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Broadcasting May 14

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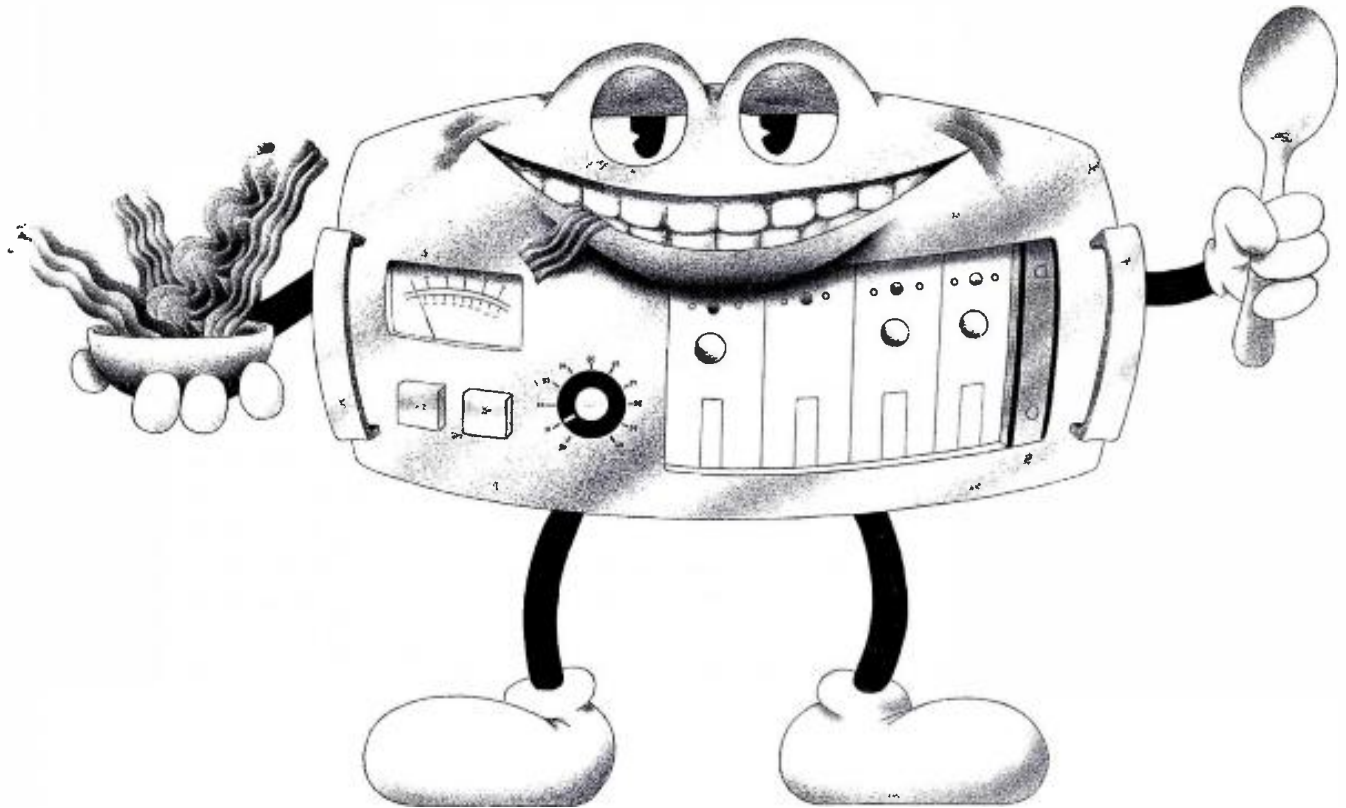
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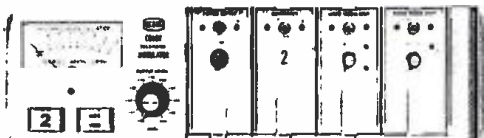
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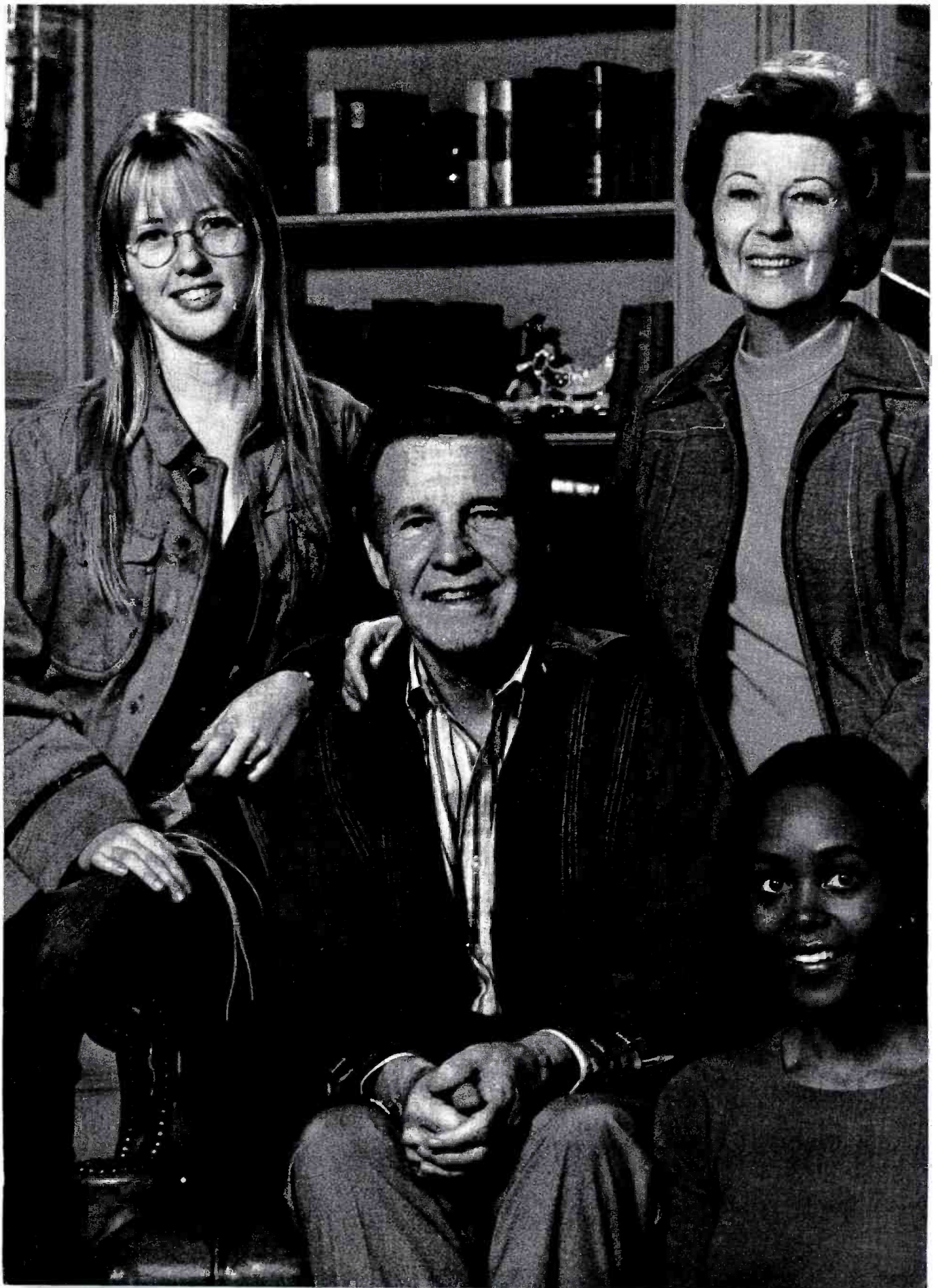
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Broadcasting May 14

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Closed Circuit.

Tops are back

First returns from special National Association of Broadcasters radio code-board survey find virtually no code-subscriber stations currently carrying sex-oriented talk programs. Letters were sent to managers of 2,415 code stations asking whether they carried such programs and if so, how they're handled, to help code board get fix on appropriate future action. As of last week replies were in from 731 stations—31% of radio-code membership—and 99% of those replies, according to code authority, which is processing returns, said they don't carry that kind of program.

Managers were also given opportunity to comment on practices of other stations in their markets. Early indications from these is that sex-oriented programs on noncode stations have dropped off too. Results, when completed, will be reported to radio code board at meeting May 30. One possibility: Code authority may be asked to monitor stations carrying such programs.

Lackluster

Bounce and ardor usually visible among advertising, agency and media executives at annual Washington conference of Advertising Council were lacking at 29th meeting last week in capital's Watergate-conscious climate. (Same had been true of American Society of Newspaper Editors conference preceding week, with attendance down and some editors leaving early.)

While Ad Council's customary off-the-record briefings with Washington's officialdom took place on schedule May 7-8, as arranged by White House, few prominent figures appeared at Monday's banquet. Nor was there any sign of President. Council sessions, otherwise described as illuminating, were presided over by Chairman Donald H. McGannon, Westinghouse Broadcasting head.

Burch to rescue?

If President Nixon turns to his sometimes mentor, Senator Barry Goldwater (R-Ariz.), to find way to replenish executive staff stripped by Watergate resignations, he conceivably could wind up with FCC Chairman Dean Burch as one interim assistant until Mr. Burch enters private sector, expected later this year. Months ago ("Closed Circuit," Nov. 13, 1972) it was reported Mr. Burch might be tapped for higher place in administration, and that was when it was merely Watergate caper.

Senator Goldwater was quoted last week as being willing to quit Senate to go to aid of President. In that unlikely event, Mr. Burch might have opportunity to bid for Senate seat he covets, though it wouldn't be easy. But desire for "pros"

on Nixon staff (Mr. Burch served hitch as GOP chairman) and his demonstrated toughmindedness might augur White House call. Only visible blemish: Mr. Burch's approval of monitoring of FCC telephone calls (which he said he regretted) to run down leaks of "confidential" information (BROADCASTING, May 22, 1972).

Second guessing

First reaction of FCC lawyers to two format-change decisions handed down by U.S. Court of Appeals on May 4 (BROADCASTING, May 7) is that they represent net endorsement of commission's position that broadcasters should not be "locked into" format. Court overturned FCC's decision in case involving sale of WGLN-(FM) (now WXEZ[FM]) Sylvania, Ohio, but affirmed FCC in approving sale of KBTR(AM) Denver. Commission attorneys read cases as asserting that if there is no question about station's losing money under format to be changed or about presence of alternative source of that kind of programing, hearing is probably not needed.

On that basis, they see grounds for confidence court will affirm FCC in approval of Zenith Radio Corp.'s sale of WEFM(FM) Chicago to G.C.C. Communications, which plans to drop classical-music format in favor of contemporary sound. However, there's been substantial opposition to format change from classical-music fans. So lawyers think case could lead to elaboration of court's views on how FCC should react to what court called "public grumbling."

Inflation

There's been rash of complaints to Broadcast Rating Council lately, from radio stations in virtually all parts of country, about competitors' "hypoing" during American Research Bureau's latest sweep (April 12-May 9). It's perennial problem, as broadcasters in highly competitive situations schedule contests and other "unusual" programing in and around rating periods to get their numbers up. Rating services note such practices in rating books when they can establish that they have occurred, but recently there has been agitation for stronger forms of discipline. Among most extreme forms advocated in private and unofficial discussions is that if stations hypo, their numbers be dropped completely out of rating book.

Plug

Signs are that NBC-TV has big plans for Tom Snyder, anchorman for KNBC(TV) Los Angeles 6 p.m. news. NBC President Julian Goodman, in welcoming remarks to affiliates at convention in Los Angeles last week (see page 27), commended Mr. Snyder as "fine journalist" and suggested

affiliates tune him in while they were in town. Belief is Mr. Snyder may be chosen as host of projected *Tomorrow*, post-Johnny Carson talk show being developed under direction of Mort Werner, senior VP for planning.

Shrunk empire

Gerald Adler is about to resign as president of NBC Enterprises, now that division's domestic and foreign syndication has been sold to National Telefilm Associates. Division still includes management services, product licensing and Disney-on-Parade (multimedia arena attraction), but Mr. Adler wants larger domain. He has been with NBC 20 years, head of Enterprises five.

First blood?

Television news case could be among first to be undertaken by new National News Council whose members were picked last week (see page 47). American Medical Association, which has been attacking NBC News's *What Price Health?* ever since documentary appeared last Dec. 19 and which has asked FCC to investigate "distortion and slanting" (BROADCASTING, May 7), has had complaint waiting for National News Council's formation for past two months.

AMA complaint was left at New York office of Twentieth Century Fund, which is underwriting council and underwrote committee that recommended council's formation. It may be coincidence that Newton Minow, former FCC chairman is special counsel to AMA on this case and has had close ties to Twentieth Century Fund, which sponsored study of political broadcasting he headed several years ago and has underwritten book on subject that he and co-authors are now preparing. AMA plans to deliver updated filing to new council.

Drive time

Federal Highway Administration is looking into feasibility of highly sophisticated roadside-radio system that would, at motorist's option, pre-empt car radio to provide road, weather and related information. Motorists traveling in and around Los Angeles airport now can hear such information by tuning to low end of band, below broadcast range. Federal project envisions system under which motorist could modify car radio to receive desired information in order of priorities.

For instance, motorist could make adjustments to pre-empt radio only for emergency information; if he wanted information on road conditions or on nearby rest facilities, that would be provided through lower-priority settings. Contract for feasibility study has not yet been let. Use of frequencies outside as well as within broadcast band is being considered.

At Deadline

News editors not supervisors, NLRB rules in key case

WTOP stations beset by labor disputes, take strike by AFTRA as Teamsters threaten entry; but Buckley, Kilpatrick say journalists should go own, nonunion way

National Labor Relations Board, in ruling that union representatives describe as important precedent and "opening wedge," has held that editors and assistant editors in broadcast news operations are not supervisory personnel and are, therefore, entitled to collective-bargaining rights. NLRB issued ruling on petition brought by Washington area local of International Brotherhood of Teamsters on behalf of editors, assistant editors and other newsroom employees of WTOP(AM) Washington, all-news station owned by Post-Newsweek stations.

Decision was only first labor-relations problem to confront Post-Newsweek last week. Second was strike by some 50 newsmen and women, assistant directors, writers and announcers at both WTOP radio and television—all members of American Federation of Television and Radio Artists. Stations are staying on air with management and nonunion employees filling in for striking personnel.

NLRB decision on editors and assistant editors followed several earlier attempts by AFTRA to win collective bargaining rights for those personnel. In earlier decisions, NLRB had accepted station's contention editors and assistant editors were supervisory personnel. But in its decision last week, NLRB said responsibility required of editors involves "only their obligations with respect to the development of their own work product and how it fits into the broadcast schedule . . . and not with respect to the direction or control of the activities of other employees."

Ruling, which affects some 15 employees, including production assistants and copyboys, calls for election within 30 days in which employees will decide whether or not they want Teamsters to serve as their collective bargaining agent.

AFTRA strike at Broadcast House followed two weeks of negotiations on new contract and came day after union filed unfair labor practice complaint with NLRB, charging WTOP stations with "complete lack of good faith bargaining." Evelyn Freyman, executive secretary of AFTRA's Washington-Baltimore local, pursued that theme in news conference held on picket line set up around Broadcast House. She said that company rep-

resentatives have refused to discuss all but handful of issues, and have yet to talk about wages, hours or working conditions. Mrs. Freyman charged that company was demanding "end to the 40-hour week and overtime payment." She said company indicated its alternative was compensatory time which would be offered at company's discretion.

Mrs. Freyman also said company has "dismissed" union demand that AFTRA members "be given the same freedom of speech the Washington Post has so loudly defended for years." This is said to refer to clause in expired contract requiring WTOP employees to obtain company clearance before writing articles for other media or taking outside employment.

In another broadcast-labor relations development last week, William P. Buckley Jr. told news conference that he will attempt to have extended to all news-media members federal court ruling that commentators and analysts need not join union in order to perform on radio and television. Mr. Buckley indicated he would seek extension through clarification of court ruling which was issued in January (BROADCASTING, Jan. 29), in suit brought by Mr. Buckley of public television's *Firing Line*, and by M. Stanton Evans, of CBS's *Spectrum*. AFTRA, against whom suits were brought, is appealing court's decision. Mr. Buckley, who also is board chairman and stockholder of Starr Broadcasting Group Inc., spoke at news conference at Washington office of National Right to Work Legal Defense Foundation, which is supporting his case and others relating to compulsory union memberships.

Also present was columnist-TV commentator James J. Kilpatrick, who announced his resignation as AFTRA member. In letter to union's Washington-Baltimore local, he said he was resolutely

TV's turn. Plans for network TV news coverage of Senate Watergate hearings, due to start this week, were beginning to shape up late Friday (May 11). NBC announced it would provide live coverage of morning and afternoon sessions of Watergate investigation on opening day (Thursday, May 17). Spokesman said type and extent of coverage beyond first day would be decided later. CBS was reported to be considering number of options but sources said "major" witnesses would certainly be covered live. Prime-time presentation of tapes of major daytime developments—course to be followed by public broadcasting network—was not ruled out. ABC said it also would provide live coverage of major developments but that specifics have not been worked out.

opposed to compulsory union membership. Mr. Kilpatrick does commentary for WTOP-TV Washington and for CBS's *Sixty Minutes* program.

Outsiders step in to test obscenity

Illinois group petitions where Sonderling feared to tread, challenges fine, general FCC policy

FCC may yet get court test of its authority to move against allegedly obscene or indecent broadcast material. Citizen group based in Chicago has in effect asked commission to turn clock back in its anti-obscenity campaign, says it will seek judicial review if request is rejected.

Illinois Citizens Committee for Broadcasting filed petition with commission on Friday, less than week after Sonderling Broadcasting Corp. paid \$2,000 fine commission imposed for broadcasts on Sonderling's WGLD-FM Oak Park, Ill., said to have been obscene (see page 42). ICCB asked commission to take three actions: remit \$2,000 fine to Sonderling and withdraw notice of apparent liability citing two broadcasts, terminate nonpublic inquiry commission has initiated into alleged broadcasts and cablecasts of obscene, indecent or profane material, announced on March 27, and "retract and disavow the public remarks of Chairman Dean Burch regarding the commission's intentions and policies concerning alleged obscene programming." ICCB referred specifically to chairman's speech to National Association of Broadcasters convention on March 28, which attacked so-called topless radio formats.

ICCB makes four main legal arguments:

- Commission exceeded its legal authority in attempting both to investigate and enforce violations of criminal law—statute banning broadcast of obscene, indecent or profane material.

- Statute involved is itself unconstitutional, both on its face (too broad and vague in its language) and as applied by commission in Sonderling case.

- Commission actions being challenged "were both in intent and effect censorship" of kind prohibited by no-censorship provision of Communications Act.

- Commission's action violates public interest standards governing commission's regulation of broadcasting and underlying First Amendment values.

ICCB is being represented by Thomas Asher of Media Access Project, Washington public-interest law firm. Mr. Asher is also representing *More*, journalism review which has asked commission to make available tape of segments from several topless-radio programs to which commission listened before moving against Sonderling.

Buchanan brothers attack 'CBS Evening News' segment

CBS and correspondent Walter Cronkite have been accused of news falsification and "malicious" personal attack upon brother of White House aide Patrick Buchanan in connection with May 8 *CBS Evening News* story implicating Henry M. Buchanan's public accounting firm in alleged "laundering" of campaign funds by Committee to Re-Elect the President. In brief filed with FCC last week, Mr. Buchanan asked that CBS be required either to run retraction or "factually correct" account of incident in question in forthcoming *Evening News* program, charging network had violated both fairness doctrine and personal-attack rules.

Cronkite story, which was delivered against visual backdrop of Watergate apartment complex, stated that "court records" had revealed that Mr. Buchanan's Bethesda, Md., CPA firm, acting on behalf of Nixon campaign organization, had converted contribution checks to cash before funds were turned over to Nixon campaign. This report was "most emphatically" false, Mr. Buchanan told commission. He conceded that his firm had withdrawn funds from existing trust account it maintains for clients and delivered proceeds to Nixon campaign's finance committee, but maintained that those funds had been provided directly by finance committee and did not involve contributions.

CBS story was based on court proceeding in which Mr. Buchanan had sought protective order in connection with suit brought against Nixon finance committee by Common Cause.

Patrick Buchanan, in separate statement last week, called story "vicious slander" and asked Mr. Cronkite for public apology and retraction.

New shuffle at ABC News

Realignment of responsibilities and new assignments in ABC News were announced Friday (May 11) by Elmer Lower, president. Changes follow last January's appointment of William Sheehan as senior vice president of ABC News. Nine executives involved will report to Mr. Sheehan.

Avram Westin, executive producer of *ABC Evening News* and *ABC Weekend News*, has been named vice president in charge of television documentaries. Replacing him will Richard Richter, who has been producer of these news programs. Thomas H. Wolf, who has been vice president of television documentaries, becomes vice president for television public affairs. Nicholas Archer, director of basic news coverage, was named director of news services, with expanded responsibilities.

Cartrivision tightening belt

In what was viewed as extreme economy move, Cartridge Television Inc., whose Cartrivision system is pioneer in video-

cassette field and only one currently aimed at home market, announced Friday (May 11) that it had laid off approximately 300 employees, is consolidating its Palo Alto, Calif., marketing and administrative office into its manufacturing facility at San Jose, Calif., and delaying start of production of Cartrivision stand-alone tape player. Remaining 120 employees and company's full resources, announcement said, will continue to produce cartridges and support marketing of sets with built-in Cartrivision recorder-playback system as offered by Sears, Tele-dyne Packard Bell, Admiral and Montgomery Ward.

Macdonald takes out after federal 'beeper' reports

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) said late last week he will conduct full inquiry into practice of government agencies providing radio stations with "beepers"—phoned reports—for inclusion in newscasts. Mr. Macdonald said he was concerned that such material may be slanted and because many stations do not identify its source, giving impression that items come from station newsmen.

Congressman said some items are apparently being used to defend President's budget and characterize Congress as spendthrift. "This kind of partisan propaganda has no place being marketed as objective news reporting," he contended. He also said he has requested that FCC and General Accounting Office conduct investigations and has suggested National Association of Broadcasters' Code Board act against stations engaged in practice.

Headliners

W. B. (Brod) Doner, board chairman of W. B. Doner & Co., Detroit and Baltimore, moves to chairman of executive committee. **Herbert D. Fried**, president, Baltimore, named chairman and chief executive officer. **Stanley T. Burkoff**, executive VP/corporate creative director, Detroit, named president.

Katharine Graham, president of Washington Post Co., parent to Post-Newsweek Stations, elected board chairman, succeeding late **Frederick Beebe**. **Larry H. Israel**, executive vice president of Post Co. and chairman-president of P-N Stations, succeeds Mrs. Graham as president and becomes chief operating officer. (Also see "Man in the News," page 38.)

Henry G. McWhinney, director of product management and advertising, Schick Inc., Los Angeles, named vice president-advertising and marketing services. He joined personal grooming firm in 1970 as advertising manager, from Young and Rubicam, New York.

Maurie Webster, vice president, division services, CBS Radio, elected president of International Radio and Television Society. He succeeds **Max Buck**, NBC-TV vice president-national sales manager.

In Brief

Togetherness. First national assembly of National Conference of Motion Picture and Television Unions is being held in Washington this week (May 14-15) to focus attention on need for legislation to promote employment in TV and motion picture industries, repeal prime-time-access rule and reduce reruns. Scheduled: speeches by Office of Telecommunications Policy Director Clay Whitehead and union officials, parade and lobbying effort on Capitol Hill.

▪ **Togetherness II.** Mr. Whitehead has own amalgamation plan in offing. He will marry Margaret Mahon, congressional liaison officer for secretary of labor, in Washington May 19. It's second union for both.

▪ **Hand out.** Democratic National Committee said late last week it is trying to arrange for second network TV telethon to pay off party's \$3.2-million debt. DNC's first such fund-raiser was 18½-hour show on ABC-TV last July, which raised about \$3 million after expenses. Source said second program would be about four hours long, would run before networks start fall seasons.

▪ **Shells out.** Bristol-Myers is giving \$675,000 to public TV for five 90-minute science documentaries on cancer, heart disease, genetic defects and pulmonary disease. Called *The Killers*, series will be produced by WNET-TV New York

▪ **Diversifying.** RCA is placing on market this summer first line of color TV sets able to receive 24 cable TV channels as well as conventional VHF and UHF channels without need for separate converter or selector device. These ready-for-cable sets, according to announcement from RCA today (May 14), carry optional retail prices from approximately \$675 to \$795. Five 25-inch (diagonal) console models are specially

engineered for cable TV and are totally antenna compatible, RCA said.

▪ **House calls.** ABC has thrown new mini-series into its 1973-74 season—*Doc Elliot*, starring James Franciscus, which will run four times next season, probably at 10 p.m. on either Wednesday or Thursday. Program is about modern-day country doctor serving 600-square-mile Colorado rural area. It is being produced by Lorimar Productions, Hollywood, with Lee Rich as executive producer.

▪ **Still talking.** Negotiations were continuing late Friday (May 11) in writers strike against major Hollywood program producers and networks, now concluding 10th week. Negotiators seem to be reaching settlement stage, with agreements reached on major elements (minimum payments, royalties for cassettes-cable TV-pay TV and on hyphenate issue), but some sticky points still are under review (e.g., how many telephone calls to writer constitute commitment). Writers Guild of America already has signed contracts with 115 producers, all independents but half dozen who are members of Association of Motion Picture and Television Producers, which is negotiating for its 72-member organization.

Datebook®

■ Indicates new or revised listing.

This week

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

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

■ **May 14**—Public hearings, Canadian Radio-Television Commission, 9:00 a.m., Admiral Beatty hotel and Holiday Inn, Saint John, N.B.

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

May 14-16—23d annual Electronic Components Conference with 55 technical papers given at 12 different sessions, Statter Hilton hotel, Washington.

May 15—Public lecture on "Advertising and Society," sponsored by University of Chicago Graduate School of Business. Featured speaker: Robert Pitofsky, professor of law, New York University. Contact: conference office, Graduate School of Business, 5836 South Greenwood Avenue, Chicago 60637. (312) 753-3663.

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

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

■ **May 16**—Michigan Association of Broadcasters annual meeting with members of Michigan congressional delegation, Madison hotel, Washington.

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

May 16-20—22d annual national convention, American Women in Radio and Television. Keynote speaker: Julian Goodman, NBC president, with banquet address by FCC Commissioner Charlotte T. Reid, Americana Bal Harbour, Miami Beach.

■ **May 17**—Meeting, Association of Federal Communications Consulting Engineers. Speaker: William F. Dwyer, special assistant for public affairs to assistant secretary of labor for occupational safety and health, Hotel Washington.

May 17—Fifth World Telecommunication Day under theme of "International Cooperation in the Field of Telecommunications." All 145 member countries of International Telecommunication Union to celebrate individually.

May 17-19—23d annual convention, Kansas Association of Broadcasters with Lowell Thomas as principal speaker. Other speakers include: Charles T. Jones Jr., director of Radio Information Office of National Association of Broadcasters; Bob G. Beebe, National Weather Service; Dr. James A. McCain, Kansas State University. Ramada Inn, Kansas City, Kan.

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—Regional seminar, Radio Television News Directors Association, Walt Disney World, Orlando, Fla.

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

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

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

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

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

Also in May

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

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

■ **May 22**—Connecticut Broadcasters Association annual spring convention. Guest speakers: FCC Commissioner Robert E. Lee and Representative Stewart B. McKinney (R-Conn.). Italian Center, North Stamford, Conn.

May 22-25—Third annual assembly of Council of Better Business Bureaus Inc. Disneyland hotel, Anaheim, Calif.

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 24—Public lecture on "Advertising and Society," sponsored by University of Chicago Graduate School of Business. Featured speaker: Daniel J. Boorstin, director, National Museum of History and Technology, Smithsonian Institution. Contact: conference office, Graduate School of Business, 5836 South Greenwood Avenue, Chicago 60637. (312) 753-3663.

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—Regional seminar, Radio Television News Directors Association, Marriott hotel, Philadelphia.

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

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

May 28—Third symposium "Space and Radio-communications" of International Telecommunication Union, Le Bourget, Paris, France.

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

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

June

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

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

June 3-5—National conference on community cable communications, sponsored by Information Systems

Major meeting dates in 1973-74

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

June 6-8—23d World Congress of International Advertising Association based on theme "Changing Spheres of World Influence." Speakers and panelists include: Jim McCaffrey, chairman, McCaffrey & McCall Inc., New York; A. J. F. O'Reilly, executive VP, H. J. Heinz Co.; Peter Goldman, president, International Organization of Consumer Unions, London, Hotel Burlington, Dublin, Ireland.

June 7-8—Spring meeting, Indiana Broadcasters Association, location not yet confirmed.

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

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

June 8-10—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 11-13—Florida Association of Broadcasters 38th annual convention, Key Biscayne hotel, Miami.

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

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

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

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

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

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

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

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

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

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

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

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

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.

CAN A FREE SOCIETY SURVIVE A FREE GOVERNMENT?

Any government needs enough freedom of action to protect its people's security. The question is, how much is enough?

Consider these examples.

In 1967, the city of New Rochelle, New York, began gathering secret intelligence files on some of its residents, although none were suspected of criminal activity.

In 1970, the Federal government obtained the right to scrutinize bank checking accounts. Without informing the people involved. And without a court order.

In 1972, five New York men were ordered to appear before a grand jury in Fort Worth, Texas, 1400 miles away. When they refused to answer questions, they were jailed without a trial.

In each case, the question involved is the same: in the quest for security, how much of our freedom and how many of our rights must be sacrificed?

It's a question Group W's Urban America Unit explores in a one-hour television documentary, "Freedom and Security: The Uncertain Balance," being aired on the five Group W stations and elsewhere in the country.

In interviews with law enforcement officers, Justice Department officials and private citizens, the program examines federal and local surveillance, the use of grand juries, and the role of FBI informers. Proving that the issue of civil liberties doesn't only concern dissenters and social activists.

It concerns everyone.



The entertainment jungle.



**You have to be quick, instinctive
and know when to take a chance.**

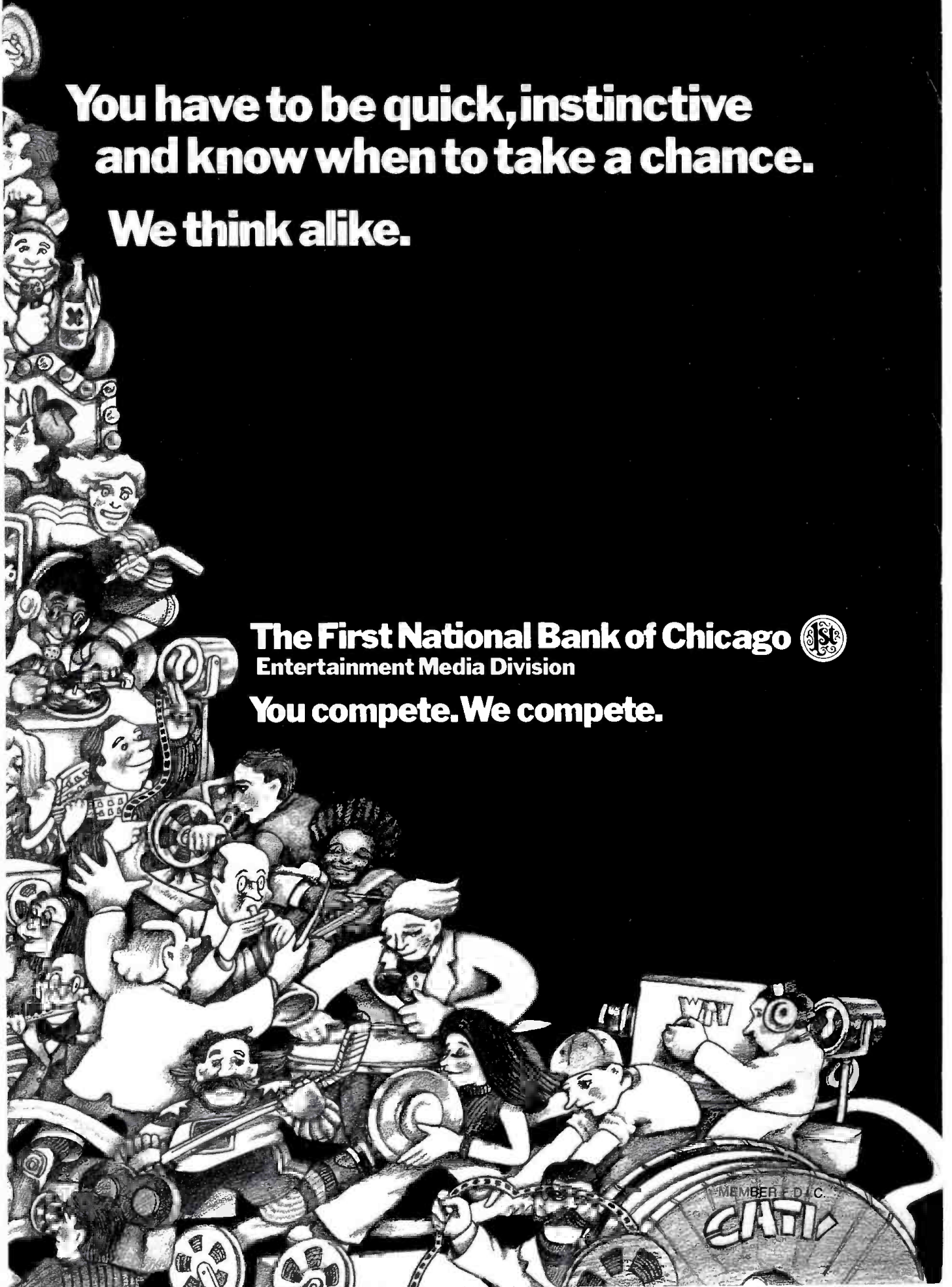
We think alike.

The First National Bank of Chicago

Entertainment Media Division



You compete. We compete.



SUCCESS STORY

WISN DOMINATES THE ADULT AUDIENCE IN MILWAUKEE

OCT./NOV. '72

APR./MAY '71



ARB: Adults, 18 plus, Monday thru Friday Metro Survey area

WISN

radioactive

The trend continues. WISN radio has total dominance of the adult market in Milwaukee. Go with the winner. Go with WISN . . . 50,000 watts of very active radio.

Books

News from Nowhere: Television and the News. Edward Jay Epstein. Random House. \$7.95. This is the book-length version of a 27-page *New Yorker* article published March 3. Mr. Epstein investigates network news in 1968-69 to try to determine the effect of the network news organization on the final news product. He examines outside pressures—the FCC, the affiliates, economics—as well as the internal decision-making processes in his analysis (BROADCASTING, March 5).

Cable Television: A Guide to Federal Regulation. Steven R. Rivkin. Publication department, Rand Corp., Santa Monica, Calif. (\$5). In the second in a series of reports on cable-television research by Rand Corp., Santa Monica, Calif., prepared under a grant by the National Science Foundation, Washington, federal laws and regulations applying to cable TV are analyzed. The 343-page report, "Cable Television: A Guide to Federal Regulations," is an outgrowth of the FCC's report and order on cable television issued last year (BROADCASTING, Feb. 7, 1972).

Subjects covered in the Rand study are carriage of broadcast television, program exclusivity and copyright, cablecasting and channel capacity, the role of state and local authorities, technical standards, operating requirements and FCC procedures. In addition to analyzing these subjects, the report—written by Steven R. Rivkin, a partner in the Washington law firm of Nicholson and Carter and a consultant to Rand—includes interpretive comments by the author.

Rebel in Radio: The Story of WQXR. Elliott M. Sanger. Hastings House, New York. \$7.50. The man who managed "America's number-one fine-music station" for its first 29 years recalls highlights of its history and its efforts to rise above the broadcasting norm in both programming and commercial standards. No reader will learn here how to get rich quickly in broadcasting; this New York station's road has not been that easy, either before or after co-founders Sanger and John V. L. Hogan and their associates sold it to the *New York Times* in 1944, eight years after they started it, for \$1 million. Readers may, however, get some insight into the satisfactions they derived from pioneering—even when, perhaps most spectacularly in their mid-1960's effort to open the doors to hard-liquor advertisers, they were unsuccessful.

Freedom of the Press for Whom? The Right of Access to Mass Media. Jerome A. Baron. Indiana University Press. \$8.95. The author, dean of Syracuse University's college of law, argues that freedom of expression is meaningless if the First Amendment does not provide the public access to all shades of opinion on broadcast and print media. The book chronicles efforts to achieve such access, provides a critical analysis of how the media function and offers a guide to the means by which access may be obtained.

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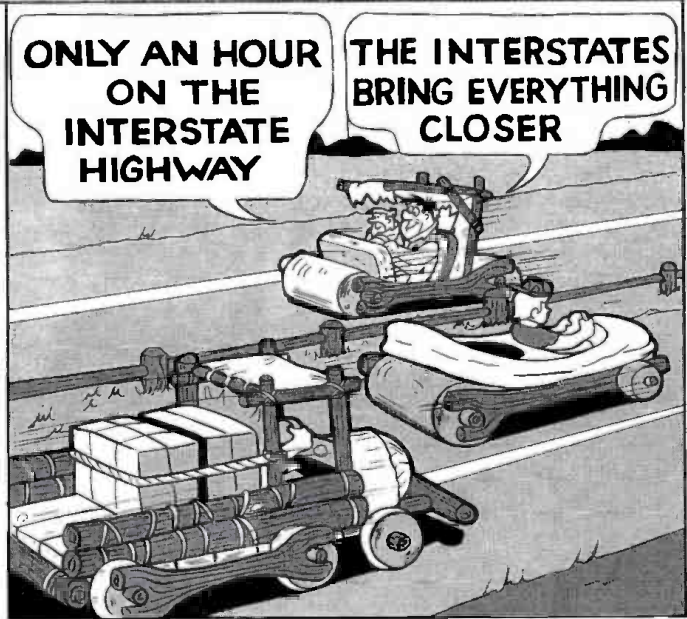
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BROADCASTING* TELECASTING

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* Reg. U.S. Patent Office.
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FRED and BARNEY drive the **INTERSTATES**



© 1973 Hanna-Barbera Productions, Inc.

Now, no place is too far from your place. Interstate Highways bring everything closer. Including job opportunities.

Interstate Highways make employment centers more accessible to smaller communities.

Truck service helps revitalize aging communities.

And, Interstates help save lives.

We're for that.

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



EAT•N Truck Components

Monday Memo

A broadcast commentary from Jack Roberts, director of creative special projects, Ogilvy & Mather, Los Angeles

Ms. understanding: times have changed

I must say I approach the subject with some hesitation. My efforts on behalf of this worthy cause have not been markedly distinguished by success.

The American Advertising Federation two years ago managed to combine a choicc convention site with a meaningful subject. It convened in Hawaii to consider the implications of "advertising in an environment of change." Most certainly the environment of Honolulu was a step in the right direction. The reality of significant social change taking place was easily apparent. I need not point out that the evidence of this change was not necessarily contained within the experience of most advertisers. But they had heard about it. And it seemed a reasonably safe subject to explore between outrigger rides and sunburn treatment.

The program format followed the customary advertising-association skew, which is to say that the majority of speakers were involved in the weighing, dissecting and examining of the buying or selling of advertising. Once these really serious types are well locked-in, then some time is characteristically allotted to the creative function. Not always, but often enough for comic relief or possible entertainment value.

That's how I happened to be in Hawaii. My subject was "The Changing Role of Advertising Creativity in an Environment of Change." Not exactly a barrel of laughs for openers. In that given subject, however, there imperceptibly ticked a potentially powerful time bomb.

Well, at the very least, I thought I detected a suspicious ticking, but I wasn't about to mention it on the flight to Hawaii. Among the many changes destined to alter the character of advertising, none seemed more apparent or more mind-blowing than the demands for change of the then-emerging women's liberation movement. I'd been professionally brought up on the "never-underestimate-the-power-of-a-woman" campaign, and I believed. Although I don't think this was quite what the *Ladies Home Journal* had in mind.

Now, I was no more or no less aware of the simmering subject than any everyday creative director. I simply had been given the opportunity to engage in some mass consciousness-raising on the advertising movers-and-shakers executive level. The audience, after all (predictably and predominantly male), was predictably and predominantly interested in women. If not yet clued in to the implications of the women's liberation movement, my audience would certainly be interested, if



Jack Roberts, a co-founder of Carson/Roberts Inc., now Ogilvy & Mather, Los Angeles, where he is director of creative special projects, is a past president of the Los Angeles Art Directors Club; president of the International Design Conference, Aspen, Colo., and a member of the National Advertising Review Board, the American Association of Advertising Agencies and the Association of National Advertisers Interchange. He is also the author and illustrator of "Mythology on Madison Avenue." He was born in Portland, Ore., and attended the University of Washington and the Art Center School in Los Angeles.

not persuaded, that there was more here than a question of who does the dishes.

Admittedly, the issues of sexual politics were hardly in the top-of-mind category. Quite possibly the only contact most businessmen had encountered at that time was in bumping into the women for whom they had intended opening the door. A further opening of the subject seemed in order. Far in coming to terms with this significant social movement, they could very well find their product profiles and masterful marketing plans messed up beyond all recognition. So with reasonable security in my Dewline early-warning mission, and in the tested reliability of my slide projector, I proceeded to lay some truth and some carrousel light on the subject.

Advertisers, particularly in the all-pervasive broadcast media, are frequent-

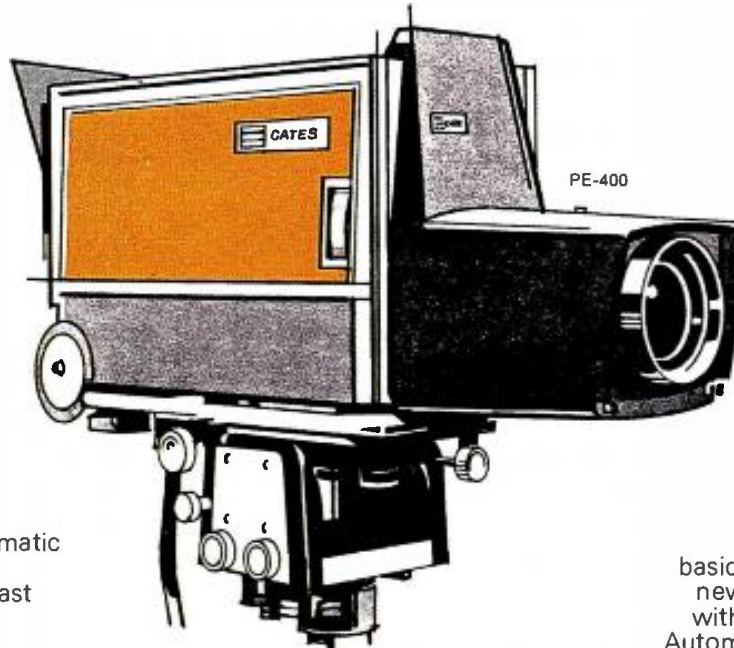
ly guilty of perpetuating stereotype roles, attitudes and actions. They, as much as many of the programs they sponsor, contribute to an unequal status quo which is simply no longer acceptable. The breathless housewife whose major concerns range from the strength of her toilet-bowl cleaner to the white softness of her laundry may be commercially necessary, but the casting presents a too-limiting view. More specifically, the little lady portrayed as seeking no more from life than the approval of husband, mother-in-law or Mrs. Olsen, clearly reinforces the cute-but-mindless syndrome. This stereotyped dimension, its lack of choice and the understanding of equality is pretty much what the women's liberation movement is all about. The degree of discrimination, of course, goes far beyond the harried-housewife cliché. The role-playing inequities are subtle and deeply ingrained. Role reversal isn't a likely rival for the national pastime, but a man need only see himself cast as a limited, scrubbing, adorable member of this minority group to begin to get the idea. The consequences of our growing national awareness of this issue could make the civil-rights movement look like a pre-game warm-up. The similarities between the second-class status accorded blacks and women are obvious. The far-reaching effect of the women's movement on advertising and marketing is, apparently, less recognizable. Perhaps too many advertising people are, themselves, stereotypes.

"The women's liberation movement is a meaningful re-definition of women's role in our society," I told my AAF audience, "its effect on all of you could be staggering." I saw it as a social revolution, not a reform; a humanistic movement against prejudicial division on the basis of sex, a realignment of a majority of our society who have been treated as a minority. I thought I spelled it out rather well and the slides all appeared right side up. So, I asked for a vote: "How many in the audience thought that the movement would affect their products, marketing, or advertising?"

Practically no one did. Now I can't say I was all that surprised. A little disillusioned in my potential as a spokesman for equality, perhaps. And it definitely disqualified me for a Paul Revere on Madison Avenue.

No matter. That was two years ago. We've all long since had our collective consciousness raised. If I took that vote today in a convention of broadcasters, advertisers or businessmen it would certainly have a far different result. On second thought, you take the vote. I'm taking a vow of political chastity.

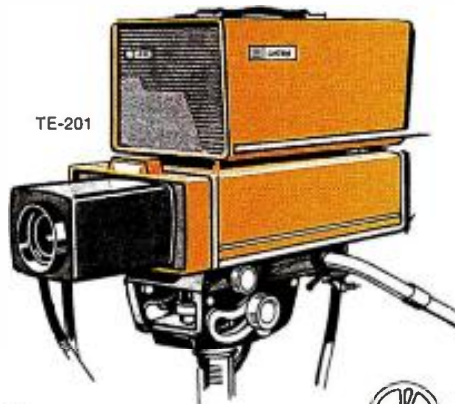
Color TV cameras from Gates



PE-400 live color TV camera.
 Outstanding color fidelity. Excellent pick-up tube life. Automatic contrast gain control reproduces high contrast areas. Simplified setup and registration.

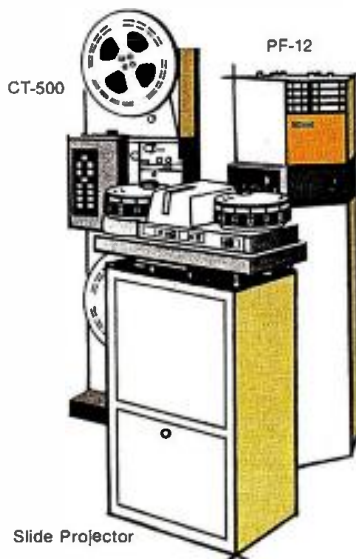
PE-245 color TV film camera.
 Praised for excellent performance and reliability. Proven basic design enhanced by new solid-state preamps with S/N ratio of 50 db. Automatic contrast control compensates for film variations.

TE-201 live color TV camera.
 Economical long-term operating stability and excellent color fidelity in an extremely versatile, lightweight (40 lb.) camera. Superior low-light-level lag performance. Operating controls located at camera control unit. Simple setup.



TE-202 color TV film island.
 Integrated film island offering highly stable, reliable performance at low cost. Easy setup, hands-off operation.

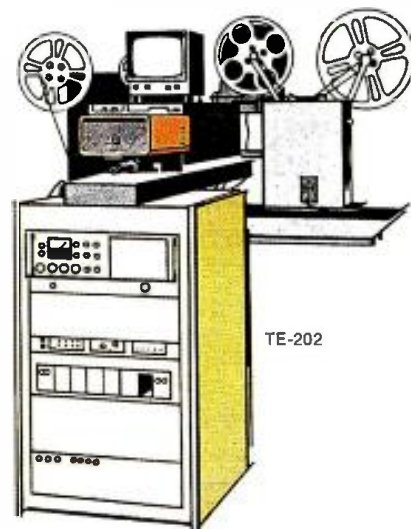
HARRIS
GATES DIVISION
 Quincy, Illinois 62301, U.S.A.



Slide Projector



PE-245



TE-202

Chronicare— a national plan for long-term health care.

Society's neglect of the chronically ill and disabled is historic. Most cultures have been based on the ability of their members to work or fight. The problem of dealing with those who were permanently unproductive usually has been badly handled.

Even in the United States—where we think of ourselves as an humane and compassionate society—we have never fully faced the responsibility of providing humane, long-term health services for the chronically ill and disabled. At best, our efforts have been half-hearted and inefficient. At worst, tragic.

Today, we hear a variety of well-intended proposals to improve American health care. But, with the exception of CHRONICARE, one waits in vain to hear how chronic disease will be dealt with or, in fact, even included—even though chronic disease is the nation's current major health problem. It affects more than 20 million Americans.

This is why we've invested more than two years of intensive study in the development of CHRONICARE. It's a bold, wide-ranging, innovative plan designed to provide comprehensive health care services to the chronically ill and disabled. And we've recommended it to the Congress to be included in any legislation that would revitalize our national system of health care delivery.

Except for the promise of CHRONICARE, the best the long-term patient can hope for is a continuation of the inadequate and inefficient *Medicare* and *Medicaid* programs. Most will continue to be cared for under a failing health system which provides few alternatives to high-cost hospitalization.

Under CHRONICARE, conveniently located health care centers would offer a broad range of services to people living in specific areas. The centers would operate much like pre-paid group health organizations and specialize in services for the chronically ill and disabled.

Existing nursing homes would be used as centers. A certified home would be appropriately adapted to enlarge its range of ser-

vices. A center could be a single nursing home or several tied together to provide services. Qualified persons would receive care without regard to the days of care needed.

To understand CHRONICARE better, it's necessary to explain the umbrella term "nursing home" because it describes several types of long-term care facilities—nursing homes, convalescent homes, rest homes, homes for aged, homes for adults, extended care facilities, etc. The essential difference is the level and type of personal, nursing and medical care each provides. Thus, several homes may be tied together to provide services in one community, while a single total-care facility would be capable of services in other towns.

Today, there are more than 20,000 nursing homes in the United States with more than one million beds. They operate at about one-third the patient-day-cost of hospitals and represent the major quality source of long-term health care outside of personal homes for the chronically ill.

CHRONICARE can reverse the present uneconomical and inefficient emphasis on high-cost facilities by making available alternative forms of acceptable care where emphasis is placed on the service, not the setting, so long as it is performed by certified personnel. We think it's time to end piecemeal approaches to health care by developing a realistic, comprehensive and truly organized system.

We care!

To tell you more about CHRONICARE we've reproduced the earlier advertisements in this series and prepared a booklet that details the CHRONICARE plan. They're free upon request.

AMERICAN NURSING HOME ASSOCIATION



1200 Fifteenth Street, N.W.
Washington, D.C. 20005

**SIoux FALLS PUBLIC LIBRARY
SIoux FALLS, S. DAK.**

For Johnson vacancy: Everybody wants into the act

Nine known candidates are running or at least available, and others are said to be on White House list; Dreyfus, citing Mel Laird reference, turns out to be wired-nation believer

From the days of the old Federal Radio Commission right up to the most recent past, participation in the presidential selection of members of the body regulating the nation's communications industries was regarded as limited to a very few. White House aides, key members of Congress, perhaps influential industry leaders would offer their suggestions to the President. And that was it. Everyone else just waited.

But no more. Membership on the FCC now appears to be regarded—like the

schoolbook version of the Presidency itself—as within the reach of every mother's son, or daughter.

Proof is provided by the current surfacing of a plethora of those either "interested" in the Democratic vacancy presumably to be created on June 30, when Commissioner Nicholas Johnson's term expires, or avowed candidates for it. Broadcasters (apparently inspired by the example of Robert Wells, who four years ago was picked from the job of running five Harris Enterprises radio stations to be a commissioner), a college chancellor, the son-in-law of a substantial Nixon campaign contributor, an official of another government agency, ex-FCC staffers, a top cable-industry official—nine in all—are now in the running. Many of them eagerly. And there are said to be two or three others who have not been publicly identified. There has never been anything quite like it, in the memory of those who have spent years observing the process of FCC appointments.

(Not only is there a lengthening list of candidates for the Democratic vacancy expected next month, there is even a Republican hopeful spreading the word of his availability for the next Republican vacancy, whenever it occurs. He is R. A. (Al) Isberg, a consulting communications engineer based in Berkeley, Calif.)

The sheer number of Democratic hopefuls is complicating the task of those in Washington whose job it is to check out those being "mentioned" for the job of commissioner and then attempt to provide their input to the decision makers. But one of those in the running who is unusually informed on communications matters is likely to attract more attention than anyone else on the list because of his views.

That is Dr. Lee S. Dreyfus, chancellor of the University of Wisconsin at Stevens Point, a PhD in mass communications who teaches a seminar in cable television, has managed two noncommercial stations (WDET-FM Detroit and WHA-TV Madison), has been a consultant and adviser in educational broadcasting, and is a director of Sentry Broadcasting Corp., owner of WRJN(AM) Racine, Wis., and WSPT(AM) Stevens Point. He is also chairman of Governor Patrick J. Lucey's blue ribbon Commission on Cable Communications.

And he is an advocate of the controversial concept of the "wired nation." In interviews and talks before cable groups, he has expressed the view that spectrum now reserved for television broadcasting could be freed for use by other services and that, indeed, over-the-air broadcasting will be a thing of the past in 10 or 20 years. Networks and stations capable



Dr. Dreyfus



Mr. Holcomb



Mr. Rawson



Mr. Keyes



Mr. Quenstiel



Mr. Zorthian



Mr. Quello



Mr. Cahan



Mr. Bradshaw

Morning line on the Johnson sweepstakes. These are the nine hopefuls in the contest to succeed Nicholas Johnson when his term as FCC commissioner expires June 30. The handicappers' choice—before the widening awareness of his predisposition to the

"wired nation" concept—is academician Lee Dreyfus. Ranking with him among the leading contenders is EEOC Vice Chairman Luther Holcomb. The odds may at least be even, however, that none of the nine will see the finish.

of providing programing need not be seriously affected, he said last week. It would make no difference to them if their programing "goes into the wall and not up a stick." (However, he feels radio will remain a fixture; cable cannot substitute for the mobile service radio provides, he says.)

But if those views go down easily with cable operators, Dr. Dreyfus has others that probably do not. Cable television, he says, "should be treated as a public utility," since it has the characteristics of one. It's a monopoly, is a necessity, uses public rights of way. But he does not favor regulation of profits, at least for the immediate future, because of the inhibiting effect he feels such regulation would have on the growth of cable at this stage in its development.

Moreover, unlike cable-industry spokesmen who want the federal government to pre-empt most regulatory functions, Dr. Dreyfus feels states and municipalities have a large role to play. In fact, he has drafted a bill now being considered in the Wisconsin state legislature that would provide for a major role for the state and for local municipalities in the regulation of cable in Wisconsin. Where does this leave the FCC? He is not sure the commission is not at the limits of its power, under present law, in regulating cable.

Although these views make him controversial, his "political references," as he puts it in his resume, include the name of one man who would get a respectful audience at the White House—former congressman from Wisconsin and former Secretary of Defense Melvin Laird. Dr. Dreyfus is also close to Secretary of the Army Robert Froehlke, a Stevens Point resident, whom he serves as chairman of the Army's Reserve Officers Training Corps advisory board.

Dr. Dreyfus has been considered one of two leading prospects for the FCC post. The other is Luther Holcomb, of Dallas, vice chairman of the U.S. Equal Employment Opportunity Commission. Mr. Holcomb, whose candidacy is being advanced by Senator John Tower (R-Tex.), was appointed to his present job in 1965 by President Johnson and was reappointed by President Nixon in 1969. Last year, he was a special adviser to the U.S. delegation to the Economic and Social Council of the United Nations in Geneva. Mr. Holcomb, who earned a doctor of theology degree at Baptist Theology Seminary, in Louisville, Ky., was executive director of the Dallas Council of Churches for seven years before being appointed to the EEOC.

But picking the President's choice for the commission is always risky. Witness the experience of David Bradshaw, Chicago attorney, director of Amtrak, and son-in-law of W. Clement Stone, who contributed \$2 million to the Nixon campaign last year.

Several weeks ago, Mr. Bradshaw was considered a shoo-in. Fortnight ago, however, a high White House source confirmed his name had been eliminated. Speculation centered on opposition from Chicago legal circles as well as reports of a marital rift. Still another obstacle to a

Bradshaw appointment is said to be that it would provide the commission with its fourth member from the Chicago area (Commissioners Robert E. Lee, Charlotte Reid and Richard E. Wiley are the other three).

Others in the race include three now in broadcasting:

James H. Quello, retired manager of WJR-AM-FM Detroit, who is now a consultant to Storer Broadcasting and to Capital Cities Communications Inc., was probably the first avowed candidate for the Johnson vacancy. In January, he let it be known, through an advertising man, that he had the support of most of his state's congressional delegation in his quest for the FCC post (BROADCASTING, Jan. 8).

Donald C. Keyes, owner of WNYN(AM) Canton, Ohio, was next, with an announcement in March that he had "applied to President Nixon" for the job (BROADCASTING, March 15). Mr. Keyes entered broadcasting in 1952 with the McLendon stations and rose to the position of assistant to the president before resigning in 1967 to form the corporation that purchased the Canton station.

Herbert B. Cahan, Group W (Westinghouse Broadcasting) area vice president for Baltimore, is the third broadcaster interested in moving to the other side of the regulatory fence. Mr. Cahan, who began working in television in 1947 as a news writer and editor with WFIL-TV Philadelphia, managed two Group W stations—WJZ Baltimore and WBZ-TV Boston—before moving to his present post in 1971. His state's two senators—Charles McC. Mathias and J. Glenn Beall Jr., both Republicans—are said to be supporting him.

The other candidates who have thus far been identified include:

Warren D. Quenstedt, deputy general manager of the Washington Metropolitan Area Transit Authority, the interstate agency created to build and operate a rapid-transit system that will serve the Washington area. Mr. Quenstedt once served the FCC as a trial attorney, from 1953 to 1955, and has practiced communications law.

Robert J. Rawson is another former FCC hand being mentioned. He was deputy director of the Broadcast Bureau when he retired in June 1972, after 26 years with the commission. He is now in private law practice in Washington.

Barry Zorthian, president of Time-Life Cable, is the cable industry's representative in the race. He has also been a prominent broadcaster, as head of Time-Life Broadcasting, until the company sold off all of its stations but one. It is now selling out of cable (see page 48). Before he joined Time Mr. Zorthian had been in government information work, including tours with the Voice of America and as chief of press relations and psychological operations for the U.S. in Vietnam.

And then there is Marvin Kitman, television critic for *Newsday* and the *Los Angeles Times* syndicate. Mr. Kitman, whose stock in trade is irreverence, indicated what it takes to become a "candidate" for the commission. He simply ap-

plied for the job, and received a telegram from presidential assistant Jerry H. Jones, which said: "Your desire to be of service appreciated, and I assure you that your application will be given careful consideration."

Mr. Kitman followed up receipt of the telegram with an appearance before the New York chapter of the Academy of Television Arts and Sciences, in which he said his qualifications for the Johnson vacancy included Republican party membership, ownership of stock in ABC, CBS and RCA, and fierce opposition to original programing on the ground it is more expensive than reruns.

That is Mr. Kitman. The other nine men on the list are not kidding.

The White House does not have a precise clock running on its selection process. But administration sources say they expect a nomination to be submitted to the Senate for confirmation by mid-June. Considering the time needed for the customary pre-nomination check by the Federal Bureau of Investigation, a decision would have to be made within the next two weeks if that schedule is to be met.

Broadcast Advertising

Fuel firms trim spot outlays, alter messages

Gas shortages prompt ad cutbacks while copy is changed from 'buy' to 'conserve'; the only happy ones are the economy-car manufacturers

It's shaping up as a long, dry summer for gasoline advertisers. Many companies have begun rationing gas to their retailers and, consequently, most plan to cut back on the amount of broadcast advertising they run.

John Googer, advertising coordinator for Gulf Oil, seemed to speak for most gasoline companies when he said: "We feel we're not in a position to advertise gas when there's a shortage of it. We'll be cutting back our radio and TV advertising this summer."

According to figures supplied by the Television Bureau of Advertising, gasoline and oil companies last summer (July through September) spent a total of \$9,936,500 in spot TV and \$6,694,000 in network TV. Based on a BROADCASTING canvass of 13 major gasoline companies, the figure for spot-TV expenditures this summer should be considerably less than in 1972. Most companies acknowledged that they are already locked into their network buys and therefore would have to do most of the cutting back in spot. And for that there will be copy changes.

On the radio side, Radio Advertising Bureau reported that in that third quarter of 1972, \$8,813,500 was spent by gasoline and oil companies in spot. Figures for network radio were not immediately available.

Car manufacturers may take up the advertising slack left by gasoline com-



Turnabout. Amoco Oil supersedes this logo over the end of its broadcast spots.

panies, however. Datsun, Volkswagen and Toyota are running, or are planning to run, campaigns that stress the gas-saving qualities of their cars, and it is likely that other economy-car makers will follow their lead.

Amoco Oil Co. (through D'Arcy-MacManus & Masius, Chicago) has already begun airing spots dealing with the fuel shortage. Singer Johnny Cash urges viewers to drive 10 miles per hour slower than they ordinarily would and a tag is superimposed reading: "Slow down—save gasoline." A. E. Comstock, advertising manager at Amoco, said, "We still have a need to address the public, so I don't think we'll be cutting back our advertising."

Mobil Oil Corp. is rushing to get a series of 30- and 60-second radio commercials on the air by May 21. It is producing the spots in-house and its agency, Doyle Dane Bernbach, New York, will be placing them in morning and evening drive times. Herb Schmeitz, vice president of public affairs at Mobil (his unit is preparing the spots), said the commercials will give a whole list of things drivers can do to conserve gas. By running them in drive time Mobil hopes to reach the listener when he's most concerned about the problem. Walt Guarino, account supervisor for Mobil at DDB, said Mobil will be cutting back its advertising in radio and television, with spot being affected more severely than network buys.

BP Oil Corp. (through Dancer-Fitzgerald-Sample, New York) will use its spokesman, "the BP miser," to advise consumers on how to save gas through proper car maintenance and good driving habits. Those commercials will begin running on radio and TV the end of this month. Henry O'Brien, manager of advertising and sales promotion at BP, said, "We are considering cutting back our advertising across the board. We're not rationing to retailers—yet."

The president of Texaco, John McKinley, told stockholders at its annual meeting April 24, "In our advertising . . . we intend to emphasize the value of quality products and the necessity for conservation programs to make our available energy supplies perform efficiently and without waste." Commercials prepared by Benton & Bowles, New York, and dealing with the energy crisis will begin running this summer.

Joe Downing, advertising manager at Phillips Petroleum, explained that the company was in the process of selecting

a new advertising agency (J. Walter Thompson Co., New York, had the account) but that their summer campaign, beginning in June, would be "designed to inform the public as to how the energy shortage came about and what the consumer can do to help the situation." In addition, Phillips has scrapped its traffic-building promotions scheduled for this summer and will be converting those buys to that corporate message.

Needham, Harper & Steer, Los Angeles, has prepared a summer campaign for Atlantic-Richfield's Arco gasoline that is being held up because of "a lack of sufficient supplies of gas to our retailers," according to a spokesman at the company.

Robert Wepler, advertising manager for Cities Service said, "Our subsidiary, the oil company, is reducing its advertising, but we're not discussing the energy crisis in our advertising." Grey Advertising, New York, is the agency.

Arnold Turner, advertising manager at Chevron Oil, said he didn't know whether Chevron would be talking about the fuel shortage in its advertising: "Everything is deteriorating so fast; our supplies are so acute. I'm awaiting for directions as to what our philosophy will be." Agency is BBDO, New York.

According to Lester Boyle, advertising supervisor at Getty Oil, "The probability is we will cut back in our advertising. We haven't firmed up our plans but our basic story is consumer-oriented. We're also rationing gas to our retailers and this is having an important effect on our plans." DKG, New York, is Getty's agency.

Sun Oil (Wells, Rich, Greene, New York, is the agency) and Shell Oil (Ogilvy & Mather, Houston) are evaluating new campaigns. Ed Mathews, advertising representative at Shell, said, "I'm sure we will be dealing with the subject in some way this summer."

Gas may be drying up, but several car manufacturers have struck oil with campaigns that emphasize the gas-saving properties of their economy cars. Nissan Motors has hit the airwaves with TV commercials that proclaim that a Datsun 1200 ran from Los Angeles to New York on less than \$30 worth of gas. The announcer says, "With gas prices going up and fuel shortages in the news, an economy car needs more than a low price. That's where Datsun beats them all. In fact, the U.S. Environmental Protection Agency tested all cars sold here and the Datsun 1200 got the best gas mileage of them all." In another Datsun spot, a man pours a gallon of gasoline into a 1200 saying, "This is one of our most valuable resources—a gallon of gasoline. It must not be wasted. Put it in the average car and you'll get about 13½ miles. Put it in a Datsun 1200 and you'll get around 30 miles. Datsun saves." Parker Advertising, Palos Verdes, Calif., is agency.

Volkswagen is not about to miss this opportunity to remind consumers it's a gas-saver and is planning a radio and TV campaign on the subject to break this July, "if not sooner," said Elliot Karlin, advertising planning manager at Volks-

wagen of America. Doyle Dane Bernbach is working on that campaign now.

And don't expect Toyota to be left high and dry in this race to save gas. "There is something in the works," a spokesman at Toyota said, but the news will have to wait until most of the agency (Clinton E. Frank, Los Angeles) people return from a meeting in Japan.

Fast change at the FTC

MacIntyre resigns one day, Nixon appoints Thompson the next; consumerists don't yet know what to think

Last Tuesday (May 8), A. Everette MacIntyre announced his resignation from the Federal Trade Commission. Last Wednesday, President Nixon announced the nomination of Mayo J. Thompson, a Houston lawyer, to replace him in a term expiring Sept. 26, 1975.

Mr. MacIntyre, who has served the FTC for 37 years, 12 as a commissioner, is 72 years old. Three times, since February 1971, President Nixon has issued an executive order exempting him for one year from the federal law requiring retirement at age 70.

This has led some consumer groups to question whether Mr. MacIntyre could exercise sufficient independence in his actions as a commissioner. They said that, in granting Mr. MacIntyre the one-year exemptions, the President interfered with "the proper separation of powers" between the executive and the administrative agency.

Mr. Thompson, who is 53, is a member of the Houston law firm of Royston, Rayzor, Cook and Vickery, which specializes in admiralty and maritime law. Spokesmen for the Consumer Federation of America, the nation's largest consumer organization, said they did not know enough about Mr. Thompson to react. But Erma Angevine, executive director of CFA, said efforts are being made to remedy that situation. "We are looking for all the information we can get our hands on." She indicated disappointment that the President had not named someone with knowledge of the consumer movement. The CFA had been attempting to develop a list of possible candidates for the FTC spot from among those it considered qualified.

Considering Mr. Thompson's background, Mrs. Angevine said, it seems as though a mistake was made in the appointment process and that Mr. Thompson was really meant for the Maritime Commission.

The resignation of Mr. MacIntyre comes at a time when the personnel on the five-member FTC is undergoing a considerable turnover. Miles Kirkpatrick, the activist chairman, resigned earlier in the year and was replaced by Lewis Engman, who had been on the White House staff. Commissioner Mary Gardiner Jones is expected to leave at the expiration of her term in September, and Commission-

BAR reports television-network sales as of April 22

NBC \$222,770,600 (34.7%), CBS \$222,170,300 (34.5%), ABC \$197,971,600 (30.8%)

Day parts	Total minutes week ended April 22	Total dollars week ended April 22	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	80	\$ 510,600	1,132	\$ 7,358,500	\$ 6,892,400
Monday-Friday 10 a.m.-6 p.m.	1,009	8,260,400	15,649	134,160,700	109,558,900
Saturday-Sunday Sign-on-6 p.m.	335	4,305,200	4,617	67,049,600	70,045,200
Monday-Saturday 6 p.m.-7:30 p.m.	97	1,944,800	1,500	33,204,800	29,497,800
Sunday 6 p.m.-7:30 p.m.	17	348,400	247	6,649,600	5,745,400
Monday-Sunday 7:30 p.m.-11 p.m.	398	21,600,000	6,281	358,816,200	314,367,000
Monday-Sunday 11 p.m.-Sign-off	164	2,221,300	2,403	35,673,100	28,085,700
Total	2,100	\$39,190,700	31,829	\$642,912,500	\$564,192,400

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

er David Dennison, according to reports, will resign this year. With Mr. Engman, Miss Jones and Mr. Dennison constitute the Republican majority on the commission.

A key staff position is also becoming vacant. Alan J. Ward, head of the FTC's Bureau of Competition, announced his resignation last week.

Going to the Greenbrier: AAAA gathers this week

Issues of the day—consumerism and government pressures—and a new session on cassettes will highlight three-day meeting

The media's responsibility, both to the general public and to the advertising industry, will be a major focus of this week's annual meeting of the American Association of Advertising Agencies, to be held Thursday through Saturday (May 17-19) at The Greenbrier, White Sulphur Springs, W.Va.

Frank Stanton, who retired last month as vice chairman and chief operating officer of CBS Inc., and Edmund C. Bunker, president and general manager of KFI (AM) Los Angeles, will represent broadcasting in the media-responsibility assessment. Osborn Elliott, editor of *Newsweek*, which is associated in ownership with the Post-Newsweek Stations, and Allen Neuharth, president of Gannett Co., group newspaper publisher and also owner of WHEC-TV Rochester, N.Y., will join them in the session, scheduled for Friday morning.

Other current issues, notably government and consumer pressures, are expected to draw the convention's attention at Thursday and Saturday sessions. Gloria Steinem, editor of *Ms.* magazine, is the Friday luncheon speaker.

A closed meeting for elections and reports to AAAA members will open the proceedings Thursday morning. Then the meeting will be opened to advertiser and media guests for addresses by AAAA

President John Crichton and by Louis Harris, the public-opinion pollster, and James Reston, *New York Times* columnist. Mr. Reston will report on "The Outlook from Washington."

The traditional creativity session on Saturday morning will feature William Friedkin, film director ("The French Connection," among others); James Dickey, poet and critic, and Tom Dillon, president and chief executive of BBDO, New York.

The address of the AAAA retiring chairman, James J. McCaffrey of McCaffrey & McCall, New York, will close the meeting.

An innovation this year will be a session on video cassettes. It will be conducted by Paul J. Caravatt Jr., chairman of Caravatt, Kleinman Inc., New York, firm specializing in cassettes. He'll talk on "The Video Cassette: Will It or Won't It?" and show cassette programming, using Sony and Cartrivision equipment. That session is scheduled at 10 p.m. Thursday.

Missing this year will be the showings of selected TV commercials that have become traditional features of AAAA conventions. Instead, the Magazine Publishers Association will have its first display there: a "magazine center" that MPA officials said last week would be "the largest display of magazine adver-

In a puff of smoke. Jack H. Mogulescu, senior vice president, marketing, and a member of the board of directors of Consolidated Cigar Corp., New York, has announced his resignation from active management effective May 15. Mr. Mogulescu denied his sudden resignation had anything to do with the controversy over Consolidated's Dutch Treats little cigar TV campaign that provoked Senator Marlow Cook (R-Ky.) to get his bill banning little cigars from advertising on TV through the Senate (*Broadcasting*, May 7). Mr. Mogulescu will stay on as a consultant to Chairman E. W. Kelly.

tising and editorial ever assembled." It will display some 300 magazine ads at the rate of about 100 a day.

Some 800 registrants are expected.

FTC judge clears Chevron F-310 ads

All disputed portions of 'dirty-bag' commercial are found not to be deceiving

A Federal Trade Commission administrative law judge last week exonerated Standard Oil Co. of California and its agency, BBDO, from allegations that they made false claims in TV commercials for Chevron gasoline.

The initial decision, issued last Wednesday (May 9) by Judge Eldon P. Schrup, was in response to a Dec. 29, 1970, complaint that, among other things, disputed broadcast claims that use of Chevron, with its F-310 additive, significantly reduces air pollution.

Judge Schrup said: "Nowhere in the challenged F-310 advertisements is it represented, either directly or by implication, that the use of Chevron gasolines with F-310 would reduce all causes and all sources of air pollution. . . . Even the most cursory examination of the advertisements discloses that the claims for F-310 are limited to exhaust emissions of motor vehicles and that the only pollutants specifically claimed to be reduced are hydrocarbons and carbon monoxide."

Judge Schrup found that Standard had, in January of 1970, properly interpreted the results of certain tests to establish that automobile exhaust emissions would be reduced with the use of Chevron with F-310.

The complaint had challenged ads showing balloons filled with black exhaust before the use of Chevron with F-310 and clear exhaust after its use. The judge found that the ads "do not represent, either explicitly or implicitly, that every motor vehicle will emit black smoke unless operated on Chevron gasoline containing F-310." In both broadcast and print ads, he said, the black balloon is identified as representing exhaust from dirty engines, not all engines.

Turning to charges that Standard misrepresented a building shown in the commercials as the Chevron research center, the judge found that use of the building had not "misrepresented the qualities or characteristics of F-310."

Concerning mileage claims questioned, Judge Schrup noted that the ads "do not represent that every purchaser will receive significantly better mileage from the use of F-310; "but they do represent the gasoline will improve mileage for cars with dirty engines or minimize mileage loss for cars with clean engines." He added that tests have demonstrated Chevron's capability to improve mileage.

The fairness-doctrine aspects of the Chevron commercials are pending before the U.S. Court of Appeals in Washington (BROADCASTING, April 30).

Political advertising leveled off in 1972

Under law restricting political ads to lowest advertising rates, broadcast spending held even with 1968, new FCC report shows

A total of \$59.6-million was spent on broadcast and cable-television advertising by political candidates during 1972, about the same that candidates spent in the 1968 elections, the FCC reported last week. The 1972 record featured a radical decline in Republican spending in presidential and vice-presidential races.

Although the commission made no mention of it, the volume of campaign spending in broadcast last year was for the first time affected by the Federal Election Campaign Act, implemented in 1972, prohibiting stations from charging

candidates more than their lowest advertising rates. (Another restriction in the act, a ceiling of six cents per voter on broadcast advertising by candidates for federal office, turned out to be generous. Neither presidential ticket spent the \$8.5 million the law would have allowed.)

The McGovern-Shriver total expenditure for the November general election was \$6.2 million. Democratic candidates spent another \$3.4 million in the primaries. The Nixon-Agnew ticket allocated \$4.3 million to broadcast for the general elections. Republicans spent under \$100,000 in the primaries. The Democrats spent \$1.3 million less in 1972 on presidential and vice-presidential races than the \$10.9 million they spent on broadcast four years ago. The Republicans' \$4.4-million expenditure in 1972 compared with \$15.6 million in 1968.

Other presidential candidates allocated a total of only \$305,000 to broadcast in 1972, compared with \$2 million in 1968. (The presence of Alabama Governor George Wallace throughout the 1968 campaign and his attempted assassination early in the 1972 campaign accounted principally in the difference of third-party spending.)

The commission's study shows that George McGovern's successful bid for the 1972 Democratic presidential nomination was supported by his sizable broadcast expenditure during the party's primaries. He allocated nearly twice as much to broadcast as any of his Democratic opponents. The McGovern camp's total primary spending in television—both network and local spot—amounted to \$586,821; for radio, the total was \$413,089; for cable TV, \$210. Senator Edmund Muskie's (D-Me.) primary campaign was the next costliest: \$308,922 in television, \$207,783 in radio and nothing in CATV. Senator Hubert Humphrey (D-Minn.) was third, with \$270,862, \$172,944 and zero, respectively.

The study shows that Democrats running for all offices spent more than Republicans for broadcast during the 1972 campaigns, and that the total spent for spot announcements by both parties greatly exceeded that allocated for the purchase of program-length commercials (see accompanying tables).

Broadcasting expenditures in 1972 were also down from four years ago in senatorial races. Candidates for the U.S. Senate, the commission reported, spent a

Three-media track record on 1972's political spending

TOTAL TELEVISION AND RADIO STATIONS AND CABLE SYSTEMS: PROGRAM TIME AND ANNOUNCEMENTS, NONNETWORK PROGRAMS						CABLE TELEVISION SYSTEMS. PROGRAM TIME AND ANNOUNCEMENTS						
Charges for announcements (Dollars)	Charges for program Time (Dollars)	Total Charges (Dollars)	FREE TIME			Charges for announcements (Dollars)	Charges for program Time (Dollars)	Total Charges (Dollars)	FREE TIME			
			Sustaining time (Hours)	Time on sponsored programs (Hours)	Total time (Hours)				Sustaining time (Hours)	Time on sponsored programs (Hours)	Total time (Hours)	
PRIMARY ELECTION						PRIMARY ELECTION						
Democrat	15,615,353	1,212,716	16,828,069	3,535	1,496	5,031	11,476	1,771	13,247	196	39	235
Republican	3,032,288	205,966	3,238,254	1,578	738	2,316	3,039	470	3,509	78	28	107
Other parties	1,316,702	50,614	1,367,316	449	198	647	6,991	430	7,421	13	9	22
TOTAL	19,964,343	1,469,296	21,433,639	5,562	2,432	7,994	21,506	2,671	24,177	288	77	365
GENERAL ELECTION						GENERAL ELECTION						
Democrat	13,445,149	1,484,618	14,929,767	3,334	1,438	4,772	17,427	2,124	19,551	274	42	316
Republican	13,864,605	900,416	14,865,021	3,340	1,360	4,700	21,325	2,014	23,339	294	45	339
Other parties	2,596,585	334,689	2,931,274	1,572	570	2,142	6,325	974	7,299	91	14	105
TOTAL	30,006,339	2,719,723	32,726,062	8,246	3,367	11,613	45,077	5,112	50,189	659	100	759
PRIMARY AND GENERAL ELECTIONS						PRIMARY AND GENERAL ELECTIONS						
Democrat	29,060,502	2,697,334	31,757,836	6,868	2,934	9,802	28,903	3,895	32,798	470	81	551
Republican	16,996,893	1,106,382	18,103,275	4,918	2,098	7,016	24,364	2,484	26,848	373	73	446
Other parties	3,913,287	385,303	4,298,590	2,021	768	2,789	13,316	1,404	14,720	104	23	127
TOTAL	49,970,682	4,189,019	54,159,701	13,808	5,799	19,607	66,583	7,783	74,366	947	177	1,124
COMMERCIAL TELEVISION STATIONS: PROGRAM TIME AND ANNOUNCEMENTS NONNETWORK PROGRAMS						COMMERCIAL NETWORKS: PROGRAM TIME AND ANNOUNCEMENTS						
PRIMARY ELECTION						PRIMARY ELECTION						
Democrat	9,061,187	1,027,056	10,088,618	487	191	678	56,240		56,240	7	31	38
Republican	1,640,683	182,917	1,823,990	242	75	317				14	22	36
Other parties	632,059	40,141	672,200	57	15	72				20	53	73
TOTAL	11,333,929	1,250,114	12,584,808	786	282	1,068	56,240		56,240	41	106	147
GENERAL ELECTION						GENERAL ELECTION						
Democrat	7,751,967	1,194,347	8,946,314	448	147	595	1,207,911	1,278,872	2,486,783		16	16
Republican	8,708,510	623,305	9,331,815	407	144	551	1,258,348	1,028,395	2,286,743		10	10
Other parties	1,254,348	122,852	1,377,198	260	71	331		137,857	137,857		2	2
TOTAL	17,714,823	1,940,504	19,655,327	1,114	363	1,477	2,466,259	2,445,124	4,911,383	1	28	29
PRIMARY AND GENERAL ELECTIONS						PRIMARY AND GENERAL ELECTIONS						
Democrat	16,813,154	2,221,403	19,034,932	935	338	1,273	1,264,151	1,278,872	2,543,023	7	47	54
Republican	10,349,183	806,222	11,155,805	649	220	869	1,258,348	1,028,395	2,286,743	14	32	46
Other parties	1,886,405	162,993	2,049,398	317	86	403		137,857	137,857		2	2
TOTAL	29,048,752	3,190,618	32,240,135	1,900	645	2,545	2,522,499	2,445,124	4,967,623	21	81	102
COMMERCIAL RADIO STATIONS: PROGRAM TIME AND ANNOUNCEMENTS NONNETWORK PROGRAMS						COMMERCIAL RADIO NETWORKS: PROGRAM TIME AND ANNOUNCEMENTS						
PRIMARY ELECTION						PRIMARY ELECTION						
Democrat	6,542,622	183,514	6,726,136	2,360	1,254	3,614	23,799		23,799	16	2	18
Republican	1,388,566	22,189	1,410,755	1,010	626	1,636				15		15
Other parties	677,652	10,043	687,695	299	174	473				31	3	34
TOTAL	8,608,840	215,746	8,824,586	3,669	2,055	5,724	23,799		23,799	47	5	57
GENERAL ELECTION						GENERAL ELECTION						
Democrat	5,675,705	288,147	5,963,852	2,064	1,243	3,307	70,048	19,770	89,818	10		10
Republican	5,234,770	275,087	5,509,867	2,156	1,169	3,325	84,931	284,001	368,932	7		7
Other parties	1,335,914	210,863	1,546,777	838	481	1,317	22,381	8,328	30,709	2		2
TOTAL	12,246,389	774,107	13,020,496	5,056	2,893	7,949	177,360	312,099	489,459	19		19
PRIMARY AND GENERAL ELECTIONS						PRIMARY AND GENERAL ELECTIONS						
Democrat	12,218,327	471,661	12,689,988	4,424	2,498	6,922	93,847	19,770	113,617	26	2	28
Republican	6,623,336	297,286	6,920,622	3,167	1,796	4,963	84,931	284,001	368,932	22		22
Other parties	2,013,566	220,906	2,234,472	1,134	655	1,789	22,381	8,328	30,709	2		2
TOTAL	20,855,229	989,853	21,845,082	8,725	4,949	13,675	201,159	312,099	513,258	50	3	53

(News programs are excluded from these tabulations.)

total of \$6.4 million last year compared with \$10.4 million in 1968. Democratic senatorial candidates spent \$3.3 million last year, \$1.4 million of it during primaries. They spent \$6.1 million in 1968. Republicans spent \$3 million last year, \$500,000 in the primaries. Four years earlier, they spent \$4.2 million. Other candidates spent \$120,000 last year compared with \$84,000 in 1968.

In races for the U.S. House of Representatives, \$7.4 million was spent last year. Comparable data was not available for 1968. Democratic candidates were responsible for \$4.3 million (\$2 million in primaries), Republicans for \$3.1 million (\$670,000 in primaries).

In gubernatorial contests, \$9.7 million was spent on broadcast and cable last year, compared with \$6.2 million four years ago. Democrats accounted for \$5.9 million of last year's total; they spent more in the primaries—\$3.4 million—than in general elections. Republicans spent \$3.7 million, \$700,000 in the primaries. Other candidates spent less than \$100,000.

For other state and local offices, the 1972 spending total was \$21.7 million, of which \$11.3 million came from Democrats, \$6.5 million from Republicans and \$3.9 million from others. Comparable figures were unavailable for 1968.

Television expenditures amounted to 62.4% of the \$59.6-million campaign-spending total (compared with 64.5% in 1968). Radio got 37.5% of the revenues last year (compared with 35.5% in 1968) and CATV accounted for 0.1%. No cable totals were available for 1968.

During the 1972 campaigns, 88% of the total spent by candidates went for spot announcements, 12% for programs. The distribution in 1968 was 91% for spot and 9% for programs.

Donations of free time by the several electronic media totaled 19,981 hours, 9,995 of which went to Democratic candidates, 7,185 to Republicans and 2,781 to independents. The total breaks down by medium as follows: commercial television stations, 2,545; commercial radio stations, 13,673; CATV systems, 1,124; public television stations, 1,386; public radio stations, 880; public radio and television networks, 218; commercial television networks, 102; commercial radio networks, 53. (For a listing of how those hours were allocated to political parties, see tables.)

May 22 hearing set for little-cigar ads

Representative Harley O. Staggers (D-W. Va.) announced last week that his House Commerce Committee will hold a one-day hearing next week on legislation to prohibit the advertising of little cigars on TV and radio.

The hearing will be held May 22 and will focus on H.R. 7482, the bill that House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) introduced two weeks ago (BROADCASTING, May 7). The Macdonald bill is identical to one reported out of

Tomorrow's advertising. John E. O'Toole, president of Foote, Cone & Belding Communications, took a look into the future and came up with some exciting visions. Addressing shareholders last Wednesday (May 9), Mr. O'Toole said: "Further into the century, we can only be sure that both the form and the substance of advertising will change totally. We'll most certainly have wired communities followed by a wired nation. Every home will be connected by coaxial cable to central audio-visual centers and computer-access data banks." He said these "home communications centers" might also include "sensory experiential terminals which, when applied, cause you to actually see, smell, hear, taste and feel the product without its physical presence." What impact would all this have on advertising? "As language and custom differences are erased along with demographic lines," Mr. O'Toole said, "only an understanding of those human attitudes and emotions that truly unite people into groups will enable advertisers to effectively find markets." Despite Mr. O'Toole's enthusiastic discussion of cablevision, it appears FCB's participation in the newest mass medium will be limited to sideline support. Last month it sold FCB cablevision, a subsidiary, to Telecommunications, Denver. FCB was in the cable business for six years with three systems in California, one in Colorado and one in New York (*Broadcasting*, April 9).

the Senate on April 30.

A committee spokesman said last week that the witness list is not yet firm. But he said it will include a spokesman for Consolidated Cigar Corp. (the only little-cigar maker still using TV and radio). He added that Senators Marlow Cook (R-Ky.) and Frank Moss (D-Utah), who were instrumental in obtaining Senate passage of the little-cigar measure, have indicated they want to testify.

Chevron among those advertisers surviving complaints to CBBB

13 cases reviewed in April with six in broadcasting

Six complaints against national advertising were upheld and seven were dismissed by the National Advertising Division of The Council of Better Business Bureaus in April, the National Advertising Review Board announced Thursday (May 10).

One of those dismissed, on the grounds that the advertised claims were substantiated, had been directed against a TV commercial for Chevron F-310 gasoline—which won an even bigger victory at the Federal Trade Commission last week (see page 24). Two other complaints involving TV commercials were also dismissed, and one—challenging a Philco/

Ford color-TV receiver commercial—was upheld.

Complaints against two radio commercials were upheld and the advertisers agreed to revise them. Guerlain Inc. agreed to discontinue the claim that Shalimar film-spray body lotion would "combat air pollution." Iberia Air Lines of Spain agreed to stop saying winter weather in Majorca is "warm."

The announcement said in all cases where the complaints were upheld, the advertisers agreed either to discontinue the challenged copy or make appropriate changes in future advertising. Complainants in the cases that were dismissed may appeal to the National Advertising Review Board for adjudication.

Seven of the 13 complaints disposed of during April involved print advertising, four, TV commercials and two, radio.

Business Briefs

Agency appointment. Edu-Cards Corp., a subsidiary of Binney & Smith, New York, has appointed Chirug & Cairns, New York, to handle its advertising. Preliminary plans for fall 1973 consumer campaign will include TV for the first time for Edu-Cards. Company markets children's learning games and crafts.

Burger blues. Mama Cass is singing for her supper nowadays and what she's getting is charcoal-broiled hamburgers. Mama's just recorded a soulful tune called "Hardee's on My Mind" for Hardee's food systems and it is heard in three new TV commercials Dancer-Fitzgerald-Sample created for chain of roadside restaurants. Spots began running on network TV last Tuesday (May 8).

Rescue on radio. Cristy Chemical Corp., Worcester, Mass., has appointed Humbert & Jones, New York, to handle its advertising. H&J is preparing radio campaign for Cristy's Rescue that will run in August in Northeast and West. Rescue is new substitute fuel which may be carried in the trunk of the car for out-of-gas emergencies.

Rep appointments. WWCO(AM) Waterbury, Conn., and WRFM(FM) New York: Eckles & Queens, Boston (for New England and Boston, respectively); WFEA(AM) Manchester, N.H.: Kettell-Carter Inc., Boston (New England); WBRB-AM-FM Mt. Clemens, MIID(AM) Garden City, WPON(AM) Pontiac and WSDS(AM) Ypsilanti, all Michigan: John Rhein Radio Representatives Inc., Southfield, Mich.

K&E over there. Kenyon & Eckhardt, New York, has purchased London-based agency Colman, Prentis & Varley. Action increases K&E's international billings by \$40 million, bringing the figure up to \$172 million. Through CPV, K&E acquires control of agencies in London, Paris, Italy, Germany and Latin America. Previously, the two agencies owned a 25% interest in each other. Jim Teale, managing director of CPV, becomes vice president and director of international operations. Murray Smith and Gianluca Castlebarco will coordinate operations in New York and Europe, respectively.

Smooth sailing at the NBC-TV affiliates convention

Few ripples, much less a wave, were made as the network huddled with over 500 people from the other end of the AT&T lines

NBC-TV last week took three days (May 6-8) in Los Angeles to account to a record attendance of 500 affiliate representatives for its stewardship in the past year, to review accomplishments and tell of hopes for the future. The annual television affiliates convention was handled professionally, went smoothly, was not devoid of showmanship. Yet it was a subdued affair, curiously lacking in real excitement, failing most of the time to generate any real enthusiasm from station people.

"We had what I would describe as an interesting, tranquil meeting," reported Robert W. Ferguson of WTRF-TV Wheeling, W. Va., re-elected for a third term as chairman of the board of delegates, the body that represents all NBC-TV affiliates in regular meetings with NBC management.

"All in all it was friendly, fruitful

meeting," NBC-TV's Robert D. Kasmire, vice president, public relations, said about the usually fiery closed-door confrontation between NBC-TV affiliate management and NBC representatives on one side and the affiliates on the other.

The closest thing to controversy to occur, apparently, was dissatisfaction, on the part of some affiliates, with NBC-TV's involvement with hockey. NBC management was asked at the closed session with affiliates if the network was committed to National Hockey League coverage next year. The network's answer was a simple affirmative one. Commented affiliates board of delegates chairman Bob Ferguson: "I can't say that this was greeted by loud enthusiasm by some of the Deep South stations. One guy said hockey ranked with cricket in South Carolina."


But even this issue was merely a spicy teabag, not a tempest, in the mild, teapot kind of meeting that was held last week. Asked to elaborate on complaints by affiliates about hockey, Mr. Ferguson explained that stations are "not mutinous, they're just sullen."

One affiliate, at least, seemed disturbed that with the departure from the regular *Today* show line-up of Joe Garagiola, sports seems to be relegated to the bench in the early morning on NBC. He was told that some changes are planned for *Today*, and that soon Frank Blair will be delivering scores along with his news reporting, while Gene Shalit would be doing sports interviews.

One station executive, at the meeting between affiliates and NBC representatives, wanted to know if the television network planned to run X-rated movies. NBC President Julian Goodman shot this potential trouble-making issue down with a bullseye statement that was said to have generated considerable applause. "I cannot conceive of the day when we will play an X-rated movie on NBC," Mr. Goodman said.

There seemed to be some unrest in the affiliate ranks about movies on NBC-TV that run past 11 p.m.—so-called "run-over movies." It was reported that "affiliates apparently are not too fond of this happening too frequently." The concerned affiliates were told that if a movie runs a couple of minutes past the usual prime-time cut-off point of 11 o'clock, they'll be edited for time. But if they run any substantial length beyond 11, the network will continue "to protect the integrity of the film." The salve for affiliates is that the network will confine runover movies to scheduling on Saturday nights. Also the affiliates were assured that where in the past the network would provide filler time if a movie ended before the hour or half-hour, now the network will cut off precisely when the movie ends, whenever it ends, leaving affiliates free to go to local news programs.

In all, the network meeting with affiliates lasted about 90 minutes. The affiliates, immediately afterwards, held their own closed-door meeting which lasted



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Clay T. Whitehead, director of The Office of Telecommunications Policy, will speak on Friday. Keynoter for the meeting is Elmer Lower, president of ABC News. His topic will be "Judging News Judgments." Other speakers are Grover Cobb, senior v.p. of NAB and Stanley Scott, special assistant to President Nixon on minority affairs.

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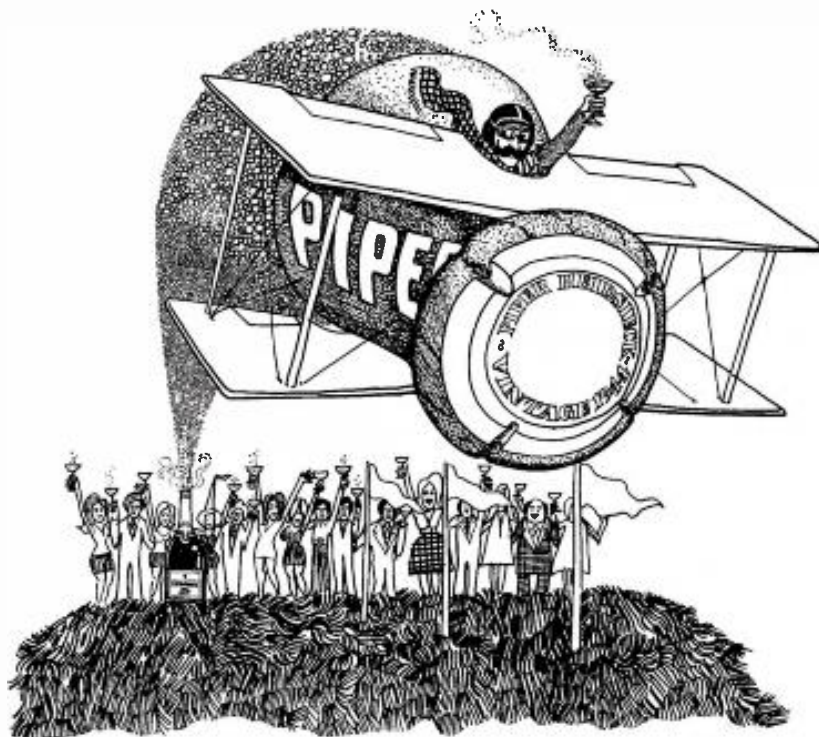
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some 80 minutes. Again, the proceedings, evidently, were pro forma.

In one of the few breaks from the routine, an informal poll was taken as to whether affiliates were interested in receiving an 11 p.m., 15-minute Sunday news feed from the network. "The room was pretty well filled," reported Bob Ferguson, who ran the meeting, "but only about 30 hands were raised. It appears," he concluded, "that the majority of affiliates are interested in carrying their own 11 o'clock origination."

In other actions at the affiliates own meeting, a report on the activities of the affiliates special satellite committee was delivered by Wilson C. Wearn, president, WFBC-TV Greenville, S.C. The committee was given endorsement by the affiliates to proceed with its research.

A treasurer's report revealed that there are now 176 primary affiliates of NBC-TV (218 stations affiliated with the television network were represented at the convention) which pay dues of \$100 a year. Phil Wygant, promotion director of WBAP-TV Fort Worth, gave the promotion managers committee report. The affiliates also heard a report and discussed their group's participation in the antitrust action of the Justice Department against the three networks. Each NBC-TV affiliate, it was decided, will be assessed \$100, with the option of an additional \$100 assessment in another year if it's needed, so that the NBC-TV affiliate body can be a party, on a friend-of-the-court sort of basis, to the legal proceedings.

With the convention winding up at a sun-drenched open-air reception and luncheon, in Mexican style, at the plaza of the Century Plaza hotel, one affiliate from a northern state confided that this was maybe the 20th such annual meeting he attended, and that NBC "never ran things better and with more showmanship." An affiliate from the Pacific Northwest revealed that discontent with hockey is really more widespread than merely among Southern affiliates but that overall, "NBC is looking good and is on the right track."

Maybe another affiliate, also from the Northwest, summed it up most colorfully, if not best, in noting that his stations were affiliated with all three networks and that each has a distinct personality. "CBS is cold and efficient," he said. "ABC is all razzle dazzle. And NBC is relaxed and folksy."

For NBC in 1973 it was, indeed, a relaxed and folksy affiliates convention.

NBC-TV affiliates get a preview of how the stops will be pulled out in programing next fall; among highlights will be full day of specials on Thanksgiving

In the most elaborate presentation to the NBC-TV affiliates at their annual convention, NBC-TV President Don Durgin, Executive Vice President Herbert S. Schlosser, Programs Vice President Lawrence R. White and West Coast Programs Vice President John J. McMahon shared the huge stage of the new Shubert theater in Los Angeles to lay out the

new season and pinpoint special events.

The biggest special event, it was made abundantly clear, is an "All Specials Day"—purportedly network television's first such commitment—scheduled for Thanksgiving Day, Nov. 22. All regular programming, with the exceptions of *NBC Nightly News*, *Today* and *Tonight*, will be pre-empted. In all, more than 13 hours of children's, sports, event and entertainment specials are planned, with the highlight being the 8-11:15 p.m. television premiere of "My Fair Lady."

Another award-winning movie, "A Man for All Seasons," also will make its first television appearance as an NBC-TV prime-time special. The two-and-a-half-hour film will play some time in September under the full sponsorship of the International Business Machines Corp., Armonk, N.Y., through Conahay & Lyon Inc., New York.

Affiliates were reminded that specials will continue to be important on NBC-TV in 1973-74, with more to be presented than ever before in the network's history. No total number was revealed, but it was said that event specials will include the Miss America Pageant, the Emmy and Academy Awards ceremonies, the Thanksgiving and Orange Bowl parades, and the Ringling Bros. and Barnum & Bailey circus. Performer specials will include ones with Frank Sinatra, Dinah Shore, Sammy Davis Jr., Elvis Presley, Charles Aznavour, Burt Bacharach, Glen Campbell, Bing Crosby, Andy Williams, Jack Benny, Bob Hope, Burt Reynolds and Peggy Fleming.

Affiliates were shown a trailer film that spotted some of the feature films that will be presented in the network's *Saturday Night at the Movies* and *Monday Night at the Movies* time periods during the 1973-74 season. Included were: "Cool Hand Luke," "Chisum," "Play Misty for Me," "Cotton Comes to Harlem," "The Arrangement," "Doctor's Wives," "There Was a Crooked Man," "The Groundstar Conspiracy," "Sweet Charity," "Shoot-out," "Silent Running," "The Great Northfield, Minnesota, Raid," "Yours, Mine and Ours," "Buck and the Preacher."

In detailing the new season's prime-time schedule, the network executives told affiliates that Tuesday night, a disaster area for NBC-TV in 1972-73, has been bolstered by "the three strongest hours that came out of development"—*Chase*, *The Magician* and *Police Story*. The returning *Sanford and Son* series was described "as the biggest half-hour hit in NBC's history." *Ironside* was tabbed as sure to be "marked down as one of the big, super hits in television." And the *Sunday Mystery Movie* also was labeled "a very big hit."

About the last named series, it was noted that in 1973-74 it will consist of a mixture of 90-minute presentations and two-hour programs. As of now, and subject to change, NBC-TV is saying that it expects to run 28 two-hour *Mystery Movies* in the Sunday-night time period beginning at 8:30. On these nights, the half-hour from 10:30 to 11 will revert to the affiliates. On the 24 other nights when



The infallibility of rank. Who is responsible for what was described as the "most extensive, expensive, most ambitious" new prime-time programming that NBC-TV has ever unveiled? Television network President Don Durgin (r) jokingly told affiliates at their annual meeting last week just how the game of credits is played at the network level. "If the 1973-74 season is successful, Herb Schlosser deserves the credit," he told his audience. "Now if the season is enormously successful, I'll be glad to take the credit—making it clear, of course, that Julian Goodman really deserves it. If the season, on the other hand, is only moderately successful, Larry White should get the credit. Need I tell you if the season isn't successful, John McMahon gets the credit."

Mr. Schlosser (second from r) is NBC-TV executive vice president, Mr. Goodman (not on the panel) is NBC president, Mr. White (second from l) is vice president, programs, and Mr. McMahon (l) is vice president, programs, West Coast.

90-minute *Mystery Movie* presentations will be shown, 12 of the 10-11 p.m. time periods that become available will be programmed for affiliates by NBC News, while the other 12 available hours will go back to the local stations for their own program buys or originations.

Film clips from most of NBC-TV's new programs were shown at the presentation. Introduced from the audience were such series performers as Bill Bixby, Sally Field, Dan Dailey, Rock Hudson, Dennis Weaver, Desmond Wilson, George Peppard and Dom DeLuise.

Whether it's Watergate or an eclipse, Wald promises NBC News will be on the scene

NBC News will cover the Watergate inquiry, scheduled to get under way this week (May 15), to "the extent that it deserves to be covered." That's what Richard C. Wald, president, NBC News, observed at the affiliates convention. "I can't tell you what we're going to do in terms of Watergate and the Senate because nobody knows who will be indicted or what the situation will be at the time," he told affiliates.

But the articulate Mr. Wald, in a sparkling news-presentation session, was specific about a number of other plans.

Mr. Wald spoke longest and most entertainingly about what he termed "an almost totally unprecedented" event. Later this year, the network, in great detail, will cover a major eclipse of the sun. "Nothing like it has happened in this century, and nothing like it will happen again," Mr. Wald assured.

He said there will be a totality of eclipse for nearly five minutes and that at its point of longest origin and clearest sight, the eclipse will be over Lake Rudolph in Kenya. He described how

NBC, having received the only permit by the Kenya government to film the eclipse from the region, will surround the El Moyo tribe of Lake Rudolph with technicians and "tons of equipment." The National Science Foundation will be a participant in the telecast and the European Broadcast Union a partner.

After his presentation to affiliates, Mr. Wald had a major announcement to make. NBC News, he revealed, will devote an entire prime-time evening on a still-to-be-determined date in September to a three-hour study of the energy crisis. To be produced by Fred Freed, executive producer of NBC News, the special program will mark the fourth time since 1963—and the first since 1966—that the network has pre-empted an entire evening of prime-time programming to examine a national or worldwide problem. A study of civil rights, *The American Revolution of '63*, was the first such special program, followed by *United States Foreign Policy* in 1965 and *Organized Crime in the United States* in 1966.

Mr. Wald, during his formal presentation to affiliates, outlined a series of important documentaries being planned by NBC News. Included among them are programs on: the Communist party in this country; monetary problems; the contested Sinai area of the Middle East; the Black September movement specifically, and the terrorism movement generally; the ramifications of rising college costs; the meaning of cutbacks in medical research; the U.S. Navy's Admiral Zumwalt.

Documentary ideas still in the development stage at NBC News, according to Mr. Wald: *Why Does Johnny Get Hurt?*, a program about safety procedures in school buses; an exploration that a real possibility exists that the U.S. Congress must reform itself or lose out

in the balance of powers with the executive branch; a look at the going business in mail-order college degrees; a study of how the Mormon church handles welfare.

Affiliates hear Sarnoff praise print for defending broadcasting against Whitehead, call for unity in the defense of journalism

Robert W. Sarnoff, who spent 18 years at NBC, 10 of them as chief executive officer, but who has not formally addressed NBC station people since 1966, last week had a reunion with them in Los Angeles. Introduced as a man who has a message of importance at an important time, Mr. Sarnoff explained in a luncheon meeting talk at the NBC-TV affiliates convention that the time is that "critical turn in the road" when "the escalation of government intrusion into broadcasting" is at the "danger point." The message, he made clear, is that threats to television's economic base are just as much a danger to freedom of expression as threats to journalistic freedom. Newspapers and magazines should rally to the cause with broadcasting because "an attack on one news medium is an attack on all."

Yet the thunder of his message was muffled somewhat by the disclosures in the Watergate case and by journalism's



Mr. Sarnoff

consequent vindication. Mr. Sarnoff, now chairman and chief executive officer of RCA Corp., New York, acknowledged with satisfaction that a "decided change" has taken place in recent days and that "for the moment at least, accusations against the news media have turned to apologies, and scorn has yielded to praise." But don't drink to the lifting of

the siege just yet, Mr. Sarnoff seemed to caution. Given the government's track record with media, it would be prudent to wait and see.

RCA's chairman didn't mince words in describing the threat that has been possibly but not necessarily averted. He referred to recent attacks against national news media generally and television network news particularly as an "unprecedented spectacle." He left no doubt that in his opinion such tactics were meant "to impair the credibility of the news and to influence how it is reported."

Mr. Sarnoff had words of appreciation for newspapers and magazines for their "remarkable outpouring of support" for television against suggestions by Office of Telecommunications Policy Director Clay Whitehead that stations act as "censors" of network news. In keeping with his feeling that various media should help one another, Mr. Sarnoff asked that broadcasters further their efforts to make the public more aware of governmental pressures on print media, citing the scheduled substantial postal rate increase as an example of a threat to the "freedom and diversity of expression." Though seemingly purely an economic threat, according to Mr. Sarnoff, some magazines will fold as a result of the increase and "they will be just as dead as if they had been censored."

National news media are singled out as targets for government pressures, the RCA executive said, "because only they have the resources for intensive reporting of the arena in which the government operates." The reason for "demeaning and diminishing" TV networks, leashing newspapers, national magazines and wire services, Mr. Sarnoff stated, "is an effort to stifle the most relevant channels of public information."

Examples of "repressive government measures" that could drain the economic resources of networks cited by Mr. Sarnoff in his speech: the Department of Justice's antitrust suit against the networks that "proposes actions paralleling steps already taken by the FCC"; the re-run issue, "pushed by the OTP," that is designed "for private, not public, interest"; cable television, which is being built up in a "calculated effort" to create a competitor to the networks.

"With the stations openly courted by the government," Mr. Sarnoff told representatives of NBC's 218 TV affiliates, "there could be a short-sighted temptation for you to say: 'It's happening to the networks; it isn't happening to us.'" Yet, he pointed out, stations, program suppliers and networks all are in the same boat, and sink any part of the boat and the whole boat goes under. What is destroyed in the process, he indicated, "is a broad program service of news and entertainment, free to the public, and a selling force that helps power our whole national distribution system."

Getting to the decisive point in his message, Mr. Sarnoff said that threats to journalistic freedom and to television's economic base "overlap and intertwine," and that if television is not able to func-

New things are
developing at
Economy Finance

tion as a news medium, "we might hang on to our profits at the cost of our souls," but that "without a viable economic base, we could hang on to neither." What's called for, he emphasized, is "taking a stand and making common cause with all those who have a stake in freedom of the press and a vigorous system of broadcasting."

If the broadcasting industry faces up to the challenges of "artificial forces that would be imposed by government restrictions," he predicted, the future could be bright with the promise of enviable growth. By 1980, he estimated, TV households will exceed 75 million, color penetration will climb to more than 90% and TV advertising revenues will grow by as much as 90%.

"The best is yet to come," Mr. Sarnoff concluded. "It is worth fighting for," he said, while expressing confidence that the broadcasting industry "will prevail."

McGee comments on news media and their responsibilities meet with affiliates' warm approval

It's not nice to upstage the chairman of RCA and the president of NBC, especially if you work for them. Yet that's what *Today* show host Frank McGee inadvertently did at last week's NBC-TV affiliates convention in Los Angeles. Introduced, along with his co-worker Barbara Walters, at the network's news presentation during the meetings, Mr. McGee delivered a brief observation on the "grave period" broadcast journalism is passing through—the subject of Mr. Sarnoff's appearance before these same affiliates (see page 30) and touched upon in Mr. Goodman's (BROADCASTING, May 7).

Mr. McGee said he hoped, when Vice President Agnew made his first attack against broadcast journalism, that people would ask themselves one question and discover their own answer: "Who has more to gain by deceiving, a politician or a newsman?" The discovery of the answer to this question would clear up a lot of things, Mr. McGee felt sure.

He also noted that it became his "absolutely unshakeable resolve," from the first Agnew speech, that if the Vice President "succeeded in making me one bit less hostile to him or one bit more hostile to him, he would, to that precise degree have achieved part of his purpose."

This same code must prevail, Mr. McGee said, now that the administration in Washington is going through its own period of "great travail." If this is seen as an opportunity on the part of the press to be one bit more hostile or one bit less hostile, he said, "we will again have failed in our duty."

NBC, he assured, hasn't and won't budge from its objectivity. The network, he said, would never expect or accept any less and—now that the Watergate scandal has broken—will continue to "do exactly what we've been doing all the way along."

Mr. McGee's statement was received with enthusiastic applause. Judged by audience reaction, Mr. McGee's talk was the highlight of the business sessions.

Man in the News



In some measure—possibly a large measure—last week's gathering of 218 NBC-TV affiliates in Los Angeles was Herb Schlosser's convention. He was prominent throughout the three days of meetings, particularly at the concluding television network presentation from the Shubert Theater (see page 28). And though he has been with NBC since 1957 and played a big part in such affiliate proceedings during his six years as head of programs on the West Coast, this was Herb Schlosser's public introduction as a key network executive, his formal return to the California arena since his promotion and move to New York early last fall.

Sharing the stage with network President Don Durgin, detailing strategy, talking about futures, his step still light, his voice bright with enthusiasm, it was easy to believe that Herb Schlosser not only has a newly created job as executive vice president of the NBC Television Network, but a promising one as well.

He is currently responsible for the administration of all phases of the network operation. Programing, sales, sports, operations, engineering, business affairs, talent, talent and program negotiations, and program planning all report to him.

He reports to Don Durgin. Coming directly from his last job as vice president, programs, West Coast, to these so much wider responsibilities can be compared to a PT boat commander becoming chief executive officer to the admiral of the fleet.

What's Herb Schlosser doing from the bridge of his new command? What does he see?

First, he's helping to assemble a new crew: Larry White in charge of programs for the last year; John Kennedy heading engineering and operations since April; Mike Weinblatt in as sales boss as recently as two months ago; Al Rush taking charge of talent and program administration; in the last three weeks; Don Carswell getting a bigger job in business affairs; Lin Bolen named as director of daytime programs; Joe Taritero moving over from ABC-TV to take charge of children's programs; John McMahon picking up the programing job on the

West Coast. It's a crew Herb Schlosser can work with—to some extent hand-picked. The targets, as enunciated by Mr. Schlosser: Upgrade the various services the network has to offer, thrust out to do the most exciting things possible, be as aggressive as possible in getting the job done.

Take sales, for example. The mandate is to find new clients not now using the medium. The way to do it, Herb Schlosser and the other top executives at NBC seem convinced, is to create new kinds of programs for them. The Friday night, so-called *Midnight Special*, is one such vehicle. The projected *Tomorrow* series is another.

Herb Schlosser, Phi Beta Kappa at Princeton, Yale Law School graduate, apprentice in the Louis Nizer office of high-style legal sophistication, got to where he is now by thinking ahead, moving with the times, being identified with successful innovation. It was during his time in programing on the West Coast that the basis of prime-time production changed in form and substance. Movies-made-for-television came in. So did long-form programing generally. The series-within-a-series became established. And in the wings, waiting for entrance, is the mini-series.

Herb Schlosser and NBC-TV played a major role in all of these developments. Years in advance he touted them, committed his reputation to their success. Along the way he evolved from legal eagle into programing specialist. And while he now must spread his wings in many directions, his eye on the future doesn't stray too far from programing.

He sees mysteries and police dramas possibly peaking in prime time during the 1973-74 season and production subsequently maybe moving in the direction of stories dealing with the human condition, such as the network's forthcoming *Love Story* series.

He thinks the public could be ready to laugh more, and programers, anticipating this, should delve more into society's and human foibles. He definitely sees the opening of television time periods in the late evenings and the branching out of programing in international directions (in concepts more than in actual production). Yet for all of these likely changes, he believes the basic structure of prime-time television programing is here to stay for a while: long-form shows interlaced with half-hour comedies; both forms continuing to rely somewhat on anthological contents.

Besides obvious reasons, it was apparently good for Herb Schlosser as a person to move from the West Coast to New York. In his own mind—and indeed probably in fact—he had outgrown the strictly Hollywood programing job. Coming back last week was a revelation to him. He saw that it is not merely poetic idealism that no man is an island; that the bell that tolls in such an inter-related industry as television tolls not only for networks but for stations and program suppliers and craftsmen and the over-all economy of the local community. From his new vantage point, he says he

The Colonel's quote...

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Dan Seymour, Chairman
J. Walter Thompson Company
before the annual meeting
of the American Association
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sees where "precipitous regulatory action has effects on areas far removed from the immediate ones concerned." He cites the prime-time-access rule and the threat of limitations in the use of reruns as among a number of problems where the supposed solution "does more harm than good" and creates shock waves that reverberate outside the industry. Herb Schlosser is not a cynic. He's not the sophisticate who has condescended to join the artless. Sometimes his almost boyish enthusiasm runs over. He'd make a heck of a college coach. He believes and gets others to believe with him.

"We don't live in a perfect world," he said, "but if you measure the diversity of output of our programming, the news and information we provide, this is the best broadcasting system in the world. It does a very good job for the American people."

Believing this, as he does, Herb Schlosser sees as the major problem of the future, "a whole range of unwise regulation." He thinks only government restrictions can seriously hurt the industry. Surely, he doesn't want that to happen because of his genuine trust in the virtues of the industry, and, especially now, when he's on the verge of becoming one of the prime movers in it.

Killian picked to replace Curtis

Conciliation is in the air as new chairman announces proposal to compromise feud with PBS; Benjamin named to succeed Killian as vice chairman; Quayle will move from NPR to CPB

There was considerable movement last week to bring together the two estranged institutions of public broadcasting—the Corporation for Public Broadcasting and the Public Broadcasting Service. At a news conference in New York, CPB announced the election by its board of directors of a new chairman, James R. Killian, to succeed Thomas Curtis, who resigned over what he said were White House pressures on the CPB board of directors. The board also elected Robert S. Benjamin vice chairman.

Mr. Killian, who had been vice chairman of the board, then disclosed that the CPB board had approved a four-point proposal for an agreement with the PBS covering CPB-funded programming, interconnection for non-CPB funded programs, scheduling of interconnection, and provisions for reviewing the agreement.

An indication of the reconciliation spirit was evident in an announcement released by the PBS shortly after the CPB news conference. It said the PBS board of governors and the licensees it represents "are pleased that James R. Killian Jr. and Robert Benjamin, friends and strong supporters of public television over the years, have been named chairman and vice chairman of the Corporation for Public Broadcasting."

With reference to CPB's four-point

proposal, PBS said that "these actions will be considered fully at a meeting of PBS boards of governors and managers on May 17." PBS added that "we sincerely hope that negotiations between the Corporation for Public Broadcasting and the country's public television licensees will be quickly and successfully completed."

The four-point proposal recommended by CPB's negotiating committee and approved by the board of directors is as follows:

- CPB will, in consultation with PBS, decide all CPB-funded programs through a CPB program department. Should PBS dissent from any particular programming decision of the CPB program department, PBS may appeal to the chief operating officers of CPB and PBS. Should these executives fail to agree, final appeal may be made to the respective chairmen of the two organizations. Their joint decision is final.

- All non-CPB-funded programs will have access to the interconnection. Should there be any conflict of opinion as to balance and objectivity of any of these programs, either group can appeal to a monitoring committee consisting of three CPB trustees and three PBS trustees. It will take four votes of this committee to bar a program's access to the interconnection.

Under questioning by newsmen, Dr. Killian agreed that the CPB proposal was virtually identical to a compromise plan worked out by former chairman Curtis and representatives of PBS. Dr. Killian used the occasion to issue a statement adopted by the CPB board saying that the corporation "must be insulated from political influence or the control of special interests" and that "local stations must be the bedrock upon which public television is erected."

One newsman questioned the need for issuing the re-affirmation statement unless he felt there had been government interference in public broadcasting. Dr. Killian replied the statement was issued because "there has been speculation that there has been government interference."

In response to another query, Dr. Killian said he had learned that afternoon the PBS board of governors had asked the CPB board to continue two series, *Washington Week in Review* and *Firing Line* on public TV throughout the summer. PBS, he said, had polled its stations and a large majority indicated they favored reallocating local-program funds to these series. Dr. Killian said the request would be considered by the CPB programming committee on May 19.

Dr. Killian has been vice chairman of the board of CPB since its inception in 1968. He was chairman of the Carnegie Commission on Educational Television that in 1967 made the recommendation that led to the passage by Congress later that year of the Public Broadcasting Act. Dr. Killian was president of the Massachusetts Institute of Technology from 1949 to 1959; board chairman from 1959 until 1971 and has been chairman emeritus of MIT for the past two years.

Mr. Benjamin, who also has been on



Dr. Killian

the CPB board since its inception, is chairman of United Artists Corp., New York.

Dr. Killian also announced during the news conference that Donald R. Quayle has been named to the new post of senior vice president for broadcasting of CPB, effective in June. He has been president of National Public Radio, Washington, since 1970 and earlier had been director for systems development for CPB.

Senate passes CPB funds

Measure provides for \$55 million for '74 and \$65 million in '75

The Senate last week approved and sent to the House legislation to authorize a two-year funding plan for the Corporation for Public Broadcasting.

The vote on the bill (S. 1090) was 66 to 6. The measure is slightly modified from the version reported out of the Senate Commerce Committee last month (BROADCASTING, April 16).

As passed by the Senate last Monday (May 7), the measure would authorize \$55 million for CPB in fiscal 1974 and \$65 million in 1975, plus an additional \$5 million in each of those years on a matching-fund basis. Also authorized are facilities grants of \$25 million per year for fiscal 1974 and each of the three succeeding fiscal years.

The bill also requires stations to keep audio tapes of their public-affairs programs for 60 days after broadcast.

The original bill called for an authorization of \$75 million in fiscal 1975. But a floor amendment to reduce it to \$65 million was offered by Senator Howard Baker Jr. (R-Tenn.) and was adopted without objection.

Senator Baker expressed concern over the funding level "in view of the severe budget restraints being experienced by other federal programs. Public broadcasting does not need the instability created by continued disagreements over appropriate funding levels."

Senator Jesse Helms (R-N.C.) proposed limiting funding to a one-year, \$40-million authorization. But his amendment lost 62 to 12.

CPB funding is contingent on the authorization bill clearing the House and being signed by the President. It also hinges on final passage of an appropriations bill containing the funds.

Hooks says it's fear, not FCC

Courageous station owners make for good broadcast journalism, he says; he also has some praise for broadcaster progress in area of equal employment opportunities

FCC Commissioner Benjamin L. Hooks, who as the first black member of the commission usually finds himself, in public appearances, discussing race-related issues, offered a solution on WTOP-TV Washington last week to a question troubling broadcasters of any color: How are they to achieve freedom?

The answer, he said, is to "have more courageous owners." The only thing standing between television and radio and a good job of reporting—of investigative journalism—he said, "is the fear of the owners that they might lose their licenses."

But, he said, there is no basis for that fear in commission policies, past or present. All that is required, he said, is that broadcasters observe the fairness doctrine. "Stations have falsely accused the FCC of preventing them from doing a good job," he said. "I think many times it is the difference between the journalists at stations who feel one way, and the owners who had another way. When the owners have more courage and are willing to take positions and stands, they'll find the FCC is in favor of that kind of work."

Nor did he sympathize with broadcasters concerned about attacks from government officials, such as Clay T. Whitehead, director of the Office of Telecommunications Policy, who has criticized network news operations. "As a member of a minority race, I have very little sympathy for cowards," he said. He said that during the McCarthy period, radio and television "fell over and played dead."

The commissioner, who was appearing on WTOP's *Washington News Conference*, did discuss the kind of race-related issues he has been exploring since joining the commission in July. He acknowledged that blacks and other minority group members have made progress in moving into broadcasting jobs and said that although there is room for improvement, broadcasters have made more progress in assuring equal employment opportunities than most other industries—an achievement he attributes to the commission's role in checking into broadcaster employment practices.

And, yes, he said, as he has before, he believes it is "equitable" for minority group members to be given job preferences because they are minority group members. He said it is "unfair" to expect a man who has been "hobbled" all his life to compete on an equal basis with someone who has never known the disadvantages that go with discrimination. "To equalize competition you sometimes have a handicap," he said.

Commissioner Hooks also said, in

answer to a question, that he is "absolutely and unalterably opposed" to the use of the petition to deny license renewal as "a blackmail device." He said: "Blacks have been messed up so badly by black and white leaders in this country that I'm not in favor of anybody utilizing them again for private gain."

He also said however, that he does favor the use of the petition to deny when a station "has shown repeated and constant insensitivity to the needs of the people of a community, be they black or white." He said he feels blacks and other minority groups should bargain "in good faith" with managers and owners of local stations and added, "I would hope the broadcasters would have enough good sense" to bargain in that manner.

Kaiser-Field merger passes FCC muster

Only condition is that Woods refrain from violating rules governing maximum TV holdings

The FCC last week approved the merger of Kaiser Broadcasting Co.'s five independent UHF's and Field Communications Corp.'s one independent UHF. No monetary consideration was involved.

The new company, Kaiser Broadcasting Corp., will operate Kaiser's KBHK-TV San Francisco, WKBD-TV Detroit, WKBS-TV Burlington, N.J., WKBF-TV Cleveland and WKBG-TV Cambridge, Mass., and Field's WFLD-TV Chicago. Not included

is a sixth Kaiser station, KBSC-TV Corona, Calif., which is being sold to a new company which plans to make it into a pay-TV facility.

The commission acted on a 5-to-1 vote (Commissioner Nicholas Johnson dissented and Chairman Dean Burch was absent. Kaiser is currently engaged in the final stages of disposing of its radio inventory. It has sold WJIB(FM) Boston to General Electric Broadcasting and is awaiting commission approval of its proposed sale of KFOG(FM) San Francisco to GE and of WCAS(AM) Cambridge, Mass., to Family Stations Inc. (BROADCASTING, May 7).

The commission conditioned its grant of the merger on a stipulation to come from George D. Woods, who is a trustee of a foundation that is one of Kaiser's principal stockholders, that he will refrain from participating in broadcast operations until KBSC-TV is sold. Mr. Woods is also associated with WREC-TV Memphis which, along with his interest in the seven UHF's (including KBSC) that Kaiser will control after the merger, gives him ownership connections with eight television stations. Seven is the maximum number of TV ownerships permitted by commission rules. Kaiser was granted a waiver of those rules in connection with Mr. Woods's broadcast interests, pending FCC action on the KBSC-TV sale, but was cautioned that further requests for relief of this sort would not be considered.

With the merger, Kaiser is to own 77.5% of the new firm and Field 22.5%.

Kaiser Broadcasting is a subsidiary of Kaiser Industries Corp., Oakland, Calif., a publicly owned conglomerate engaged in worldwide engineering and construction activity. Field is owned by Field Enterprises Inc., Chicago, publisher of the *Chicago Sun Times* and *Daily News*.

Starr signs to buy Lexington, Ky., UHF

Starr Broadcast Group, New Orleans, which now owns 10 radio stations, moved last week to expand its television-station inventory. It agreed to purchase, subject to FCC approval, WBLG-TV (ch. 62) Lexington, Ky., from the joint venture currently operating the station, which consists of Reeves Telecom Corp. and Roy B. White Jr. Price is expected to be in excess of \$2 million for the ABC-TV affiliate.


WBLG-TV is one of the two television stations Starr would have acquired in a proposed merger with Reeves that was terminated a month ago (BROADCASTING, April 2). Reeves also operates WHTN-TV Huntington, W. Va., as well as WKEE-AM-FM there and WITH-AM-FM Baltimore. Mr. White, who is presently general manager of WBLG-TV, also owns full interest in WBLG(AM) Lexington, which will not be affected by the television sale.

WBLG-TV would be the fourth TV facility to come under Starr ownership. The firm currently owns WCYB-TV Bristol, Va., and is awaiting FCC approval of its purchase of KHVH-TV Honolulu and satellite KHVO(TV) Hilo, Both Hawaii. Starr, a publicly owned firm with more than 2,000 stockholders, also operates KXLR(AM) North Little Rock, Ark.; KABL-AM-FM Oakland-San Francisco; KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas; WBOK(AM) New Orleans; WLOK(AM) Memphis; KYOK(AM) Houston; KDTX (FM) Dallas; WNCN(FM) New York, and WWWW(FM) Detroit. The firm's largest stockholders are Peter H. and Michael F. Starr and Columnist William F. Buckley Jr.

WBLG-TV, which went on the air in 1968, operates with 1,340 kw visual, 134 kw aural and an antenna 1,002 feet above average terrain.

Gannett gets WINZ

The FCC has approved Guy Gannett Publishing Co.'s \$2.57-million purchase of WINZ-(AM) Miami. The station is being acquired from Rand Broadcasting Co., headed by Rex Rand, which has operated WINZ for past decade. The Gannett firm, based in Portland, Me., owns WGAN-AM-FM-TV and the *Portland Press Herald* and *Express* there as well as WHYN-AM-FM-TV Springfield, Mass., and two other New England papers. Commission also granted WINZ's renewal application in the same action, subject to "certain engineering conditions." WINZ operates on 940 khz full time with 50 kw day and 10 kw night.



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73-28

Changing Hands

Announced

Following sale of broadcast stations was reported last week, subject to FCC approval:

▪ **WBLG-TV** (ch. 62) Lexington, Ky.: Sold by Reeves Telecom Corp. and Roy B. White Jr. to Starr Broadcast Group for sum in excess of \$2 million (see page 34).

Approved

Following transfer of station ownership has been approved by FCC (for other FCC activities see "For The Record," page 63):

▪ **KHOS(AM)** Tucson, Ariz.: Sold by Fred L. Vance to KHOS Broadcasting Inc. for \$805,167. Buying firm is owned by KLUC Broadcasting Co., operator of KLUC-AM-FM Las Vegas. Richard C. Phalen Jr. is president and brother William R. Phalen is vice president of parent firm. William Phalen moves to Tucson following transfer to become president and general manager of KHOS. KHOS operates full time on 940 khz with 1 kw day and 250 w directional at night.

FCC pressed for fast ruling on NAB spots

WMCA pleads for guidance; opponents crank up counterads

WMCA(AM) New York joined with the Office of Communication of the United Church of Christ and the Consumer Federation of America in petitioning the FCC last Thursday (May 10) for a declaratory ruling on whether "Radio Free America" promotional spots prepared and being distributed by the National Association of Broadcasters are subject to the fairness doctrine.

The Office of Communication and the CFA contended the spots are controversial within the meaning of the doctrine, that they require sponsor identification under FCC rules and should be logged as commercials, and asked the commission to rule on all three of these points. WMCA took the position that the spots "may be controversial" and asked for "guidance from the commission as to its responsibilities as a licensee."

In a separate memorandum the Office of Communication and the Consumer Federation of America argued that "broadcast advertising today has become highly controversial." They said the spots "present the main industry arguments against advertising reform" and are part of "a more massive [NAB] public-relations effort" to head off restrictions on broadcast advertising, counter-commercials and the like.

The Office of Communication and CFA, it was noted, are preparing spots offering "a consumer viewpoint" on issues discussed in NAB spots. Groups and individuals associated with the two organizations were said to be "monitoring stations throughout the U.S. preparatory to making requests for the opportunity to

present contrasting viewpoints and filing fairness complaints." The memorandum asked the FCC to rule "promptly" lest by inaction it encourage stations to run the NAB spots.

New name for Capcities

Stockholders of Capital Cities Broadcasting Corp., New York, group station owner and publisher, have approved name change to Capital Cities Communications Inc. Thomas S. Murphy, chairman, said that with the addition of recently acquired *Fort Worth Star-Telegram*, publishing holdings will bring in more revenue than broadcasting.

Monagas will head FCC EEO office

NAEB minority-affairs director moves over to commission to set up equal-employment programs for regulated industries

The FCC last week announced the appointment of its external equal-employment opportunity officer, and the event should signal the start of development of new commission EEO policies for the regulated communications industries.

The new officer is Lionel J. Monagas,

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Mr. Monagas

51, who since 1970 has been with the National Association of Educational Broadcasters as director of its office of minority affairs. He is to start his new duties with the commission on May 21.

The commission in December established two equal-employment-opportunity offices within its table of organization (BROADCASTING, Dec. 4, 1972). One, to assure fair treatment of the commission's own employes, was promptly filled by Lee Hatcher, who had been in the general counsel's office.

Mr. Monagas's job will be to plan, develop and administer EEO plans for broadcasters, cable operators and common carriers. He will also evaluate and recommend changes in existing policies. The order creating the job specifies that the EEO officer is to be guided by the commission's EEO commissioner — at present, Benjamin L. Hooks—and to coordinate his activities with the affected commission bureaus.

The order also states that the EEO officer is to maintain liaison with those who are subject to EEO plans and with state and local agencies, community groups and industry associations concerned with the question of equal-employment opportunities.

Officials say that Mr. Monagas, who will report to the general counsel (Mr. Hatcher reports to the executive director), will direct his attention first to the question of what use the commission should make of the annual employment statistics it requires from the three industries. Broadcasters have been filing them since 1970 and common carriers since 1971. Cable operators filed them for the first time last year.

The principal use thus far made of the statistics provided by broadcasters has been in connection with their renewal applications. The commission has established criteria for determining which renewal applicants should be examined further to determine whether their equal-employment practices comply with commission rules barring discrimination in employment. Generally, inquiries are made of those stations with more than

10 employes that report no women on the payroll or a reduction in their number or, if they are in areas with a minority population of 5%, employed no minority-group members fulltime or reported a decline in that category.

However, the admitted imprecision of the standards is reflected in the commission's exempting from further inquiry substantial numbers of stations every renewal period because of various factors it considers mitigating.

Furthermore, the commission, which began issuing the EEO letters last July, appears to have reached a dead end in that policy. For it has yet to decide what to do about stations whose responses—even responses following further letters of inquiry—fail to remove all doubts about their compliance with the commission's antidiscrimination rules. Commission officials estimate that some 50 or 60 stations are on the deferred list as a result of such inquiries; 39 stations in Alabama and Georgia were queried last month (BROADCASTING, May 7).

Mr. Monagas will have a hand in determining the commission's next step. But in the meantime, the commission's renewal branch will continue to send, and to process answers to, EEO letters.

Mr. Monagas has some broadcast experience. He was an executive producer and an assistant program director at non-commercial WHY-FM-TV Philadelphia, and was an assistant director with WTOP-TV Washington. He also was a public relations consultant on ethnic markets to major corporations.

Mr. Monagas, who is a native of Chicago, studied at Howard University and American University in Washington, and at Temple University and Charles Morris Price School of Journalism and Public Relations in Philadelphia.

His appointment does not complete the commission plans for staffing EEO positions. The commission plans to name a deputy to Mr. Monagas soon, possibly this month, if necessary Civil Service Commission clearance can be obtained.

Renewal bill continues to draw fire from critics

BEST's Wright opts for altered version to permit better screening; ADA's Dean suggests more basic evaluations before making changes

Chairman Torbert H. Macdonald's (D-Mass.) House Communications Subcommittee finished its sixth week of renewal hearings last week and heard a number of groups of various persuasions argue against pending license-renewal legislation.

William Wright, national coordinator of Black Efforts for Soul in Television, opposed five-year renewals, suggesting instead that the FCC stagger renewals so that only one-third rather than all of the renewals in a state come up in a year. This system, said Mr. Wright, would al-

low the community to thoroughly review the operations of a few stations each year.

Mr. Wright questioned the contentions of earlier witnesses that the present climate of uncertainty has made broadcasting an unstable industry. But he said BEST would be willing to endorse a bill that would give broadcasters some credit for their past programing.

He outlined a proposed bill under which the FCC would grant three-year renewals if it found the public interest would be served. In a comparative hearing the past performance of the incumbent would be "tested by reference to whether it has served the needs and interests of the area which it is licensed to serve." The incumbent would be given a "comparative merit" based on its past programing but it would not be "conclusive over other comparative factors." He urged formulation of specific program criteria.

At the same time, he said, Congress should take no action with respect to the petition-to-deny process.

Sidney W. Dean Jr., chairman of the committee on communications of the national board of directors, Americans for Democratic Action, said that the subcommittee should not tamper with the existing renewal system until it establishes a special commission to examine "the relevance of all media structures and institutions in the light of our new needs, new objectives, and new technologies." He said the commission should consider means of eliminating government control over program content; the relevance of the First Amendment; the influence new technologies should have on public policy; the possibility of separating responsibilities for technical transmission and programing as is done in Great Britain, and the means of funding public, educational and civic services of the media.

Arlie Schardt, associate director of the Washington national office of the American Civil Liberties Union, contended that the renewal bills pending before the Macdonald subcommittee "constitute protective legislation that would insure preferential treatment for the incumbent licensee, (who need meet only a minimal, vaguely defined standard of service) no matter how superior the new program service being offered by the competitor." Such legislation, he said, "cannot serve the public interest or the First Amendment goals of maximum diversity of expression."

Testimony along the same line was given by Curtis White, chairman of the Coalition for an Equitable Share of Cable Systems Inc. (Case/Cable) in a statement submitted by New York attorney Basil A. Paterson, a 2½% stockholder of Multi-State Communications Inc., which has filed a competing application against the renewal of WOR-TV New York, and in the testimony of New York attorney Charles Blaisdell, 10% stockholder of Multi-State.

Another critic of renewal legislation was William Devlin, chairman of the media committee, Long Island Coalition for Life. Mr. Devlin charged that broad-

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casters have deliberately—and contrary to the public interest—used entertainment shows as “instruments of propaganda.” He cited as examples the Nov. 14 and Nov. 21, 1972, shows of CBS-TV’s *Maude* series, which dealt with the subject of abortion.

One advocate of renewal legislation last week was Dr. Carl McIntire.

Dr. McIntire, president of the International Council of Christian Churches, is also head of Faith Theological Seminary, which owns WXUR-AM-FM Media, Pa. Three years ago the FCC denied the renewal applications of the stations after concluding they violated the fairness doctrine. The case, now before the Supreme Court, has thus far cost \$250,000, according to Dr. McIntire.

It was Dr. McIntire’s contention that the FCC is using the fairness doctrine to intimidate broadcasters. One example he said, was the fact that many stations have canceled his *20th Century Reformation Hour* broadcast out of fear of violating the fairness doctrine. “We have lost the freedom of speech to deliver the gospel,” he told the subcommittee.

He said Congress should “remove from the [FCC] any direct or indirect matters that concern speech and the free exercise of religion,” and see to it that the commission abolishes the fairness doctrine and authorize issuance of “permanent licenses.”

Man in the News

Larry H. Israel, a leading broadcast executive since the 1950’s, last week became president and chief operating officer of the Washington Post Co.—and thus, it is believed, the ranking broadcaster in a command position for a major multimedia communications organization.

“News isn’t going out of style.”

With those words, the newly minted president of the Washington Post Co. seemed to set his own corporate course last week. For one who has spent most of his career dealing with nonnews matters, he seemed remarkably comfortable both with the statement and with the new eminence from which it was issued. Larry Israel may not be a newsman, but he is by all means—and now by all media—a *newsbusinessman*.

Mr. Israel, 53, assumed his new responsibilities in both a sad and a glorious time for the Post company. His succession to the presidency, expected for some months, followed by seven days the death of Frederick Beebe, the former board chairman and a man who evoked both esteem and affection from his colleagues. It followed by two days the award of two Pulitzer prizes to the *Washington Post* for distinguished achievement in journalism in 1972, and particularly for its pivotal role in the Watergate revelations. Moreover, Mr. Israel was able to report to the company’s stockholders that very day that revenues were at their highest point in history, and that the company was poised for even greater expansion in



Mr. Israel

the future. If any man could be said to be riding a rocket last Wednesday, Mr. Israel was he.

The career countdown for this latest launch began in 1947 when a younger Larry Israel, then a reporter for the *Philadelphia Inquirer*, was assigned to edit a TV newsreel for that paper’s WFIL-TV. He had joined the newspaper after graduation from the University of Missouri’s school of journalism. Later he worked for WDTV (now KDKA-TV) Pittsburgh as news and special events editor, becoming successively operations manager and sales manager. He then went into ownership, first with WENS-TV, a UHF in Pittsburgh, and later KMGM-TV, an independent VHF in Minneapolis. Mr. Israel at one point was general manager of both, commuting 2,000 miles each week. These ventures, he says now, were more memorable for their experience in television pioneering than for their contribution to the family fortunes.

Mr. Israel then joined Westinghouse Broadcasting as general manager of WJZ-TV Baltimore, the first of a number of major positions in the second phase of his business career. He organized and became president of TVAR, the Westinghouse organization’s house rep, in 1959, then became executive vice president for operations of WBC in 1963. In 1964 he became president and chief operating officer. (Don McGannon, of course, was then and remains chairman and chief executive officer.)

Then, in 1968, Mr. Israel accepted Fritz Beebe’s and Kay Graham’s offer to join the Post organization as chairman and president of the Post-Newsweek stations. There were four stations in the group when he went aboard: WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville. Now there are five: those less WTOP-FM, which was given to Howard University and now operates as WHUR, plus WCKY(AM) Cincinnati and WPLG-TV Miami. In addition, the Post company has announced its intention to buy WTIC-TV Hartford, Conn., for \$35 million, subject to FCC approval. The broadcast group contributed 11% of the parent company’s revenues at 1972, and 25% of its profits—\$24.3 million and \$5.9 million, respectively.

One of Mr. Israel’s first management

challenges in his new job is to find his own successor as chief line executive of the Post-Newsweek stations group—a process already begun, but with no immediate urgency (Leonard Giarraputo had been named executive vice president for operations and Dan Gold senior vice president for staff and administration some weeks before Mr. Beebe’s death). The person he hopes to find will be “as qualified as I am,” he says, adding that while he knows it sounds immodest, that is the job description. Then he ticks off these qualifications: a good business sense, dedication to journalism, someone who understands people, a grasp of finance and labor relations, a feeling for acquisitions, experience in operations and “a contemporary attitude toward our whole social fabric.” That bill may take some time in filling.

Mr. Israel has no illusions about the popularity of his own past policies with many in the broadcast industry, although he does feel that “they understand me better now because some of the things we’ve pushed for have come to pass.” He cites a number of examples—among them the passing of cigarette advertising, expansion of early evening news into a two-hour block, local programming access to prime time and new approaches to children’s and minority programming—and adds his opinion that the industry still has its head in the sand on many of these issues. It is an attitude he will not tolerate among his own executives. “Don’t tell me about it after it happens” is an Israel management rule that few staff members violate twice. Too often, he feels, that has been the industry’s way: playing catch-up ball after the damage has been done. The Post-Newsweek stations, for example, dropped cigarette advertising about a year before the law banning it altogether, not because they had to but because “we felt our commercial credibility was at stake. How could we run commercials for a product and then, minutes later, carry the cancer society’s spots saying it could kill you?” The broadcaster had to decide which side he was on, Mr. Israel says, and Post-Newsweek was overwhelmingly convinced by the surgeon general’s case.

Mr. Israel’s impatience with an industry’s fondness for the status quo extends

beyond matters of policy to such considerations as technology—and particularly to what he calls the “Maginot Line” theory thereof. By that he criticizes massive, expensive, inflexible broadcasting plants and “\$800,000 mobile units that require a small army to put into the field.” He spent a lot of his time in broadcasting with engineering vice president Ben Wolfe working on new developments in technology, and expects to spend a great deal of time with the Post company’s print-media products in similar pursuit of better results at lower cost.

But if he has had his differences with the broadcasting establishment, and especially with the networks (Mr. Israel’s stations have been notorious for pre-empting network schedules in favor of local origins), he feels “they know they can count on us in the crunch.” As examples he cited early support for CBS-TV’s *All in the Family* (“Even if it’s a failure it will be a success,” was the word that went from Washington to New York when that show was getting off to a rocky start). And when *The Selling of the Pentagon* first came down the network line, WTOP-TV was so impressed that it taped the show and repeated it the same week. The company also was among that minority of affiliates that said they would clear for *Sticks and Bones* before that controversial production was forced off the air by affiliate protest.

And if Mr. Israel has been willing to recognize the industry’s shortcomings, he has also been ready to defend its freedoms. In an address accepting a “distinguished service in journalism” award from his alma mater, Mr. Israel came out flatly against those who “fail to see . . . that regulation is not far from the point of choking off what it seeks to regulate.” Further, he said, “Even the most well intentioned regulatory action by government inexorably involves the government in that which is being regulated. That process may be tolerable, and even desirable, in the setting of freight rates or the fixing of standards for meat, but it is deleterious to the practice of broadcast journalism.”

Mr. Israel’s new responsibility with the Post Co. puts him in a position to practice what he has preached as good policy for print media to pursue: to support their colleagues on the broadcast side. “If broadcast journalism withers and dies as an effective independent component because of regulatory thrombosis,” he said in that same Columbia speech, “print journalism very well may be digging its own grave by its indifference.”

KSD-AM-TV strike cuts off delivery of companion newspaper

Pulitzer says it may go to court to make IBEW share losses

Officials of Pulitzer Publishing Co. are considering a lawsuit against a St. Louis chapter of the International Brotherhood of Electrical Workers following a two-

day walkout by IBEW technicians at Pulitzer’s KSD-AM-TV there. At issue are charges that the IBEW strikers kept weekend editions of the commonly owned *St. Louis Post-Dispatch* from delivery.

Alex Prim, vice president and general manager of Pulitzer, said the company is attempting to ascertain the amount of revenues it lost when IBEW members threw up picket lines around Pulitzer’s print and broadcast facilities May 5 and 6, stopping delivery of the *Post-Dispatch*. “I’m afraid we had some serious losses and we’re actively considering the possibility of IBEW sharing those losses,” Mr. Prim said.

The IBEW walkout at KSD-AM-FM

ended May 6 when negotiators agreed on a new three-year labor contract. According to KSD-AM-TV General Manager Raymond Karpowicz, the new pact calls for a 5.5% pay increase for station technicians as well as improved health and pension benefits.

Mr. Karpowicz said the walkout had little effect on the broadcast operations, that KSD-TV was off the air for only eight minutes and that the radio station returned to the air shortly thereafter. (The stations were forced off the air when technicians shut down the transmitters prior to leaving their posts.) The technicians’ action, Mr. Karpowicz said, came “completely without warning.” He noted that the past labor contract had expired last November.

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AWRT in Miami: down to business

Reid and Goodman chief speakers
at convention featuring sessions
on industry problems, programing

A keynote address by NBC President Julian Goodman, a banquet speech by FCC Commissioner Charlotte T. Reid and panels on programing and critical issues in broadcasting will be highlights of the 22d annual convention of American Women in Radio and Television.

The convention, which opens May 16 at the Americana hotel in Miami Beach, is expected to draw more than 700 professional women in broadcasting and related fields from the national organization, whose membership numbers 2,500.

Thursday, May 17, has been designated "advisory council day" at the convention and will allow an opportunity for delegates to meet with national officers, directors and committeewomen. Morning how-to workshops will deal with membership, AWRT's Educational Foundation, chapter programing and college women in broadcasting. That day's luncheon will be followed by afternoon area meetings and public-affairs workshops.

Commissioner Reid, guest speaker for the opening banquet Thursday evening, will speak on "Women in Broadcasting Today." At the banquet the AWRT Silver Satellite award will be presented for outstanding contribution to the field of broadcasting and SESAC awards will be made to AWRT members in six categories of broadcasting.

Although the exact topic of Mr. Goodman's Friday morning address is as yet unannounced, he is expected to discuss problems facing the broadcasting industry as a lead-in to the afternoon panel, "Current Critical Issues," moderated by Richard D. Heffner, professor of communications and public policy at Rutgers University. Joining Mr. Heffner on the panel are Vincent T. Wasilewski, president of the National Association of Broadcasters; Charlotte Klein, senior vice president of the New York public relations firm of Harshe-Rotman & Druck Inc., and Thomas H. Wall, communications attorney and partner in Dow, Lohnes & Albertson, Washington.

Mr. Heffner will again serve as moderator of a Saturday afternoon panel that will explore news, daytime and children's programs, prime time and public broadcasting in its discussion of "Total Programing." Panelists will include: Howard Eaton Jr., senior vice president and director of broadcasting, Ogilvy & Mather, New York; Allen Sternberg, president, National Association of Television Program Executives; Donald V. Taverner, president, noncommercial WETA-FM-TV Washington; Tom Breen, program manager, KTVU(TV) Oakland-San Francisco, and Mort Werner, vice president for network programing, NBC.

Organizational business meetings will precede both the Friday and Saturday afternoon panels, with the AWRT gen-

eral assembly meeting Friday morning and the AWRT Educational Foundation meeting and luncheon Saturday. Five international women broadcasters, currently touring U.S. broadcast facilities under the aegis of the Educational Foundation, will be the featured speakers at Friday's luncheon.

A new addition to the convention agenda this year are four "early bird workshops." Beginning at 8:00 a.m. on Thursday, Friday and Saturday, the workshops will focus on affirmative action, management development, station-agency relationships and creative production techniques. The sessions, which are held concurrently, will be repeated each day to allow registrants to attend more than one.

The social highlight of the five-day event is set for Saturday evening when the Renaissance-period Villa Vizcaya on Biscayne Bay will be the scene of a twilight reception and buffet banquet.

On Sunday morning the convention will close with a final business meeting and installation of officers. Elaine Pitts, national president, will deliver her inaugural address. Mrs. Pitts is vice president of corporate relations for the Sperry & Hutchinson Co.

Ocean City operation puts the fear in NAB

Planned carrier-current station
in resort prompts Wasilewski
to ask FCC to consider
the economic implications

National Association of Broadcasters President Vincent Wasilewski thinks that unlicensed carrier-current radio stations operating in competition with commercial broadcasters could pose a serious economic threat to the conventional broadcast system. In a letter to FCC Chairman Dean Burch, Mr. Wasilewski

BEST not satisfied. The FCC's new license-renewal procedures, designed to encourage a dialogue between stations and groups in their communities, apparently do not go far enough to suit one public-interest group. Black Efforts for Soul in Television has gone to court in an effort to overturn the commission's order adopting the new procedures. The brief notice of a petition for review filed with the U.S. Court of Appeals in Washington did not indicate the basis for BEST's suit. However, it is understood that BEST feels the new rules, adopted on May 1 *Broadcasting*, May 1), do not assure citizen groups adequate access to and use of the information stations are required to maintain in a public file.

BEST and the United Church of Christ, in their comments in the rule-making proceeding, had stressed the need for assuring groups adequate access to and use of the material (Also see story, page 36).

asked that the commission "consider the question of direct economic impact" of carrier-current systems on licensed radio stations and to "initiate whatever action it may deem appropriate."

Mr. Wasilewski said his concern stemmed from an article which appeared in the April 9 issue of *BROADCASTING* concerning the plans of three University of Maryland students to operate a carrier-current facility on a commercial basis this summer in the resort community of Ocean City, Md. The "station," which will operate with the call letters WOCR, would utilize existing electrical circuits to put out a signal over several miles of beachfront in the community.

WOCR's economic success, the NAB president said, "could spark the wholesale growth of competitive carrier-current systems which would undermine the public-interest goals which are the foundation of the licensing scheme provided by Congress in the Communications Act."

Mr. Wasilewski noted that, under the commission's present guidelines governing the operation of low-power radio devices (which permit carrier-current operators to function relatively unimpeded by federal regulation as long as they do not cause electronic interference to licensed radio stations), competitive systems of this nature "could spring up wherever there are highly concentrated listening audiences." But, he said, "beach resorts are illustrative of the areas where such systems would be most harmful" to broadcasters. He noted that broadcasters in these areas depend largely on summer-time revenues, without which they would find it hard to make a profit. If carrier-current systems are permitted to operate there on a seasonal basis—as WOCR plans to do—they will be in a position to "skim off the cream," Mr. Wasilewski said. "He could fold up his tent when the vacation season ends and return again when school is out." But the conventional broadcaster, he added, would be left behind to subsist on the meager revenues derived from a small year-round population.

Mr. Wasilewski claimed that FCC regulation of the use of carrier-current facilities "would be entirely appropriate" under the existing rules. He emphasized, however, that NAB does not advocate any change in policy regarding the operation of carrier-current facilities in their more traditional settings, such as college campuses and military bases.

Officials of Maximedia Inc., the firm which will operate WOCR, could not be reached last week for comment.

Turned down

The FCC's Broadcast Bureau has for the second time in two months requested that the application of Pacifica Foundation to build a noncommercial station on Washington's only vacant FM frequency be dismissed. The bureau said Pacifica has failed to demonstrate in hearing that it is prepared to go forward with its case and has instead employed evasive tactics to delay the proceeding.

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DATE	NEW YORK RATING	SHARE	LOS ANGELES RATING	SHARE
4/29	27.6	46	19.6	42
4/22	20.6	44	16.9	41
4/15	19.9	41	13.1	32
4/8	17.4	32	14.7	37
4/1	20.7	37	15.9	36
3/25	20.4	37	13.0	29
3/18	20.8	37	12.7	31

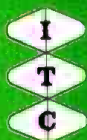
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A reluctant Sonderling pays the fine

FCC loses opportunity to test topless radio in court; broadcaster says the \$2,000 is much less than the legal fight would cost, but still feels commission is wrong

Sonderling Broadcasting Corp., complaining about a "double standard" and expressing conflicting views as to the propriety of the FCC's action in citing it for an apparent liability of \$2,000, nevertheless has paid the fine.

The commission last month proposed the fine for two allegedly obscene broadcasts on Sonderling's Oak Park, Ill., station, WGLD-FM (BROADCASTING, April 16). The notice of apparent liability climaxed growing concern within the commission and Congress about allegedly obscene or indecent programing.

Sonderling's payment of the fine had been expected. But in not contesting the commission's action in court, Sonderling denied the commission the test case of its authority to move against alleged obscenity or indecency that it had hoped its action would produce.

Egmont Sonderling, president of the corporation, in his letter transmitting the \$2,000 to the commission, said that although Sonderling feels the commission is wrong "on the facts and on the law" in the case, "it cannot sustain the tremendous financial burden involved in testing the broad constitutional issues" involved in the case.

The broadcasts cited by the commission were issues of the station's *Femme Forum*, a daily call-in talk program, in which host Morgan Moore discussed different questions of interest to women. Sex was among the issues discussed, and the programs cited in the commission's notice featured explicit discussions of oral sex.

The program was of the type called topless radio that appears to have disappeared from the scene in the wake of the commission's action, a speech by FCC Chairman Dean Burch denouncing such programing, and a National Association of Broadcasters' statement urging broadcasters to avoid the "tasteless and vulgar" (BROADCASTING, April 2).

Mr. Sonderling, in his letter to the commission, indicated he felt the company was the victim of the application of a double standard at a time of changing values as to what is permissible in broadcasting. He said subject matters taboo only recently—like homosexuality, rape, abortion and prostitution—is now dealt with on prime-time television.

And in that connection he noted CBS's presentation of Ingmar Bergman's *The Lie*, on April 24, in prime time. It dealt with adultery and contained a scene in which an unmarried couple apparently nude were seen in bed. He said the pro-

gram "was done in good taste and was perfectly acceptable in the moral climate of the present time. But, he asked, "Why should this kind of program be acceptable and why should we be fined?"

At one point in his letter, Mr. Sonderling said Sonderling was willing to forgo a court fight and abide by the commission's decision "if important people in our society and in our government . . . believe that sex-oriented programs are not in the public interest." He said that he recognizes government's "right" to impose rules and regulations on society and that, as a broadcaster, he understands "there can be different opinions as to the public interest of a given broadcast."

But Mr. Sonderling also said that he felt the commission's action violated the First Amendment and the Communications Act's no-censorship provision. "Actions such as this have the 'chilling effect' of inhibiting the free discussion of important public issues," he said.

The commission reached its decision to issue a notice of apparent liability after listening to a 25-minute tape of segments from topless radio programs broadcast by several stations around the country. And there were indications last week the commission will make the tape public.

More, a monthly journalism review, has requested access to the tape, and has threatened a court suit, under the Freedom of Information Act, if the commission denies the request. *More* said broadcasters and the public are entitled to know the basis of the commission's "censorious" action (BROADCASTING, April 23). *More* said it was concerned about the "alleged chilling effect of other broadcasters of not only the proposed forfeiture but the inquiry the commission announced it was undertaking check into allegations of obscenity in broadcasting and cablecasting.

The commission discussed the matter at its meeting, last week, and a majority of those present were said to be prepared to grant the request. However, a decision was deferred to permit Chairman Dean Burch, who was absent and who is known

Children's mart. Benton & Bowles claims that while the TV networks have reduced the number of commercial minutes they will sell this year in children's shows on weekend mornings, the potential gross revenue is virtually the same as it was a year ago. In "Impressions," a summary prepared by its media and programing department, the agency notes that minute costs in card rates increased for the networks in aggregate for children shows, and, moreover, ABC had added a half-hour of programing in 1973. Benton & Bowles said its computations for the three networks covering first-quarter 1973 showed in aggregate 16.5 program hours daily compared with 16 in the like period in 1972; 28 commercial minutes in each hour vs. 36 in last year's quarter; average cost per commercial minute of \$23,760 vs. \$19,720, and \$16,608,200 vs. \$16,818,400 in potential gross revenue.

to oppose making the tape public, an opportunity to express his views.

Still to be determined, in the event the tape is made available to *More*, is whether call letters—at least those of stations other than WGLD-FM—are left on the tape. The staff is expected to argue that failure to erase the call letters might subject the stations involved to needless embarrassment.

Meanwhile, *Femme Forum*, still a daily feature on WGLD-FM, was said to be generating once again the number of telephone calls it did in the old days. Mr. Sonderling's letter said the program's format had been modified on March 28, the day of the NAB statement on "tasteless and vulgar" programing, to eliminate discussions of "all sex-related subjects."

Charles Manson, WGLD-FM's manager, said that "for a couple of weeks, everybody felt the reaction, and the calls slacked off. But they started coming back Thursday [May 10]." The new *Femme Forum*, still aimed at housewives, apparently is not limited to discussions of the high cost of living. Last week, one session was on homosexuality, and another on "Would You Like to be a Playboy Bunny?"

Fairness doctrine now being turned against network children's TV

Choate group is behind letters to ABC, CBS and NBC that seek time for opposing viewpoints while claiming such programing creates own controversial issue

The FCC's fairness doctrine has been invoked by a public-interest law firm in a request to each of the networks that it devote substantial amounts of air time to discussion of children's programing—"much of it critical of television's performance and policies."

The Media Access Project (MAP) made the request, and the fairness argument, in letters to the networks last week in behalf of the Council on Children, Media and Merchandising. The council is headed by Robert Choate, a frequent critic of advertising aimed at children.

MAP asserted in its letters that children's television programing is a controversial issue of public importance but that the networks have presented only one side of it to the public—their own, in the "regular broadcasting of [their] children's advertising and programs" and the promotional spots for them.

MAP said that issue has received considerable attention in various public forums—including FCC and Federal Trade Commission proceedings—and that newspapers and magazines have carried numerous articles on the subject. But coverage by the networks, the council added, has been "minimal," at best. Indeed, it accused the network news departments of "seemingly" censoring "the chil-

dren's television controversy off the air."

The children's programs and ads and the promotional spots broadcast in connection with them, MAP said, constitute the networks' side of the controversy. "By airing these programs and ads, the broadcaster implicitly states his view that they do not adversely affect the physical, intellectual and psychological welfare of American children," MAP said. Inferring anything else, it added, would suggest the broadcaster is operating in bad faith.

To remedy their alleged failure to meet fairness-doctrine obligations, MAP said the networks should devote "substantial amounts of programing and advertising time to children's television questions on a regular basis and at times designed to reach both adult and child audiences. It said the "coverage must include substantial air time for the presentation of views critical of television's performance and policies."

MAP said such programing is needed to enable parents to monitor intelligently the programs and ads directed at their children and strengthen the parents' ability to mediate between the television set and the child.

MAP also had some requests for data from the networks—transcripts of all expressions of views on controversial issues concerning children's television aired since the FTC's hearings on children's advertising in October-November 1971; copies of all promotionals and ads broadcast during or adjacent to children's programing in the last month and a complete list of the networks' 1972-73 and 1973-74 children's programs and transcripts of those programs for the week of March 11-17, 1973.

Broadcasting critic gets a Pulitzer prize

But broadcasting still awaits its first Pulitzer recognition

Ronald Powers, a Chicago TV columnist described as "acerbic" and "harsh" and "one of the young Turks" by network spokesmen, last week won the 1972 Pulitzer prize for distinguished criticism.

"The most important thing about this award," said Ellis Moore, vice president for public relations at ABC, "is that television criticism has finally been recognized by the Pulitzer committee. Believe me, it was long overdue."

Television itself has never been included in the Pulitzers.

Mr. Powers, 31, writes six columns a week for the *Chicago Sun-Times*. He likes covering TV because "the scope is so vast." In general, he said last week, the TV column has been "underrated in the past as frothy and frivolous." But, as he put it in one of the 10 columns submitted by the *Sun-Times* to the Pulitzer jury, "It's impossible to talk about radio and television in America without talking about American life. No other critic on a newspaper deals with a medium that reflects so directly the per-

sonality, character, hopes, fantasies, distractions, myths and delusions of the American people."

Mr. Powers studied journalism at the University of Missouri, where, he said, "my most burning ambition was to become a sports writer." After graduation in 1963, he covered both sports and suburban news for six years as a reporter



Mr. Powers

for the *St. Louis Post-Dispatch*. When the city of Chicago found itself basking in the reflected infamy of the disorders that followed the 1968 Democratic convention, he said, "I really sat up and took notice. I became curious about what it would be like to work in a city undergoing such upheavals." He went to work for the *Sun-Times* as a general-assignment reporter, and a year later ("I was in the right place at the right time") he became the paper's TV man.

When asked what he likes on TV these days, Mr. Powers said: "I enjoy the Yorkin-Lear comedies, and Mary Tyler Moore, because these shows have escaped from the old sitcom formulas. The writing is good, and the dialogue at least tries to capture the way people talk in real life." He also goes for the BBC imports, "like Alistair Cooke's *America*

and *Henry VIII*," and made-for-TV movies like "That Certain Summer" with Hal Holbrook. As far as network news is concerned, "even the news executives themselves admit it's only a headline service," he said.

For people outside the *Sun-Times* area who don't get a chance to see his work, Mr. Powers's exhaustive series of conversations with Walter Cronkite have been transcribed and edited for a forthcoming *Playboy* interview.

Supreme Court asked to review drug-lyrics ruling

Appellants contend FCC imposes unconstitutional prior restraints; challenge commission's refusal to rule on Yale's guidelines

Two college radio stations have gone to the U.S. Supreme Court in their continuing effort to have the FCC's position on drug lyrics declared unconstitutional.

The Yale Broadcasting Co. (WYBC-FM New Haven, Conn.) and the University of the Pacific (KUOP-FM Stockton, Calif.) along with several announcers who say they have been fired as a result of the commission's rulings and others who claim to be intimidated by

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the rulings, failed two years ago in an effort to persuade the commission to change its position.

And, after they appealed, the U.S. Court of Appeals in Washington held in January that the commission was within its constitutional and statutory authority in issuing the rulings it did (BROADCASTING, Jan. 15).

So last week, the appellants, still represented by the Stern Community Law Firm, but with former Attorney General Ramsey Clark on the brief, asked the Supreme Court to review the case.

The commission in two rulings in 1971—the second a “clarification” of the first—noted that it had received numerous complaints about drug-oriented lyrics, pointed out that broadcasters are responsible for the lyrics they broadcast as well as all other matter, and called on them to exercise proper control.

The initial ruling, on March 5, referred specifically to lyrics that “promote or glorify” illegal drugs. And both rulings indicated that licenses could be jeopardized by the broadcasters’ failure to be aware of the meaning of the lyrics being aired—even though the commission acknowledged that drug lyrics are speech protected by the First Amendment.

The appellants contended that the rulings, in requiring licensees to be familiar with all of the lyrics they broadcast on pain of losing their licenses if they do not, had subjected the lyrics to unconstitutional prior restraint.

Another issue in the case is the commission’s refusal to grant a declaratory ruling requested by Yale Broadcasting. Yale asked for advice on whether guidelines dealing with song lyrics it had drafted would assure compliance with the commission’s drug lyric rulings or, if implemented, would jeopardize its license. Yale said the uncertainty surrounding the rulings required the commission to provide the requested guidance.

The college stations are urging Supreme Court review on the ground that the lower court’s decision conflicts with a Supreme Court decision invalidating a California state law making it a crime for a bookseller to possess an obscene book without knowledge of its contents. The appeals court, the college stations argue, has ruled that the commission may impose procedural burdens on free speech “that could not be imposed on booksellers.”

And the lower courts’ decision upholding the commission’s refusal to grant a declaratory ruling, the brief adds, raises a question as to whether an administrative agency can refuse to clarify orders that “admittedly create confusion and chill protected speech.”

Dolph’s newest venture

The formation of Jack Dolph Associates Inc., New York, to engage in broadcasting, sports and interrelated activities has been announced. Mr. Dolph, former CBS sports executive, resigned as commissioner of the American Basketball Association last October to plan for the new



Can he do it? This is the man chosen to make viewers forget the image Raymond Burr developed in 10 years as Perry Mason on CBS-TV and, since 1966, in extensive syndication. He’s Monte Markham, TV, film and stage actor, and CBS-TV announced last week he’d have title role in *The New Perry Mason Show*, which starts this fall (Sundays, 7:30-8:30 p.m. NYT). CBS said he would leave Broadway musical “Irene,” in which he is currently appearing with Debbie Reynolds, to start filming the series. He has starred in two previous TV series, *The Second Hundred Years* and *Mr. Deeds Goes to Town*. Rest of casting for the new series, to be produced by 20th Century-Fox with Paisano Productions, remains to be announced.

venture. His firm’s first project is to supervise distribution, production and sales of MGM Television’s *Family Network* series of feature films. Joining Mr. Dolph in the new company as sales manager is Jack White, former vice president of broadcast affairs for the New York Yankees and earlier senior vice president and national sales manager of H-R Television. Jack Dolph Associates is at 1350 Avenue of the Americas, New York 10019, telephone (212) 262-2704.

McDonald’s to the rescue

For the second time in recent weeks, a major advertiser has come forward to make a sizable grant to public-television programming. Hard on the heels of Exxon Corp.’s record \$1-million grant for drama series (BROADCASTING, May 7), McDonald’s Corp., Chicago, is making \$565,000 available for the new season’s production of *Zoom*, the children’s series produced by WGBH-TV Boston. The grant matches a previously announced one voted by the Corporation for Public Broadcasting (BROADCASTING, March 12). Matching grants, totaling \$1,130,000, are for a series of 39 half-hour programs that will cover 26 new shows and 13 shows that will include some old as well as new segments. The fast-food chain will get the usual one-sentence credit announcement before and after each segment of *Zoom*.

Macdonald seeks equalizer on White House

Bill would give opposition chance to answer when any President makes partisan appeal on the air

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) last week introduced legislation that would entitle the opposition party to equal time when stations carry addresses in which the President takes a partisan position on an issue.

The measure (H.R. 7562), a proposed amendment to the Communications Act, would allocate free time to “a spokesman of the other major political party” when a broadcaster allows the President to use his station “for purposes of taking a partisan position on a controversial issue of public importance.”

“The purpose of this legislation,” Mr. Macdonald said following introduction of the bill last Tuesday (May 8), “is to insure that the American people have full access to both sides of controversial issues. Access to the nation by television on a command basis by the President is a privilege that can easily be abused.”

Mr. Macdonald referred to the March 29 network address in which the President used 22 minutes to discuss a variety of subjects, including his battle with Congress over the budget.

“The President appealed to his viewers and listeners to write their congressmen—or rather, as he somewhat partisanly—termed 535 elected representatives, ‘the spenders in Congress,’ to support the President’s views on pending legislation,” said Mr. Macdonald.

But, he noted, when the Democratic leadership asked for equal time, the networks turned them down (BROADCASTING, April 9).

“I have fought long and hard for the rights of broadcast newsmen to make independent news judgments,” Chairman Macdonald said. “However the unique ability of the President of the United States to utilize television, a direct channel to 75 million citizens, takes news judgments completely out of the professionals’ hands.”

Both parties, he asserted, must have access to TV and radio, and the proposed legislation “will help to rectify what has become a dangerously one-sided situation.”

Chairman Macdonald told BROADCASTING that there will be hearings on the bill but that no dates have been set.

Back at ringside

Boxing, a TV staple in the early days, will be back on network TV this summer. Rooney Arledge, president of ABC Sports, announced last week that bouts from New York’s Madison Square Garden would be seen on ABC-TV on seven Saturday afternoons starting July 7. They will be sched-

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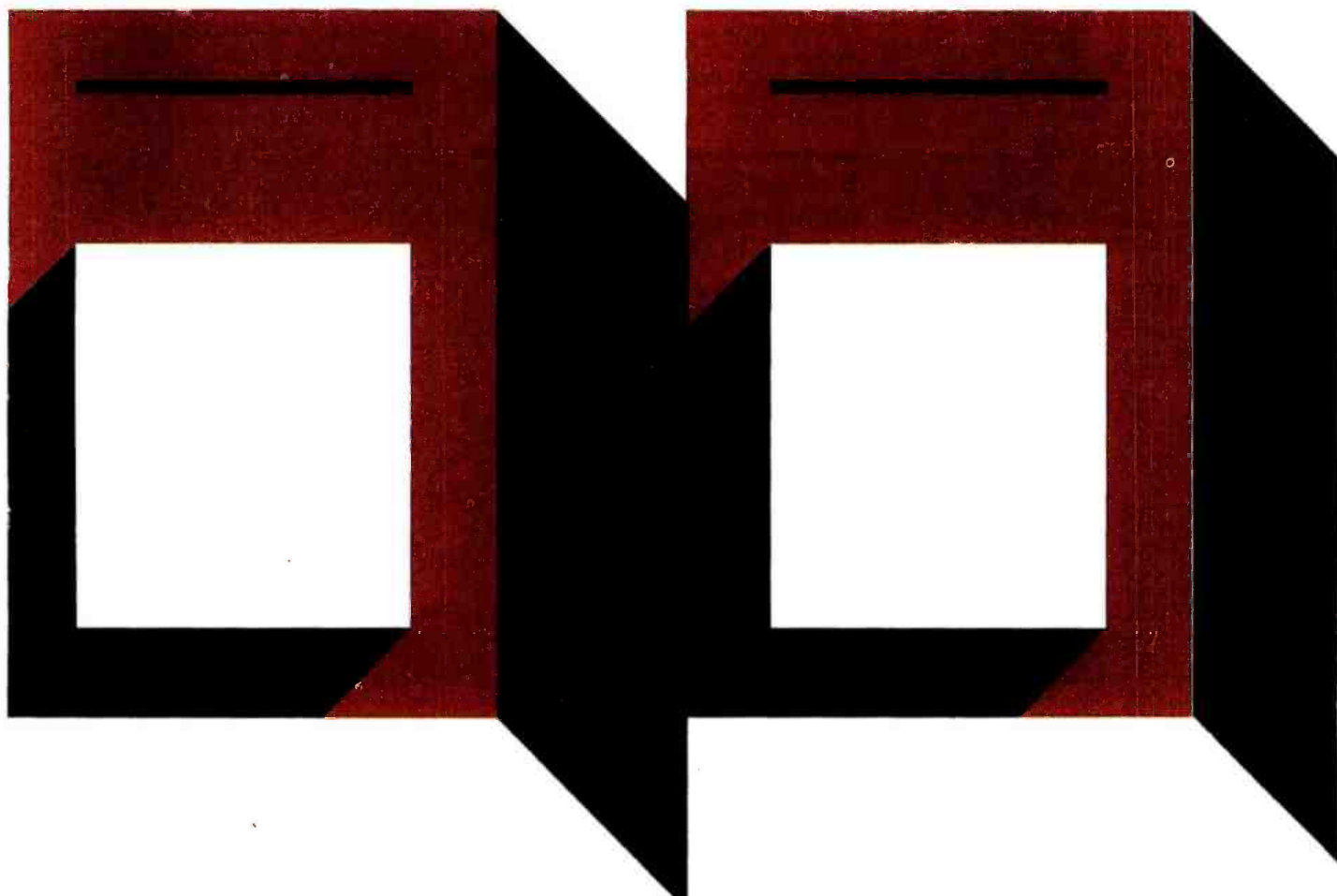
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uled at 4-5 p.m. NYT, will be shown live and will have a back-up bout handy, ABC sources said, in case any ends in an early knockout. The Saturday series will extend through Sept. 1, skipping July 28 (when the National Football League Hall of Fame game is scheduled, and Aug. 11 (when the Professional Golfers Association championship matches will be on).

CBS affiliates to get the word on fall schedule

Yearly meeting will be held this week in Hollywood to review last season's success and sound the horn for next one

CBS-TV affiliates at their annual conference this week are due to hear reports on everything that is supposed to make the new season tick, from programing and sales to advertising, promotion and the 1972-73 performance that CBS officials hope will put extra momentum in the 1973-74 kickoff.

A record 510 executives from approximately 200 stations are expected to attend the meetings, to be held Tuesday and Wednesday at Los Angeles.

Programing — prime-time, daytime, children's, special and future—will be the opening day's preoccupation. After the session is opened by Edwin W. Pfeiffer of WPRI-TV Providence, R.I., chairman of the CBS-TV Affiliates Association, and greeted by CBS-TV President Robert D. Wood with a speech and slide presentation, the 1972-73 programing track record will be reviewed by Jay Eliasberg, director of CBS-TV network research for the CBS/Broadcast Group. This is sure to include the claim that for the 1972-73 season through April 22, which CBS authorities call the end of the season, CBS-TV was again number one among the networks, with a prime-time average rating of 19.8 to 19.1 for NBC-TV and 17.5 for ABC-TV.

Fred Silverman, programs vice president, will introduce the 1973-74 schedule, and after a screening of excerpts from some of the new entries—others will be screened later—attention will turn to a less happy subject, the Monday-Friday daytime schedule, where CBS has lost its once strong dominance. Joining Mr. Silverman in that discussion will be Oscar Katz, programs vice president, New York, and B. Donald Grant, daytime programs vice president.

In the afternoon there will be a discussion of children's programs, specials, feature films and program development, with Mr. Wood moderating a panel composed of Messrs. Silverman and Katz, Irwin B. Segelstein, vice president for program administration, and Perry Laferty, programs vice president, Hollywood.

A closed session of the affiliates is scheduled for 4:30, after additional new program screenings.

Wednesday's session will include a

NTA completes takeover. National Telefilm Associates Inc., Los Angeles, and NBC have formally concluded an agreement under which NTA acquired the bulk of NBC's television-program syndication business for \$7.5 million (*Broadcasting*, Feb. 12). NTA, a subsidiary of Telecommunications Inc., Denver, group cable-system operator, purchased NBC Films Inc., NBC (Canada) Ltd. and certain assets of NBC International. The transaction includes more than 2,300 color episodes in series including *Bonanza* and *High Chaparral*.

sales presentation by Frank M. Smith Jr., sales vice president. A report on the network's fall promotion and publicity campaign will be presented by John P. Cowden, vice president and assistant to the president; Louis Dorfsman, advertising and design vice president, CBS/Broadcast Group, and Barrie Richardson, CBS-TV press-information vice president.

Other features of the Wednesday sessions will be reports by Richard S. Salant, president of CBS News, and William C. MacPhail, CBS-TV sports vice president. In the afternoon, President Wood will be moderator of a session featuring questions by affiliates and answers by a panel of officials who participated in earlier sessions, plus Richard W. Jencks, CBS Inc. Washington vice president; Thomas J. Swafford, CBS-TV program practices vice president; Carl S. Ward, affiliate relations vice president, and Michael J. Goldey, CBS Inc. general attorney.

Tuesday's sessions will be at CBS Studio Center, Studio City, and Wednesday's at CBS Television City, Hollywood. A reception and buffet dinner will be held Tuesday night, reception and annual banquet Wednesday night, both at the Century Plaza Hotel.

Biggest-ever claim being made for ABC's sale of its '76 Olympics

Nine advertisers will together plunk down over \$40 million for summer games; network hopes, barring inflation, to make a profit this time around

ABC-TV coverage of the 1976 summer Olympic games in Montreal was reported last week to have been completely sold to nine advertisers for more than \$40 million. "This is the largest program sale in the history of our industry," said James T. Shaw, sales vice president of ABC-TV. Coverage will extend from July 16 to Aug. 2, 1976.

ABC would seem to stand a somewhat better chance to make money on the 1976 games than it did on those in Munich last year, when in fact, according to information it supplied to the FCC in unsuccessfully seeking an access-rule waiver that would have permitted more prime-time coverage, it lost about \$3 million. It paid \$13.5 million for the 1972 rights, and its sales to advertisers—ac-

ording to the best estimates available last week—totaled about \$20 million. If it lost \$3 million, then, its production and technical costs, advertising, promotion and other expenses, including compensation paid affiliates, must have come close to \$10 million.

For 1976 its dollar sales to advertisers have approximately doubled, thanks no doubt to the exceptionally high ratings drawn by the 1972 coverage, which ABC says attracted more than 160 million viewers—a number it also says will be exceeded in 1976. But the TV rights costs have also approximately doubled, from 1972's \$13.5 million to an estimated \$25 million. The production costs should be down somewhat unless inflation takes its toll, if only because Montreal and New York, unlike Munich and New York, are in the same time zone, expensive satellite relays should be unnecessary and taping to accommodate time differences reduced. But many details remain to be worked out and costed, inflation could be a factor and nobody was willing to say publicly that even "the largest program sale" in history would prove a bonanza in the end.

Herbert A. Granath, ABC-TV vice president for sports sales, said eight of the nine 1976 sponsors were also in the 1972 Olympics coverage. The newcomer is Chevrolet. The others: Sears Roebuck, Coca-Cola, Schlitz Brewing, Faberge, Eastman Kodak, Northwestern Mutual Life Insurance, Warner-Lambert and Weyerhaeuser Co.

Program Briefs

Jack's back. Warner Bros. Television, Los Angeles, announces acquisition of worldwide distribution rights to first-run color TV series *Journey*, new half-hour real-life adventure series hosted by Jack Douglas (*Bold Journey* and *I Search for Adventure*) and produced by Douglas-Hersh Productions Inc., Los Angeles. Series consists of 26 episodes, all of which will be completed next month.

New from Britain. 20th Century-Fox Television, Hollywood, has acquired syndication rights to new BBC production, in six, one-hour segments, of *Jack the Ripper*. Color-tape program already has been sold to Metromedia and Kaiser stations. Series is available for fall broadcast.

Champs. Vidistrib Inc., Los Angeles, announces worldwide distribution rights to *Winner's Circle*, new half-hour sports-interview series being produced by Eljay Productions, Hollywood. Jan McCormack is producer of in-person interview show that will depict life of international sports celebrities.

More time for sports. NBC and ABC have been granted blanket waivers of FCC's prime-time access rule to cover possible runovers into prime access periods of sports events to be telecast by networks during May and June. In approving waiver requests, FCC said networks appear to have scheduled events in question in such way to avoid runovers (waivers were requested as precautionary

measure). Programs affected by ruling include 14 major-league baseball games to be broadcast by NBC-TV and ABC-TV's coverage of three golf tournaments.

AIM fails. FCC has rejected request by Accuracy in Media Inc. for review of staff ruling denying AIM complaint against program in NBC-TV's *Chronolog* series. Association claimed program, on narcotics traffic in Southeast Asia, was inaccurate and gave mistaken impression that governments of Communist China and North Vietnam had cracked down on illegal drug trade. Commission affirmed Broadcast Bureau's finding that AIM complaint was unsupported by any factual "extrinsic" evidence.

Hot weather football. Hughes Sports Network will syndicate to about 130 TV stations half-hour *NFL Action '73* series for 13 weeks, starting June 16. Series consists of footage from 1972 season plus new material. It is offered to stations on barter basis, with Miles Laboratories, Colgate-Palmolive and Wilkinson having signed as advertisers for one-half of national sponsorship.

For the blind. Al Sperber of Phone Productions Inc. has created *Out of Sight*, radio talk show especially for blind. In half-hour programs which are carried on WHN(AM) New York as well as other stations, Mr. Sperber interviews blind people who have had successful careers, representatives of agencies that help blind, and others. Series is available free to stations willing to air 13 programs. *Out of Sight*, WHN, 400 Park Avenue, New York 10022.

Got religion. *Spring Street, USA*, new musical-religious TV series produced in Nashville and available from Time Rite Inc., Dallas, advertising division of Southern Baptist Radio-Television Commission, is currently seen in 20 markets. Program features country-and-western, pop and gospel music, guest appearances by Pat Boone, Dale Evans, astronaut James Irwin and others, and "sermonettes." 39 half-hour segments will be available during 1973. *511 North Akard, Suite 731, Dallas 75201.*

Wide open spaces. Wolper Productions Inc., Los Angeles, announces production of *American Wilderness*, one-hour special to be sponsored by International Harvester, with network not yet firm. Hope is to make this one of series on such subjects as mountains, seacoasts, deserts, marshlands, tundras and forests, all to be filmed on location.

Population PR. Population Communication Center of Population Institute, Washington, honored writers of two TV programs broadcast last year with \$5,000 awards in first annual ceremony held in Hollywood May 10. Winners were Ralph Ellis and Eugene Hunt for episode in daytime *Search for Tomorrow* (CBS) and Susan Harris and Austin and Irma Kalish, for episode in nighttime *Maude*, also on CBS. Judges declined to name winner of \$10,000 award for hour or longer program.

Two broadcasters put on news-oversight group

Straus, Renick, Cooney and Curtis are among the 15 members named

Six media representatives were named last week to the 15-member National News Council, a group formed to monitor the accuracy and fairness of news reporting. The council, which will investigate complaints filed both against and by news media, was formed in response to a study and recommendations of an independent task force appointed by the Twentieth Century Fund. The council has indicated that initially it will focus on major national news suppliers, including ABC, CBS, NBC, public television and radio and AP and UPI.

The council's media members are R. Peter Straus, president of Straus Communications Inc., owner of WMCA(AM) New York; Ralph Renick, vice president and news director of WTVJ(TV) Miami; Ralph M. Otwell, managing editor of *Chicago Sun-Times*, which is associated in ownership with a company that owns WFLD-TV Chicago which is merging with group station owner, Kaiser Broadcasting Corp., subject to FCC approval; William A. Rusher, publisher of *National Review*, whose founder and editor-in-chief, William F. Buckley Jr., is stockholder in Starr Broadcasting station group as well as commentator and columnist; Loren F. Ghiglione, editor and publisher of the *Southbridge* (Mass.) *Evening News*, and Mary T. Ivins, co-editor of the *Texas Observer*, Austin.

Joan Ganz Cooney, president of Children's Television Workshop, and Thomas B. Curtis, former congressman from Missouri who resigned last month as chairman of Corporation for Public Broadcasting, were among nine public members named, along with Roger J. Traynor, former chief justice of California Supreme Court, whose appointment as chairman was announced earlier.

Others named to the council, which is supported by the Twentieth Century Fund along with seven other foundations, include Irving Dilliard, professor of journalism at Princeton University who formerly was editorial page editor of the *St. Louis Post-Dispatch*, associated in ownership with KSD-AM-TV St. Louis, and Albert Gore, former U.S. senator from Tennessee. Also named were Dorothy R. Height, director of the YWCA's Racial Justice Center; Rev. James M. Lawson Jr., pastor of Centenary United Methodist Church, Memphis; Sylvia Roberts, Baton Rouge, La., attorney, and Robert B. McKay, dean of the New York University law school.

UPI tally

Continued growth in United Press International's broadcast service to stations and in the UPI Audio Network was cited in UPI's annual report. UPI President Roderick W. Beaton said a total of 3,560

U.S. TV and radio stations now are subscribers, compared to 3,382 a year ago. The UPI Audio Network, he added, now serves 704 stations worldwide, up from 627 a year ago.

Mr. Beaton also reported that the computerization of the domestic broadcast-news wire increased the flow of coverage by more than 20%. He said the number of stations clearing the UPI Audio Network newscasts quadrupled.

NBN tries again

Unity Broadcasting Network Inc., which announced more than a year ago it was forming the National Black Network (NBN) and hoped to have it in operation by May 1972 (BROADCASTING, March 20, 1972) announced last week it would be in operation by July 1973.

Eugene Jackson, president of Unity, said the company had now made arrangements for the capital that eluded it earlier and delayed the start of operations. He said the funding came from Manufacturers Hanover Trust Co., Chase Manhattan Bank, Bank of America and "other venture-capital funds," plus the Equitable Life Community Enterprises Corp. and the Opportunity Capital Corp.

Mr. Jackson said NBN, which he described as "the first black-owned and operated radio news network," would provide 18 five-minute feeds a day with news, public-affairs, interviews, panels and sports reports of special interest to the black community. Headquarters will be at 1250 Avenue of the Americas in New York, he said, and there will be a full-time Washington bureau.

By coincidence another black network that was supposed to—and did—start in May 1972, Mutual Broadcasting's Mutual Black Network, marked its first anniversary by noting a few days ago that its line-up of affiliates had grown to 73 stations across the country.

AP adds Lower, Whitehead

Elmer Lower, president of ABC News, and Clay T. Whitehead, director of the White House Office of Telecommunications Policy, will speak at the June 2 awards luncheon of the Associated Press Broadcast Association in New Orleans on Saturday, June 2. Event will be part of the association's annual conference May 31-June 2.

This year's winners, all AP staff members, are: Dennis Sorensen, Chicago, for the best regional summary; John Dingham, Boston, for the best regional spot story; Prudence Heller, New York, for the best national summary; Edward Busyn, New York, for the best enterprise effort; and Charles Monzella and Milton Haynes for the best national spot-story handling.

Other speakers and panelists scheduled for the three-day conference are Grover Cobb, senior executive vice president of the National Association of Broadcasters; Stanley Scott, President Nixon's assistant for minority affairs; Cox Broadcasting President J. Leonard Reinsch; Robert

Wells, KIUL(AM) Garden City, Kan., and a former FCC commissioner; Abraham Kalish, executive director of Accuracy in Media Inc., Louisiana Governor Edwin Edwards; Representative Charles Whalen (R.-Ohio) and BROADCASTING Magazine Chairman and Editor Sol Taishoff.

Makeshift coverage of courts criticized

Michigan judge says proper job requires full-time reporter

The chief justice of the Michigan Supreme Court told an AP-sponsored seminar on court-media relations that the media should assign reporters to the courts on a full-time basis.

Chief Justice Thomas M. Kavanagh, speaking at the seminar in East Lansing, Mich., pointed out that the media rarely assign full-time reporters to the courts. "Sports, yes; courts, no," he said.

"Would management be prepared," he asked, "to allot three minutes or five minutes to trial film if it meant a complete and balanced version, or would one and one-half minutes have to do, no matter what the effect?"

Judge Kavanagh said media managers expect reporters to sandwich court assignments in between other duties "and in 15 minutes find out all there is to know about a trial that has been in session all day or more."

He said the Michigan Supreme Court is studying a relaxation of its prohibition of TV cameras and tape recorders in courtrooms.

Newsmen win this one

The U.S. Supreme Court has refused again to review a lower court's ruling in a newsman's privilege case. But this time, the lower court ruling was in the newsman's favor.

The effect of the high court's ruling is to let stand a decision of a U.S. federal judge that newsmen who claim a First Amendment privilege need not disclose confidential sources in civil cases.

The issue arose in connection with a law suit brought by a group of blacks accusing real estate operators of "block-busting." The plaintiffs were seeking the identity of an anonymous source in an article on the subject that appeared in the now-defunct *Saturday Evening Post* in 1962.

The author of the article is Alfred Balk, who now teaches at the Columbia University Graduate School of Journalism and is editor of the *Columbia Journalism Review*. Mr. Balk said he was sympathetic with the blacks' cause but felt obliged to protect his source's confidentiality in the interest of defending First Amendment rights to confidential sources.

Federal Judge Dudley B. Bonsal of New York refused to require disclosure. He acted before the U.S. Supreme Court in June held that reporters do not have a constitutional right to refuse to testify before grand juries in criminal cases. But

the U.S. Court of Appeals for the Second Circuit, in New York, considered the matter after the high court ruling, and it upheld Judge Bonsal, asserting it found no reason "to override the precious rights of freedom of speech and the press."

The court noted that federal law on the subject is "ambiguous" and that absent a federal statute, the courts must rely on judicial precedent and well-informed judgment. It said it saw no justification for either a blanket rule covering all federal-question cases or for a partial rule of disclosure for all civil-rights cases.

TVN takers so far: 14 independents, 15 network affiliates

News service starts today with 30-minute daily service going to line-up of prospects

Television News Inc. said last week that nearly 30 TV stations in the top-40 markets would be in its free-trial line-up today (May 14) when its new daily electronic news service commences operation ("Closed Circuit," May 7).

They are stations that accepted TVN's offer of two weeks of service at no charge, designed "to convince stations of the excellence of our product by letting them experience it for themselves without any commitment," according to TVN President John O. Gilbert. He said "the widespread response reflects the industry's desire for additional news information."

TVN plans to feed approximately 30 minutes of domestic and international news and sports film in color daily, Monday through Friday. The feeds are scheduled at 5 p.m. NYT. Domestic news will come from TVN's bureau in New York, Washington, Chicago and Los Angeles, overseas news from the London-based Visnews Ltd. TVN sees its service as a primary news source for independent TV stations and a secondary source for network affiliates.

Stations listed late last week as set to commence the trial included affiliates of all three networks and some 15 independents.

Affiliates: WBZ-TV Boston, WJAR-TV Providence, R.I., WGR-TV Buffalo, N.Y., and KSTP-TV Minneapolis-St. Paul, all with NBC; WEWS-TV Cleveland, WTVN-TV Columbus, Ohio, WVUE-TV New Orleans, WFAA-TV Dallas, WKRC-TV Cincinnati and KMBC-TV Kansas City, Mo., all with ABC; WTOP-TV Washington, WHAS-TV Louisville, Ky., WBTU-TV Charlotte, N.C., WCCO-TV Minneapolis-St. Paul and WBNS-TV Columbus, Ohio, all with CBS.

Independents: WNEW-TV and WPIX-TV New York; WTAF-TV Philadelphia; WTTG-TV Washington; WKBD-TV Detroit; WGN-TV and WFLD-TV Chicago; WCIX-TV Miami; WTCN-TV Minneapolis-St. Paul; KTTV-TV, KTLA-TV Los Angeles; KTVU-TV Oakland-San Francisco; KPHO-TV Phoenix and KWGN-TV Denver.

Time alters its course in cable

Stage set for exit from MSO ranks by Sterling sale of Manhattan system; Warner to pay \$20 million cash

Time Inc., which chose to sell its broadcast stations a year ago out of preference for cable TV, last week began a retreat from CATV-systems ownership and operation as well ("Closed Circuit," May 7).

Sterling Communications Inc., 70% owned by Time, reached an agreement in principle to sell its Manhattan CATV system and other subsidiaries with franchises on Long Island to Warner Communications Inc. for \$20 million cash. And Time officials confirmed that they were interested in—and negotiating toward—exchanging their other CATV systems and franchises for "an equity position" in one or more other multiple-system operators.

Officials of Time-Life Cable Communications Inc., subsidiary formerly known as Time-Life Broadcast, said late last week they still had no deal regarding their other cable properties but that it appeared likely, assuming one were reached, that they would go essentially to one MSO, "not Warner." They refused to say who it might be. Time's other cable interests include holdings in nine operating systems and numerous franchises including one in Fresno, Calif., and one in High Point, N.C., that Time-Life authorities consider especially important. These operating systems currently serve about 65,000 subscribers, of which Time's interests represent about 35,000 according to a Time-Life spokesman.

Warner's Warner Cable Corp. subsidiary, which currently has 130 cable systems serving approximately 400,000 subscribers in 29 states, would acquire Sterling Manhattan Cable Television Inc., which has 55,000 primary subscribers and a potential of more than 350,000 in its franchise covering the southern half of New York's Manhattan borough, and Sterling Nassau, which directly or through subsidiaries holds franchises in Nassau and Suffolk counties on Long Island. These are essentially undeveloped except for a pilot system, but the Long Island franchise area also has a potential put at 350,000 subscribers.

Time officials gave no formal reason for their decision to move out of active ownership and operation, but it was widely attributed to high start-up and operating costs. Barry Zorthian, chairman of Sterling, president of Time-Life Cable and a vice president of Time Inc., said the Sterling board felt the proposed sale to Warner "serves the best interest of Sterling's stockholders, freeing Sterl-

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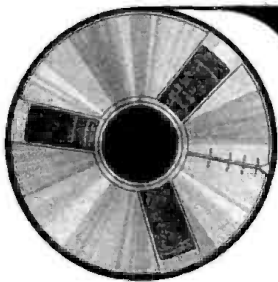
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ing from large capital demands and enabling management to develop the outstanding potential of Home Box Office Inc., which operates the nation's first cable-television subscription network."

Steven J. Ross, chairman of Warner Communications, said that "we fully realize that the Sterling New York systems have not been operating at a profit" but that "the long-term growth and increased profitability of the cable industry is closely related to the development of cable systems," in which "we believe that our company must be a leader."

The Sterling-Warner transaction is subject to negotiating a definitive agreement and then its approval by the WCI and Sterling boards, the Sterling shareholders and appropriate government agencies. Minority shareholders in Sterling, with a total of 30%, are said to include a number of individuals, among them former President Charles Dolan, and mutual funds.

Time officials emphasized they were not losing interest in cable but indicated they wanted to put primary emphasis on its programming rather than systems operation. Time Inc. President James R. Shepley said the company "will continue to be active in the area of video service. In addition to our interest in Home Box Office, which expects to announce more outlets soon in New York and New England, our affiliate, Computer Television Inc., recently made an agreement with Hilton hotels to install the CTI closed-circuit hotel pay-television system in 40,000 Hilton rooms." Time Inc. is also active, he noted, in video-cassette programming.

The Sterling announcement said the \$20 million that would be realized from the proposed deal would be used to redeem Sterling's \$3-million outstanding 6% convertible special debentures due in 1980 and retire its outstanding debt of almost \$14 million. Disposition of the remaining \$3 million has not been decided, according to a spokesman, although, he said, "at the moment we are not planning a cash distribution to stockholders."

Mr. Zorthian said a previously announced plan for Time Inc. to make a \$1.5-million direct equity investment in Home Box Office has been terminated. He also said that, contingent on the closing of the Warner transaction, Time Inc. would convert to equity its convertible Sterling notes. Home Box Office will be 100% owned by Sterling. With conversion of its Sterling notes to equity, Time Inc.'s holdings in Sterling would increase from 70% to "just under 80%," a spokesman reported.

HBO, whose formation was announced earlier this year, is a pay-cable programming service currently affiliated with nine CATV systems in Pennsylvania, four of which were added last week. Together the nine were said to have more than 100,000 subscribers. As of last week HBO had signed about 12,000 of these for its pay-TV service and officials said they expected the total to pass 13,000 within a few days. HBO offers sports programs

and feature movies primarily, plus occasional special events such as a 2½-hour country-and-western music show from Nashville that is scheduled Wednesday night (May 16).

The operating systems in which Time Inc. has interests are Rancho Bernardo Antenna System Inc. and Southwestern Cable Co., both San Diego; Valley Cable TV Co., East Pittsburgh, Pa.; Cable Television of Rochester, N.Y.; Wolverine Cablevision Inc., Battle Creek, Mich.; Marion (Ind.) Cable Television Inc.; Indiana Cable Television Inc., Terre Haute, and Philadelphia Community TV Co. Inc., which operates two systems.

Time-Life President Zorthian was asked what his own plans were if Time-Life's cable interest were reduced basically to programming and ownership of stock in one or more MSO's. He indicated he hadn't decided.

FCC declines to waive access-channel rule

It sticks by its condition tied to distant importations

A Pennsylvania cable operator's claim of inability to introduce public-access channels have cost it permission to add two distant UHF signals to eight of its CATV systems.

Cable TV Co. of York, Pa., had asked the FCC to waive a rule requiring systems in markets 51-100 wishing to add two distant independent signals to also provide access channels for public and educational use. The firm had applied for compliance certificates covering its proposed addition of independent WPHL-TV and WKBS-TV, both Philadelphia. It argued that its eight systems, which are located in the Harrisburg-Lancaster-Lebanon-York, Pa., market (ranked 57th) are all served by a single headend and the adjustments necessary to start public-access service were too expensive.

The commission, while acknowledging that Cable TV Co. would experience technical problems with some of its systems, found that a blanket waiver would not be justified. It noted that the firm already carries one distant independent—WBFF-TV Baltimore—which it is not required to provide and stated that if an additional signal from Philadelphia is desired, the systems will have to add at least one public-access channel.

Systems involved in the case serve Springettsburg township, Dallastown, Spring Garden township, West York borough, North York borough, West Manchester township, Manchester township and York township.

Simulcasts for blacks

Teleprompter Corp., New York, and block-oriented WL1B(AM) New York have jointly launched a weekly, one-hour community-affairs series to be broadcast by WL1B and carried on Teleprompter's public-access Channel D in New York at 5-6 p.m. The Sunday program will be

taped at Teleprompter's public-access studio in Harlem the preceding Thursday. WL1B will carry the aural portion. The program emphasizes community participation, with local and national figures invited to answer questions from people in the neighborhood. Officials said it was hoped that "street people" will have the opportunity to give their opinions on issues that affect them.

Theater group studies pressure sales tactics

NATO's Newman alludes to cable being used as club

The National Association of Theatre Owners currently is conducting "an extensive investigation" to find out if Warner Communications Inc.—which through Warner Cable Corp. is the nation's second largest cable TV operator—is engaging in anticompetitive practices in its relationships with certain motion-picture theater exhibitors. Martin H. Newman, chairman of the pay-TV committee of NATO, last month indicated to exhibitors attending a regional convention in Detroit that Columbia Pictures Industries as well as Warner Communications, in markets where pay-cable tests are being held, have told exhibitors "that if they do not take their pictures immediately they will be sold to cable." (Columbia Pictures has categorically denied the allegation.)

Focusing more on Warner Communications, Mr. Newman in his speech pointed out that exhibitors in Olean, N.Y.; Pottsville, Pa.; Clearfield, Pa. and Reston, Va.—places where pay-cable programs are being offered—"have a big problem right in their own back yard." The reason, according to Mr. Newman: Warner Communications, which he described as a major producer and distributor of feature films, is releasing current motion pictures to the cable systems in these localities.

Pay TV, via cable, is a recognized threat to the theater owners of America, Mr. Newman contended. And it's not only cable that is a threat, but all movies shown on over-the-air television, he pointed out, citing "Honor Thy Father," the movie-made-for-TV from the best-selling book by Gay Talese as an example of a property that should have gone directly to theaters instead of being "thrown away" on television.

Mr. Newman indicated that the cable-TV industry is preparing the public to pay extra charges for what it now receives as part of a monthly subscription fee. The cable industry, too, he suggested, is in the process of negotiating for advertising support of pay-cable programs.

Mr. Newman said NATO's aim is not to stop or stand in the way of progress for pay cable, "but merely to preserve motion picture films for viewing in our theaters first." He said the industry organization needs money, letters of support from community leaders and more personal contacts with Congress to more effectively carry on its campaign.

Phone company accedes to the FCC on fees for pole attachments

California firm will delay increase for three months to give commission time to formulate its policy

The General Telephone Co. of California said last week that it is prepared to hold off a planned 100% rate increase on CATV pole attachments for three months, if the FCC requests it to do so. The company also told the commission that, after the increase goes into effect, all the rental fees it collects from cable systems in excess of the present rates will be placed in a reserve fund—and will be refunded if the commission finds, as is being argued by cable interests, that the increase is excessive and unjustified.

The General Telephone pleading was in response to a commission action two weeks ago in which it requested that the firm defer its planned pole-rental fee schedule—calling for an annual charge of \$6 per attachment compared with the present \$3 rate—until it has had time to examine petitions by the National Cable Television Association and the California Community Television Association (BROADCASTING, May 7). The cable interests have asked the agency to rule that General's action is improper.

While the phone company said it is willing to forego temporarily the implementation of its new fee schedule in what it called "an earnest effort to accommodate insofar as possible all interests concerned," it also made clear its position that the increase is necessary. The firm said that its present pole-attachment fee schedule has been in effect since 1962, although costs have increased substantially in the interim. The planned increase was formulated in 1970, it said, but has not been implemented because of litigation sponsored by CCTA. The result of that challenge, it noted, was a ruling by the California Public Utilities Commission that CCTA had failed to prove the increase would be unfair to cable operators.

General said that it "is only equitable" that cable interests pay "their fair share" of the increased costs incurred in maintaining utility poles. It noted that the Southern California Edison Co. currently charges \$5 per pole attachment and that the proposed General increase does not reflect the expenses it is currently experiencing, but rather those it faced in 1969. This in itself, General said, "is sufficient demonstration of the company's restraint in establishing its current rate schedule."

Warner keeps buying

Warner Cable Corp., New York, which has grown to be the second largest cable-TV systems operator in country by stressing acquisitions over franchising, has gone to the trading block again and

acquired Stark CATV Inc., a 5,600-subscriber system in North Canton, Ohio. The system was purchased for an undisclosed cash amount from Lamb Communications Inc., Toledo, Ohio, itself a multiple-system owner. The acquired facility, said to have a total potential of some 11,000 homes in North Canton and four additional townships in Stark county, is contiguous to Cypress Cable TV of Ohio in Canton, already owned by Warner Cable. Plans call for interconnecting the two systems for a combined complex of about 23,000 subscribers and total estimated potential of more than 50,000 homes.

Pole-fee fight in Missouri

Two commonly owned Missouri phone companies and their subsidiaries have been ordered, in an initial decision by an FCC administrative law judge, to stop any actions involving CATV pole-attachment fees without prior FCC clearance. Decision comes at time when the FCC is deliberating the question of whether it should assert jurisdiction over pole attachments on a national basis (see page 54). Judge David I. Kraushaar issued a cease-and-desist order against United Telecommunications Inc. and United Telephone Co. of Missouri and subsidiaries in connection with a complaint by a Warrensburg, Mo., cable firm that they had favored a competitor with their facilities. The competing CATV, United Transmission Inc., had at the time been owned by phone companies.

Cable Briefs

Teleprompter sweeps. Teleprompter Corp., New York, took first place in 8 of 10 categories in the National Cable Television Association's 1973 marketing, advertising and public-relations contest. The corporate operations of Teleprompter or subsidiary companies won in various classifications of system marketing, public relations and advertising and promotion. Sammons Communications, Dallas, for a system marketing campaign, and Berks TV Cable Co., Reading, Pa., for a single advertising and promotion project, were the only other first-place winners. All 27 awards (in some categories second and third place and honorable mention awards were given) are scheduled to be presented at the second annual NCTA Marketing Workshop in Dallas at the Fairmont hotel on May 11.

Angel. John and Mary R. Markle Foundation has given \$325,000 grant to Alternate Media Center at New York University, which has helped to set up cable-TV public-access production outlets in New York; Cape May, N.J.; Reading, Pa.; Columbus, Ind.; Bakersfield, Calif.; Orlando, Fla.; DeKalb, Ill.; and Wildwood, N.J.

Border Cable. Teleprompter Corp., New York, has acquired Tahoe Systems Inc. for undisclosed amount of cash and notes. Cable-TV company serves 2,300 sub-

scribers in Lake Tahoe area of Nevada and California.

System to city. Report made public by city of Ashtabula, Ohio, notes city received \$16,247 in franchise payments from the local 6,000-subscriber system in 1972. The system, Telemedia Inc., pays Ashtabula 5% of its receipts. Ashtabula has population of 25,000.

Parcel plan in Iowa

State regulation of cable-television operations, a continuing concern for the cable industry, has a new variation. A bill that would divide a state into specific franchise areas has been introduced in the Iowa state legislature. The state commission to regulate the operation of cable television companies and their systems, which is called for by the bill, would have the power to either grant franchises under its own authority or create regional franchise authorities.

Under the bill, sponsored by Representative Arthur Small (D-Iowa City), the state commission would determine franchise standards as well as function as its own appeal board. Principal purpose of the bill, apparently, is to effect the orderly development of cable television in the state and to prevent "inefficient" systems from being created. The bill also is designed to encourage cable-TV system ownership by municipalities and cooperatives as well as by private industry.

Advertisement

NOTICE IS HEREBY GIVEN, that applications are sought and requested for the award of a franchise to install, operate and maintain a cable television service, pursuant to a franchise to be awarded by the Town of Brunswick, for the construction and operation of a Cable Television system within the corporate limits of the Town of Brunswick, County of Rensselaer and State of New York.

The system desired by the Municipality is as follows: 30 channels with two-way capacity built in—dual trunk-pretapped-capacity to originate cable casting with facilities for local productions and presentation of programs—must otherwise conform in all respects to FCC Regulations.

Applications will be received by the Town Supervisor, Fred W. Curtis, R.D. #1 BOX 321, Troy, New York, in accordance with Section E3 of the Rules of the Commission on Cable Television of the State of New York, and must be submitted on or before June 21, 1973. All proposals submitted in accordance with this Notice will be available for public inspection during normal business hours at the Brunswick Town Office, Center Brunswick, New York, and further information relative to the submission of such proposals or the Franchise to be hereinafter awarded may be obtained by contacting J. Trent Cox, whose address is 150 Brunswick Road, Troy, New York 12180, and whose telephone number is 518-272-5604.

TV networks get windfall on Bell rates

FCC promises action in four months on rates for AT&T's occasional users

The FCC has authorized AT&T to file and make effective new tariffs for program-transmission service that will reduce costs for the major television networks by \$18 million annually.

But the commission has refused, at least temporarily, to permit AT&T to file tariffs that would increase rates for occasional users—smaller networks and specialized TV groups, as well as the major networks—by \$10 million annually.

The commission in the same order last week designated for oral argument, on June 26, the question of the relationship between contract or monthly rates (which the major networks pay) and those charged occasional users.

The commission said it expects to issue a final decision in the matter in four months. If it does not, the commission added, AT&T will be authorized to file its new tariffs for occasional users on 60 days notice.

AT&T's proposed tariffs had become enmeshed in complications arising from a separate private-line proceeding in which various AT&T tariffs are at issue. One aspect of the case involves program-transmission rates in effect since October 1969 that the networks say are unlawful.

Accepting AT&T's entire package of proposed tariffs—covering contract and occasional-users rates—would delay and disrupt the resolution of issues in the ongoing proceeding, the commission said.

But it also said that some adjustment in the internal rate structure of AT&T's TV transmission services may be justified before the private-line case is concluded. And the principal issues in AT&T's request, the commission added, involve the proper relationship between contract and occasional rates.

Thus, it said, it would hear oral argument on the question. Those who want to participate are to file briefs by June 5.

The commission justified its decision to permit AT&T to file changes in its contract rates at this time on the ground that users' costs would be reduced. The commission also cited AT&T's expressed concern about lowering contract costs to a point where they would be competitive with those of miscellaneous common carriers, which have been taking network business away from the Bell system. Indeed, AT&T said it would lose the major part of its network business in a matter of months if the lower rates were not approved (BROADCASTING, Nov. 20, 1972).

The commission's action does not constitute approval of the new rates. The commission said they will be subject to accounting procedures and to possible refunds to customers if they result in charges that are higher than those now in

effect or are higher than pre-October 1969 rates. The commission cited what it said were the substantially higher charges the occasional user tariffs would produce in refusing to accept them for filing at this time. The commission also said the tariffs raise questions of lawfulness and referred specifically to a case involving the Hughes Sports Network in which an administrative law judge held that AT&T's rates for occasional users were discriminatory.

The newest believer in CBS's Minicam: NBC News's Dick Wald

At the affiliates convention, he promotes the CBS-designed portable video-tape camera for broadcast journalism

A shiny new piece of equipment was sitting in the middle aisle of the Los Angeles ballroom of the Century Plaza hotel when the business sessions of the NBC-TV affiliates meeting opened last week. NBC News President Richard Wald called attention to it, suggested that affiliates might want to inspect "the funny-looking little camera."

This unheralded star of the opening proceedings—it was used to tape for playback on air the speeches of NBC President Julian Goodman and RCA Chairman Robert Sarnoff—is a PCP-90 camera. A portable, electronic color camera, it was described by Mr. Wald as being "the smallest thing that does regular, broadcast-quality, live-and-tape electronic picture-taking." That May 7 meeting was its first day on the job for NBC on the West Coast. But the television network is so sold on the camera, according to John Kennedy, NBC-TV vice president in charge of engineering and operations, that at the personal insistence of news chief Wald, five PCP-90's have been bought since last fall, with a sixth on order. Mr. Wald became a believer when CBS News, on a couple of occasions, scooped the NBC News people thanks to the use of the camera. To make NBC's commitment to the camera even more unusual, if not ironic, the PCP-90 was developed by CBS Laboratories as the "Minicam" and is now licensed for manufacture to Philips Broadcast Equipment Corp.

Still, NBC last January began using the camera for regular news coverage at its WRC-TV Washington and installed another one in the news department of its WNBC-TV New York a month later. Now there will be a PCP-90 assigned to a regular news crew at KNBC-TV Los Angeles. Beyond news coverage, NBC-TV is experimenting with the camera in entertainment and informational programming.

Affiliates attending the children's programming presentation were told of *Go*, a new-season Saturday morning series where the basic concept is "any time, any place, anywhere" there is something of interest to young viewers, that's where the program will go. Making possible the

coverage of action coast-to-coast, it was pointed out to affiliates, is the new PCP-90 mobile camera. "One week we may be in Aspen with the camera on the scene, down the hill," and the next week the camera may be taken underwater with an atomic submarine, and the following week at the Grand Prix, the camera would be inside an automobile racing around the track. Two full crews will be rolling with PCP-90 cameras, affiliates were promised.

All this fuss is about a camera that weighs 45 pounds, has a built-in memory circuit, performs effectively at a low light levels, has the capability to transmit live from a light mobile unit, produces broadcast-quality video tape, and, most importantly, is used free from the camera control unit.

Some affiliates took Mr. Wald's suggestion and did look at the camera. But none were signing for orders. A likely reason: the camera with powerpack costs between \$180,000 and \$200,000.

FCC asks auto makers for help in forming policy on FM car radios

Commission wants some specifics before presenting its opinion on Moss all-channel legislation

The FCC is seeking the aid of the nation's four major automobile manufacturers in determining why there aren't more FM car radios.

In letters to General Motors Corp., Ford Motor Co., Chrysler Corp. and American Motors Corp., the commission stated that it is in need of specific information to be used in the preparation of comments it will submit to Congress on all-channel radio legislation proposed by Senator Frank Moss (D.-Utah). The Moss bill (S. 583) would require that all radio receivers marketed in the U.S. at a cost of \$15 or more be equipped for both AM and FM. Senator Moss has indicated that a principal function of the bill would be to stimulate the sale of FM car radios. The commission has not yet taken a position on the legislation.

The commission's correspondence with the auto manufacturers noted that in 1971, the last year for which full figures are available, 47.9% of all marketable radios were equipped for FM—but only 19.35% of all car radios for sale had FM capability (that latter increased to 23.7% in 1972). At the same time, it said, while nearly 35% of the commercial radio stations on the air in that year were FM, those stations accounted for only 9% of the total revenues registered by the aural medium. In light of these facts, the commission said, "it would appear that there is a correlation between the earning ability of FM broadcasters and the sale of automobile radios with FM capability," considering that drive time coincides with prime advertising time in radio.

The commission told the car manu-

'In Concert' fans: audiences, ABC, record companies

Brainchild of Don Kirshner achieves enough ratings success to net go-ahead for eight more shows

Four months after the premiere of ABC-TV's late-night "Wide World of Entertainment," of which *In Concert* is a part, *In Concert* has pulled the biggest single night's rating of that smorgasbord offering—an 8.5 and a 25 share on Feb. 8. Such a showing has indicated the success potential of limited-audience programming. Network programming departments, for which "mass appeal" has not been just a by-word but a credo, are taking notice of *In Concert* and its rating performance. In the future, it will most certainly bolster the chances of contemporary music shows on network TV and maybe transfer more punch to the idea of specialized programming.

Speaking in terms of that bottom line, ABC is fetching \$15,000 a minute for *In Concert*'s commercial time. That's about \$5,000 more than ABC is asking for any other show in the "Wide World" rotation. *In Concert* is offering its adver-

facturers that, according to preliminary information it has compiled, the cost to dealers for AM-FM monophonic car radios is about twice that of AM-only car receivers, and the cost of AM-FM stereo car equipment is about three times that of AM. It asked whether the industry's estimates correspond with this assessment, and if not, what the current price ratios are. The commission also stated that the price levels for AM, AM-FM stereo and monophonic units differ between equipment manufactured for car and home use. It requested an explanation for this difference.

Other questions included:

■ Are auto radios utilized by the four firms manufactured within the United States? If not, do the firms procure components or entire units from abroad?

■ Would the costs incurred by auto manufacturers in obtaining radio equipment be less if these units were procured "competitively on the open market"?

■ Are the sources from which car radios are purchased affiliated in any way with the auto manufacturer? Are the units obtained from a single or numerous sources?

■ If all the radios sold by the firms' manufacturing divisions were equipped for both AM and FM, what would the impact be on the percentage of sales of radios as original equipment on new cars? What effect would this have on the price of the units, compared with the present prices for AM-FM car radios on the market today?

showed most striking increase, climbing to 622,000 units, nearly triple 1971's export total of 222,000.

Lots of color in Brazil. RCA reports two new contracts from Brazilian broadcasters for color-TV studio and transmitting equipment, raising total Brazilian orders since mid-1971 to more than \$5 million. Brazil authorized color broadcasting in March 1972.

Color processor. Harry Colbert, art director of WTRF-TV Wheeling, W. Va., has developed new line traverse color processor that permits processing of 35-mm color negatives in one hour. Processor, not yet manufactured, will be available for less than \$2,000.

Hardware in North Haven. Phelps Dodge Communications Co., Yonkers, N.Y., division of Phelps Dodge Industries Inc., and Kabel-und-Metallwerke Gutehoffnungshuette A. G., Hanover, West Germany, have formed new company, Cablewave Systems Inc. in North Haven, Conn. Firm will develop and manufacture coaxial cables, wave guides, rigid lines, delay lines, cable assemblies and connectors for high frequency and microwave installations as well as other components. 60 Dodge Avenue, North Haven 06473.

Expanding. Auditronics Inc., Memphis-based manufacturer of electronics for recording studios, has formed new distributor arm, Auditronics System division, located at 207 Summit Street, Memphis.

Beefing up Intelsat

The Communications Satellite Corp. has signed a \$72-million contract with Hughes Aircraft Corp. for the delivery by Hughes of three Intelsat IV-A communications satellites. The three spacecraft are designed to augment the present Intelsat international communications satellite network, which presently is using four Intelsat IV satellites. The additional craft are slightly different from the space vehicles now in use. Putting them into service will cost \$125 million, said Comsat, which manages the Intelsat program. The firm said the first satellite is expected to be launched from Cape Kennedy in 1975 and will serve the Atlantic region.

Technical Briefs

Hardware for WEDH. RCA will install \$1-million worth of equipment (color cameras, video-tape recorders and new transmission system) at noncommercial WEDH(TV) Hartford, Conn., and \$160,000 worth of transmitter equipment at WJAS-AM-FM Pittsburgh.

Big gains in '72. It was bright year for color-TV picture tube sales in 1972, according to Electronic Industries Association marketing services department. Some 1.5 million more color tubes were sold last year than in 1971, with total factory sales volume rising to 8.4 million units from 6.9 million. Gain amounts to 22.4% increase. Color-tube export market

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tisers a pure target audience—fully half of its audience is under 24—that prime time cannot offer. For such an audience, it is clear, advertisers are willing to pay a premium.

ABC had been authorizing the production of new *In Concerts* two at a time until last month. (Most of the other shows in the two "comedy and variety" weeks of what Dick Cavett has called "ABC's rhythm method of programing" have been on short leases as well, as ABC has been experimenting with the programing mix.) Now, ABC has committed itself to doing eight more *In Concerts* during the summer, with David Sontag as producer and Don Kirshner, the man who created and developed the program for ABC, as executive producer. With a longer lease on life for *In Concert*, Mr. Sontag says he has more room to plan, travel and shape the show into the kind of "event programing" that Mr. Kirshner envisioned last fall when Michael Eisner, ABC's head of program development, commissioned the first *In Concert*.

It is significant that ABC went to a man with music business expertise to develop *In Concert* (in comparison, NBC-TV asked Burt Sugarman, whose background is exclusively television, to produce its music show, *Midnight Special*). Don Kirshner whose smooth, boyish features and unpretentious demeanor have inspired those who know him to call him "Donnie" though he is almost 40, began in the music industry in the early 1950's with Bobby Darin as his first partner. To-

Continued on page 56

Tracking the Playlist

Paul McCartney's "My Love" has taken only five weeks to break into the top 10 of the "Playlist", as it climbs to number eight this week. Dobie Gray's "Drift Away," which dropped to number 11 last week, comes back to number seven, its position two weeks ago. The Carpenters' "Sing" (15) and Gladys Knight's "Neither One of Us" (20) drop out of the top 10. Skylark's "Wildflower" is bulleted as it jumps ten positions to number 11 this week. Four new songs enter the top 40 of the "Playlist" this week: Billy Preston's "Will It Go Round in Circles" (27), Elvis Presley's "Steamroller Blues" (34), the Spinners' "One of a Kind (Love Affair)" (36), after only two weeks on the charts, and the Rolling Stones' "You Can't Always Get What You Want" (39). On the "Playlist" for the first time this week and bulleted are George Harrison's first single in almost three years, "Give Me Love (Give Me Peace on Earth)" (44), Three Dog Night's hastily recorded and released "Shambala" (54) (ABC Dunhill delivered the record to radio stations within a few days of receiving the tapes on April 27) and the Dramatics' "Hey, You! Get Off My Mountain" (62). Also new this week are Mandrill's "Fence Walk" (66), Slade's "Cum On Feel the Noise" (67), "You'll Never Get to Heaven" by the Stylistics (70), Pink Floyd's "Money" (72) and Bette Midlers's "Boogie Woogie Bugle Boy" (75).

The Broadcasting Playlist

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears. • Bullet indicates upward movement of 10 or more chart positions over previous week.

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	Tie a Yellow Ribbon (3:19) Dawn—Bell	1	1	1	1
2	2	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	2	4	2	6
5	3	Stuck in the Middle With You (3:24) Stalers Wheel—A&M	5	3	3	2
3	4	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	3	2	4	5
7	5	Daniel (3:52) Elton John—MCA	4	9	8	9
8	6	Reeling in the Years (4:35) Steely Dan—ABC/Dunhill	10	6	7	4
11	7	Drift Away (3:30) Dobie Gray—Decca	6	5	9	10
20 •	8	My Love (4:08) Paul McCartney—Apple	12	7	10	8
6	9	The Twelfth of Never (2:40) Donny Osmond—Kolob/MGM	7	10	13	13
13	10	Little Willy (3:13) The Sweet—Bell	14	14	6	7
21 •	11	Wildflower (4:08) Skylark—Capitol	11	11	12	12
4	12	Cisco Kid (3:47) War—United Artists	9	12	11	14
15	13	Pillow Talk (3:41) Sylvia—Vibration	13	8	14	11
14	14	Frankenstein (3:28) Edgar Winter Group—Columbia	19	15	5	3
9	15	Sing (3:20) Carpenters—A&M	8	13	15	15
18	16	Loving You Is the Right Thing To Do (2:57) Carly Simon—Elektra	15	16	16	17
17	17	Thinking of You (2:17) Loggins and Messina—Columbia	17	17	17	16
12	18	Ain't No Woman (2:59) Four Tops—ABC/Dunhill	16	18	18	19
22	19	Daisy a Day (2:48) Jud Strunk—MGM	18	21	20	21
10	20	Neither One of Us (4:15) Gladys Knight & The Pips—Soul	20	19	23	23
24	21	Out of the Question (2:57) Gilbert O'Sullivan—Mam	21	20	24	25
25	22	It Sure Took a Long, Long Time (3:12) Lobo—Big Tree	22	22	21	22
30	23	Right Place Wrong Time (2:50) Dr. John—Atco	26	25	22	20
26	24	Hocus Pocus (3:18) Focus—Sire	41	28	19	18
34	25	I'm Doin' Fine Now (2:48) New York City—Chelsea	24	23	26	27
33	26	I'm Gonna Love You (3:58) Barry White—20th Century	23	27	29	31
45 •	27	Will it Go Round in Circles (3:42) Billy Preston—A&M	32	29	25	26
31	28	Drinking Wine (3:37) Jerry Lee Lewis—Mercury	34	24	28	24
27	29	Playground in My Mind (2:55) Clint Holmes—Epic	27	26	30	33
16	30	Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	25	32	35	42
19	31	Danny's Song (3:06) Anne Murray—Capitol	29	30	39	28

The Broadcasting Playlist

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
36	32	Long Train Runnin' (3:25) Doobie Brothers—Warner Brothers	28	33	31	32
29	33	Peaceful (2:50) Helen Reddy—Capitol	33	31	36	37
41	34	Steamroller Blues (3:07) Elvis Presley—RCA	31	37	37	40
28	35	Stir It Up (3:09) Johnny Nash—Epic	30	39	41	44
52	• 36	One of a Kind (Love Affair) (3:31) Spinners—Atlantic	37	36	34	39
23	37	Armed & Extremely Dangerous (2:49) First Choice—Philly Groove	45	35	33	35
38	38	Cherry, Cherry (3:56) Neil Diamond—MCA	38	34	40	38
47	39	You Can't Always Get What You Want (5:00) Rolling Stones—London	52	38	32	29
32	40	Masterpiece (5:30) Temptations—Gordy	35	41	38	41
44	41	Walk on the Wild Side (3:37) Lou Reed—RCA	40	42	42	34
46	42	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	42	40	44	36
49	43	No More Mr. Nice Guy (3:05) Alice Cooper—Warner Brothers	62	60	27	30
—	• 44	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	39	45	43	49
39	45	Close Your Eyes (2:58) Edward Bear—Capitol	36	43	50	50
42	46	Let's Pretend (2:51) Raspberries—Capitol	47	47	46	43
35	47	Leaving Me (3:20) Independents—Wand	46	46	49	48
40	48	Break Up to Make Up (4:00) Stylistics—Avco	44	48	45	54
37	49	Pinball Wizard (See Me, Feel Me) (3:23) New Seekers—MGM/Verve	43	49	47	53
54	50	Back When My Hair Was Short (2:39) Gunhill Road—Kama Sutra	49	44	53	51
60	51	One Man Band (3:29) Ronnie Dyson—Columbia	50	52	52	56
50	52	Give It To Me (3:07) J. Geils Band—Atlantic	59	58	51	45
55	53	Funky Worm (2:41) Ohio Players—Westbound	69	57	48	46
—	• 54	Shambala (3:27) Three Dog Night—Dunhill	58	51	59	52
56	55	Free Electric Band (3:15) Albert Hammond—Mums	54	54	57	55
61	56	And I Love You So (3:14) Perry Como—RCA	48	53	66	70
68	• 57	Teddy Bear Song (2:57) Barbara Fairchild—Columbia	51	50	64	65
62	58	With a Child's Heart (3:00) Michael Jackson—Columbia	53	59	55	61
64	59	Hearts of Stone (2:10) Blue Ridge Rangers—Fantasy	55	55	58	59
43	60	Call Me (Come Back Home) (3:03) Al Green—Hi	56	56	60	58
43	61	Space Oddity (5:05) David Bowie—RCA	65	68	56	47
—	• 62	Hey You, Get Off My Mountain (3:29) The Dramatics—Volt	57	64	54	64
66	63	Step by Step (3:20) Joe Simon—Spring	60	61	63	66
51	64	Love Train (2:59) O'Jays—Philadelphia Intl.	61	63	65	60
70	65	I Knew Jesus (2:50) Glen Campbell—Capitol	63	65	68	67
—	66	Fencewalk (3:25) Mandrill—Polydor	72	67	62	63
—	67	Cum On Feel the Noize (4:23) Stade—Polydor	*	66	61	62

Continued on page 56

How to ship small packages in a big hurry.

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Los Angeles-New Orleans	\$31.50
Dallas-Los Angeles	\$26.25
San Francisco-Atlanta	\$31.50
Philadelphia-Houston	\$26.25
New York-Tampa	\$26.25

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The Broadcasting Playlist continued from page 55

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
65	68		Blue Suede Shoes (2:48) Johnny Rivers—United Artists	68	70	70	72
74	69		I Can Understand It (4:20) New Birth—RCA	71	74	69	69
—	70		You'll Never Get to Heaven (3:38) Stylistics—Avco	*	69	71	68
—	71		You Don't Know What Love Is (2:51) Susan Jacks—London	66	72	73	*
—	72		Money (3:59) Pink Floyd—Harvest	*	62	6	57
—	73		Isn't It About Time (2:35) Stephen Stills—Atlantic	64	73	*	73
67	74		Hallelujah Day (2:53) Jackson Five—Motown	67	*	72	74
—	75		Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	*	71	74	71

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

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

Ain't No Woman (18), And I Love Her So (56), Armed and Extremely Dangerous (37), Back When My Hair Was Short (50), Bad Bad Leroy Brown (42), Blue Suede Shoes (68), Boogie Woogie Bugle Boy (75), Break Up to Make Up (48), Call Me (60), Cherry, Cherry (38), Cisco Kid (12), Close Your Eyes (45), Cum On Feel the Noize (67), Daisy a Day (19), Daniel (5), Danny's Song (31), Drift Away (7), Drinking Wine (28), Fencewalk (68), Frankenstein (14), Free Electric Band (55), Funky Worm (53), Give It To Me (52), Give Me Love—Give Me Peace (44), Hallelujah Day (74), Hearts of Stone (59), Hey You, Get Off My Mountain (62), Hocus Pocus (24), I Can Understand It (69), I Knew Jesus (65), I'm Doin' Fine Now (25), I'm Gonna Love You (26), Isn't It About Time (73), It Sure Took a Long, Long Time (22), Killing Me Softly With His Song (30), Leaving Me (47), Let's Pretend (46), Little Willy (10), Long Train Runnin' (32), Love Train (64), Loving You Is the Right Thing To Do (16), Masterpiece (40), Money (72), My Love (8), Neither One of Us (20), Night The Lights Went Out in Georgia (2), No More Mr. Nice Guy (43), One Man Band (51), One of a Kind (36), Out of the Question (21), Peaceful (33), Pillow Talk (13), Pinball Wizard (49), Playground in My Mind (29), Reeling in the Years (6), Right Place Wrong Time (23), Shambala (54), Sing (15), Space Oddity (61), Steamroller Blues (34), Step by Step (63), Stir It Up (35), Stuck in the Middle With You (3), Teddy Bear Song (57), Tie a Yellow Ribbon (1), Twelfth of Never (9), Walk on the Wild Side (41), Wildflower (11), Will It Go Round in Circles (27), With a Child's Heart (58), You Are the Sunshine of My Life (4), You Can't Always Get What You Want (39), You Don't Know What Love Is (71), You'll Never Get to Heaven (70).

From page 54.

gether, they wrote songs and started a publishing company. But Mr. Kirshner was not long on songwriting ability, he admits, and was soon handling the business end of the operation and searching for new talent.

His national reputation was made with NBC-TV's *The Monkees*. Heading the record label he had sold to Columbia pictures, Colgems, Don Kirshner enlisted Neil Diamond and David Gates (now the leader-songwriter of Bread) to write and record the music for the created-for-TV Monkees. Squeezed out of the Columbia operation ("I had a percentage

of the profits of Colgems and was making more money than the president of the picture company," he said), he formed his own company, Kirshner Enterprises, to provide the music for a number of other TV shows including *The Archies*. He shocked the music world in the late 1960's when "Sugar, Sugar," a record produced by a group of studio musicians, to be sung by animated cartoon characters, the Archies, became a worldwide multimillion-selling hit.

When Sir Lew Grade and ATV acquired Northern Song Publishing, the Beatles' publishing company, after a pro-

tracted proxy battle with the group in 1969, ATV-Kirshner Publishing, a partnership deal between Mr. Kirshner and Sir Lew, was created to handle the North American publishing rights of the Lennon-McCartney songs.

In Concert, in a sense, is Mr. Kirshner's foot in the door to yet another field of endeavor, TV production. "They [ABC] brought me in to get the talent and make the marketplace," he says of his first involvement with *In Concert*. "I had certain commitments made to me if I made the marketplace." Though he did not elaborate on those "commitments," it can be assumed they have something to do with three other series ideas he had been working on. All involve music. *Boomtown Band & Cattle Co.*, about a rock band in the old west; *Hereafter*, a musical group killed in a plane-crash returns to earth as ghosts *Topper*-style, and a live-action, prime-time version of the Archies (the animated-version on CBS-TV was Saturday morning fare) are included in his hopes for further TV.

His hopes for future TV production have rested on how well he would do with *In Concert*. He has been able to convince artists who can command tens of thousands of dollars for a single night's work to do the TV show for scale \$350. "My pitch to them was simple," he said. "You're opening up a whole new market and new fans for yourself. You can sell \$30,000 worth of records for that one night on TV." And the groups have bought the idea.

Kip Cohen, who heads Columbia Records' East Coast artist and repertoire department, agreed. "This is the first year we've even thought about television exposure," he said. "Before there was no place to expose an act. But now, there's no question about it, it's a godsend. Loggins and Messina, a one-year-old act, will have its second gold album in about two weeks and TV's got to have something to do with that."

The main reason record companies were hesitant about putting their acts on television was the lack of a proper showcase. In a world where image is getting just about as important as the product, a rock act on, say, the *Dean Martin Show* could do irreparable damage. With the verite format of *In Concert*, the artists seem satisfied that they have found a proper setting. And with 20 major-market FM stations carrying a stereo simulcast of the audio portion (each group is allowed to mix its own tapes), the tremendous sound limitations television presents are partially overcome. And, always of the first consideration, the audience seems satisfied with the presentation.

"We can't buy the affection of this audience," David Sontag believes. "It's an audience that you just can't do that with. Our problem is how to be creative within our format. Things have to be organic within it. I'm not going to put the J. Geils Band on a barge on Sylvan Lake. But I will go to the North Carolina woods and put on real country acts. I would even put the Rolling Stones some place in Appalachia."

In Concert will be travelling this sum-



'In Concert' team. Donald Kirshner (l) is the executive producer; David Sontag and Joshua White are the producer and director of ABC-TV's late-nighter.

mer. All of the shows have been taped either in New York or Los Angeles and have featured rock acts, for the most part. But Mr. Sontag is contemplating future shows featuring the country music and rock-and-roll stars.

"Our problem is that we are dealing with a pre-conditioned audience," says Mr. Sontag. "They're not used to seeing rock on TV. They're accustomed to seeing rock live, and the essence of the music is the relationship between performer and audience. We have to choose between a straight reportage job or do we synthesize the emotionalism of the event. The whole idea is to extract the sense of going to a concert and experiencing that performer-audience relationship, and to be frank, we're not satisfied yet that we're capturing it."

Breen to Greater Media

Julian Breen, program director of KYA-(AM) San Francisco until his resignation last month, has reached a program consultancy agreement with group owner Greater Media Inc.

Mr. Breen's "primary responsibility" according to Peter Bordes, president of the company, will be with two Detroit-area stations being added by Greater Media Inc. They are daytimer WQTE-(AM) Monroe, Mich., purchase of which has just been approved by the FCC (BROADCASTING, May 7) and WHFI(FM) Birmingham, Mich., acquisition of which still pends commission approval. Mr. Bordes would not reveal the planned formats of the Detroit-area stations.

The 31-year-old Mr. Breen returns to Greater Media, where he served as an assistant to Mr. Bordes during his college term at Rutgers University, New Brunswick, N.J., after programing stints with ABC Radio and KYA. His agreement with Greater Media is not exclusive and Mr. Breen may consummate agreement with other stations.

Greater Media is the owner of WGAY-(AM) Silver Spring, Md.; WGAY(FM) Washington; WCTC(AM)-WQMR(FM) New Brunswick, N.J.; WGSN(AM) Huntington, N.Y.; WCTO(AM) Smithtown, N.Y.; WVQM(FM) Huntington, W.Va., and WTCR(AM) Ashland, Ky.

Gold in California

The Bill Drake-conceived, American Independent Radio-produced tape package, *Classic Gold*, is now being used on RKO General's two newly acquired FM stations, WFYR Chicago and WAXY Fort Lauderdale, Fla. The automated programing comprises music from 1953 to 1963 and is being promoted as "nostalgia radio." Ernie Andrews, with RKO in various capacities for five years, is the program director of WFYR ("the fire of Chicago") and Tom West has assumed interim program directorship of WAXY upon the departure of Jim Rich last month. *Classic Gold* was originally designed for RKO's Los Angeles station KRTH(FM) and is also being used on RKO's WROR(FM) Boston.

Finance

CBS's Taylor on TV: '73 will trump '72

Boston analysts also reminded his company's profits last year exceeded other networks combined

Arthur R. Taylor, CBS Inc. president, last week predicted substantial advances in all phases of television in 1973.

He reported before a meeting of the Boston Security Analysts Society that in 1972 network television income grew 13%, national spot 16% and local advertising 24%.

"We expect 1973 to show further impressive gains—a 9% increase in network revenues, 12% in national spot and 15% to 20% in local-television sales."

Mr. Taylor stressed that television has completely recovered from the "mandated loss" of cigarette advertising and reached new record levels of sales and earnings in 1972.

He cited just-released FCC figures that showed that the three television networks and their owned-and-operated stations had substantial increases in revenues and profits in 1972 over 1971.

"As a postscript to this FCC statement," Mr. Taylor said, "I can add that CBS's share of both station revenues and station profits went up over 1971, and CBS's share of 1972 network profits was greater than the other two networks combined."

He told analysts that broadcasting continues to be "the strongest contributor to CBS earnings." In 1972 broadcasting accounted for slightly less than half of all sales, but for almost two-thirds of net earnings, according to Mr. Taylor.

Mr. Taylor discussed the potential effect of government regulation on broadcasting profits. He emphasized that broadcasting over the years has "absorbed every regulation and handicap imposed on it, has recovered from every temporary setback and come on stronger than ever."

He said CBS intends to be alert to opportunities for diversification, and added: "Diversification for us is additive and based on no loss of faith in the future of our existing businesses that we can now foresee. In doing this we will be cautious, mindful that diversifying can be a risky proposition. We want to retain the essential force which has characterized CBS. . . . As long as I am associated with CBS, it will never become a characterless conglomerate."

TV sales boost MGM profits

An increase of almost \$500,000 in revenue and in net income from the sale of TV programs was noted by Metro-Goldwyn-Mayer Inc., Los Angeles, for the first 28 weeks of the fiscal year that ended March 17.

Figures for TV programs revenues were \$10,604,000 this period, compared to \$10,156,000 for the same period in

1972; for net income, the figures were \$1,048,000 this year compared to \$629,000 last year.

Over-all, MGM revenues slumped at the half-year point, but net income was up by more than \$4 million.

For the 28 weeks ended March 17:

	1973	1972
Earned per share*	\$1.75	\$1.02
Gross revenues	78,923,000	83,687,000
Net income*	10,448,000	6,040,000

* Includes \$5,129,000 (86 cents) as net of applicable income taxes on extraordinary items for 1973 period and \$836,000 (14 cents) for 1972 period.

Financial Briefs

Sonderling Broadcasting Corp., New York, reported comfortable gains in revenues and earnings for the three months ended March 31:

	1973	1972
Earned per share	\$ 0.19	\$ 0.11
Revenues	5,820,000	5,327,000
Net income	189,000	107,000

Cowles Communications Inc., New York, reported increases in revenues and income due to "the continuing strong performance" of company-owned WESH-TV Daytona Beach, Fla., and KRNT-TV Des Moines, Iowa. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.10	\$ 0.07
Revenues	1,849,000	1,689,000
Net income	394,000	288,000

Foote, Cone & Belding Communications, New York, reports first-quarter income from advertising operations increased 82% over first quarter of 1972—higher than any previous first quarter in agency's history. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.31	\$ 0.08
Billings	71,696,000	61,798,000
Net income	653,000	184,000
Shares outstanding	2,129,000	2,176,000

Liberty Corp., Greenville, S.C., reported increases in revenues and earnings for first quarter of 1973. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.46	\$ 0.38
Revenues	28,190,000	25,820,000
Net income	3,260,000	2,510,000

Combined Communications Corp., Phoenix, reported increases in unaudited net income and in gross revenues for first quarter of 1973. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.22	\$ 0.17
Revenues	22,869,000	10,870,000
Net income	786,000	485,000

Magnavox Co., Chicago, reported decreases in sales and income for first quarter of 1973 due to "sluggish" retail sales. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.20	\$ 0.37
Revenues	155,712,000	161,943,000
Net income	3,479,000	6,455,000

Gross Telecasting Inc., Lansing, Mich., reported 18% increase in net income and 12% jump in revenues for first quarter of 1973. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.31	\$ 0.26
Revenues	1,383,023	1,238,845
Net income	246,898	208,351

Booth Newspapers Inc., Ann Arbor,

Mich., reported gains in revenues but drop in income (due to conversion of company's typesetting operations from hot metal to computerized photo composition) for 1972. For year ended Dec. 31:

	1972	1971
Earned per share	\$ 1.71	\$ 1.75
Revenues	73,027,974	65,018,970
Net income	6,828,814	7,018,922

Teleprompter Corp., New York, reported closing of agreement with group of banks headed by First National Bank of Boston

providing credit of \$150 million to Teleprompter. Part of proceeds will be used to repay interim borrowing of \$50 million made by Teleprompter earlier this year.

Correction. In BROADCASTING's April 30 "Profile" of MCA's president, Lew Wasserman, it was incorrectly reported that the firm's 1972 per-share earnings were 52 cents. The figure should have been \$2.52.

Taft Broadcasting Co., Cincinnati, announced last week that it has filed regis-

tration statement with Securities and Exchange Commission in connection with its planned issuance of 1,304,411 shares of common stock. Securities would cover planned merger of Cedar Point Inc., operator of amusement complex near Sandusky, Ohio, into Taft. Merger is subject to approval of shareholders of both firms, and Taft disclosed Cedar Point stockholders will be presented transaction only by means of prospectus. Deal involves conversion of each share of Cedar Point stock into 0.425 shares of Taft stock.

Broadcasting Stock Index

Weekly market summary of 141 stocks allied with broadcasting

Stock symbol	Exch.	Closing Wed. May 9	Closing Wed. May 2	Net change in week	% change in week	High	1973 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ARC	ABC	N 26 7/8	24 1/8	+ 2 3/4	+ 11.39	31 1/2	22 1/2	16,836	452,467
ASI COMMUNICATIONS			1 1/4		.00	1 1/2	1	1,815	2,268
CAPITAL CITIES COMM.	CCB	N 45 1/4	45 3/4	- 1/2	- 1.09	62 1/2	43	6,991	316,342
CBS	N 39 3/8	36 3/4	+ 2 5/8	+ 7.14	52	36	28,096	1,106,280	
CONCERT NETWORK*	O 3/8	3/8		.00	5/8	1/4	2,200	825	
COX	CDX	N 26	23 3/8	+ 2 5/8	+ 11.22	40 1/4	21 5/8	5,850	152,100
FEDERATED MEDIA	O 3 1/4	3 1/4		.00	3 1/2	2 1/2	820	2,665	
GROSS TELECASTING	GGG	A 14 5/8	14 5/8		.00	18 3/8	14 3/8	800	11,700
LIN	LINB	O 9 1/8	8 1/2	+ 5/8	+ 7.35	14 3/4	8 1/2	2,341	21,361
MDONEY	MOON	O 6 1/4	6	+ 1/4	+ 4.16	10 1/4	6	385	2,406
PACIFIC & SOUTHERN	PSOU	O 11 1/4	10 3/4	+ 1/2	+ 4.65	13 3/4	8 3/4	2,010	22,612
RAHALL	RAHL	O 7 1/4	7 3/4	- 1/2	- 6.45	12 1/4	7 1/4	1,296	9,396
SCRIPPS-HOWARD*	SCRIP	O			.00	21 1/4	19	2,589	49,838
STARR	SBG	M	13 1/4		.00	24 1/2	13	1,061	14,058
STORER	SBK	N 20	21 1/4	- 1 1/4	- 5.88	44	20	4,402	88,040
TAFT	TFB	N 39 1/2	38 5/8	+ 7/8	+ 2.26	58 5/8	38	4,064	160,528
TOTAL								81,556	2,412,886
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 3 1/4	3 3/4	- 1/2	- 13.33	5 3/8	3 1/4	1,259	4,091
AVCD	AV	N 11 5/8	10 3/4	+ 7/8	+ 8.13	16	10 1/2	11,478	133,431
BARTELL MEDIA	BMC	A 2 3/8	1 3/4	+ 5/8	+ 35.71	3 1/2	1 1/2	2,257	5,360
CHRIS-CRAFT	CCN	A 4 3/4	4 7/8	- 1/8	- 2.56	6 5/8	4 3/4	4,008	19,038
COMBINED COMM.	CCA	A 26 1/8	24 3/4	+ 1 3/8	+ 5.55	44	24	3,220	84,122
COWLES	CWL	N 6 7/8	7	- 1/8	- 1.78	9 5/8	6 3/4	3,969	27,286
DUN & BRADSTREET	DNB	N 77 1/2	74 1/4	+ 3 1/4	+ 4.37	81 1/4	74	13,021	1,009,127
FAIRCHILD INDUSTRIES	FEN	N 7	7		.00	13 3/8	6 1/2	4,550	31,850
FUQUA	FOA	N 12	12 7/8	- 7/8	- 6.79	20 3/8	12	9,587	115,044
GABLE INDUSTRIES	GBI	N 17 1/2	17	+ 1/2	+ 2.94	25	15	2,551	44,642
GENERAL TIRE	GY	N 20 7/8	21 1/4	- 3/8	- 1.76	28 3/4	20 1/4	20,652	431,110
GLOBETROTTER	GLBTA	O 6 7/8	7	- 1/8	- 1.78	8 1/8	6 7/8	2,843	19,545
GRAY COMMUNICATIONS	O 10 3/4	10 3/4		.00	12 7/8	9	475	5,106	
HARTE-HANKS	HHN	N 12 1/4	11	+ 1 1/4	+ 11.36	29 1/4	10 3/8	4,321	52,932
ISC INDUSTRIES	ISC	A 7 1/2	7 1/4	+ 1/4	+ 3.44	8	6 3/8	1,658	12,435
KAISER INDUSTRIES	KI	A 4 7/8	4 3/4	+ 1/8	+ 2.63	6 5/8	4 5/8	27,487	133,999
KANSAS STATE NETWORK	KSN	O 5	4 7/8	+ 1/8	+ 2.56	6 1/8	4 7/8	1,741	8,705
KINGSTIP	KTP	A 8 3/4	8 1/2	+ 1/4	+ 2.94	14 1/4	8	1,155	10,106
LAMB COMMUNICATIONS*	O 1 7/8	2	- 1/8	- 6.25	2 5/8	1 3/4	475	890	
LEE ENTERPRISES	LNT	A 16 3/8	16 1/4	+ 1/8	+ .76	25	15 3/4	3,340	54,692
LIBERTY	LC	N 17 1/2	17 1/2		.00	23 7/8	16 7/8	6,753	118,177
MCGRAW-HILL	MHP	N 9 7/8	10	- 1/8	- 1.25	16 7/8	9 1/8	23,525	237,309
MEDIA GENERAL	MEG	A 35 3/4	36 1/8	- 3/8	- 1.03	43 1/2	34 1/4	3,434	122,765
MEREDITH	MDP	N 14 3/4	14 3/4		.00	20 1/2	14 3/8	2,827	41,698
METROMEDIA	MET	N 19 1/2	18 3/8	+ 1 1/8	+ 6.12	32 1/4	16 1/2	6,078	118,521
MULTIMEDIA	O 23	23 3/4	- 3/4	- 3.15	30 1/4	23	4,387	100,901	
OUTLET CO.	OTU	N 12 3/4	12	+ 3/4	+ 6.25	17 5/8	12	1,336	17,034
POST CORP.	POST	O 12	12 1/4	- 1/4	- 2.04	17	12	942	11,304
PSA	PSA	N 14 5/8	14 5/8		.00	21 7/8	14 1/8	3,779	55,267
PUBLISHERS BCSTG.	PUBR	D 1	1		.00	2	1	919	919
REEVES TELECOM	RBT	A 2	1 7/8	+ 1/8	+ 6.66	3 1/4	1 5/8	2,294	4,588
RIDDER PUBLICATIONS	RPI	N 18 1/2	19 1/2	- 1	- 5.12	29 7/8	18 1/2	8,327	154,049
ROLLINS	RDL	N 18 3/4	20 3/4	- 2	- 9.63	36 1/2	18 3/4	13,372	250,725
RUST CRAFT	RUS	A 18 3/8	18 3/4	- 3/8	- 2.00	33 3/4	16 7/8	2,350	43,181
SAN JUAN RACING	SJR	N 19 3/8	15 3/8	+ 4	+ 26.01	23 3/4	14 1/4	2,153	41,714
SCHERING-PLUGH	SGP	N 156	141	+ 15	+ 10.63	156	130	26,295	4,102,020
SONDERLING	SDR	A 11 1/2	10 3/8	+ 1 1/8	+ 10.84	16 3/8	9 3/4	1,005	11,557
TECHNICAL OPERATIONS	TO	A 8 1/8	8	+ 1/8	+ 1.56	13 1/2	7	1,386	11,261
TIMES MIRROR CO.	TMC	N 19 1/2	17 1/2	+ 2	+ 11.42	25 7/8	16 1/2	31,080	606,060
TURNER COMM.*	O 4 3/4	4 3/4		.00	6	4 3/4	1,486	7,058	
WASHINGTON POST CO.	WPO	A 26 1/4	26	+ 1/4	+ .96	37	22 1/2	4,818	126,472
WHOH CORP.*	O 22	22		.00	23	14	589	12,958	
WOMETCO	WOM	N 13 1/2	14	- 1/2	- 3.57	19 3/8	13	6,073	81,985
TOTAL								275,255	8,476,034
Cable									
AMECO	ACO	D			.00	3	7/8	1,200	1,050
AMERICAN ELECT. LABS	AELBA	O 2 1/8	2 1/8		.00	3 5/8	2 1/8	1,726	3,667
AMERICAN TV & COMM.	AMTV	O 30 1/4	31 1/4	- 1	- 3.20	39	30 1/4	2,856	86,394
BURNUP & SIMS	BSIM	O 24 7/8	22 5/8	+ 2 1/4	+ 9.94	31 3/4	22 5/8	7,510	186,811
CABLECOM-GENERAL	CCG	A 5 1/2	5 3/8	+ 1/8	+ 2.32	8 7/8	4 7/8	2,472	13,596
CABLE FUNDING CORP.*	CFUN	O 6 1/2	6 1/4	+ 1/4	+ 4.00	8 1/8	5 3/4	1,233	8,014

	Stock symbol	Exch.	Closing Wed. May 9	Closing Wed. May 2	Net change in week	% change in week	High 1973	Low	shares Approx. out (000)	Total market capitalization (000)	
CARLE INFO. SYSTEMS*		O				.00	2 1/2	1 1/2	955	1,432	
CITIZENS FINANCIAL	CPN	A	6 1/8	5 7/8	+ 1/4	+ 4.25	9 1/2	5 1/2	2,676	16,390	
COMCAST	D	O	4 3/4	4 3/4		.00	5 3/8	4 1/4	1,280	6,080	
COMMUNICATIONS PROP.	CDMU	O	5 1/2	5 7/8	- 3/8	- 6.38	9 3/4	5 1/2	4,774	26,257	
COX CARLE	CXC	A	22 1/2	23	- 1/2	- 2.17	31 3/4	20 1/4	3,556	80,010	
ENTRON	ENT	A				.00	9 1/4	2 1/2	1,358	3,395	
GENERAL INSTRUMENT	GRL	N	18 1/4	17	+ 1 1/4	+ 7.35	29 1/2	16 5/8	6,503	118,679	
GENERAL TELEVISION*	O	O	3 1/8	3 3/8	- 1/4	- 7.40	4 1/2	3 1/8	1,000	3,125	
HERITAGE COMM.	O	O	11	11		.00	17 1/2	7	345	3,795	
LVO CARLE	LVOC	D	6 1/2	6 1/4	+ 1/4	+ 4.00	11 1/4	5 7/8	1,466	9,529	
SCIENTIFIC-ATLANTA	SFA	A	9 3/4	10	- 1/4	- 2.50	15 3/8	9	917	8,940	
STERLING	STER	D	3	2 3/4	+ 1/4	+ 9.09	4 1/4	2 5/8	2,162	6,486	
TFLE-COMMUNICATIONS	TCOM	O	9 1/8	10 1/4	- 1 1/8	- 10.97	21	9 1/8	3,866	35,277	
TELEPROMPTER	TP	A	19 3/4	18	+ 1 3/4	+ 9.72	34 1/2	17 7/8	15,960	315,210	
TIME INC.	TL	N	38	36	+ 2	+ 5.55	63 1/4	36	7,286	276,868	
TOCOM	TOCM	D	7 3/4	6 1/4	+ 1 1/2	+ 24.00	12 1/8	6	596	4,619	
UA-COLUMBIA CARLE	UACC	D	9 3/8	9	+ 3/8	+ 4.16	15	8 5/8	1,832	17,175	
VIACOM	VIA	N	12 1/8	11 3/4	+ 3/8	+ 3.19	20	11	3,931	47,663	
VIKOA	VIK	A	5 7/8	5 3/4	+ 1/8	+ 2.17	9 1/8	5	7,562	15,051	
Programming									TOTAL	80,022	1,295,513
COLUMBIA PICTURES	CPS	N	5 5/8	5 1/8	+ 1/2	+ 9.75	9 7/8	4 3/4	6,335	35,634	
DISNEY	DIS	N	95 5/8	88 1/4	+ 7 3/8	+ 8.35	123 7/8	87	28,552	2,730,285	
FILMWAYS	FWY	A	3 5/8	3 3/8	+ 1/4	+ 7.40	5 3/8	3 1/8	1,877	6,804	
GILF + WESTERN	GW	N	24 5/8	23 7/8	+ 3/4	+ 3.14	35 3/4	23 1/2	16,387	403,529	
MCA	MCA	N	23 3/8	23 1/4	+ 1/8	+ .53	34 1/4	22 5/8	8,267	193,241	
MGM	MGM	N	17 1/2	17 5/8	- 1/8	- .70	24	17 1/2	5,958	104,265	
MUSIC MAKERS	MUSC	O				.00	7 5/8	1 5/8	534	1,401	
TELE-TAPE*	O	O	1 1/8	1 1/4	- 1/8	- 10.00	1 3/4	1 1/8	2,190	2,463	
TELETRONICS INTL.*	O	O	7	7 1/4	- 1/4	- 3.44	10 1/2	7	724	5,068	
TRANSAMERICA	TA	N	12 3/4	12 5/8	+ 1/8	+ .99	17 5/8	12	66,449	847,224	
20TH CENTURY-FOX	TF	N	8 3/4	7 5/8	+ 1 1/8	+ 14.75	12 3/8	7 1/2	8,562	74,917	
WALTER READE	WALT	O				.00	1 3/8	7/8	2,203	1,927	
WARNER	WCI	N	21 3/8	21 3/8		.00	39 1/8	20 3/8	18,883	403,624	
WRATHER	WCO	A	10 3/8	8 7/8	+ 1 1/2	+ 16.90	16 5/8	8 3/4	2,164	22,451	
Service									TOTAL	169,085	4,832,833
JOHN BLAIR	BJ	N	8 1/2	8 3/8	+ 1/8	+ 1.49	13	7 3/4	2,606	22,151	
COMSAT	CO	N	51 7/8	45 3/4	+ 6 1/8	+ 13.38	64 1/2	44 5/8	10,000	518,750	
CREATIVE MANAGEMENT	CMA	A	7 3/4	7 1/2	+ 1/4	+ 3.33	9 1/2	6 5/8	975	7,556	
DOYLE DANE BERNBACH	DOYL	O	14 3/4	15 1/2	- 3/4	- 4.83	23 1/2	13 3/4	1,884	27,789	
ELKINS INSTITUTE	ELKN	O	1	7/8	+ 1/8	+ 14.28	1 1/4	3/4	1,664	1,664	
FOOTE CONE & RELOING	FCR	N	9 3/4	9 3/8	+ 3/8	+ 4.00	13 3/8	9	2,152	20,982	
CLINTON E. FRANK*	O	O	9 1/4	9 1/4		.00	11 1/2	8 1/2	720	6,660	
GREY ADVERTISING	GREY	O	11	12	- 1	- 8.33	17 1/4	11	1,200	13,200	
INTERPUBLIC GROUP	IPG	N	17 1/2	17 5/8	- 1/8	- .70	25 3/8	16 1/2	2,587	45,272	
MARVIN JOSEPHSON	MRVN	O	12 1/2	12 3/4	- 1/4	- 1.96	18 1/2	12 1/2	825	10,312	
MCCAFFREY & MCCALL*	O	O				.00	10 3/4	8 1/2	585	4,972	
MCI COMMUNICATIONS	MCIC	O	5 3/4	5	+ 3/4	+ 15.00	8 3/4	4 5/8	11,810	67,907	
MOVIELAB	MOV	A	1 1/4	1 1/4		.00	1 7/8	1 1/8	1,407	1,758	
MPO VIDEOTRONICS	MPO	A	3 1/8	3 3/8	- 1/4	- 7.40	4 7/8	2 1/2	540	1,687	
NEEDHAM, HARPER*	NOHMA	O		14		.00	26 1/4	14	911	12,754	
A. C. NIELSEN	NIELS	O	33 3/4	36 1/2	- 2 3/4	- 7.53	40 1/2	33 3/4	10,598	357,682	
OGILVY & MATHER	OGIL	O	19 1/2	23	- 3 1/2	- 15.21	32 1/2	19 1/2	1,716	33,462	
PKL CO.*	PKL	O	1 1/4	1 5/8	- 3/8	- 23.07	2 5/8	1 1/4	778	972	
J. WALTER THOMPSON	JWT	N	14 3/4	14 3/4		.00	24 3/4	14 1/4	2,673	39,426	
UNIVERSAL COMM.*	O	O	4 1/2	4 1/2		.00	12 1/4	4 1/2	715	3,217	
WELLS, RICH, GREENE	WRG	N	10 5/8	12 1/2	- 1 7/8	- 15.00	21 1/8	10 5/8	1,568	16,660	
Electronics									TOTAL	57,914	1,214,833
ADMIRAL	ADL	N	11 1/4	10 1/4	+ 1	+ 9.75	18	9 5/8	5,813	65,396	
AMPEX	APX	N	4 3/8	4 1/2	- 1/8	- 2.77	6 7/8	4	10,875	47,578	
CARTRIDGE TELEVISION	O	O	3 3/8	4 3/4	- 1 3/8	- 28.94	16 1/2	3 3/8	2,083	7,030	
CCA ELECTRONICS	CCAE	O	1 1/2	1 1/2		.00	3	1 1/4	881	1,321	
COLLINS RADIO	CRI	N	20 1/2	18	+ 2 1/2	+ 13.88	25 7/8	17 7/8	2,968	60,844	
COMPUTER EQUIPMENT	CEC	A	2 3/4	2 3/8	+ 3/8	+ 15.78	2 3/4	2	2,421	6,657	
CONRAC	CAX	N	18 3/4	18 1/2	+ 1/4	+ 1.35	31 7/8	17 3/4	1,261	23,643	
GENERAL ELECTRIC	GE	N	61 7/8	58 3/4	+ 3 1/8	+ 5.31	75 7/8	57 3/4	182,348	11,282,782	
HARRIS-INTERTYPE	HI	N	31 3/4	29	+ 2 3/4	+ 9.48	49 1/4	28	6,301	200,056	
INTERNATIONAL VIDEO*	IVCP	O	9 1/4	9 1/4		.00	14 3/4	8 3/4	2,745	25,391	
MAGNAVOX	MAG	N	13	13 7/8	- 7/8	- 6.30	29 5/8	13	17,685	229,905	
3M	MMM	N	84 1/4	77 7/8	+ 6 3/8	+ 8.18	88 7/8	76 1/4	113,009	9,521,008	
MOTOROLA	MOT	N	105 1/2	99	+ 6 1/2	+ 6.56	138	95 3/4	13,855	1,461,702	
OAK INDUSTRIES	OEN	N	14 5/8	12 5/8	+ 2	+ 15.84	20 1/2	12	1,638	23,955	
RCA	RCA	N	29 1/2	26	+ 3 1/2	+ 13.46	39 1/8	25 1/2	74,472	2,196,924	
RSC INDUSTRIES	RSC	A	1 5/8	1 3/4	- 1/8	- 7.14	2 1/4	1 3/8	3,458	5,619	
SONY CORP	SNE	N	47	42	+ 5	+ 11.90	57 1/4	40 5/8	66,250	3,113,750	
TEKTRONIX	TEK	N	36 3/4	35	+ 1 3/4	+ 5.00	53 7/8	33 1/4	8,162	299,953	
TELEMATON	TIHT	O	3 1/2	3 5/8	- 1/8	- 3.44	4 3/4	3 1/2	1,050	3,675	
TELEPRO INDUSTRIES	O	O	1 1/8	1 1/4	- 1/8	- 10.00	2 1/2	1 1/8	1,717	1,931	
WESTINGHOUSE	WX	N	34 3/4	32 1/2	+ 2 1/4	+ 6.92	47 3/8	31 1/8	88,100	3,061,475	
ZENITH	ZE	N	40 1/4	38 1/2	+ 1 3/4	+ 4.54	56	36 1/8	19,043	766,480	
									TOTAL	626,135	32,407,075
Standard & Poor's Industrial Average			123.66	121.41	+2.25				GRAND TOTAL	1,289,967	50,839,174

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

N-New York Stock Exchange
O-Over the counter (bid price shown)

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

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

Fates & Fortunes®

Media

Charles T. Leasure, program director, KBTB(TV) Denver, named VP and station manager. **Kenneth W. King**, VP and general manager, KBTB, resigns.

William E. Wuerch, VP-general manager, Avco Broadcasting's WLWI(TV) Indianapolis, assumes additional post, head of task force on news presentations, for all Avco TV stations. **John Schmuhl**, program director, WLWI, appointed assistant general manager.

Jay Ward, station manager, KOMO(AM) Seattle, elected VP.

William C. Hillinck, senior salesman, KOST(FM) Los Angeles and XTRA(AM) Tijuana, Mexico, named general manager, KOST, and director of U.S. sales, XTRA.

Albert J. Files, general manager, KENO(AM) Las Vegas, named VP-general manager, KRUX(AM) Glendale, Ariz., succeeding **Bob Zimmerman**, who resigns. In Las Vegas, **Jerry Roykeno**, sales manager, named general manager to succeed Mr. Files.

Mike Scheuble, sales manager, RKO General's KROY(AM) Sacramento, joins RKO's WAXY(FM) Fort Lauderdale, Fla., as general manager.

Peter R. Dreyer, general manager, WNOX(AM) Knoxville, Tenn., named VP.

Tom Longfellow, assistant manager, KARN-AM-FM Little Rock, Ark., and manager, Arkansas Radio Network, producer of newscasts and features, named VP and general manager, ARN. **Louise Seymore**, office manager, Snider Corp., owner of

KARN-AM-FM and ARN, named VP-administration.

Jonathan Fricke, operations manager, KBUY-AM-FM Fort Worth, joins WMC(AM) Memphis in similar capacity.

Bob Harper, program director KQV(AM) Pittsburgh, appointed to newly created post, operations director.

Norman Parker, director of public service, KJOI(FM) Beverly Hills, Calif., named director of operations.

Edward Hutchings, program director, WKBT-TV LaCrosse, Wis., joins WEAU-TV Eau Claire, Wis., as operations manager.

New appointments to Small Market Radio committee of National Association of Broadcasters are: **Edward D. Allen Jr.**, president and general manager, WDOR-AM-FM Sturgeon Bay, Wis.; **George Allen**, president and general manager, KGLA-AM-FM Algona, Iowa; **Jim Ballas**, general manager, KOWB(AM) Laramie, Wyo., and **Paul Reid**, president and general manager, WBHB(AM) Fitzgerald, Ga. **Al Rock**, WSMN(AM) Nashua, N.H., incumbent member, appointed committee chairman. Named to Secondary Markets Television committee of NAB are **William F. Duhamel**, executive VP, KOTA-TV Rapid City, S.D., **Robert E. Krueger**, president and general manager, KTVB(TV) Boise, Idaho, and **John Shott**, general manager, WHIS-TV Bluefield, W. Va.

Nettie Stowers, admissions counselor, Tuskegee Institute, joins WSM-TV Nashville as community service coordinator.

James A. Capone, marketing service director, Schreiber/Chiara Advertising,

Philadelphia, joins WKBS-TV there as promotion manager.

Anita DeWald, executive secretary, NBC research department, appointed advertising and promotion assistant, WNBC(AM) New York.

Kathleen F. Gilpin, secretary, NBC-TV Burbank, Calif., appointed administrator, press and publicity, NBC-TV West Coast.

A. U. Firth, business manager, WIND(AM) Chicago, joins WDBO-AM-FM-TV Orlando, Fla., in similar post. He is succeeded at WIND by **Joseph Obermeier**, accounting supervisor.

Broadcast Advertising

Tom Lowey, president, Clinton E. Frank, and general manager, Los Angeles office, retires. Mr. Lowey will remain director of agency and will open marketing consulting firm, Tom Lowey & Associates, San Diego. **Robert Welsh**, senior VP and manager, Los Angeles office, succeeds Mr. Lowey as general manager.

Irv Sagorsky, president, Sonder, Levitt & Sagorsky, Philadelphia agency, named chief executive officer and chairman, executive committee. He is succeeded by **George B. Abraham**, VP-account supervisor, Doyle Dane Bernbach, New York. **Phil Schulman**, VP-creative director, N. W. Ayer, New York, joins SL&S as VP-account supervisor. **Jerry Selber** and **Harry Wilkins**, both with SL&S, appointed VP-copy supervisor and VP-senior art director, respectively.

Richard H. Low, director of corporate programming, Young & Rubicam, New York, named senior VP.

H. Bart McHugh III, formerly VP-production, York Enterprises, New York, named senior VP-director of communication services, Wells, Rich, Greene, New York, to oversee media, network programming and production services of agency.

Seldon B. Clark, VP, N. W. Ayer, New York, elected senior VP and named management supervisor.

Gerald Matthes and **Bud Stark**, account supervisors, Doyle Dane Bernbach, New York, named VP's.

James E. Murphy, with Ketchum, MacLeod & Grove, New York, named VP/account supervisor.

Lynn Kimmel, advertising manager, AMREP Corp., New York marketing and sales promotion firm, named VP/group creative director, EGR Communications, New York marketing/sales-promotion agency involved in TV, radio and print campaigns. **Thomas F. Tyson**, product director, Pharmacrast division, Pennwalt Corp., named marketing manager, EGR Communications, both Rochester, N.Y.



Foreign Affair. RAI, the Italian television system, has been given special award by International Council of Academy of Television Arts and Sciences. At Washington presentation, held in State Department auditorium, were (l-r) FCC Commissioner Richard E. Wiley; Count Alvise Zorzi, secretary general of RAI; Ralph M. Baruch, president of Viacom International and of the academy's international council, and Robert Lewine, president of the academy. Italian Ambassador Egidio Ortona was host after presentation at buffet in Kennedy Center.

Donald P. Amos, Lincoln J. Bumba, Richard H. Hobbs Jr. and Michael S. White, associate media directors, Leo Burnett Co., Chicago, named VP's.



Mr. Finke

Bob Finke, sales manager, WMAL-TV Washington, named general sales manager. **Kevin O'Brien**, formerly general sales manager, KMBC-TV Kansas City, Mo., appointed sales manager, WMAL-TV.

Burl Meals, national sales manager, KGW-TV Portland, Ore., appointed sales manager, and **Clark Donelson**, sales traffic manager, appointed to newly created post, sales service manager.

Fred R. Petrosino, national sales manager, WTOP-TV Washington, named general sales manager, succeeding **Thomas F. Shannon Jr.**, named VP and general manager (BROADCASTING, April 23). Local sales manager, **Michael T. Dorsey**, adds regional sales to his duties.

Richard J. Zapata, formerly account executive, WXYZ-TV Detroit, appointed general sales manager, WXON-TV there.



Mr. Goldstein

Richard C. Goldstein, sales manager, WCAU-TV Philadelphia, named director of sales.

Glenn Nickell, sales manager, KVAL-TV Eugene, Ore., named station manager and general sales manager, KVAL-TV, KPIC-TV Roseburg and KCBY-TV Coos Bay,

both Oregon, all Eugene Television Inc. stations.

Allan Royster, West Coast manager, William B. Tanner Co., joins KHJ-TV Los Angeles, as local sales manager.



Mr. Viands

William L. Viands Jr., director of sales planning and development, Cox Broadcasting Corp., named director of radio sales. CBC radio properties include WSB-AM-FM Atlanta, WHIO-AM-FM Dayton, Ohio, WSOC-AM-FM Charlotte, N.C., WIOD(AM) - WATA -

(FM) Miami and recently acquired KFI(AM) Los Angeles.

Sid Berlin, local sales manager, WWSW-AM-FM Pittsburgh, appointed sales manager.

Larry Duke, general sales manager, KARN-AM-FM Little Rock, Ark., named VP-sales.

Austin P. Walsh, sales manager, WOL(AM) Washington, joins KSFO(AM) San Francisco as sales manager.

Ed Howard, director of marketing and sales, Astrodome Corp., Houston, joins KYOK(AM) Houston as assistant sales manager.

Robert W. Coombs, with KRUX(AM) Glendale, Ariz., appointed local sales manager.

Joyce M. Dana, field representative, Merchandising Group, Pittsburgh, joins KQV(AM) there as retail services director.

Arnold Kohler, Eastern sales manager, Adam Young Inc., New York, named VP in charge of Eastern division. **James Parker**, account executive, Meeker Co., Chicago, appointed VP in charge of central division, Adam Young.

Dorothy Greenberg, media director, Presbea Muench Advertising, Chicago, joins Lieberman-Harrison, New York, in similar capacity.

Joyce Clayton, with Carmichael & Co., Durham, N.C., agency, named media director and assistant secretary.

Sys Morch, **Joseph H. Schacter** and **C. Dayton Titsworth**, account managers, and **Jefferson Lewis**, creative group head, all with J. Walter Thompson Co., New York, elected VP's.

John J. McBride and **Ira Pruzan**, account executives, Needham, Harper & Steers, Chicago, named account supervisors.

Marcia Bellak, media buyer, Interact Inc., Palm Beach, Fla., joins Stafford Associates, Riviera Beach, Fla. agency, as media planner/buyer. **Pat O'Meara**, formerly with noncommercial WHRS(FM) Boynton Beach, Fla., joins Stafford as creative director.

Martin M. Cohn, local sales manager, WROR(FM) Boston, joins Letter-Men Inc., Lexington, Mass. agency, as account supervisor-new business.

Natel Matschulat, account executive, Grey Advertising, joins Foote, Cone & Belding in similar position, both New York.

Flora Brown, with Boylhart, Lovett & Dean, Los Angeles agency, appointed account coordinator.

Ray Ferguson, account executive, Warwick & Legler, joins Tatham-Laird & Kudner in similar position, both New York. **Richard Knel**, account executive, Young & Rubicam, New York, joins TLK in similar capacity.

Margaret Lowery, formerly account executive, WLBZ-TV Bangor, Me., joins Gardner-Taylor Advertising, Memphis, as account executive.

Harvey Herman, VP, Martin Landy/Arlow, New York, appointed director of project ventures division, Warren, Muller & Dolobowsky, New York.

Howard L. Rothchild, VP, Gerald Rafshoon Advertising, Atlanta, elected executive VP with additional responsibilities in account supervision. **Charlene W. Carl**, media director, Rafshoon, elected VP.

James F. Gosney, with Leslie Advertising, Greenville, S.C., joins Rafshoon as account executive.

Newly-elected officers of Art Directors Club, New York are: president—**Herb Lubalin**, president of Lubalin, Smith, Carnase; first VP—**Louis Dorfman**, VP-advertising and design, CBS Broadcast

Group; second VP—**Bill Taubin**, senior VP-creative management supervisor and executive art director, Doyle Dane Bernbach; secretary—**Marilyn Hoffner**, corporate art director, Vision publishing; treasurer—**Eugene Milbauer**, promotion art director, *Newsweek*; all in New York.

Lawrence Kane, art director, Kendall Co., joins Sperry-Boom, Chicago, in similar post.

Edward A. Garba, corporate VP-assistant treasurer, Interpublic Group of Companies, New York, elected senior VP-treasurer.

Programing



Mr. Delman



Mr. Smith



Mr. Campbell

Neil M. Delman, VP - administration, Worldvision Enterprises Inc., New York (formerly ABC Films), named executive VP. **Otis L. Smith**, VP-national sales manager, Worldvision, named senior VP, domestic sales, and **Colin G. Campbell**, VP-director of international sales, named senior VP, international sales.

Harris Dudelson, domestic sales manager, Buena Vista division, Walt Disney Productions, Glendale, Calif., named VP-domestic sales, of wholly owned Disney distribution firm.

David T. LaFollette, formerly chief of information and liaison, American Forces Radio and Television Service, Hollywood, named VP-international sales, Four Star Entertainment Corp., Beverly Hills, Calif.

Forrest L. Fraser, head of own TV production firm in Hollywood for past two years, named producer of Group W Productions' syndicated *Mike Douglas Show*, which he produced from 1961 to 1967. He replaces **Barry Sand**, who has resigned to resume writing career.

Charles H. Horich, executive producer, WTOP-TV Washington, named program manager.

Steve Brown, assistant program director, KRLA(AM) Los Angeles, appointed program director. He succeeds **Reb Foster** who resigns to devote time to management of musical groups through own firm, Reb Foster Associates Inc., Beverly Hills, Calif.

Dick Roberts, general manager and program manager, WKYC-AM-FM Cleveland, joins WDFH(FM) Chicago as program director.



Cameraperson. NBC News has hired Allcia Weber, 25, as its first full-time distaff film camera operator and says it believes she is the only woman engaged in that capacity in network television. Miss Weber, who calls herself a film "cameraperson" but doesn't mind being called a "camerawoman," joins NBC News after 10 years as a free-lancer with New Day Films, based in Dayton, Ohio. She is a graduate of Antioch College in Yellow Springs, Ohio, where she was active in making films.

Jim Fairbanks, with KIDD(AM) Monterey, Calif., appointed program director.

John J. Regan, with WTKO(AM) Ithaca, N.Y., appointed program director.

Larry Berger, formerly program director, WALL-AM-FM Middletown, N.Y., appointed to similar post, WRIF(FM) Detroit.

Les Griffith, staff announcer, ABC, New York, retires after 27 years with network as announcer for daytime dramatic productions, narrations, interview programs and radio and television news shows.

Joseph C. Terry, assistant assignment editor, WPVI-TV Philadelphia, joins WKBS-TV there as producer-director.

Jay Strong, associate director, KNXT(TV) Los Angeles, appointed producer.

Lucy Salenger, news reporter, WLS-TV Chicago, appointed special projects producer.

Robert Chandler, with Jefferson Productions, Charlotte, N.C., appointed director. Jefferson is producer of television programs and commercials.

Al D'Alessio, engineer, RKO Sound Studios, New York, joins Dick Lavsky's Music House, New York commercial production firm, as VP and chief engineer.

Gerardo F. Almonte, assistant manager, reports and analysis, Viacom International, New York, appointed manager, reports and analysis.

Broadcast Journalism

Charles Novitz, editor of ABC News's DEF (Daily Electronic Feed), named manager of domestic syndication, ABC/DEF, syndicated television newsfilm service of ABC News. He replaces **Robert Rodwin**, who has resigned.

Tom Peterson, assistant news director, WSTV-TV Steubenville, Ohio, named news director and anchorman.

Robert McMullen, news producer, WAVE-TV Louisville, Ky., joins WFRV-TV Green Bay, Wis., as news director. Both stations are owned by Orion Broadcasting.

Larry Butler, formerly business-financial editor, WBBM-AM-FM Chicago, and most recently involved in own audio-financial business, joins WHDF(FM) Chicago as news director.

Pete Schulberg, with KGW-AM-FM Portland, Ore., appointed news director.

Don Fisher, news editor and on-air newscaster, WCAU(AM) Philadelphia, appointed director of news and public affairs, WCAU-FM.

Bob Fish, formerly newsman, WTOP(AM) Washington, and public services director, WMAR-FM Baltimore, joins WQRC(FM) Hyannis, Mass., as news director.

Arnt Olaf Thorvaldsen Jr., formerly editor, ABC News, New York, joins KPHX(AM) Phoenix all-news station, as afternoon editor.

Art Geiselman, with WBAL-TV Baltimore, joins WTOP-TV Washington as investigative reporter.

Jake Jacobs, with KNXT(TV) Los Angeles, joins KNX(AM) there as anchorman and field reporter for all-news station.

Bert Medley, news producer, NBC News bureau, Washington, joins Cleveland bureau as network coordinating producer.

Music

Les Acree, music director, WUBC(AM) Cincinnati, joins WMC(AM) Memphis in similar post.

Cable

Alan S. McDonald, senior analyst, department of corporate marketing, American Airlines, New York, appointed to new post, marketing analyst, Teleprompter Corp., New York. **Robert Wallace**, manager of publications, Kraftco Corp., New York, appointed assistant director, public relations, Teleprompter, New York. **Andrew C. Russell**, internal publications manager, Franklin Mint Corp., New York, appointed news-services manager, Teleprompter.

Richard D. Jones, VP, WGN World Travel Services, and assistant program manager, WGN(AM) Chicago, elected treasurer, WGN Electronic Systems Co., CATV subsidiary with operations in Michigan and California.

Patrick J. Conley, general manager, Illinois and Iowa operations, Continental Cablevision, named assistant VP, Continental Cablevision of Ohio.

Richard V. Fairbanks, formerly general sales manager, KMSP-TV Minneapolis-St. Paul, joins Mission Cable Two TV, San Diego, as manager of advertising sales.

Pete Freeauf, Gray Cablevision, Albany, elected president, Georgia Cable Television Association; **Grady Ireland**, Georgia Cablevision, Atlanta, elected VP, and **Jon Oscher**, Cartersville Cable TV, Carters-

ville, elected secretary-treasurer of firm.

Equipment & Engineering



Mr. Hlavaty

Lad F. Hlavaty, director of engineering, RKO General's WNAC-TV Boston, and **George J. Capalby**, chief engineer, WRKO(AM)-WROR(FM) Boston, also owned by RKO General, named to additional posts, engineering VP's for RKO General Television division and RKO Radio, respectively. They succeed **William J. Clark**, head of engineering for both TV and radio divisions, who has resigned.



Mr. Mifflin



Mr. Miller

Ralph Mifflin, chief engineer, KOMO-AM-TV Seattle, named director of engineering, Fisher's Blend Station Inc., licensee of Seattle stations as well as KATU(TV) Portland, Ore. Mr. Mifflin succeeds **C. E. Miller**, who retired May 2 as VP-director of engineering for Fisher's Blend Stations after 31 years. He continues as consulting engineer for station group.

Howard G. McClure, general manager, electronics division, Lenco Inc., joins Vidtronics Co., Los Angeles, as chief engineer.

John Baumann, in marketing and product management capacities for both Datatron and Ampex, has formed Broadcast Communications Devices Inc., 4848 Main Street, Yorba Linda, Calif. Firm will market broadcast signal processing, switching and automation equipment produced by CBS Labs, Datatron, Technicolor, Time & Frequency Technology, and Tracor.

Allied Fields

Arthur L. Savage Jr., formerly account executive and broadcast management consultant, Katz Television, Atlanta, and most recently pursuing Ph.D. degree at Michigan State University, joins College of Communication, Ohio University, Athens, as associate professor in school of radio-television.

William J. Mathews, formerly with WPIX-FM New York, joins LaRue & McGavren Media Brokers Inc., New York and Newport Beach, Calif., as Eastern manager.

Marcus Cohn, of Washington communications law firm of Cohn and Marks, was awarded "distinguished service citation" by University of Oklahoma Sunday

(May 13). Mr. Cohn, native of Oklahoma, attended university as undergraduate and has served it in variety of functions.

William A. Exline, most recently with Hamilton-Landis & Associates, San Francisco, has opened own media brokerage and consulting firm serving Western states primarily. Location is 31 Carroll Court, San Rafael, Calif. 94903.

Steve King, formerly associate director, WTOP-TV Washington, appointed special projects coordinator, National Audio-Visual Association, Fairfax, Va. NAVA is producer of audio cassettes.

Elaine Whalen, formerly chief executive officer of CD Associates, New York, has opened own buying service—E. Whalen Buying Service at 2 West 45 Street, New York 10036, (212) 661-1460.

Deaths



Mr. Welpott

Raymond W. Welpott, 58, veteran broadcaster who retired in 1971 as president of NBC-owned television stations, died May 4 of a heart attack at his home at Hilton Head Island, S.C. He had been with NBC since 1958 and served as general manager of

its then owned stations in Philadelphia, WRCV-AM-TV, for four years before being named executive VP in charge of owned-stations division (which included NBC Spot Sales) in 1962 and, three years later, president of division. Earlier he had been associated with General Electric Co. stations from 1938 until 1957, rising to manager of WRGB(TV) Schenectady, N.Y. In 1957-58 he was VP and

Into the sunset. The Marlboro man is dead. Rugged-looking Carl B. Bradley Jr., 33 years old, featured in Marlboro cigarette ads, died in Knox City, Tex. last Monday (May 7) when the untamed bronco he was riding suddenly plunged into a pond. Both Mr. Bradley and the horse drowned. One police official speculated that the cowboy had been struck by the horse's hoof as animal and rider fell.

general manager of WKY-AM-TV Oklahoma City. Survivors include his wife, Carolyn, and three sons.



Mr. Patt

Robert G. Patt, 55, director of marketing for Avery-Knodel, Inc., TV and radio station sales representation company, New York, died May 4 in hospital in Bronxville, N.Y., where he had been undergoing treatment for heart ailment.

He had been with Avery-Knodel since 1965, before that was director of sales promotion and market development for Blair Television. In broadcasting since 1939, he also had served as director of promotion and advertising for WNBC-AM-TV and WCBS-AM-TV, both New York. He is survived by his wife, Lonita; two daughters and three brothers, James, general manager, WAYK(AM) Lehigh Acres, Fla.; Ralph, retired Detroit manager of CBS Radio Spot Sales, and Fred, former broadcaster now in accounting business in Detroit. Another brother, John F. Patt, president of Goodwill Stations, died in November, 1971.



Mr. LeGrand

Roger W. LeGrand, 54, VP and general manager, WITI-TV Milwaukee, died May 10 of heart attack. Mr. LeGrand joined station as manager in 1961 and was elected VP of Storer Broadcasting Co., station owner, in 1964. Earlier he had been associated

with Cramer-Krasselt Co., Milwaukee, as VP for radio and TV. He is survived by his wife, Ruth, four sons and two daughters.

Noel A. Rhys, 73, executive VP, Keystone broadcasting system, Chicago, radio transcription service, died in Knickerbocker hospital in New York last Wednesday (May 9). Born in England, Mr. Rhys came to U.S. in 1914 and settled in Hollywood, where he was freelance writer. He joined Keystone in 1941 and held several sales executive posts before becoming executive VP. He is survived by his wife, Annette.

Harrell Whitney, 38, president and a principal stockholder, and **Richard Gasaway**, VP, NWG Broadcasting Co., owner of KIMA-TV Yakima, KEPR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho, were killed April 24 in an automobile accident near Yakima.

Robert L. Stumme, 48, chief engineer, University of Iowa television center, Iowa City, died April 25 in Coralville, Iowa, when struck by a motor vehicle. Mr. Stumme had been with television center since 1954, and was also advisor to Iowa City and UI on cable television. He is survived by his wife, Joyce, a daughter and a son.

For the Record®

As compiled by BROADCASTING May 2 through May 8, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV Stations

Application

■ **Wausau, Wis.**—State of Wisconsin Educational Communications Board. Seeks UHF ch. 20 (506-512 mhz); ERP 1,202 kw vis., 240 kw aur. HAAT 987 ft.; ant. height above ground 644 ft. P.O. address 732 North Midvale Boulevard, Madison, Wis., 53705. Estimated construction cost \$826,254; first-year operating cost \$348,600; revenue none. Geographic coordinates 40° 55' 14.3" north lat.; 89° 41' 30.6" west long. Type trans. RCA TTU-55B. Type ant. Gates TY-203-A. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer W. J. Kessler Associates. Gainesville, Fla.

32601. Principals: Anton J. Moe, executive director. et al. Ann. May 1.

Final action

■ **Eagle Butte, S.D.**—State Board of Directors for

Education Television. FCC granted UHF ch. 13 (210-216 mhz); ERP 316 kw vis., 31.6 kw aur. HAAT 1,708 ft.; ant. height above ground 1,713 ft. P.O. address University of South Dakota, Vermillion, S.D., 57069. Estimated construction cost

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& COMPANY, INC.



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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

\$603,971; first-year operating cost \$70,450; revenue none. Geographic coordinates 45° 03' 20" north lat.; 102° 15' 40" west long. Type trans. RCA TT-25EH. Type ant. RCA TW-18A13-P. Principals: Rex Messersmith, chairman, et al. Action April 25.

Call letter applications

- G & E Religious and Educational Broadcasting Corp., South Bend, Ind.—Seeks WMSH-TV.
- State of Wisconsin Educational Communications Board, Colfax, Wis.—Seeks *WHWC-TV.

Call letter action

- Connecticut Educational Television Corp., New Haven, Conn.—Granted *WEDY(TV).

Existing TV stations

Final actions

- William B. Ray, chief, complaints and compliance division, informed NBC that it does not appear to have met fairness doctrine obligations with respect to program on pension plans presented on NBC network on Sept. 12. Ann. May 4.
- KP1X-TV, KRON-TV and KGO-TV, all San Francisco—FCC denied petition by Alan F. Neckritz asking that commission deny license renewal for stations and set renewal applications for hearing. Action May 3.
- WKJG-TV Fort Wayne, Ind.—FCC granted to Federated Media Inc., licensee, extension of temporary waiver of cable-TV cross-ownership rules until Oct. 31, for overlapping interests in WKJG-TV and cable television systems at Warsaw, Winona Lake, and Kosciusko county, all Indiana. Action May 3.
- KATC(TV) Lafayette, La.—Broadcast Bureau granted CP to change type trans. Action April 27.

Initial decision

- Administrative Law Judge Herbert Sharfman ruled, in initial decision, that D. H. Overmyer misrepresented to commission amount of out-of-pocket expenses incurred in obtaining and developing CP's for five UHF's involved in transfer of 80 of his 100% stock interest in permittees to U. S. Communications Corp. (Doc. 18950). Ann. May 4.

Actions on motions

- Chief, Office of Opinions and Review, in Washington (United Television Co. [WFAN-TV] et al.), TV and AM proceeding, granted petition by United Television Inc. and United Broadcasting Co. for further extension of time, and extended through May 14 time to file exceptions (Docs. 18559, 18561-63). Action April 25.
- Chief Administrative Law Judge Arthur A. Gladstone in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, having under consideration motion to change place of hearing in respect to taking of testimony of Lester Suhler, witness in proceeding, authorized presiding judge to fix appropriate date and time for taking of testimony of Suhler in New York City (Docs. 19168-70). Action April 30.
- Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV proceeding, set certain procedural dates and scheduled further hearing conference for May 29 (Doc. 19627). Action May 2.
- Administrative Law Judge Ernest Nash in Manchester, N.H., Baltimore and El Centro, Calif. (United Television Company of New Hampshire [WMUR-TV] et al.), TV proceeding, on request of parties, scheduled hearing for Aug. 1 for purpose of taking testimony of Arnold Marfolgia (Docs. 19336-8). Action April 27.
- Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted motion by NBC and quashed subpoena which had been served on NBC, subject to Las Vegas Valley's right to seek reissuance thereof; denied Valley's motion opposing taking of depositions, and continued dates for scheduled depositions to such days during week commencing May 28 as may be convenient for all concerned; granted Valley's request for inspection of documents to extent indicated on record of conference help April 27 (Docs. 19519, 19581). Action April 30.

New AM stations

Applications

- Appomattox, Va.—Theodore J. Gray Jr. Seeks 1280 khz; 1 kw-D. P.O. address: Box 512, Altavista, Va., 24517. Estimated construction cost \$22,677; first year operating cost \$62,677. Revenue \$48,000. Principals: Mr. Gray is general manager and owns 82% of WKDE-AM-FM Altavista. He also owns WCRE(AM) Cheraw and owns 50% of WDAF-AM-FM Darlington, both South Carolina. Ann. May 1.
- Buena Vista, Va.—Harry R. Peyton. Seeks 1270

khz; 1 kw-D. P.O. address: 1334 Clarke Avenue, S.W., Roanoke, Va. 24016. Estimated construction cost \$39,982; first year operating cost \$37,850; revenue \$60,000. Principals: Mr. Peyton is vice president and general manager of WKBA(AM) Vinton, Va. Ann. May 1.

- Green River, Wyo.—Wycom Corp. Seeks 970 khz; 500 w. DA-N. U. P.O. address c/o William R. Sims, Box 818, Laramie, Wyo. 82070. Estimated construction cost \$24,000; first year operating cost \$36,000; revenue \$40,000. Principals: Wycom is licensee of KODI(AM) Cody and KOJO(AM) Laramie, both Wyoming. Principals: William R. Sims, president, et al. Ann. April 25.

Processing line

- Chief, Broadcast Bureau, announced following applications for new AM's are ready and available for processing as of June 12: R. B. Co., Rainelle, W. Va., for 1130 khz, 1 kw-D; Angel M. Rivera, Barceloneta, Puerto Rico, for 1160 khz, 250 w, DA-D; Mountain States Communications Inc., Steamboat Springs, Colo., for 1230 khz, 250w, 1 kw-L-S, U; Israel Sirofsky and Sol Leroy, Independence, Calif., for 600 khz, 500 w-D; Glen S. Gardner, Delta, Utah, for 540 khz, 1 kw-D. Following applications for changes are also ready: KZEE Weatherford, Tex., for 500 w-D; KRED Eureka, Calif., for 1 kw, 5 kw-L-S, U; KWIV Douglas, Wyo., for 1470 khz, 1 kw-U; WK1K Leonardtown, Md., for DA-N; KATZ St. Louis, for 5 kw, DA-N. Applications which involve conflict with these applications and which will necessitate hearing should be filed by June 11. Ann. May 4.

Actions on motions

- Administrative Law Judge John H. Conlin in Wagoner, Okla. (Neo Broadcasting Co. and William Haydon Payne), AM proceeding, granted petitions by Neo Broadcasting Co. and William Haydon Payne to supplement joint request for approval of dismissal agreement, and accepted supplementary material (Docs. 19713-4). Action April 25.
- Chief Administrative Law Judge Arthur A. Gladstone in Whitley City, Ky., and Jellico, Tenn. (McCreary Broadcasting Corp. and Jellico Broadcasting Corp.), AM proceeding, granted, *nunc pro tunc*, petition by Jellico Broadcasting to amend application to show that principals of Jellico have each acquired interest in Greater Kentucky Broadcasting Corp., licensee of WNVL Nicholasville, Ky. (Docs. 18959-60). Action April 27.
- Administrative Law Judge Jay A. Kyle in Dermott, Ark. (Southeast Arkansas Radio Inc.), AM proceeding, on administrative law judge's own motion, ordered record in proceeding closed (Doc. 19474). Action April 26.
- Administrative Law Judge James F. Tierney in Guayama and Yabucoa, both Puerto Rico (Fidelity Broadcasting Corp., et al.), AM proceeding, scheduled hearing for June 19 and certain other procedural dates agreed upon at further prehearing conference held April 26 (Docs. 19055-57). Action April 26.

Call letter application

- Radio Montgomery Inc., Blacksburg, Va.—Seeks WQBX.

Designated for hearing

- Clinton, Mass.—FCC designated for hearing application by Radio Clinton Inc. for new class II AM on 1530 khz, 1 kw (500 w-C). D, in Clinton, Nashua Valley Broadcast Inc., licensee of WLMS Leonardtown, Mass., which filed petition to deny application, was made party to proceeding. Nashua's charges included concentration of control, financial qualifications and failure to report changes in application. Action May 3.

Existing AM stations

Applications

- WKSJ Prichard, Ala.—Seeks CP to increase tower height to support FM ant. Ann. May 1.
- KQWC Webster City, Iowa—Seeks CP to increase tower height to support FM ant. Ann. May 1.
- KRMD Shreveport, La.—Seeks CP to change ant.-trans. site to 3 miles south, State Highway #1, ¾ mile west on Leonard-Forbing Rd., Shreveport. Ann. May 1.
- WRYT Boston—Seeks CP to make changes in ant. system to move tower approximately 500 ft. to trans. site. Ann. May 1.
- WOR New York—Seeks CP to install new aux. ant. with aux. trans. Ann. May 1.
- WCJK Warsaw, N.Y.—Seeks Mod. of CP to specify MEOV's. Ann. May 7.
- WKDY Spartanburg, S.C.—Seeks CP to move ant.-trans. site to LeLand and Garner Streets, Spartanburg, Ann. May 1.
- WPRW Manassas, Va.—Seeks CP to add MEOV's to nighttime pattern. Ann. May 7.

Final actions

- KAAY Little Rock, Ark.—Broadcast Bureau

granted CP to change MEOV's of nighttime DA system. Action April 30.

- KROO Burbank, Calif.—Broadcast Bureau granted license covering use of existing trans. as auxiliary day and night trans. Action April 30.

- KOWN-AM-FM Escondido, Calif.—Broadcast Bureau granted license covering changes; trans.; granted license covering changes: ERP 3.0 kw; HAAT 155 ft.; redescribe studio location and remote control as 1217-A East Valley Parkway, Escondido. Action April 30.

- KQIQ Santa Paula, Calif.—Broadcast Bureau granted license covering changes for main and aux. trans. Action April 30.

- WONN Lakeland, Fla.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action April 30.

- KIPA Hilo, Hawaii—Broadcast Bureau granted license covering main trans. for changes; trans. location redesignated adjacent to USCG Lighthouse, Pepeekeo Point, Hawaii; studio location and remote control 614 Kilauea Street, Hilo; granted license covering aux. trans. Action April 30.

- KCTW New Castle, Ind.—Broadcast Bureau granted CP to make change in nighttime DA pattern; trans. location north side of Route 38, 1.4 miles west of New Castle. Action April 30.

- KCLO-AM-FM Leavenworth, Kan.—Broadcast Bureau granted licenses covering use of former main trans. for alt. trans. only; FM with ERP 100 kw; HAAT 410 ft. Action April 30.

- WIDE Biddeford, Me.—Broadcast Bureau granted license covering aux. trans. for changes. Action April 30.

- WCEN Cambridge, Md.—Broadcast Bureau granted CP to increase tower height to support FM ant.; conditions; ant. 346 ft. Action April 30.

- WCRM-AM-FM Clare, Mich.—FCC granted request of Mid-Michigan Broadcasting Corp. for extension of temporary authority to operate stations until Aug. 6. Action May 3.

- WNDR Syracuse, N.Y.—Broadcast Bureau granted license covering use of former main. trans. as alt. trans. Action April 30.

- WEEZ Chester, Pa.—FCC granted request by Radio Del-Val Inc. for waiver of rules to permit acceptance and grant of application to change trans. site. Action May 3.

- WCSV Crossville, Tenn.—Broadcast Bureau granted CP to increase tower height; change ant. height, 237 ft. overall height. Action April 30.

- WMQM Memphis—Broadcast Bureau granted CP to change ant.-trans. site to Sax and Mitchell Roads on south side of Mitchell Road, Memphis; ant. 198 ft. overall height above ground. Action April 30.

- KVAN Vancouver, Wash.—FCC granted request to permit Ada Brown, conservatrix of Cathryn C. Murphy, licensee, to participate in May 24 oral argument on KVAN license renewal, instead of Mrs. Murphy (Doc. 18672). Action May 3.

Actions on motions

- Administrative Law Judge Basil P. Cooper in Del Rio, Tex. (Green Valley Radio [KWDR]), AM proceeding, informed applicant that he has failed to demonstrate any intent to appear and prosecute application for renewal of license, that he must take prompt and affirmative steps which demonstrate his intent to appear and prosecute application, and if he fails to do so, it is likely that application may be dismissed for failure to prosecute (Doc. 19704). Action April 27.
- Administrative Law Judge Basil P. Cooper in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC] and Midwest Radio-Television Inc. [WCCO]), AM proceeding, on presiding judge's own motion, corrected transcript of March 21 (Docs. 11227, 17588, 19403). Action May 1.

- Administrative Law Judge Forest L. McClenning in Denver (Action Radio Inc. [KTLK]), AM proceeding, granted request by Action Radio to extent that dates for filing proposed findings of fact and conclusions of law and reply findings are extended to June 15 and June 29, respectively (Doc. 19274). Action May 3.

- Administrative Law Judge Chester F. Naumowicz Jr. in Charleston, W. Va. (Capitol Broadcasting Corp. [WCAW]), AM proceeding, reopened record; ordered that further hearing shall be held on June 4 and will be governed by procedures set forth on record of conference held on April 27 (Doc. 19580). Action April 30.

Other action

- Review board in Columbia, S.C., AM renewal proceeding, denied request by Columbia Citizens Concerned with Improved Broadcasting to add issue concerning employment practices of WOIC Inc., licensee of WOIC Columbia, or in alternative, certify entire matter to commission (Doc. 19674). Action April 30.

Fine

- WPVA Petersburg, Va.—FCC notified Smiles of

Virginia Inc., licensee, that it has incurred apparent liability of \$1,000 for violation of rules by operating with excessive power, measuring power during modulation and making entries in log which did not show accurately actual meter indicators. Action May 3.

Call letter applications

- *KICE Kotzebue, Alaska—Seeks *KOTZ.
- *WPGF Burgaw, N.C.—Seeks WVBS.

New FM stations

Applications

- *Huntsville, Ala.—The Library Board, Huntsville Public Library. Seeks 89.3 mhz, 100 kw. HAAT 754 ft. P.O. address Box 443, Huntsville 35804. Estimated construction cost \$126,200; first-year operating cost \$58,810; revenue none. Principals Eibert L. Watson, director of library, et al. Ann. April 23.
- *Melbourne, Fla.—Florida Institute of Technology. Seeks 91.1 mhz, 17 w. HAAT 92 ft. P.O. address Box 1150, Melbourne 32901. Estimated construction cost \$6,000; first-year operating cost \$1,000; revenue none. Principals: Jerome P. Keuper, president, et al. Ann. April 23.
- *Decatur, Ill.—Decatur Broadcasting Inc. Seeks 95.1 mhz, 50 kw. HAAT 500 ft. P.O. address 664 South Crea, Decatur 62522. Estimated construction cost \$85,248; first-year operating cost \$68,000; revenue \$75,000. Principals: Ronald Batterham, president, et al. Ann. May 2.
- *Stanton, Ky.—Red River Broadcasting Co. Seeks 104.9 mhz, 44 kw. HAAT 684 ft. P.O. address Box 273, Jackson, Ky. 41339. Estimated construction cost \$31,070; first-year operating cost \$25,000; revenue \$48,000. Principals: A. Dale and Minnie F. Bryant (each 50%). Mr. Bryant is lawyer. He has interests in WEKG(AM) Jackson. Ann. April 23.
- *Abbeville, La.—Abbeville Broadcasting Service Inc. Seeks 104.9 mhz, 3 kw. HAAT 239 ft. P.O. address Box 610, Abbeville 70510. Estimated construction cost \$41,141; first-year operating cost \$20,000; revenue \$30,000. Abbeville Broadcasting is licensee of KROF(AM) Abbeville. Principals: Paul Piazza, president (2.4%), Wesley Steen, vice president (7.4%), et al. Mr. Piazza owns office supply firm in Abbeville. Mr. Steen has interests in syrup refinery mill there. Ann. May 2.
- *Orleans, Mass.—Seashore Broadcasting Co. Seeks 104.7 mhz, 50 kw. HAAT 300 ft. P.O. address Box 1170, Orleans, Mass., 02653. Estimated construction cost \$70,226; first-year operating cost \$10,000; revenue \$10,000. Seashore Broadcasting is licensee of WVLC(AM) Orleans. Principals: Ralph B. Hunter, president and general manager (19%), et al. Ann. April 23.
- *Winona, Miss.—Southern Electronics Co. Seeks 96.7 mhz, 2.67 kw. HAAT 164 ft. P.O. address Radio Station WONA, Winona 38967. Estimated construction cost \$18,860; first-year operating cost \$9,620; revenue \$20,000. Southern Electronics is licensee of WONA(AM) Winona. Principals: Robert E. Evans, president, et al. Ann. April 23.
- *Gallup, N.M.—KYVA Inc. Seeks 94.5 mhz, 27.5 kw. HAAT minus 134 ft. P.O. address Drawer K, Gallup 87301. Estimated construction cost \$29,800; first-year operating cost \$17,500; revenue \$20,000. KYVA Inc. is licensee of KYVA(AM) Gallup. Principals: Raymond I. Kandal, president, et al. Ann. April 23.
- *Lyndonville, N.Y.—Lyndonville Central School Board of Education. Seeks 88.5 mhz, 10 w. HAAT 50 ft. P.O. address Housel Avenue, Lyndonville 14098. Estimated construction cost and first-year operating cost not applicable; revenue none. Principals: Jeremiah McDonnell, supervising principal, et al. Ann. April 13.
- *Stillwater, Okla.—Stillwater Educational Broadcasting Organization. Seeks 89.1 mhz, 10 w. HAAT 43 ft. P.O. address 1224 North Husband, Stillwater 74074. Estimated construction cost \$97; first-year operating cost \$130; revenue none. Principals: Bill Gertsen, president, et al. Mr. Gertsen is student. Ann. April 23.
- *Bend, Ore.—Juniper Broadcasting Inc. Seeks 94.1 mhz, 50 kw. HAAT 1,909 ft. P.O. address Box 590, Bend 97701. Estimated construction cost \$57,011; first-year operating cost \$35,000; revenue \$36,000. Principals: Inland Radio Inc. (50%), Gary L. Capps (25%), et al. Mr. Capps is principal of Inland Radio, licensee of KSRV(AM) Ontario, Ore., and KEEB(AM) Twin Falls, Idaho. He also has controlling interest in KLBW(AM) La Grande, Ore. Ann. April 23.

Actions

- *Centerville, Iowa—Hope Co. Broadcast Bureau granted 98.7 mhz, 100 kw. HAAT 450.5 ft. P.O. address 317½ North 13th Street, Centerville 52544. Estimated construction cost \$101,801; first-year operating cost \$15,000; revenue \$25,000. Principals: Robert K. Faust, president (32.8%); E. G. Faust, vice president (22.4%); Franklin G. Miller, secretary-treasurer (22.4%); Robert G. Einhaus (22.4%). Principals own KJAN(AM) Atlantic and KCOG(AM) Centerville, both Iowa. Action May 2.
- *Rushford, Minn.—Minnesota Educational Radio

Summary of broadcasting

Compiled by FCC, April 30, 1973

	Licensed	On air STA*	CP's	Not Total on air	on air CP's	Total authorized
Commercial AM	4,368	5	13	4,385	46	4,432
Commercial FM	2,396	2	40	2,438	112	2,550
Commercial TV-VHF	504	1	7	512	9	522
Commercial TV-UHF	186	0	6	192	40	243
Total commercial TV	690	1	13	704	49	765
Educational FM	563	0	19	582	93	675
Educational TV-VHF	87	0	5	92	0	92
Educational TV-UHF	122	0	10	132	10	143
Total educational TV	209	0	15	224	10	235

* Special temporary authorization.

Inc. Broadcast Bureau granted 91.7 mhz, 100 kw. HAAT 587 ft. P.O. address: 400 Sibley Street, St. Paul 55101. Estimated construction cost \$124,604; first year operating cost \$15,000. Revenue none. Principals: William H. Kling, president, et al. Action April 27.

Actions on motions

- * Administrative Law Judge Basil P. Cooper in Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, granted motion by Lexington County for continuance; reopened record; set certain procedural dates; scheduled evidentiary hearing for June 27 (Docs. 19568-9). Action May 3.
- * Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (Intercast Inc. and Royce International Broadcasting), FM proceeding, scheduled hearing for May 21 and certain procedural dates agreed upon at conclusion of hearing session held April 24 (Docs. 19516, 19611). Action April 26.
- * Chief Administrative Law Judge Arthur A. Gladstone in Cedar Rapids, Iowa (Stereo Beam Corp. and KVCH Inc.), FM proceeding, designated Administrative Law Judge John H. Conlin to serve as presiding judge; scheduled prehearing conference for May 31 and hearing for July 16 (Docs. 19725-6). Action April 26.
- * Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, granted petition by Cumberland Broadcasting Co. to amend application to reflect reduction of balance due on certain mortgage on real property owned by Alexander and Sylvia Contract by \$15,000 to sum of \$6,226; by separate action, granted motion by Hilton. McGowan and Hilton and dismissed application with prejudice (Docs. 19468-9, 19471). Action May 3.
- * Administrative Law Judge Chester F. Naumowicz Jr. in West Palm Beach, Fla. (Guy S. Erway, et al.), FM proceeding, granted petition by Sun, Sand and Sea Inc., and dismissed application, and dismissed as moot motion by Sandpiper Broadcasting Co. for dismissal of patently deficient application (Docs. 19601-4); by separate action, continued certain procedural dates and scheduled hearing for Sept. 11 (Docs. 19601-2, 19604). Action May 1.
- * Administrative Law Judge James F. Tierney in Oklahoma City, Okla. (All American Broadcasting Corp. and KTOK Radio Inc.), FM proceeding, granted, in part, petition by All American Broadcasting Corp., to amend application, and accepted amendment covering new community survey and equal employment opportunity program; denied petition in all other respects; and ordered that hearing status of petitioner remain unchanged (Docs. 18954-55). Action April 27.
- * Administrative Law Judge James F. Tierney in

Fort Collins, Colo. (Gilroy Broadcasting Co. and Beef Empire Broadcasting Co.), FM proceeding, denied motion by Beef Empire and ordered that procedural dates, heretofore fixed, shall remain unchanged (Doc. 19681-2). Action May 2.

Other actions

- * Review board in West Palm Beach, Fla., FM proceeding, granted appeal by Sun Sand and Sea Inc., one of four mutually exclusive applicants for new FM at West Palm Beach, from order in which presiding judge denied petition to amend (Docs. 19601-4). Action April 30.
- * Review board in West Palm Beach, Fla., FM proceeding, denied request by Guy S. Erway, applicant for new FM at West Palm Beach, to add misrepresentation issue involving legal qualifications and composition of Sandpiper Broadcasting Co., competing applicant (Docs. 19601-4). Action April 30.

Rulemaking action

- * Marion, Ill.—FCC proposed, in rulemaking notice, amendment of FM table of assignments to substitute class B ch. 297 for ch. 296A as only assignment to Marion, and ch. 238 for unoccupied ch. 297 in Poplar Bluff, Mo. Action May 3.

Call letter applications

- * Trustees of Davidson College, Davidson, N.C.—Seeks *WDAV(FM).
- * Public Communication Foundation for North Texas, Dallas—Seeks *KOPE(FM).

Call letter actions

- * Northeast Louisiana University, Monroe, La.—Granted *KNLU(FM).
- * Franklin Broadcasting Corp., Farmington, Me.—Granted WKTJ-FM.
- * WDHP Inc., Presque Isle, Me.—Granted WDHP(FM).
- * Board of Education of Kent County, Worton, Md.—Granted *WQHV(FM).
- * Oyate Inc., Yankton, S.D.—Granted WQHU(FM).
- * Rural Life Foundation, Olive Hill, Tenn.—Granted *WQHT(FM).
- * Sam Houston State University, Huntsville, Tex.—Granted *KSHU(FM).

Existing FM stations

Final actions

- * WERC-FM Birmingham, Ala.—Broadcast Bureau



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Peak hor. power gain 3.38

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

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P. O. Box 315
Westfield, Mass. 01085
A Subsidiary of CCA Industries



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

granted license covering new FM; ERP 21.5 kw; ant. height 1110 ft. Action April 25.

■ KCEE-FM Tucson, Ariz.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 25.5 kw; HAAT 77 ft. Action April 30.

■ KPOO(FM) San Francisco—Broadcast Bureau granted license covering new noncommercial FM; ant. pattern; ERP 245 w.; HAAT 410 ft.; amendment specifies main studio and remote control as Pier 46A, San Francisco. Action May 2.

■ WPSB(FM) Bridgeport, Conn.—Broadcast Bureau granted license covering changes; ERP 25 kw; HAAT 660 ft.; retain condition regarding WEEEX-FM. Action May 2.

■ *WXCI(FM) Danbury, Conn.—Broadcast Bureau granted license covering new station. Action May 2.

■ WDUV(FM) Bradenton, Fla.—Broadcast Bureau granted CP to change trans. and studio location to 2148 26th Avenue, East Bradenton; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 100 kw; HAAT 450 ft.; condition. Action May 1.

■ WQXK(FM) Hialeah, Fla.—Broadcast Bureau granted license covering changes; ERP 3 kw; HAAT 280 ft. Action May 2.

■ WRYZ-FM Jupiter, Fla.—Broadcast Bureau granted license covering new station; ERP 3 kw; HAAT 300 ft. Action May 2.

■ WNUS-FM Chicago—Broadcast Bureau granted license covering changes; ERP 33 kw; HAAT 600 ft. Action May 2.

■ WOJO(FM) Evanston, Ill.—Broadcast Bureau granted mod. of SCA to make changes in programming; to conduct background music service on multiplex basis using subcarrier frequency of 67 khz and to conduct store cast service on multiplex basis using subcarrier frequency of 42 khz. Action April 30.

■ KDEA(FM) New Iberia, La.—Broadcast Bureau granted mod. of license covering change of licensee name to KDEA Stereo Radio Inc. Action April 30.

■ WGAN-FM Portland, Me.—Broadcast Bureau granted license covering changes; ERP 100 kw; HAAT 1460 ft. Action May 2.

■ WROR(FM) Boston—Broadcast Bureau granted CP to change trans. location to Chestnut Street, Newton and Upper Falls, Mass.; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 5.8 kw; 1,190 ft.; remote control permitted from main studio in the RKO General Building, Government Square, Boston. Action April 30.

■ *KOPN(FM) Columbia, Mo.—Broadcast Bureau granted license covering new station. Action May 2.

■ *KLSR(FM) St. Louis—Broadcast Bureau granted license covering new station. Action May 2.

■ *WRSH(FM) Rockingham, N.C.—Broadcast Bureau granted license covering new station; ant. overall height above ground 60 ft. Action May 2.

■ WREO-FM Ashtabula, Ohio—Broadcast Bureau granted CP to change trans. location to Jefferson Road 3 miles south of Ashtabula; operate by remote control from WREO(AM) site, 350 ft. south-east of FM tower on Jefferson Road, 3 miles south of Ashtabula; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 50 kw; HAAT 500 ft.; condition. Action April 30.

■ WMHE(FM) Toledo, Ohio—Broadcast Bureau granted CP to change trans. location to 10300 Neiderhouse Road, Perrysburg township, Ohio; operate remote control from studio site 4665 Bancroft Street, Toledo; install new trans.; install new ant.; make changes in ant. system (increase height);

change TPO; ERP 50 kw; HAAT 480 ft.; condition. Action April 30.

■ *WXPN(FM) Philadelphia—Broadcast Bureau granted CP to change ant.-trans. location to 3901 Spruce Street, Philadelphia; install new trans.; install new ant.; make changes in ant. system (increase height); change ERP 1.90 kw; HAAT 280 ft.; remote control from main studio; condition. Action April 30.

■ WDEB-FM Jamestown, Tenn.—Broadcast Bureau granted CP to replace expired permit. Action April 30.

■ KIOU(FM) Corpus Christi, Tex.—Broadcast Bureau granted CP to change trans. location to north-west corner of Chapman Ranch, near Petronilla, Tex.; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 97 kw; HAAT 870 ft.; remote control from 205 South Carancahua, Corpus Christi. Action May 1.

■ *KCMU(FM) Seattle—Broadcast Bureau granted CP to make changes in transmission line. Action April 30.

Action on motion

■ Administrative Law Judge Byron E. Harrison in Bethany, W. Va., and Paris, Ohio (Bethany College [WVBC(FM)] and Calvary Christian College), noncommercial FM proceeding, granted joint motion by applicants, extended certain procedural dates, and scheduled hearing for May 30 (Docs. 19573-4). Action May 3.

Call letter applications

■ WRIP-FM Rossville, Ga.—Seeks WQUD(FM).

■ WQHS(FM) Oswego, N.Y.—Seeks WSGO-FM.

■ WPGF-FM Burgaw, N.C.—Seeks WVBS-FM.

■ WSLC-FM Roanoke, Va.—Seeks WSLQ(FM).

■ WJWS-FM South Hill, Va.—Seeks WSHV(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA when appropriate: WACT-FM Tuscaloosa, Ala.; WANB Waynesburg, Pa.; WAYE Baltimore; WEIS Centre and WFEW Sylacauga, both Alabama; WFTW Ft. Walton Beach, Fla.; WGRA Cairo and WGRI Griffin, both Georgia; WITN Washington, N.C.; WKRG-AM-FM-TV and WMOB, both Mobile, Ala.; WNEA Newnan, Ga.; WNPT Tuscaloosa, Ala.; WOKC(AM)-WLMC(FM) Okeechobee, Fla.; WOMN Decatur, WPGA-AM-FM Perry and WSGC Elberton, all Georgia; WTIL Mayaguez, Puerto Rico; WTTT-AM-FM Towanda, Pa.; WTUG Tuscaloosa, Ala.; WVAM-FM Altoona, Pa.; WXPQ Eaton, Ga. WYNG Goldsboro, N.C.; WPJ(FM) New York conditioned on outcome of now pending civil antitrust action in which ABC Inc. is party defendant and that defendant shall immediately notify commission of final disposition of each case. Actions April 27.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA when appropriate: KWHN and KMAX(FM), both Fort Smith and KBHC Nashville, both Arkansas. Action May 2.

■ Broadcast Bureau rescinded grant of renewal of license for: WTOG(TV) St. Petersburg, Fla. Action April 25.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux.: KS2XBR Chicago; K07EE Forks, Wash.; K04FA Lakeview, West Side and New Idaho district, all Oregon;

K13KR Quartz Creek, Alaska. Actions April 23 and 25.

■ KRON-FM-TV San Francisco—FCC granted applications by Chronicle Broadcasting Co. for renewal of licenses in decision prepared under supervision of Commissioner Richard E. Wiley (Doc. 18500). Action May 3.

Modification of CP's, all stations

■ KVOK Kodiak, Alaska—Broadcast Bureau granted mod. of CP for extension of completion date to Nov. 10. Action April 30.

■ WCEA-FM Bonita Springs, Fla.—Broadcast Bureau granted mod. of CP to extend time for completion, for changes, to Nov. 25. Action April 24.

■ WCCM Lawrence, Mass.—Broadcast Bureau granted mod. of CP for extension of completion date for changes to Aug. 1. Action April 30.

■ WTCN-TV Minneapolis — Broadcast Bureau granted mod. of CP to extend completion date to Oct. 30. Action April 30.

■ WCPC Houston, Miss.—Broadcast Bureau granted mod. of CP for extension of completion date for changes to Aug. 15. Action April 30.

■ KFMX(FM) Omaha, Neb.—Broadcast Bureau granted mod. of CP to change HAAT 1,210 ft.; change transmission line. Action April 30.

■ KENW(TV) Portales, N.M.—FCC granted request by Regents of Eastern New Mexico University for waiver of rules governing required minimum field intensity signal over principal community to be served and granted application to modify CP. Action May 3.

■ KIKN Sinton, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to Aug. 31. Action April 30.

■ KSTU(FM) Centerville, Utah—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 16. Action April 24.

■ WAYM Smithfield, Va.—Broadcast Bureau granted mod. of CP to change ant.-trans. site to 1.8 miles south of Smithfield on Route 655, Smithfield; change DA pattern and increase height of tower #1 to 490 ft.; condition: authority does not constitute authority to add FM ant. to #1 tower. Action April 30.

Translators

Application

■ FCC accepted for filing applications of Chinle TV Association, Many Farms, Ariz., for two new UHF translators on ch. 63, 764-770 mhz, primary station KOAT-TV Albuquerque, and on ch. 66, 782-788 mhz, primary station KGGM-TV Albuquerque. Ann. April 27.

Actions

■ K09DL Seward, Alaska—Broadcast Bureau granted CP for VHF translator to specify principal community as Seward-Moose Pass, Alaska, change type of trans., increase output power to 5 w and make changes in ant. system. Action April 26.

■ K13JS Big Sur, Calif.—Broadcast Bureau granted CP to add amplifier to present equipment of VHF translator and increase output power to 10 w. Action April 23.

■ Estes Park, Colo.—Broadcast Bureau granted CP's for two new FM translators to serve Estes Park, Glen Haven and Glen Comfort, all Colorado on ch. 237 (95.3 mhz) by rebroadcasting programs of KLIR-FM Denver and on ch. 224 (92.7 mhz) by rebroadcasting programs of KVOD(FM) Denver. Action April 27.

■ K6SAG Preston, Idaho—Broadcast Bureau granted CP for new UHF translator to serve Preston on ch. 65 by rebroadcasting programs of KUED(TV) Salt Lake City. Action April 23.

■ K75AZ Big Fork, Mont.—Broadcast Bureau granted CP to change ant. system of UHF translator. Action April 23.

■ W06AA Plainfield, N.H., and Windsor and Hartland, both Vermont—Broadcast Bureau granted mod. of license covering VHF translator to change primary TV to WRLH-TV, ch. 31, Lebanon, N.H. Action April 30.

■ Circleville, Utah—Broadcast Bureau granted CP's for two new FM translators to serve Junction, Circleville and Kingston, all Utah on ch. 280 (103.9 mhz) by rebroadcasting programs of KSL-FM Salt Lake City; on ch. 292 (106.3 mhz) by rebroadcasting programs of KALL-FM Salt Lake City. Action April 27.

■ Marysvale, Utah—Broadcast Bureau granted CP's for two new FM translators to serve Marysvale on ch. 221 (92.1 mhz) by rebroadcasting programs of KSL-FM Salt Lake City and on ch. 237 (95.3 mhz) by rebroadcasting programs of KALL-FM Salt Lake City. Action April 27.

■ K288AH Wendover, Utah—Broadcast Bureau granted CP for new FM translator to serve Wend-

Continues on page 68

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over on ch. 288 (105.5 mhz) by rebroadcasting programs of KSL-FM Salt Lake City. Action April 27.

Other action, all services

FCC adopted new license-renewal rules which require that license renewal applications be filed four months in advance of expiration date, and that commercial TV licensees compile annual reports (Doc. 19153). Rules also, among other requirements, specify nature and frequency of announcements stations are required to broadcast to notify public of licensee obligations and upcoming renewals, and they include revision of programing section of TV renewal application form. Action May 1.

Ownership changes

Actions

KHOS(AM) Tucson, Ariz. Broadcast Bureau granted transfer of control of Grabet Inc. Radio Enterprises from Fred L. Vance (100% before, none after) to KHOS Broadcasting Inc. (none before, 100% after). Consideration: \$805,167. Principals: William R. Phalen, Richard C. Phalen (each 20%) and Peer Pedersen (60%). Mr. Pedersen, partner in Chicago law firm of Pedersen & Houpt, owns 60% of KLUC(AM) Las Vegas. William Phalen is director and owns 10% of KLUC; Richard Phalen is president and general manager and owns 30% of KLUC. Action April 26.

KBHC(AM) Nashville, Ark. Broadcast Bureau granted assignment of license from R. G. McKeever to Annie Nell Gathright for \$75,000. Buyer: Miss Gathright is manager of KBHC. Action May 2.

WINZ(AM) Miami—FCC granted assignment of license from Rand Broadcasting Co. to WINZ Inc. for \$2.57 million. Sellers: Rex Rand, president, et al. Rand Broadcasting owns WINQ(AM) Tampa, Fla. Buyers: Guy Gannett Broadcasting Services (100%). Guy Gannett Publishing Co., parent corporation, has newspaper and publishing business in Portland, Augusta and Waterville, all Maine. Firm owns WGAN-AM-FM-TV Portland and WHYN-AM-FM-TV Springfield, Mass. Principals: Jean Gannett Hawley, board chairman and director, et al. FCC also granted renewal of license, subject to certain engineering requirements. Action May 3.

WWQS(FM) Orlando, Fla.—FCC granted assignment of license from American Homes Stations Inc. to Rounsaville of Tampa Inc. for \$500,000. Sellers: American Homes is also licensee of WVCF(AM) Wintermere, Fla. Buyer: Robert W. Rounsaville (100%). Mr. Rounsaville owns WDAE-AM-FM Tampa. WBJW(AM) Winter Park. WFUN(AM) South Miami and WMBR(AM) Jacksonville, all Florida, and WCIN(AM) Cincinnati, WYOL(AM) Berry Hill, Tenn., and WYLD(AM) New Orleans. Action May 3.

WFDT(FM) Columbia City, Ind.—Broadcast Bureau granted assignment of license from Fidelity Broadcasting Co. to Dependable Broadcasting Co. for \$100,000. Sellers: J. P. Sweeney, president, et al. Buyers: Stephen R. Klabin and Thomas F. Jurek (each 50%). Mr. Jurek is engineer and announcer at WCRW(AM) Chicago. Mr. Klabin is unemployed. Action April 30.

WQTE(AM) Monroe, Mich.—FCC granted transfer of control of 560 Broadcasting Corp. from Richard E. Jones, Bill O. Brink, Thomas M. Jones, et al. (100% before, none after) to WQTE Broadcasting Inc. (none before, 100% after). Consideration: \$2.3 million. Principal: WQTE Broadcasting is owned by Greater Media Inc., which has interests

in Sentinel Publishing Co., and cable firms in Massachusetts, as well as in WTCR(AM) Ashland, Ky.; KGAY(AM) Silver Spring, Md.; WGAY-FM-Washington; WVQM(FM) Huntington, W. Va.; WGSN(AM) Huntington, N.Y.; WCTO-FM Smithtown, N.Y., and WQMR-FM New Brunswick, N.J. Action May 3.

KDCE(AM) Espanola, N.M.—Broadcast Bureau granted assignment of license from John Burroughs to George A. Gonzales Broadcasting Co. for \$288,078. Seller: Mr. Burroughs owns KRZY(AM) Roswell, N.M., and owns 70% of KRZY(AM)-KRST(FM) Albuquerque, N.M. Buyers: George A. and Celine V. Gonzales (each 50%). Mr. Gonzales is mayor of Santa Fe, N.M. He is general manager of KDCE. Mrs. Gonzales is executive secretary of that station. Action April 26.

KXOJ(AM) Sapulpa, Okla.—Broadcast Bureau granted transfer of control of KXOJ Inc. from E. K. and Melba H. Livermore (100% before, none after) to Michael P. Stephens, W. R. Stubbs and Leland Gourley (each none before, 33 1/3% after). Consideration: \$150,000. Principals: Mr. Stubbs owns Stubbs Trucks Inc., Henryetta, Okla. Mr. Stephens owns 30% and is general manager of KHEN-AM-FM Henryetta. Mr. Gourley owns and publishes *Henryetta Daily Freelance*. Grant conditioned on Mr. Stephens disposing of his interest in KHEN. Action April 30.

KCLX(AM) Colfax, Wash.—Broadcast Bureau granted assignment of license from Adrian DeVries to Frank Szymanski, et al., for \$100,000. Buyer: Mr. Szymanski (70%). Mr. Szymanski is director and chief engineer of KGOS(AM) Torrington, Wyo. Action April 30.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced May 2 (station in parentheses are TV signals proposed for carriage):

M & M Cable Co., Rocklin, Calif. (Add KMUV-TV Sacramento, Calif.).

Televets of California Inc., portions of San Bernardino county surrounding Redlands, Calif.—(KMIR and KPLM, both Palm Springs, KLXA Fontana and KBSC Corona, all California; KNXT, WNBC, KTLA, KABC, KHJ-TV, KTTV, KCOP, KWHY, KCET and KMEX, all Los Angeles; WVCN-TV and WHOF, San Bernardino, KTVU Oakland, both California; XETV Tijuana, Mexico).

Cable Television Inc., Benton Harbor, Mich. (WBBM, WMAQ, WLS, WGN, WTTW and WSNS, all Chicago; WVTW, WMVS and WMVT, all Milwaukee; WSTB and WNDU, both South Bend and WSJV Elkhart, all Indiana).

Tri-Dent Cable Services Inc., Socorro, N.M. KOAT-TV, KOB, KGGM-TV and WNME-TV, all Albuquerque, N.M. KTSN-TV El Paso, Tex.; KBIM-TV Roswell, N.M.

Long Island Cablevision Corp. of Greenport, Greenport, N.Y. (Add WABC-TV New York).

Kingston CATV Inc., Tivoli, N.Y. (WCBS, WNBC, WNEW, WABC, WNET, WOR and WPIX, all New York; WTIC Hartford, Conn.; WRGB and WMHT, both Schenectady, N.Y.; WTEN and WAST, both Albany, N.Y.).

Cleveland Area TV Inc., Rocky River, and Parma Heights, both Ohio (WKYC-TV, WEWS-TV, WJW-TV, WVIZ-TV and WKBF-TV, all Cleveland);

WAKR-TV Akron and WUAB Lorain, both Ohio; WKBD-TV Detroit; CKLW-TV Windsor, Ont.).

Coaxial Communications of Whitehall Inc., Whitehall, Ohio (WBNS-TV, WLWC, WTVN-TV and WOSU-TV, all Columbus, WUAB Lorain, WKBF-TV Cleveland, WXIX-TV Cincinnati, all Ohio).

Clear-Vue TV Inc., Oakland, Okla. (KDFW, WFAA-TV, KERA and KDTV, all Dallas; KWTV Oklahoma City; KTEN Ada and KXII Ardmore, both Oklahoma; KTVT Fort Worth).

Pawhuska Cable TV Services Inc., Pawhuska, Okla. (KTEW, KOTV, KTUL and KOED, all Tulsa, Okla.; KARD and KAKE, both Wichita, Kans.; WKY, KOCO and KWTV, all Oklahoma City; KDTV and KHOU, both Dallas).

Jefferson TV Cable Co., Reynoldsville borough, Pa. (request for certification of existing system).

Charleston Cable TV Co., Charleston county (unincorporated areas), S.C. (WCIV, WCSC, WCBD and WITV, all Charleston, S.C.; WTCG Atlanta).

Chattanooga TV Cable Co., Chattanooga (add WHAE-TV Atlanta).

Red Bank-White Oak TV Cable Co., Red Bank-White Oak, Tenn. (Add WHAE-TV Atlanta).

Daniels Properties Inc., Killeen, Harker Heights, Felton and Copperas Cove, all Texas (Add KXTX-TV and KDTV, both Dallas).

Kingwood Cablevision, Kingwood, Tex. (KPRC-TV, KUHT-TV, KHOU-TV, KTRK-TV, KVRL and KHTV, all Houston; KDTV Dallas; KTVT Fort Worth).

Vumore Co. of Laredo, Laredo, Tex. (Add KVTW Laredo, Tex.; XEDF Mexico City).

Jefferson Cable Corp., Albemarle county, Waynesboro and Charlottesville, all Virginia (Add WVR-TV Charlottesville, Va.).

Jefferson Cable Corp., Augusta County (unincorporated areas), Va. (Add WVR-TV Charlottesville, Va.).

Wacco Inc., Wayne, W. Va. (WSAZ-TV, WHTN-TV and WMUL-TV, all Huntington and WCHS-TV Charleston, both West Virginia; WKAS-TV Ashland, Ky.).

Vacationland Cablevision Inc., Wisconsin Dells, Wis. (WHA-TV, WISC-TV, WKOW-TV and WMTV, all Madison, Wis.; WISN-TV, WITI-TV, WTMJ-TV, WVTW and WMVS, all Milwaukee; WGN-TV Chicago).

Final actions

Cable TV Bureau granted following operators of cable television systems certificates of compliance: Bucks County Cable TV Inc., Warrington township, Pa.; Television Enterprises Inc., Eden, Tex.; Television Cable Service Inc., Perryton, Tex.; Telesystems Corp., Philadelphia; Williamson County Cablevision Co., Georgetown, Tex.; Mercer Communications Inc., Ashburn and Sycamore, both Georgia. Actions May 2.

Cable TV Bureau granted following operators of cable television systems certificates of compliance: Foxboro Cablevision Inc., Foxboro, Mass.; Riverside Cable TV Inc., Riverside, Calif.; Fairbault County Cable Communications Inc., Blue Earth, Minn. Actions May 2.

Memphis—FCC denied petition by Community Cablecasters Inc. potential applicant for Memphis cable TV franchise, requesting reconsideration of grant of certificate of compliance to Memphis CATV Inc. to operate system in Memphis. Action May 3.

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Experienced Sales Manager needed for Radio Station WIST in Charlotte, NC. Contact G. M. Allen, Executive VP, Radio Station WIST, 704-376-3511. We are an Equal Opportunity Employer.

Excellent opportunity. Established AM-FM stations. Salary, bonus. Need resume, sales record. WLBC, Muncie, Ind. 47302 or phone Jack Craig, 317-288-4403. Equal Opportunity Employer.

Salary plus commission. Move up to sales manager. 60 miles NYC in heart of Sussex County Playboy Club/Great Gorge Ski recreation area. Full time "Town N Country" format. Jay Edwards, WSUS, Franklin, N.J.

Excellent product needs sales person. AM/FM soon to split, requiring expanded force. We sell a lot, and we sell soft, up at WTSV, Claremont, NH 03743. EOE.

Medium market Chicago suburban FM station (WKKD-FM) searching for top notch salesman with experience. Liberal commission for qualified producers. Beginners need not apply. For interviews, call Chuck Filippi at 312-898-6668.

Experienced radio salesman. Station is new so must be capable of building new accounts plus PR. Area has great potential for aggressive, steady salesman with proven record. Send complete resume with references to WZNG, Box 1458, Winter Haven, Fla. 33880.

Salesman. Self starter for west central Wisconsin AM-FM. Good territory, management potential. Contact Steve Noetzel, Box 208, Durand, Wisc. 54736. 715-672-8989.

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.

Announcer with first in the fabulous Florida Keys. Experience preferred. Send photo and resume. Box E-6, BROADCASTING.

Expanding Southwest biggie, looking for Top 40 pro jock with production, adult oriented. We have our part together—how about you? Box E-20, BROADCASTING.

Contemporary station in large market needs experienced morning personality, excellent salary, fringe benefits. Send tape and resume. We are an Equal Opportunity Employer. Box E-32, BROADCASTING.

Southern full time AM in small college town seeks good Top 40 night time announcer. Will accept ambitious, hard working beginner. Equal Opportunity Employer. Box E-62, BROADCASTING.

Great talk personality pro that's what we're looking for. Top 15 market Equal Opportunity Employer seeks innovative, aware talk personality for top rated MOR station with night talk entertainment objective. Send tape, resume and salary requirement to Box E-74, BROADCASTING.

Top money for good announcer. Excellent opportunity. Professional sound. Programmed Modern Country. South central Arkansas. Modern equipment. Tight format. Production. \$175 per week start. Advancement for an energetic, dedicated man of ability. References required showing good experience rating. Send air check and resume to Box E-90, BROADCASTING.

Morning man—sales: Great opportunity for bright sounding morning man who knows the great Pop Music from the thirties up. And who can sell on the street. Station is heavy nostalgia located in Northeast one hour from Philly. Two hours from NYC. Send resume and tape to Box E-96, BROADCASTING.

Help Wanted Announcers Continued

Eastern Top 40 needs Up-Tempo, cookin' pro. Competitive major market. Excellent pay. Experienced entertainers only. Send tape, resume and picture to Box E-105, BROADCASTING.

Wanted intelligent third for night time talk show in Upstate New York. Salary and sales commission and fringes. Steady job for right person. Send resume and tape to Box E-113, BROADCASTING.

Leading Soul station in Eastern major market looking for experienced disc jockey with personality. Send tape, resume and pictures to Box E-118, BROADCASTING.

Maryland station looking for a first phone man. Must be willing to do announcing or engineering on any shift. Box E-126, BROADCASTING.

California coastal market. All new staff. Disciplined personalities who are topical but play much more music. Start \$530 month. Send tape, resume to Box E-133, BROADCASTING.

Station in West seeks nation's communicators to build talk format. Pros creative younger geniuses tape to Box E-136, BROADCASTING.

#1 rated Modern Country medium market outlet in Virginia needs first phone announcer familiar with Country Music, copy, production. Air check, resume, references first letter. Box E-145, BROADCASTING.

Funny-Talk radio needs you. Top rated controversial talker in top ten. Box E-148, BROADCASTING.

24 hour Modern Country station is looking for stable, experienced jocks. Must be able to follow format. No prima donnas or floaters. An Equal Opportunity Employer. Send tape and resume to Bob Grenman, PD, KSSS, Box 2589, Colorado Springs, Colo. 80901.

Immediate opening. Lost our morning man to Cincinnati. If you're "personality plus" and strong on production, contact Edd Robinson, WAM-E. 704-377-5916.

Fast growing station in booming Florida market needs evening personality! Bright MOR style. New control facilities and happy staff. Send tape and resume immediately to: Jerry Peterson, PD, WBJW Radio, Box 7475, Orlando, Fla. 32804.

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

Personality. Preferably morning man needed for Adult Contemporary format. Mature, and experienced. Need by mid-May. Good salary, benefits. Tape and reference to John Duncan, WOIO, Canton, Ohio 44708.

Area's top Uptempo MOR looking for midday creative personality. Strong on production. Excellent pay, benefits, working conditions. Married preferred. Pro and references a must. Call Bill Erb, WRIE, Erie, Pa. 814-796-6777.

You are now in a top 75 market, going nowhere with Progressive or bored with Top 40. We are seeking a musically-aware opinion leader for night shift. Tape and resume to Larry Berger, WRIF, Detroit, Mich. 48219. No calls, please. An EOE.

Metro-Atlanta market 5,000 watt C&W format. Prime drive time slot vacancy. Send air check and resume: Box 752, Forest Park, Ga. 30050.

Immediate opening for a Contemporary first phone personality for no. 1 station in Conn. market. Call PD at 203-887-1613. An Equal Opportunity Employer.

Broadcasting school needs professional announcers in Southeastern US as part time admission representatives. This excellent earning opportunity is offered by Brown Institute, a subsidiary of Columbia Broadcasting System. Brown Institute is an accredited school, National Association of Trade and Technical Schools. Employment is part time in the locality where the announcer is now working. If interested please send a short resume to Larry Mullenhagen, Brown Institute, 1920 Purdey Ave., Miami Beach, Fla. 33139.

Milwaukee area. Please see our ad under Miscellaneous. Broadcast Performance Service. 463-1900.

Help Wanted Technical

Chief engineer for like new non-directional AM and automated FM. Southwest resort area. Full maintenance. Light air watch. Excellent working conditions. Medium-small market. Local ownership. \$800 per month start. Successful operation. Write Box D-261, BROADCASTING.

Engineer Supervisor for major market Eastern states top references. Applicants mail resume to Box D-279, at BROADCASTING Magazine.

Help Wanted Technical Continued

Chief engineer for AM-FM in major East Coast market. Must be thoroughly experienced in all phases. No announcing. Excellent working conditions. Immediate. Send resume Box E-104, BROADCASTING.

Chief engineer and some air personality work for Virginia Contemporary AM and automated Stereo FM. Air check, resume with first letter. Box E-139, BROADCASTING.

WSRS, Worcester, Mass. Immediate opening, experienced chief engineer for pioneer in FM Stereo. New facilities now under construction. Send resume and salary requirements in first letter to Edward Jaure, Director of Engineering, KQS Broadcast Services, Box 927, Fall River, Mass. 02722. 617-677-9477. An Equal Opportunity Employer.

First phone man to read meters at transmitter. Any age. Will train beginner. WAMD, Aberdeen, Md. 21001.

Florida Coastal station has opening for chief engineer-announcer. Pleasant living by the ocean. Opportunity for advancement with air media group. Must be capable of maintenance on AM and FM, reasonably good announcement for MOR Pop format. Send tape and resume to Hudson Millar, WIRA, Ft. Pierce, Fla. Equal Opportunity Employer.

Engineer-announcer. First class man who can do some maintenance and is interested in doing an afternoon Country-Western show and assist with major newscasts. AM-FM operation. WJWL-WSEA, Georgetown, Del. Full health benefits and profit sharing plan. Phone Mr. Scott, 215-326-4003.

Chief for Indiana AM-FM. Phone B12-482-2131.

Help Wanted News

Wanted: Aggressive News Director for central Florida's fastest growing radio station. This man must have a hungry appetite for news gathering, writing, rewriting and reporting. The man I choose must also be able to handle those under him as well as he handles himself. Rush tape, resume and picture to Box D-204, BROADCASTING.

News bureau manager, 12,000 enrollment state university, MA degree preferred, must have practical broadcast reporting experience, will advise weekly student newspaper, possibility of some teaching. Equal Opportunity Employer, faculty salary scale, excellent fringe benefits. Reply Box D-255, BROADCASTING.

Aggressive news and information net affiliate in major Midwest market seeks experienced newscaster with solid, authoritative delivery. Salary \$13,500-15,000. Send resume and air check to Box E-10, BROADCASTING.

Equal Opportunity Employer. Major Southeastern 50KW seeks a public affairs oriented News Director in news, documentaries, and capable of directing and leading a news team. Also seeking an aggressive experienced newsmen. Excellent starting salaries and fringe benefits. An Equal Opportunity Employer. Box E-59, BROADCASTING.

News Director for immediate position at Soul station. Past experience required, also opening for experienced announcer. Send tape and resume to Box E-78, BROADCASTING.

News director, some sports, TV and board work. Pleasant college community, present director goes to AP, June 1. KMCD Fairfield, Iowa 52556.

We are expanding our news operation which creates position for ambitious, aggressive, good voiced newsmen. Tape, resume and salary requirements to Perry St. John, KSO, Des Moines, Iowa 50317. Equal Opportunity Employer.

Newsman to gather, write and deliver local news. Must have good diction and be able to type. Prefer experience, but will consider promising beginner. Send tape, picture, resume and salary requirements to Harley Drew, WBBQ, Box 1443, Augusta, Ga. 30903. Equal Opportunity Employer. Minority applications encouraged.

Newsman who can satisfy the public's need to know . . . a challenging position in a stable, professional organization. If you have news sense, can smell, dig, research, write and present news for a contemporary operation send tape and resume to WSAR, Box 927, Fall River, Mass. 02722. An Equal Opportunity Employer.

Newsman: experienced newsmen for station strong on news and public affairs. CBS affiliate. Good salary and benefits. Send tape and complete resume to News Director, WSOY, Box 2250, Decatur, Ill. 62526.

Experienced newsmen who knows how to make contacts, can dig for a story and believes that news is more than an accident or robbery. Send tape and complete resume including references to WZNG, Box 1458, Winter Haven, Fla. 33880.

Help Wanted Programing, Production, Others

Controller/Accountant for radio network operation. Qualifications must include college degree and media background. Total responsibility for overall operation of accounting department. Salary commensurate with ability and experience. Rush resume, picture and references to Box E-153, BROADCASTING.

Women for position as continuity and production director. Will train qualified person. EOE. Send background details to Box E-156, BROADCASTING.

Production man/dj. Progressive Country station. \$120. Send resume, tape, samples KPEP, San Angelo, Texas 76901.

Florida coastal station has opening for copy writer. Experience not required. Must be good typist. Send copy samples Hudson Millar, WIRA, Ft. Pierce, Fla. An Airmedia Station, Equal Opportunity Employer.

WJBC in Bloomington, Ill., is looking for a Production Manager who will double as a late-morning adult-appel personality. The scope of the job and the pay are much larger than our market size would indicate. But so are the requirements. If you're good and can communicate with an over-30 audience, send a tape to Don Munson, Program Director. No phone calls.

Position Open—Chairman, Dept. of Mass Communication. Areas covered: communication theory, journalism, photography, radio and television broadcasting and speech. Master's or equivalent; background in all areas with teaching experience in at least one area; experience in management. Salary range: \$11,300-\$18,000. Send applications to: Professional Personnel Records Clerk, Lane Community College, Eugene, Oregon 97405. Applications must be post-marked no later than May 25.

Situations Wanted Management

If you aren't satisfied with your station let me explain my successes and abilities. Explanation is free. Box E-114, BROADCASTING.

Professional operations and sales management team desires full charge challenge one station or group. Investment for part of action. Box E-124, BROADCASTING.

GM needs new challenge. All around professional. Sales, profit, programing and people oriented. AM or FM in medium or major market. Prefer West Coast. Let's talk. Box E-127, BROADCASTING.

Would you believe that your station can be most listened to, most highly respected and still be most profitable? Yes, I do have something new! Box E-128, BROADCASTING.

Creative manager-program director. Put current station on air. Familiar public and commercial radio. College and grad school 25 years old. 7 years in radio-TV. 2 years manager. Mark Ackerman, 1951 Annalene Dr., Streetsboro, Ohio 44240.

Am now #2 man in small market station, ready to be #1. 10 years experience. Education, family, community minded. Prefer Rockies and West. References and resume available. 602-779-1926 evenings.

Call my answering service if you want someone who runs a station as if he owned it himself. Leave name and/or number. 305-733-7837.

Situations Wanted Sales

Experience, dependable salesman available soon. Thoroughly conversant with local, regional, agency sales. Background includes radio, TV, Cable. Capable announcer. First phone. Family man, presently employed. Excellent references. Box E-66, BROADCASTING.

Situations Wanted Announcers

Reliable first ticket announcer, nine years experience in all phases of radio. Looking for good town and climate to settle in. Will relocate. Box D-188, BROADCASTING.

Experienced Rock jock. 1st phone, looking for Florida's east coast or California. Will consider other. Please send station profile with reply. Chris E. Stevens, Box D-230, BROADCASTING.

Seeking announcing job anywhere in the US. Graduate of two broadcast schools. First phone. Versatile, dependable. Prefers MOR but will do any type of format. Approximately 1 1/2 years experience. If interested, write Box D-275, BROADCASTING.

Announcer first phone. Handles news well, excellent play-by-play, good sales background. Presently employed. Desire announcer sales post with no screamer in small to medium market. Box E-67, BROADCASTING.

Situations Wanted Announcers Continued

Florida east coast, attention! 1st phone 1 1/2 years experience with Adult Top 40 and Progressive formats wants job in your area. No drifter, \$140 per week gets it together. Available 25 May. For more info call 301-268-1994, before noon daily.

Beginner—but very professional. Trained by professionals. 1st phone. Have talent will travel. Kenneth Williams, 1738 15th St. #135, San Francisco, Calif. 94103.

Contemporary Rock jock ready to smoke in medium or large market in Rockies or Midwest. Seven years experience. First phone. College degree in broadcasting. Strong background in programing, music, sports, dependability and desire. Resume references. Air check available from Fred Leemhuis, 2626 22nd Ave., Monroe, Wisc. 53566. Phone 608-325-2853.

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

Announcer, news and music. Bright, creative, copy-writing production capabilities. Experienced, tight board, 3rd endorsed. Sales training and experience. Wide knowledge of music. Up tempo MOR, Jazz, R&B preferred but can do it all. Hearing is believing! Box D-248, BROADCASTING.

Midwest Top 40 pro wants to move South, permanently. 3rd, financially secure. Box E-30, BROADCASTING.

Big Billy Dee is ready for something and someplace new! Top 40, MOR sounds great. 3rd phone, experienced and dependable. Box E-101, BROADCASTING.

Professionally trained announcer, some experience. Third, good music background. Will relocate. James Krause, 1314 Mississippi St., La Crosse, Wisc. 54601. 608-784-7080.

3rd endorsed, 2 1/2 years college radio experience seeks small market station. Any format, will relocate. Rich Thomson, Rt. 1, Herper, Kansas 67058. 316-896-2232.

Creative college grad with 2 years college experience. Top 40/MOR preferred. Knows radio, tight board, will relocate. 3rd endorsed. Pete Loewenheim, 8815 Briery Rd., Chevy Chase, Md. 20015. 301-652-4312.

Want that first break! 3rd, prefers South, any format. Contact Robert Wolf, 806-372-9234, 4507 W 3rd., Amarillo, Texas.

Fat Cowboy now available. Traditional or Mod. 3rd. Frank Farrell, Box 232A, Quincy, Calif. 95971. 916-283-0825.

Dan, 21 years old, 2 years experience college and commercial TV and radio. 3rd endorsed, Associate degree. Resume, tape, and references available. Prefer Boston area. Dan Alexander, 90 Eventide Lane, Levittown, Pa. 19054. 215-945-7236.

Broadcasting grad with performing arts degree, 3rd endorsed, looking for announcing plus. Excellent voice, 3 years professional. A. V. communicator. Partial to NE. Will consider everywhere. D. Flewelling, 3507 Oakwood, Ann Arbor, Mich. 48104. 313-971-2675.

Experienced, articulate, versatile and black. Young, happy sounding soul jock now available. For tape and resume write Box D-113, BROADCASTING.

Professional (Top 40) personality, four years, large medium or major only. References. Box D-135, BROADCASTING.

Experienced, Prog. Rock, together voice and board, desires any location. Box E-2, BROADCASTING.

Announcer/newsman varied experience major market East Coast all news station. Currently employed, Progressive FM, Southeast. Sires to combine both talents. Prefer Southwest or Mexico but will consider West Coast (medium market) 29, married. Tape and resume on request. Box E-28, BROADCASTING.

Young pro and family man looking for spot in medium or large market radio in the West. All formats considered. Tape and resume tells all. Box E-49, BROADCASTING.

6 year personality pro seeking a mid-day or all-night gig in top 30 market. Two way radio experience with fantastic store of knowledge, especially sports, music and trivia. Box E-98, BROADCASTING.

Announcer: 23 years experience, 46 years old. Desires Good Music station, but will consider MOR. Box E-99, BROADCASTING.

Major market MOR pro seeks relocation. 16 years experience including PD. Available in July. All markets considered. Box E-100, BROADCASTING.

Situations Wanted Announcers Continued

New England area: mature, married, announcer, good voice, 10 years experience. Interested in Easy Listening, Good Music, Adult, AM or FM. Also interested in further news experience. Salary negotiable. Box E-117, BROADCASTING.

Help—being buried alive by lack of interest and negative feedback from management. 10 years experience. Adult Top 40. Progressive MOR. Stereo Rock. Ready now and will improve. Box E-122, BROADCASTING.

I want a station that wants something different and believes that personality and wit are the most important qualities of radio today. I don't believe that you can sample me by audition or tape, but if you give me two weeks at your station I will warm up to the hottest thing you've ever had on your frequency. Grad work in Psych. Rock and some talk preferred. Write 5308-E Goodnow Hill, Baltimore, Md. 21206 or phone 301-483-5307.

Nice Jewish boy! 5 years experience, MSU grad. Top 40 or Progressive Rock, will relocate. Salary negotiable, tight board, some writing experience. Single, Don Cohen, 17247 Alta Vista, Southfield, Mich. 48075. 313-557-4912 or 313-566-4640.

One month's work free for chance to break into radio at age 41. Want chance to work on air. Harrison Vickers, 315 Chippewa St., Greenville, Ohio 45331. 513-548-6426.

With one years experience, jock looking for Progressive Rock or Top 40 gig and first big break. Prefer Ohio or surrounding states. Bill Harman, 4960 Medfield Way, Columbus, Ohio 43228. 614-878-5895.

Situations Wanted Technical

Darn good married, Florida chief maintenance—only engineer. 20 years dog house, seeks escape route. Five figures. Box E-152, BROADCASTING.

Middle age first license technical only. Need work. Ken MacGregor 305-751-2083, 840 NE 78th St., Miami, Fla. 33138.

Situations Wanted News

Mature and dependable sports director who can cover it all. Also broadcast journalist. Would like opportunity in both media. Years of experience. Box D-160, BROADCASTING.

Young Blackman, 5 years experience, Indiana Univ., broadcasting major, experienced as News Director, anchor and street reporting. Married, no children. Presently employed, references. Box D-219, BROADCASTING.

Radio, TV anchorman and talk host wants radio news directorship. Would consider reporter position in prestige metro station. Excellent references. Box E-12, BROADCASTING.

Knowledgeable sportscaster-newsman available now. Three years pbp baseball, basketball, football. Broadcast degree. Resume and tape available. Box E-31, BROADCASTING.

Proven creative, award winning news and talk show broadcaster, writer, reporter available immediately as news director or major market newsman. Extensive radio, newspaper, general writing experience. Some TV. Box E-87, BROADCASTING.

Newsman seeks relocation to medium or large Midwestern market. 8 years radio experience. BA Political Science. Excellent voice, delivery, writing ability. Married, stable. Box E-106, BROADCASTING.

News Director—13 years experience wants move West. Available June interviews. Box E-112, BROADCASTING.

Northern Calif.: Intelligent, young man available for news. Interested in vacation relief. Seven years experience, BS Journalism, 25, married. 415-825-4140. Box E-120, BROADCASTING.

In love with radio and sports. Play-by-play of anything. Also experienced dj. Available immediately. Will go virtually anywhere. Salary no problem. Box E-123, BROADCASTING.

I think, read, write, invent, organize and produce. Six years news experience in top 20 market. Dedicated to public affairs. Master's Degree. 26 and married. Minimum salary? \$12,000. Box E-129, BROADCASTING.

Wanted: an organization that takes pride in its sports coverage; not just any sports job requiring a voice, but a place that understands the value of preparation and dedication. If you're that organization, then I'm that man who will make your sports department something to be proud of. Box E-134, BROADCASTING.

Situations Wanted News Continued

First love is sports. Experienced play-by-play sports-caster for basketball, football, baseball. Two years college radio, two years commercial radio. Also sports reports, news. Top references. Box E-147, BROADCASTING.

Aggressive top market news and public affairs director desires change. 17 years experience plus knowledge of FCC and licenses. Major awards. Best references. Box E-151, BROADCASTING.

Campus radio news director seeking career in broadcast journalism. Michigan State Univ. Communications graduate. Available June. Phil Porter, 287 Mayo, E. Lansing, Mich. 517-355-3738.

McLendon trained, 15 year broadcasting pro, seeks news director operations manager position in major medium market. Will also consider telephone talk show. FCC first phone. Area unimportant, operation is. Charles Beach, 7271 Ferguson, Apt. 1086, Dallas, Texas 1-214-321-0001.

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

Experienced and dependable sports director who is enthusiastic about local events and knowledgeable about the national sports picture. Experienced in most phases of radio work. Will accept combination position. Will relocate almost anywhere for right opportunity. Patrick Hollan, 111 N. 34th St., Richmond, Ind. 47374. 317-966-5365.

Aggressive NYU journalism student seeks summer copy writing experience in NY, NJ area. Also all aspects of broadcasting. Pay not important. Michael Linder, S-11 University Pl., NYC, 10003. 212-260-5906.

Situations Wanted Programing, Production, Others

Score! Experienced sports expert looking for fulltime sports with heavy play-by-play, 33, college, family. Have done pro baseball, college, high school football, basketball. Box E-18, BROADCASTING.

Program Director. Now top 100 market MOR. 12 year pro, all formats. Family man. Box E-109, BROADCASTING.

If you need a good operations manager or program director . . . we should talk. Box E-115, BROADCASTING.

Is there a radio station or production house that needs creative talent? I'm working major market in a job that requires very little thinking. I have production awards plus number one rating on AM drive time. I want dj or production. I'm not a beginner so unless it's a serious reply don't waste your time. I would like Denver or Calif. All serious replies considered. Box E-116, BROADCASTING.

Young, experienced PD-SM wants major PD gig. Brought obscure FM to top of medium Midwest market. Know Progressive Top 40, MOR. Single, BA. Box E-142, BROADCASTING.

Washington Rep—Fort Fumble is no labyrinth for this Washington pro. Former agency vp, government executive and network correspondent will represent group or few stations. You can have your own Mr. Inside. Box E-149, BROADCASTING.

You already have Top 40, Soul, C&W, Easy Listening, MOR maybe even a Progressive Rock station in your market. Man what are you waiting for? I've got this Progressive Music format that will hit both the hip black and white audience in medium or major market. I have proof. Call 215-372-9795 or write Mike Valgus, 514 Bingham St., Reading, Pa. 19602.

Former Billboard award winner, seeking medium, large market. 4 years, good production, voices. Jerry Schwemmer, 2226 Bluff, Wichita, Kansas. 316-686-6186.

Hard working, aggressive, young man to learn ropes of broadcasting. Wish to move out of print media. BS degree. Good thinker, creative. Ready to be groomed to your needs. Will relocate. Richard Schulze, 3019 N. 79th Ave., Elmwood Park, Ill. 60635. 312-453-0160.

Top 40 or CW. 7 years experience. Presently station manager, program director Top 40 FM. Mark Ackerman, 1951 Annalane Dr., Streetsboro, Ohio 44240.

Sharp spot creator—automation talent—personality jock. 1st phone. Dept. 6, 47 High St., Newburyport, Mass. 01950.

Radio essential to this personality. Aware of its demands. Trained 24 year old family man. Reliable, quick to learn. No air experience but good broadcast sense. Willing to move anywhere. 3rd endorsed. For details write: Jay Allen, 236 Broadford St., Bennington, Vt. 05201.

TELEVISION

Help Wanted Management

Executive development program. Major broadcasting corporation is seeking candidates for 2 year executive development program that will lead to responsible management position at end of training period. Strong interest in sales necessary. Mail resume to Box D-332, BROADCASTING. An Equal Opportunity Employer.

Assistant to the president. Expanding communications company with television, radio, newspaper and cable TV interests is seeking candidates for this newly created position. Qualifications include college degree and media sales experience. Under minimum supervision, must have ability to formulate and execute corporate policy while maintaining good relationships with company executives. \$32,000 salary plus profit sharing and bonus. Mail confidential resume to President, Box E-95, BROADCASTING.

Operations Manager for top 30 market station located in Southeast. Must have track record that can be verified to prove your ambition, dedication and success as an Operation Manager. Send complete resume to: Box E-131, BROADCASTING. We are an Equal Opportunity Employer.

Help Wanted Sales

Experienced salesman. Preferably TVB trained. Interested in progressing to management with an aggressive Southwest station that is flagship of growing group of stations. Great location to raise a family and for outdoor recreation. Send resume and salary history to Box E-91, BROADCASTING. An Equal Opportunity Employer.

Successful VHF station in small Southwest market needs successful local TV salesman for sales manager position. This position considered proving ground for advancement into top management in expanding television group. Must have high performance background in sales and capabilities to manage small staff in continued growth. Excellent area, great climate, recreational opportunities for your family. Forward complete employment history and track record. Equal Opportunity Employer. Reply Box E-103, BROADCASTING.

Top station in California's capitol city has opening in retail advertising sales. Experience in TV or outstanding performance in related field desirable. Send concise resume and letter describing yourself to Roger Cooper, KCRA-TV, Box 33, Sacramento, Calif. 95801. No phone calls please.

Help Wanted Technical

Two well qualified engineer trainees for Texas station. Box D-263, BROADCASTING.

Electronic maintenance technicians. Major television network in Los Angeles is seeking experienced technicians with AA degree or equivalent. Please send resume including salary history to Box E-144, BROADCASTING.

Experienced engineer for AM-FM-TV operation. Studio and transmitter assignments, FM automation. First class license required. Equal Opportunity Employer. Box E-146, BROADCASTING.

Immediate opening for director of engineering for established chain of mountain time zone AM/TV station including microwave relay system. Must have heavy work experience in these areas plus management ability. Send resume and salary requirements to Box E-150. An Equal Opportunity Employer.

Assistant Chief, must be experienced with maintenance of VTR's color cameras, audio, UHF transmitter. Write: WGNO-TV, Int. Trade Mart Bldg., New Orleans, La. 70130.

Television Systems Engineer—If you are a television systems engineer with a track record in designing color television studios, master controls, RF and base-band distribution systems, surveillance system and specification writing. If you have equivalent design experience in broadcast television or a top CCTV business, industrial or educational operation. If you want to advance your professional future by working with the leading television and audiovisual consulting and design firm in the field having offices in New York, Los Angeles, and Brussels, and which is working on the cutting edge of the state of the art. If you want to work in New York City, where the action is, with top professionals, on projects which are setting the trend. Send your resume and salary history in confidence, to Mr. H. Wilke, Hubert Wilke, Inc., 347 Madison Avenue, New York, New York. Salary commensurate with experience. Full company benefits.

Help Wanted Technical Continued

Assistant engineer wanted for small VHF in the Virgin Islands. Full color with ABC affiliation. Knowledge of transmitter a must. Knowledge of color cameras and IVC VTR's helpful. \$800 per month. Reply to General Mgr., Box Y, Christiansted, St. Croix, USVI 00820.

The Educational Technology Demonstration, a satellite project of the Federation of Rocky Mountain States, seeks to employ qualified personnel for a full TV studio operation in Denver, Colo. Experienced studio and control room personnel are invited to send resumes and other pertinent information to the attention of Mr. Gene Linder, Director, Production Component, Federation of Rocky Mountain States, 2480 West 26th Ave., Denver, Colo. 80211. No phone calls, please. Salaries commensurate to experience and qualifications. Equal Opportunity Employer.

Full time film/video tech. manager. Growing film/television department (univ.) New York Metropolitan area. Maintain equipment, set up studio, assist productions, working knowledge film/television production equipment ability perform minor repairs essential. Send resume Paul Pitcoff, Director, Film Television Media Center, Adelphi Univ., Garden City, N.Y. 11530.

Educational network seeks experienced transmitter supervisor for transmitter site. Send resume, salary requirements and availability to: Director of Engineering, Iowa Educational Broadcasting Network, Box 1758, Des Moines, Iowa 50306.

Position open immediately: maintenance technician for Ampex 1200 video tape machine, Phillips PC 70 telecine. Minimum 5 years experience. Responsible for installation, operation and maintenance of this equipment. Salary commensurate with experience. Please phone: Abram Staggs, Operations Manager, Editel Productions Inc., 1920 N. Lincoln Ave., Chicago, Ill. 312-649-9707.

Position open immediately: video switcher with maintenance ability for network feeds. Minimum 2 years experience. Salary commensurate with experience. Please phone: Abram Staggs, Operations Manager, Editel Productions Inc., 1920 N. Lincoln Ave., Chicago, Ill. 312-649-9707.

Chief engineer for color TV station Honolulu. Excellent opportunity for advancement. Call Klaus Binder, 202-265-4734.

Help Wanted News

Weekend anchor, three days a week utility reporting, up and coming news dept. in top 25 market. Must take hold of limited weekend staff and prepare blockbuster newscasts. Also, chance to fill in for main anchorman. Must, above-all, be a good newsmen and superb writer. Send video tape and resume together to Box D-254, BROADCASTING.

On air journalist for film documentary, news feature production. Capable producing and hosting studio VTR programs. TV information unit, Mid-Atlantic university. BA required. EOE. Resume to Box E-77, BROADCASTING.

Anchor-man-news producer. Southeastern network affiliate seeks leading television anchorman to join a high quality, aggressive news department. We want a hard worker who knows the news business and who will not be satisfied with anything less than a number 1 rating. Send resume and VTR to Box E-130, BROADCASTING.

Immediate opening news director-anchorman. If you are currently the number two or three man in your news dept., this may be for you. Must have strong on-air ability. Send resume, salary requirements and VTR or film audition in first letter. Send to General Manager, WAOW-TV, Wausau, Wisc. 54401.

Midwestern network affiliate seeking experienced TV meteorologist, two daily weathercasts. Must be effective personality in addition to being knowledgeable in meteorology. Will work in well equipped weather station. Telephone 812-232-9504.

Photographer. Opportunity for TV news photographer with major market station. Minimum of one year photographic work experience required. We are looking for a dedicated rising professional. Send resume to William Tucker, News Director, 3415 University Ave., St. Paul, Minn. 55114.

Help Wanted Programing, Production, Others

Promotion manager for major group station in West Coast's most exciting city. Need creative man or woman, familiar with production techniques, programing and media placement for responsible position with real future. An Equal Opportunity Employer. Resume soonest to Box E-19, BROADCASTING.

Help Wanted Progaming, Production, Others Continued

Producer-Copywriter for promotion department at top 5 market network affiliate. Must be creative, have knowledge of video tape-film production. Must also be a self starter and well organized. Next step up is promotion manager. Box E-65, BROADCASTING.

Lighting director, major PTV multi-studio color, production center. Strong background in network or major market desirable. Salary open. Available July 1. Box E-94, BROADCASTING.

Experienced 16-35MM commercial photographer interested in living and working with first rate equipment in unspoiled intermountain West. Contact Ken Martin, KIFI-TV, Box 2148, Idaho Falls, Idaho. 208-523-1171.

Producer-Director for Alabama PTV production center feeding state PTV network. Bachelor's degree required. Experience preferred. An Equal Opportunity Employer. Auburn Television, Auburn Univ., Auburn, Ala. 36830.

Situations Wanted Management

Experienced, selling general manager available for medium sized market. Successful record, bottom lined orientated, TVB trained. Box E-46, BROADCASTING.

Situations Wanted Sales

General Sales Manager for medium market. Exceptional record of sales, profit and dependability. Experienced in sales, programing, operation. Box E-143, BROADCASTING.

Situations Wanted Announcers

Female, Oriental, 26, TV-radio news reporter with major network experience seeks anchor/reporter spot in top 10 market. Tape, film, references available. 212-625-0362, Box E-121, BROADCASTING.

Situations Wanted Technical

Experienced hard working switcher/director, first phone, quality workmanship, desires to settle down for job with future. Box C-203, BROADCASTING.

Two years experience, professional switcher/director, first phone. Lee Erickson, 189 Bonnymede, Pueblo, Colo. 81001. 303-544-2061.

Situations Wanted News

Want work in TV news reporting. Young, ambitious, hard working, eager. College grad. Have experience. Prefer West. Box E-29, BROADCASTING.

Newspaperman with radio/TV news experience seeks radio/TV news reporter/writer position. Box E-63, BROADCASTING.

Aggressive, experienced TV news reporter, reliable and willing to work. Knows film and can anchor. Responsible, good voice and presentation. 22, single, looking for full time position Southeast. College broadcasting degree. Video tape, resume available. Possible personal visit. 904-373-2765, Russ Gordon, 2370-79 SW Archer Rd., Gainesville, Fla. 32601.

May grad from top journalism school seeking radio or TV reporting or writing slot. Solid RTV writing, reporting, airwork, production experience. Call 314-449-4305.

News photographer. Experienced, 23 year old college graduate will relocate to add quality stills and film to your news department. Call Joseph Klimovitz, 2635 Chesterfield Ave., Baltimore, Md. 21213. 301-467-8697.

Situations Wanted Progaming, Production, Others

Production Manager/Executive Producer at active Midwest VHF net affiliate seeks major market and big money. Box D-285, BROADCASTING.

Three years ITV studio experience, BS degree, directing and supervisory experience. Seek directing, news- or on-camera position. Box E-102, BROADCASTING.

Creative production man. Can write, shoot, edit, produce, direct and manage. 28, single. MA TV & Film. Professional spot experience. Box E-110, BROADCASTING.

College grad with 4 years experience in tech and prod. Seeking any and all positions in production or operations area. Any size market considered. Box E-141, BROADCASTING.

CABLE

Situations Wanted Management

General Manager of cable operation in top 50 market, interested in growth station. Management with stock options. Construction, origination, advertising sales. Excellent references. Box E-111, BROADCASTING.

Situations Wanted Progaming, Production, Others

Talented young man seeks work anywhere in programing or production. MA degree. 419-228-0567. Box E-48, BROADCASTING.

WANTED TO BUY EQUIPMENT

We need used 250, 500, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Two color encoders, cheaper the better. Three or four port. Tube or solid state, repairable condition. Wolverine Cablevision, 357 W. Columbia Ave., Battle Creek, Mich. 49015. Attention: Ted Hartson.

Wanted—1 KW AM transmitter with remote control circuits. Not over seven years old. Immediately operable or operable with little renovation. WJAG, Box 789, Norfolk, Neb. 68701. Chief Engineer, 402-371-0785.

FOR SALE EQUIPMENT

GR 916-AL RF Bridge, like new condition \$650. Box E-107, BROADCASTING.

Marti-Used, reconditioned and new Marti equipment in stock. Immediate delivery. Terms available. BESCO, 8585 Stremmons, Dallas, Texas 75247. 214-630-3600.

For sale 5000 78 RPM records. KGVJ, Greenville, Texas 75401.

RCA BTF-5B 5 KW transmitter. \$5,000 good condition. Gates "Executive" console. The finest. Original cost over \$5,000. Asking \$3,500. Excellent condition. Call or write Bob Norris, KORJ Radio, One City Blvd. W., Orange, Calif. 92668. 714-997-0700.

Instant automation available now. 132 hours of cued-toned MOR Stereo music (44-14" metal reels) produced and programed by successful FM station. Over 3,000 selections. Only 3 tape changes daily on 24 hour station. Cash or terms. John Kreiger, KASE, 705 N. Lamar, Austin, Texas. 512-478-8521.

Stereo console. 6 channel Collins 21251, good condition. \$1,200. WFMK, Box 991, E. Lansing, Mich. 48823.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

Remote control. Gates RDC-10AC, less than two years old, like new condition, \$1250 new, now \$750. Howard Mullinack, WFDU-FM, 795 Cedar Lane, Teaneck, New Jersey 07666. 201-836-4024.

Complete REL audio STL setup. Includes antennas and coax. In serviceable condition with manuals. Very reasonable. Contact CE, WOBL, Oberlin, Ohio 44074. 216-774-1570.

RCA WX-2B FI meter. Mint condition. \$550. 301-299-3358 after 3 PM.

Parts for Spotmaster & Tapecaster units. In stock—48 hour delivery. Communication Medias, Box 54, Allentown, Pa. 18105. 215-437-0607 or 437-9447.

Heliac-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date June 27, Oct. 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Chesterdale Rd., Cincinnati, Ohio 45246. 513-771-8580.

Instructions Continued

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (Formerly Elkins Institute), 3443 N. Central Ave., Chicago, Ill. 60634. 312-286-0210.

No: tuition, rent. Memorize, study—Command's "1973 Tests-Answers" for FCC first class license. —plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967)

REI teaches electronics for the FCC first class radio telephone license. Over 90% of our students pass their exams. Classes begin April 30, June 11, July 16. REI, 52 South Palm Ave., Sarasota, Fla. 33577, phone 813-955-6922. REI, 809 Caroline St., Fredericksburg, Va. 22401, phone 703-373-1441.

Elkins Institute in St. Louis (Now Bryan Institute) 1st class FCC license, approved for Veterans. 314-752-4371.

Need 1st phone fast. Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin June 24, 1973. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Cartridges spotlessly cleaned, rebuilt and reloaded with Scotch 157. Like new at approximately half price. Also, best prices anywhere—new Fidelipac carts, 3M professional tape and other studio supplies. Your order is your charge account! Full guarantee. Free catalogue. Lauderdale Electronic Labs, 135W 13th St., Ft. Lauderdale, Fla. 33315, Dept. B. 305-525-0478.

Creative writer producer research editing specialist. Magnificent world wide G. P. sound archives. All decades and dimensions. High rating break through content. Box E-138, BROADCASTING.

DJ's . . . PD's . . . Free catalog of dj aids, station features, contests, etc. Write: Chicago Broadcast Circle, 25 East Chestnut, Chicago 60611.

Attention jocks and DXer's! Collector wishes to purchase telescoped air chex-top 15 markets/primaries only. For info and rates write: Air Chex, 102 Solana Dr., Santa Fe, N.M. 87501.

Milwaukee recording studio. Audition help, etc. Do it yourself and save. Broadcast Performance. 463-1900.

RADIO

Help Wanted Management

OUTSTANDING OPPORTUNITY

NYSE listed group operator seeks experienced individual with proven record for General Manager of number one rated Contemporary station in Northeast metro market. Send resumes, including references, in confidence.

Box E-135, Broadcasting.

Help Wanted Sales

SALES POSITION

Rapidly expanding company manufacturing and selling audio tape recording equipment is seeking a high caliber sales engineer.

Send resume stating salary requirements to Andy Rector, Marketing Vice President.



**INTERNATIONAL
TAPETRONICS
CORPORATION**

2425 South Main Street
Bloomington, Illinois 61701
Telephone: 309-828-1381

Account Representative

Sales-service organization seeking experienced account executive to work out of Chicago office. Candidate must have background in TV broadcast field to sell and service broadcast audience information to TV stations. Our company growth opportunities are genuine.

For further information and appointment call collect (301) 937-3500, ext. 228.

An Equal Opportunity Employer

Help Wanted Announcer

TALK SHOW HOST MALE/FEMALE

East Coast major market news and information station needs light, learned and listenable open-form host/hostess with head and voice to handle issue-oriented two-way talk. Must be experienced and personable with ability to entertain as well as inform.

Golden opportunity with prestige employer. Rush detailed resume and tape.

An Equal Opportunity Employer.

Box D-243, Broadcasting

Are Your Mouth & Head Together?

Move up to mornings at a great Eastern Contemporary. We let your personality show. So . . . show us what you can do. Send air check, production sample and resume today

Box E-119, Broadcasting

Help Wanted Technical

Meticulous audio engineer for critical studio maintenance and production. Contact Drake-Chenault Enterprises, Los Angeles.

213-883-7400

TELEVISION

Help Wanted Management

PROGRAM/PROMOTION MGR.

Group owned, Northeastern top 50 market, requires creative, experienced manager responsible for film buying, program placement and research; on air, media and sales promotion. Send salary requirements, resume, examples of promotion. An Equal Opportunity Employer.

Box E-16, BROADCASTING

Help Wanted Technical

FIELD SERVICE ENGINEERS

Tape Recorders

AmpeX has an immediate opening for a qualified field service engineer to work in the Northeastern region of the United States.

Experience in servicing broadcast quality VTR's and television broadcast cameras is required. VR-2000, AVR-1 and ACR-25 equipment knowledge is desirable—will provide training. Excellent fringe benefits and company car included.

Please send your resume or call Al Slater, 75 Commerce Way, Hackensack, N.J. 07605, (212) 735-6116 or (201) 489-7400. An Equal Opportunity Employer M/F.

Help Wanted Programing, Production, Others

MUSIC PROGRAMER

- You are thoroughly familiar with MOR, Beautiful Music and Contemporary.
 - You are now successfully programing music for a major or medium market.
 - You have an extensive knowledge of music . . . possibly a degree.
 - You have been involved in music programing for at least 5 years.
 - You can document your success and knowledge.
 - You want to work in a West Coast major market.
 - You want to grow with an exciting syndicated company.
 - You consider yourself a pro.
- If this is you, send a resume and photo today to:

Box E-132, Broadcasting

Help Wanted Sales

Continued

Leading radio syndicated programing company is looking for an aggressive individual to represent us in the Southeast. Candidates must have: strong radio sales and/or station management experience and/or solid programing background with sales aptitude. Excellent starting salary plus commission, all expenses and more importantly the finest programing products in the nation. Send resume and photo to Box E-47, c/o Broadcasting, 1735 DeSales St., N.W., Washington, D.C. 20036.

Help Wanted Programing, Production, Others

ART DIRECTOR

TV news graphic production and management experience are prerequisites for this excellent opportunity in top ten market. Candidates must possess strong background in design, production and general administration at station level. Salary to \$20,000 plus complete benefit package and growth opportunity.

Please send replies in confidence to:

Box B 156, 810 7th Avenue, NYC, 10019

Situations Wanted Technical

**POSITION WANTED
VICE PRESIDENT ENGINEERING-OPERATIONS
RADIO - TV - CATV**

Top level executive seeks a position, preferably with P/L responsibilities in an atmosphere conducive to professional growth and achievement and where initiative will be welcomed.

Proven record of achievement in: operations, engineering . . . computer systems . . . personnel hiring, training, supervision . . . cost accounting, budgets, forecasting . . . labor relations.

Box E-13, BROADCASTING

Help Wanted

Management Continued

**PRESIDENT
CHIEF OPERATING OFFICER**

Expanding communications company with television, radio, cable TV, and newspaper holdings. Our need is a dynamic executive with a strong record of achievement who can initiate and complete a 250 million dollar acquisition program. Salary up to \$100,000 per year, plus executive package and stock participation. Send resume to Chairman of the Board, Box E-89, BROADCASTING. Inquiries will be treated with the strictest of confidence.

Help Wanted Sales

Sales Planning Representative

Position open with N.Y.C. based Television Network Sales Planning Department. Candidate must have broadcast research background. A degreed individual preferred to join this highly professional organization. Good compensation and growth opportunities. Please send resume with salary history to:

Box E-140, Broadcasting

An Equal Opportunity Employer M/F

Help Wanted News

**Professional
Meteorologist
for medium Midwest market.
Box E-97, Broadcasting**

Situations Wanted Management

College graduate with 4 years plus commercial experience in both radio & TV, seeks management trainee position with major station or chain. Have enthusiasm and proven ability. Want position with growth potential. Would be a real asset for right station.

Box E-9, BROADCASTING

Miscellaneous

**OHIO STATE FOOTBALL
RADIO BIDS**

The Ohio State University Athletic Department is soliciting bids for the exclusive radio broadcasting rights to the Ohio State University Football Games for the 1973, 1974 and 1975 seasons. Bid Specifications may be obtained from the Ohio State University Purchasing Department, 1800 Cannon Drive (Lincoln Tower), Columbus, Ohio 43210; Phone: 614-422-7393, Bid Inquiry #5414-1161-M.

For Sale Stations

HIGH POWER FM IN 1 MILLION-PLUS MAJOR MARKET. EXCELLENT TERMS TO QUALIFIED BUYER.

**BOX E-137
BROADCASTING**

**LaRue & McGauren
Media Brokers, Inc.**

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(714) 675-4585

116 Central Park South
New York, N.Y.
(212) 265-3430

Resort Small	ZHF-TV	\$1,100M	Cash	West Small	Fulltime	\$160M	Terms
SE Small	Daytime	\$150M	Terms	South Medium	FM	\$110M	50%
MW Metro	Daytime	\$595M	Cash	E Medium	AM/FM	\$365M	Terms
Gulf Medium	AM/FM	\$650M	Nego.	Gulf Medium	AM/FM	\$240M	29%
SE Major	Daytime	\$395M	29%	E Metro	Daytime	\$600M	Nego.



**Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341**

For Sale Stations Continued

CALIFORNIA: Profitable coastal full timer with good real estate offered at \$450,000 with 29% down. Balance 10 years at 7%.

NORTHERN CALIFORNIA: Unique suburban Class A FM in stimulating and prosperous area. \$250,000 price represents 2 times collections for past 12 months. Over one million population in primary area.

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William A. Exline, Inc.
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San Rafael, California 94903
415-479-0717**



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Power daytimer serving attractive Northeast medium market. Solid foundation for continued growth has been built by original non-broadcast owners. Facility is well-equipped with strong signal coverage from single tower on a good frequency. Asking price is \$306,500 for purchase of assets or stock. For information on this new listing please write or phone Bob Kimel at our New England office: 8 Driscoll Drive, St. Albans, Vt. 05478. (Area 802) 524-5963



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Profile

Minding RCA's broadcast hardware store: Neil Vander Dussen

As a teen-ager in Kansas City in the late 1940's, Neil R. Vander Dussen built his own amplifiers and a television set. And Mr. Vander Dussen, who is division vice president for broadcast systems, RCA Communications Systems, Camden, N.J., is quick to point out that he built that TV receiver with RCA equipment.

"I was always tinkering with electronics," he recalls. "But I was disappointed that the TV set I built around 1947 couldn't get a picture. The nearest TV station was in St. Louis, more than 200 miles away. But a few years later, when Kansas City got its station, the set I built worked fine.

"I always used RCA products as a teen-aged hobbyist and that's the main reason I applied to the company for a job when I finished Army service in 1957," he says. "I always was satisfied with RCA products."

Mr. Vander Dussen is a tall, trimly built man who is watching his weight these days because "the extra poundage would slow me down this summer when I go water-skiing or hiking with my daughters and wife." This foresight and planning are typical of a man who knew from an early age that he would aim for a career that melded electronics with business.

He is known as a hard-working and aggressive executive who tries to involve all of the company's employees in the division's activities. He is friendly and outgoing and greets many of the division's 800 employees by name as he scurries around RCA's two plants in Camden.

"I think it's important to get all of our employees, no matter how lowly their jobs, interested in doing their very best," he says firmly. "American companies face tough competition from manufacturers abroad, and we must all work toward improving productivity."

Mr. Vander Dussen credits his father with having encouraged him to study electrical engineering and to honor the work ethic. "Dad was an immigrant from Holland," he points out. "He had to work his way through high school, college and law school and he finally wound up as vice president of an insurance company."

Mr. Vander Dussen earned virtually all his college expenses at Kansas State University by working as a television repairman though his family circumstances by that time were reasonably comfortable.

He acquired valuable experience in television during his two-year stint in the armed forces in 1955-57, serving as officer in charge of the TV studio and various field operations at the Army Pictorial Center in Long Island City, N.Y. Part of his assignment was to supervise



Neil Richard Vander Dussen, division VP, broadcast systems, RCA Communications Systems Division, Camden, N.J.; b. Kansas City, Mo., Sept. 22, 1931; BS in electrical engineering, Kansas State University, Manhattan, 1955; U.S. Army, 1955-57, serving with Army Pictorial Center, Long Island City, New York, released as first lieutenant; broadcast equipment salesman, RCA, Camden, N.J., 1957-62; served successively as district manager, 1962-65; national sales manager, 1965-67; manager of engineering and product management, scientific instruments, 1967-69; manager, studio equipment engineering and product management, 1970-71; division VP since 1971; on leave as Alfred P. Sloan Fellow at Massachusetts Institute of Technology, 1969-70, receiving MS in management; m. Gerie McLaughlin of Kansas City, Kan., 1953; children: Cathy, 16 and Carol, 12.

a mobile unit traveling to Army posts throughout the country to demonstrate the use of television for informational and educational purposes.

He joined RCA in Camden in 1957 following his release from service and has remained there continuously for the past 16 years. Mr. Vander Dussen's upward climb was gradual but steady. He moved from broadcast equipment salesman to district sales manager in 1962; national sales manager from 1965 to 1967; manager of engineering and product management, scientific instruments, 1967-69; manager, studio equipment engineering and product management, 1970-71. In the summer of 1971 he was advanced to his present post.

Mr. Vander Dussen's elevation to increased responsibility at RCA was pre-announced in 1969 when he was chosen an Alfred P. Sloan Fellow for a year of study at the Massachusetts Institute of Technology. In 1970 he received a degree of master of science in management.

"The year at MIT was a most challenging and rewarding experience," he says. "There were about 50 in the class from all over the world, including two

executives from Russia. We came from diversified business backgrounds, and it was interesting to compare notes on different ways of doing business."

The subject of his thesis at MIT was "Corporate Growth Patterns" and entailed interviews with executives at leading companies. It concentrated on companies that had achieved long-term growth. "Among the factors I found similar among companies that had sustained growth were highly motivated workers and fixed goals," he says.

In his present position, Mr. Vander Dussen is responsible for RCA's radio-TV broadcast and closed-circuit television equipment business, including sales, product management, engineering and support activities. Among the products involved are live and film color cameras, film projection equipment, video and audio tape recorders, audio microphones and audio and TV consoles, antennas and transmitters for AM, FM and TV; switching, distribution and synchronization equipment; automation equipment, cartridge videotape recorders, and cartridge film projectors.

The economic recession and the loss of cigarette advertising in 1971 led to a drop in the incomes of radio and television stations and a resultant slow-down in the purchase of new broadcast equipment, according to Mr. Vander Dussen. He says this decline led RCA to reappraise its future course of action in the broadcast-equipment sector.

"We know there is greater pressure on our customers—the local stations—to do more in the area of local programs, special events and electronic journalism," Mr. Vander Dussen noted. "It is our objective to provide broadcasters with equipment that is lighter, more reliable and flexible and designed to tie in with existing systems. And it is important that these products be provided at prices broadcasters can afford."

As part of its internal self-examination, Mr. Vander Dussen says, RCA decided to accent more heavily its involvement in such areas as CATV, pay TV and corporate communications.

Mr. Vander Dussen is sanguine over prospects for improved business in 1973. He points out that 1972 results were substantially better than 1971 and the picture is bright for this year.

He seems to know every nook and cranny of RCA's complex in Camden. He acknowledges there were reports several years ago that RCA might abandon its Camden site because the area generally has experienced the blight that has eroded many inner cities.

"The company has spent several million dollars refurbishing a good part of our facilities," he remarked. "And we are continually improving the plants. It's people that make a company and I think our staff here, loyal and well-trained, would be difficult to replace if we relocated."

Editorials

The price of survival

The licenses of the *San Francisco Chronicle's* KRON-FM-TV have at last been renewed on a 6-to-1 vote of the FCC. After three years of hearing, the stations have been vindicated, and the complaints of two former employes who were responsible for the proceeding have been discredited, but it is a tempered victory for the licensee and no victory at all for justice.

The case is another illustration of the imbalance now prevailing whenever any licensee is challenged on renewal. It cost KRON uncounted man hours of executive and staff time and who knows how much money in legal and associated expense to dispute the charges that were ultimately proved groundless. Arrayed against it were an FCC Broadcast Bureau that is supported by license fees and taxes, and "public-interest" lawyers supported by foundation grants.

As matters now stand, the deck is stacked against any licensee who is attacked by a complainant who can draft the services of a "public-interest" lawyer (or who may be drafted by the lawyer, as has obviously been done). The example of KRON will be another reminder that the deserving station may withstand attack, but only at huge cost. It is not an example to stiffen the backs of licensees who are offered a compromise to avoid going to a hearing.

This is not to say that the imbalance should swing the other way to provide excessive shelter to the broadcaster. If the FCC is to protect the public interest, as the law instructs it to do, it must pay reasonable attention to the public's complaints. The problem is to restore an equity that has been lost since the emergence of foundation-funded lawyers who must recruit new clients and create new causes to justify new grants.

Halftime

The *Congressional Record* for May 8 contained a speech by Senator Strom Thurmond (R-S.C.) saluting broadcasters in recognition of National Radio Month, which he said was going on now. National Radio Month? The senator's reference was the first some of us had heard of it.

The National Association of Broadcasters sent a promotion kit to 4,000 stations and says it has evidence of enthusiastic use. The kit contains a speech for broadcasters to give, accompanied by a furnished sound track. It also contains jingles recorded by Mac Davis, Glen Campbell, Roger Miller and Josh Richman and announcements to be read on the air. Not much of this material has come to the attention of our staffers whom we asked about it.

National Radio Month is half gone. In the time remaining, broadcasters ought to give it half a chance.

In cold type

There has to be rousing approval of the award of the top Pulitzer prize to the *Washington Post* for its months-long Watergate investigative reporting. Nor can the award to the *Washington Post's* David Broder for his superlative political commentaries be faulted.

Yet the Pulitzer awards, under still antiquated criteria, do not relate to modern journalism, or to the full range of media and art forms. On the Watergate, for example, we are certain the *Post* staffers would cite Mrs. Katharine Graham, the *Post's* publisher, for top honors. She persevered in the face of White House denials and economic threats, expressed and implied, to her newspaper, to *Newsweek* and particularly to her broadcast

properties, two of which, WJXT-TV Jacksonville, Fla., and WPLG-TV Miami, are being challenged on renewal by groups obviously inspired politically.

We have commented almost annually on the no-see, no-hear, no-talk posture of the Pulitzer donors in regard to radio and television. For a twinkling last week we saw a breakthrough when the first dispatches moved on the press association wires. Mention of television was made, but, it was a mirage—an award for criticism of television.

Well, maybe some day, when the late Joseph Pulitzer's famous daily, the *St. Louis Post-Dispatch*, is produced and delivered electronically, alongside the equally distinguished Pulitzer stations—KSD-AM-TV—Mr. Pulitzer's heirs and assigns will tune into the fast-fading 20th century and catch up with the times.

Overstaffed

The new license-renewal procedures adopted by the FCC two weeks ago will add to the broadcaster's paperwork burden without subtracting any of the disadvantages licensees now face if challenged at renewal time. For television stations the requirement of an annual program report is a special burden. No matter how strongly the FCC may disavow intentions to use it for scrutiny of individual stations, the annual report will inevitably become the next thing to annual review of licensees whose license term is supposed to run to three years.

Still, the new rules could be worse and would have been if the plan of the original architect had been accepted without change. Dr. Barry Cole, an academic type who has found a lucrative off-campus career as consultant to the FCC on renewal modifications, drafted considerably more burdensome regulations than the FCC ultimately bought. There is talk now about his staying on to assist in the clearance of the new reporting forms by the Office of Management and Budget and perhaps beyond that to help in the construction of a new radio license-renewal form.

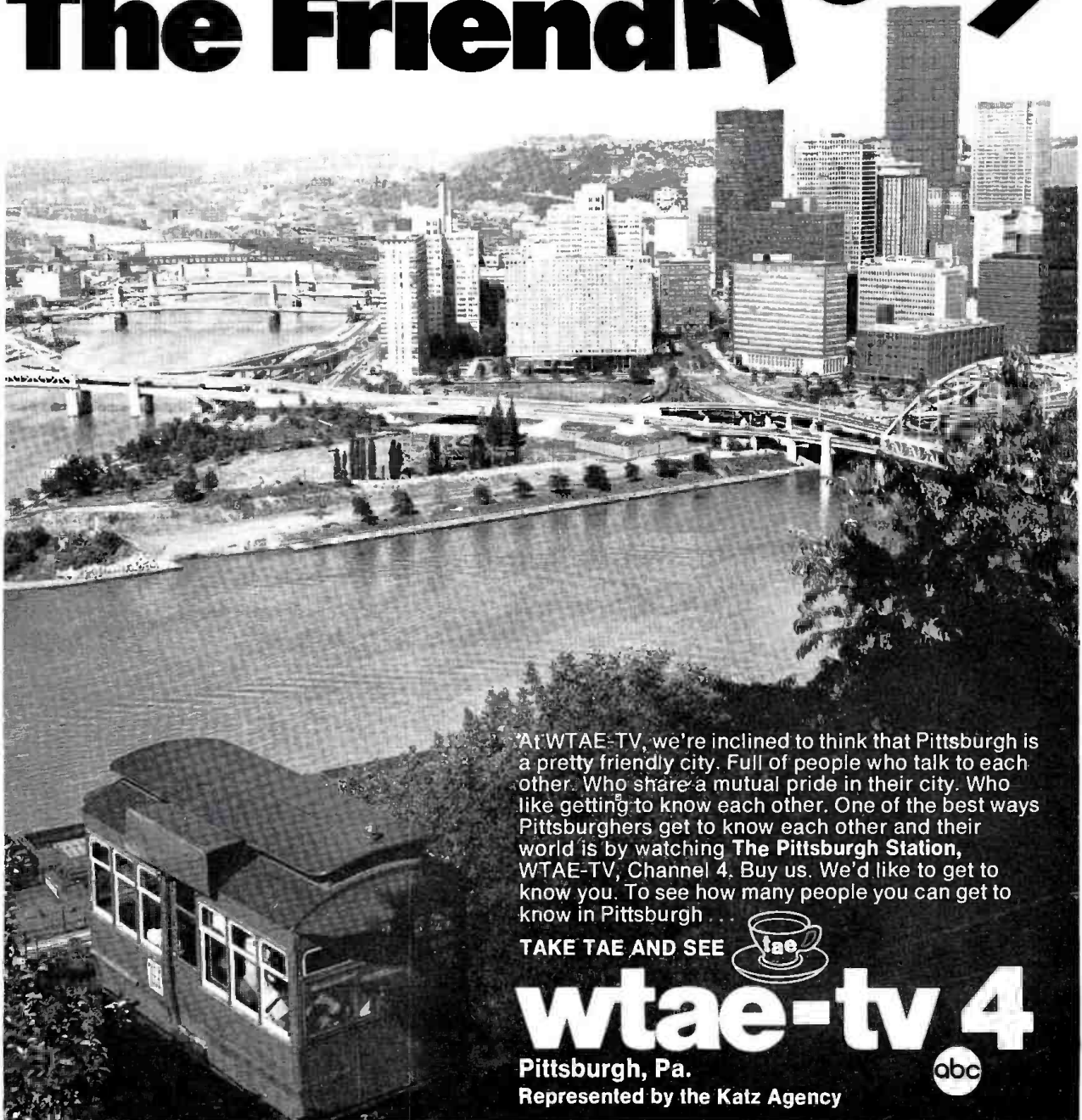
If the new radio form is to achieve the commission's professed aim to shorten and simplify paperwork, Dr. Cole is not the man for the assignment. To prolong his consultancy would be to perpetuate a needless expense.



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