8 film to cut news operations costs, by Hugh Davis, general manager, KNDO-TV Yakima, Wash.

Mr. Davis's discussion on super-8 film for news purposes seemed to spark the

greatest interest among the secondary market TV operators. Two or three station operators a week have gone to KNDO to see the super-8 operation, Mr. Davis said, since it was installed less than a year ago. His cost comparison between super-8 and 16 mm film—\$10.80 for 200 ft. of sound-stripped super-8 for 11 minutes of film vs. \$32.80 for 400 feet of 16 mm., also 11 minutes—stated his case clearly. He placed the cost of conversion to super-8 at about \$16,000. Mr. Davis said that with the super-8 operation, KNDO's news "looked as good as any major-market operation at about one-third the cost." He also suggested that broadcasters interested in more information on super-8 subscribe to "Super-8 Research News," published by KDUB-TV Dubuque, Iowa.

The "feed-back session" panel was made up of members of the NAB secondary market TV committee, including Ray Johnson, KMED-TV, Medford, Ore.; Jack Rosenthal, KTWO-TV Casper, Wyo.; Joseph Bonansinga, WGEM-TV Quincy, Ill., and Frank Harden, WCBD-TV Charleston, N.C. The hottest topic of the session was the NAB-National Cable Television Association cable compromise which the session-attendants felt had been violated. Both the committee and the members felt that cable-operators have been "acting in bad faith" since the November 1971 compromise. Member after member rose to relate violations of the non-duplication agreement in his market. "I'm told," Mr. Bonansinga of WGEM-TV said, "that without the non-duplication rules, broadcasters could lose as much as one-third of their present revenue." But, he later added, that since the Office of Telecommunications Policy had been the mediator between the NAB and the National Cable Television Association, the ball was in OTP's court.

Some extras planned for ABC networks

Affiliates told four-way stretch in radio is five-year success story

ABC Radio's four-network concept, launched five years ago, has attained financial profitability and is "now in the happy position of being able to offer expanded services" to affiliates, Edward F. McLaughlin, president of the ABC Radio Network, said last week.

"And we're going to do it," he assured affiliates at a meeting March 25 during the National Association of Broadcasters convention in Washington. Among the new services being contemplated, he said later, are program seminars—probably four a year, starting with affiliates of the ABC Contemporary network; distribution of sales tips to stations via network lines and an exchange service in which the network would act as catalyst and clearing house for dissemination of station-originated ideas and innovations to other stations.

Paralleling the four-network operation's growth to profitability, Mr. Mc-



Elevated. Richard S. Stakes (r), executive vice president of Evening Star Broadcasting Co. stations (WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV[TV] Charleston, S.C.), was elected chairman of the board of governors of ABC-TV Affiliates Association during the National Association of Broadcasters convention. (With him in this picture: James E. Duffy, network president.) Mr. Stakes succeeds Robert L. King, executive VP, Capital Cities Broadcasting. Two new members were elected to the board: John G. Conomikes, VP and station manager, WTAE-TV Pittsburgh, and William A. Sawyers, VP and general manager, KJEO-TV Fresno, Calif. They replace Kenneth H. James, KETV(TV) Omaha, and William W. Warren, KOMO-TV Seattle, who are retiring from the board.

Laughlin said, has been its growth in affiliates. He said the ABC Contemporary network's line-up has increased from 167 stations in 1968 to 337 now; the ABC Information network's from 255 to 510; ABC Entertainment's from 176 to 358 and ABC FM's from 142 to 211.

ABC Radio also announced that first prize in a quiz contest initiated by Mr. McLaughlin among affiliate general managers—an expense-paid trip to Hawaii for the winner, his wife and his secretary—had been won by Robert Badger of WABY(AM) Albany, N.Y.

Not his usual predictions

Pay television distributed by cable will cause more casualties among motion-picture theaters than broadcast stations, Herb Jacobs, chairman of Telcom Associates, predicted last week. Mr. Jacobs appeared at the annual breakfast meeting of TV Stations Inc. during the NAB convention. He was deprived, however, of his usual subject, the forecast of ratings and shares for the next television-network season. Networks schedules for 1973-74 have not been released.

Pay cable will become a threat to the established order when major cities are wired and interconnected, Mr. Jacobs said. Though movie outlets will be hurt, production sources will benefit, he said.

Broadcasters will confront new com-

petition for audiences, programming and advertising. In small markets their lot may be hard, but elsewhere they may protect themselves by program innovation. "What television needs is a new visual literacy," he said, "so that it can begin a dialogue in its own language with the changing America that is taking shape."

All black and white to FCC lawyers

At legal workshop of the NAB, commission attorneys caution against bending the rules

For broadcasters attending the Monday legal workshop at the National Association of Broadcasters convention last week, the answer that seemed to come most frequently from commission lawyers on the panel was, "Don't."

The session was billed as providing "some caveats on fraudulent billing, payola and program-length commercials." And no matter how the broadcasters attending the session framed their questions, the panelists indicated there was little room for maneuver (or hanky panky).

Program-length commercials—the subject of a commission public notice a month before the convention began (BROADCASTING, Feb. 26)—appeared to have generated the most concern.

Broadcasters were advised, for instance, that a remote done to promote a new shopping center could well result in a program-length commercial. The test, Arthur Ginsburg, chief of the FCC complaints branch, said, is whether the program is combined with "hard sell" of the shopping center. Later Mr. Ginsburg said "soft sell would not make the practice any more acceptable to the commission."

The key to avoiding trouble, he said, is separating commercials from program content. "There should be no cross-references."

The commission, in its public notice on program-length commercials, said its primary concern is that they "may exhibit a pattern of subordinating programming in the public interest to programming in the interest of salability." It also said such programs are almost always inconsistent with representations a broadcaster makes to the commission as to the amount of time that will be devoted to commercials an hour, and usually result in logging violations.

John McAllister, chief of the commission's compliance branch, who dispensed the caveats concerning fraudulent billing ("it takes place out in the back room of stations," he said, "not out front") warned that the commission regards such practices with extreme seriousness. "It is going to consider designating renewal applications of stations accused of the practice for hearing on character qualifications," he said.

He also noted that double-billing—which involves the practice of permit-

ting the local advertiser to be reimbursed by the national advertiser a larger amount than was paid the local station—is not the only kind of fraud that disturbs the commission.

Mr. McAllister suggested that broadcaster simply provide full and accurate information on their bills to local advertisers—including any rebates given, for whatever reason. What if the national advertiser says he does not mind double billing? That makes no difference; the commission has said the practice violates antitrust laws, in that it favors one advertiser over others.

What about newspapers that engage in the same practice? That's no excuse for broadcasters, according to John Sum-

mers, NAB general counsel, who moderated the panel. Newspapers, he said, are subject to Federal Trade Commission regulations and sanctions. He told broadcasters to complain to the FTC if they encounter a newspaper engaging in fraudulent billing.

At the Tuesday session, William Ray, chief of the complaints and compliance division, said that the commission has been in touch with the FTC on the matter. It was later learned that the commission's general counsel, John Pettit, was seeking to engage the FTC in a joint effort to eliminate fraudulent billing on the part of newspapers as well as broadcasters. Commission officials say they are aware that if newspapers engage in fraud-

ulent billing that aids local advertisers, broadcasters in the community feel considerable pressure to do the same.

Payola did not get a great deal of attention from the broadcasters at the Monday session. But one question pointed up the scrupulousness the commission expects of broadcasters in connection with payments made station personnel.

"If you run a program for minorities and an individual asks that a record be played for a particular individual and pays \$1 to the disk jockey for making the dedication, do you report that as a commercial?" asked a broadcaster from Texas.

"Yes," said Mr. Ginsburg.

The record or the announcement? asked the broadcaster.

"The whole thing," said Mr. Ginsburg. "A consideration has been received. Not much, but a consideration."



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Another kind of fed may come visiting

NAB session deals with occupational and safety law that may have been overlooked by broadcast employers

The 250 pages of fine print that explain the requirements of the Occupational Safety and Health Act of 1970 were handed to delegates to the National Association of Broadcasters convention who attended an OSHA management session on Monday (March 26). Two films on the law helped to distill much of the formidable body of material, but Ron Irion of the management bureau of the NAB and moderator of the Washington session admitted that the NAB has done a "horrendous job" of informing its members how the act applies to broadcasting. Responding to a request for a checklist of standards for the typical station, Mr. Irion replied: "I suppose it would be easier for us [to come up with a checklist] then for each individual station. But, to be frank, we haven't been pressured enough."

The act requires employers of more than eight people to comply with all the standards of the Occupational Safety and Health Administration [that's the 250-page section of the *Federal Register* that delegates received]; to post the government-issued sign informing employees of their rights and responsibilities under the act, and to keep records of employee injuries and job-related illnesses, the extent of employee exposure to toxic materials and job transfers, as well as the posting of a summary of injuries and illnesses for the previous year by Feb. 1.

Businesses with fewer than eight employees are bound by all requirements of the act except for record-keeping. OSHA standards are enforced by compliance officers who inspect businesses on an unannounced, random basis.

"Probably less than a half-dozen stations have been inspected," Mr. Irion said, noting that inspectors now were concentrating more on industries with high rates of injury. Legislation that

Touché. Of the thousands of words of dialogue that flowed at last week's NAB convention in Washington perhaps a sharp retort by Richard Krolik, special assistant to Representative Torbert H. Macdonald (D-Mass.), generated the most spontaneously appreciative audience reaction. Appearing on a March 24 luncheon panel of the Association for Professional Broadcasting Education, Mr. Krolik explained that the controversial White House Office of Telecommunications Policy is really the successor to the old Office of Emergency Planning, an operation "which was supposed to get the country ready if something terrible happened." Turning to his fellow panel member, the general counsel of OTP, Mr. Krolik said: "I won't get into any arguments with Hank Goldberg at this moment about what they've done with their mandate." Shot back OTP's Henry Goldberg: "We're still planning for emergencies." Countered Mr. Krolik, to a roar of laughter and applause: "You're creating emergencies, you mean."

would exempt low-rate-of-injury industries is now pending in Congress, but it "does not look good" for passage, he added. Mr. Irion hoped that other legislation would exempt small employers and thus relieve many NAB members from OSHA responsibilities.

Enforcement of the OSHA requirements will be turned over to state agencies within the next year or two, Mr. Irion said, and this will probably bring more businesses under scrutiny. And the posting of the OSHA employee notice was emphasized. The suggestion that electrical standards be checked out by a station's chief engineer and consultation with a station's insurance carrier were raised as possible sources for expert advice on OSHA compliance.

AMST reads off danger signals

At annual meeting, present and future threats to television are catalogued; also, board elections are held

Members of the Association of Maximum Service Telecasters, meeting in Washington last week, heard their officials and communications counsel outline a list of "threats" to the broadcasting industry that would indicate it is in for perilous times in the years ahead.

The theme of the presentations was "Spectrum 'Seventies: America's Free Local Television System—Let's Make it Survive."

The "threats" that could "impair or destroy" the important news, public-service and entertainment functions of local stations were said to include pay cable television, copyright developments, short-spaced television station drop-ins (a reference to the efforts of noncommercial WETA-TV Washington to secure a second

—and VHF [ch. 12]—channel in Washington), TV channel "grabs" by other users of the electromagnetic spectrum, satellite-to-home broadcasting which could by-pass the local TV station, erosion of the local TV station's audience as a result of distant-signal importation by cable TV systems, and proposals that the government subsidize the wiring up of the entire nation for cable television."

The presentations were made by Terry H. Lee, Storer Broadcasting Co., of Miami Beach, AMST president; Lester Lindow, executive director, and Roy Easley, assistant executive director, and Ernest W. Jennes, counsel.

They urged the more than 200 delegates—who made up the largest meeting in AMST history—to seek to enlist the support of the public by informing it of what were said to be television's advantages over alternative forms of delivering programs to a mass audience: Television "is free, it is local, it serves all the people, and it is an extremely effective, economical and efficient system of signal distribution."

AMST also elected its board of directors, officers, and an executive committee. The directors, elected by the membership, are Norman P. Bagwell, Wky Television System Inc., Oklahoma City; Charles H. Crutchfield, Jefferson Pilot Broadcasting Co., Charlotte, N.C.; A. James Ebel, KOLN-TV Lincoln, Neb.; Joseph B. Epperson, Scripps-Howard Broadcasting, Cleveland; Jack Harris, KPRC-TV Houston; A. M. Herman, WBAP-TV Fort Worth; Ralph Jackson, WAVE-TV Louisville, Ky.; C. Howard Lane, KOIN-TV Portland, Ore.; Mr. Lee; Mr. Lindow; Arch L. Madsen, Bonneville International Corp., Salt Lake City; August C. Meyer, WCIA Champaign, Ill.; James F. Moroney Jr., WFAA-TV, Dallas; John T. Murphy, Avco Broadcasting Corp., Cincinnati; C. Wade Petersmeyer, Corinthian Broadcasting Corp., New York; A. Louis Read, WDSU-TV New Orleans; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati; Willard Schroeder, WOTV(TV) Grand Rapids, Mich.; Franklin C. Snyder, WTAE-TV Pittsburgh; Willard Walbridge, Capital Cities Broadcasting Corp., Houston; Robert F. Wright, WTKO-TV Meridian, Miss., and Harold Essex, director emeritus.

The officers elected by the board are Mr. Lee, president; Mr. Madsen, first vice president; Mr. Snyder, secretary-treasurer; Mr. Lindow, assistant secretary-treasurer. The executive committee elected by the board are Messrs. Lee, Snyder, Harris, Petersmeyer, Madsen, Wright and Rogers.

Mr. Lee also announced the appointment of an engineering committee (formerly called the mechanical committee). The members will be Clyde G. Haehnle, Avco, chairman; Albert Chismark, WHEN-TV Syracuse, N.Y.; Harold A. Dorschug, WTIC-TV Hartford, Conn.; A. James Ebel, KOLN-TV Lincoln, Neb.; Joseph B. Epperson, WEWS(TV), Cleveland; Ralph Huca-by, WLAC-TV Nashville; Carl G. Nopper, WMAR-TV Baltimore; Daniel H. Smith, Capital Cities Broadcasting Corp., Philadelphia; and Leonard A. Spragg, Storer.

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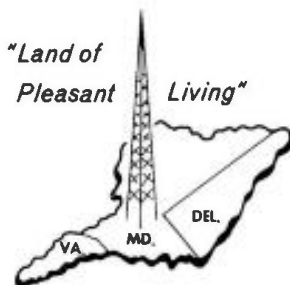
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Independents congratulate themselves, look to the future

INTV meeting at NAB hears that number-one priority of new group has been met—that of an image—and that AT&T rate raise has been slowed and access rule has new life

The Association of Independent Television Stations, age seven months, paused during the National Association of Broadcasters convention last week to look back, look around and look ahead. In all directions, the view seemed satisfying and at times exhilarating.

Roger D. Rice of Cox Broadcasting's KTVU(TV) Oakland-San Francisco, INTV president, told some 45 members and guests at the membership meeting Tuesday (March 27) that INTV had already accomplished one of its three first-year objectives—to change the independents' image from faceless to strong and readily recognized, a transformation that both members and nonmember stations agreed has already taken place.

As to the two other major goals—to fight AT&T's projected rate increase for occasional users of its intercity facilities and to support the FCC's prime-time-access rule—Mr. Rice and associates said progress had been made although neither fight was yet won. At least, said INTV treasurer James Herd, of KPLR-TV St. Louis, the AT&T rate-increase "juggernaut has been slowed," and the access rule has been shown to be less dead than many formerly thought.

Presentations on ratings, shares and homes-per-rating point of independents as compared with those of network affiliates showed the average independent strong and in some cases superior. The presentations—by Diane Sass of Kaiser Broadcasting, James Landon of Cox and Martin Goldberg of Edward Petry & Co.—visibly impressed the independent operators, one of whom wanted to know whether he could use the data in selling if he didn't subscribe to the services on which they were based.

The meeting also claimed a coup in an appearance by key figures from one of spot TV's biggest advertisers—General Foods' Archa O. Knowlton, director of media services, and Robert Gillespie, manager of local media services—to offer not only encouragement for independents but also some specific advice incorporating their own views with those of General Foods' four agencies. Highlights:

By 1980 they expect independents to be responsible for at least 25% of household-TV viewing, a gain of about 60% above present levels.

Whether the access rule is kept or not, independents will get a larger share of General Foods business—but it will "have to be deserved," and stations considered too commercial will "have to clean it up." Reducing commercial time

may lead to higher costs and higher rates but the benefits may be worth it to the advertiser.

The advertiser trend toward concentrating spot money in the top-50 markets will continue, which may lead to more 52-week buying or perhaps to advertiser agitation for a "fourth network," conceivably through satellite linkages.

Cable TV should be "a very important communicator" by 1980, though that is "hardly right around the corner."

Any major change in the independent's position in the over-all TV spectrum will have to come from the stations themselves by, for instance, "carving out a special niche for themselves" by specialized programming for children, for sports fans, for movie buffs and the like.

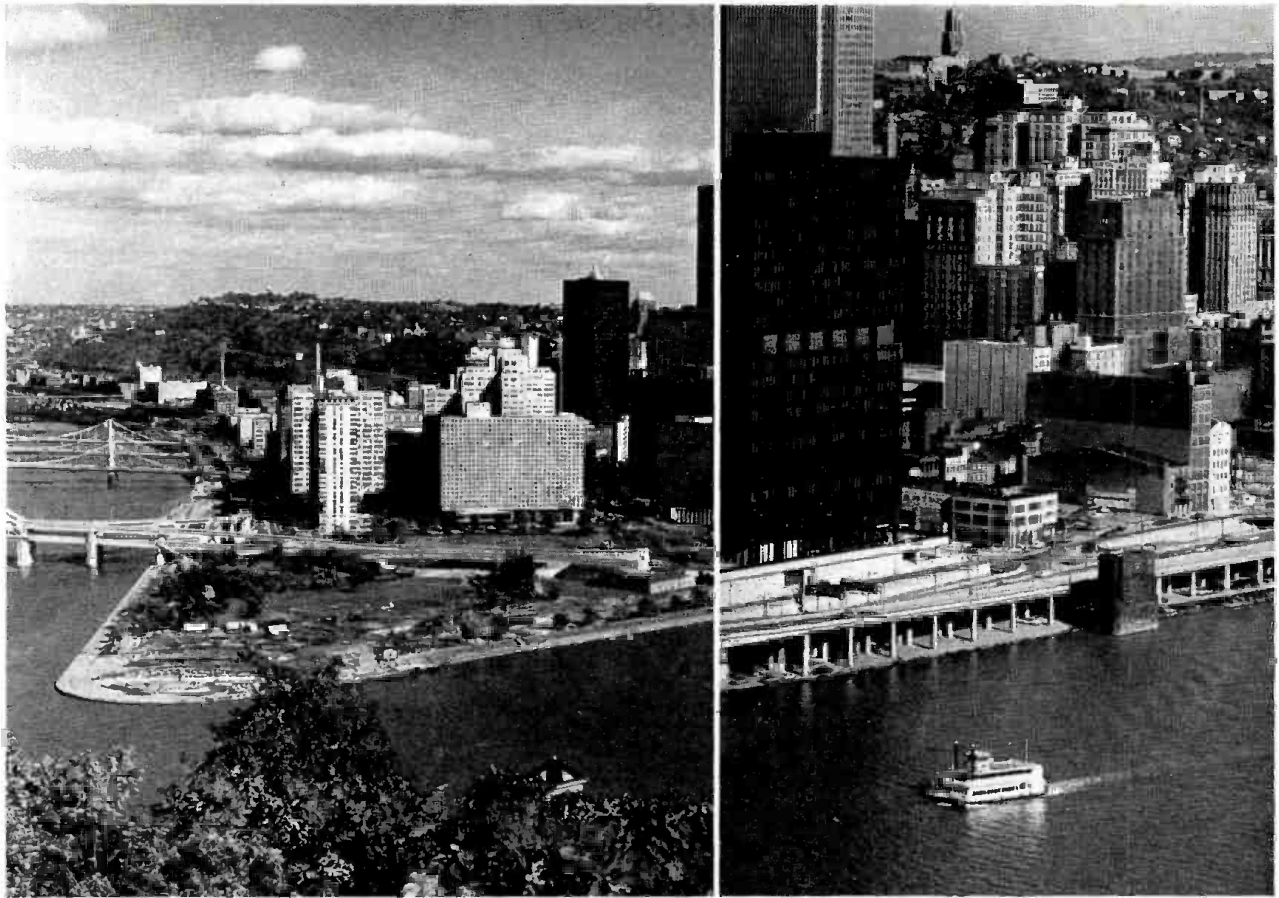
General Foods "does not apply specific criteria [such as rating cutoffs] which restrict our capability to purchase independent stations." But "the process of negotiation does involve the tactics of playing one station's strengths against another's weaknesses," in which case an independent, particularly an independent UHF, may sometimes be "much more vulnerable."

Independents' normal practice of trying to sell packages of announcements may cause the buyer wanting to buy only a few spots to turn to affiliates "where he can buy one to three without any hassle."

"We don't feel that independent



Farewell. It was an honors week for Colonel Robert C. Cranston, who is retiring as officer in charge of the American Forces Radio and Television System, Los Angeles. Appearing as the moderator of the two-day AFRTS workshop in Washington (March 22-23), Colonel Cranston, with the AFRTS system for some 30 years, was presented with a plaque and a bronze replica on a marble base of the winged lion of St. Mark. The plaque was "for outstanding achievement in leadership in worldwide operations of the AFRTS from 1943-73 from the Office of the Secretary of Defense," while the other award was on behalf of American forces radio listeners in Italy. Subsequently, during the National Association of Broadcasters convention, Colonel Cranston accepted a citation from NAB on behalf of American Forces Radio for providing quality programs to servicemen throughout the world for 30 years.



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stations, as an entity, have a problem. Some individual stations have problems—both network affiliates and independents—and we address ourselves to those problems on a daily basis." But if there is one area where independents fall short it is in programming—they could use more "originality, uniqueness and creativity," and advertisers might be willing to pay higher prices for specials if the cost differential could be adjusted by bonus spots.

One thing independents might consider, from General Foods' standpoint, is creation of "mini-networks" with highly specialized programming—appealing to pet-lovers, for example, or teen-agers or cooks—that would deliver commercials "within a more compatible environment."

The meeting also heard a report on regulatory and legal issues by Thomas N. Dowd, Washington attorney and counsel to INTV; an account of some of INTV's areas of concern and future plans—including presentations to build the business of independent stations—by Herman W. Land, the association's executive director; and a review of small-market problems by Gene Adelstein of KZAZ(TV) Nogales-Tucson, Ariz., and by Elmer Jaspán of WDRB-TV Louisville, Ky., who told how his UHF station, by careful discipline over costs, recorded its first month in the black six months after it went on the air in February 1971 and has been in the black since then.

NAFMB image gets a facelifting

Association moves to establish separate identity at convention where involvement was key word

Cognizant of the wide potential of the medium it represents and weary of the limitations it has imposed on itself, the National Association of FM Broadcasters has embarked on a quest for self-identity. For the 370-odd FM broadcasters—an increase of about 50 from last year's conference—that assembled in Washington March 23-25 for the association's 13th annual convention, it was a time to re-establish priorities. It was also a time to establish what most delegates considered to be a unique and vital rapport.

"We, over the years, have been regarded as either a second-class or second-hand medium," NAFMB President John Richer, WIOQ(FM) Philadelphia, told the delegates at the opening of the convention. "From every quarter, someone dumped on us, jumped on us or dumped us; they sweet-talked us, bad-mouthed us, held us up and let us down. . . . But we're still here today."

The theme of the convention was "FM: The Opportunity Medium." And the importance of the meetings, panels and presentations that took place there notwithstanding, the most significant opportunity seized by the NAFMB this year was that which enabled it to take an independent stand on issues pertinent to FM as an industry.



Mr. Richer

Toward this end, the NAFMB elected to take a hard stance against the local origination of aural signals by cable TV systems. It was announced that the association would, in the near future, petition the FCC to prohibit all CATV operations from programming aural-only services in competition with local radio stations. "Cable technology," Mr. Richer told the delegates, "is a dark cloud on radio's horizon." The association also opted to pledge its support for pending legislation that would make FM reception capability mandatory on all radios marketed at \$15 or more.

There was a move toward internal stability as well. As the result of a vote of the NAFMB board of directors, the association's 1974 convention will for the first time be held at a time and place separate from the annual National Association of Broadcasters convention. Next year's NAFMB meeting, it was announced to the Washington assembly, will take place in New Orleans in October 1974. Announcement of that decision at the March 25 membership meeting generated some dissent from the floor—primarily involving the concern of some delegates that attendance will slack off because of the separation. For years, the NAFMB affair has been a traditional lead-in to the NAB convention.

In attempting to allay those fears, Mr. Richer commented: "It's our feeling that we have reached a state of development where we can stand on our own two feet. Some FCC people still think we're a committee of the NAB. We do have an identity crisis." With the introduction of equipment exhibits to the NAFMB conference, Mr. Richer said, the association should attain a broader revenue base. "If you look at our operating budget," he said, "I think you will be painfully aware of our limitations."

Mr. Richer's optimism apparently rubbed off on the majority of the delegates present, for soon thereafter the membership unanimously passed a resolution instructing the NAFMB board to examine the possibility of changing the name of the association to something that would more appropriately identify it with the FM broadcasting industry—and disassociate it from the NAB. The name "FM Broadcasters of America" was one of the best received suggestions.

The enthusiasm for the self-identity

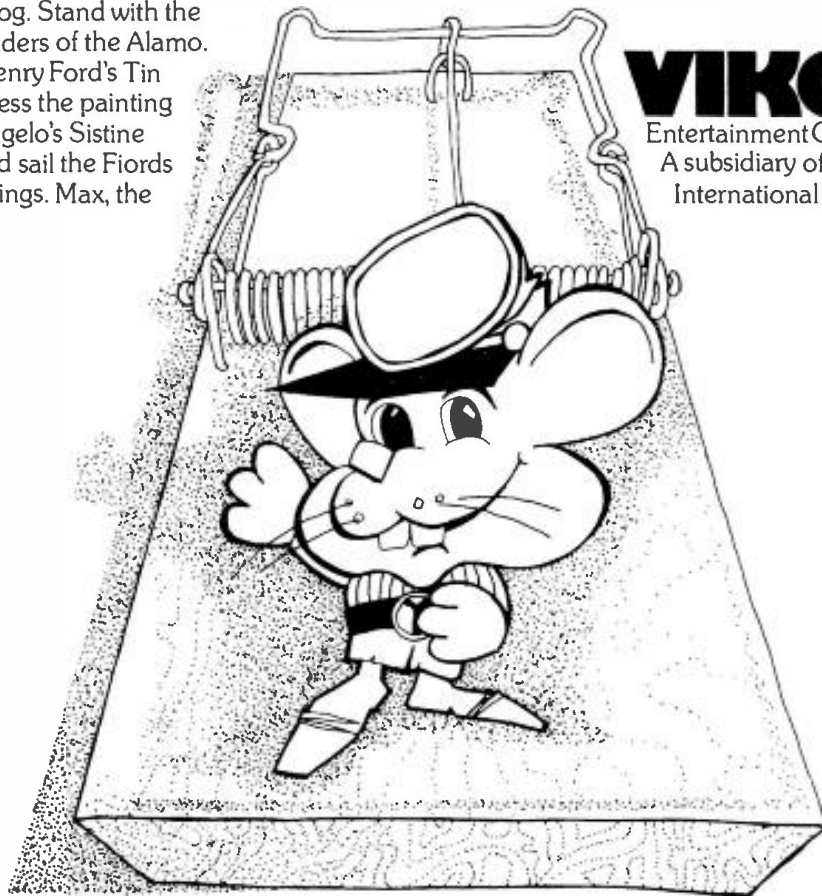
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move was tantamount to the spirit displayed by this year's delegation, Mr. Richer indicated. "I have seen a remarkable change in the quality of the broadcasters attending," he said, noting the high level of participation by delegates in dialogue that ensued on the floor at virtually every panel. (An indication of this level of involvement was particularly evident at a March 23 programming conference, which ran nearly an hour past its scheduled conclusion due to a spirited debate on the desirability, or lack thereof, of certain program formats.)

NAFMB offers posers on new FCC rulemaking

Convention session lets delegates nit pick just-released notice about assessing community needs

It was the kind of meeting that Harold Kassens considers "a utopian situation." A roomful of broadcasters face-to-face with representatives of the FCC and, strangely enough, neither side was cringing.

The occasion was a panel session of the National Association of FM Broadcasters' Washington convention on March 24, featuring Mr. Kassens, assistant chief of the commission's Broadcast Bureau, and staff members Steve Crane, Phil Cross and John Taff. It was billed as a "rap session" in which delegates could air their principal grievances with the commission.



Citations. Winners of the National Association of FM Broadcasters promotion awards, honored at that group's convention prior to the National Association of Broadcasters gathering last week, display their award plaques: (l-r) Bill Dalton, WASH Washington; Mike Levine, WRVR New York; John Wicklein, general manager of WRVR; Karen Layland, ABC-FM Spot Sales; Andy Erish, ABC-TV, who presented the awards; Mike Gable, WMYQ Miami Beach; Rick Hammond, KPSJ San Jose, Calif.; Herb Hobler, Nassau Broadcasting, and Jack Levins, KFDI-FM Wichita, Kan.

But on this occasion, a day after the agency announced its far-reaching inquiry on community-needs ascertainment (see page xx), much of the conversation centered on that issue.

"We're trying to crack a real tough nut," Mr. Kassens said of the inquiry. Referring to the action as the newest evolutionary step in the commission's radio re-regulation proceeding, Mr. Kassens indicated that the next phase would involve a decision on whether radio broadcasters should be subject to a "short form" license-renewal application. Many

broadcasters responding in the radio re-regulation inquiry have cited a need to treat radio and television station separately at renewal time, he said, and the commission recognizes this as a possible future direction. Although, he added, "we'll never get it [the renewal form] down to a post card."

But at least one member of the audience, Jim Gabbert of KIOI(FM) San Francisco, felt that the commission has not been thinking in dynamic enough proportions. Mr. Gabbert said: "I think this ascertainment thing is a farce. . . . Imagine the mayor and city council being bugged [by broadcasters] 55 times about what our biggest problems are. The mayor says: 'Write anything down and I'll sign it.' The chief of police says: 'Just get out,' and the NAACP says: 'Don't bother us.'"

Mr. Cross responded that this was one of the major issues enunciated in the new ascertainment inquiry and suggested that every broadcaster in the audience should take advantage of the situation to air grievances such as Mr. Gabbert's.

Caesar's wife must have been advised by Krasnow

Washington attorney suggests precautions for FM operators who want to avoid entanglements with FCC

"Ten ways of getting into trouble with the FCC and how to avoid them" was the theme of an address given by Washington communications attorney Erwin Krasnow at a March 23 management session during the National Association of FM Broadcasters Washington convention.

Mr. Krasnow, with the firm of Kirkland, Ellis & Rowe, told NAFMB delegates that there is no sure method of fashioning a "bullet-proof" license, but strict adherence to certain guidelines would ease the going considerably.

Promise vs. performance, Mr. Krasnow said, is one of the major areas in which licensees make themselves vulnerable to attack. "It's amazing how many broadcasters get into promise vs. performance discrepancies at renewal time," he said. A periodic check of a station's last re-

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new application should enable the licensee to re-familiarize himself with the issues he told the commission he would try to deal with in the three-year period. Mislogging is the number-one mistake, Mr. Krasnow said, emphasizing that licensees should be particularly careful to avoid including commercial time in the percentage of program hours dedicated to news and public affairs.

Payola continues to be a problem, Mr. Krasnow said. He suggested that licensees institute monthly procedures for checking on their employees' activities, and that the staff be required to submit an affidavit detailing their outside interests.

The number-one complaint from listeners reaching the FCC, Mr. Krasnow emphasized, relates to station contests. Don't start a contest in the middle of a rating period if you want to avoid a hyping charge, he cautioned. And make sure that the rules and instructions of each contest are clearly spelled out for the audience.

Many double-billing incidents, Mr. Krasnow said, could be avoided if licensees included a full explanation on their renewal applications regarding the number of discounts given to advertisers by the station.

Licensees should also be aware, Mr. Krasnow said, that many license-renewal challenges stem from equal-employment problems that often result from failure by the licensee to clearly define his policies. He suggested that a few newspaper ads outlining the station's position against employment discrimination could help to set the record straight.

As FM stations continue to become more deeply involved in controversial issues, Mr. Krasnow said, they are also discovering that they are not immune to problems with the fairness doctrine and political broadcasting rules. It is essential, he said, to be familiar with the provisions of the Federal Election Campaign Act. A written explanation of station policy on controversial topics and campaign spots should be distributed to advertisers.

Since the FCC is considering an increase in the maximum forfeiture to \$20,000, licensees should be more careful than ever to avoid repeating offenses for which they had been found guilty, Mr. Krasnow warned. Some of the most common offenses, he said, include excessive power in transmissions, violation of the operator requirements, inconsistencies in performance tests and failure to keep adequate operating logs.

Mr. Krasnow also cautioned independent FM operators against an increasingly popular practice of issuing joint rate cards with unaffiliated AM stations in their markets. He speculated that the commission will soon come out with a policy statement against this practice.

Stations, Mr. Krasnow suggested, should not labor under the impression that their news programing is invulnerable to attack. A policy statement detailing a position on impartiality and against news-staging would be helpful.

Foreign-language programing, Mr.

Krasnow added, is an area in which the FCC has expressed continued concern. Careful steps should be taken to monitor each broadcast to assure that the content will not subject the licensee to attack on fairness or obscenity grounds.

Changing Hands

Announced

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

■ KOSA-TV (ch. 7) Odessa, Tex.: Sold by Doubleday Broadcasting Co. to Forward Communications Corp. for \$2,250,000 (see page 64).

■ WwDA(AM) Wisconsin Dells, Wis.: Sold by Obed S. Borgen to Taylor Electric Co. for \$140,000. Seller also owns KFIL(AM) Preston, Minn. Principals of Taylor Electric include John Taylor, a Milwaukee businessman, and others. The firm has no other broadcast interests. WwDA operates full time on 990 kc with 500 w. Broker: Blackburn & Co.

It's off. Starr Broadcasting Group Inc., New Orleans and Reeves Telecom Corp., New York, announced last week they have terminated discussions on merger of two companies and said they are no longer planning a consolidation of their interests (*Broadcasting*, Jan. 22).

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**The other side
 comes forward
 on renewal bills**

**Citizen groups opposed to extension
 of license period to five years
 testify at Macdonald hearings**

Representative Torbert H. Macdonald's (D-Mass.) House Communications Subcommittee, which has heard little but strong support for license-renewal legislation since it began hearings on March 14, last week got the opposing viewpoint from a number of citizen organizations.

Albert H. Kramer, executive director of Citizens Communications Center, a non-profit Washington law firm, lauded both the competing application and the petition to deny as effective tools citizens can use to bring about improvements in broadcast service.

The renewal legislation being considered by the subcommittee, he said, "merely provides insulation from citizen groups and protection against competition by lengthening the license term, by changing both the procedures and standards applied to comparative hearings, and by changing the standards applied in petition-to-deny proceedings."

Despite contentions by broadcasters that their industry is threatened with chaos and instability, he said, published reports of station trading and advances in broadcast stocks prove it is healthy. Such an industry, he said, "can hardly claim to be on the brink of collapse and in need of protection."

If broadcasters are concerned about competing applicants who out-propose them, he said, then legislation could provide that a newcomer could not be awarded preference for his proposed programming unless he shows a strong likelihood he will make good on his proposal.

If the concern is that a broadcaster losing his license to a newcomer will not be able to recoup his capital investment, said Mr. Kramer, then legislation could require the successful applicant to purchase the incumbent's facilities.

Mr. Kramer disagreed with earlier testimony by Richard Stakes, executive vice president of the Washington Star station group; Vincent Wasilewski, president of the National Association of Broadcasters, and Harold Krelstein, president of Plough Broadcasting Co.

Mr. Stakes had said it cost \$400,000 to defend his company's WMAL-TV Washington. "Perhaps had WMAL's original performance not been so deficient, it would not have incurred such expense to rectify the situation," said Mr. Kramer. He contended the WMAL case was the first of its kind and "few stations spend anywhere near that amount to defend their license." And, he pointed out, WMAL-TV "had revenues somewhere in the neighborhood of \$18 million" to fall back on.

Mr. Wasilewski referred to a community group's alleged demand that a broadcaster either pay them a cash set-

tlement or make two jobs available, Mr. Kramer said, but the FCC "indicated that it made no finding that in fact such a demand was made but rather was indicating that such a demand would be inappropriate."

Mr. Krelstein complained about the activities of citizen groups in Atlanta and Chicago, said Mr. Kramer, but no petitions to deny were filed against Plough stations in those cities.

Mr. Kramer suggested the subcommittee supplement its normal hearing procedure with panel discussions—similar to those held by the FCC on children's television and the fairness doctrine—to "illuminate the issues surrounding this legislation."

Following Mr. Kramer's presentation, Mr. Macdonald commented that he agreed with much of Mr. Kramer's testimony, but that he thought the petition-to-deny process was "like using an elephant gun to shoot a squirrel" because it places licenses in jeopardy. Mr. Kramer admitted that the procedure is overused but indicated it is sometimes necessary to prod the FCC into action.

Mr. Macdonald said the renewal challenges lodged against Post-Newsweek's WPLG-TV Miami and WJXT(TV) Jacksonville, Fla., were dangerous to broadcasters and freedom-of-speech proponents because the stations had served the public and were being punished for tak-

ing editorial positions not aligned with those views held by the administration.

"The fact that good broadcasters receive renewal challenges doesn't mean we should shut out competitors," replied Mr. Kramer.

In answer to a question from Representative Clarence Brown (R-Ohio), Mr. Kramer said he does not support the administration's renewal bill and that the FCC should establish performance guidelines for licensees.

When Representative Goodloe Byron (D-Md.), asked him if he would prefer a five-year renewal period or revamped renewal procedures, Mr. Kramer thought for a moment and came out for five-year renewals.

Kathlen Bonk, who represented women's advisory councils at Pittsburgh stations KDKA-TV, WHC-TV and WTAE-TV, said the three-year license-renewal period should be retained to aid citizens in monitoring stations on programming and employment. She also urged the subcommittee to consider telling the FCC to require broadcasters to spend 5% of their gross income on "quality public-affairs programming."

Other women witnesses who opposed license-renewal legislation, contending that it would harm their efforts to persuade stations to hire and program for women were Jan Crawford, representing the New York Chapter of the National Organization for Women and a number of other groups; Whitney Adams of NOW; Joan Passalacqua, Community Coalition for Media Change, and Nola Claire, Syracuse Coalition for the Free Flow of Information in the Broadcast Media.

Marcus Garvey Wilcher, chairman of the Community Coalition for Media Change, Berkeley, Calif., and William Hanks, adviser to the Pittsburgh Community Coalition for Media Change, opposed renewal legislation on the grounds it would damage the attempts of blacks to persuade stations to correct what they called deficiencies in employment and programming. Other opponents of renewal legislation were Reverend George Brewer, of the Coalition for the Free Flow of Information, Dallas, and James McCullar of Action for a Better Community Inc., Dallas.

Donald Dudley, a black who is general manager of KYAC(AM) Kirkland, Wash., and KYAC-TV Seattle, said he favored five-year renewals because it would "enhance the opportunities for minority acquisition of broadcast properties." He noted federal law prohibits government loans for station financing and that the only other avenue of financing lies in private lending institutions and investors.

A licensee's past performance should be a major renewal standard, said Mr. Dudley, because defending against unreasonable challenges would bankrupt most black broadcasters. He predicted that as minority-owned broadcast facilities become economically viable, challenges will increase.

Robert Boozer and Al Gilmore of black-programmed KOWH-AM-FM Omaha, also favored renewal legislation.



Father of Communications Act. Former Washington Senator Clarence C. Dill, co-author of the Radio Act of 1927 that still essentially governs American broadcasting, was honored late last month with a special award from the national journalistic society, Sigma Delta Chi. The 89-year-old Democrat (right) accepted the plaque during a Spokane, Wash., meeting of the Inland Empire chapter of SDX from Bob Chandler of the *Bend* (Ore.) *Bulletin*. Senator Dill in his acceptance admitted he had to look outside his office for expert help in formulating the successor Communications Act of 1934, but said it really was a revision of the Radio Act of 1927 with some minor additions. Working with Senator Dill on the 1927 legislation was Representative (later Senator) Wallace White Jr. (D-Me.) (BROADCASTING, Feb. 1, 1932).

TARGET GROUP INDEX

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First MDS station begins to operate in Washington

Burch, in inaugural interview, says pay TV is "ready to go," sees end to block allocations

Multipoint Distribution Service (MDS), the new common-carrier system for distributing specialized TV programming to preselected audiences, made its Washington debut last Wednesday (March 28) in a program that featured FCC Chairman Dean Burch and White House Communications Director Herbert G. Klein.

The program, which opened the first convention of the International Industrial Television Association, was fed by Microband Corp. of America from its Washington studios to the IITA convention site in the Shoreham Hotel. Microband, a New York-based company that has MDS permits for seven cities, expects to have its Washington station in full commercial operation by May 1.

Chairman Burch, appearing in a pre-recorded interview conducted by Robert Wells, a former FCC member who now is vice chairman of Microband, characterized as an unexpected "gold rush" the surge of MDS applications—now numbering more than 350 and involving some 180 markets—since the FCC established the service in 1970.

Touching on other areas, Mr. Burch said that while broadcasting issues are the FCC's "romantic" ones, "spectrum management is really what the commission is all about"; that "the concept of paying for programming is established" and in his view pay TV is "ready to go" (though he also thought pay-TV entrepreneurs would still experiment with "how to do it"), and that he thought the U.S. would have one and perhaps two or three domestic communications satellite systems by 1975.

On spectrum management, he thought block allocations of frequencies "are on the way out" because means can be tailored to fit needs. "The communications spectrum is a finite national resource with infinite uses [and] we are the ones who have to decide who gets a shot at what. How they use it after that is up to them."

Mr. Klein, whose appearance was also pre-recorded, hailed MDS as a "real development for the American people" that meets a "need for private communications across the U.S." He envisioned its use by government both for internal communications and for communicating with state governments and others, as well as for use in training, education and the like.

MDS's inaugural was not without mishap. At one point the Shoreham screens went blank long enough to bring a spokesman to the podium to explain that a temporary installation was being used and, a few moments later, that a loose power plug was to blame. When power

was restored, Microband President Don Franco, whose live report had been interrupted, claimed "another first."

MDS is viewed by enthusiasts as sure to become a multimillion-dollar business in short order as an over-the-air distributor of specialized programs and information to and among subscribers in a wide range of businesses, institutions and government agencies. An IITA official reported that, at one meeting, 45 companies estimated they had spent \$15 million on industrial TV in the past five years but expected to spend twice that amount in the next two.

FCC wants to refine methods of assessing community needs

Type of operation, size of market among factors to be studied

The FCC has issued a notice of inquiry that could result in the commission taking a new approach to broadcasters' obligation for ascertaining community needs—one based on whether a broadcaster operates a radio or television station, in a large or small market, and on the kind of service available in the market.

The inquiry, issued March 23 in connection with the commission's program of regulation of radio, is designed to determine whether current procedures, which are detailed in the primer adopted in February 1971, are effective.

The commission noted that many of the more than 600 comments received in its re-regulation study indicated that some requirements are unnecessary, impractical, unduly burdensome and, consequently, should be modified or deleted.

A major point in the comments was that radio is a different media than television and should be treated differently insofar as ascertainment requirements are concerned.

Accordingly, the commission has divided the inquiry into two parts, with the first one exploring the allegedly different roles that radio and television play in carrying out their statutory responsibilities and how their functions might be affected by the size of market, the number of stations in the market, the number of employees they have, whether they do specialized programming, or other variables.

The second part seeks comments on whether the roles or functions of radio and television are so different that requirements for ascertaining and meeting community problems should be different for each service, and whether the variables indicate a need for different requirements.

The commission said its initial concern will be with radio, since it is the primary focus of the reregulatory study. It also pointed out that there are 10 times as many radio as television stations and that there are wide variations as to size, operating powers and other factors among radio stations than there is among television outlets.

Comments in the inquiry are due by



APBE switches. The 19th annual meeting of Association for Professional Broadcasting Education in Washington was the national organization's last under that title. Effective April 1, APBE will be known as the Broadcast Education Association, using the above logo. Elected president of the new BEA was Clark Pollock of Nationwide Communications Inc., Columbus, Ohio. Others elected during the March 23-24 meeting were Worth McDougald, University of Georgia, Athens, vice president; Richard C. Block, Kaiser Broadcasting Co., Oakland, Calif., secretary-treasurer. Dr. Harold Niven, vice president for planning and development for the National Association of Broadcasters, was re-elected executive secretary. Newly elected to the board were Mr. McDougald, Rod Rightmire, Ohio University, Athens, and James Welke, University of Wyoming, Laramie. Named to the board by NAB President Vincent T. Wasilewski were Wendell Mayes Jr., KNOW(AM) Austin, Tex.; Wallace Dunlop, Westinghouse Broadcasting, Washington; and Philip Marella, WAVY-TV Portsmouth, Va. Continuing board members are Bruce Linton, University of Kansas, Lawrence; Burrell Hanson, Utah State University, Logan, and John Pennybacker, Louisiana State University, Baton Rouge.

June 1, with replies due by June 22. In a departure from normal procedure aimed at securing the widest possible response, the commission will accept "informal comments," that is, those without extra copies. The rules require an original and 11 copies of each formal response.

The commission adopted the inquiry on 6-to-1 vote, with Commissioner H. Rex Lee concurring in the result. Lone dissenter was Commissioner Nicholas Johnson, who in a separate statement expressed concern that the inquiry does not contemplate alternatives to the ascertainment process "if it should be curtailed."

In a separate re-regulation matter, the commission proposed amending its technical rules to eliminate the requirement that AM and FM stations be equipped

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Today, the Post-

Newsweek Stations talk to and with four major markets with a population of over nine million *individuals*. Men and women who perform every job, represent every point of view, reflect every taste and trend of contemporary American society.

We at Post-Newsweek see our role in the communications industry as meeting the challenge of how best to use the air-waves to reach those individuals. How to talk with the shrimp-boater, insurance executive, truck farmer and steamship owner of Jacksonville. How to relate to the conventioneer, tourist, contractor, Cuban refugee, college student and clerk in Miami. How to stimulate and provoke the interest of the executive and merchant, teacher and cab driver of Cincinnati. How to make

comprehensible the pace and pattern of the newsmakers of Washington, whose decisions and influence effect us all. How to add to the education of children while entertaining them. And how to project the opinions and involvements of people, both in the majority and the minority. We are dedicated to creating the variety and depth in programming so vitally needed at the local level.

THE MINDFUL MEDIA

The Post-Newsweek Stations are a Group. Unlike a network, uniformity is not our goal. Each station works autonomously to serve its own community. Yet unlike an independent station, a Post-Newsweek station has the financial and creative resources of the entire group to rely on. This common ownership nurtures achievement based on a single philosophy. All Post-Newsweek Stations are motivated by, and perform to, the same standard of excellence. Their individual efforts are measured by their performance against their local competition and also against their performance within the Group. And because of the scope of the Post-Newsweek Stations, the best of these efforts can reach interested audiences far beyond the range of any individual station.

The Group concept allows for a flexibility that feeds and stimulates creativity. It provides the wherewithall that an individual station could never amass in order to experiment, innovate, initiate. Yet it also allows for the development of a local "personality." Our stations are part of the communities they serve. What sets them apart is extra service. Extra energy. And the confidence and guidance at every echelon to strive for excellence.

The Post-Newsweek Stations serve what could literally be described as a cross-section of America—Eastern, Southern and Midwestern—people who live in large cities, suburban enclaves, farm complexes, ranches, in apartments and homes large and small. The problems they encounter have similarity that is typical of all America . . . the social dilemmas of better education, more efficient government, adequate health care, of drugs and students, of transportation and taxes, of unemployment, community planning and more.

The Post-Newsweek Stations address themselves to these problems by giving their audiences the vital information they need to understand and cope with the world as it is; and by

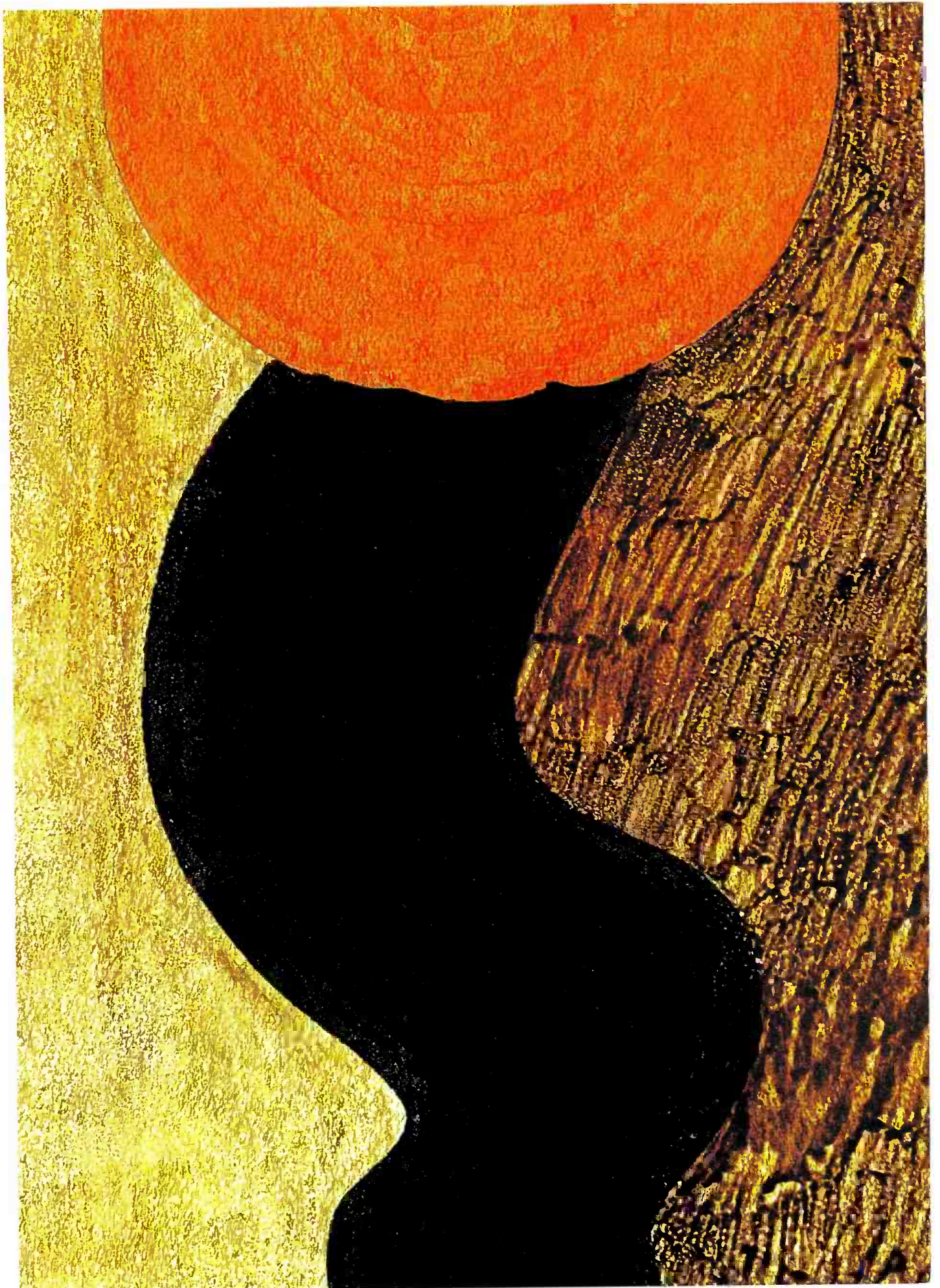
providing the seeds of change and growth.

All-important in this information flow is news. And it is on the news effort that The Post-Newsweek Stations have built a reputation for integrity, responsibility and professionalism. It is a reputation honored by hundreds of awards including most recently, the University of Missouri's Distinguished Service to Journalism, and the Preceptor Award from San Francisco State.

THE NEWS FORCE

The need for excellence in news in Washington, D.C. is also a need in Miami, Jacksonville and Cincinnati. Though the emphasis may be different—though one story may take precedence over another because of local interests and involvements—honest, straightforward, comprehensive presentation is still what every news-seeker wants. And that is what they get on a Post-Newsweek Station.

In Washington, D.C., where news is a business—where newsmakers and news gatherers abound—Eyewitness News on WTOP-TV is watched by more people than any other TV news. WTOP-TV is the only station to provide Washington with a two-hour daily news program.



That news is a digest of the day's events. Of happenings on a local, national and international scope. It is sports reporting by Warner Wolf, the Washington area's most popular and recognized sports reporter. And it's a weather report originating from our own radar weather station. But that's not all it is. Eyewitness News is also investigative reporting. It is quite simply plain, honest journalism presented by the largest local news team in the area. It's commentary, too. Opinion and analysis from some of America's foremost newsmen. Men with the stature of James J. Kilpatrick, Carl Rowan and Hugh Sidey. It's news with intelligent controversy. With the insights of men known around the world for their incisive diagnosis of issues, events and personalities.

Eyewitness News gives Washington the broadest base of knowledge available. Not just in factual day-in, day-out reporting, but in viewpoint as well. And that includes movie-theater reviews, media criticism and editorializing.

Editorial Directors at all The Post-Newsweek Stations speak out on myriad issues from the problems of off-street parking to the complexities of peace treaties. At each and every Post-Newsweek Station we operate

with local management that exercises its independent news and editorial judgment.

Eyewitness News is not just a Washington phenomenon. Equal effort goes into the news programming at every Post-Newsweek Station. That's why the vast majority of the news watchers in and around Jacksonville watch WJXT-TV's Eyewitness News. And southern Florida has never had a clearer view of local issues than by watching WPLG-TV's The Scene Tonight from Miami, the news with the largest growth audience in the South. Telling people about the world as well as their own home town is what television is all about at The Post-Newsweek Stations.

Washington, D.C., perhaps more than any other city in the world, has an immediate need for news. And to fill that need, The Post-Newsweek Stations brought all-news radio to the news capital of the world. And that news is in-depth, innovative and authoritative. It includes commentary from the Post-Newsweek staff of analysts, editorials, cultural news and reviews, investigative reporting, on-the-spot coverage of events from the Pentagon to the public parks plus the services of CBS, UPI, AP, Group W overseas and Private Line News Exchange.

It is the news that Washington decision-makers, law makers, government workers, homemakers, cab drivers, and college students listen to.

The news effort of The Post-Newsweek Stations is dedicated to presenting to individual viewers and listeners the depth and dimension of world events. That is why Eyewitness News in Washington and Jacksonville, The Scene Tonight from Miami, and Non-Stop News Radio in the nation's capital, are the yardsticks by which news is measured. On-air personalities differ from city to city—but the objectives remain the same: give audiences the most complete information available. Include fact, opinion, analysis and investigation. Make the news as important on Miami Beach as it is in downtown Cincinnati, Jacksonville or Washington.

PEOPLE, PLACES, THINGS

News of the world is not all an individual needs to know. There is a world of people, places and things to grasp. And Post-Newsweek Stations open up that arena with on-going programs to hold the interest of any viewer.

Like WTOP-TV's *Harambee*, the nation's only daily hour of television produced for and

by blacks, highlighting black history, literature, culture, and the arts. It is a channel of communication and understanding between black and white communities.

Or WPLG-TV's *A.M. Miami*, southern Florida's eye-opener and ear-opener. It's a conversation about entertainment, politics and industry with the people of Miami. The phone lines are open and so is the conversation.

Caution! another of Post-Newsweek's continuing projects is a consumer's forum. George Allen, a WTOP-TV and Radio investigative reporter, informs consumers by outlining how specific types of merchants can bilk the buyer. *Caution!* is a prime time presentation case of seller beware and buyer be aware. *Kutana*—WJXT-TV's daily half-hour devoted to the concerns and causes of Florida's blacks—employs interviews, round-tables, demonstrations and entertainment to highlight the needs and aspirations of the black community to blacks and whites alike.

Everywoman tackles the problems of a woman's world from how to change a tire to how

to get credit at a bank. It liberates thinking viewers from old cliches about a woman's place. Everywoman features Rene Carpenter, an outspoken career woman and mother, an all-woman production staff; and it is seen in prime time in Washington and also in Miami and Jacksonville.



Pan Americana examines the problems and predicaments of Florida's Spanish-speaking communities, which have tripled in size since 1961. WPLG-TV's Manolo De La Torre moderates discussions by panelists

picked from leaders in the community and experts on Latin America.

Agronsky & Company, originating from Washington, is seen in every Post-Newsweek television city. It's an exchange of very personal views on the current scene by veteran news analysts

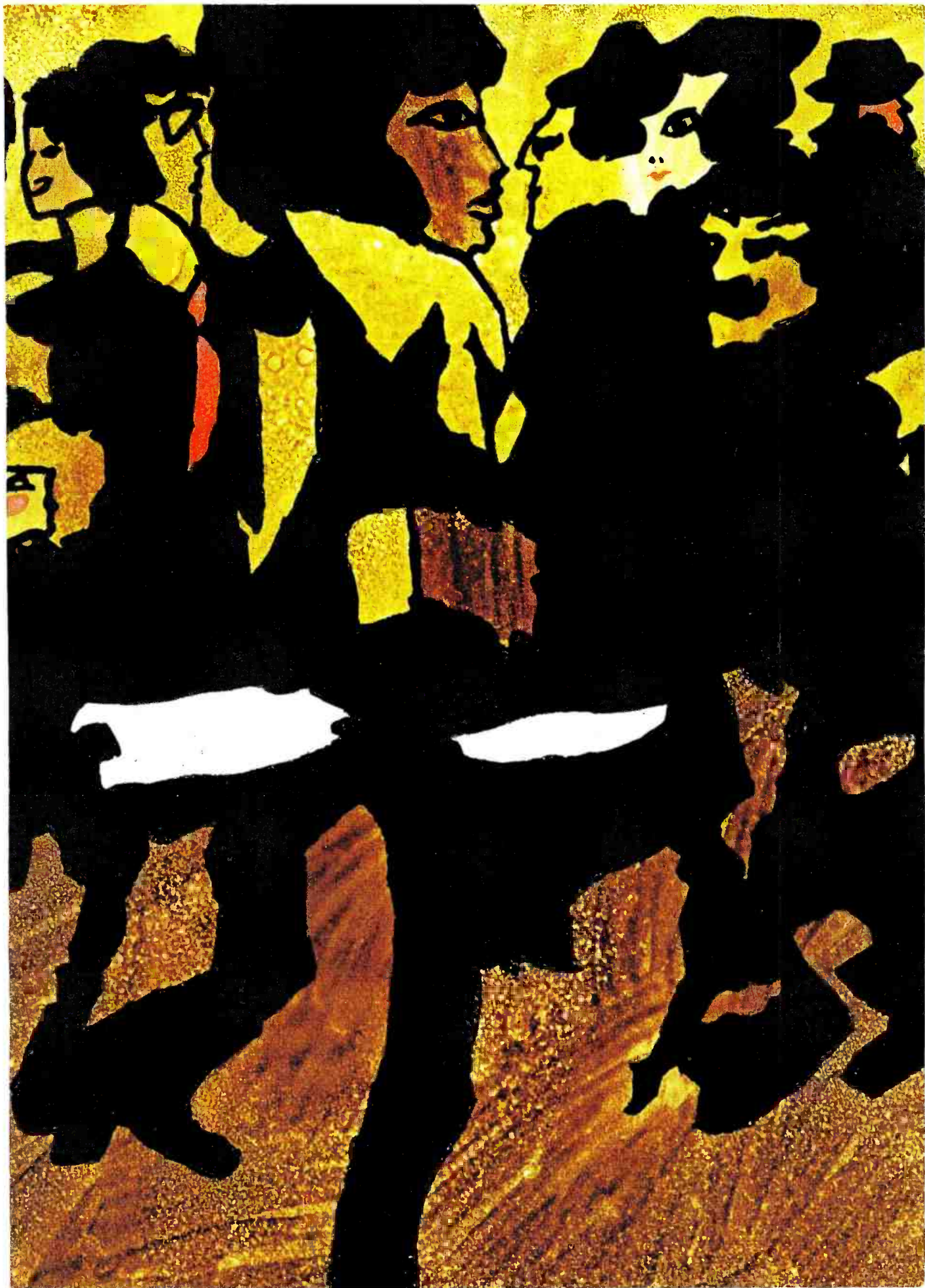
Martin Agronsky, Carl Rowan, James J. Kilpatrick, Hugh Sidey and Peter Lisagor.

Job Line, a special feature done weekly by WPLG-TV, in cooperation with the Florida State Employment Service, is an on-the-air employment and job counselling center where job hunters and employers can match opportunities and skills.

Cinema Club 9, WTOP-TV's answer to creative late night movies is a prize collection of classic films all made before 1935. In the group are the original productions of "America," "Cavalcade," "Call Her

Savage" and more with stars like Lon Chaney, Sr., Clara Bow, Rudolph Valentino and others. To present these films, television rights had to be negotiated film by film. Audience response to these early masterpieces has made this





Post-Newsweek effort a labor of love as well as a major contribution to a great American art form.

A SPECIAL SOMETHING

Part of our job in communicating with the individuals in our audience is to offer them a variety of programming that goes beyond ordinary fare. In Cincinnati, we devoted a radio station to that. After intensive research, Post-Newsweek Station management learned that good music on a continuing basis was something the listeners of Cincinnati wanted but couldn't get. To fill that need, Post-Newsweek developed a new kind of radio format for WCKY. It is a continuous flow of lyric and melody from artists as diverse as Streisand and Stravinsky, Mancini and Mendelsohn. It is a universe of music "beautiful to turn to." For good measure we developed the most extensive radio news department in the Queen City, the tops in sports coverage. Cincinnati approved.

Our dedication to high-quality programming excellence has set us on a search for unusual and significantly special TV entertainment. Just a few among these recent special programs have been:

A Kennedy Center Concert, the first televised per-

formance from Washington's new John F. Kennedy Center for the Performing Arts. This program was unique not only because it was a first, but because it was for children. Fourth grade students from all over Washington, D.C.—many of whom had never seen or heard a symphony orchestra before—were enthralled by the program put before them by The National Symphony. Our viewers at WTOP-TV, WJXT-TV and WPLG-TV joined them and their hostesses, the wives of the Cabinet members of the United States, in this exciting adventure.

Mao's Little Red Book, narrated by James J. Kilpatrick, was a study of Red China presented to Post-Newsweek Station audiences well before the President's trip. This special, included a filmed performance of the ballet that President Nixon was later to see in Peking; a close-up on primary education in the Chinese Republic; a glimpse of a Chinese factory; Peking on a Sunday and more. "Mao's Little Red Book" was the first opportunity most of our audience had to get some insight into the workings of the Maoist society—from the thoughts of Mao to the people in the street.

The American Land-

mark Series: Three very special programs, produced by the Post-Newsweek Stations, to give our audience an inside look at the people and events that shaped America. "George Washington's Mount Vernon" portrayed life as it was in pre- and post-revolutionary America and won the Freedom Foundation Award.

"Williamsburg: A Colonial Christmas" recreated a typical 18th century Yuletide in historic Williamsburg, a place many of our viewers would never have seen without this television special. It won the Silver Phoenix Award for history-documentary in Atlanta's famed film festival. "Bull Run to Appomattox: A Civil War Song Book" was actually filmed at Gettysburg, Appomattox, Harper's Ferry and other Civil War battlefields as a chronicle of the war between our states.

Drug Abuse Week.

Because of the critical nature of the drug problem throughout America, each of the Post-Newsweek Television Stations dedicated seven days and nights to local news reports, "rap" sessions, editorials, round-table discussions, specials from within and out of the U.S., and thousands of spot announcements, all of which examined the impact, the prob-

lems, the possible solutions to and the ramifications of, today's drug culture.

Black African Heritage, five hours of television produced, directed and written by authorities in African art, history, geography, wildlife, sociology and music, exposed the vast cultural richness brought by blacks to America.

In addition, the Post-Newsweek Stations present out of the ordinary news specials. Like complete coverage of Honor America Day from the grounds of the Washington Monument.

Money, Morality and Politics. Long before the issue of public indignation over political morality burst into headlines, Post-Newsweek Stations were discussing this issue. Almost two years ago WTOP-TV gave over an entire evening of prime time to a serious dissertation and discussion of the implications of money in the political arena. Editorial Director Norm Davis made ten specific suggestions on how best to curb the influence of finances on politics.

Senators and Congressmen from states across the nation joined in discussion and reply with their chosen chairman, Sen. Thomas Eagleton of Missouri. And we gave many others an opportunity after these programs

had aired to publicly state their cases for and against our proposals.

The Post-Newsweek Stations have given generously of their air-time to serve as a platform for political debate including entire evenings of prime time. In 1972 alone, we donated over 67 hours to candidates for state, local and national office. And we were donating our time and facilities long before the government encouraged it from others. In addition Post-Newsweek Stations make all political time available for sale at 50% of our published rates.

But these are not the only special programs Post-Newsweek Stations bring to their audiences. To excite and provoke the interest of our viewers is our highest priority. Sometimes our programming choices are not selected because they are massively popular, but they are *always* selected because they are stimulating. Television and radio can challenge as well as entertain and inform. And we at The Post-Newsweek Stations believe that they must do no less.

WE DON'T KID AROUND

Yes, television is an entertainment medium. But when it comes to children's television, it should use

its entertainment value to educate as well. Post-Newsweek Stations are making a concerted effort to innovate and initiate new and provocative ways to teach children as they watch TV. Among these efforts are:

Arthur & Company, produced at WPLG-TV and seen in all Post-Newsweek cities, is a pre-schoolers' primer. It's a world beyond their own that takes them out of their environment into a galaxy of color, grass, wheels, things that fly, or food and where it comes from. It's a travel guide with puppets, a dictionary, a kaleidoscope of sights and sounds all tuned toward learning. *Arthur & Company* is produced in cooperation with the University of Miami's School of Education. It represents advance thinking about educating today's child and it has been selected for an excellence award by Action for Children's Television.

Reading, in production at WJXT-TV, tests the theory that the easiest way to reach a child's mind is through TV. It's frankly experimental but very exciting. *Reading* is designed to prove that junior high school aged children who aren't reading can be taught through TV. We purchased a vintage movie serial, and we super-imposed letters, words and

symbols over it. Along with this visual tool, the child is given a script which follows word for word what the actors on the screen are saying. They learn to read because the words they're reading have meaning. Scripts are made available to the children before the episode airs so that they can find out what happened to the hero in advance. But they have to read the script to find out. Then when the program airs, they can read along.

Doing/Being, a WTOP-TV contribution, treats teenagers as the thinking people they are. It is a weekly exploration of the things real kids are doing like building playgrounds in what used to be rubbish-filled empty lots, doing the good and sometimes not so good things they Do to Be. *Doing/Being* has created a dialogue and maybe it will help to create a better understanding. It, too, has been recognized by Action for Children's Television.

Innovative television for children isn't enough. Not if the medium for presentation remains untouched. That is why we at Post-Newsweek have taken a dramatic departure with children's television. We instituted a policy of no commercial interruptions during locally originated children's programming. We cluster them

at beginning and end. We don't interrupt that essential concentration so important in a learning situation. We believe it's better for the child and better for the advertiser. In addition, to aid parents in choosing what television they want their children to see, Post-Newsweek children's programs are clearly labeled by age group.

Along with our own productions for young people, we have searched the world for films, serials and features of interest to children. We have purchased European productions that introduce young minds to old civilizations, and films that involve children in adventures of all varieties.

Children's television at WTOP-TV, WJXT-TV and WPLG-TV is a wonderful world of new and fascinating experiences. It's children's television that has come of age.

INNOVATING FOR EXCELLENCE
From the very beginning, the Post-Newsweek Stations have made excellence their goal. And excellence means innovation—not only in programming and format, but in policy and philosophy.

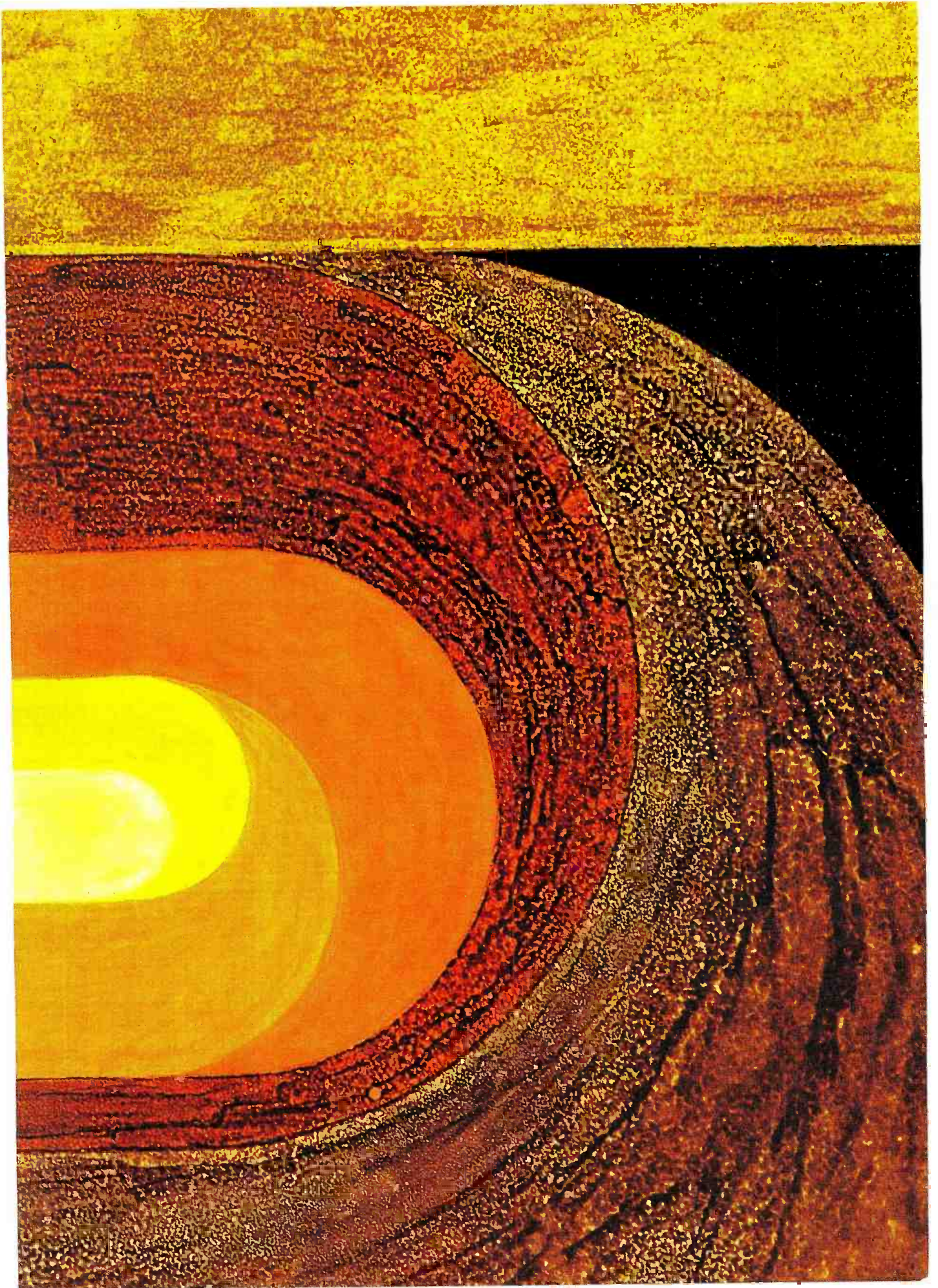
The Post-Newsweek Stations have the courage to

lead. We banned cigarette advertising from our station more than a year before the government declared that restriction. It was a costly decision, but to us the costs of more and younger smokers was too high a price to pay.

Post-Newsweek Stations give free time to recognized politicians and groups so they may have the opportunity to speak their minds, pro and con, on public issues. These discussions—often in prime evening hours—enable the men and women in our audiences to evaluate all sides of a controversial question and formulate opinions of their own. That's *real* public service. It results in access to the public. The Post-Newsweek Stations believe in it.

Post-Newsweek has made significant strides in other areas, as well. Like our policy of no commercial interruptions during children's programming; and in news, with our staff of commentators who represent and present the spectrum of opinion in almost every area of endeavor from politics to the theater.

And we will continue to innovate. To reach out for excellence. To stretch the bounds of television and radio so that every individual who turns to us



will get something worthwhile in return.

At Post-Newsweek we believe that better communication is possible. It takes work. It takes *guts*. It takes imagination. It takes the courage to speak to one man or one woman who has a need to know. To probe their interests, provoke their intelligence, and even to tickle their funny bones. But perhaps most of all, it takes individuals, men and women within our industry, who know how good television and radio can be, and who want to make it better.

At Post-Newsweek we believe we have these individuals. We give them the freedom to shape their media into the "better something" it can be. Their names are unimportant, the product they produce is their real reward. They like it that way. We have reason to believe the millions of individuals we serve like it that way too.

It all adds up to this: we believe that getting something out of radio and television should be as simple as opening your eyes.

**THE POST-NEWSWEEK STATIONS
WTOP-TV/Washington, D.C. (CBS-TV)
WTOP Radio/Washington, D.C. (CBS-Radio)
WJXT-TV/Jacksonville, Florida (CBS-TV)
WPLG-TV/Miami, Florida (ABC-TV)
WCKY/Cincinnati, Ohio (CBS-Radio)**

with continuously operating type-accepted frequency monitor.

It was also proposed to relax requirements concerning frequency checks for FM-subsidary-communications-authorization-subcarrier frequencies, stereopilot-subcarrier frequencies and television-carrier frequencies. Under the proposed rules, monthly measurements will be required.

Judge believes Moyer, recommends renewal

An FCC administrative law judge has held that WJYY-TV Jacksonville, Ill., was not guilty of improper motive in paying \$20,000 in connection with its ABC-TV affiliation. As a result, he said, the station's license-renewal application should be granted.

Judge Forest L. McClenning issued the ruling in one of five FCC hearings initiated in November 1971 as a result of a probe into allegations that licensees and permittees had made illegal payments to ABC employes to assure getting affiliations (BROADCASTING, Nov. 8, 1971). The inquiry was prompted by the disclosure that ABC had accused Thomas G. Sullivan, then ABC regional station relations manager, of receiving a payoff from WKTR-TV Dayton, Ohio. Mr. Sullivan was discharged in February 1971.

Mr. Sullivan was also a key figure in the WJYY-TV case as well as in an earlier one in which an administrative law judge's initial decision has been issued. In that one, Judge Frederick W. Dennison absolved Gerald Green, president of KDUV-TV Dubuque, Iowa, of wrongdoing, and pinned the responsibility on Mr. Sullivan.

Judge McClenning, in his decision issued March 23, said that the case revolved around a meeting between Keith Moyer, president of WJYY-TV, and Mr. Sullivan on difficulties that station was having in modifying its facilities to meet ABC's criteria. The modifications were being made in connection with an agreement under which the station was to obtain a bonus affiliation. Mr. Moyer at the meeting also sought a change in affiliation agreement under which ABC would provide the station with a "clean signal," rather than requiring it to use pick-ups from WAND-TV Decatur, Ill.

Judge McClenning noted that Mr. Moyer testified that at the meeting Mr. Sullivan named \$20,000 as the station's payment on line costs for the modification, while Mr. Sullivan alleged that Mr. Moyer offered that amount to have line charges "taken care of."

Judge McClenning indicated he believed Mr. Moyer. Mr. Moyer, he said, had no reason to doubt Mr. Sullivan's authority to modify the agreement being sought, while Mr. Sullivan, he added, was in a unique position to develop and execute a plan to defraud WJYY-TV.

Mr. Moyer's testimony regarding the \$20,000 payment was "wholly reasonable" while Mr. Sullivan's contention that Mr. Moyer offered a \$20,000 bribe was "unreasonable," the judge said.

Major FM sales win FCC approval

Starr gets New York, Detroit; Mission loses protest in Denver

Starr Broadcast Group, New Orleans, will add two FM's to its station portfolio following FCC grant of its applications to purchase WWWW(FM) Detroit, from McLendon Corp., and WNCN(FM) New York, from the National Science Network. Total consideration of the two deals is \$2,840,000—\$750,000 for WWWW and \$2.09 million for WNCN.

WWWW is the third station purchased by Starr from the Dallas-based McLendon chain in the past year. In 1972 Starr received commission approval to buy KABL-AM-FM Oakland-San Francisco for \$10.5 million. The WNCN deal is the second NSN station sale granted by the agency this month. Metromedia picked up the firm's WPHF-FM Chicago three weeks ago for \$2.75 million (BROADCASTING, March 19). NSN retains KMPX(FM) San Francisco and KPCC(FM) Pasadena, Calif.

Other Starr stations include WCVB-TV Bristol, Va.; KYOK(AM) Houston; WBOK(AM) New Orleans; WLOK(AM) Memphis; KXLR(AM) North Little Rock, Ark.; KDTX(FM) Dallas; KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas, and KABL-AM-FM.

In a separate action, the commission



One more. In ceremony March 28 in New York, Frank Stanton, retiring CBS vice chairman, was presented with a silver plaque inscribed with signatures of 14 past chairmen of the CBS-TV affiliates advisory board, Charles Brakefield (l), president and general manager, WREC-TV Memphis, and past chairman of the advisory board, presented the plaque in Dr. Stanton's office. Robert D. Wood, CBS-TV president, was also present. Inscription on the plaque reproduced the wording of the First Amendment, noted Dr. Stanton's "constant vigil and personal effort" in perpetuating its meaning, and cited his "long and brilliant career" in providing contributions to broadcasters, particularly the CBS-TV affiliates.

approved Columbine Broadcasting Co.'s \$300,000 purchase of KADK(FM) Denver over the objections of rival Mission Denver Corp., which had claimed the sale should be denied because the seller, Gordon S. Rosenbloom, had allegedly reneged on a contract to sell KADK to Mission. The firm also questioned the character qualifications of Columbine President Kenneth Lange, former employe of KTLK(AM) Denver, whose license renewal is currently the object of an FCC hearing. Mission, which is attempting to ward off citizen protest of its purchase of KBTR(AM) Denver, has brought suit in a Denver court to block the sale. But the commission said it need not await the resolution of the suit to act on the Columbine application since the sale is conditioned on the outcome of the litigation. It added that, based on the KTLK proceeding record, it did not appear that Mr. Lange played any substantial part in alleged wrongdoings by that station.

LaGrange NAACP makes late challenges

A local chapter of the National Association for the Advancement of Colored People has asked the FCC to deny the license-renewal applications of WLAG-AM-FM LaGrange, Ga. The challenge, by NAACP's Troup county (Ga.) chapter, was filed three weeks after the deadline for petitions to deny renewals of stations in Georgia and Alabama.

Denial of the renewals, the petition charged, is warranted because of certain "discrepancies" in their renewal applications and several alleged violations of FCC rules.

The NAACP chapter disputed the station's claim that a black announcer, Harvey Cofield, who had been a part-time employe for 12 years, had not wanted to obtain a full-time position. The petition contained the announcer's affidavit that he did want full-time status but no such offer had been made to him.

The petition also alleged that, contrary to statements in the WLAG renewal application, station employes had never been informed of WLAG-AM-FM's equal-employment opportunity program and the stations had never aided in recruiting minority staff members.

NAACP also charged that the stations have been guilty of "frequent and repeated" logging violations and numerous technical violations, including a potentially dangerous tower-lighting system that has allegedly been partially inoperative since last December.

NAACP said it was "cognizant" of the fact that its petition was being filed past the deadline but asked the commission to excuse the lateness of the filing due to the "substantial" number of violations outlined in the challenge. At the March 1 deadline for challenges in Georgia and Alabama, 10 stations in the latter state were hit with petitions to deny (BROADCASTING, March 5). WLAG-AM-FM are the only Georgia stations to be challenged.

Louisiana AM faces loss of its license

FCC judge proposes such action, citing unreported transfers

An FCC administrative law judge has proposed revocation of the license of Shedd-Agard Broadcasting Inc. for KLSU-AM White Castle, La., principally on grounds of unauthorized transfer of control of ownership.

Judge Forest L. McClenning, in an initial decision issued last week, said that "preservation of the integrity of the commission's processes and the interest of the public permit no course other than revocation" of the station's license.

Judge McClenning said there were three instances of unauthorized transfer of control and that the station is now owned and operated "by strangers to the commission."

The first transfer occurred, he said, when Leland H. Agard sold his 50% interest to James H. Shedd; the second, when Mr. Shedd sold 100% of the stock to Harry Womack, and the third, when Mr. Womack sold 100% of the stock to MacDonald Lynch.

Judge McClenning said that besides violating the rules requiring the commission's approval of transfers of control of ownership, Shedd-Agard has violated one rule requiring licensees to file contracts relating to ownership or control within 30 days of execution and another requiring licensees to file supplemental

ownership reports within 30 days after any change in the information required in the report.

The judge noted that Shedd-Agard had recognized that it should not be allowed to continue to operate the station. But it had urged that it be allowed to sell it to prevent irreparable damage to the former owner of the station, Big League Broadcasting Co., which holds a note in the amount of \$37,984 that is secured by a mortgage on the station's assets.

But the judge said that "standing alone does not constitute mitigating circumstances warranting condoning of the willful, flagrant and repeated violations" of the Communications Act and the commission's rules.

Forward goes to Texas for sixth TV outlet

Midwest group owner paying \$2.25 million for KOSA-TV Odessa

Forward Communications Corp., Wausau, Wis., group broadcaster and newspaper publisher, last week bought KOSA-TV (ch. 7) Odessa, Tex., from Doubleday Broadcasting Corp. for \$2,250,000, subject to FCC approval. The acquisition will give Forward its sixth television station.

Forward's television properties are WRAU-TV (ch. 19) Peoria, Ill.; KCAU-TV (ch. 9) Sioux City, Iowa; WTRF-TV (ch. 7) Wheeling, W. Va.; WMTV-TV (ch. 15) Madison, Wis., and WSAU-TV (ch. 7) Wausau. It also owns KVGB-AM Great Bend, Kan.; WTRF-FM Wheeling; WKAU-AM-FM Kaukauna, Wis.; WSAU-AM and WIFC-FM Wausau.

Stockholders in Forward are the *Wausau Record-Herald, Wisconsin Rapids Tribune* (which owns WFHR-AM) and *WRRW-FM Wisconsin Rapids*, Rhineland Publishing Corp. and Merrill Publishing Co. Richard D. Dudley is president.

Doubleday, a subsidiary of Doubleday & Co., the publishing house, retains its ownership in five AM stations, three FM's and two television stations.

KOSA-TV operates with 316 kw visual and 39.8 kw aural from an antenna 740 feet above average terrain. It is a CBS-TV affiliate.

Media Briefs

L. A. consultants. Formation of Aries Communications Group, Los Angeles, as consultants in management-news-programming, has been announced. Aries is headed by Martin Dooling, formerly executive producer, CBS Los Angeles, as president; Ervin Zavada, formerly president of his own production firm in Hollywood, as executive vice president, and Edward Hall, former director, affiliate relations, CBS-TV, as executive consultant.

16 for MBS. New affiliates for Mutual Broadcasting System: WHEP-AM) Foley, Ala.; WKAO-AM) West Palm Beach, Fla.; KOKO-AM) Warrensburg, Mo.; WVVW-AM) Grafton, W. Va.; KVOV-AM) Henderson,

Nev.; WHLT-AM-FM Huntington, Ind.; WEBB-AM) Baltimore; WSDL-AM) Slidell, La.; WBNF-AM) Binghamton, N. Y.; WOHS-FM Shelby, N. C., and WCIS-AM-FM Pascagoula, Miss. New affiliates for Mutual Black Network: WPAL-AM) Charleston, S. C.; KWRL-AM) Reno and WBIL-AM) Tuskegee, Ala.

Buckley consults. Buckley Broadcasting Corp., New York, has formed Buckley Communications Group to serve as consultation service in all areas of radio, including programming, sales, promotion, research engineering, talent and merchandising. Buckley Broadcasting operates Buckley Radio Sales, representative firm, and owns and operates WDRC-AM-FM Hartford, Conn.; KOL-AM-FM Seattle; KKHI-AM-FM San Francisco; KGL-AM) Los Angeles; WIBG-AM) Philadelphia and WWTC-AM) Minneapolis.

Gateway in Cherry Hill. Gateway Communications Inc. opens new corporate offices in New Jersey. Firm is licensee of WBNG-TV Binghamton, N.Y., WLYH-TV Lancaster-Lebanon, and WTAJ-TV Altoona-Johnstown, both Pennsylvania. George A. Koehler is president and Lewis Klein is vice president. Suite 612, Executive building, Cherry Hill, N.J. 08034. Phone (609) 667-8100.

NBC in Daytona. NBC Radio has announced new affiliate: WDAT-AM) Daytona Beach, Fla., which broadcasts daytime (although it will soon go 24 hours) on 1380 khz with 1,000 w. It is owned by National Communications Industries Inc.

Military broadcasters will get an association

What was termed "the biggest thing ever to happen to military broadcasting"—a proposal for an interservice military broadcast organization—was discussed at the two-day American Forces Radio and Television workshop (March 22-23), held in Washington as a related activity to last week's National Association of Broadcasters convention.

Actually, the some 100 military broadcasters and civilian staff members of military broadcasting installations attending the workshop were told that the proposed United States Military Broadcasters Association already has been chartered in Indiana. Qualified to join the new organization, which would combine the broadcasting activities of all the military services, are all active-duty and former military broadcasters, civilians connected with military broadcasting and selective honorary members.

The purpose of the organization is to promote the prestige of military broadcasting, provide an exchange of information among people associated with military broadcasting and to generally assist the military broadcasting media. The hope of the new organization is to establish a chapter at every AFRTS television station around the world and to someday hold a national convention in association with AFRTS.



FIVE MIXER AUDIO CONTROL

B-500 series

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Code Authority offers fall preview of taboos for proprietary drugs

Helffrich, Lansner give detailed explanation of how, when and where new and rigid rules will apply

The sweeping new TV rules for proprietary remedies adopted by the NAB television code review board (BROADCASTING, Feb. 21), were explained in detail at a workshop at last week's National Association of Broadcasters convention in Washington. With NAB Code Authority Director Stockton Helffrich and his assistant director, Jerome Lansner, conducting the session, station and advertising representatives were told how to cope with the new guidelines that go into effect Sept. 1.

Among the explanations by the Messrs. Helffrich and Lansner:

▪ The guidelines do not apply to toothpaste or food supplements such as vitamins.

▪ Mouthwashes that are used only for cosmetic purposes—such as to make the breath fresh—are not covered, but mouthwashes that make health claims—such as killing germs—are covered.

▪ For claims of product effectiveness, clinical documentation or substantiation is most desirable; medical opinion is least desirable.

▪ Using the package itself as the overt reference that is required to impress on viewers the need to follow the product's directions is an option that the advertiser may try but Mr. Helffrich, for one, doesn't think it will work.

▪ The product's label is as good a guide as any as to what advertisers may tell viewers about what a product can do without over-stating their case.

▪ The rules are going to be tightened considerably in the portrayal of immediate relief provided by products, with no exclamations such as "wow," or "oh, boy," permitted. Advertisers will not be allowed to create an impression that goes beyond fact. And passage of the time it takes for the relief provided by the product must be indicated much more thoroughly.

▪ Phrases associated with the drug culture will not be tolerated (Mr. Helffrich told of Warner-Lambert's Roloids using the phrase "join the acid club" in a commercial, but subsequently voluntarily withdrawing the spot from circulation).

▪ Children—defined as being 12 years old or younger—will not be allowed to appear in commercials for over-the-counter medications intended for use by adults. Children also will not be allowed in piggyback spots if the first half of the commercial is for an over-the-counter adult's medication product.

▪ There will be an emphasis on the use of disclaimers that proprietary remedy products shall be for occasional use only.

▪ It will be difficult, if not forbidden, for so-called "slice-of-life" commercials to be used since suggestions that products can solve everyday problems will not be permitted.

▪ Conservatism and strictness will be the approach taken by the code authority in ruling on gray area questions of whether celebrities or authority figures are truly making personal testimonials or endorsements for products.

▪ While on-camera pill- or capsule-taking is not going to be permitted, liquid medications, such as Alka Seltzer, are not covered by this guideline.

▪ Mr. Helffrich's summation of what the TV code review board has wrought: "My God, we're giving copywriters lots of work."

The code authority workshop also, in

a much briefer way, covered the ramifications of the NAB code's new multiple-product announcements guidelines.

RAB and media mix

Bureau launches big promotion that uses both radio and print

Coincident with the start of the National Association of Broadcasters convention last week, the first stage in what Radio Advertising Bureau calls a "national media-mix" advertising campaign on be-

WREX-TV is represented nationally by HR Television, Inc.

the right to learn

"I know a very special child, but his world is upside down. And often in the classroom, he wears a puzzled frown."

The puzzled frown comes from a learning disability—a disorder in one or more of the basic psychological processes. The child isn't mentally ill. But he has an inability to comprehend symbols that prevents him from attaining the achievement level of his peers. For instance, he may see the word "who" as "how."

News director Gene Hanson and reporter Gay Sinibaldi of WREX-TV in Rockford decided to take apart a puzzle of a child with a learning disability. Then put it back together in an understandable picture for their viewers. The result was "The Right To Learn," an award-winning documentary on learning disabilities.

The program, possibly the first of its type, explores the problem from the viewpoints of child, parent and teacher. It tells what is being done and what needs to be done to help children with learning disabilities.

Public interest resulted. Educational second showing requested and interest groups requested transcripts for their libraries.

WREX-TV did the program because we care. About our community. About our children. About all children.

Gilmore Broadcasting Corporation — committed to community action.

James S. Gilmore, Jr.
President



James S. Gilmore, Jr., President

THE GILMORE GROUP

- | | | | | | | |
|-----------------------|---------------------|-------------------|-------------------------|-------------------|-------------------------|-------------------------|
| WEHT-TV
Evansville | WREX-TV
Rockford | KODE-TV
Joplin | WSVA-TV
Harrisonburg | KODE-AM
Joplin | WSVA-AM
Harrisonburg | WSVA-FM
Harrisonburg |
|-----------------------|---------------------|-------------------|-------------------------|-------------------|-------------------------|-------------------------|

half of radio began with two-page spreads in *Time*, *Newsweek* and other national publications. RAB President Miles David said he believed the campaign is the first in radio's 50-plus-year history in which a national and local media mixture was used to promote radio.

The print campaign is to be followed by some \$1 million in radio time provided by stations, starting on June 1.

RAB said the ad agency Muller, Jordan, Herrick prepared the print ads. The first ads stress radio's reach with consumers, and other demographics. The ads include return coupons, which offer advertisers and agencies tangible help from the bureau. Mr. David said space for the ads was provided through donations of broadcast groups and individual stations. The radio commercials were the work of Warren Pfaff, formerly senior vice president, J. Walter Thompson, who now heads his own creative company, and Sid Woloshin, producer.

RAB primes its guns for radio on all levels

Co-op moves with local members among ambitious plans reported to delegates at NAB session

A series of projects in which the Radio Advertising Bureau and radio stations would combine forces to boost national, regional and local sales was outlined by RAB leaders last Tuesday (March 27) at the radio management conference of the National Association of Broadcasters convention.

RAB President Miles David said "industry synergism" in the form of cooperation by the NAB, RAB and the Television Bureau of Advertising has produced "a degree of progress" during the past year in combating legislative threats to advertising revenues and in seeking new license-renewal legislation. In the same way, he said, broadcasters and RAB working together can do more to improve sales than they can accomplish working alone.

In another Tuesday segment, Charles T. Jones Jr., director of the Radio Information Office, played—to the broadcasters' applause—new entries in the "Radio Free America" series of spots promoting radio. These included one by Glen Campbell to the music of his "Try a Little Kindness" hit, one by Roger Miller based on his "England Swings" and others based on the million-selling records "Desiderata" and "Baby, Baby, Don't Get Hooked on Me," as well as clearance for another 13 weeks of the free-enterprise promotion by a six-year-old that Mr. Jones said was the most-played spot in the first phase of the promotion.

Among the features of the RAB program was an "Alliance for Profit" presentation that RAB officials will take into individual markets under sponsorship of local RAB members. Previewed by Robert H. Alter, RAB executive vice president, it draws on the 1972 RAB/Association of National Advertisers radio

workshop for first-person testimonials to radio's flexibility in attacking diverse marketing problems and for examples of commercials that demonstrated this efficiency. Other segments of the presentation will be customized to specific markets' needs.

Other projects outlined by President David include:

- A mixed-media advertising campaign to sell radio through newspaper and magazine as well as radio advertising (see page 65). Mr. David said commercials for the radio phase will be distributed to RAB members in time for a June 1 start.

- A local-national "double-teaming" effort in which RAB will sell national accounts and ask stations to "feed back local marketing and distributing conditions" that affect the campaign within their markets—an approach RAB said had succeeded in returning Midas Muffler to radio advertising.

- Formation of a "think force" of leading broadcasters to "modernize" spot radio by making it easier for agencies to buy and handle. (As a separate part of the simplification process, broadcasters were urged to adopt and use the new standard invoice form for spot radio.)

- Intensification of the RAB program to improve sales professionalism by recognizing as "Certified Radio Marketing Consultants" those who pass specified tests, which will be proctored by the national accounting firm of Peat, Marwick & Mitchell.

- Continuation of RAB's one-day "Idearama" sessions offering "a barrage of immediately salable ideas for small-market stations." This year, 57 sessions are scheduled from April through July, starting in Des Moines on April 1.

Advertising is taking a bum rap—Tannenbaum

Lamenting that "the advertising industry is a villain these days," Stanley Tannenbaum, chairman of the board of Kenyon & Eckhardt reminded that the product must have merit before the ad agency can do its job.

Addressing a conference presented by the American Marketing Association's New York chapter last Thursday (March 29), he said agencies "must have more legitimate product benefits to talk about, product improvements—the lifeblood of every company—and fewer 'me too' products where we have to invent differences."

He emphasized that clients will have to invent new products faster. "Consumers are impatient with the old. We have to try and anticipate their needs more rapidly," he said.

Mr. Tannenbaum cautioned the Federal Trade Commission not to over-react to special interest groups: "Let's try to understand that a 30-second commercial can only contain 65 words or less. Don't make us overload our ads and commercials with disclaimers. There just isn't enough time or space. And they're on the package and literature, anyway."

Test shows how power of suggestion in ads can fake out viewer

Study uses mythical products and wording in ads that lead to improper inferences

If a TV commercial claimed that its plant food was protein-enriched, would the viewer think it was better than non-enriched plant foods? Would the viewer be more impressed with a corn-reliever product containing four times as much methyl-gly-oxol than any other brand or one that advertised two times as much MGO? These were some of the questions Dr. Seymour Lieberman, president of Lieberman Research, set out to answer in a study of consumer deception prepared for the American Marketing Association. Dr. Lieberman presented the study at a conference sponsored by the New York chapter of the AMA last Thursday (March 29).

The study involved the creation of six mythical new products and two sets of TV commercials for each product—one "straight," the other deceptive. The 200 respondents were divided into two panels of equal size. One panel saw the straight spot, the other the deceptive. The panels were closely matched in terms of sex, age, education and market location. They were asked identical questions for each product commercial. Out of the six product cases, only once did the panel viewing the deceptive commercial not fall for the ruse. Dr. Lieberman summed up the results for each product:

"When people were told that Pro-Gro plant food is protein-enriched, they more often believed that Pro-Gro is scientifically formulated plant food. As it happens, any scientist . . . could tell you that, while protein might be helpful to animals, this ingredient has no meaning or relevance insofar as plants are concerned.

"When a spokesman dressed in kilts and speaking with a Scottish burr did the pitch for Heather Mills sweaters, consumers were more than twice as likely to believe that the product is imported. The commercial never made mention of the fact that Heather Mills sweaters are Montana- and Arizona-bred and Pennsylvania-manufactured.

"When people were told that D-Corn contains four times as much methyl-gly-oxol than any other corn reliever, it made them more interested in buying the product and it buttressed the belief that methyl-gly-oxol is an important ingredient. This despite the fact that there is no evidence that a corn reliever with four times as much MGO is any more effective than, say, a product with twice as much of that ingredient.

"When Lite-Bite dietetic peaches and a competitive brand were plunked down on a scale, and Lite-Bite went up while the other one went down, consumers got the intended impression that Lite-Bite peaches are lighter than other dietetic desserts. Moreover, some people apparently made the incorrect inference that this meant

[they] have fewer calories in them, although others apparently rejected this notion.

"When people were shown two vacuum cleaners—a noisy one without an exclusive silencing system and a quieter one with an exclusive silencing system—they got the idea that the one with the silencing system was quieter than other vacuum cleaners on the market. In actuality, these were two different versions of the same brand, Quiet Queen, with one doctored up to perform more quietly than the other one.

"The only instance where the deception attempt totally failed was in the case of Alphamins, the vitamin with extra energizing ingredients. This is the one where we invented a mythical athlete—Jim Miller, Olympic gymnast champion—and tried to use the imagery of an athlete to more effectively communicate the extra energy benefit of Alphamins. It backfired—because the model we used came across as neither athletic nor energetic nor believable."

Dr. Lieberman concluded: "After my 48-hour stint as a TV producer, I've come to realize that 'seeing can be deceiving.'"

No numbers, no national spot?

NAFMB panel explores possibilities for lower-ranking, smaller market stations and finds outlook dim

The March 24 morning session of the National Association of FM Broadcasters, "Agency Opportunities Even if You're Not Number One," sported a full range of opinion from a panel made up of media buyers and FM sales managers.

Joyce Saxon, media buyer for J. Walter Thompson, Chicago, and Jonne Murphy, vice president, marketing, Vitt Media International, New York, claimed that with persistent attention to buyers, stations without strong ratings can gain entry to computerized buying lists. This was a subject that took up much of the session.

But it was a broadcaster, Jack Baker of CBS FM Sales, who gave little hope for those stations without the numbers of getting a slice of the national spot radio pie. "There are no more 147th market Lucky Strike 52-week schedules," he said. "Most buys are top-20 markets now, a few are top 50. And top 100—there are almost none at all." He cited shallower buys in each market, the computerization of media buying, and the regionalization of media buying as contributing factors to what seemed a shrinking national spot radio dollar. His suggestions for entry into the national market included the programming of specials (which can at least be sold on a regional basis, he said), graphic presentations to time buyers and "setting your rate card as high as possible—it makes any deal you make look good."

"To try to add a station to an already determined list," Jonne Murphy of Vitt Media added, "is almost impossible."

Steve Wrath, sales manager of KIOI (FM) San Francisco, felt that by creating what

he called "an in-feeling" with media buyers, national spot business can become more personalized. He cited his stations' practice of familiarizing media buyers with all aspects of a station's operations—touring the facilities, sitting in the booth with the on-air personality—as creating an "in-feeling."

Frequent question at the session was how stations should handle a "three-week-old time buyer who doesn't know radio." The panel suggested going over the buyer to the media planner in the agency in such cases.

Y&R dominates HRTS awards

Agency wins top TV award and four other television honors; Della Femina best in radio

Young and Rubicam swept top honors at the 13th annual International Broadcasting Awards contest, sponsored by the Hollywood Radio and Television Society. Presentations were made in Los Angeles March 16.

Y&R took the TV sweepstakes award, and four others: for three commercials on behalf of the New York City Addiction Services, with one of the three chosen as best public-service commercial; live action, 60 seconds, for "Axes," Goodyear Tire and Rubber Co., and radio open, 60 second, "Autumn Weekender Senses," Eastern Airlines. Horn/Griner, New York, did the production for the addition series; Palsley Productions, Los Angeles, the Goodyear commercial, and Audio Directors, New York, the Eastern Air Lines spot.

Sweepstakes winner in radio was Della Femina, Travisano & Partners, for Blue Nun wine, Schieffelin and Co., which also won the series award. National Recording Studios, New York, produced the commercial.

Other winners: television—live action, 60 seconds, non-English language, "Baby Chicks," Matsushita Electric Industrial Co. Ltd., no agency, Osaka TV Film Co. Ltd., Tokyo; live action, 30 seconds, "Last to Know II," Schoil Inc., N.W. Ayer, Chicago, The Haboush Co., Los Angeles; live action, 30 seconds, non-English language, "Long Player," Matsushita Electric Industrial Co. Ltd., Toei Advertising Ltd., Tokyo; ID's, 10 seconds or less, "Give Jingle," Menley and James Laboratories' Contac, Ogilvey and Mather, New York, Sentinel, New York; animation, "Wheels," Mazda Corp., Foote, Cone & Belding, Los Angeles, Boulevard West Inc., Los Angeles.

Also, combination, "Olivier-Stop Motion," Pola-

They just grow older. A study of 1972 national spot-radio buying, conducted by the research department of McGavren-Guild-PGW, New York, reveals that only 14% of top-10-market buys were aimed at teen-age audiences. The largest single target group for those markets was 25-49-year-olds, with 23% of the buys. Ellen Hulleberg, research director at McGavren-Guild-PGW and designer of the study, feels that the buying pattern may be reflecting the growth of the post-1945 baby boom out of its teen years and into its mid-twenties.

roid Corp., Doyle Dane Bernbach, New York, Directors Studio, New York; humorous, "Football," Xerox Corp., Needham, Harper & Steers, New York, Richards and Myers, New York; video tape, "The Aging Man," Quantas Airways Ltd., Leo Burnett, Sydney, Australia, Video Tape Corp., East Roseville, Australia; local (one market), "Encounter Group," WLS-TV Chicago, N. W. Ayer, Chicago, Sedelmaier Film Productions, Chicago.

Radio: musical, 60 seconds, "Country" Idaho Potato Commission, Botsford Ketchum, San Francisco, Art Twain Creative Services, Oakland, Calif.; musical, 30 second, "Didn't Win," Imperial Oil Ltd., Cockfield, Brown and Co. Ltd., Toronto, Larry Trudel Enterprises Ltd., Toronto; humorous, 60 seconds, "What About Ralph?" Hibernia Bank, Hofer, Dieterich & Brown, San Francisco, Chuck Blore Creative Services, Los Angeles; humorous, 30 seconds, "The Dirty Call," Southern California Beef Association, Stems, Walters & Simmons, Beverly Hills, Calif., The Commercial Clinic, Los Angeles; open, 30 seconds, "And the Word was Cords," Levi Strauss, Leo Burnett, Sydney, Australia, United Sound Studios, Sydney, Australia; local, one market, "Trident Import Percussion Band," Trident Imports Inc., Pacific National Advertising, Seattle, Holden/Hamilton/Roberts, Seattle; public service, "Convicted Drunk," General Motors Corp., N. W. Ayer, New York, Cinema Sound, New York.

Johnson calls drug code public-relations gesture

FCC commissioner says NAB cannot enforce it, and that solution is ban on such ads

Although broadcasters and even some members of Congress have hailed efforts at self-regulation undertaken by the broadcasting industry in connection with over-the-counter drug advertising, FCC

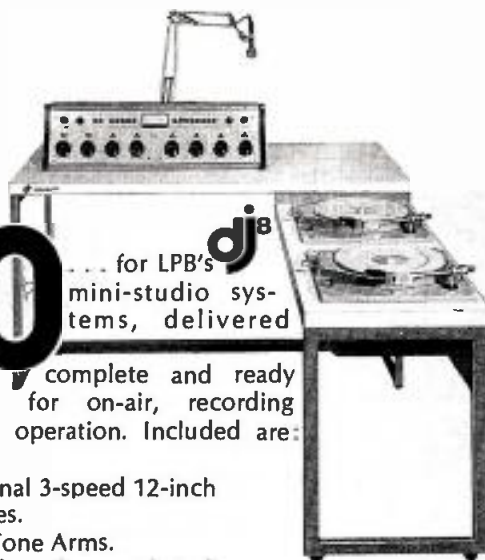
BAR reports television-network sales as of Mar. 11

NBC \$137,960,400 (34.4%), CBS \$136,182,600 (34.0%), ABC \$126,639,400 (31.6%)

Day parts	Total minutes week ended Mar. 11	Total dollars week ended Mar. 11	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	74	\$ 498,900	651	\$ 4,342,600	\$ 4,146,700
Monday-Friday 10 a.m.-6 p.m.	1,019	8,625,200	9,588	83,391,500	67,641,800
Saturday-Sunday Sign-on-6 p.m.	312	3,961,000	2,655	40,581,600	47,569,900
Monday-Saturday 6 p.m.-7:30 p.m.	95	2,059,100	922	21,233,500	18,658,300
Sunday 6 p.m.-7:30 p.m.	12	213,200	152	4,469,900	4,079,300
Monday-Sunday 7:30 p.m.-11 p.m.	387	23,505,000	3,918	225,845,900	196,885,200
Monday-Sunday 11 p.m.-Sign-off	151	2,237,800	1,424	20,917,400	16,382,800
Total	2,050	\$41,090,200	19,310	\$400,782,400	\$355,364,000

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

\$2,800



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Commissioner Nicholas Johnson has made it clear he is not impressed.

Even if the regulations adopted by the National Association of Broadcasters Code board were applicable to all stations and were meaningfully enforced, "they are extremely vague and designed to correct only a small part of the problem," the commissioner said, in a speech to law and medical-school students, meeting at Villanova University on problems of drug abuse.

"The public should be extremely skeptical about what the NAB has done," he said.

The commissioner, who spoke on March 24, on the eve of the NAB convention in Washington, expressed his sentiments in the title he gave his remarks—"How to NAB a Pusher." The pusher, he said in his speech, is the NAB member.

He stated the principal difficulty is that most broadcasters do not belong to the code—3,000 out of 8,000 do. And for those 3,000, he said, the NAB has no means of monitoring, enforcement or fact-finding. As a public protector, the commissioner added, "the NAB code doesn't even qualify as a paper kitten, let alone a paper tiger."

The commissioner said that the only two bodies that could enforce rules against drug advertising are the FCC and the Congress—"and they won't." (He did not mention the Federal Trade Commission, which has jurisdiction over all advertising, print as well as broadcast.)

Commissioner Johnson expressed the hope that the American people "will not be fooled so easily" and will pressure their representatives in Congress to enact antidrug-advertising legislation. "Once elected representatives know that their constituents expect to be heard on a legislative drug-advertising ban—as well as the drug companies—we may get a fair shake on the issue yet."

Business Briefs

'Winnie' for Sears. Sears, Roebuck & Co., Chicago, will again sponsor *Winnie the Pooh and the Honey Tree* on NBC-TV Wednesday, April 4 (8-8:30 p.m. NYT). Agency is Stern, Walters & Simmons, Chicago. Animated special was originally broadcast on NBC-TV March 14, 1972.

Golf sponsors. Cadillac Motor Division, General Motors, Detroit, through MacManus, John & Adams, Bloomfield Hills, Mich., and Travelers Insurance Co., Hartford, Conn., through Carl Ally, New York, will sponsor two closing rounds of 37th Annual Masters Tournament on CBS-TV Saturday, April 7 (4:30-6 p.m. NYT) and Sunday, April 8 (3:30-5:30 p.m. NYT).

▪ **Peripatetic.** Best Foods Division of CPC International has announced that effective June 16 it will move six of its brands, with billings of over \$3 million, from SSC&B to McCann-Erickson. Brands—Rit dyes, Linit and Argo starch, Niagara spray starch, Karo and Golden Griddle syrup—account for some \$1 million in television billing.

Programers report NAB crowds down, but sales up

With the pumps primed by NATPE, broadcasters apparently came to buy rather than to browse; access shows and off-network syndicated fare do best business

The once-every-four-years tradition of holding the National Association of Broadcasters convention in Washington has never been to the TV-program syndicators' liking. With members of the NAB spread out over more than four hotels, the syndicators went into Washington last week with visions of empty hospitality suites and blank order forms. But if traffic in the suites was off a bit—and it was, according to most—few syndicators were complaining about it.

"It's nothing like Chicago where everything was in one or two hotels," was a familiar refrain. But, it seemed that the broadcasters who did do the round of the suites were more ready to do business. It was, as one syndicator put it, "an efficient crowd."

The hardest, most critical shopping was, as expected, done on the first-run (usually) half-hours for prime-time access. "Most broadcasters realized that prime-time access was their chance to put something different into the schedule," Alan Courtney of Yongestreet Productions observed. "And they were looking for the way to qualify as something different." And along the lines of something different, Time-Life's *Wild, Wild World of Animals* (a joint production of Windrose-DuMont-Time and the BBC, shot in Africa and narrated by William Conrad) was sold in more than 25 markets in less than two days, according to Wynn Nathan of Time-Life. Despite the expectations of several Worldvision Enterprise (formerly ABC Films) executives that traffic would be light in their suite, they reported heavy attendance. Most of the programers and general managers coming to Worldvision were interested in the new Monty Hall production, *It Pays to be Ignorant*. Favorable reaction at the National Association of Television Program Executives convention in New Orleans in February to the show, a comedy series scripted by former *Laugh-In* writers with only a passing nod to its game-show format in a head-long rush of one-liners, resulted in the program being released for the NAB, Jerry Smith, vice president for domestic sales, said.

Game shows seemed to be the main fare offered for the access hours with sales and renewals paced by Worldvision's *Let's Make a Deal*, Sandy Frank's new *Treasure Hunt*, Rhodes Production's *Hollywood Squares*, Firestone Film Syndication's *To Tell the Truth* and Viacom's new *The Price Is Right*.

New adventure and comedy half-hours were offered by Metromedia (*Dusty's*

Trail) starring Bob Denver and Forest Tucker, who was at the NAB to do some self-selling, and *Elephant Boy*, 20th Century (*Starlost*, created and written by science-fiction author Harlan Ellison, and *Great Mysteries*, hosted by Orson Welles) and Winters-Rosen (*George*).

The fact that the three networks had not announced their fall schedules by the time of the convention did not prevent buyers from signing up for the access programs. "And for the first time in two-and-a-half years," George Back of Group W Productions said, "I didn't hear one person say that prime-time access won't be around next year."

But the greatest volume of program business was with the off-network syndicators. There are only about four-and-a-half hours of access time a week to program compared to an average of two-and-a-half hours daily of stripped programming, without source restrictions as with access periods. Of the off-network fare, Worldvision's *Mod Squad* and MCA-TV's *Adam-12* were standouts. Neither has been canceled by the network yet, but many were picking up the shows in preparation for the 1974-75 season. Paramount Television's *Mission: Impossible* also did a brisk business.

MCA-TV's Keith Godfrey said that markets taking Rod Serling's *Night Gallery* increased, while one of last year's top off-network shows, *Ironsides*, was "holding its own." He also indicated a great interest by prospective buyers in *The Bold Ones*—which in syndication offers four different programs under that umbrella title—because of the oppor-

tunity it affords for capitalizing on the on-network rotating series trend.

Time-Life executives were pleased with the success of the British-produced children's show, *Vision On*. The show was originally to be geared to deaf children, and now, revamped with sound, "has quite a visual impact," as Gene Moss of Time-Life put it. Also sparking a reaction from those looking for children's and all-family programs was Tomorrow Syndication's *Family Classics*.

Winters-Rosen Productions mounted a massive promotion campaign to get prospects out to its Georgetown location—off the well-travelled Connecticut Avenue path where most of the hotels were—and, a spokesman said, "the consensus of the executives was that [W-R] did pretty well considering we were out of the way." *George*, a new half-hour comedy about a St. Bernard, paced the Winters-Rosen offerings.

Viacom Enterprises featured its new series, *The Addams Family Fun House*, and a series of three-and-a-half-minute cartoon films for children called *The Most Important Person* for placement in Saturday morning and late afternoon schedules (it was originally produced for *Captain Kangaroo*). And *The New Price Is Right* was renewed in also all its previous markets plus about a 10% increase in markets, a spokesman said, early in the convention.

This was the first year at the NAB for BBDO's Media Syndication Division. But representatives of BBDO were not all that pleased with the convention. "Bigness is badness," Bob Kennedy of BBDO said. "The NAB is killing itself with its own weight." But BBDO representatives shunned the notion of sour grapes. "We made enough contacts, etc., to pay for everything," one said. The BBDO division, only several months old, is offering three new TV shows and a wealth of old radio series on a straight syndication basis. *Wild Refuge*, a series of documentaries on animal life in North America, was the best received, they said.

Yongestreet Productions sewed up commitments for all 206 renewals before and during the convention for its bartered *Hee-Haw*, according to Mr. Courtney of Yongestreet. And, he added, he was pleased enough with the response to *The New Hollywood Palace*—still an idea without a pilot—that he predicted that when the firm makes its decision on the show in late April, it will get the green light. "We wanted to see if we could get the same line-up of stations we have for *Hee-Haw* and have been successful in lining up about 80% of them," he said.

Group W—which signed its *Mike Douglas Show* to a five-year contract only two weeks ago—was pleased at the response to *You Asked For It*, which it picked up during the same week and had not even had time to publicize. "The Douglas show was really in trouble of becoming an unknown entity," Group W's George Back said. "But since we will be producing again, everyone seemed pleased." Mike Douglas, Mr. Back revealed, will be paid \$2 million a year under the terms of the new contract. And Group W may come up with a



The lottery. Representative Lionel Van Deerlin (D-Calif.) does the honors in drawing for the winning entries in Viacom's all-time-NAB-record giveaway at last week's National Association of Broadcasters convention in Washington. Looking on is Willard Block, president of Viacom Enterprises. The contest, a take-off on the syndicator's *New Price Is Right* show, involved estimating the value of a Chevrolet Nova, a mink coat and a piano. Five estimates were drawn from among the total entries. From those five, Jack Petri, vice president, general manager and film buyer at KDNL-TV (ch. 30) St. Louis, came closest to the actual price of \$5,583.70—and won all three.

children's version of *You Asked For It* in six to eight months.

United Artists Television and MGM-TV did their largest volume in movie packages, while Four Star's *Thrill Seekers*, hosted by Chuck Connors, was picked up in a larger number of markets, as well.

It was hard to find a syndicator displeased with his showing at the convention last week. The soft market caused by the 1970-71 recession has hardened once again. The first-run syndicators, almost to a man, commented on the improvement in the quality of first-run properties available. The leads that the NATPE convention furnished for the syndicators were fulfilled for the most part, they agreed. "More program directors have the authority to buy things on their own now though," one syndicator said, "which for me seems a healthy trend."

Traffic may have been down this year at the NAB but for most, sales were up. And that is the bottom line in anybody's ledger.

WCPO-TV, Ailes plan show

Scripps-Howard Broadcasting Co.-owned WCPO-TV Cincinnati has formed a partnership with Roger Ailes & Associates, New York production company, to produce a pilot of a projected hour talk-variety daytime series to star a relatively unknown



Recognized. A citation for having "created a standard of excellence in service to the American public" by its coverage of the Munich Olympics was presented to ABC during the NAB convention in Washington last week. Accepting: Walter A. Schwartz (l), president of ABC Television. Presenting: Richard W. Chapin, chairman of the NAB joint boards.

host, John Wade. Plans call for the projected series to possibly be offered in national syndication in either half-hour or hour versions.

Before going into syndication, the show would be presented as a half-hour, daily local strip in late morning or mid-afternoon on WCPO-TV and bicycled to the four other Scripps-Howard stations.

Mr. Wade has appeared as a singer with the Modernaires group and also as host of a local celebrity game show on KNBC(TV) Los Angeles.

Jingle firms whistle happy tune after NAB

All dub Washington trip success, see even bigger participation in future conventions

The jingle producers and packagers are a fixture at the National Association Broadcasters convention. From the prestigious and established firms down to the neophytes and young-climbers, punchy call-letter choruses seemed to be echoing down every hotel hallway. And while the music-program syndicators have not been a staple in the past, long-time observers commented that there were more than ever before at the convention in Washington last week.

One highlight of the music syndicators was the presentation of Drake-Chenault Enterprise's "Classic Gold" package. The Classic Gold is the same service the firm provides to RKO General's KRTH(FM) Los Angeles. Music in the Classic Gold package begins in the early fifties featuring old rock-and-roll hits, but stops at 1963, "for the time being", as a spokesman said. The syndication firm also featured its computerized data-retrieval system to prospective clients.

Bonneville Program Services—which has been trimming down its client list in past weeks, attempting to strengthen the list of subscribers to its beautiful-music service—was wooing new clients on the one hand while trying to help old clients with advice on the other. The principals of BPS, Loring Fisher and Marlin Taylor, seemed happy by the convention's end, confident that new subscribers were on the way and old ones were a little wiser. The "shotgun" jingle—a short musical logo repeated often—is in vogue now on contemporary and up-beat MOR stations. But a sampling of the new ID's from companies such as Pams of Dallas, TM Productions and William B. Tanner Co. (formerly Pepper-Tanner) may show the return of the longer, orchestrated (as opposed to a cappella) jingle in the near future. Pams featured its "Series 44" package sporting "the music's on us"—theme popularized by WABC(AM) New York. TM Productions was selling its beautiful music and oldies syndication music enough to be pleased, but was emphasizing its new "progressive MOR" jingle package in its presentations. William B. Tanner Co. claimed to have done more than \$30,000 in custom-jingle business during the convention.

Smoke Signal Productions played its premiere package of logos for progressive rock stations for interested programmers in a rented van parked in front of the Shoreham hotel. William Verecha, president of Smoke Signal, Carbondale, Ill., said he got enough active leads for his customized packages "that it was worth the trip, to say the least."

The NAB convention has not in the past been geared to serve radio programmers to a great extent. But as the convention has grown each year, more program directors are coming to the conventions to hear the jingle packages and syndicated music services, as well as to

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look at new automation equipment and consoles. One programmer commented that he relished the opportunity of discussing and hearing the newest jingle products. "Now I wish they'd schedule some sessions for us at the convention," he said.

Nature films top draw at Japan festival

First of planned program exchanges comes to NAB convention after being in New York; U.S. broadcasters attracted to familiar-type programs

American broadcasters visiting the first U.S.-Japan TV program festival last week at the National Association of Broadcasters convention had an opportunity to view 65 Japanese educational and cultural programs, many dealing with subjects rarely if ever seen on U.S. home screens.

The documentaries range from silk-worm raising to classical puppetry, landscape painting, Kabuki theater, ceramics and centuries-old rites and festivals. More familiar topics include ecology and drugs.

The program festival, sponsored by the U.S. State Department, is part of a joint U.S.-Japanese project to improve understanding and foster a continuing exchange of programs between the two countries. Initiated on the recommendation of the sixth U.S.-Japanese Conference on Cultural and Educational Interchange, the program festival is planned to alternate annually between the U.S. and Japan. The 1974 convention is tentatively scheduled in conjunction with the annual convention of the National Association of Commercial Broadcasters, in Japan.

This year's festival, featuring only Japanese programs, opened officially in New York March 21, then made its way to Washington for four days of showings at the NAB convention before returning to New York for additional screenings March 30-31 at the Japan Center.

The programs, which range in length from 20 to 94 minutes, were available at the convention in digest form, offering highlights of selected entries, and in full-length video-cassette versions for individual viewing. Of the 65 programs, 31 were produced by the noncommercial Japan Broadcasting Corp. (NHK); 29 by individual commercial stations, and five by the Broadcast Programming Center of Japan.

Some 300 broadcasters attended the digest showing during Monday's television assembly at the Shoreham hotel, with another 500 viewing daily showings at the Sheraton Park.

Although original plans called for the exchange or purchase of programs, negotiations last week were on a purchase-only basis, since only Japanese product was available at the festival. Ensuing festivals will offer samples of programming from both countries and festival officials expect more program exchanges to take place at that time.

Negotiations are still in the early stages between U.S. broadcasters and Japanese program executives, with a complete tal-

From the pulpit. The Rev. Francis B. Sayre Jr., dean of the Washington National Cathedral, sharply criticized the Nixon administration on Sunday (March 25) for attempting to impose "political guidance" on the media. In a special service associated with the National Association of Broadcasters convention, Dean Sayre charged the administration with using strong rhetoric and the threat of the power of licensing to intimidate the media and circumscribe freedom of the press.

ly of sales not expected for several months. Preliminary negotiations indicate American broadcasters have demonstrated most interest in Japanese nature

and wildlife films which are similar to the National Geographic series. Sadaya Murayama of NHK indicated that NHK-produced wildlife series gained the most attention with interest also being shown in music, folklore and foreign-coverage programs. Hisao Aoki, representing Japan's National Association of Commercial Broadcasters, listed nature programs as most popular but said interest was also demonstrated in arts films such as those dealing with the production of ceramic and china wares and the documentary, "Ama—Japan's Women of the Sea," about women divers.

Mr. Murayama said that the largest single transaction proposed at the NAB so far was the sale of 17 programs to KTVU(TV) Oakland-San Francisco.

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Whitehead bucks Pastore, Magnuson on CPB funding

OTP director opts for White House's shorter-term bill; testimony on Hill clashes with that of PTV leadership

Public broadcasting leaders appeared before Senator John O. Pastore's (D-R.I.) Communications Subcommittee last week in support of a two-year funding plan for the Corporation for Public Broadcasting. But Office of Telecommunications Policy Director Clay T. Whitehead opposed the measure, contending that "multi-year funding must await the resolution of the present uncertainties and deficiencies" of noncommercial broadcasting.

At issue is S. 1090, introduced by Senators Pastore and Warren Magnuson (D-Wash.). The bill would authorize \$55 million for CPB in fiscal 1974, \$75 million in 1975 (plus \$5 million in each of those years on a matching-fund basis) and facilities grants of \$25 million each for 1974, 1975 and 1976 (BROADCASTING, March 12).

"We regard the two-year authorization in this bill as basic to sound planning for public radio and television activities, and to the efficient use of taxpayer dollars," said Thomas Curtis, CPB chairman. He noted a two-year funding plan was vetoed last year, followed by passage of a one-year, \$45-million bill. For reasons unrelated to the merit of the CPB authorization, he said, the over-all appropriations bill was vetoed, relegating CPB to a one-year operation under a continuing resolution at \$35 million for fiscal 1973.

"The absence of the unchallenged, authorized and appropriated, but unpaid, \$10 million has been sorely felt throughout the system—but most of all in the independent local stations," said Mr. Curtis.

And CPB, he told the subcommittee, encourages "local, as opposed to centralized, control of the public broadcasting schedule. Consequently, we underscore the importance of providing local stations with the capital facilities which are required to take programs off the fixed-schedule national interconnection, to hold them and then broadcast locally at times which meet the needs of the local community."

In his endorsement of the Pastore-Magnuson bill, CPB President Henry Loomis pointed out that "the creation and distribution of an original program series requires at least 18 to 24 months." *Sesame Street* was three years in the research, planning and development, he added.

"If CPB is to continue its quest for excellence in program offerings to the stations, he said, "it must have a more stable authorization and appropriations base—one that will permit the corporation's management to devote full time to meeting the objectives set out in the Public Broadcasting Act."

Others testifying in favor of the measure last week were Hartford Gunn Jr., president, Public Broadcasting Service; William Harley, president, National Association of Educational Broadcasters; Ralph Rogers, chairman of the Governing Board Chairmen of Public Television Stations, and FCC Chairman Dean Burch.

But OTP's Mr. Whitehead opposed the two-year funding plan, and instead favored the administration's bill providing a one-year, \$45-million authorization.

He was critical of public broadcasting on two scores.

First, he said, "the distribution of programming over the interconnection system by PBS amounted to precisely the kind of federally funded 'fourth network' which the Congress sought to avoid. . . .

"Another problem area is the funding of public-affairs programs. . . . Reliance on federal monies to support public-affairs programming is inappropriate and potentially dangerous. Robust electronic journalism cannot flourish when federal funds are used to support such programming."

Until these issues are resolved, he said, there is no rationale for multi-year funding.

In commenting on S. 1090 in particu-



Mr. Curtis

lar, Mr. Whitehead said the level of funding is, in his opinion, too high, and Congress should review CPB funding annually until public broadcasting's problems are resolved.

"The best way to proceed," he said, "is to implement the plan of the Public Broadcasting Act and its rejection of use of interconnection facilities for fixed-schedule networking. This would give local stations the autonomy and authority for complete control over their program schedules."

Senator Pastore and subcommittee member Marlow Cook (R-Ky.) were plainly irritated by the administration's rejection of S. 1090 and Mr. Whitehead's refutation of CPB's testimony that two-year funding is vital to public broadcasting.

At one point in the hearing last week Mr. Rogers said he could not believe the President or Congress will subscribe to the one-year funding approach. "I guarantee you that the Congress will not," Senator Pastore shot back.

Heavy on cartoons at NBC

NBC-TV will borrow from current and past successes in nighttime television for its new Saturday children's schedule for the fall. Of 10 programs slated, seven are new series, two are carried over from the current schedule and one (*Lidsville*, live-action series, at 8 a.m.) is a switch to NBC from ABC-TV. Other series on the schedule: *Inch High Private Eye* (animated Hanna-Barbera comedy) at 8:30; *Addams Family* (Hanna-Barbera brings Charles Addams's creations back from live action and prime time to cartoon form) at 9; *Emergency +4* (animated version of the nighttime series but with the voices of live stars) at 9:30.

Also *Butch Cassidy and the Sundance Kids* (Hanna-Barbera animation series at 10; *Star Trek* (animated version of nighttime series using stars' voices) at 10:30; *Sigmund* (same producers of *Lidsville* but live-action fantasy comedy) at 11; the returned shows, *The Pink Panther* at 11:30 and *The Jetsons* at noon, and *Go!* (real-life adventure) at 12:30-1 p.m.

Networks hear gay grievances

Campaign by homosexuals for treatment by broadcasters as another minority took a step forward last week. In Hollywood, a delegation representing the gay community met with broadcast standards executives of NBC and ABC and plan to meet with CBS soon.

Visits were amicable, with network representatives agreeing to consider demands, which included hiring of four homosexuals, two male, two female, as consultants; presentation of a four-hour documentary on gay arts, music, poetry and philosophy; inclusion of gay philosophy in more scripts; broadcast of public service announcements to counter alleged anti-homosexual prejudice.

West Coast meetings followed meetings last month in New York between gay spokesmen and network executives.

Program Briefs

Mini Olympics. U.S. television rights to 1973 World University games to be held in Moscow Aug. 15-25 have been awarded to TVS, independent television network, and division of Corinthian Broadcasting Corp., New York. Rights price was not disclosed. TVS plans to produce 10 hours of coverage of the games, in which college athletes will participate, and transmit them via satellite to line-up of about 200 stations. TVS is selling sponsorship on minimum one-eighth participation basis. Rights were obtained from the United States Collegiate Sports Council.

'Tarzan' swings again. Charles Michelson Inc., New York, has placed original *Tarzan* series, carried on CBS Radio during 1948-49, into syndication. Fifty-two half-hour episodes are being offered and 32 cities have been presold for April and May starts.

Nixon troops, past and present, pooh-pooh fears of the media

Klein claims overexaggeration; Colson thinks government may be one being intimidated; Mollenhoff concedes administration may be misplaying its cards

That increasingly discussed subject—the administration and the media—was examined from three points of view in the same forum—Washington's National Press Club—on two separate days last week.

First, it was Herbert G. Klein, the White House's director of communications, saying that the media's concerns over dangers to their First Amendment rights were "overexaggerated." But he expressed sympathy for their problems, especially the broadcasters'.

Then two days later, a doubleheader—Charles Colson, recently resigned special counsel to the President who has been described as the White House hatchetman in areas of the media, among others—and Clark Mollenhoff, one-time in-house investigator for the Nixon administration who has returned to the *Des Moines Register* as chief of the Washington bureau.

Mr. Colson said he thought there is more danger of the media intimidating the government than the other way around. The media's power to influence public opinion can frighten public officials, he said. He also said that, as far as government criticism of the media is concerned, it is better that such comment be aired publicly than for the government "to engage in quiet and subtle coercive tactics."

Mr. Mollenhoff agreed that President Nixon has grounds for charging the press with bias in its coverage of his Vietnam policies as well as of many of his domestic policies. But he zinged the administration with the charge that it is more concerned with "its image than the nation's problems." And he accused it of using public relations to "paper over the rot of mismanagement."

Mr. Klein, in what was probably his last NPC appearance as a member of the administration, sought to perform one of the jobs he has taken on in his more than four years in the Nixon White House—ameliorating the differences between the media and the administration.

In the process. Mr. Klein, who is expected to leave his post soon, sought to put some daylight between himself and some administration critics of the media—Clay T. Whitehead, director of the Office of Telecommunications Policy, Mr. Colson and White House aide Patrick Buchanan.

But, as far as Mr. Whitehead was concerned, at least, there was something more important than the simple ideological controversy involved. Mr. Klein sought to make clear—as have OTP

officials themselves—that the Indianapolis speech in which Mr. Whitehead announced the existence of the administration's license-renewal bill should be considered separately from the bill itself.

The speech, which created a furor and led to new charges that the administration was attempting to intimidate the networks, was largely a condemnation of allegedly biased news reporting on the part of the networks and a call to network affiliates to monitor network news programs and to reject those they felt unsuitable.

But the bill, Mr. Klein said, would provide broadcasters with greater freedom from government control than they now have: it would extend the license

period from three to five years and would bar the FCC from establishing programming standards as criteria for judging renewal applicants. The speech and the bill, he said, "should be separated."

Mr. Klein thought that the bill will win congressional approval, although it will have "a close call." As he sees it, the danger is that the bill will be amended to the point where it will not provide broadcasters "the freedom it should."

Mr. Klein also saw dangers to broadcasters that had nothing to do with the administration. He expressed concern about license-renewal challenges—and he did not differentiate between petitions to deny renewals and competing applications. And he saw counteradvertising as

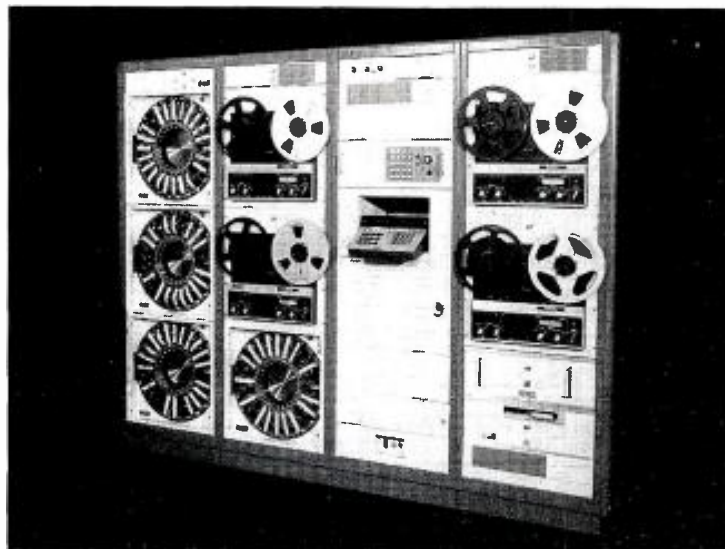
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a threat to the economic health of both print and broadcast media. "It could wipe out free television," he said.

But he did have his complaints about the media's balance and accuracy, though he was low-key in expressing them. And he suggested that the members of the media should own up to mistakes. Newspapers have occasionally admitted error, he said. But as for broadcasters, "it is rare," he said, that one "will admit on the air that he has made an error."

Public again gives high marks to TV

Annual TIO-sponsored Roper study reports that television is most used and trusted news source, although number of people favoring less government intrusion in programing drops slightly

Television has increased its stature as the public's primary source of news. Its standing as the most believable news medium has not really diminished. Overwhelmingly, people still consider it fair and balanced. They put it near the bottom of the list as a factor in the drug problem, and at the top in ranking specified local institutions on how well they do their jobs. On average, they're still watching it as much as they ever did, which is to say at record levels.

At the same time, people are becoming more polarized over the question of increased government control over television programing—but with advocates of less control apparently increasing their advantage. Those favoring more control and those favoring less have both increased since 1971, but the latter have picked up more percentage points and still outnumber the former by over two to one. The gains at both ends of the spectrum have been made largely at the expense of those who formerly believed the current levels of government control were about right; this group has dropped from almost half (48%) to a point where it is a shade smaller than the group favoring a reduction in government control (see chart).

These were among the findings reported to the TV management conference of the National Association of Broadcasters convention last Wednesday (March 28) by the Television Information Office. They are based on a nationwide post-election survey conducted by the Roper Organization, an independent research firm, last November, the eighth such study for TIO since 1959.

TIO Director Roy Danish, who made the presentation, noted that the public's answer was still a resounding "no" to government control over TV news. The number for it remained at 14%, where it was in 1971, while those against it slipped slightly, from 80% to 79%. Among the college-educated, however, the gap narrowed perceptibly as those for government control over TV news rose from 7% to 13% while those against dropped from 91% to 83%. The college-

educated group, Mr. Danish said, "should be most susceptible to reason," but he thought it clear "that we have some educational efforts to make."

Because of current attacks on over-the-counter drug advertising on TV, the 1972 survey showed respondents a list of nine potential contributors to the drug problem and asked them to check the ones they considered "important." Of the nine, "television commercials showing people taking pills and remedies for various kinds of common ailments" was rated seventh, named by 19%, one percentage point ahead of "police not enforcing the laws strictly enough" and two ahead of "the Vietnam war." At the top of the list was "not enough parental discipline," named by 50%, with "the courts being too lenient" in second place (38%).

In view of society's so-called "new permissiveness," TIO also asked Roper "to probe attitudes toward television's coverage of sex relations, homosexuality and venereal disease in news programs, documentaries and serious dramas." The results: 57% thought these subjects were being treated "responsibly and informatively," 19% "sensationally and offensively" and 12% "half and half." Among the college-educated and under-35-year-olds, however, 66% agreed with TV's treatment of the subjects and only 15% disagreed, and TIO suggested this pattern might indicate the path of future trends.

The new survey changed its question on commercials in children's programs to meet objections by Action for Children's Television regarding the 1971 question's phrasing. And the revised question produced different answers. In 1971, 74% of the respondents had approved of such commercials "if they don't take unfair advantage of children." In 1972, with the qualifying clause omitted, 60% thought it all right to have commercials for children, and the number who opposed them rose to 32% from 18% in 1971.

However, Mr. Danish said, "we doubt that the differences reflect real change." He noted that, given a choice between dropping the commercials and reducing the number of children's programs, "a hard core of only 12% would give up children's programs to get rid of commercials."

Mr. Danish also reported "no general agreement" on commercials as a whole. He said more people were positive toward them than negative—56% versus 41%—"but a few more this year than last agreed with the unfavorable statements, [which] suggests that we must continue to watch this critical area."

A related question—whether having commercials is "a fair price to pay" for television—brought an overwhelming "yes" vote, representing 81% of the respondents. That was a one-point gain from 1971; but the "no" vote, although a relatively small 14%, represented a four-point increase in the negative column.

The 1972 survey revived a 1963 question on pay-TV and found some increase in interest, though not much in TIO's estimation. Whether the price ranges quoted were 1963s or the higher ones of

1972, respondents who said they were interested in subscribing rose to 24% from 16% nine years earlier, while those not interested dropped from 79% to 72%. "Most people, Mr. Danish said, "still don't want pay-TV—at either price level."

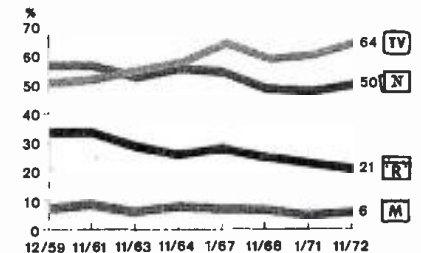
As in the 1971 study, television was rated fair by a margin of more than three to one (68% to 21%). Those calling it unfair were almost equally divided between those thinking it offers "too much extreme and far-out opinion" (17%) and those who felt it offered "too much conventional and middle-of-the-road opinion" (15%).

Over half (58%) of the respondents thought TV offers a proper balance between "left" and "right" opinions, and 22% didn't know, but over twice as many of the critics thought it leftist (14%) as rightist (6%).

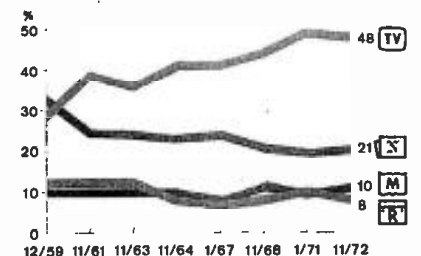
With for the most part minor variations in percentages, the latest study reconfirmed earlier findings of TV supremacy on such questions as primary source of news, believability and preferred medium.

Copies of the Roper report, which is based on personal interviews with 1,982 persons aged 18 or older and representing all U.S. geographic areas, economic levels and community sizes, will be available from TIO in May at 35 cents each.

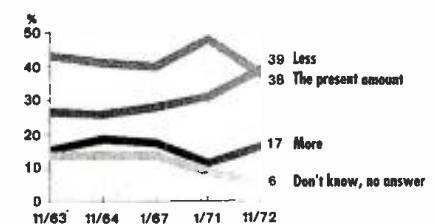
Source of most news



Most believable news source?



How much control should government exercise over television programs?



Friendly charges fight to survive Nixon badgering impairs media efficiency

Columbia professor-Ford adviser also feels White House should explain Buchanan's 'crude malice'

In a new blast at the Nixon administration's attacks on broadcast journalism, Fred W. Friendly has warned that the "fallout" from "this poisoning of the journalism atmosphere" may cause permanent damage.

Speaking at the Edwin H. Armstrong FM awards presentation in Washington March 24 (BROADCASTING, March 26), the Columbia University journalism professor and TV adviser to the Ford Foundation renewed his charges that the administration, and particularly Clay T. Whitehead, director of the Office of Telecommunications Policy, are politicizing journalism and attempting to discredit investigative reporting (BROADCASTING, March 5).

One sign of fallout from the administration's attacks, he said, is a sharp upturn in mail "acid" with "distrust and hate."

But the most disturbing aspect, he said, is that reporters, producers, publishers and station managers spend "enormous portions of their energy and intelligence defending their integrity" when "they should be concentrating on the stories they are missing, the complex issues that threaten our cities and challenge our leadership."

Beyond that, Mr. Friendly continued, "the ultimate irony" is that constructive critics are kept so busy defending the honor of the profession that they have no time left to provide the genuine criticism that the media need to stay healthy.

Mr. Friendly recalled that White House aide Patrick Buchanan, in an appearance on the ABC-TV *Dick Cavett Show* two nights earlier, had said that a possible explanation for a decision to offer CBS newsman Daniel Schorr a job in the Nixon administration was to get "a guy that's hatcheting you" off the air by offering him "a big, fat paycheck."

"If Mr. Buchanan's crude malice and concept of the uses of presidential appointive power are allowed to stand without some kind of White House explanation or censure," Mr. Friendly said, "then

CBS's anchorwoman. CBS Radio begins its *All-Night News* broadcasts today (April 2), and has named Ann Crosman, formerly with CBS-owned WCAU(AM) Philadelphia, and Douglas Poling, recently with ABC News, to anchor program. New broadcasts, plus those already on air, will provide CBS Radio listeners with hourly news summaries 24 hours daily, seven days per week.

the sacking of the First Amendment and the resultant shriveling of the journalistic spirit is further along than our worst fears."

He cautioned FM broadcasters not to become complacent.

"I have never doubted the magical impact of radio," he said. "As one who watched AM radio and then VHF television price themselves out of the market of most of its creativity, I would hope you will never forget that your greatest asset is your air time.

"It takes more than a few seconds to try new things—to report complicated activities. Access without enough air time is a mirage. As your medium prospers, as I predict it will, you will be tempted to swap high fidelity for the lowest com-

mon denominator. Look out. It's a gilded trap, and the trend, once accelerated, is almost impossible to reverse."

Bay Area has D.C. peers judge its local news

Tapes sent cross-country to assure impartial choice in Emmy category

An unusual method of choosing an Emmy winner for the daily local news programming category by the San Francisco chapter of the National Academy of Television Arts and Sciences saw KGO-TV there picked for outstanding achievement during the local Emmy awards

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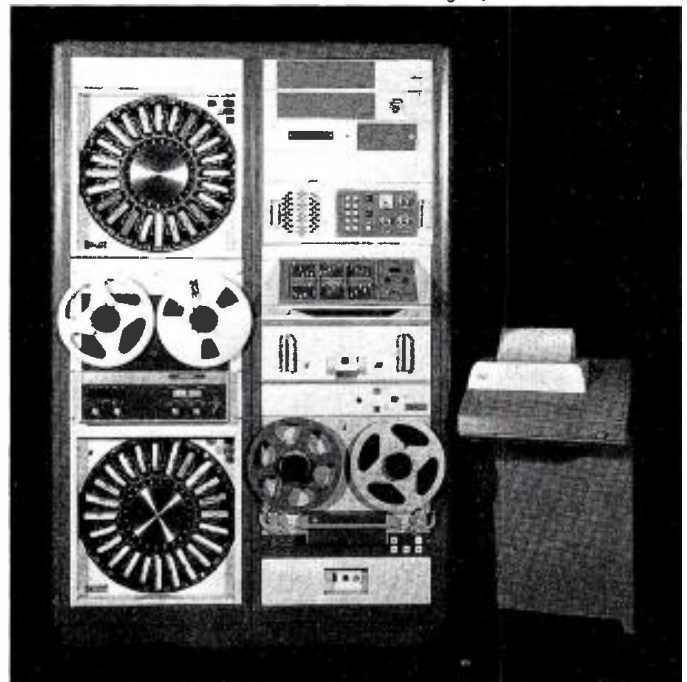
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ceremonies March 21.

The chapter taped the local news shows of all the San Francisco TV stations on an unspecified day last year and sent the tapes to the Washington (D.C.) chapter of NATAS for judging. The award therefore was made by a group that had no connection with the stations involved.

The coveted governor's award was given to Jonathan C. Rice, station manager of noncommercial KQED(TV) San Francisco, and the distinguished service medallion went to Alma Carroll, freelance TV and newspaper writer and editor of the chapter's monthly publication.

Citations of merit went to Jack Armstrong, national trustee who directs the Bay Area chapter; Harold Joseph, KGO-TV cameraman; Walter Kaitz, executive secretary of the California Community Television Association; Nola Obermire, KXTV(TV) Sacramento, Calif., and to KRON-TV for its *Newsign 4*, a news program for the deaf.

Among other awards was one for cablecasting. This was won by two CATV systems: Concord TV Cable, Concord, Calif., and Pacifica Cable TV, Pacifica, Calif.

ABC's Paul Harvey, resident conservative, finds others in radio-TV not all that far left

Commentator, lauded by Nixon as he receives network award for 23 years' service, says he agrees with Agnew about bias but not about conspiracy

Praise for broadcast journalism's objectivity and responsibility was offered last week by a veteran commentator who acknowledged he had been among its sometime critics.

Paul Harvey, accepting an award from ABC Radio marking his 23 years on that network, said that despite criticism "from the rightists and the leftists, from the White House and the Congress, and from some courts," electronic news has matured to a degree that invites applause.

"In the networks, all of them, and in almost 8,000 individual station operations around our nation there is an unprecedented respect approaching reverence for the responsibility news-gathering and news-dissemination implies."

Mr. Harvey said he had shared Vice President Agnew's "belief that the networks listed 'left,'" and drew applause when he added: "I did not share his fear that this represented some sinister international conspiracy, but was convinced instead that the lopsidedness resulted from nothing more mysterious than that—epicentered in New York City—the hub of the wheel was off-center."

The news media, he said, focus on "what's wrong" for the "same reason that the coach critically studies films of last week's games"—to point out mistakes in hope of avoiding repetitions. "It is possible that we can and likely that we sometimes do create some inequities," he said.



Mr. Harvey

"But when our industry is examined in a wide-angle lens, its shortcomings are not nearly so impressive as its accomplishments."

Mr. Harvey suggested that "perhaps prodding from the White House helped," and "certainly it didn't hurt," in broadcast journalism's maturing process. He also felt "the maturing consciences of AP and UPI are factors influencing the increasingly balanced spectrum."

As for the future, he hoped that "tomorrow the electronic media will mature to the degree that the printed press already has, taking pride in the factuality of its news and in the variety of its analytical observations." In the meantime, he said, "you industry leaders have only to keep on doing what you're doing to insure that the free press deserves to be."

Harold L. Neal Jr., president of ABC Radio, introduced Mr. Harvey at the award ceremony—highlight of a March 25 meeting of ABC Radio affiliates in Washington during the National Association of Broadcasters convention—as "the voice of the common man" and "America's most listened-to commentator."

President Nixon sent a letter applauding Mr. Harvey's "inspiring service to news broadcasting in America" and hailing his "professionalism, integrity and responsibility." The day's tributes, Mr. Nixon wrote, "are echoed by an appreciative audience and a grateful nation."

Pointers offered newsmen

Tips on gathering local news and cultivating sources were given at a radio news workshop last week at the National Association of Broadcasters convention.

Members of the workshop panel, moderated by Travis Linn of WFAA-AM-FM Dallas, were news directors Dick Wright of WTAG(AM) Worcester, Mass., and Curtis Beckman of WCCO-AM-FM Minneapolis.

Mr. Wright suggested that if newsmen take the time to meet their potential sources they will be "50% up the ladder in getting information" when a story does develop.

He also advised contacting sources on

a regular basis, taking an interest in the jobs of sources and avoiding the use of sources only for major news events. Caution should be exercised in preparing actualities, he said, to make sure that edited material accurately reflects the views of news sources.

According to Mr. Beckman, one of the most valuable tools a radio newsman can have is the telephone, which can be used in conjunction with studio recording facilities, to "put microphones all over the world."

Reassurance from Ervin

Proponent of shield law tells NAB delegates that his bill stands best chance of passage

Senator Sam J. Ervin Jr. (D-N.C.) last week gave broadcasters hope that his newsmen's-privilege bill, or one similar to it, will eventually be enacted into law to protect journalists' confidential information and sources.

The senator, chairman of the Constitutional Rights Subcommittee, which is considering shield legislation, spoke last Monday (March 26) at the management luncheon of the National Association of Broadcasters convention in Washington.

In outlining the proposal introduced



Senator Ervin

earlier this month (BROADCASTING, March 19), the senator said that newsmen's privilege is a difficult field in which to legislate because it is hard to define a newsman and to circumscribe the privilege. But he said he is satisfied with the current proposal and hopes it will satisfy the Congress.

The measure, S. 1128, defines "newsman" as anyone "regularly engaged in the occupation of collecting information or making pictures for dissemination to the public by any means of communication."

The bill provides that a newsman cannot be compelled, in federal or state proceedings, to disclose the source of any information if he gave the source assurance that his identity would not be disclosed. Unpublished information (defined as "any memorandum, note, manuscript, transcript, picture, negative, recording, tape, or other record whatsoever") is also protected. But the bill provides that

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Senator Ervin said he believed state proceedings could be included under the commerce clause and the First Amendment.

"I believe that the best chance to get a bill passed is a bill of this nature," he told the broadcasters.

Senator Ervin received a citation from NAB for his leadership in the protection of individual and institutional rights.



Pass it on. The Sunday (March 25) concluding luncheon session of the two-day 1973 annual Association for Professional Broadcasting Education meeting in Washington featured Richard M. Schmidt Jr. (above), a partner in the law firm of Cohn & Marks, who reminded broadcast educators to impress on students the importance of understanding that the First Amendment protects the freedoms of all, not just those that may seem to be on the side of the angels. "We must fight for the right of everyone to speak as he will," Mr. Schmidt emphasized. Mr. Schmidt, a former general counsel to the U.S. Information Agency and currently a member of the Joint Media Council on Freedom of Information, pointed out that controversy between press and government "is older than the nation itself." He stressed, however, that the added twist to this longtime confrontation is that now the White House "for the first time has been using the courts as an ally, a weapon and a lever against the press to try to prevent it from performing its duties."

Cablecasting

Court cable ruling triggers McClellan copyright bill

More hearings planned at later date; senator reasserts Hill's authority over question—with a knock at the Whitehead agreement

Senator John L. McClellan (D-Ark.) last week reopened the controversy over CATV copyright liability with the reintroduction of the copyright revision bill, spelling out limits of cable's financial obligations to copyright owners.

The senator also announced that his Patent, Trademarks and Copyright Subcommittee will hold additional hearings on several aspects of the bill, including the CATV issue.

Introduction of the measure follows the U.S. Court of Appeals ruling earlier this month that said cable systems are subject to copyright liability on programming imported from distant stations (BROADCASTING, March 12).

The copyright bill (S. 1361), a complete revision of the 1909 Copyright Act, is nearly identical to bills Senator McClellan introduced in both the 91st and the 92d Congresses (S. 644 in the latter). The bill would impose copyright liability on cable systems and establish quarterly fees under a compulsory-license provision. Cable systems would pay to copyright owners 1% of gross receipts from subscribers, up to \$40,000; 2% of receipts more than \$40,000 but not more than \$80,000; 3% of gross receipts above \$80,000 but not more than \$120,000; 4% of those totalling more than \$120,000 but not more than \$160,000, and 5% of gross receipts over \$160,000.

In addition, the bill would grant royalties to recording artists for the use of their records on radio or TV. Stations would have to pay either an annual royalty of 2% of their net receipts or a prorated fee based on the proportion of their programming occupied by records.

The bill exempts nonprofit organizations and master-antenna systems from

copyright liability, provided no special fees are charged.

The bill would also create a Copyright Royalty Tribunal in the Library of Congress to distribute the royalties and to review and make adjustments in the fees.

Senator Daniel K. Inouye (D-Hawaii), addressing cable operators from the West and Pacific Northwest regions at the third of a series of legislative conferences held in Washington by the National Cable Television Association (March 27-28), indicated his support for "early enactment of the McClellan omnibus copyright bill. "I believe that a legislated fee schedule . . . is the best means of resolving the copyright impasse and getting your industry on the move once again," Senator Inouye said, speaking before cable operators from 10 states, including Hawaii. Meanwhile, NCTA, in a legal letter to its membership, noted that if the recent decision by the U.S. Second Circuit Court of Appeals, holding that cable systems are liable for copyright in the carriage of distant signals becomes the law of the land prior to enactment of a new copyright bill, the threat of injunctions and damages exists. "The timing and extent of such suits," observes the legal letter, "is conjectural at this point." The letter notes that the definition of "what is" a distant signal has not been resolved.

In introducing the measure last Monday (March 26), Senator McClellan noted that since the FCC has established its CATV rules, the regulatory provisions in the bill (dealing principally with signal carriage by cable systems) are expected to be deleted in subcommittee.

He also took the opportunity to reassert the authority of Congress over the copyright question. Referring to the CATV agreement among broadcasters, cable operators and copyright owners developed by Office of Telecommunications Policy Director Clay T. Whitehead, (calling for compulsory arbitration of copyright fees if the parties fail to agree on a rate schedule), Senator McClellan said: "The Whitehead agreement has been generally interpreted as seeking to eliminate the Congress from any role in determining cable-television royalty rates. Even though public law places copyright affairs exclusively in the legislative branch, neither the Copyright Office of the Library of Congress, nor the House or Senate subcommittees having jurisdiction in copyright matters, were represented at Dr. Whitehead's meetings."

Noting that there have been a number of requests for additional hearings on the copyright legislation, the senator said that, despite his conviction that more hearings would not produce any new information and "would tend to polarize positions on some issues where efforts to secure accommodations are still in progress," the subcommittee will reopen hearings "to hear supplementary presentations on selected issues where there have been significant developments since the previous action of the subcommittee."

He cited five issues to be explored: the CATV royalty schedule, application of the compulsory-license provision of the

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CATV section to the carriage of sporting events by cable, the proposed exemption for making copies of tapes of religious broadcasts, a proposed general exemption for education purposes and the library photocopying sections of the bill.

But the senator was not certain about the timetable for the hearings. "Since efforts to achieve a resolution of certain of these issues are continuing," he said, "it would not be feasible to conduct hearings at the present time. I shall follow the progress of the current discussions, and review the situation at a later date."

NCTA on the hot seat at NAB over copyright

Association attorney is criticized for what is said to be cable's failure to live up to compromise agreement

Gary Christensen, special counsel to the National Cable Television Association, found himself last week in the middle while on a panel at the National Association of Broadcasters convention. On one side was Arthur Scheiner, counsel for MCA; on the other, Michael Horne, counsel for the Association of Maximum Service Telecasters. And with the subject "CATV-Copyright," Mr. Christensen got it from both sides.

Both Mr. Scheiner and Mr. Horne labored NCTA for what they said was its failure to keep its part of the bargain that copyright owners, cable operators and broadcasters had made in connection with the November 1971 consensus agreement that paved the way for the FCC's adoption of its cable-television rules.

The commitment, they said, was to support legislation providing for arbitration of copyright fees that cable operators would pay programmers if the parties could not agree on a fee schedule. And the parties, Mr. Scheiner said, have reached an impasse; indeed, he said, "we are very, very far apart."

Mr. Horne said the parties will either come together on legislation, or face the prospect of prolonged fights in Congress over a bill and in the courts over copyright compensation. Furthermore, he said, broadcasters will urge the FCC to review its cable rules which, he noted, are based on the assumption that copyright legislation would be enacted. "Broadcasters will say, with justification," he said, "that NCTA can't be trusted."

Mr. Christensen said the NCTA position is based on programing. The association is supporting the bill Senator John L. McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, introduced in the last session of Congress—and re-introduced last week (see page 78)—because, he said, it is the only measure available.

The bill's reintroduction follows the partial reversal, by the U.S. Court of Appeals in New York, of a lower-court decision that had rejected CBS's cable-copyright suit against Teleprompter. The

bill includes a schedule of royalty fees that, Mr. Scheiner said, "is vastly too low." He said the fees were not based on sound data or economic analysis—but were "picked out of the air." A mechanism should be provided for establishing an appropriate fees schedule, he added. The McClellan-bill fees would range upward from 1% of gross receipts up to \$40,000 to 5% of gross receipts totalling more than \$160,000.

Mr. Christensen, who said NCTA's position on copyright with regard to the program producers is complicated by the fact NCTA is negotiating copyright fees also with music publishers and the television networks, professed to see some sense in continuing efforts to reach agreement on a fee schedule to be included in legislation. "We think we should explore the question of fees before the [McClellan] bill is passed," he said. But he also said that, "while it would be helpful to agree, it is not absolutely essential."

Although Mr. Christensen was out-manned on the panel he knew he had support for his position on Capitol Hill. Thomas Brennan, chief counsel for the McClellan subcommittee, who moderated the panel, made that clear in his opening remarks when he said, "The subcommittee has held that Congress should establish the initial rates."

Pay cable and sports trouble independents

But new cable-station committee holds first meeting in pursuit of ways to conciliate differences

A move by pay-cable interests to share coverage of professional sports with broadcasters was reported—and marked down as something to watch with concern—at last week's meeting of the Association of Independent Television Stations (also see story page 42).

Specifically, Sterling Communications was said to have sought rights to carry to pay-TV subscribers—presumably through its Home Box Office Inc. subsidiary—any home-and-away games of the Philadelphia Phillies baseball team that are not carried by WPHL-TV Philadelphia.

INTV officials reported that WPHL-TV and the Phillies management had rejected the Sterling offer for the coming season, but they warned that the problem might not end there. "It's a practical problem that could affect your ability to maintain sports," an INTV official cautioned the broadcasters.

FCC rules ban from pay services any games that have been carried on free TV within the past two years, and extension of the embargo to five years is under consideration.

Some INTV station executives thought stations would have more difficulty if pay-cable made inroads into football than into baseball. Another station executive reported that the St. Louis Blues hockey team was thinking of staying out of broadcast to go into cable. In any case, another said, "two years is not as big a

Cable help for minorities. The U.S. Department of Commerce has granted \$300,000 to the Washington-based Booker T. Washington Foundation to help minorities understand and get into cable-television. The Foundation already has set up the Cable-communications Resource Center (CRC), with offices at 1900 L Street, N.W., Suite 205, Washington 20036. CRC, to be a clearing house for information about cable TV for minorities, is expected to be in operation by April 1. Charles Tate, editor and co-author of "Cable Television in the Cities," a handbook on cable television, has been named executive director of CRC.

stumbling block [for pay interests] as it once seemed."

In a separate development, the National Cable Television Association's INTV committee and the INTV's NCTA committee held their first meeting during the NAB convention. Their aim: to develop procedures for resolving any future disagreements between INTV and NCTA members before the differences can escalate into major controversies.

INTV's cable committee is headed by Jack F. Matranga, KTXL(TV) Sacramento, Calif. Other members are Roger Rice of KTVU(TV) Oakland-San Francisco, president of INTV; Herman Land, INTV executive director; Harold Trickey, WTOG(TV) Tampa-St. Petersburg, Fla.; John Reynolds, KTLA(TV) Los Angeles; James D. Boaz, WXIX-TV Newport, Ky., and William H. Hernstadt, KVVU-TV Henderson-Las Vegas, Nev.

NCTA's INTV committee is headed by James B. Goetz, General Television Inc., Minneapolis. Other members: John Betts, Cablevision Co., Maysville, Ky.; John W. Jacobs, Gainesville (Ga.) Cablevision; Vern Milligan, Daniels & Associates, Denver; Dore Schary, Theater Vision Inc., New York, and Joel P. Smith, Television Communications Corp., New York.

Cable Briefs

Briefing in Texas. National Cable Television Association will conduct three-day marketing workshop, May 10-12, at Fairmont hotel, Dallas, to review and discuss current and future cable-TV marketing requirements. Specific topics to be examined are marketing of small systems, financial considerations of marketing, audience research, selling of advertising in cable programs and successful campaigns. Workshop is designed for cable-TV industry members involved in marketing.

Wawa loses out. Canadian Radio-Television Commission, has revoked the license of Wawa Cable Vision Ltd., Wawa, Ont. On basis of evidence given to commission at public hearing Dec. 5, 1972, it was decided that Wawa Cable was unable to provide adequate service to area licensed to it. Systems, which began in 1958, served Legarde Hill area of Ontario province. CRTC's decision was effective Feb. 26.

E days at NAB: A happy meld of equipment and euphoria

**Superlatives dominate praise
of both customers and exhibitors,
latter particularly pleased
that former came with checkbooks**

To the innocent bystander—one who followed the seemingly endless mass of humanity down the escalators into what was the largest assemblage of broadcast equipment and equipment purveyors ever known to man—the scene at the exhibit halls at last week's National Association of Broadcasters convention was overwhelming. For among the bustling collage of blinking and twirling machinery, pretty girls and salesmen, engineers and PR types rushing—always rushing—to firm one more deal, who but the very technical-minded could walk with a sense of impassivity?

It was, without a doubt, a show of superlatives. More exhibitors—154 in all—than ever before. More hardware—filling four spacious halls at Washington's Shore-

ham and Sheraton Park hotels as well as a parking lot, a front lawn and an inconspicuous corridor with the curious name of Bird Cage Walk—than had ever been transported to one specific geographic area. But above all, as affirmed by every marketing representative conferring with BROADCASTING during the four-day exhibition, it was a show of unprecedented sales volume. "For the past several years," one convention veteran remarked, "the equipment show has been like a museum, albeit one that was always increasing in popularity. Plenty of people came to look, but very often they left the checkbook home. This year they came to buy."

By Wednesday afternoon, when the majority of the NAB delegates were either upstairs at the Sheraton listening to the final round of speechmaking or up in their suites packing for the flight home, there was a sense of elation in the exhibit halls. Clearly, the consensus among exhibitors was that a very worthwhile experience had just been completed.

"This has been the most significant NAB in the history of IVC," was the word from Donald H. Fried, marketing vice president, International Video Corp., which received orders in excess of \$2.5 million on the floor—including a \$1.3-million contract with Trans-World Communications for 10 hotel movie systems.

"We found more serious interest in our high-power antennas than in previous conventions," added Peter Onnigian of Jampro Antenna Co., which closed more sales than ever before.

Biagio Presti, general manager of the broadcast-equipment division of Sarkes-Tarzian Inc., disclosed that his firm had finalized contracts on the sale of nine of its Cinemate and Selectec video production switching systems during the show, at an estimated cost of over \$390,000.

"We look for an improvement of at least 10% in our equipment sales over last year," remarked Andrew F. Inglis, division vice president and general manager of RCA Communications Systems division, whose huge display occupied two Sheraton booths and included more than \$1 million worth of hardware.

Irving D. Law Jr., vice president for sales/service of International Good Music, reported sales up about 25% some 16 hours before the close of the show. Interest in the firm's audio automation systems, Mr. Law reported enthusiastically, "increases dramatically every year. 1973 was no exception."

Regardless of the nature of the product offered, the reaction was the same. Amco Engineering, which featured a line of broadcast consoles and enclosures, enjoyed "an excellent show," according to its marketing director. "Closed more business here at this NAB than ever before," added L. E. Nelson of Century Strand, which was pushing its Ianiro line of high-intensity lighting fixtures. Similar stories were being told at the booths of two of the firm's principal competitors, Kliegl Brothers Lighting and Mole-Richardson Co.

"Great show!" was the simple, yet emphatic response from Thomas R. Humphrey, vice president for marketing of

McMartin Industries, which received a favorable reaction to its new B-901T 10-w FM exciter, a compact unit selling for \$2,355. "Best show in five years," echoed Jim Kelly of Autogram, the Collins Radio affiliate selling a line of automation systems priced between \$2,750 and \$8,900 out of the Collins booth. J. M. Haerle, his neighbor at the Collins display (which itself was featuring a full line of 28-input radio consoles at \$3,585 for the top of the line), agreed, although he had negative things to say about what many considered inferior exhibit facilities in comparison with previous NAB shows.

Langdon Cook, general manager of CBS Laboratories, whose Vidifact character generator reportedly attracted a receptive audience, reported that he was "very pleased in all aspects," while L. M. Fisher, Microwave Associates, exclaimed "best in years" as he and friends poured over the firm's first love—a solid-state herodine microwave unit that reconditions the signal so that engineers will be burdened with one less modulation step.

From a technological standpoint, many of the broadcasters who jammed the exhibit halls, were hesitant to dub any one piece of equipment the star of the show. "It really depends on what you're looking for," said one shopper, shouting to be heard over the melodic strains of Carly Simon pouring loudly from CCA Electronics's new "midi" automation system.

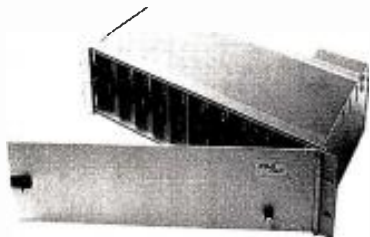
On a scale of 10, however, few observers would have given RCA's TCP-1624 film cartridge machine less than a nine in terms of excitement generated. The unit, unveiled in prototype form this year (RCA officials estimate marketing and production to be at least a year away) is a computer-oriented automatic system holding a maximum of 24 film cartridges, up to two minutes in length, that can be projected in continuing sequences.

The RCA unit rekindled memories of the firm's 1969 NAB exhibit when, as one veteran recalled, "you couldn't get into the damned place." The blame for that situation rested with a prototype similar—at least to the observer unversed in the intricacies of video-systems technology—to the TCP-1624. It was a video tape cartridge machine—the TCR-100. Eight of the units were sold in 1971. This year, RCA reported, sales of the same reached the 100 mark. At this year's show, however, the TCR-100 had competition. Two other firms, Ampex and International Video Corp., were showing tape cartridge units, and engineers at all three booths were spending a great deal of time telling potential customers why their system is superior. They each had separate points to make. IVC's BCR-200 is the most economical of the lot (\$99,000) and is available in six- or 12-deck configurations with each deck offering one hour of playing time. RCA's TCR-100 goes for about \$120,000 but has the advantage of being first in its field with a proven track record. Ampex's ACR-25 is priced at \$160,000 but, as its developers are quick to point out, it offers random selectivity, interchangeable heads and the advantage (according to Ampex officials) of being a "program tool"—its program

(Text continues on page 85)

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9

10

Stars in the hardware crown of NAB's biggest ever trade show



4

5

1. Star of RCA's 1973 NAB convention exhibit was the TCP-1624 cartridge player, promising automation for film. It was shown to Jack Caldwell (l), WGBY-TV Springfield, Mass., by James Frank, RCA design engineer.

2. Two Echo Science helical-recorder models are demonstrated by Art Strahm (r) to Rhinehart Fridmann (l) and George Faerster of German TV, Hamburg.

3. This Comsat ground station greeted convention visitors at the entrance to the Sheraton Park hotel. It worked, demonstrating digital techniques for TV program transmission.

4. Grass Valley's 1600 series production switching system holds the attention of Ralph Mifflin (r), chief engineer of KOMO-AM-TV Seattle. His mentor: Robert Cobler, president of Grass Valley.

5. Earl Bullock, director of engineering for Schafer Electronics, demonstrates the input element of an automated tape machine to a broadcasting father-son team, Raymond J. Kandel (c) of KYVA(AM) Gallup, N.M., and his son Laing.

6. Time base correctors were very important hardware at the NAB. This Television Microtime model is explained by C. R. Paulson to John Silva of KTLA(TV) Los Angeles.

7. Norelco's PCP-90B with eight-pound hip pack is demonstrated by Warren K. Charles (r) to Bill Powers (l), assistant chief engineer for WSB-TV Atlanta, and Henry White, the station's chief engineer.

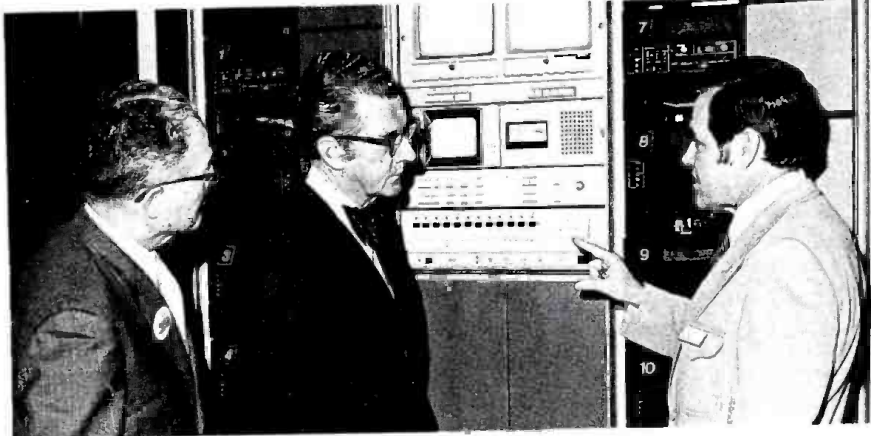
8. All (these) eyes were on CBS Labs' Vidifont character generation system. L to r: Paul Raymon, general manager, WAGA-TV Atlanta; Terry McQuirk, station manager, and Tom Hindle, southeastern regional manager for CBS Labs.

9. Scully's 280-B stereo recorder-reproducer is operated by Gareth Nelson (r) for Jesse L. Sprouse, chief engineer, WFNC(AM)-WQSM(FM) Fayetteville, N.C.

10. Charles Steinberg (l), vp-general manager of Ampex's audio-video systems division, shows AVR-1 and ACR-25 recorders to Dick Monroe, Westinghouse Broadcasting.

11. WFAG(AM) Farmville, N.C., broadcasters Gene Gray (l) and J. T. Snowden look over Collins Radio's IC-10 audio console with exhibitor Morris Courtright.

12. Pay TV was the subject of interest for Andrew Albeck (l) of United Artists Corp. and Joseph Glaab of Blonder-Tongue.



13



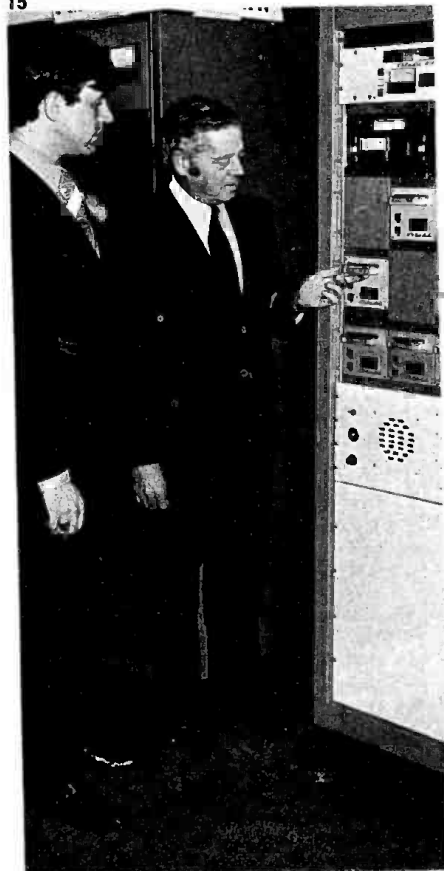
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(Text continues from page 80)

material can be dubbed onto a separate VTR machine for editing—as well as a spot player.

This also seemed to be the year for video program switchers—those marvelous devices that can make a studio monitor more closely resemble a continually changing piece of abstract art. Enough firms manufacture them—Sarkes-Tarzian, Vital Industries, RCA, Richmond Hill Labs (distributed by Telemation), CTO, the Grass Valley Group, Dynair Electronics, Central Dynamics, Visual Electronics and American Data Corp.—and enough were being exhibited on the floor, so that everybody had an opportunity to play with at least one model. Emphasis in the field this year was on digital-switching systems, which many exhibitors felt would make the older analog process obsolete in the not-too-distant future.

Automation systems, for several years a convention high point, maintained that strength. All of the major firms exhibiting such units this year reported increased sales volume and particularly noted a rise in interest on the part of AM operators. The consensus among automation-systems manufacturers was that AM volume will become comparable with FM in the near future—perhaps within the next year. Why the increased interest? One exhibitor speculated that “the trend is toward keeping your good people and getting rid of the dead wood.” Added another: “Why pay a guy \$10 an hour to throw switches

when he could do more for you in production and selling—and he'd probably make more money in the bargain.” While some of those firms demonstrating automation equipment on the floor this year would dispute the point, many broadcasters examining the hardware commented that nothing particularly revolutionary was being shown there. Rather, they agreed, this year's show concentrated on modifications to and improvements on existing units. The Autogram/Collins, CCA Electronics, International Good Music, Schaefer Electronics, Sono Mag-Systems Marketing, Gates and Broadcast Products Inc. (which cleared \$250,000 worth of business off the floor) exhibits were all reportedly well received.

But if there was a major equipment story at this year's exhibit, it was probably not to be seen in the million-dollar showplaces with their wall-to-wall carpeting, elaborate demonstration shows and charming hostesses. Rather, it was to be found in an obscure suite somewhere in the most outlying region of the sprawling Sheraton Park and in a tiny, unobtrusive booth in the Shoreham's Ambassador room. The occupants of these inconspicuous domiciles were selling time-base correctors—a little black box that one convention goer, perhaps feeling the effects of too many hospitality suites (but perhaps not) called “the most revolutionary thing to happen to broadcasting since the invention of the transmitter.”

Suite K-708 at the Sheraton belonged to Consolidated Video Systems, Santa Clara, Calif. Inside, the firm's representatives were introducing the CVS 500, a digital video signal corrector that reportedly increases the signal correction capability of relatively inexpensive helical video tape recorders to more than 30 times that of existing equipment. The unit sells for \$8,750. When it is plugged into a helical VTR unit such as that available from Ampex or IVC (selling as low as \$2,500), it will produce a color picture comparable to that previously available only from significantly more costly quadruplex VTR units. The savings to the financially limited broadcaster or CATV operator is in excess of \$75,000, according to CVS officials.

The people at Television Microtime Inc. down in the Shoreham were displaying a similar unit—the Delta 44 time base corrector, which is the end-product of four years of evolutionary systems. Delta 44 has a price range of \$5,500 (for a monochrome-only unit working with one-half-inch VTR machines) to the top of the line at \$20,000. A mid-line unit selling for \$9,300 is compatible with all four standard tape configurations—two, one, three-quarter and one-half inches. Unlike the CVS representatives, who emphasized the use of their unit with helical machines, Television Microtime's engineers feel that the Delta 44 will be most attractive to possessors of older quadruplex

13. International Video Corp.'s BCR-200 broadcast cartridge recorder is the object of this discussion between James W. Kyle (l), chief engineer, and Ed Frech, general manager, both of WTVR-TV Richmond, Va., and Paul Fletcher of IVC.

14. George Alexandrovich of Fairchild-Robins Sound Equipment Corp. demonstrates an audio console for John Kelly of WKMB(AM) Stirling, N.J.

15. J. Velazquez of XETV-TV Tijuana, Mexico, tries out Telestrator's electronic graphic system. At right: Hoy McConnell, Telestrator vp.

16. The Gates 36 kw dual-TV transmitter is the subject of this lecture by George Hardy, Gates Atlanta district sales manager. His audience (l to r): Ron Sealy, Carl Shirley and Mike Arnold of WDCN-TV Nashville. Auditing: Hans Bott of Gates.

17. Blagio Presti (c), general manager of the broadcast equipment division of Sarkes Tarzian Inc., describes the product line to Dave Herman (l) and Jerry Danziger of KOB-TV Albuquerque.

18. Eastman Kodak's Supermatic 70 sound projector is demonstrated by Tom Hargrave to Sam Carey, WBOC-TV Salisbury, Md.

19. Robert Sidwell of CCA Electronics fingers a cartridge unit for Ken Gary of WSIU-AM-FM Carbondale, Ill.

20. CVS's digital video signal corrector, designed for bringing helical-recorder signals up to broadcast quality, is demonstrated by Mike Tallent (l) and Al Swain (r) to Donald Eldridge, a founder and now chairman of International Video Corp.

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The story did not end there. At this year's exhibit, there was truly something for everybody in the market for broadcast equipment. In cameras, Gates Radio presented the line of live color cameras it obtained last year from General Electric, the TE-201 and the smaller PE-400 (the sensitivity of which Gates engineers claim to have increased nearly four times over the unit's former capacity). Philips Broadcast Equipment Corp. showed a complete line of Norelco live color cameras, including the PCP-72 portable model. The Fernseh division of Robert Bosch Corp. featured its new KCR-40 hand-held color camera, weighing only 15 pounds (26 pounds with back pack) for \$65,000, the control unit of which is completely interchangeable with Fernseh's KCU-40 studio model camera (\$60,000). RCA demonstrated a \$12,000 kit for converting its models TK-44 or TK-45A color studio cameras into a shoulder-mounted portable unit in an hour's time. Ampex was plugging its BC-230B color studio/remote camera featuring automatic centering at a lower price range than previously available imported models.

Both 3M Corp. and Scully-Metrotech introduced reel-to-reel audio tape recorders (models M79 and 2SOB, respectively) capable of moving from the record to rewind functions without hitting the stop button.

Antenna monitors were also a hot attraction in light of the FCC's recently proposed rulemaking that would require all directional AM stations to install type-approved equipment of this variety. Delta Electronics introduced its DAM-1 digital antenna monitor at \$2,850. Potomac In-

struments Inc. saw heavy traffic for its previously introduced AM-19-D digital unit (\$2,610) as well as its less expensive (\$1,660) analog unit. The Delta model costs the consumer an extra \$25 for each additional antenna. At Potomac, the fee is \$90. Both firms are awaiting type approval and claim to meet all FCC standards.

And then, for \$395 you could have bought, from American Electronics Inc., a fully equipped remote broadcasting unit featuring a broadcast-quality microphone, AC power supply, battery and Telco remote phone with a built-in amplifier. The whole unit is contained in a standard-size attache case.

There were also exhibits at which ideas, rather than products, were being peddled. Like Blonder-Tongue Laboratories' demonstration of its BT-Vision pay-TV system. The system, one of three authorized by the FCC, was shown in both "before" and "after" phases—utilizing an encoder to scramble an over-the-air signal from a local Washington television station so that the audio and visual portion was not discernable, and then decoding the muddled signal with equipment to be installed in subscriber's homes to show a clear picture on another monitor. And the Communications Satellite Corp., in a promotion effort for its planned Digital Television Communications System (DITEC), installed a temporary receiver on the Sheraton grounds to pick up a live signal sent via Comsat's Intelsat satellite from its earth station at Andover, Me.

The inventory list goes on and on. Products seemingly without end and sales prospects that made the whole NAB trip so worthwhile. To repeat a phrase heard repeatedly on the up escalators Wednesday afternoon "It was one helluva show."

The FCC wants the real story on spectrum needs

Long planned study of frequencies is set—although for not as much money as expected—to determine who needs what in the UHF band

The FCC, faced with demands for spectrum space from land-mobile radio operators and confronted with an executive-branch assertion that the government needs an additional 100 mhz of spectrum space, has set out to find out what its spectrum needs for UHF really are.

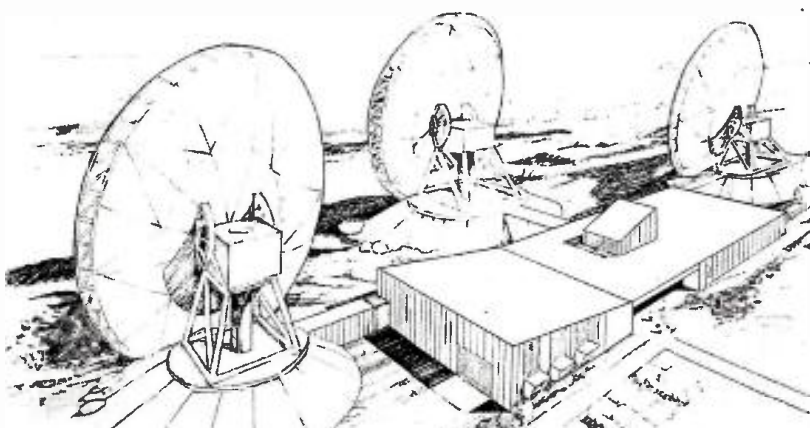
The commission is understood to have agreed two weeks ago to initiate a \$150,000, two-year future-of-television study. It is to be conducted by outside contractors, with the commission staff instructed to draw up the study's specifications and let the contract before the end of the 1973 fiscal year, on June 30. (Originally, the commission was considering a more ambitious project—one to extend over three years and cost \$400,000. [BROADCASTING, Jan. 22].)

Commission officials said the study will look ahead five, 10 and 15 years—to 1988—to determine the need for spectrum space for UHF television in those years. Economic, population and other factors—including the impact of cable television, video cassettes and other developing communications technologies—will be factored into the study in an effort to determine how many UHF stations could be expected to be viable, and where.

The future-of-television study, in one form or other, has been under consideration at the commission since 1970, when the agency decided to permit land-mobile radio to share one or two of the lower seven UHF channels in the 10 largest urban areas where the channels are not assigned, and to reassign 115 mhz of spectrum space in the 900 mhz band (which includes UHF channels 70-83) to land-mobile use. Those actions are less than the land-mobile operators were requesting. And some engineers at the commission felt the agency should determine precisely its needs for UHF television.

The pressures on the commission to turn loose some UHF frequencies for land mobile have been increasing. Commissioners who in the past have been regarded as being on television's side in the tug-of-war over the spectrum, are now wondering about the validity of their position. They refer to the large portion of the UHF spectrum that is lying fallow at a time when there is an increasing demand for frequencies.

What helped influence the commission to approve the study, however, was a letter from Clay T. Whitehead, director of the Office of Telecommunications Policy to FCC chairman Dean Burch. Mr. Whitehead said that an analysis of government communication needs through 1985 indicates that an additional 100



AT&T files. AT&T has requested-FCC authorization to operate a domestic communications-satellite system which would serve all 50 states, Puerto Rico and the Virgin Islands. The system would be built by the Communications Satellite Corp., which has already filed for the necessary authorization (*Broadcasting*, March 12). Under its seven-year agreement with Comsat, AT&T would lease three operational satellites with a total capacity of 43,200 telephone circuits, with the third satellite used primarily as a back-up. The illustration depicts one of five earth stations AT&T proposes to build in connection with the new system. They will be located at Hawley, Pa.; Hanover, Ill.; Woodbury, Ga.; De Luz, Calif., and in the San Francisco area.

mhz will be required for national defense, law enforcement, resource management and marine and air safety.

The analysis is of needs between 100 and 1215 mhz, which includes television allocations from channel 7 on up—through the remainder of the VHF frequencies, all the UHF frequencies and some nonbroadcast channels.

The OTP study was done in connection with an over-all review of spectrum needs and uses undertaken jointly with the commission in January 1971 (BROADCASTING, Jan. 18, 1971). At the time, it was conceded by officials at both agencies that the block of frequencies assigned to UHF—and much of which is not used—would be subjected to a close look.

Some commission officials, fearful that OTP has its eye on UHF spectrum space, expressed surprise that the government should be seeking 100 mhz of spectrum space five years after turning over 26 mhz from its side of the spectrum. OTP officials said that space was in a band for which the government no longer had any use; it had been used for radar. They also noted that the government in 1971 turned over 8,000 mhz of space for use on a shared basis with nongovernment licensees and, in 1972, another 1,763 mhz, also in a shared basis.

Commission officials indicated that plans for the future-of-television study had been enmeshed in an interbureau conflict involving the Broadcast Bureau and the chief engineer's office. Receipt of the Mr. Whitehead's letter on March 12, is said to have helped the commission resolve its differences.

However, the commission action should not be taken as a sign that the government will be given priority in the reassignment of any frequency space if the commission decides any of its UHF space is reassignable. "If we decide some of the UHF space could be freed up," one officials said, "we might decide it is needed for other private purposes, including land mobile."

It may be difficult, however, for the commission to subordinate the government's needs to those of private users. Mr. Whitehead, in his letter, asked that Commissioner Richard E. Wiley, the spectrum commissioner, and Chief Engineer Ray Spence, meet with OTP's assistant director of spectrum management, Wilfred Dean Jr., on the subject. Mr. Spence and Mr. Dean confer frequently on spectrum-review matters.

FCC orders Florence revisit

FCC has remanded to its review board for a supplemental decision a case in which the board had held that the commission's "UHF protective policy" did not warrant denial of an application for improved facilities for a VHF station (BROADCASTING, July 10, 1972). The commission said the review board should consider data that has become available since the close of record in the case in 1970 before further action is taken on an application by WBTW(TV) (ch. 13) Florence, S.C. WRDU(TV) (ch. 28) Dur-

ham, N.C., and the commission's Broadcast Bureau had asked for a review of the board's decision, which concluded that WBTW's proposed operation would not have an adverse impact on UHF development and that the grant would provide significant benefits to the public by more efficient use of WBTW's facilities.

Are car radios key to future of FM radio?

NAFMB session hears that they are—and will be—the main obstacle for medium to attain parity with AM

Delegates at the National Association of FM Broadcasters, meeting prior to the National Association of Broadcasters convention last week, were given a three-sided approach to solving one of the medium's major problems—that of exposure.

The roots of the dilemma, as related to NAFMB delegates, lie in the fact that while there are some 110 million vehicles on the road today, only four million of them are equipped with FM receiving equipment. According to Kenneth A. Cox, a Washington communications attorney and a former FCC commissioner, the quickest way to change that situation is through legislation to compel equipment manufacturers to produce units capable of receiving both AM and FM. Toward this end, Mr. Cox, a panel member at an NAFMB session entitled

"Auto Radio—FM's Opportunity for Growth," is serving as chairman of the Joint Committee for All-Channel Radio Legislation. The committee has succeeded in influencing Senator Ted Moss (D-Utah) to introduce a bill that would require AM-FM capability in all radio receivers marketed at a price in excess of \$15. Senator Moss's Subcommittee on Communications is contemplating hearings on the proposed legislation. Mr. Cox told the delegates. The same bill, with few modifications, has been introduced in the Senate—and has failed to come to a floor vote—for the past five years.

If Jack Wayman of the Electronic Industries Association, another panel member, had his way, Mr. Cox's efforts this year would be no more successful than in the five previous sessions. "We agree on almost everything," Mr. Wayman said of his organization's association with the broadcast industry, adding quickly that the proposed legislation is a notable exception.

Bart McLendon, KNUS(FM) Dallas, had an opinion of his own. "I'm not going to wait for an all-channel law," he told the delegates. "I'm not going to wait for anything. I'm going to do it on my own. Mr. McLendon's solution lies in the marketing by FM licensees, in conjunction with local automobile dealerships, of low cost adapters that, when installed in a listeners' AM-equipped automobile provides FM reception at a cost roughly one-third as great as that the consumer would have to pay for factory-made FM receiving equipment.

Mr. McLendon told the NAFMB assembly that he came upon the idea last



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year after discovering that KNUS was pulling ratings in the evening superior to any other Dallas outlet, but was ranked only number five in the morning, during drive time. To combat the problem of poor exposure on the highways, KNUS joined with eight other FM's and three AM's in Dallas in a promotional campaign, in which listeners were informed that they could present their cars at a certain auto dealership and have FM adapters installed for a nominal fee. The result, he said, was impressive. At 8:30 a.m.—some 90 minutes before the adapters became available—a line of cars three-quarters of a mile long appeared at the auto dealership. KNUS and its associates sold 780 of the units in 45 minutes, he said, and another 800 "rain checks" were purchased on that day. A subsequent campaign at nine Dallas-area Toyota dealerships sold 1,500 units within an hour.

SBE getting stronger

"We're growing and we're going to get better," was the good news Robert W. Flanders of WRTV(TV) Indianapolis, outgoing president of the Society of Broadcast Engineers, reported to the organization's annual membership meeting (March 25), held in Washington in conjunction with the National Association of Broadcasters convention. "I can't see anything but good news for the future," Mr. Flanders said in giving what amount-

ed to a stewardship report. "We're financially sound. We're growing in chapters and members. And the society is in the best condition it has been in up until this time."

Among the challenges still remaining for the SBE, cited by Mr. Flanders, are further revisions in the FCC rules pertaining to television as well as radio operations. The principal change asked for by members present at the meeting: rules that an ordinary operator can understand without need of an attorney to interpret.

The specifics of SBE's good news include a membership count of 1,325 by the end of 1972, reflecting the addition of 268 members during that year. From Jan. 1, 1973 through March 25, it was reported that 135 still other new members joined the organization. SBE's balance as of the end of 1972 was \$16,678.85, a net increase of \$6,293.11 for the year.

The new officers of the organization are James Wulliman of WTMJ-AM-FM Milwaukee, president; Glenn Lahman, KDKA-AM-FM Pittsburgh, executive vice president; Robert Truscott, WITI-TV Milwaukee, secretary-treasurer.

The new board of directors includes Robert Cox, the Indiana Institute of Technology, Ft. Wayne; Steve deSatnick, WCVB-TV Boston; Gene Hill, Kaiser Broadcasting stations, Oakland; Charle Morgan, Susquehanna Broadcasting, Avoca, Pa.; Leo Reetz, ABC, New York; Henry Van Amburgh, WGAN-AM-FM-TV Portland, Me., and John Wilner, New

Jersey Broadcasting Authority, Trenton. All board members other than Messrs. Cox and Wilner (elected for one-year terms) will serve for two years.

Chairmen were designated to solicit and process suggestions from the membership for further FCC rules changes in radio and television. Mr. Wulliman will handle AM suggestions, Mr. Wilner, TV proposals and Edwin Karl of Suburban Broadcasting Corp., Melville, N.Y., FM revisions.

To helical scan or not to helical scan

Engineers at NAB debate whether or not to lower standards to take on new tape formats

Another round in the eternal tug of war between esthetics and economics was played out last week before an engineering conference session at the National Association of Broadcasters convention. Representing esthetics was Charles Anderson of Ampex Corp. Representing economics were Keith Reynolds of International Video Corp., Stan Becker of Echo Science Corp. and C. R. Paulson of Television Microtime Inc. The object of their attention: helical-scan video recording.

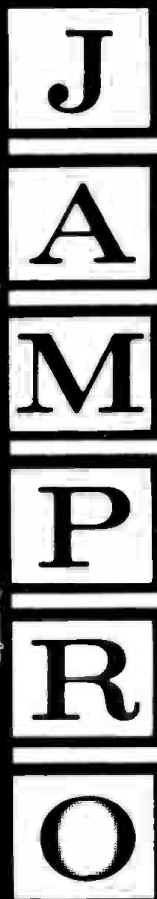
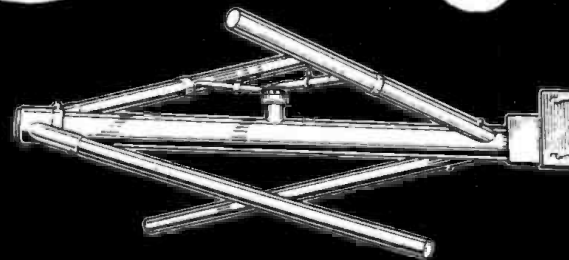
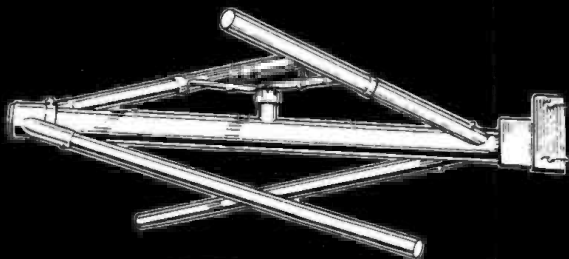
The subject, and the session, attracted one of the largest crowds in engineering conference history, according to modera-

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tor Edward H. Herlihy of Kaiser Broadcasting. Their interest was prodded by the growing expense of quadruplex video-recording systems and the growing acceptability of helical scan for broadcast applications.

All the panelists recited masses of technical data in support of their comments. When that was behind them, and the audience had its turn through questioning, it quickly became apparent that the real issue was of attitude: Were engineers willing to modify their standards—downward—in order to take advantage of the new generations in recording gear? If there was not a consensus, there was at least a mood. It seemed to be a willingness to entertain change, and an eagerness for manufacturers to agree on standards that would facilitate it.

Ampex's Mr. Anderson focused the issue when he said that broadcasters have to make up their minds about how much quality they want built into their video signals. The manufacturers can meet those specifications, he said, and would if pushed by the market. He also urged broadcasters to apply pressure for standardization, saying that only two of the helical systems—Sony's and Philips'—had submitted their formats for consideration by the Society of Motion Picture and Television Engineers committee, which has sway in that area (and of which Mr. Anderson is chairman).

Among the opinions expressed during the session:

- Quad will remain the format of choice for applications requiring elaborate editing and multiple generations.
- There must be a major difference in cost before a station takes on a new format. (The ballpark figures being used during the discussion were \$100,000 for quad configurations, \$30,000 for one-inch helical.)
- Standardization must precede the introduction of helical tapes for commercials or other uses that require interchangeability.
- It is permissible to use helical-scan tapes on the air without time-base correction—that is, the FCC will not issue citations for such use. (Challenged by a question from the floor, it was apparent many stations were unwilling to risk such citations until FCC policy becomes more definite.)

A vote for video tape

CBS-TV's Schneider cites advantages over film in newsgathering

Last Monday's assembly of the Broadcast Engineering Conference at the National Association of Broadcasters convention heard Ray Schneider of CBS-TV describe video tape as a faster, cheaper and potentially less obtrusive method of newsgathering than film.

Mr. Schneider told the engineers that the CBS News Washington bureau has been dividing assignments about 50-50 between film and video-tape crews. The system used is built around the portable, CBS-designed (the Minicam) and Philips Broadcast-marketed PCP-90 camera. He



Familial pride. NAB's engineering award winner A. James Ebel (r), president of the Fetzer Broadcasting Co.'s subsidiary western group, is congratulated by colleagues John E. Fetzer, (l), chairman, and Carl E. Lee, vice chairman and president of the parent company.

said the video-tape system gets news to the editor and on the air faster than film.

Mr. Schneider said that CBS-owned WCAU-TV Philadelphia also has for several years been successfully using a video-tape system for newsgathering, with the added feature of a remote microwave link to the station studios adding to the delivery speed of the operation.

But Mr. Schneider claimed the most significant possibility for video-tape newsgathering is that technological developments are leading to a portable camera capable of operating at natural light levels. This, he said, would eliminate the often objectionable use of the glaring lights necessary in low-light situations.

Quad broadcasting: a bird in hand or two in the bush?

As evidenced at the NAFMB, the battle still rages over matrix, which has FCC OK, and discrete, which is still awaiting commission approval

Those who attended last year's National Association of FM Broadcasters convention will doubtless remember the rather spirited dialogue between proponents of the two different systems—matrix and discrete—by which four-channel quadraphonic material can be broadcast. As one veteran of that session recalled last week: "They were tearing each others' throats out."

From listening to the panelists at this year's NAFMB session prior to last week's National Association of Broadcasters convention, entitled "Quad: Opportunity Now or When?" one could surmise that the situation hasn't changed much in 12 months. The discrete people are still contending that their opponents' methodology amounts to nothing more than "a synthetic rip-off," as Jim Gabbert, KIOI(FM) San Francisco, characterized the matrix system. The matrix interests, in turn, allude to the fact that while their system is in use today at more than 100 FM stations, discrete has yet to get



CBS Laboratories' new Video Processing Amplifier is an outstanding performer! For monochrome or composite color restructuring, CBS Laboratories CLD 1300 is the universal amplifier. High quality restoration is accomplished through individual controls of video, chroma, reference burst, sync and blanking.

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off the ground in broadcasting. FCC authorization is required before broadcasters can utilize the discrete process, and the commission, to date, has been silent in that area.

The matrix process involves the encoding of four-channel material prior to transmission (although a recent proliferation of pre-encoded matrix disks has enabled FM broadcasters to sidestep this function in many instances) into two signals, which are carried over the FM's stereo facilities to the home receiver. Quad-equipped matrix receiving systems decode the signals into four separate "sounds." Discrete, on the other hand, is a four-channel process throughout the broadcast-reception function. Four separate signals are transmitted, utilizing the sidebands made available to the station by a subsidiary communications authorization from the FCC. Two stations—K101, which utilizes the Dorren Quadruplex system, and WGFM(FM) Schenectady, N.Y., which is affiliated with General Electric's discrete system, have carried on experimental discrete operations in the past year through special FCC authorizations.

Mr. Gabbert, one of the industry's most outspoken proponents of the discrete process, left no room for doubt as where his interests lie. Matrix, he told the NAFMB delegates, is "an illusion of four-channel stereo." He noted that technological advances in the discrete field now make it possible to broadcast discrete quad using a \$6 stylus with 20-25 db channel separation. This, Mr. Gabbert contended, qualifies discrete as "the only way to do it." While he emphasized that discrete interests are hopeful that the commission will act swiftly on the issue, Mr. Gabbert indicated that the agency has been unjustly "castigated," and that a significant portion of the problem lies in the fact that broadcasters have not adequately familiarized themselves with the present state of the art. (To prove his point, he asked the audience for a show of hands of those who had heard of the National Quadraphonic Radio Committee, an organization set up several months ago to work with the FCC on establishing standards for quadraphonic broadcasting. About 35 of some 350 persons responded positively.)

Claude Hall, radio and television editor of *Billboard* magazine, disagreed. Contending that the FCC has been "dragging its feet" on the quad issue, Mr. Hall suggested that the public should be the final arbiter of the matrix-discrete squabble.

Japan's Sansui, developers of the QS matrix system, was represented on the panel by John Mosely. Quad, according to Mr. Mosely, has "captured the heart and the pocketbook of the American people." And the Sansui system, which was demonstrated at a Saturday (March 24) reception at the convention, has proven to be "highly viable and effective," Mr. Mosely said. Noting that, at present, about 40% of Sansui's sales are in quad equipment, Mr. Mosely contended that the discrete process has no real advantage over his firm's system.

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	Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	1	1	1	1
4	2	Neither One of Us (4:15) Gladys Knight & the Pips—Soul	2	2	2	2
13	• 3	Ain't No Woman (2:59) Four Tops—Dunhill	3	3	3	3
7	4	Sing (3:20) Carpenters—A&M	9	4	9	5
2	5	Love Train (2:59) O'Jays—Philadelphia Intl.	5	6	7	8
16	• 6	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	7	5	5	6
6	7	Last Song (3:15) Edward Bear—Capitol	4	9	10	10
3	8	Dueling Banjos (2:10) "Deliverance" Soundtrack—Warner Brothers	6	8	8	11
5	9	Also Sprach Zarathustra (5:06) Deodato—CTI	8	11	6	7
10	10	Call Me (Come Back Home) (3:03) Al Green—Hi	10	7	11	9
27	• 11	Cisco Kid (3:47) War—United Artists	15	14	4	4
8	12	Break Up to Make Up (4:00) Stylistics—Avco	11	10	13	12
12	13	Danny's Song (3:06) Anne Murray—Capitol	12	13	12	15
15	14	Tie a Yellow Ribbon (3:19) Dawn—Bell	13	12	14	13
14	15	Masterpiece (5:30) Temptations—Gordy	16	15	15	14
17	16	Stir It Up (3:09) Johnny Nash—Epic	14	16	16	17
21	17	Space Oddity (5:05) David Bowie—RCA	18	19	17	16
9	18	Could It Be I'm Falling in Love (4:13) Spinners—Atlantic	17	18	18	18
24	19	The Twelfth of Never (2:40) Donny Osmond—Kolib/MGM	19	17	19	19
20	20	I'm Just a Singer (4:16) Moody Blues—Threshold	20	20	21	20
36	• 21	Little Willy (3:13) The Sweet—Bell	22	23	20	21
30	22	Drift Away (3:30) Dobie Gray—Decca	21	21	22	22
11	23	Crocodile Rock (3:56) Elton John—MCA	23	22	23	27
19	24	Cover of Rolling Stone (2:53) Dr. Hook & the Medicine Show—Columbia	24	25	25	25
29	25	Hummingbird (3:30) Seals & Crofts—Warner Brothers	26	26	24	23
35	26	Wildflower (4:08) Skylark—Capitol	25	24	26	24
32	27	Stuck in the Middle with You (3:24) Stealers Wheel—A&M	28	29	27	29
31	28	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	32	28	31	26
37	29	Peaceful (2:50) Helen Reddy—Capitol	27	27	32	31
34	30	Pinball Wizard (See Me, Feel Me) (3:23) New Seekers—MGM/Verve	29	31	29	33
33	31	Dead Skunk (3:08) Loudon Wainwright III—Columbia	31	30	30	30

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
28	32	Aubrey (3:38) Bread—Elektra	33	32	28	32
26	33	Daddy's Home (2:59) Jermaine Jackson—Motown	30	34	36	34
41	34	Armed and Extremely Dangerous (2:49) First Choice—Philly Groove	47	36	33	28
61	35	Reeling in the Years (4:35) Steely Dan—ABC	40	33	40	35
46	36	Let Your Yeah Be Yeah (3:30) Brownsville Station—Big Tree	41	35	37	38
44	37	Frankenstein (3:28) Edgar Winter Group—Columbia	39	45	34	39
59	38	Walk on the Wild Side (3:37) Lou Reed—RCA	43	39	35	37
64	39	Cherry, Cherry (3:56) Neil Diamond—MCA	34	42	39	41
55	40	Bitter Bad (2:30) Melanie—Neighborhood	35	38	42	47
23	41	Dancing in the Moonlight (2:57) King Harvest—Perception	46	37	44	36
18	42	Rocky Mountain High (4:39) John Denver—RCA	37	44	38	44
58	43	Cindy Incidentally (2:34) Faces—Warner Brothers	38	41	41	42
66	44	Daisy a Day (2:48) Jud Strunk—MGM	36	40	43	49
72	45	Out of the Question (2:57) Gilbert O'Sullivan—MAM	42	46	45	54
—	46	Thinking of You (2:17) Loggins and Messina—Columbia	45	55	48	43
54	47	Drinking Wine (3:37) Jerry Lee Lewis—Mercury	55	48	60	40
—	48	I'm Doin' Fine Now (2:48) New York City—Chelsea	48	50	47	48
42	49	One Man Band (3:29) Ronnie Dyson—Columbia	44	49	51	63
22	50	Do You Wanna Dance? (2:44) Bette Midler—Atlantic	50	58	49	46
25	51	Don't Expect Me To Be Your Friend (3:38) Lobo—Big Tree	51	52	46	52
—	52	Playground in My Mind (2:55) Clint Holmes—Epic	49	43	69	61
67	53	Who Was It? (3:00) Hurricane Smith—Capitol	59	47	64	50
—	54	Goodbye T'Jane (3:30) Slade—Polydor	57	63	57	45
—	55	Step by Step (3:20) Joe Simon—Spring	54	61	55	55
43	56	Funky Worm (2:41) Ohio Players—Westbound	53	69	52	60
38	57	Big City Miss Ruth Ann (2:34) Gallery—Sussex	56	67	66	64
74	58	I Knew Jesus (2:50) Glen Campbell—Capitol	61	64	61	65
60	59	One Less Set of Footsteps (2:46) Jim Croce—Dunhill	58	65	*	69
48	60	Cook with Honey (3:29) Judy Collins—Elektra	52	60	74	75
—	61	Loving You Is the Right Thing to Do (2:57) Carly Simon—Elektra	60	62	62	67
69	62	Fortune Teller (2:16) Rolling Stones—London	70	61	63	67
—	63	Hallelujah Day (2:53) Jackson Five—Motown	65	63	60	69
70	64	Magic Woman Touch (3:17) Hollies—Epic	66	66	66	68
—	65	Give It to Me (3:07) J. Geils Band—Atlantic	73	*	58	62
—	66	Let's Pretend (2:51) Raspberries—Capitol	63	76	69	61
—	67	Hocus Pocus (3:18) Focus—Sire	*	*	63	68

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J. GEILS BAND

"GIVE IT TO ME"
FROM THE FORTH-COMING ALBUM
"BLOOD-SHOT"
ON ATLANTIC RECORDS



The Broadcasting Playlist continued from page 91

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	68		Oh La De Da (3:29) Staple Singers—Stax	69	68	70	63
—	69		Love Is What You Make It (2:50) Grass Roots—Dunhill	62	72	66	74
50	70		You're So Vain (4:07) Carly Simon—Elektra	72	64	68	71
—	71		Do It Again (4:03) Steely Dan—ABC	68	73	64	73
68	72		Pardon Me, Sir (3:37) Joe Cocker—A&M	71	69	71	66
—	73		Eyesight to the Blind (2:45) Richie Havens—Ode	67	67	72	70
51	74		Keep on Singing (3:40) Austin Roberts—Chelsea	64	70	*	72
—	75		Hello Hurray (3:01) Alice Cooper—Warner Brothers	*	74	65	56

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

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

Ain't No Women (3), Also Sprach Zarathustra (9), Armed and Extremely Dangerous (34), Aubrey (32), Big City Miss Ruth Ann (57), Bitler Bad (40), Break Up to Make Up (12), Call Me (10), Cherry, Cherry (39), Cindy Incidentally (43), Cisco Kid (11), Cook with Honey (60), Could It Be I'm Falling in Love (18), Cover of Rolling Stone (24), Crocodile Rock (23), Daddy's Home (33), Daisy a Day (44), Dancing in the Moonlight (41), Danny's Song (13), Dead Skunk (31), Do It Again (71), Do You Wanna Dance? (50), Don't Expect Me to be Your Friend (51), Drift Away (22), Drinking Wine (47), Dueling Banjos (8), Eyesight to the Blind (73), Fortune Teller (62), Frankenstein (37), Funky Worm (56), Give It to Me (65), Gudbuy T'Jane (54), Hallelujah Day (63), Hello Hurray (75), Hocus Pocus (67), Hummingbird (25), I Knew Jesus (58), I'm Doin' Fine Now (48), I'm Just a Singer (20), Keep on Singing (74), Killing Me Softly With His Song (1), Last Song (7), Let Your Yeah Be Yeah (36), Let's Pretend (66), Little Willy (21), Love Is What You Make It (69), Love Train (5), Loving You Is the Right Thing to Do (61), Magic Woman Touch (64), Masterpiece (15), Neither One of Us (2), Night The Lights Went Out in Georgia (6), Oh La De Da (68), One Man Band (49), One Less Set of Footsteps (59), Out of the Question (45), Pardon Me, Sir (72), Peaceful (29), Pinball Wizard (30), Playground in my Mind (52), Reeling in the Years (35), Rocky Mountain High (42), Sing (4), Space Oddity (17), Step by Step (53), Stir it Up (16), Stuck in the Middle With You (27), Thinking of You (46), Tie a Yellow Ribbon (14), Twelfth of Never (19), Walk on the Wild Side (38), Who Was It (53), Wildflower (26), You Are the Sunshine of My Life (28), You're So Vain (70).

Music

It's an uphill road to a BMI rate cut

Krelstein reports progress of radio negotiators at NAB session

Leaders of the All-Industry Radio Music License Committee assured radio stations represented at last week's National Association of Broadcasters convention in Washington that the committee would do its best to get a reduction in the rates they pay for the use of music licensed by Broadcast Music Inc.

Harold R. Krelstein of Plough Broadcasting, the NAB board member assigned to the committee, said that since its formation in 1958 the committee has negotiated three reductions in music rates paid the American Society of Composers, Authors and Publishers, but that "BMI's rates have been going up while ASCAP's have been going down."

Under escalation provisions in the BMI contract that expires at the end of 1973, BMI's rate reached 1.7% (of net receipts, after specified deductions) as of the first of this year. The ASCAP rate meanwhile was dropped from 2.0% to 1.725%, effective March 1, 1972.

In the past, BMI increases have been attributed to radio's increasingly heavier use of BMI than ASCAP music. But Mr. Krelstein said there has been no increase in radio's use of BMI music in the last

five years and that, moreover, a number of important BMI affiliates had moved to ASCAP in the past year.

In addition, Mr. Krelstein said he could see no justification for BMI's radio rate being 85% as high as ASCAP's when BMI's TV rate is only 58% as high as ASCAP's. In the last 10 years, Mr. Krelstein said, BMI's annual income from local radio has tripled, from \$5 million in 1963 to an estimated \$15.5 million in 1973.

He said that in preliminary meetings thus far with BMI, the committee has sought a reduction but BMI has taken a "hard-line" position. He indicated that one objective of the committee was a



Mr. Krelstein

stair-step or incremental formula, similar to one in effect in TV music licenses, in which stations would pay at reduced rates on revenues above a specified level. He revealed no specifics but said this approach would "slow down future increases in BMI revenues from radio."

Mr. Krelstein was joined in the NAB convention presentation by Emanuel Dannett, New York attorney and counsel to the committee. In answer to virtually the only question posed from the floor, Mr. Dannett said the committee's antitrust suit against SESAC Inc. was still pending and noted that antitrust cases are almost inevitably "long drawn-out proceedings."

Close-up on music

Syndicated 'Flipside' premieres next month, featuring artists and record-label executives

A new half-hour syndicated television program, *Flipside*, presenting an inside look at the recording industry by company executives and artists, premieres in 145 markets April 14 and 15.

The show is produced by Marks/Aucion Productions and syndicated in association with Mizlou Productions. The show will be sponsored by Canada Dry (Grey Advertising), Colgate-Palmolive (Ted Bates & Co.), Remington (Delhante, Kermit & Geller) and Certs-Dentyn (J. Walter Thompson Co.).

The format for the program will feature a record-label executive, producer or talent manager in a recording studio talking with one or two of that label's artists, and performances by the artists. Among those set for taping are Joe Smith, president of Warner Bros. Records, with artists Bonnie Raitt and Seals and Crofts; All Bell, executive vice president of Stax Records, with the Staple Singers; Neil Bogart of Buddah, with Curtis Mayfield and Sha Na Na, and Clive Davis, president of Columbia Records, with Dr. Hook and the Medicine Show and Bill Quateman. Segments already taped feature Irwin Steinberg, president of Phonogram (formerly Mercury) Records with Tom T. Hall, and Joel Dorn, producer for Atlantic Records, with Roberta Flack.

Mizlou is purchasing the half-hours for the fully sponsored program with most buys falling into Saturday 5-to-7 slots. Some stations will be carrying the show on Sundays during the same hours.

Plans for upcoming features include a segment on an artist-owned record company and the production of a single from start to finish. Marks/Aucion is also negotiating with a radio network for a possible radio version of *Flipside*.

KNUZ returns to country

KNUZ(AM) Houston changes its contemporary format to country today (April 2). KNUZ gained a national reputation during the late forties and early fifties as

a successful country station, but floundered during the rock-and-roll era of the mid-fifties. It changed to rock soon after and has been on some form of a contemporary format ever since. David Morris, general manager of the station, said that an excess of rock stations in Houston has fractionalized the market. There are two other country stations in Houston, KENR-(AM) Houston and KIKK-AM-FM Houston-Pasadena, Tex.

A new look to music licenses?

Arries predicts the end of sliding-scale payments based on station earnings

Future contracts between television stations and music-licensing organizations may depart from the revenue-based formats historically used. That possibility was offered by Leslie G. Arries of WBEN-TV Buffalo, N.Y., chairman of the All-Industry Television Stations Music License Committee, in a brief report at last Wednesday's (March 28) TV management conference held at the National

Association of Broadcasters convention.

He based it on the belief that departures from the traditional concept, in which broadcasters pay a percentage of time-sales receipts in return for licenses to use music, are already in effect or being sought by networks.

Thus, he noted, CBS-TV is suing to require both the American Society of Composers, Authors and Publishers and Broadcast Music Inc. to issue licenses covering—and charging for—only that music which CBS-TV actually uses; NBC has an agreement under which it pays ASCAP a flat fee and ABC has a "graduated flat fee" deal, also with ASCAP.

Mr. Arries said the CBS-TV per-use suit was due to begin trial May 1. He also reported that, in preparation for negotiations with both ASCAP and BMI when TV stations' current licenses expire, the all-industry committee has completed and is now analyzing its first music-use study among stations and will shortly undertake its second. He urged stations that are selected to participate to complete the questionnaires they will receive, in the interest of developing use and trend data, to assist the committee in the negotiations. The questionnaires have been designed "to put a minimum burden on you," he said.

Breaking In

"I Knew Jesus"—Glen Campbell (Capitol) ■ In interviews granted before Glen Campbell's Carnegie Hall appearance earlier this month, he said that in the future he again would concentrate on his recordings. Worldwide touring and television work have kept him out of the studio and off the charts for many months. His latest single should remedy that.

MOR play of "I Knew Jesus" is national now, about a month after its release. Country play is only sporadic, but healthy, and top 40's were beginning to put it on last week.

The entire message of the single is in the sparse lyrics of its chorus: "I knew Jesus before he was a super-star." The message, combined with Glen Campbell's TV image, make the record a strong adult-appeal item.

Stations playing "I Knew Jesus" last week included: KMPC(AM), KHS(AM), KGBS(AM) and KFI(AM), all Los Angeles; WJR(AM) Detroit; WGN(AM) and WMAQ(AM) both Chicago; WHN(AM) New York; KSFO(AM) San Francisco; WLEE(AM) Richmond, Va.; WIXY(AM) and WGAR(AM), both Cleveland; KILT(AM) Houston; KLIF(AM) Dallas and WCCO(AM) Minneapolis.

Broadcasting Stock Index

Weekly market summary of 139 stocks allied with broadcasting

Stock symbol	Exch.	Closing March 28	Closing March 21	Net change in week	% change in week	1972-73 High	1972-73 Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting										
● ABC	ABC	N 24 1/2	25 3/8	- 7/8	- 3.44	31 1/2	24 1/2	16,836	412,482	
ASI COMMUNICATIONS			1		.00	5	1	1,815	1,815	
CAPITAL CITIES	CCB	N 49 1/4	49	+ 1/4	+.51	64 1/4	47 1/2	6,991	344,306	
CBS	CBS	N 38	39	- 1	- 2.56	63	38	28,096	1,067,648	
COX	COX	N 26 1/2	26 3/4	- 1/4	-.93	51	25 3/8	5,850	155,025	
FEDERATED MEDIA	D	3	3 1/2	- 1/2	- 14.28	4 1/8	2	820	2,460	
GROSS TELECASTING	GGG	A 15	14 5/8	+ 3/8	+ 2.56	23 7/8	12 1/4	800	12,000	
LIN	LINB	D 12 1/4	11 1/2	+ 3/4	+ 6.52	22 3/8	10 3/4	2,341	28,677	
MOONEY	MOON	D 7 1/2	7 7/8	- 3/8	- 4.76	11 5/8	4	250	1,875	
PACIFIC & SOUTHERN	PSOU	O 9 1/2	10 1/2	- 1	- 9.52	18 1/4	6 1/2	2,010	19,095	
RAHALL COMMUNICATIONS	RAHL	O 8 1/2	9 1/2	- 1	- 10.52	29	8	1,296	11,016	
SCRIPPS-HOWARD*	SCRP	D 19	19 1/4	- 1/4	- 1.29	27	18	2,589	49,191	
STARR*	SBG	M 16 7/8	17	- 1/8	- .73	30 1/2	15 1/2	1,061	17,904	
STORER	SBK	N 25	25 3/4	- 3/4	- 2.91	49 3/8	22	4,402	110,050	
TAFT	TFB	N 40 1/2	40	+ 1/2	+ 1.25	59 1/4	38 1/2	4,064	164,592	
Broadcasting with other major interests								TOTAL	79,221	2,398,136
ADAMS-RUSSELL	AAR	A 3 3/4	3 5/8	+ 1/8	+ 3.44	8 3/4	3 5/8	1,259	4,721	
AVCO	AV	N 12 3/8	12 7/8	- 1/2	- 3.88	20 7/8	12	11,497	142,275	
BARTELL MEDIA	BMC	A 2	2 1/8	- 1/8	- 5.88	7 1/8	1 3/4	2,257	4,514	
CHRIS-CRAFT	CCN	N 5 7/8	6	- 1/8	- 2.08	8 3/4	4 5/8	4,008	23,547	
COMBINED COMMUNICATIONS	CCA	A 27	29 1/2	- 2 1/2	- 8.47	44 3/8	25 3/4	3,436	92,772	
COWLES COMMUNICATIONS	CWL	N 7 1/8	7	+ 1/8	+ 1.78	13 1/8	7	3,969	28,279	
DUN & BRADSTREET	DNB	N 77 1/2	79 3/8	- 1 7/8	- 2.36	81 3/8	63	13,021	1,009,127	
FAIRCHILD INDUSTRIES INC.	FEN	N 9	9		.00	14 1/4	8 5/8	4,562	41,058	
FUQUA	FQA	N 13 7/8	13 3/4	+ 1/8	+ .90	27 7/8	13 1/4	9,587	133,019	
GABLE INDUSTRIES	GBI	N 15 7/8	15 3/4	+ 1/8	+ .79	32 1/4	15	2,551	40,497	
GENERAL TIRE & RUBBER	GY	N 23 3/4	23 3/4		.00	32 5/8	22	20,651	490,461	
GLDBETROTTER COMMUNICATION INC	GLBTA	O 7 1/2	7 5/8	- 1/8	- 1.63	20 1/2	7	2,843	21,322	
GRAY COMMUNICATIONS	O	10	11	- 1	- 9.09	14	6 1/2	475	4,750	
HARTE-HANKS NEWSPAPERS INC.	HNN	N 22	25 3/8	- 3 3/8	- 13.30	29 1/4	22	4,321	95,062	
ISC INDUSTRIES	ISC	A 7 1/8	7	+ 1/8	+ 1.78	9 1/4	6	1,658	11,813	
KAISER INDUSTRIES	KI	A 5	4 3/4	+ 1/4	+ 5.26	9 5/8	4 5/8	26,948	134,740	
KANSAS STATE NETWORK	KSN	O 5 1/2	5 3/4	- 1/4	- 4.34	7 7/8	5 1/2	1,741	9,575	
KINGSTIP INC.	KTP	A 8 1/2	8 3/4	- 1/4	- 2.85	17 3/4	8	1,155	9,817	
LAMB COMMUNICATIONS*	O	1 7/8	2	- 1/8	- 6.25	4 7/8	1 7/8	475	890	
LEE ENTERPRISES	LNT	A 18 3/4	19 1/2	- 3/4	- 3.84	30	17 1/2	3,340	62,625	
LIBERTY CORP.	LC	N 18	17 5/8	+ 3/8	+ 2.12	25 1/2	17 1/2	6,753	121,554	
MCGRAW HILL	MHP	N 11 3/4	11	+ 3/4	+ 6.81	20 7/8	10 7/8	23,518	276,336	
MEDIA GENERAL INC.	MEG	A 38	41 3/4	- 3 3/4	- 8.98	49 3/8	27 7/8	3,434	130,492	
MEREDITH CORP.	MDP	N 15 3/4	15	+ 3/4	+ 5.00	30 3/4	14 1/2	2,827	44,525	
METROMEDIA	MET	N 19 3/8	20 1/4	- 7/8	- 4.32	39	18 3/4	6,078	117,761	
MULTIMEDIA INC.	O	25 1/2	25 1/4	+ 1/4	+ .99	45	14	3,620	92,310	
OUTLET CO.	OTU	N 13	13 1/2	- 1/2	- 3.70	19 3/8	13	1,336	17,368	
PACIFIC SOUTHWEST AIRLINES	PSA	N 16 5/8	15 1/2	+ 1 1/8	+ 7.25	37 1/2	15 1/8	3,779	62,825	

	Stock symbol	Exch.	Closing March 28	Closing March 21	Net change in week	% change in week	High	Low	1972-73	Approx. shares out (000)	Total market capitalization (000)
POST CORP.	POST	O	14	13 1/4	+ 3/4	+ 5.66	30	9		442	13,188
PUBLISHERS BROADCASTING CORP.	PUBB	O	1 3/8	1 1/2	- 1/8	- 8.33	4 7/8	1 3/8		919	1,263
REEVES TELECOM	RBT	A	2	2 1/4	- 1/4	- 11.11	4 1/4	2		2,294	4,588
RIDDER PUBLICATIONS	RPI	N	23	25	- 2	- 8.00	34 1/2	21 7/8		8,327	191,521
ROLLINS	ROL	N	19 1/2	22 1/4	- 2 3/4	- 12.35	43 1/4	19 1/2		12,916	251,862
RUST CRAFT	RUS	A	20 5/8	22	- 1 3/8	- 6.25	39 3/8	20 1/2		2,350	48,468
SAN JUAN RACING	SJR	N	16 1/2	16 7/8	- 3/8	- 2.22	34 3/4	16 1/2		2,153	35,524
SCHERING-PLOUGH	SGP	N	149	146	+ 3	+ 2.05	151 1/2	82 5/8		25,471	3,795,179
SONDERLING	SDB	A	11 1/8	11 3/8	- 1/4	- 2.19	30 3/4	11		1,005	11,180
TECHNICAL OPERATIONS, INC.	TD	A	9 1/4	8 3/4	+ 1/2	+ 5.71	17 7/8	8 3/8		1,386	12,820
TIMES MIRROR CO.	TMC	N	20 1/4	19 3/8	+ 7/8	+ 4.51	27 7/8	18 3/8		31,080	629,370
TURNER COMMUNICATIONS*	O		5 1/8	5 1/4	- 1/8	- 2.38	7	2		1,486	7,615
WASHINGTON POST CO.	WPD	A	25 1/4	28 1/4	- 3	- 10.61	38	23 1/2		4,818	121,654
WHOH CORP.*	O		18 1/8	21	- 2 7/8	- 13.69	30	11		589	10,675
WDMETCO	WOM	N	14 3/8	14	+ 3/8	+ 2.67	25 7/8	13		6,073	87,299
									TOTAL	272,908	8,446,241
Cable											
AMECO	ACD	O	7/8	7/8		.00	12 3/4	7/8		1,200	1,050
AMERICAN ELECTRONIC LABS	AELBA	O	2 1/2	2 1/2		.00	9 3/4	2 1/2		1,726	4,315
AMERICAN TV & COMMUNICATIONS	AMTV	O	32 3/4	32 1/2	+ 1/4	+ .76	47 1/4	17 1/4		2,856	93,534
BURNUP & SIMS	BSIM	O	28 1/4	29 3/4	- 1 1/2	- 5.04	31 3/4	6 3/4		7,510	212,157
CABLECOM-GENERAL	CCG	A	6 1/4	6 1/2	- 1/4	- 3.84	18 1/4	5 1/8		2,472	15,450
CABLE FUNDING CORP.*	CFUN	O	7 1/2	7 7/8	- 3/8	- 4.76	15 1/4	5 3/4		1,233	9,247
CABLE INFORMATION SYSTEMS*	O					.00	4 3/4	1 3/4		955	1,671
CITIZENS FINANCIAL CORP.	CPN	A	6 7/8	7 1/8	- 1/4	- 3.50	15 1/4	6 7/8		2,416	16,610
COMCAST CORP.	O		4 5/8	4 1/4	+ 3/8	+ 8.82	7	4 1/8		5,920	5,920
COMMUNICATIONS PROPERTIES	COMU	O	5 3/4	5 7/8	- 1/8	- 2.12	27 3/8	5 3/4		1,917	11,022
COX CABLE COMMUNICATIONS	CXC	A	25	23 5/8	+ 1 3/8	+ 5.82	41 3/4	20 1/4		3,556	88,900
CYPRESS COMMUNICATIONS*	CYPR	O				.00	23	7		2,732	35,516
ENTRON	ENT	A	2 1/2	2 1/2		.00	9 1/4	2 1/2		1,358	3,395
GENERAL INSTRUMENT CORP.	GRL	N	19 1/8	17 3/4	+ 1 3/8	+ 7.74	32 7/8	17 1/4		6,503	124,369
HAWKEYE COMMUNICATIONS INC.	O		10 1/2	10 1/2		.00	17 1/2	7		345	3,622
LVO CABLE INC.	LVOC	O	8 1/8	8 1/8		.00	16 1/2	6 3/4		1,466	11,911
SCIENTIFIC-ATLANTA INC.	SFA	A	10 7/8	9	+ 1 7/8	+ 20.83	15 3/4	8 1/8		917	9,972
STERLING COMMUNICATIONS	STER	O	3 3/8	3 1/2	- 1/8	- 3.57	7 3/4	2 7/8		2,162	7,296
TELE-COMMUNICATIONS	TCOM	O	12	12 1/2	- 1/2	- 4.00	35 1/4	12		3,866	46,392
TELEPROMPTER	TP	A	25 3/4	26 3/4	- 1	- 3.73	44 1/2	24 1/4		16,513	425,209
TIME INC.	TL	N	41	38 7/8	+ 2 1/8	+ 5.46	64 3/4	37 1/2		7,284	298,644
TDCOM	TOCM	O	8 7/8	8 1/4	+ 5/8	+ 7.57	12 1/8	7		596	5,289
UA-COLUMBIA CABLEVISION INC.	UACC	O	10 5/8	10 1/4	+ 3/8	+ 3.65	19	10 1/4		1,832	19,465
VIACOM	VIA	N	15	12 1/4	+ 2 3/4	+ 22.44	28 1/2	12 1/8		3,931	58,965
VIKOA	VIK	A	6 3/4	6 1/8	+ 5/8	+ 10.20	19 3/4	5 7/8		2,333	15,747
									TOTAL	78,959	1,525,668
Programming											
COLUMBIA PICTURES	CPS	N	6 3/8	6 3/8		.00	14 7/8	6 1/8		6,335	40,385
DISNEY	DIS	N	92 3/8	92 5/8	- 1/4	- .26	123 7/8	88 1/2		28,552	2,637,491
FILMWAYS	FWY	A	4 1/4	4 1/2	- 1/4	- 5.55	8	3 1/4		1,877	7,977
GULF + WESTERN	GW	N	27 5/8	25 7/8	+ 1 3/4	+ 6.76	44 3/4	25 1/8		16,387	452,690
MCA	MCA	N	23 3/8	25 1/4	- 1 7/8	- 7.42	35 7/8	23 1/8		8,243	192,680
MGM	MGM	N	19 5/8	20 1/4	- 5/8	- 3.08	27 1/2	16 3/4		5,958	116,925
MUSIC MAKERS	MUSC	O	2 5/8	2 5/8		.00	3 3/4	1 1/8		534	1,401
TELE-TAPE PRODUCTIONS*	O		1 5/8	1 1/2	+ 1/8	+ 8.33	2 7/8	1		2,190	3,558
TELETRONICS INTERNATIONAL*	O		7 3/4	8 1/4	- 1/2	- 6.06	18 1/2	6 1/4		724	5,611
TRANSAMERICA	TA	N	14 3/4	14 1/2	+ 1/4	+ 1.72	23 1/2	13 7/8		67,413	994,341
20TH CENTURY-FOX	TF	N	8 7/8	8 7/8		.00	17	8 1/4		8,562	75,987
WALTER READE ORGANIZATION	WALT	O				.00	4 1/8	7/8		2,203	1,927
WARNER COMMUNICATIONS INC.	WCI	N	25 1/8	26 1/4	- 1 1/8	- 4.28	50 1/4	24 5/8		18,883	474,435
WRATHER CORP.	WCO	A	13 1/4	13 3/4	- 1/2	- 3.63	17 7/8	7 1/8		2,164	28,673
									TOTAL	170,025	5,034,081
Service											
JOHN BLAIR	BJ	N	9 1/8	9 1/4	- 1/8	- 1.35	22 3/8	8 3/4		2,606	23,779
COMSAT	CO	N	54	55 3/4	- 1 3/4	- 3.13	75 3/8	51		10,000	540,000
CREATIVE MANAGEMENT	CHA	A	8 1/8	8 3/8	- 1/4	- 2.98	15 1/2	6 3/4		975	7,921
ODYLE DANE BERNBACH	DOYL	O	13 3/4	15 3/4	- 2	- 12.69	34 3/4	13 3/4		1,984	27,280
ELKINS INSTITUTE	ELKN	O	7/8	7/8		.00	16 3/8	7/8		1,664	1,456
FOOTE, CONE & BELOING	FCB	N	9 7/8	9 1/2	+ 3/8	+ 3.94	14	9 1/8		2,152	21,251
CLINTON E. FRANK INC.*	O		8 1/2	8 1/2		.00	20	8 1/2		720	6,120
GREY ADVERTISING	GREY	O	11 1/4	12 1/2	- 1 1/4	- 10.00	18 1/8	9 1/4		1,200	13,500
INTERPUBLIC GROUP	IPG	N	19 5/8	19	+ 5/8	+ 3.28	36 1/8	17 1/4		2,587	50,769
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 1/4	14 3/4	- 1/2	- 3.38	18 1/2	5 7/8		825	11,756
MCCAFFREY & MCCALL*	O		8 1/2	8 3/4	- 1/4	- 2.85	16 1/2	7		585	4,972
MCI COMMUNICATIONS	MCIC	O	6 1/4	6 1/4		.00	12 3/4	6 1/4		11,810	73,812
MOVIELAB	MOV	A	1 1/8	1 1/2	- 3/8	- 25.00	3 1/8	1 1/8		1,407	1,582
MPO VIDEOTRONICS	MPO	A	4 5/8	4 1/2	+ 1/8	+ 2.77	7 1/8	2 1/2		540	2,497
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O	19	20 3/4	- 1 3/4	- 8.43	34 1/8	19		911	17,309
A. C. NIELSEN	NIELB	O	37 3/4	39	- 1 1/4	- 3.20	78 1/8	37 5/8		10,598	400,074
OGILVY & MATHER	OGIL	O	27 1/2	27 3/4	- 1/4	- .90	48 1/2	16		1,716	47,190
PKL CO.*	PKL	O	1 5/8	2 3/8	- 3/4	- 31.57	9 1/2	3/4		778	1,264
J. WALTER THOMPSON	JWT	N	16	16 1/4	- 1/4	- 1.53	49 1/4	16		2,694	43,104
UNIVERSAL COMMUNICATIONS INC.*	O		6 1/2	7 1/2	- 1	- 13.33	17	6 1/2		715	4,647
WELLS, RICH, GREENE	WRG	N	15	14 1/2	+ 1/2	+ 3.44	27 7/8	13 7/8		1,568	23,520
									TOTAL	58,035	1,323,803
Electronics											
ADMIRAL	ADL	N	13 5/8	12 5/8	+ 1	+ 7.92	27	11 1/2		5,813	79,202
AMPEX	APX	N	5 1/4	5 5/8	- 3/8	- 6.66	15 1/8	5		10,875	57,093
CARTRIDGE TELEVISION INC.	O		7 3/4	7 7/8	- 1/8	- 1.58	43 1/2	7 3/4		2,083	16,143
CCA ELECTRONICS	CCAE	O	1 1/4	1 1/4		.00	6 1/4	1 1/4		881	1,101
COLLINS RADIO	CRI	N	24 3/4	23 3/4	+ 1	+ 4.21	27 1/4	13 1/4		2,968	73,458

	Stock symbol	Exch.	Closing March 28	Closing March 21	Net change in week	% change in week	1972-73		shares Approx. out (000)	Total market capitalization (000)
							High	Low		
COMPUTER EQUIPMENT	CEC	A	2 3/8	2 1/4	+ 1/8	+ 5.55	4 5/8	2	2,421	5,749
CONRAC	CAX	N	23	24 5/8	- 1 5/8	- 6.59	39 3/8	22 1/4	1,261	29,003
GENERAL ELECTRIC	GE	N	64 5/8	64	+ 5/8	+ .97	75 7/8	58 1/4	182,123	11,769,698
HARRIS-INTERTYPE	HI	N	36	39	- 3	- 7.69	59	33 1/8	6,301	226,836
INTERNATIONAL VIDEO CORP.*	IVCP	O	10 3/4	11	- 1/4	- 2.27	15	10 1/2	2,745	29,508
MAGNAVOX	MAG	N	15 1/4	15 1/4		.00	52 1/4	15	17,685	269,696
3M	MMM	N	84 5/8	82 7/8	+ 1 3/4	+ 2.11	88 7/8	74 1/4	113,009	9,563,386
MOTOROLA	MOT	N	110 1/8	108 1/2	+ 1 5/8	+ 1.49	138	80	13,648	1,502,986
OAK INDUSTRIES	OEN	N	15	16	- 1	- 6.25	21 3/4	9 5/8	1,638	24,570
RCA	RCA	N	27 7/8	28 1/8	- 1/4	- .88	45	27 7/8	74,432	2,074,792
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8		.00	4 3/8	1 5/8	3,458	6,483
SONY CORP	SNE	N	46 7/8	42 3/4	+ 4 1/8	+ 9.64	57 1/4	40 1/2	66,250	3,105,468
TEKTRONIX	TEK	N	40 1/4	38 1/2	+ 1 3/4	+ 4.54	65 1/2	32 3/4	8,162	328,520
TELEVISION	TIMT	O	4	4		.00	13 3/4	3 1/2	1,050	4,200
WESTINGHOUSE	WX	N	36 1/2	36 1/4	+ 1/4	+ .68	54 7/8	36 1/8	88,235	3,220,577
ZENITH	ZE	N	42 1/8	42 5/8	- 1/2	- 1.17	56 5/8	39 3/4	19,040	802,060
TOTAL									624,078	33,190,529
GRAND TOTAL									1,283,226	51,918,458

Standard & Poor's Industrial Average

125.17

123.81

+1.36

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (bid price shown)

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

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

*Closing prices are for Tuesday

● ABC's stock split two-for-one on Feb. 26.

Fates & Fortunes®

Media



Mr. Gietz



Mr. Whitehurst

William A. Gietz, VP and general manager, WFMY-TV Greensboro, N.C., named president, newly created broadcasting division, Landmark Communications Inc., parent. **Charles A. Whitehurst**, director of news and public affairs, WFMY-TV, succeeds Mr. Gietz. Mr. Whitehurst is succeeded by **David C. Wright**, public affairs editor, WFMY-TV. Landmark also owns WTAR-AM-FM-TV Norfolk, Va.

Eric Nelson, production and programing operations manager, KATV(TV) Little Rock, Ark., named VP and general manager.



Mr. Butterfield

Richard J. Butterfield, formerly general sales manager, WHDH-TV Boston, joins KOIN-AM-FM-TV Portland, Ore., as general manager.

Raymond D. Hurlbert, general manager, Alabama Educational Television Commission, retires after 20 years of

service. **Robert Dod**, assistant general manager, Alabama ETV Commission, succeeds Mr. Hurlbert. Nine stations and seven programing agencies make up the network.

Larry Keenan, with KGNC-TV Amarillo, Tex., appointed station manager, KGLD-TV Garden City, Kan.

Robert E. Klose, general manager, WNBFF(AM)-WQYT(FM) Binghamton, N.Y., assumes presidency, WATS(AM) Sayre, Pa. He is succeeded at WNBFF-WQYT by **James N. Shaheen**, VP and general manager, WINW(AM) Canton, Ohio.

Edward V. Dennehy, VP and general manager, WVOX-AM-FM New Rochelle, N.Y., named executive VP.

Benjamin F. Mayo, with WGAC(AM) Augusta, Ga., joins WTHO-AM-FM Thomson, Ga., as manager.

Steven D. Oliver, sales manager, KYME(AM) Boise, Idaho, appointed station manager.

Jerold Rosenthal, sales manager, McClatchy Broadcasting's KFBK-FM Sacramento, Calif., joins McClatchy's KBEE-AM-FM Modesto, Calif., as station manager.

Peggy Taylor, 20-year veteran of TV, motion pictures and radio, has been named staff announcer, NBC-TV Burbank, Calif. She is believed to be first network woman staff announcer. Miss Taylor began her broadcasting career as a singer on the *Breakfast Club* in Chicago in 1952, was a singer on the *Dave Garroway* and the *Curt Massey* shows, and a singer-actress on the *Stan Freberg* show.

Jack Chapman, KGAK(AM) Gallup, N.M., elected president, New Mexico Broadcasters Association; **Dave Button**, KSVF-AM-FM Artesia, elected first VP; **Gerry**

Martin, KGRT(AM) Las Cruces, elected second VP, and **Bernie Bustos**, KMIN(AM) Grants, elected treasurer.

Wally Mullinax, WESC-AM-FM Greenville, S.C., elected president, South Carolina Broadcasters Association; **Forrest Ramsey**, WJAY(AM) Mullins, elected VP-radio, and **Carter Hardwick**, WCBF-TV Charleston, elected VP-TV.

Ray Harbin, controller, King Broadcasting Co., Seattle, appointed treasurer, succeeding **John Blaine** who retires. King is owner of KING-AM-FM-TV Seattle, KGW-AM-TV, KINK(FM) Portland, Ore., and KREM-AM-FM-TV Spokane, Wash.

Charles P. Rogers, with WRTV(TV) Indianapolis, appointed promotion manager.

Barbara Sheehan, manager of press information and promotion, WOR(AM) New York, appointed director of advertising, public relations and promotion.

Susan Loomis, with National Educational Radio division, National Association of Educational Broadcasters, Washington, joins WGMS-AM-FM there as advertising-promotion director.

Kay Stafford, formerly promotion director, WGST(AM) Atlanta, joins WFBR(AM) Baltimore in similar capacity.

Tony Kilbert, with KSAN(FM) San Francisco, appointed community service director.

Sheryl B. Andrews, copywriter, WELI(AM) New Haven, Conn., appointed to newly created post, associate director of advertising and promotion.

Lewis M. Marx, assistant business manager, noncommercial WHYV-TV Wilmington, Del., joins WPHL-TV Philadelphia as controller.

Broadcast advertising



Mr. Breen

William Breen, account executive, ABC-TV, New York, appointed director of news sales. He succeeds **Robert F. Fountain**, now VP and director of affiliate relations (BROADCASTING, March 19).

Robert Minicus and **Irwin Warren**, VP's and group creative directors, Cunningham & Walsh, New York, named associate creative directors.

Brendan Broderick, account supervisor, Ted Bates, New York, elected VP.

Neil R. Bernstein, associate creative director, Leon Shaffer Golnick Advertising, Baltimore, named VP.

Jonathan S. Hayes, general sales manager, WJZ-TV Baltimore, joins KYW-TV Philadelphia in similar capacity. Both are Westinghouse stations.

Jack Donahue, account executive, Meredith Broadcasting's WNEM-TV Flint-Saginaw-Bay City, Mich., joins Meredith's KPHO-TV Phoenix as local sales manager.

Robert French, sales manager, WVOX-AM-FM New Rochelle, N.Y., named VP.

Richard B. Taylor, account executive, ABC Spot Sales, New York, named sales manager, new Detroit office.

Lloyd Werner, sales manager, Television Advertising Representatives, Chicago, appointed national sales manager, New York office.

Edward J. Andrews, account executive, Avco Broadcasting, Chicago, named Midwest sales manager, Pro Time Sales, Chicago.

Michael Gorner, copy supervisor, Ketchum, MacLeod & Grove, New York, named VP.

A. Bruce Adams, assistant to president, Jay M. Kholos Advertising, Los Angeles, named executive VP, Jay M. Kholos Enterprises, parent firm, which is also involved in public relations, TV and radio production, music, records, talent representation and talent booking.

Henry R. Cohen, senior project director, J. Walter Thompson, New York, joins Kenyon & Eckhardt there as senior research supervisor. **Bonnie Tobak**, media research analyst, Wells, Rich, Greene, New York, joins K&E in similar capacity. **Carlos Diaz-Gutierrez**, assistant to VP, Republic National Bank, Miami, joins Kenyon & Eckhardt, New York, as account coordinator.

David A. Fisher, director of marketing research, Rumrill-Hoyt, Rochester, N.Y., elected VP.

A. Jeffrey Cramp, copywriter, Silo Inc., joins Schreiber, Chiara, Philadelphia agency, as copy supervisor.

John T. Lucci, associate creative director, DeGarmo, New York, named VP-executive art director-producer, Dancer-Fitzgerald-Sample, New York. **Jack Irving Jr.**, media planner, D-F-S, appointed as-

sociate media director. **William H. Giles**, copywriter, D-F-S, appointed copy supervisor.

Don Hoenig, senior art director, Campbell-Ewald, Detroit, joins Burton Sohigian there as art supervisor.

Stephen R. Savat, account executive, Shaller Rubin Co., New York, joins Wesson & Warhaftig Advertising, New York, in similar capacity.

Ronald L. Buckhammer, formerly with Henderson Advertising, Greenville, S.C., joins Grey Advertising, Detroit, as account executive.

Stuart R. Wright, director of advertising and sales promotion, Farmbest Inc., Jacksonville, Fla., joins McDonald & Little, Atlanta agency, as account executive.

Programing



Mr. Wilkerson

Lawton Wilkerson, public-affairs administrator, WMAQ-AM-FM Chicago, appointed program manager.

Gene Cless, program director, KCMO-TV Kansas City, Mo., joins KMBC-TV there in similar capacity.

Lucyna Migala, news producer, NBC News Bureau, Cleveland, named network coordinating producer.

Douglas Arango, music talent coordinator, *The Tonight Show*, NBC-TV, Los Angeles, appointed associate producer, *The Mike Douglas Show*, Westinghouse Broadcasting Co., Philadelphia.

C. Norman Reeves, producer-director, WKYC-TV Cleveland, appointed senior producer-director.

Karylyn von Moren, creative services director, KYA(AM) San Francisco, joins KGO(AM) there as production manager.

Frederick B. Cahill, with Warner Publishing Inc., New York, joins Warner Communications Inc. as manager of special projects.

Jerry Patton, production manager, Cathedral Teleproductions, Cuyahoga Falls, Ohio, joins Television Production Center, Pittsburgh, as commercial marketing manager-Midwest.

Daniel S. Cieri, nighttime sales service representative, NBC, named director of station sales, Syndicast Services Inc., New York, program production-distribution firm.

Richard Clorfene, formerly creative director, Mel Blanc Associates, and author of *A Child's Garden of Grass*, joins Barzman & Co., Los Angeles, as head of new radio programing division, "Radio Clorfene of America."

Broadcast Journalism

Paul Wice, with KGFV(AM) Kearney, elected president, Nebraska Associated Press Broadcasters Association.

Joe Halburnt Jr., assistant news director, KOCO-TV Oklahoma City, elected president, Oklahoma Associated Press Broad-

Staffing up. TVN Inc., new television news service that intends to start operation by end of month, appoints following bureau chiefs: in New York, **M. W. (Pete) Simmons**, former associate producer for local news at NBC News; in Chicago, **Michael P. Keating**, former Midwest producer for NBC News program service; in Los Angeles, **Robert J. Craft**, freelance writer and producer and formerly executive news producer at KABC-TV Los Angeles; in Washington, **Robert E. Frye**, director of communication, Appalachian Regional Commission, former news producer at noncommercial WETA-TV Washington. Appointed sports director, based in Chicago, is **Dennis D. Swanson**, former sportscaster for WMAQ-TV Chicago. Named director of production, to be based in New York: **Ray Kupiec**, one-time production manager on *NBC Nightly News*.

casters Association.

Grant Holcomb, Washington correspondent, CBS-owned TV stations, named Washington correspondent, CBS-owned KNXT(TV) Los Angeles.

Jessica Savitch, *Eyewitness News* New Jersey bureau chief, KYW-TV Philadelphia, assumes additional post of anchorwoman, weekend *Eyewitness News*.

Michael Olds, reporter-photographer, St. Louis *Journal Newspapers*, joins noncommercial KWMU(FM) St. Louis, as assistant to manager of news.

Chuck Dent, with WIOD(AM) Miami, appointed assistant news director.

Music

Johnny Kaye, with KFXM(AM) San Bernardino, Calif., appointed music director.

Peter A. Goldsmith, producer and announcer, WCLV(FM) Cleveland, joins WITF-FM Hershey, Pa., as music director.

Equipment & Engineering

Robert G. Taylor, engineer who has served at several St. Louis stations, joins noncommercial KWMU(FM) St. Louis as chief engineer. **Herb Rand**, who has served at several El Paso, Tex., stations, joins CCA Electronics Corp., Gloucester City, N.J., as regional sales manager for Virginiai, North Carolina and South Carolina.

Allied Fields



Mr. Faust

Louis Faust, founder and president, Radio 1 Representatives, joins Compu/Net Inc., New York office, as VP-marketing and sales development. Compu/Net is computerized system for broadcasters which provides log, accounting and management services.

Arthur L. Anolsch, formerly deputy di-

rector of press relations, 1973 Inaugural Committee, and member of staff, Committee for the Re-Election of the President, appointed director of public information, Federal Trade Commission, Washington.

Frederick V. Titus, city planner with Baltimore planning department, joins Malarkey, Taylor & Associates, Washington, as urban communications specialist. MTA is management and engineering consulting firm serving CATV industry.

Deaths

Herman Younglieb, 69, president since 1933 of A. B. Landau Inc., New York agency, died March 21 at his home in New York. He is survived by his wife, Lily, and one daughter.



Mr. Hanlon

James G. Hanlon, 61, VP and manager of public relations and advertising, WGN-AM-FM-TV Chicago, died March 26 at Columbus hospital there of cancer. Mr. Hanlon had been with the WGN stations since 1963, was named promotion manager in 1948

and manager of promotion and advertising in 1965. He is survived by his wife, Frances, one daughter and three sons.

Bert A. Arnold, 81, part owner and general manager, KABQ(AM) Albuquerque, N.M., from 1951 to 1956, died March 27 in La Mesa, Calif. Mr. Arnold began his broadcasting career with WGR-AM-FM Buffalo, N.Y., and served as general manager, WFLA-TV Tampa, Fla., prior to his association with KABQ. Mr. Arnold, a



Mr. Trammell in his prime

Niles Trammell, 78, former NBC president and chairman, a man of acknowledged charm and a master salesman, died last Wednesday (March 28) in North Miami, Fla. An NBC contemporary of Mr. Trammell's, I. E. (Chick) Showerman, had visited him in nursing home few weeks prior to Mr. Trammell's death. Although Mr. Showerman found him extremely frail, he said, "Niles talked lucidly and accurately of people and events in his NBC days . . . invariably his words reflected affection for those people."

It was late Brigadier General David Sarnoff of RCA who led Mr. Trammell to electronic media; at first to RCA in 1923 and five years later to NBC. Mr. Trammell came up through sales. He was named NBC president at age of 46, in 1940, and chairman of network in 1949. He left NBC in 1952 to form Biscayne Television Corp. in Miami with newspaper publishers James M. Cox and John S. Knight and their associates. Biscayne was winner of comparative hearing for channel 7 Miami and put WCKT(TV) on the air. Biscayne later lost its license in another comparative hearing decreed by FCC after House Oversight Subcommittee took testimony about alleged ex parte contacts between Mr. Trammell and FCC members. Biscayne sold physical plant for \$3.4 million to winning applicant, Sunbeam Corp., owned by Ansin family which still controls station, NBC-TV affiliate.

Until health began to fail several years ago, Mr. Trammell lived in Miami and operated consultancy. Mr. Trammell's first marriage ended in divorce. In 1945 he married Cleo Murphy Black, who died in Miami on Nov. 14, 1971. They had no children.

broadcast consultant since his semi-retirement in 1956, is survived by his wife, Ethel, and two daughters.

Pierre Y. Oberthur, 65, announcer-translator with the Voice of America, died March 20 at George Washington hospital, Washington, after suffering heart attack. Mr. Oberthur had been with VOA since 1961, handling broadcasts in French

to Africa. He is survived by his wife, Helene.

Leyla L. Pitchard, 58, producer in the Georgian service of the Voice of America, died March 18 at the Sibley Memorial hospital, Washington, of cancer. Mrs. Pitchard joined VOA in 1952. She is survived by her mother, Maria Sznajer, and stepfather.

For the Record®

As compiled by BROADCASTING March 21 through March 27, 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.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Call letter action

■ Warman Communications Inc., Greensburg, Pa.—Granted WQHO(TV).

Existing TV stations

Application

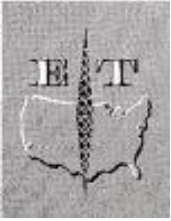
■ WBTB-TV Newark, N.J.—Seeks CP to replace expired permit for new station. Ann. March 21.

Final actions

■ KNBC(TV) Los Angeles—Broadcast Bureau granted CP to install alt. main trans. Action March 20.

■ WTTG(TV) and WTOP-TV, both Washington—Chief, complaints and compliance division, informed Harry Britton, president of Husband Liberation Movement, that he failed to indicate any basis for

EDWIN TORNBERG & COMPANY, INC.



**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York, N.Y. 10017. 212-687-4242
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924. 408-375-3164
East Coast—1000 Chesapeake Drive, Havre de Grace, Md. 301-939-5555

conclusion that stations had not provided reasonable opportunity for presentation of contrasting views in over-all programming on issue of women's liberation. Ann. March 20.

■ **KUID-TV** Moscow, Idaho—Broadcast Bureau granted CP to change aur. ERP of noncommercial station to 22.4 kw; change type trans.; type ant.; make changes in ant. structure; ant. height 1050 ft. Action March 15.

■ **WLS-TV** Chicago—Broadcast Bureau granted CP to change ERP to vis. 44.7 kw; aur. to 8.91 kw; trans. location to Sears Bldg., South Wacker Drive and Jackson Boulevard, Chicago; change type trans., type ant. and make changes in ant. structure; ant. height 1,780 ft.; condition. Action March 15.

■ **WMTW-TV** Poland Spring, Me.—Chief, complaints and compliance division, notified Peter C. Herbst that station had acted reasonably and in good faith in determining that advertisements for snowmobiles were not controversial issue of public importance. Ann. March 20.

■ **WUHQ-TV** Battle Creek, Mich.—Broadcast Bureau granted CP to change ERP to 1,380 kw vis. and 138 kw aur.; change type ant.; make changes in ant. structure; ant. height 1,080 ft. Action March 23.

■ ***KENW(TV)** Portales, N.M.—Broadcast Bureau granted authority to operate trans. by remote control from South Avenue N and West 17th Street, ENMU campus, Portales. Action March 15.

■ **WRGB-TV** Schenectady, N.Y.—Chief, complaints and compliance division, informed Hudson-Mohawk Group of Sierra Club-Atlantic Chapter that no further action was warranted on complaint that station had broadcast only one side of controversial issue in snowmobile commercials which describe vehicles as among other things, "... safe, clean, quiet..." Ann. March 20.

■ ***WGTE-TV** Toledo, Ohio — Broadcast Bureau granted request to operate trans. by remote control from 415 North St. Clair, Toledo. Action March 13.

■ **KELO-TV** Sioux Falls, S.D.—Broadcast Bureau granted request to operate trans. by remote control from 501 South Phillips Avenue, Sioux Falls. Action March 13.

■ **KTBC-TV** Austin, Tex. — Broadcast Bureau granted license covering utilization of former main trans. as aux. trans. at main trans.-ant. location. Action March 15.

■ **WTJX-TV** Charlotte Amalie, Virgin Islands—Broadcast Bureau granted license covering noncommercial TV. Action March 15.

Initial decisions

■ **WJYJ-TV** Jacksonville, Ill.—Administrative Law Judge Forest L. McClelling proposed, in initial decision, grant of application of Look Television Corp. for renewal of license (Doc. 19340). Ann. March 23.

■ **WTAR-TV** Norfolk, Va.—Administrative Law Judge David I. Kraushaar proposed, in initial decision, grant of application of WTAR Radio-TV Corp. for renewal of license of WTAR-TV (Docs. 18791-2). Competing application by Hampton Roads Television Corp. for new Norfolk TV would be denied. Ann. March 21.

Actions on motions

■ Chief, Office of Opinions and Review, in matter of ABC Inc. for renewal of authority to deliver network programs to XETV(TV) Tijuana, Mexico, dismissed as moot petition by Radio-Television, S.A. and Bay City Television (XETV), for remand and for institution of further proceeding (Doc. 18606). Action March 14.

■ Chief, Office of Opinions and Review, in Las Vegas (Western Communications Inc. [KORK-TV], Las Vegas Valley Broadcasting Co.), TV proceeding, granted motion by Western and extended through March 30 time to file appeals to five orders of review board released March 9 (Docs. 19519, 19581). Action March 16.

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV proceeding, in response to motion by Hubbard Broadcasting Inc., set certain procedural dates; set hearing for July 16 (Doc. 19627). Action March 16.

■ Administrative Law Judge Isadore A. Honig in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted corrected petition by Furniture City Television Co. to amend application to reflect changes in various business interests of principals in applicant to adjust amounts of local, network and recorded programing proposed to conform to requirements of commission's prime-time access rule and to correct clerical errors in amount of local and recorded programing which applicant proposes to broadcast during the all-other-hours segment of daily program schedule. Amendment is accepted without prejudice to consideration of effect of failure of petitioner to comply with 30-day reporting requirement of rules in event matter is made subject of inquiry by commission or review board (Docs. 18906-7). Action March 13.

■ Administrative Law Judge Isadore A. Honig in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted petition by Furniture City to amend application to reflect changes in various business interests and residence addresses of principals, without prejudice to consideration of effect of failure of petitioner to comply with 30-day reporting requirement of rules in event this matter is made subject of inquiry by commission or review board (Docs. 18906-7). Action March 21.

■ Administrative Law Judge Isadore A. Honig in Ponce, Puerto Rico (Ponce Television Corp. [WRIK-TV]), TV proceeding, having under consideration memorandum opinion and order of commission denying request of Ponce for resolution of notice of apparent liability against WRIK-TV without evidentiary hearing, on judge's own motion, scheduled further prehearing conference for April 12 to make arrangements for hearing on issue six and question of forfeiture raised in order and notice of apparent liability in proceeding (Doc. 19459). Action March 22.

■ Administrative Law Judge Isadore A. Honig in Ponce, Puerto Rico (Ponce Television Corp. [WRIK-TV]), TV proceeding, on judge's own motion, dismissed interrogatories of WAPA-TV pursuant to withdrawal statement of WAPA-TV Broadcasting Corp. (Doc. 19459). Action March 22.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX-TV] and Forum Communications Inc.), TV proceeding, granted motion by WPIX to amend application to reflect current ownership information concerning parent company (Docs. 18711-2). Action March 19.

Other actions

■ FCC ordered held in abeyance request by Hughes Television Network and Xerox Corp. for waiver of prime-time access rule to permit presentation of 13-program *America* series early in evening during access period, outside of regular network schedule, pending decision in over-all prime-time proceeding in Doc. 19622. Action March 21.

■ Review board in Boston, TV proceeding, granted petition by Dudley Station Corp. for extension of time through April 6 to file oppositions to petition by Community Broadcasting of Boston Inc. to add issues against Dudley Station Corp. (Docs. 18759-61). Proceeding involves applications of RKO Gen-

eral Inc. for renewal of license of WNACTV Boston and of Community Broadcasting of Boston Inc. and Dudley Station Corp. for new station in Boston. Action March 21.

■ Review board in Las Vegas, TV proceeding, in response to petition by Las Vegas Valley Broadcasting Co., applicant for new TV at Las Vegas, for addition of issues against Western Communications Inc., applicant for renewal of license for KORK-TV Las Vegas, added, on comparative basis only, issues relating to fraudulent billing practices and network clipping at KFSA-TV Fort Smith, Ark., and KOLO-TV Reno, Nev. (Docs. 19519, 19581). Action March 16.

■ Review board in Las Vegas, TV proceeding, in response to motion by Western Communications Inc., applicant for renewal of license for KORK-TV Las Vegas, added misrepresentation issue against Las Vegas Valley Broadcasting Co., mutually exclusive applicant for new TV at Las Vegas (Docs. 19519, 19581). Western's motion to add cross-interest issue against Valley was denied. Action March 19.

■ Review board in Las Vegas, TV proceeding, in response to appeals by Broadcast Bureau and Las Vegas Valley Broadcasting Co., overturned Feb. 1 ruling of administrative law judge limiting scope of issues in proceeding involving application of Western Communications Inc. for renewal of license for KORK-TV Las Vegas and of Valley for new TV in Las Vegas (Docs. 19519, 19581). Action March 26.

■ **WBTW(TV)** Florence, S.C.—FCC remanded proceeding on application of Daily Telegraph Printing Co. for CP to increase ant. height and move trans. site to review board for issuance of supplemental decision (Doc. 18650). Action March 21.

Rulemaking action

■ Nashville—FCC authorized exchange of channels between noncommercial WDCN-TV, ch. 2, Nashville and WSIX-TV, ch. 8, Nashville (Doc. 19617). WDCN-TV is licensed to Metropolitan Board of Education of Nashville-Davidson County and WSIX-TV to General Electric Broadcasting Co. Action March 21.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **KAIT-TV** Jonesboro, Ark. (George T. Herreich)—Amendment extends agreement from Jan. 1 through Jan. 1, 1975.

■ **KODE-TV** Joplin, Mo. (Gilmore Broadcasting Corp.)—Agreement dated Jan. 23, effective Oct. 1, 1972, through October 4, 1974, replacing agreement dated Sept. 21, 1970. First call right. Network rate \$748; compensation paid at 30% prime time.

■ **WTEN(TV)** Albany, N.Y. (Albany TV Inc.)—Agreement dated Feb. 1, effective Jan. 1 through Jan. 1, 1975; Network rate \$1,075; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ **WTHI-TV** Terre Haute, Ind. (Wabash Valley Broadcasting Corp.)—Amendment changes network rate to \$753, effective Jan. 28.

■ **WBOC-TV** Salisbury, Md. (WBOC Inc.)—Amendment increases network rate to \$340, effective April 1.

■ **WSAU-TV** Wausau, Wis. (Forward Communications Corp.)—Amendment changes network rate to \$538, effective Feb. 1.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually 3.59% for ASCAP and BMI payments.

■ **WITN-TV** Washington, N.C. (North Carolina Television Inc.)—Amendment changes network rate to \$586, effective May 1.

■ **WECT(TV)** Wilmington, N.C. (Atlantic Broadcasting Corp.)—Amendment changes network rate to \$547, effective March 1.

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■ **WBRE-TV Wilkes-Barre, Pa.** (WBRE-TV Inc.)—Amendment increases network rate to \$848, effective March 1.

New AM stations

Final action

■ **Pasadena, Calif.**—FCC denied request by Charles W. Jobbins, Costa Mesa-Newport Beach, Calif., for stay of oral argument scheduled for March 19 and 20 on applications for new AM on 1110 khz to replace KRLA Pasadena (Docs. 15752 et al.). Action March 19.

Initial decisions

■ **Bay St. Louis, Miss.**—Administrative Law Judge Millard F. French proposed, in initial decision, grant of application of Bay Broadcasting Corp. for new AM on 1190 khz, 5 kw non-directional-D. Estimated construction cost \$59,922; first year operating cost \$48,000; revenue \$60,000. Principals: Donald R. Moore, president (20%) and W. C. Garrett (80%). Mr. Moore is salesman with Sterling Electronics Inc., New Orleans. Mr. Garrett owns Bill Garrett Chevrolet Inc., Slidell, La., among other real estate and automobile interests (Doc. 18413). Ann. March 14.

■ **Springfield, Mo.**—Administrative Law Judge Jay A. Kyle proposed, in initial decision, grant of application of Queen City Broadcasting Co. for new AM on 1550 khz, 500 w—D. Post office address Woodruff Building, Springfield 65805. Estimated construction cost \$35,866; first year operating cost \$60,000; revenue \$50,000. Principals: Gary Acker, Billy Wolfe (each 25%), et al. Mr. Acker owns WTNN(AM) Millington, Tenn. He is self-employed in car and antique business. Mr. Wolfe has real estate and recording studio businesses (Doc. 19480). Ann. March 14.

Actions on motions

■ **Administrative Law Judge Millard F. French** in Lubbock and Plainview, both Texas (Caprock Radio Inc. and Panhandle Broadcasting Inc.), AM proceeding, granted motion by Panhandle to amend application to show certain changes in voting rights of stockholders and petition by Panhandle to amend application to show acquisition of new business interest by president (Docs. 19455-6). Action March 21.

■ **Chief Administrative Law Judge Arthur A. Gladstone** in Mount Dora, Fla. (Lake Radio Inc. and Golden Triangle Broadcasting Co.), AM proceeding, designated Administrative Law Judge Herbert Sharfman to serve as presiding judge; scheduled prehearing conference for April 9 and hearing for May 21 (Docs. 19701-2). Action March 8.

■ **Administrative Law Judge Forest L. McClenning** in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM proceeding, granted joint petition and rescheduled certain procedural dates; scheduled further hearing conference for April 23 (Docs. 19445-7). Action March 14.

■ **Administrative Law Judge Herbert Sharfman** in Wallingford and Ridgefield, both Connecticut (Quinnipiac Valley Service Inc. and Radio Ridgefield Inc.), AM proceeding, set certain procedural dates; scheduled hearing for Sept. 10 (Docs. 19686-7). Action March 13.

Other actions

■ **Review board** in Iowa City, AM proceeding, granted motion by Burns, Rieke and Voss Associates to accept late filed opposition to petition to add issues (Docs. 19596-7). Proceeding involves competing applications of Burns, Rieke and Voss Associates and Braverman Broadcasting Co., for new AM at Iowa City. Action March 16.

■ **Review board** in Pineville, La., and Dermott, Ark., AM proceeding, granted appeal by Broadcast Bureau from order by presiding judge and judge's order was set aside (Docs. 19473-4). Action March 16.

■ **Review board** in Eupora and Tupelo, both Mississippi, AM proceeding, in response to joint motion by Tri County Broadcasting Co., Eupora, and Radio Tupelo, Tupelo, applicants for AM, corrected transcript of oral argument held Feb. 20 (Docs. 19026-27). Oral argument was held on exceptions and briefs to initial decision released Nov. 12, 1971, proposing grant of application of Tri County Broadcasting and denial of Radio Tupelo. Action March 21.

Call letter actions

■ **Clayton Broadcasting Co.**, Clayton, N.C.—Granted WHPY.

■ **Radio Corvallis Inc.**, Corvallis, Ore.—Granted KFLY.

Designated for hearing

■ **Wagoner, Okla.**—FCC designated for hearing mutually exclusive applications of Charles R. Ingram and Robert R. Toon (NEO Broadcasting Co.) and William Haydon Payne for authority to operate, on regular basis, facilities of KWLW Wagoner. Facilities of KWLW are now being operated jointly by

Summary of broadcasting

Compiled by FCC, Feb. 28, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,363	5	18	4,386	44	4,430
Commercial FM	2,379	2	48	2,429	106	2,535
Commercial TV-VHF	504	1	6	511	10	522
Commercial TV-UHF	185	0	4	189	45	246
Total commercial TV	699	1	10	700	55	768
Educational FM	548	0	25	573	79	652
Educational TV-VHF	86	0	6	92	0	92
Educational TV-UHF	123	0	9	132	5	138
Total educational TV	209	0	15	224	5	230

* Special temporary authorization.

applicants under interim authorization. Action March 21.

Existing AM stations

Applications

■ **KQRX Las Vegas**—Seeks CP to move trans. site to north edge of Henderson section 23, Route 63E, Henderson, Nev. Ann. March 23.

■ **WTRY Troy, N.Y.**—Seeks CP to add MEOV's to existing nighttime pattern. Ann. March 23.

Final actions

■ ***KNDC Hettinger, N.D.**—Broadcast Bureau granted mod. of license covering change of hours of operation from 8 pm sign-off to 6:30 pm sign-off (SH Monday-Saturday, 6 am to 6:30 pm and Sunday 8 am to 3 pm). Action March 13.

■ **WMOA-AM-FM Marietta, Ohio**—Broadcast Bureau granted mod. of license covering change in corporate name to WMOA Inc. Action March 19.

■ **KYXI Oregon City, Ore.**—Broadcast Bureau granted mod. of license covering change of corporate name to KYXI Inc. Action March 13.

■ **WIOO Carlisle, Pa.**—Broadcast Bureau granted CP to install new aux. trans. Action March 19.

■ **WJAS Pittsburgh**—Broadcast Bureau granted mod. of license and CP covering change in corporate name to Hefelt Broadcasting—Pennsylvania Inc. Action March 19.

Initial decision

■ **KLSU White Castle, La.**—Administrative Law Judge Forest L. McClenning proposed, in initial decision, revocation of license of Shedd-Agard Broadcasting Inc. (Doc. 19514). Ann. March 26.

Action on motion

■ **Administrative Law Judge David I. Kraushaar** in Carrollton, Ga. (Radio Carrollton and Faulkner Radio Inc. [WLB]), AM proceeding, granted petition by Radio Carrollton to accept late notice of publication of hearing issues requesting that attached proof of publication of notice of hearing in *Carroll County Georgian* be accepted and in effect that rule requirements as to time of publication be waived (Docs. 19636-7). Action March 9.

Other actions

■ **Review board** in Miami, renewal proceeding, in response to petition by United Broadcasting Co. of Florida Inc., applicant for renewal of license for

WFAB Miami, added issue to determine whether past programming of WFAB has been meritorious, particularly in regard to public service programs (Doc. 19664). Action March 16.

■ **Review board** in Greensburg, Pa., AM proceeding, in response to petition by WHJB Radio for reconsideration of review board decision released Feb. 2 denying application for increase in daytime power for WHJB Greensburg, set aside decision and certified proceeding to commission for further action (Doc. 18868). Action March 21.

Fines

■ **KAOL Carrollton, Mo.**—FCC ordered Homeland Enterprises Inc., licensee, to forfeit \$500 for violation of rules by operating station without operator constantly on duty at trans. during which time remote control equipment was inoperative. Action March 21.

■ **WKVO Havelock, N.C.**—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability for forfeiture of \$200 for violation of rules by failing to provide data on equipment performance measurements as required. Action March 15.

Call letter application

■ **WKTQ South Paris, Me.**—Seeks WKTP.

Designated for hearing

■ **WPDQ Jacksonville, Fla.**—FCC set oral argument for April 30 before commission on exceptions to initial decision recommending grant of application of Belk Broadcasting Co. of Florida Inc. for renewal of license (Doc. 19126). Action March 21.

New FM stations

Applications

■ **Arkadelphia, Ark.**—Arkadelphia Broadcasting Co. Seeks 100.9 mhz, 3 kw. HAAT 96 ft. P.O. address 1100 South Third Street, Arkadelphia 71923. Estimated construction cost \$23,056; first-year operating cost \$28,605; revenue \$44,160. Arkadelphia Broadcasting is licensee of KVRC(AM) Arkadelphia. Principals: William F. Deaton and John M. Riggle (each 49.9%), et al. Mr. Deaton is vice president and general manager of KVRC; Mr. Riggle is secretary-treasurer and chief engineer of station. Ann. March 13.

■ **Fresno, Calif.**—Atlas Broadcasting Co. Seeks 105.9 mhz, 2.34 kw. HAAT 1,700 ft. P.O. address 2247 West Church, Box 1613, Fresno 93717. Esti-



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mated construction cost \$31,561; first-year operating cost \$10,927; revenue \$12,000. Atlas Broadcasting is licensee of KXEX(AM) Fresno. Principals: John and Sylvia Sonder (each 50%). Mr. Sonder operates KXEX. Mrs. Sonder is clinical psychologist. Ann. March 13.

■ *Hollywood, Fla.—Florida Bible College Inc. Seeks 88.1 mhz, 3 kw. HAAT 132 ft. P.O. address 101 North Ocean Drive, Hollywood 33020. Estimated construction cost \$29,908; first-year operating cost \$21,734; revenue none. Principals: A. Ray Stanford, president, et al. Ann. March 13.

■ *Cedar Falls, Iowa—University of Northern Iowa. Seeks 88.1 mhz, 5.5 kw. HAAT 204 ft. P.O. address Auditorium, Cedar Falls 50613. Estimated construction cost none; first-year operating cost \$15,000; revenue none. Principals: John Kamerick, president of college, et al. Ann. March 15.

■ Shreveport, La.—Partnership trading as KOKA Broadcasting Co. Seeks 100.1 mhz, 3 kw. HAAT 281 ft. P.O. address Box 1550, 1315 Milam Street, Shreveport, 71120. Estimated construction cost \$27,750; first-year operating cost \$28,920; revenue \$36,000. Principals: James A. Reeder, managing partner, et al. Ann. March 15.

■ *Bangor, Me.—Husson College. Seeks 89.3 mhz, 1.6 kw. HAAT 71 ft. P.O. address 1 College Circle, Bangor 04401. Estimated construction cost \$2,075; first-year operating cost \$600; revenue none. Principals: Barkev Kibarian, president, et al. Ann. March 15.

■ Doniphan, Mo.—Jack G. Hunt. Seeks 97.7 mhz, 1 kw. HAAT 480 ft. P.O. address Hunt Building, Doniphan 63935. Estimated construction cost \$17,150. Principal: Mr. Hunt owns KDEN(AM) Doniphan. He also owns Doniphan CATV. He is optometrist in Doniphan. Ann. March 13.

■ *Columbus, Neb.—TLC Educational Corp. Seeks 91.9 mhz, 7.9 w, HAAT 78 ft. P.O. address 2171 31st Avenue, Columbus 68601. Estimated construction cost \$3,221; first-year operating cost \$400; revenue none. Principals: Walter Gengenbach, president, et al. Ann. March 15.

■ *Corning, N.Y.—Corning Community College. Seeks 91.9 mhz, 10 w. HAAT 93 ft. P.O. address Spencer Hill Campus, Corning 14830. Estimated construction cost \$3,901; first-year operating cost \$2,412; revenue none. Principals: Robert W. Frederick Jr., president of college, et al. Ann. March 15.

■ Hormigueros, Puerto Rico—Southwestern Broadcasting Corp. Seeks 92.1 mhz, 3 kw. HAAT minus 141 ft. P.O. address 1203 Dalington building, Rio Piedras, Puerto Rico 00922. Estimated construction cost \$25,500; first-year operating cost \$20,500; revenue \$40,000. Principals: Pedro Roman Collazo, president (50%), et al. Mr. Collazo owns 30% of WVOZ(AM)-WOLA(AM) Carolina, Puerto Rico. He also owns real estate business in addition to other interests. Ann. March 13.

■ Front Royal, Va.—WFTR Inc. Seeks 95.3 mhz, 3 kw. HAAT 172 ft. P.O. address Box 192, Front Royal 22630. Estimated construction cost \$61,826; first-year operating cost \$5,000; revenue \$18,000. WFTR Inc. is licensee of WFTR(AM) Front Royal. Principals: Charles B. Britt, president (63%), et al. Mr. Britt owns 60% of WIRY(AM) Plattsburgh, N.Y., and WBBB-AM-FM Burlington, N.C. Ann. March 7.

Starts authorized

■ *KEMC(FM) Billings, Mont.—Authorized program operation on 91.7 mhz. Action March 6.

■ *WYMS(FM) Milwaukee—Authorized program operation on 88.9 mhz, ERP: 250 w., HAAT 870 ft. Action March 2.

Final actions

■ *Tifton, Ga.—Abraham Baldwin Agricultural College. Broadcast Bureau granted 90.5 mhz, 10 w. HAAT 150 ft. P.O. address Box 891, ABAC Station, Tifton 31794. Estimated construction cost \$2,247; first-year operating cost \$900; revenue none. Principals: J. Clyde Driggers, president of college, et al. Action March 20.

■ *Baltimore—Board of Education, Baltimore County. Broadcast Bureau granted 90.3 mhz, TPO 10 w. HAAT 80 ft. P.O. address 7400 Old North Point Road, Baltimore 21219. Estimated construction cost \$885; first-year operating cost \$150; revenue none. Principals: H. Emslie Parks, president, et al. Action March 16.

Actions on motions

■ Administrative Law Judge Frederick W. Dennison in Grandview and Sunnyside, both Washington (Prosser-Grandview Broadcasters Inc. and Bennett Broadcasting Co.), FM proceeding, granted joint request for approval of agreement subject to there being filed within 10 days amendment embracing revision of paragraph 7 stated in joint reply; approved agreement; authorized reimbursement of \$1,623 by Bennett Broadcasting to Prosser-Grandview; dismissed with prejudice Prosser-Grandview application; granted application of Bennett; terminated proceeding (Docs. 19655-6). Action March 14.

■ Administrative Law Judge Millard F. French in Williamson and Matewan, both West Virginia

(Harvit Broadcasting Corp., and Three States Broadcasting Co.), FM proceeding, granted petition by Harvit to amend application to show acquisition of new business interest by president; due to conflict of dates, rescheduled hearing for May 29 (Docs. 18456-7). Action March 21.

■ Administrative Law Judge Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Publishing Co., et al.), FM proceeding, granted motion by What the Bible Says Inc. and dismissed application with prejudice with remaining two applications being retained in hearing status; on judge's own motion reclosed record (Docs. 18674-6). Action March 14.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, granted petition by WIOO Inc. asking that amendment reflecting filing of application with commission for authority to install aux. trans. for station and pendency of application for renewal of station's license be accepted (Docs. 19468, 19469, 19471). Action March 19.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), noncommercial FM proceeding, denied motion by Broadcast Bureau to dismiss Pacifica's application; in separate action granted petition by Pacifica to amend application to extent that it may reflect changes in financial plans and proposed technical facilities but not in officers and board of directors which were rejected on several grounds in previous order (Doc. 18634). Action March 20.

■ Administrative Law Judge James F. Tierney in Fort Collins, Colo. (Gilroy Broadcasting Co. and Beef Empire Broadcasting Co.), FM proceeding, set certain procedural dates; scheduled hearing for July 24 (Docs. 19681-2). Action March 13.

Other actions

■ Agana, Guam—FCC waived minimum power requirements of rules and accepted application of Marianas Broadcasting Corp. for new FM on ch. 238 (95.5 mhz) with 2.88 kw. Action March 21.

■ Review board in Carlisle, Pa., FM proceeding, in response to petitions by WIOO Inc., added issues in Carlisle case involving three mutually exclusive applications for new FM (Docs. 19468-9, 19471). Issues are to determine facts and circumstances concerning procurement of affidavits of Jerry and George Corbin in connection with pleadings submitted by Cumberland Broadcasting Co. and WIOO Inc., and effect on basic and/or comparative qualifications of Cumberland Broadcasting Co. and WIOO Inc. Action March 16.

■ Review board in Athens, Tenn., FM proceeding, set oral argument for April 3 on only remaining issue (Docs. 17617-8). Issue to be resolved is whether 3 J's Broadcasting Co. may reasonably be expected to exercise degree of licensee responsibility required by operator of broadcast facility and whether public interest would be served by permitting applicant to acquire additional broadcast authorization (Docs. 17617-8). Action March 16.

■ Review board in Harriman, Tenn., FM proceeding, granted motion by Folkways Broadcasting Co. to amend application (Docs. 18912-3). Action March 16.

Call letter application

■ Lee County Broadcasting Co., Pennington Gap, Va.—Seeks WSWV-FM.

Call letter actions

■ Mount San Antonio College, Walnut, Calif.—Granted *KSAK(FM).

■ American Radio Missions Inc. Knoxville, Iowa—Granted KTAV(FM).

■ Radio Corvallis Inc., Corvallis, Ore.—Granted KFLY-FM.

■ Union High School District Number 32, East Montpelier, Vt.—Granted *WVPE(FM).

Existing FM stations

Final actions

■ WIRB-FM Enterprise, Ala.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 295 ft. Action March 19.

■ KFYE(FM) Fresno, Calif.—Broadcast Bureau granted mod. of SCA to make changes in equipment and programming. Action March 15.

■ KRTH(FM) Los Angeles—Broadcast Bureau granted CP to install new alt. main trans. Action March 15.

■ KSPN(FM) Aspen, Colo.—Broadcast Bureau granted license covering changes; ERP 520 w.; ant. height minus 1770 ft. Action March 19.

■ KGRE(FM) Greeley, Colo.—Broadcast Bureau granted CP to change trans. location to 7.35 miles west and 3.15 miles south of Weld County Courthouse, Greeley; install new ant.; make changes in ant. system; ERP 25 kw; ant. height 470 ft.; remote control permitted. Action March 14.

■ *WBEZ(FM) Chicago—Broadcast Bureau grant-

ed license covering changes; ERP 39 kw; ant. height 550 ft. Action March 19.

■ WEFM-FM Chicago—FCC denied petition by Citizens Committee to Save WEFM Inc. for reconsideration of order granting application to assign license from Zenith Radio Corp. to GCC Communications of Chicago Inc. Action March 22.

■ KIMI(FM) Keokuk, Iowa—Broadcast Bureau granted license covering new FM: ERP 3.0 kw; ant. height 235 ft. Action March 19.

■ WBKR(FM) Owensboro, Ky.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 380 ft. Action March 19.

■ *WETF(FM) Alfred, N.Y.—Broadcast Bureau granted license covering new noncommercial FM. Action March 19.

■ *WPSA(FM) Paul Smith's, N.Y.—Broadcast Bureau granted license covering new noncommercial FM. Action March 19.

■ *WOLN-FM Erie, Pa.—Broadcast Bureau granted license covering new station; ERP 35 kw; ant. height 500 ft. Action March 13.

■ WDAC(FM) Lancaster, Pa.—Broadcast Bureau granted license covering changes; ERP 15 kw; ant. height 550 ft. Action March 19.

■ *WQED-FM Pittsburgh—Broadcast Bureau granted license covering new station; ERP 43 kw; ant. height 500 ft. Action March 13.

■ WJAS-FM Pittsburgh—Broadcast Bureau granted mod. of license and permit to change licensee and permittee names to Heftel Broadcasting—Pittsburgh Inc. Action March 19.

■ WKOK-FM Sunbury, Pa.—Broadcast Bureau granted license covering changes; ERP 12.5 kw; ant. height 880 ft.; granted license covering use of former main trans. for aux. purposes only; ERP 4.4 kw; ant. height 880 ft. Action March 13.

■ WHBQ-FM Memphis—FCC issued to RKO General Inc. tax certificate in connection with assignment of license and broadcasting facilities of WHBQ-FM (now WEZI-FM). Action March 21.

■ *KVTT(FM) Dallas—Broadcast Bureau granted CP to change trans. location to 2603 Inwood Road, Dallas; change studio location to 2603 Inwood Road; operate with remote control from proposed studio location; change trans. and ant.; make changes in ant. system; ERP 780 w., ant. height 69 ft. Action March 16.

■ *KTSU(FM) Houston—Broadcast Bureau granted license covering new noncommercial FM. Action March 19.

■ WTAR-FM Norfolk, Va.—Broadcast Bureau granted license covering changes; ERP 40 kw, ant. height 880 ft. (main). Action March 19.

■ WTAR-FM Norfolk, Va.—Broadcast Bureau granted license covering changes; ERP 20 kw; ant. height 880 ft. (aux.). Action March 19.

■ *KAOS(FM) Olympia, Wash.—Broadcast Bureau granted license covering new station. Action March 13.

■ *KSFC(FM) Spokane, Wash.—Broadcast Bureau granted license covering new station. Action March 13.

■ WKUB(FM) Manitowoc, Wis.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 160 ft. Action March 13.

Action on motion

■ Administrative Law Judge Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Communicom Media Inc.), FM proceeding, granted request by Communicom Media Inc. and dismissed application with prejudice; set certain procedural dates (Docs. 18805-6). Action March 13.

Other action

■ Review board in Hartford-Berlin, Conn., FM proceeding, dismissed motion by WHCN Inc., to add issues against Communicom Media Inc. in proceeding involving applications of WHCN for renewal of license of WHCN-FM Hartford and of Communicom for new FM at Berlin (Docs. 18805-6). Action March 16.

Call letter applications

■ KVFS(FM) Vacaville, Calif.—Seeks KUIC(FM).

■ WFTL-FM Fort Lauderdale, Fla.—Seeks WGLO(FM).

■ WJDX-FM Jackson, Miss.—Seeks WZZQ(FM).

Call letter actions

■ KRAA(FM) Little Rock, Ark.—Granted KEZQ(FM).

■ WRVI(FM) Winnebago, Ill.—Granted WYFE-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for

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following translators: K73AR, K77AK and K80BA, all The Dalles, Ore. and Goldendale, Wash.; K07DZ, Glendale, K05DH Hampton, K05DA Kaskela, K04BJ La Pine, K05DE Oregon Canyon, K13HT Oregon Canyon and K05BT Kimberly, all Oregon; K07CS, K10CP and K12CL, all Quinault, Wash.; K08DU, K11DK and K13EG, all Ahsahka and Riverside, both Idaho; K02DB Scottsburg, Ore.; K07EC, K09EF and K12EN, all Royal City and Beverly, both Washington; K11GH Tri City, Riddle and Canyonville, all Oregon; K02FZ Mazama, Wash. Actions March 14.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's where appropriate: WFNL North Augusta, S.C.; WNET(TV) Newark, N.J.; WSPB-AM-FM Sarasota, Fla.; WTWB Auburndale, Fla. Actions March 20.

■ KBGO Waco, Tex.—Broadcast Bureau granted license covering changes; granted renewal of license. Action March 16.

Modification of CP's, all stations

■ WKZM(FM) Sarasota, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 10. Action March 19.

■ WLBH Mattoon, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 22. Action March 19.

■ WLFJ-TV Lafayette, Ind.—Broadcast Bureau granted mod. of CP to change ERP to vis. 631 kw; aur. 126 kw; change type trans. and type ant.; ant. height 780 ft.; condition. Action March 15.

■ *WVUT(TV) Vincennes, Ind.—Broadcast Bureau granted mod. of CP to change ERP to vis. 631 kw; aur. 126 kw; change type trans.; ant. height 570 ft. Action March 15.

■ WHO-FM Des Moines, Iowa—Broadcast Bureau granted mod. of CP to extend completion date to June 26. Action March 19.

■ WJMS-FM Ironwood, Mich.—Broadcast Bureau granted mod. of CP to extend time to Aug. 1. Action March 19.

■ WCJW Warsaw, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action March 19.

■ WMYK(FM) Elizabeth City, N.C.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 0.2 mile east Highway 168, Elizabeth City; change ant.; make change in ant. system; ERP 100 kw; ant. height 440 ft. Action March 13.

■ Midwest City, Okla., M. W. Cooper—Broadcast Bureau granted mod. of CP to extend completion date to July 15. Action March 19.

Translators

Actions

■ K55AH, K58AB and K61HQ, all Lake Havasu City, Ariz.—Broadcast Bureau granted CP's for new UHF translators to serve Lake Havasu City, Topock, Mohave Valley, Riviera, Fort Mohave Indian Reservation and National Wildlife Refuge, all Arizona. ch. 55 by rebroadcasting programs of KTVK-TV Phoenix; ch. 58 by rebroadcasting programs of KOOL-TV Phoenix and ch. 61 by rebroadcasting programs of KTAR(TV) Mesa, Ariz. Action March 16.

■ K05EW Dove Creek, Colo.—Broadcast Bureau granted license covering changes for VHF translator. Action March 14.

■ K02HA Holly, Colo.—Broadcast Bureau granted license covering changes in VHF translator. Action March 15.

■ K07FU Raymond and Geneva, both Idaho—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 7 (174-180 mhz) to ch. 8 (180-186 mhz); change call sign to K08HO. Action March 15.

■ K10IH Thief River Falls, Minn.—Broadcast Bureau granted CP for new VHF translator to serve Thief River Falls on ch. 10 by rebroadcasting programs of KXBJ-TV Valley City, N.D. Action March 16.

■ K07KW Elliston, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Elliston on ch. 7 by rebroadcasting programs of KBLL-TV Helena, Mont. Action March 16.

■ K221AE Stanford, Mont.—Broadcast Bureau granted CP for new FM translator to serve Stanford on ch. 221 (92.1 mhz) by rebroadcasting programs of KOPR-FM (106.3 mhz) Great Falls, Mont. Action Feb. 28.

■ K02CC Ord, Neb.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 2 (54-60 mhz) to ch. 4 (66-72 mhz), change type trans., increase output power to 10 w. and make changes in ant. system. Action March 14.

■ K091B Ord, Neb.—Broadcast Bureau granted CP

to change frequency of VHF translator from ch. 9 (186-192 mhz) to ch. 2 (54-60 mhz); change type of trans., increase output power to 10 w. and make changes in ant. system. Action March 14.

■ K09KJ Tierra Amarilla, N.M.—Broadcast Bureau granted CP to change type trans. of VHF translator and increase output power to 10 w. Action March 14.

■ W11AQ Robbinsville, Andrews and Marbie, all North Carolina—Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action March 14.

■ K06HU Elkton, Ore.—Broadcast Bureau granted CP for new VHF translator to serve Elkton on ch. 6 by rebroadcasting programs of KVAL-TV Eugene, Ore.—Action March 16.

■ K03BQ Ukiah, Ore.—Broadcast Bureau granted CP to change trans. location to approximately 1½ miles south of Ukiah, and make changes in ant. system of VHF translator. Action March 14.

■ K288AE Delta, Utah—Broadcast Bureau granted license covering permit for new FM translator. Action March 19.

■ K269AA Orangeville, Utah—Broadcast Bureau granted license covering permit for new FM translator. Action March 19.

Other actions, all services

■ FCC issued notice of inquiry requesting comments on present community ascertainment requirements. Commission asked for views by interested parties to determine whether current procedures are serving public interest in most effective way. Comments are due by June 1 and reply comments by June 22. Action March 22.

■ FCC proposed in rulemaking notice elimination of requirement that AM and FM stations must be equipped with continuously operating type-accepted frequency monitor. Commission also proposed to change requirements concerning frequency checks for FM SCA subcarrier frequencies, stereo pilot subcarrier frequencies and television station carrier frequencies. Monthly measurement of these frequencies will be required. Action March 21.

Ownership changes

Applications

■ KPIN(AM) Casa Grande, Ariz.—Seeks 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 KCA5(AM) Slaton, both Texas. He owns 49% and 50% of those stations, respectively. Mr. Weatherly is salesman with Panhandle Pipe & Steel, Borger, Tex. Ann. March 12.

■ KELD-AM-FM El Dorado, Ark.—Seeks assignment of license from Radio Enterprises Inc. to Noalmark Broadcasting Corp. for \$200,000. Sellers: Mary N. McKinney, president, et al. Buyers: William C. Nolan Jr., president (14%), Edwin B. Alderson Jr., vice president (20%), et al. Both Mr. Nolan and Mr. Alderson are partners in law firm of Nolan Anderson & Jones, El Dorado. Ann. March 16.

■ KTIB-AM-FM Thibodaux, La.—Seeks assignment of license from Delta Broadcasters Inc. to La-Terr Broadcasting Corp. for \$300,000. Sellers: F. H. Block, president, et al. Buyers: James J. Buquet Jr., president (33%), Raymond A. Saadi (33¼%), and Thomas K. Watkins (33%), et al. Messrs. Buquet, Saadi and Watkins are directors and stockholders of KHOM(FM) Houma, La. Mr. Buquet owns 75% of Buquet Distributing Co. and Buquet Realty Inc., both in Houma. Mr. Watkins is attorney in Houma. Mr. Saadi is general manager of KHOM. Ann. March 12.

■ WCOC(AM) Meridian, Miss.—Seeks assignment of license from Mississippi Broadcasting Co. to New South Broadcasting Corp. for \$250,000. Sale is contingent on grant of assignment of WOKK(AM) and WQIC(AM), both Meridian. Sellers: D. W. Gavin, president and general manager, et al. Buyers: Frank E. Holladay and Joseph W. Carson (each 50%). Both Messrs. Holladay and Carson own 50% of WALT(FM) Meridian as well as 26% each of WNSL-AM-FM Laurel, Miss. Mr. Holladay owns 99% of WVMI-AM-FM Biloxi, Miss. Ann. March 12.

■ WOKK(AM) Meridian, Miss.—Seeks assignment of license from New South Broadcasting Corp. to Torgerson Broadcasting Co. for \$160,000. Sellers: Frank E. Holladay and Joseph W. Carson. Buyers: Stanleigh O. Torgerson, president (100%). Torgerson Broadcasting is licensee of WQIC(AM) Meridian. Sale is contingent on grant of assignment of WCOC(AM) and WQIC(AM), both Meridian (see above). Ann. March 12.

■ KBLL(AM) Helena, Mont.—Seeks assignment of license from Capital City Television Inc. to Holter Broadcasting Corp. for \$300,000. Sellers: Tim M. Babcock, president, et al. Capital City is licensee of KBLL-TV Helena. Buyers: W. L. Holter, presi-

dent (80%), et al. Mr. Holter owns 75% of KLTZ(AM) Glasgow, Mont. He also owns 87% of KYLT(AM) Missoula, Mont. Ann. March 12.

■ WARO(AM) Canonsburg, Pa.—Seeks assignment of license from Universal Communications of Pittsburgh Inc. to Mortenson Broadcasting Inc. for \$200,000. Sellers: Lawrence Brandon, Howard Warshaw, et al. Both Mr. Brandon and Mr. Warshaw own 33¼% of WYLO(AM) Jackson, Wis. Mr. Brandon owns 34% of KUXL(AM) Golden Valley, Minn., among other broadcast interests. Mr. Warshaw owns 15% of KUXL. Buyers: Jack M. Mortenson, president (40%), et al. Mr. Mortenson is pastor of Faith Memorial Church, Canton, Ohio. He owns 60% of WEMM(AM) Huntington, W. Va., and also is officer and stockholder of WFOF(FM) Canton and WHKK(FM) Erlanger, Ky. Mortenson Broadcasting is also seeking license of WWLV(FM) Versailles, Ky. Ann. March 12.

■ KBOC(FM) Ogdon, Utah—Seeks assignment of license from Clifford E. Peterson to Robert C. Mohr and Frank McIntyre, dba Wasatch Broadcasting Co. for \$75,000. Seller: Mr. Peterson has minority interest in KVOG(AM) Ogdon. Buyers: Dr. Mohr is psychiatrist in Salt Lake City. He also has real estate interests in area. Mr. McIntyre is employed by KSXX(AM) Salt Lake City as editorialist and consultant. He is also vice president and director of Ron Baile Broadcast School. Ann. March 12.

Actions

■ WCOV-FM Montgomery, Ala.—Broadcast Bureau granted assignment of license from WCOV Inc. to Griffin Broadcasting Corp. for \$150,000. Sellers: Harry C. Barfield, president, et al. WCOV Inc. is licensee of WCOV-AM-TV Montgomery. Buyers: Lloyd Wayne Griffin, Gillis Craig Griffin and Sidney Glenn Griffin (each 33¼%). Lloyd Griffin is officer in navy. Gillis Griffin has interests in beer wholesale firms in Dothan, Ala. Sidney Griffin was formerly salesman at WCOV(AM). Action March 16.

■ WMJR(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted transfer of control of WMJR Inc. from Nancy E. Crider and Robert A. Roberts (together, 100% before, none after) to Heftel Broadcasting of Florida Inc. (none before, 100% after). Consideration: \$1 million. Principals: Cecil L. and Joyce Heftel (together 100%). The Heffels own KGMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, Hawaii. They have applied to purchase WJAS-AM-FM Pittsburgh, WROR(FM) Boston and KDNA(FM) St. Louis. Action March 14.

■ WYSE(AM) Inverness, Fla.—Broadcast Bureau granted assignment of license from Citrus Broadcasting Co. to Fleet & Fleet Inc. for \$70,000. Sellers: Herman W. Goldner, president, et al. Buyers: John H. Fleet, president (64%), et al. Mr. Fleet is chief engineer at WOCN-AM-FM Miami and WWBA-AM-FM St. Petersburg, Fla. Action March 14.

■ WOGA(AM) Sylvester, Ga.—Broadcast Bureau granted transfer of control of Worth County Broadcasters Inc. from James M. Rouse Sr. and J. M. Sutton Sr. (together 100% before, none after) to William R. Crews Sr. (none before, 100% after). Consideration: \$75,000. Principal: Dr. Crews, pastor in Baptist church, owns Select Religious Broadcasting Service. Action March 14.

■ KPOI-AM-FM Honolulu—Broadcast Bureau granted assignment of license from Valjon Inc. to Hawaiian Ventures Inc. for \$525,000. Sellers: Walter Richey, president. Buyers: John O. Jones, J. A. Mermis III, James W. Grafton (28¼% each) and Thomas L. Branch et al. Valjon Inc. owns KDWB(AM) St. Paul (15%). Mr. Jones is partner in Turner, Hitchins, McInerney, Webb & Hartnett, law firm, Dallas. Mr. Mermis and Mr. Grafton own (47½% each) Continental Communications Corp., outdoor advertising firm, Houston. Mr. Magruder owns Sovran Inc., media brokerage and consulting firm, Dallas. Action March 16.

■ WWWW(FM) Detroit—FCC granted assignment of license from McLendon Corp. to WWWW Inc. for \$750,000. Sellers: Gordon B. McLendon, president, et al. McLendon stations are: KNUS(FM) Dallas; WNUS-AM-FM Chicago; WYSL(AM)-WPHD(FM) Buffalo, N.Y.; KOST(FM) Los Angeles; KCND-TV Pembina, N.D. Buyers: Starr Broadcasting Group Inc. (100%), publicly held broadcast group owner, owns: WCYB-TV Bristol, Va.; KYOK(AM) Houston; WBOK(AM) New Orleans; WLOK(AM) Memphis; KXLR(AM) North Little Rock, Ark.; KDTX(AM) Dallas; KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas; KABL(AM) Oakland and KABL-FM San Francisco, both California. They have also acquired WNCN(FM) New York (see below). Action March 21.

■ WSSO(AM)-WSMU(FM) Starkville, Miss.—Broadcast Bureau granted assignment of licenses from Joe Phillips, Harriet K. Hartness and Margaret B. Imes, executrix of estate of Grady Imes, dba Starkville Broadcasting Co. to Joe Phillips and Harriet K. Hartness, dba Starkville Broadcasting Co. for \$50,000. Buyer: Mr. Phillips, who previously owned 50%, is purchasing additional 25% from stock of estate of Grace Imes. Mr. Phillips is president, general manager and chief engineer of station. Action March 14.

■ WNCN(FM) New York—FCC granted assign-

ment of license from National Science Network Inc. to Starr WNCN Inc. for \$2,090,000. Sellers: Starr Gurell, vice president and general manager, et al. National Science owns KPCC-AM-FM Pasadena, Calif., WDFH(FM), Chicago—which it is seeking to reassign—and KMPX(FM) San Francisco. Buyers: Starr Broadcasting Group Inc. (100%). They have also acquired WWWW(FM) Detroit (see above). Action March 21.

■ **WNEL(AM)** Caguas, Puerto Rico—Broadcast Bureau granted assignment of license from Radio Tiempo Inc. to Turabo Radio Corp. for \$470,000. Radio Tiempo is also selling its other station, WPRM-FM San Juan, Puerto Rico. Sellers: Segismundo Quinones Jr., president, et al. Buyers: Jesus M. Soto (70%) and Antonio Soto Matias (30%). Mr. Soto, formerly engineering supervisor of WKAQ-TV San Juan, owns 30% of WMNT-(AM)-WMLD(FM) Manati, Puerto Rico. Mr. Matias owns coffee and fruit company in Puerto Rico. Broadcast Bureau also granted renewal of

license to WNEL(AM). Action March 16.

■ **WPRM(FM)** San Juan, Puerto Rico—Broadcast Bureau granted assignment of license from Radio Tiempo Inc. to Arso Radio Corp. for \$102,500. Sellers: Segismundo Quinones Jr., president, et al. Radio Tiempo is also selling its other station, WNEL(AM) Caguas, Puerto Rico. Buyers: Jesus M. Soto (70%) and Antonio Soto Matias (30%). (See item above). Action March 16.

■ **KBFI-TV Dallas**—FCC granted assignment of CP from Berean Fellowship Foundation Inc. to The Christian Broadcasting Network Inc. for \$205,000. Sellers: Marvin Colwill, vice president and secretary, et al. Buyers: M. G. Robertson, president, et al. Christian Broadcasting Network is licensee of WYAH-TV Portsmouth and WXRI(FM) Norfolk, both Virginia; WHAETV Atlanta; WBIV(FM) Wethersfield; WMIV(FM) Bristol. WEIV(FM) Itahaca, WVIV(FM) DeRuyter and WJIV(FM) Cherry Valley, all New York; it is permittee of WXNE-TV Boston. Action March 21.

Cable

Final actions

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Cable Television Co. of Illinois, Fairbury, Chatsworth, Chenoa and Forrest, all Illinois. Action March 20. Lebanon Valley Cable TV Co., North Cornwall township, Pa.; Total Television, Vancouver, Wash. Action March 22.

■ Peoria, Ill.—FCC granted certificate of compliance and authorized General Electric Cablevision Corp. to carry following Illinois signals: WRAU-TV, WMBD-TV, WEEK-TV and *WTVB-TV, all Peoria; WGN-TV and WNSN-TV, both Chicago, and *WILL-TV Urbana. Opposition by city of Peoria was dismissed as moot, and objections by Mid-America Television Co., licensee of WEEK-TV, and Midwest Television Inc., licensee of WMBD-TV, were denied. Action March 21.

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Help Wanted Management Continued

Sales Manager. AM Contemporary. Eastern seaboard. Need a leader, a driver, a tyrant and a humanitarian. A real producer. \$25,000 plus exciting sales percentage. EOE. Immediate opening. Send resume and references as soon as possible. Box D-63, BROADCASTING.

Sunny south, growing chain needs aggressive General Manager for A.M. in metro market. Salary plus commission on station billing. Plus fringe benefits. Must be a well rounded pro. Willing to grow. No restaffing or remodeling. Everything 100% ready, including first rate staff, format, and billing. All we need is you. Must stand rigid reference check. An extraordinary opportunity with a future for the right man. Rush complete resume and picture to Wayne Stewart, VP, Southland Radio, Inc., Hwy. 303, Brunswick, Ga. 31520.

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Major market AM/FM has fantastic opportunity for real hot shot willing to sell on commission only. Up to 40% commissions. Huge earnings possible. Box D-9, BROADCASTING.

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Beautiful western state! Solid AM operation has opportunity for successful, enthusiastic sales person with broadcast career in mind. Outstanding city and excellent climate. By absorbing our techniques and philosophies the person selected will earn a good living in a modern, smog-free community. EOE. Box D-47, BROADCASTING.

Good opportunity. Established station. Salary, commission. Send resume, sales record. KFRO, Longview, Texas 75601.

Experienced salesman, AM or FM. Ideal community. Growing organization. Liberal salary/commission for right person. Send resume: Manager, WBRD-AM-WDUV-FM, Box 1038, Bradenton, Fla. 33506. Equal Opportunity Employer.

Top rated Stereo FM Rock station, WHVY in major New England market of Springfield, Mass., seeks services of aggressive salesman—above average salary with future management position and override based upon results. Be willing to do street work, agency solicitation and work with our national representatives. Must have proven track record. Write Jon Goodman, Manager, WHVY, 101 West St., Springfield, Mass. to arrange interview or telephone 413-737-1414.

Due to company transfer an opening will soon be available in America's fastest growing market, Orlando, Fla. Experienced professionals only. Call Bill Kirk, WK1S Radio, 305-295-0740.

We have listings for experienced salesmen. NHAB Job Bank, Box 900, Wolfeboro, NH 03894.

Sales Manager for a Progressive Rock 50 KW station. A good knowledge of the concerts and records industry would be an asset as would production capability. Send resume to the Business Manager, Box 1149, Providence, R.I. 02912.

Help Wanted Announcers

Growing Florida group needs 1st ticket men/women. All airshifts. Engineering, sales, for future expansion. All fringes with a straight company. Write Box C-162, BROADCASTING.

Strong air personality for #1 top 40 station in Western medium market. Must have good personal character, creative talent, production ability and willingness to take direction. Send air check and resume to Box C-179, BROADCASTING.

Strong air personality for #1 station in central Illinois. Good salary, fringe benefits, University town. Send resume and tape to Box D-29, BROADCASTING.

Combo man-announcer plus sales, news. Small market, MOR, Northeast. Box D-40, BROADCASTING.

Immediate opening for morning announcer with first phone, 5,000 watt fulltime Contemporary station, medium market, Mid-Atlantic Coast. Salary depends on qualifications. Send tape, resume and salary requirements. Box D-57, BROADCASTING.

Top Rated Country AM/FM in Midwest needs experienced, mature personality, some production. Tape and resume to Box D-65, BROADCASTING.

Immediate opening for a professional broadcaster-announcer-commercial production man. Stable operation, good pay. New "C" FM going on air in May. 5KW AM MOR-ABC, adult programed. Resume, tape, references required. Q. P. Coleman, KOLY, Box 1300, Mobridge, S.D.

Immediate opening, experienced announcer and copy writer, must type. Beautiful California city near Sequoia Kings Canyon National Park. Send complete work resume, references, tape and availability to Harry Layman, KONG, Visalia, Calif.

Needed: Good announcer. Excellent opportunity. Lively professional sound. Programed Modern Country-Gospel. Prosperous, like new, operation. Tight format. Production. Top salary for right man. Advancement for an energetic, dedicated man of ability. No beginners. References required. Rush air check and resume to KXOW Radio, Box 579, Hot Springs, Ark. 71901. No Collect calls, please.

Alaska 50KW Country Music Station needs versatile, experienced announcer. Third ticket acceptable. Good salary, 5 day week, good working conditions. Send tape, resume to Bill Brink, KYAK, 2800 East Dowling Rd., Anchorage, Alaska 99507. No collect calls.

Wisconsin MOR AM/FM in Milwaukee area needs experienced announcer for evening FM Stereo. Mature voice. WBKV-FM, Box 60, West Bend, Wisc. Call Paul Krejci, 414-234-2344.

Orlando, Florida. Daytime pro wanted by top MOR-Contemporary station. No beginners. Great station in great market of Disney World. Send audition tape and complete info to Glenn Lewis, PD, WDBO Radio, Box 1833.

Experienced dj-announcer with play-by-play ability. Top 40 Contemporary. \$115, talent, merit raises, generous fringe benefits. No phone calls. Resume and air check including play-by-play. WFVA, Fredericksburg, Va.

Wanted announcer. Small market AM-FM. Send tape and resume to WMFC, Monroeville, Ala.

First phone combo, MOR, send tape, resume, Jack Sullivan, WOKW, Brockton, Mass. 02403.

Announcers Continued

Growing AM/FM located small market covering major metro Seeking mature, bright sounding person who reads news like pro, knows variety of music, PD ambitions. Recent Career Academy, etc., grads don't bother us. All info, tape, first letter, WPDC, Elizabethtown, Pa. 17022.

Looking for solid pro air personality. Very competitive medium market. Contemp MOR format. Outstanding broadcasting team. Send air check, resume and salary requirements to Tom Casey, WRTA, Altoona, Pa. Please, no beginners.

Top announcers and production men! Gulfcoast Modern Country giant needs your talents. Only top men apply with air check, resume and salary requirements. Prepaid calls will be accepted. Bob Lima, WVMI AM/FM, Biloxi, Mississippi. 601-388-2323.

Philadelphia Beautiful Music FM wants an Easy Talker with smooth, mature voice and relaxed delivery. Experience plus third ticket required. Call Mr. Wachs, 1-215-839-7832.

Wanted: one top-notch adult oriented top 40 morning man. You will be expected to pull big numbers across all demographic groups. Professionalism is a must. You will be expected to prepare for each show, including partial scripting, etc., and will be given time to do so. You will work at a very different type station. The staff is small, and totally professional. The oldest, including management, is twenty-five. We are totally programming oriented. Top notch jingles, maximum nine minutes continuity per hour, short but effective newscasts. Yes, we will demand a lot of you, but that is what good radio is all about, so don't let it scare you. If you are truly good, love good radio, and are willing to work HARD at keeping or bettering our ratings of double the audience of any other station in a nine station market of 170,000 people, call Dick Conger at 501 785-2526.

New Hampshire. We have listings for experienced announcers. Fulltime, parttime, summers. Send five copies of resume, one non-returnable tape, minimum salary requirements to NHAB Job Bank, Box 900, Wolfeboro, NH 03894.

Help Wanted Technical

Mid Atlantic 5 KW regional needs working chief to supervise, service and maintain directional array, automated FM. Permanent, secure, fringe benefits. Real opportunity for right man. State salary needed, job experience, all personal details first letter. Box C-220, BROADCASTING.

Chief Engineer: Leading communications firm seeks chief engineer for 50,000 watt AM station in Midwest. Strong technical background and directional array experience will guarantee this engineer top salary, good benefits, and an opportunity for professional advancement with an aggressive and growing company. Send complete resume and photo to Box C-264, BROADCASTING.

Chief Engineer, Directional AM and Class A FM. 60 miles from New York City. Send resume of qualifications and salary requirements to Box C-286, BROADCASTING.

Major market Midwest directional AM and Stereo FM combination needs chief engineer. Excellent working conditions. Box D-10, BROADCASTING.

Chief for 5,000KW Directional near East Coast. Up to \$17,000 for right person. EOE. Excellent equipment. Immediate opening. Please send resume and references to Box D-62, BROADCASTING.

First phone man to read transmitter meters. Age no barrier. WAMD, Aberdeen, Md. 21001.

Need first class engineer experienced AM, FM, DA. Contact Chief Engineer, WHBF-AM-FM, Telco Bldg., Rock Island, Ill. 61201. An Equal Opportunity Employer.

Chief Engineer: Maintenance responsibility for full time AM local station and FM Stereo with automation. Community of approximately 25,000, within 75 miles of Atlanta. Permanent. Salary above average. WLAG AM/FM, LaGrange, Ga. 404-882-3506. Ed Mullinax, President.

New Hampshire Association of Broadcasters Job Bank currently lists three openings for experienced technicians. Box 900, Wolfeboro, NH 03894.

Help Wanted News

Newsman to write and air news for Ohio station. Send tape, resume, salary requirements, copy samples. Box C-232, BROADCASTING.

Las Vegas news director is moving up in our organization. Replacing him is a tough act to follow. Must have news hunger, experience, voice and a lot of ambition. It's an ambitious company. Send complete tape and resume to Box D-64, BROADCASTING.

Help Wanted News Continued

Leading western Mass. station is looking for an experienced newsman. Must have strong writing ability and authoritative delivery. We offer excellent pay and fringes, profit sharing, bonus, medical and accident insurance, liberal vacation program. Send tape, resume, writing sample to Thomas Twinam, News Director, WBEC, Box 958, Pittsfield, Mass. 01201.

Newsman. Will hire from Central Ky. area. Ed Vanhook WBLG, Radio, 606-233-1515.

Experienced newsman, eager with good voice. Tape and resume, WCIT, Box 940, Lima, Ohio.

Cape Cod 50,000 watt FM seeks news director, heavy emphasis on local news. Send tape and resume to Donald Moore, GM, WGRC, 76 Falmouth Rd., Hyannis, Mass. 02601. or call 617-771-1224. An Equal Opportunity Employer.

Glorious Guadalajara. Once in a lifetime opportunity for the right men who can write and air news on English language station. Airmail resume, tape and personal information: Action Radio, Ruben Dario 260, Guadalajara, Mexico.

Help Wanted Programing, Production, Others

Copy/production. Wisconsin radio station needs creative copy/production person with emphasis on production. Copy must be top calibre and sell. Send resume, sample copy and own production tape to Box D-58, BROADCASTING.

Suburban Philadelphia news, talk and sports station needs dynamite pd. Incredible opportunity to become creative hero. Rush resume to Bill Gallagher, WEEZ, Chester, Pa. 19015.

Situations Wanted Management

Seek final move. 27 years sales and management. College. Clean cut. Dependable, honest. Top references. Box D-8, BROADCASTING.

Seasoned pd wants management! Keenly, conceptually aware of what makes sales tick and demographics ascend! Know component parts of successful station operations, inside-out! Veteran programmer, manager—expertise in Contemporary, MOR . . . FM Beautiful Music. Currently programmer-personality top 13 market. Extensive Grass Roots-Up background. Small, medium? All markets considered. Flexible, adaptable. Box D-49, BROADCASTING.

Manager/SM aggressive broadcaster seeks new challenge and responsibility. Cost conscious. Hard worker. Successful record, management and sales. Box D-61, BROADCASTING.

Controller/Administrator. Broad broadcasting experience in all phases of financial management, high-level management decisions, problem solver, knowledge of union negotiations, banking relations. Desires challenging position. 301-730-5123.

Situations Wanted Sales

Ten year, sales oriented station manager desires relocation. Present market good, interested in larger market-career interest, stock buy. Box C-276, BROADCASTING.

Sales is the key and management is my goal! Two years' radio sales experience. Currently station's top biller. Graduate training in radio and TV; other credentials. Single. Will relocate. Box D-1, BROADCASTING.

Give a guy a break into sales. See TV situations wanted, production; college, BA, AA. Box D-33, BROADCASTING.

Situations Wanted Announcers

Very hard worker, reliable, experienced announcer, tight, 1st phone, degree. Presently working in small TV radio market. Box C-117, BROADCASTING.

First phone, six years experience, want back into Top 40. Willing to travel for security at end of journey. Box C-219, BROADCASTING.

Announcer experienced, music and news, small and medium market, loose and structured format, tight board, 1st phone. Brown graduate. Will relocate. Box C-223, BROADCASTING.

Creative Rock or Soul personality. 2 1/2 years experience on air. First phone. DC, Baltimore or Canada preferred. Box C-278, BROADCASTING.

Announcer with first phone and 1 year MOR experience would like Contemporary MOR or Top 40. Box D-21, BROADCASTING.

NYC engineer/announcer, 1st phone, seeking position as dj, announcer, newsman, engineer, assistant chief or any combo thereof. Box D-24, BROADCASTING.

Announcers Continued

Personality. Experienced, asset, ask current employer. First phone, available May. Write: William Daemke, WVI Radio, Christiansted, St. Croix, US Virgin Islands 00820.

Jack looking for good stable Rock station anywhere. Prefer Midwest. 1st phone, 22, married. 3 1/2 years in radio, 7 in Contemporary Music. Mike West, Box 1064, Richmond, Ind. 47374. 317-966-6202.

Modern County pro now in major market but victim of format change. 1st phone. Afternoons/evenings 512-828-2320.

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

Summer job. Sweep floors, etc. Actually, 3rd endorsed, MOR or Contemporary, Pa. or Norrh. Box D-25, BROADCASTING.

Personality—MOR to Top 40. 10 years radio and television announcing experience. Married, vet, BA, 3rd. Minimum \$175 weekly. Box D-44, BROADCASTING.

Young dj, third phone with some experience is seeking permanent position. Tight board, good news, commercials. Ready now. Larry Ferritta, 12 Lawrence Circle, Middletown, N.J. 08041.

The Loving Sounds of Jim West. Available to Top 40 and MOR station. Young, mature, knowledgeable. Good references, relocation no problem. Looking for permanent full time position. 3rd, tight board, good PD potential. 516-746-4154. Write: Jim West, 190 Kilburn Rd., Garden City, NY 11530.

Overby Lives! Has talent, training, 3rd endorsed, drive, desire, copy creativity. Tired of "no openings". Needs first break. Overby Enterprises, 258 Sherman St., Rochester, NY 14606.

Black, 28, working #1 afternoon drive in 19 station market. Wants to relocate, creative, versatile, dependable, tight board, 3rd ticket, R&B. 904-355-4709. Eddie Thomas, Box 12188, Jacksonville, Fla. 32209.

DJ with booming, mature sound will draw listeners. Amiable personality will keep them. Degree from Midwestern university. Eager to relocate. Box D-28, BROADCASTING.

I'm your man. Original, real live performer, not like these others. Know and love the medium, hard work and money, of course, too! Box D-43, BROADCASTING.

Save your chicken with this recipe. Three years experienced in broadcasting, college and commercial. Employed now. College broadcasting graduate this May. Cooking time: personality, news, MD, APD, production, writer and single. Box D-45, BROADCASTING.

"He doesn't assault your ears." A quote taken from a letter I received from a listener while working for a major market Top 40 FM. I feel this describes me best. Joe Mizway, 5968 Turney Rd., Cleveland, Ohio 44125.

Bright, young, broadcaster, wants dj job. Tight board, great commercials, does impersonations. Relocate anywhere. Graduate of Specs Howards. Chris Merimee, 27971 Moran, Mt. Clemens, Mich. 48043. 313-463-9908.

Disc jockey, 22, married, currently doing combo in NYC. 1 1/2 years experience seeks combo in small market. Willing to relocate for a future. Mike Newell, 231 Steuben St., Staten Island, NY 10304. Apt. 3J.

Announcer, newscaster, dj. Heavy production professionally trained, also college radio. Experiences performer. Single. David Aaron 11-55 45th Ave., L.I. City, NY 11101. 212-586-6300.

Personality morning man for Contemporary MOR, medium-large market. Warm, involved, phones, voices, creative, 28. Wants permanency, freedom and direction to develop ideas. 10 year proven radio-TV track record. Good references. Available immediately. Scott, 703-591-5954.

Situations Wanted Technical

13 years experience. Now acting chief. Wants permanent position in Iowa, Missouri or Kansas. Box D-38, BROADCASTING.

First phone technician seeking position as broadcast engineer. Graduate of technical school with one year experience. Willing to work hard and relocate. Contact John Shaver, 18441 Lost Knife Circle, Apt. 104, Gaithersburg, Md 20760. 301-948-2469.

Chief engineer. 25 years experience in FM, Stereo, AM, DA, proofs, automation, construction. Own proof equipment. 303-596-8982. 3770 E. Vintah St., A-8, Colorado Springs, Colo. 80909.

Situations Wanted News

Now working as news writer-producer at one of the biggest stations in the country. Want back on the air as major market reporter or medium market news director. Experienced behind the typewriter, microphone and on the street. Former small market news director. Journalism my career, not just my job. Box C-255, BROADCASTING.

Sports announcer: young, single, aggressive man looking for big break. 3rd, strong voice, with play-by-play ability in baseball, basketball, hockey, football and sports reporter. Will go anywhere. Box D-35, BROADCASTING.

Aggressive, young sportscaster/dj wants a fulltime break. 3rd endorsed. Progressive Rock to MOR. Knows sports. Superlative references. Will relocate. Easy to deal with. Bruce Morton, 139 St. Thomas Way, Tiburon, Calif. 94920. 415-435-2419.

Newsman, 36, rich reportorial and air experience. Demonstrable leadership ability. Box D-7, BROADCASTING.

Experienced sports announcer, excellent play-by-play. Willing to relocate for right opportunity. Box D-12, BROADCASTING.

Seek news directorship or newsman position at prestige station. Stable, 15 year pro. Employed 25th market. Box D-20, BROADCASTING.

RTV grad, University of Illinois, heavy on sports, seeks play-by-play position in any size market. Can also handle news. Married, 26. Excellent references. Tape, resume available. Box D-23, BROADCASTING.

News Director, small-medium market, seeks news position in larger market, college graduate play-by-play, all sports, hard worker, 30, married. Box D-32, BROADCASTING.

DINFOS/LSU broadcast journalism. Six radio stations including KEEL. Television booth. 24, married. 318-636-2813.

Experienced, opinionated, creative talk host, newsman. Broad background and interests. Frank Belsky, 105 Chestnut St., Foxboro, Mass. 617-327-6741 or 543-2620.

I'm no bum—professionally or personally. Four years play-by-play, college degree, 26, family, hustler, excellent references, even some talent. Want major college or pro. Tim Moreland, 34 1/2 3rd Ave., SE, Le Mars, Iowa. 712-546-7108.

Situations Wanted Programing, Production, Others

PD looking due to owner change 11 years experience (4 as PD of network MOR) includes heavy production. Music degree, excellent contact with record companies. No aversion to details. Family man with first phone, prefers Midwest. Complete reply to Joe Snyder, 1406 West 1st, Lee's Summit, Missouri 64063.

PD/announcer looking for move up to Contemporary, MOR, medium market, in same capacity. Major, medium, small market announcing experience. BS, 3rd, married, no children. Box C-186, BROADCASTING.

Major market PD, Assist. GM looking for growth opportunity. Solid background with 15 years encompassing dj, news director, TV on and booth announcing, excellent production, sales, degree. References, employed. Worked all formats, prefer MOR & Country. Five figures only for a top guy. Box C-138, BROADCASTING.

Program Director. Taught by the best in the business. Full knowledge of FCC rules and regulations. Major jock experience, medium market PD experience. Nine years with same company, Modern MOR. Box D-3, BROADCASTING.

Bright, eager young woman seeking new opportunities and responsibilities in radio production. Experienced news, sports, public affairs producer/director. Excellent references. Box D-15, BROADCASTING.

Phenomenal. A creative pd personality who motivates programing people and sales department. Stable company only. Family man. Box D-39, BROADCASTING.

TELEVISION

Help Wanted Management

Director of Marketing. Group broadcaster needs 5 MBA graduates to fill newly created positions at our 5 television stations. Station sales experience desirable. Candidates selected will be in charge of all marketing services at each station and be groomed for top level management positions. Send resume to Box D-53, BROADCASTING.

Management Continued

General Sales Manager. Top 10 market VHF network affiliate. Income range \$45,000 to \$50,000 per year. Rush resume to Box D-54, BROADCASTING. Completely confidential.

Help Wanted Sales

National Sales Manager. Immediate opening with independent U in top forty Gulf South market. Send resume to Box C-290, BROADCASTING.

Large market Ohio television station. Excellent numbers. Major group offers advancement possibilities. Reply to Box D-55, BROADCASTING.

Highly motivated salesman needed at top-rated major West Coast television station. Entire sales staff earned 35 to 45K in 1972. Mail resume to Box D-56, BROADCASTING.

Account executive for WGNO-TV New Orleans, La. This independent UHF is fast growing and has developed a good track. What about you? Write WGNO-TV, New Orleans, La. 70130.

Help Wanted Technical

Wanted: Technical director for major broadcast chain. Radio and TV engineering experience necessary. Salary and benefits excellent. Great career opportunity. Box D-13, BROADCASTING.

Maintenance man. Full color studio in Southwest. Salary based on experience. Box D-16, BROADCASTING.

Microwave engineer to maintain system in Nevada. Must have first class license. We furnish vehicle and pay out of town expenses. Salary based on experience. Box D-17, BROADCASTING.

Immediate opening experienced studio technician, GE, IVC, Visual VTR. Age no barrier. East Texas, near 3 large lakes, good fishing. Send resume to Tom Perryman, Chief Engineer, KTRF-TV, Box 729, Lufkin, Texas 75901.

Wanted: Creative Engineers. We are pioneering a development in viewer-sponsored public television with programing emphasis on solving social problems. Our wages are not as high as conventional public and commercial stations, but the personal fulfillment will be much greater. If you have a first ticket, an understanding of people and problems, and a willingness to overcome the traditional stereotypes of engineering, then join us in this great experiment. We need a Chief Engineer and three operating engineers. Small market experience acceptable. Race and sex no barrier. Contact: Nicholas Espeset, Acting Chief Engineer, KVST-TV, 1633 Westwood Blvd., Los Angeles, Ca. 90024. 213 478-0589.

Chief Engineer . . . Philadelphia independent needs chief who is strong in administration and technical. Will consider assistant ready to move up. Send resume to Ted Baze, Station Manager, WPHL-TV, 1529 Walnut St., Philadelphia, Pa. 19102. An Equal Opportunity Employer.

TV technician with first class license for operation of transmitter and studio equipment. Equal Opportunity Employer. Send resume Assistant chief Engineer, WJKS-TV, Box 17000, Jacksonville, Fla. 32216.

Engineering Supervisor to help construct and operate new public radio station. At least 2 years experience in radio operations and maintenance required. Salary open. Send resume to Business Manager, WXXI, 410 Alexander Street, Rochester, New York 14607.

An opening exists for a mobile technician in the Detroit area. Experience in maintaining and operating VR 3000 and color cameras in the field is a prime requisite. Extensive travel may be necessary. Resumes and inquiries should be made to Editel Productions, Incorporated, 24151 Telegraph Rd., Southfield, Mich. 48075. Phone 313-353-1660.

Television Technician: Experienced in studio color systems including color cameras, video tape recorders, and film chains, must have 1st class phone license. Send resume to: Robert Pincombe, Instructional Services, Ferris State College, Big Rapids, Mich. 49307.

Assistant Chief Engineer wanted for Western television station. Send resume and requirements to Box 2610, Reno, Nevada 89505. Attention Gen. Mgr.

Television Engineer. Experienced in handling master control TV Switcher, Ampex VTR 1100 and 1200 B machines, film projectors and audio board. Maintenance and some transmitter experience helpful. First phone license preferred. Salary depends on experience. Write Channel 21, 410 Alexander Street, Rochester, New York 14607.

Western television station has opening for experienced maintenance engineer. Send resume and requirements to General Manager, Box 2610, Reno, Nevada 89505.

Help Wanted News

Midwestern network affiliate seeking experienced TV meteorologist, two daily weathercasts. Must be effective personality in addition to being knowledgeable in meteorology. Will work in well-equipped weather station. Send VTR, resume, salary requirements to Box D-11, BROADCASTING.

Wanted experienced TV weather caster for medium sized Western market. Send audition tape and references. Prime recreational area, good salary. Equal Opportunity Employer. Box D-18, BROADCASTING.

Experienced TV field reporter-air man for medium sized Western market. Audition tape and references. Prime recreation area, good salary. Equal Opportunity Employer. Box D-19, BROADCASTING.

Highly professional mid-South VHF station with major news emphasis seeks experienced TV newsman able to handle anchor and major newscast production, must be aggressive deskman. Administrative responsibilities for the right person. Box D-41, BROADCASTING.

WFRV-TV, Green Bay, needs co-anchorman early and late news. Working newsman for fast-paced number one news team. You may now be stand-up reporter or weekend back-up waiting for that big break. Excellent opportunity with news conscious group operation. VTR and resume necessary. Charles Leonard, WFRV-TV, Box 1128, Green Bay, Wisc. 54305.

Need experienced anchor man. Send resume and VTR only to Mark Pierce, WKCF-TV, Dayton, Ohio 45418. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Creative Promotion Manager. Large Southeastern independent. Prior TV promotion experience desired. Box D-5, BROADCASTING.

College graduate BA, AA in broadcasting and political science desires position in broadcasting industry. Four years experience in TV production, master control technician and film. Third phone. Ability to take direction and carry out orders. Will consider news or sales position. Box D-34, BROADCASTING.

Director of Radio Services for a new public radio station. At least 2 years experience in a radio management position. BA required. Salary open. Send resume to Business Manager, WXXI, 410 Alexander Street, Rochester, New York 14607.

Cinematographer needed for production department of leading television station in Northern Michigan very active in commercial production. Previous experience with 16 mm including single and double system sound and multiple roll editing techniques essential. Submit resume to Sales Manager, Fetzler Broadcasting Company, Box 627, Cadillac, Michigan 49601, an Equal Opportunity Employer.

TV Production Manager. Must have at least 2 years supervisory experience at a Public Television station. Responsible for high TV production standards and training programs. MA preferred. Salary negotiable. Write to Business Manager, Channel 21, 410 Alexander Street, Rochester, New York 14607.

Experienced set designer/constructor needed for series and specials at progressive Midwest public TV station. One man shop. Contact Employee Relations, Milwaukee Area Technical College, 1015 North 6 St., Milwaukee, WI. 53203.

Situations Wanted Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701 214-592-6280.

Situations Wanted Technical

Experienced hard working switcher/director, first phone, quality workmanship, desires to settle down for job with future. Box C-203, BROADCASTING.

Trade school, first, operation, experience with VTR's cameras, film chains, switching, transmitter. Southeast. Box C-230, BROADCASTING.

Experienced hard working switcher/director, first phone, quality workmanship, desires to settle down for job with future. Box D-2, BROADCASTING.

Anxious for opportunity. BS degree, AS degree color television production from leading broadcasting college. Will relocate. Resumes available. Tom Ottavi, 5 Mellow Lane, Stoneham, Mass. 02180.

Situations Wanted News

Newsman, 36, rich reportorial and air experience. Demonstrable leadership ability. Box D-7, BROADCASTING.

Conversational anchorman/writer wants middle market TV news. Early 30's. 10 years experience. Box D-14, BROADCASTING.

Top 25, 12 year radio news pro, seeks TV position. Some TV experience. Box D-22, BROADCASTING.

Need a professional sports director? 4 years radio play-by-play; 2 years television. Prefer medium market. Will consider some news or announcing with sports. Box D-27, BROADCASTING.

Newsman. Ten years in top 15 markets. Now bureau chief for national newsweekly wants back into television. Young, aggressive, impressive credentials and references. Full background: field reporting, writing, production. Published writer with forthcoming book. Box D-59, BROADCASTING.

Newsman/sportscaster. Young but good. Does TV or radio equally well. BA Broadcast-Journalism. TV radio experience. Resume, tape, VTR. Box D-60, BROADCASTING.

Experienced as reporter, political correspondent, producer-anchorman. Writes well. Shoots and edits. Young, enthusiastic, innovative. Call Greg Brumley, 314-334-6120.

Situations Wanted Programing, Production, Others

Producer, director or production management. Experienced all phases television and film. Strong news and public affairs background. Box C-198, BROADCASTING.

Peace Corps vet. Associate producer desires stateside career. Internationally experienced. Heavily creative. Presently working in DC market. Contact Box C-237, BROADCASTING.

Top 60 market, producer director looking for similar position. Professional and experienced in all phases of broadcasting from radio to television. Box C-247, BROADCASTING.

Young director with 7 years diverse production experience seeks medium market position. Box D-26 BROADCASTING.

Producer Director/Prod. Dir. Three years experience with network affiliate news and commercials. Artistic background, photography and TV promotion experience. Ambitious, professional, personable. Excellent references. Call 203-688-3886 after 5. Location open.

CABLE

Situations Wanted Programing, Production, Others

Candidate with BA and MA in Telecommunications and an excellent programming-production background seeks a position with MSO or other cable organization. Location and salary open. Please contact: Julian Young, 2312-32 Ave., San Francisco, Calif. 94116. 415-681-6321.

WANTED TO BUY EQUIPMENT

Gates BC-1J transmitter or comparable type. Operable or non-operable. WMOV, Ravenswood, W. Va.

We need used 250, 500, 1 KW, 5 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irburde St., Laredo, Texas 78040.

FOR SALE EQUIPMENT

Marti-Used, reconditioned and new Marti equipment in stock. Immediate delivery. Terms available. BECO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

Sixteen mm Bell & Howell JAN projectors, excellent shape. One 614 CDTV, \$1,550.00; one 614 CBVM, \$1,150.00 FOB, complete with pedestals. Medallion TV, 213-652-8100.

RCA TT258H aural and visual high band power amplifiers. Contact Chief Engineer, WKBW-TV, 1420 Main St., Buffalo, N.Y., 14209. 716-883-0770.

Heliast-astroBox. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

RCA 3-bay superturnstile, \$5,000. TT10AL color TV transmitter, \$8,000. Also misc. 51 1/2 ohm transmission line elbows, etc. Contact Karl Black, KRTV, Great Falls, Mont.

For Sale RA-1, latest model of Gates single random access unit. Has no stepping relays—all solid state. Used seven months. In perfect condition. \$1200. WACL, Waycross, Ga.

FOR SALE EQUIPMENT Continued

Weather Wire Teletypes—buy instead of paying rent to the telephone company. Guaranteed Teletype Corp. Model 32RO pays for itself in rental savings in one year. \$600. Call collect 904-456-9262, or write MCS, Box 1669, Pensacola, FL 32502.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

Quality Audio Consoles are our specialty. Modern styling with slide potentiometers and "soft" audio switching. We manufacture 8 standard consoles at very competitive prices. However we'll manufacture a custom system to your specifications if you prefer. Also plug-in audio modules including distribution amplifiers, preamplifiers, monitor amplifiers, etc. Write or phone for pricing and specifications. Systems Engineering Company, P.O. Box 49224, Atlanta, Ga. 30329. 404-482-2446.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8507, Pensacola, Florida 32505.

COMEDY MATERIAL

Michael Iefkowitz Comedy Service, 954 56th St., Brooklyn, NY 11219. Weekly sheet 25 one liners per sheet \$10.00 per month.

Funny! Professional comedy, 3 samples only \$2. Sunshine Comedy Service, Room 23, Box 4636, Jax, Fla. 32201.

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Indicate desired category: Radio Television Cable

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- Technical
- News
- Programming
- Production, Others

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- Management
- Sales
- Announcers
- Technical
- News
- Programming
- Production, Others

WANTED TO BUY

- Equipment
- Stations

FOR SALE

- Equipment
- Stations

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Insert _____ time(s). Starting date _____ . Box No. Yes No (\$1 Additional)

Display Inches _____ Non-Display

COPY: _____

See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.

Profile

Howard Kalmenson, stand-up head of Lotus station group

Howard Kalmenson's office on Hollywood Boulevard in Hollywood has an odd piece of furniture placed directly in front of a window: It's a lectern, a real old-fashioned stand-up reading desk, wrought iron and all. Does this mean that Mr. Kalmenson is the contemplative, academic type? On the contrary. The owner of six radio stations is restless to the point of nervousness, and intense to boot. He just can't stand sitting at his desk for more than 10 minutes at a time. Hence the lectern.

These two characteristic, plus his rangy physique and curly, almost wiry hair styled long so that at times he looks like the first violinist in the Los Angeles Philharmonic, give him the sort of appearance that makes his statements sound cocky and dogmatic. At the same time, not strangely, they have a ring of substance to them. At the least they are spoken with authority, for in his little more than 10 years as a group broadcaster, his Lotus Theatre Corp. (which owns no theaters incidentally) is now reporting pre-tax earnings of \$1.5 million. That's pretty good for the young man who started out his career in broadcasting 15 years ago with a \$25,000 investment as a minority owner of an Arizona station.

Mr. Kalmenson has a number of things going for him now. One, of course, is his age, although in the lexicon of youth since he's over 30 he is an old man. Another is his impatience, a driving force that has him hurrying along to new ideas and new subjects even while his associates are tying up old ones.

But basically, he has that essence of leadership—stemming no doubt from his military school and Marine Corps background—that motivates his people.

Motivation, naturally, can take many forms and Mr. Kalmenson uses them all. Praise, of course, is elemental—but insufficient by itself, he says. There must be something tangible too. That, in the Kalmenson group, is participation—in management decisions, in management responsibility, and in the profits of the company.

There is another side to Mr. Kalmenson that outwardly seems as strange as the lectern in his office. This is a deep feeling of responsibility to the public served by his stations, primarily the Chicano community in Los Angeles and Oxnard.

He feels good community involvement is an essential ingredient for success in broadcasting. It's part of his responsibility, he notes, and at the same time he acknowledges that, like bread on the waters, it is economically beneficial too. For example, he illustrates, "good public-affairs activities make your people proud



Howard Allen Kalmenson, president, Lotus Theatre Corp. (KWKW[AM] Los Angeles and KOXR[AM] Oxnard, both California; KENO[AM] Las Vegas and KONE[AM] Reno, both Nevada; KTKT[AM] Tucson and KRUX[AM] Phoenix, both Arizona). b. Feb. 8, 1932, Pittsburgh; attended Riverside Military Academy, Gainesville, Ga., New York University and University of California at Los Angeles; U.S. Marine Corps, 1950-54; production assistant, merchandising manager, account executive, WABC-TV New York, 1954-59; general manager, KLAS-TV Las Vegas, 1959-62; purchased KWKW in 1962, acquired five other stations subsequently; m. Lilly Brunner, Dec. 24, 1954; children: William Barry, 16; James David, 14; Cindy, 11.

of being in broadcasting and a part of the station where they are employed. They know the station has soul and that the public recognizes that it is more than just a jukebox. And that recognition builds an esprit among your people that is invaluable." Unspoken is the continuum of this line of reasoning: high esprit means employees work harder. Harder work means a greater chance of success. Success equates with more revenues.

This line of reasoning didn't spring full-blown from Mr. Kalmenson's head; it was something he learned from his father, Ben Kalmenson, a long-time Warner Bros. film executive who is now in his mid-70's. The young Mr. Kalmenson fondly quotes a favorite saying of his father's: "Profits follow principle."

It was Hank Greenspun, then owner of KLAS-TV Las Vegas and publisher of the *Las Vegas Sun*, who gave the young Kalmenson his shot at broadcasting management. He had met Mr. Greenspun socially and had indicated his desire to "get into" radio. Mr. Greenspun suggested he spend a month at KLAS-TV as an observer. At the end of that time, Mr. Greenspun offered the station manager post to Mr. Kalmenson, who accepted. To this day, Mr. Kalmenson expresses an almost filial warmth for his first boss, and with good reason. "Hank Greenspun was a perfect employer," Mr. Kalmenson says, "he

never hassled me. He let me run the station."

It is this principle that Mr. Kalmenson uses in operating his chain of stations now. His managers are in charge. The success of their station is up to them.

After three years in Las Vegas, working for someone else began to pall. Mr. Kalmenson began to think of ownership and when he discovered that KWKW(AM) Los Angeles was for sale, he moved. KWKW, established in 1942, was in 1962 one of the major Spanish-language stations in the Los Angeles area, which has the biggest concentration of Mexican-Americans in the U.S. The purchase also made sense for Mr. Kalmenson too, for Los Angeles was his home town, and Spanish was a language he knew well. This came about when he was in school in Georgia; one of his classmates was from Cuba and invited young Kalmenson to spend the summer on the island. One innovation that Mr. Kalmenson instituted shortly after becoming the owner of KWKW was the broadcasting of the Los Angeles Dodgers games, in Spanish. "It virtually doubled our revenues," he says.

Other acquisitions followed at almost yearly intervals: Las Vegas, Reno, Oxnard, Tucson and finally Phoenix.

He has specific items he looks for in buying stations. It must have a good image in the community, he stresses, and it must have a unique program format. And importantly, it must have a sales department that does not match the level of the programming. "Then," he comments, "you can energize your sales department to bring it up to the level of the programming."

He has definite ideas about building business too. Serve your local accounts. Feed them statistics on the market. Show them how they can use radio more effectively. And motivate your staff so they cannot stand being denied. "If the retailer won't buy 10 spots," Mr. Kalmenson tells his people, "hit them for 20."

He admits that most of it is intuitive. All real broadcasters have this intuition, he says. "You don't need all this chamber of commerce crap."

With this personality, it is no surprise that Mr. Kalmenson is on the go almost constantly. He visits each of his stations at least once a week. He flies to New York frequently to see his station representative.

In contrast, his home life is remarkably placid. The simple things of life, he remarks, are what makes life worth living—family, being a father to his children, and contemplation through voracious reading as well as a healthy interest in outdoor sports, skiing and tennis being among his favorites. "Mens sana in corpore sano," (sound mind in a sound body) he says, smiling, and it's no put-on; at Riverside Military Academy he was given the full treatment in an old-fashioned liberal-arts way, including Latin and Greek.

Editorials

A date to be kept

For most of the past seven years broadcasters have been waiting to dance in the streets on June 30, 1973, the date that Nick Johnson's term on the FCC expires. As matters now stand, however, the celebration may have to be postponed. Unless the White House decides reasonably soon on a successor, Mr. Johnson could be staying for a while.

The Communications Act provides that commissioners' terms run for seven years "and until their successors are appointed and have qualified." If Mr. Nixon wishes to earn the gratitude of all kinds of broadcasters, including those in the eastern establishment, he will choose a confirmable nominee early enough to clear the Senate before July 1.

Busy, busy

With Washington full of broadcasters, Nixon administration figures and their congressional allies spent last week trying to recruit support for the White House bill on license renewal. The proselytizing was so intense that some broadcasters began to wonder about White House motives. The bill is generally believed to be doomed to be read as an apparatus of network control through affiliated stations. By trying to deflect the broadcasters from support of other bills, was the White House trying to queer all such legislation?

As has been noted here earlier, admirable legislation with large and bipartisan support was pending long before the administration got into this act. At this point it would be well to emphasize the separation of powers. The White House has done as much as the executive branch is expected to do; it has proposed legislation. Now it becomes the Congress's job to write what is to be written. The less seen of White House tracks around the Hill, the more hope there will be for the relief that broadcasters are so desperately seeking.

Cool it

The idea that sex talk is rampant on radio and that X-rated films on television are unreeling by the mile has now been institutionalized by action of the FCC and the National Association of Broadcasters. Maybe it all had to happen this way, but it's too bad that it did.

For weeks it had been evident that Washington was seizing on sex broadcasts as its latest fad in issues. Senator John O. Pastore started it in February by telling FCC Chairman Dean Burch to find a test case to prosecute. Exploiting the cue, members of Representative Torbert H. Macdonald's House Communications Subcommittee kept bringing up sex in questioning broadcasters about license-renewal relief. Now the FCC has responded to the pressures with an over-all inquiry into alleged obscenities on radio, television and cable, and the NAB board has responded to that with a resolution urging broadcasters to drop the offensive programming.

It could probably stop there if the NAB board's request is heeded. In his speech delivered to the NAB convention on the day after the board acted, Chairman Burch as much as said that the commission would be pleased to be relieved of a need to pursue its inquiry. Beyond that FCC inquiry, even larger matters are at stake. The broadcasters' exhaustive efforts to get remedial legislation on license renewals could only be impeded by a continuance of concern over sex broadcasts.

There is in all of this the nagging presence of the First

Amendment. Chairman Burch emphasized that he was looking for a case to test whether the freedom of the broadcast press included the freedom to broadcast "garbage." He was at pains to make distinctions between "prurient trash" and serious works of art or presentations of controversial subjects "in good taste." Obviously he feels the courts would find that trash fell outside the constitutional protection.

If it came to a test, this publication would have to side with the defendant, convinced that broadcasting is owed the full range of freedom of the press. But, as stated here before, the issue now is not so much broadcasting's First Amendment rights as the public interest. Realistically it cannot be said that the public will be served if a small scattering of stations continue broadcasts that are found offensive and by doing so perpetuate the general instability that broadcasters are seeking to correct by a restoration of order in license renewals.

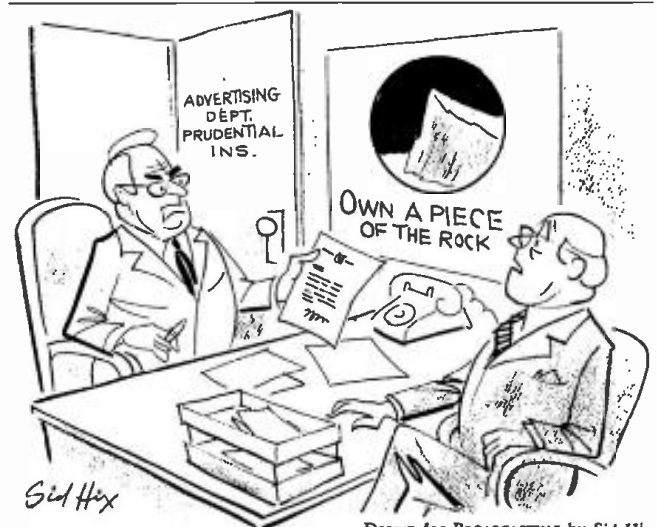
The few broadcasters to whom the NAB board message was addressed ought to respond with the general welfare in mind. Storer's changes in its Bill Balance show were a commendable reaction.

Dud

Military recruiters are feeling the pinch of diminishing broadcast exposure, the inevitable consequence of an act of Congress explicitly prohibiting the armed forces from spending their advertising funds on the media that could do the most to raise the young manpower that is wanted.

Denied the use of broadcast advertising, the military is reduced to pleading for free radio and television time while spending heavily in other media. The condition does not encourage generosity by broadcasters. Nor should it be expected to.

As long as the discrimination is perpetuated, broadcast carriage of recruiting messages will continue to decline. The Communications Act contains no requirement of free rides to the military. The remedy lies with the Congress, but the initiative must come from the services that are being hurt. The military lobby is as potent as any in Washington. Let it get to work on a restoration of equity in military advertising.



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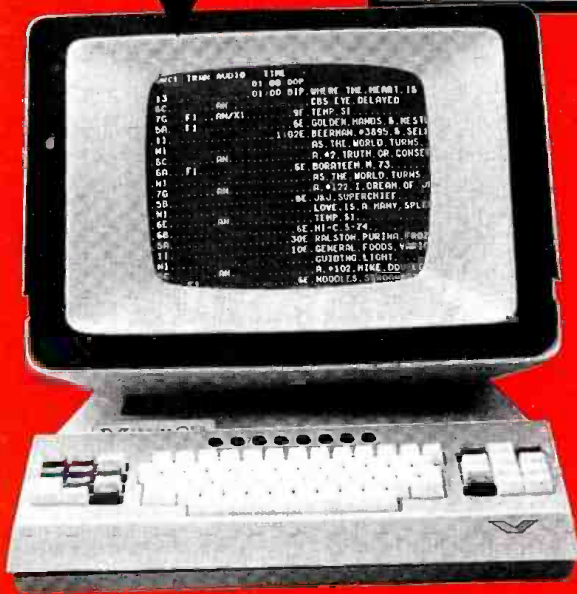
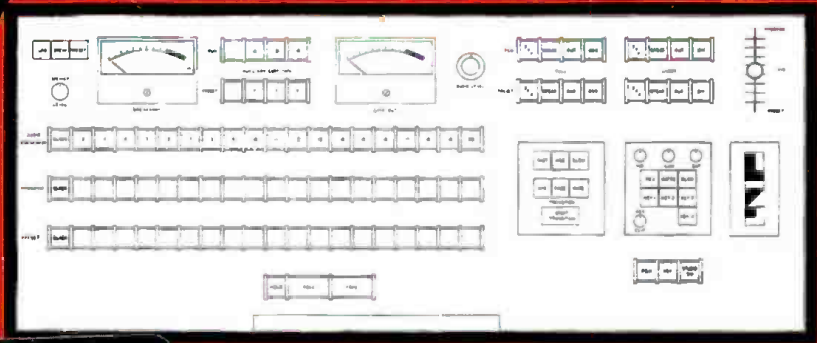


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