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Jesus rock: new boy on the block in radio

# Broadcasting Aug 20

The newsw Weekly of broadcasting and allied arts

Our 42d Year 1973

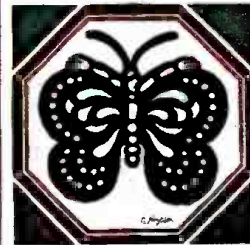


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**WPIX has won the New York  
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**Some things speak for themselves.**

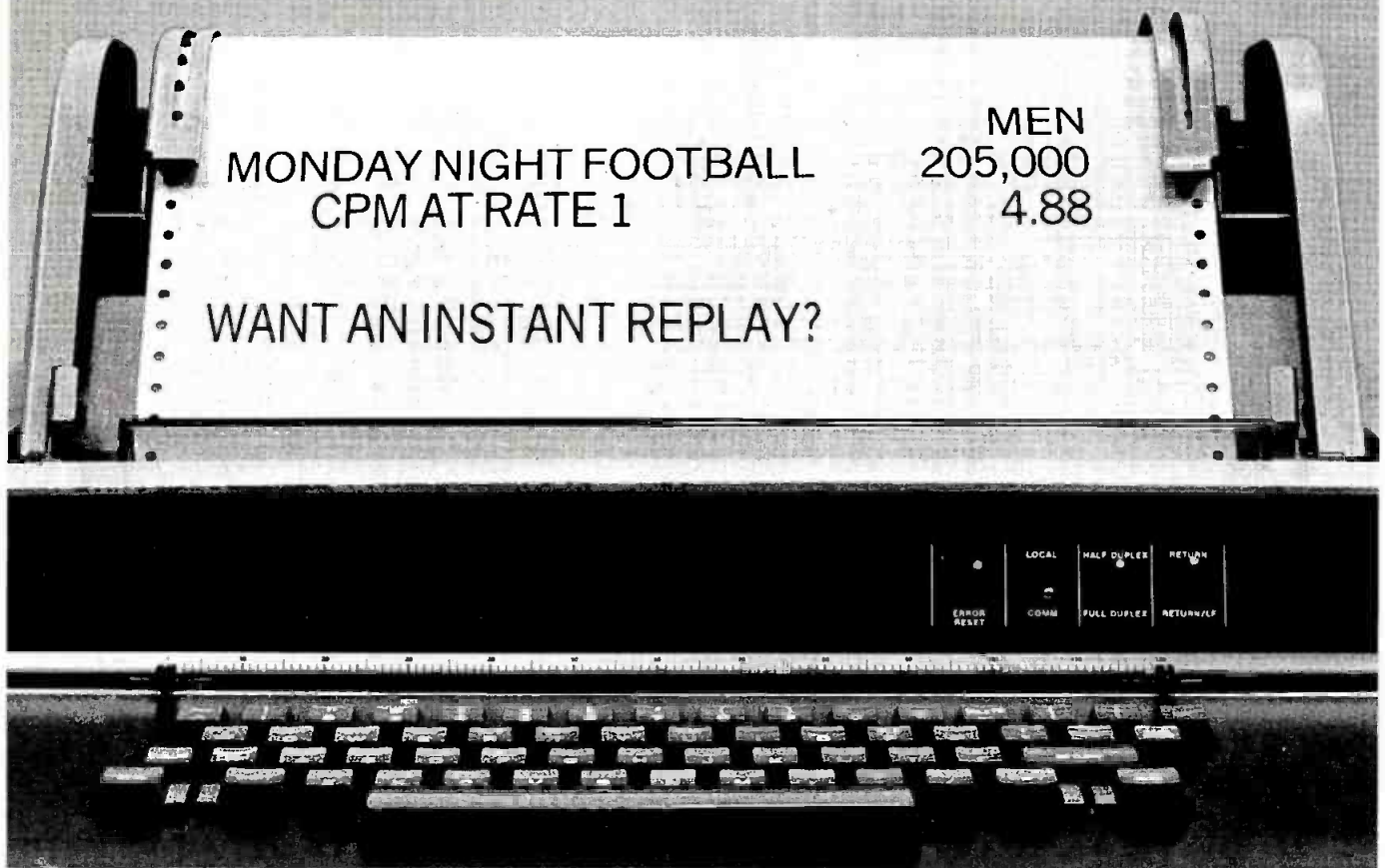
**WPIX  NEW YORK**

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Their computer said:  
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# Closed Circuit®

## Buyers' guide

Bullish outlook for broadcasting stocks is making rounds under auspices of Andresen & Co., Wall Street investment firm, which prepared it. Study deals with entertainment segment of leisure-time market, concludes this segment will experience rapid revenues and earnings growth this year and next and that "broadcasters appear to offer the best combination of intermediate and long-term growth potential." Records and tapes, amusement parks and scenic attractions are felt to offer, along with TV and radio, greatest intermediate-term growth prospects, with cable and cassette TV holding out longer-term opportunities.

In sales, Andresen study predicts broadcasting will continue to grow faster than other media, with 10.9% increase this year and 8.4% next year (1974's general economic outlook, in Andresen judgment, is "more modest" than 1973's). It estimates expenditures in network TV rose 13% in 1972, will go up 11.1% this year and 6.8% next; spot TV, up 15.5% in 1972, 10.4% in 1973, 6.5% in 1974, and local TV, up almost 24% last year, another 17.6% this year and 12.1% in 1974. In radio, spot is estimated as slightly down in 1972 but up around 5.8% this year and 5.4% in 1974; network, up 11.1% last year, 7.1% this year and 6.7% in 1974, and local is seen as increasing its 70% share of radio dollar with gains of 7.9% in 1972, 7.1% this year, 8.5% in 1974.

## Watergate a hit

Preliminary noodling by Television Information Office over Nielsen network TV ratings indicate viewing of three commercial networks' coverage of first phase of Senate Watergate hearings came to about 1.5-billion home hours. That looks to be about 8%-9% more than is usually attained by regular daytime entertainment that Watergate coverage preempted, according to TIO sources, who are making detailed study. Phase One of Watergate hearings covered 37 days, with full live coverage by commercial networks totaling more than 319 hours of air time (BROADCASTING, Aug. 13).

## Dividing cable controls

Final report of FCC's cable-TV federal-state-local advisory committee, comprising industry and nonpartisan representatives, will be concluded within two weeks for Sept. 1 submission to Chairman Dean Burch. Among high points of committee's recommendations: federal assumption of jurisdiction over pole and conduit arrangements; minimum FCC promulgation of CATV technical standards, allowing for more stringent regulation at local level, with provision for oversight by commission; joint federal-local jurisdic-

tion of crossownership, but with minimum FCC participation; FCC adoption of technical and procedural standards on interconnection; delegation of franchising authority to local officials; redefinition of maximum-franchise standards (FCC rules now set 15-year maximum) giving local authority latitude within 15-25 year range.

Major issue yet to be resolved is whether committee should opt for "dualism" concept of regulation (involving FCC and either state or local authorities—local jurisdiction would be defined on local level) or three-tier system, allowing for input on federal, state and local levels. Advocates of former approach include National Cable Television Association Chairman Amos Hostetter, of latter, Frank Young of National League of Cities.

## Handicap

NBC-TV programmers say they're worried about Democratic Party's telethon's getting their new season's Saturday-night schedule off to flying stop against CBS's Saturday comedy line-up (*All in the Family*, *MASH*, *Mary Tyler Moore*, *Bob Newhart*, and *Carol Burnett*) and ABC-TV's frontloading of big box-office movie, "Irma La Douce," with Jack Lemmon and Shirley MacLaine (8:30-11 p.m., NYT). Democratic fund-raiser runs from 7 p.m. to 2 a.m., Sept. 15-16. NBC's attempt to bounce back on following Saturday, Sept. 22, with Paul Newman's "Cool Hand Luke" movie (9-11 p.m.) could be undercut by half-hour-earlier start of another ABC blockbuster movie, "Rosemary's Baby" (8:30-11 p.m.).

## Oped

One of CBS-TV's original affiliates and of CBS News's harshest critics is at his criticism again. Charles Crutchfield, president of Jefferson Pilot Broadcasting (WPBV-TV) Charlotte, N.C., among other properties) has made "wide distribution" of pamphlet matching transcripts of ABC and CBS coverage of General Services Administration's report on \$10 million in government expenditures at President Nixon's San Clemente and Key Biscayne homes. Report matches Howard K. Smith's and Steven Geer's pieces on ABC against Dan Rather's on CBS in early-evening news Aug. 6.

Covering message from Mr. Crutchfield says, in part: "In reading the ABC report by Howard K. Smith, the \$10-million expense (in my judgment, at least) seems justified. The CBS Dan Rather report, however (which was really just as accurate as the ABC report), chose different quotes from the GSA administrator's statement and included little, if any, explanation for the expense."

## Recycling

Signs of nostalgic interest in radio drama, as exemplified by upbeat in syndication sales of soap operas out of vaults, are prompting CBS Radio to think seriously about introducing new made-for-radio-now dramatic serial. Himan Brown, leading producer of soaps in radio-network heyday, is said to be at work on project. One new twist: Serial may be scheduled seven days a week, instead of traditional five.

## Prices safe

Network students of government's Phase Four economic policy say that, despite any agency-advertiser claims of uncertainty, one thing is now clear as can be: Rates in new-season contracts signed before June 1 are valid through end of 1973. Foote, Cone & Belding, for one, has publicly challenged network position on rates, saying "nothing" is known about Phase Four's effects (BROADCASTING, Aug. 13), and network sources themselves initially were unsure. But since then it's become clear, one said last week, that "whatever uncertainties there are, there is one thing certain": Pre-June contracts are valid.

Substantial batches of 1973-74 season agreements were set before June. They and many of those written since call for rates appreciably higher than year ago (BROADCASTING, July 16). Phase Four's effects on contracts written since June 1 are somewhat hazier, some network sources think, though they believe that, at worst, average fourth-quarter 1972 prices will apply.

## Everything for sale

John Blair & Co., major broadcast-station representative and graphics manufacturer, is offering new multimedia package for advertising-marketing by radio, television and direct-response media. Blair will arrange schedules on radio and television stations plus direct mailings, envelope insertions in newspapers, lithographic services covering circulars, folders, inserts and booklets. It says it can do it on national, regional or smaller scale and use any combination of vehicles.

## NCTA thinks small

In effort to assuage dissident small-system operators, National Cable Television Association board has created Small Operators Committee, with Jim Davidson, owner of Community Antenna Inc., Batesville, Ark., as first chairman. Few weeks ago, smaller independents established Community Antenna Television Association.



# At Deadline

## Pettit assails discrimination against broadcaster

**FCC general counsel says radio-TV deserves same protection as print, contends 'scarcity of spectrum' argument no longer holds water**

FCC General Counsel John Pettit declared Friday (Aug. 17) that government should abandon distinction between print and media it makes when applying First Amendment protection. In process, he asserted that "experiment in de-regulation" of radio, aimed at eliminating what he acknowledged as Washington's discrimination against broadcasters under this distinction, might now be in order.

"What I am suggesting," Mr. Pettit told meeting of Utah Broadcasters Association, "is that we approach the task of re-regulation with an open and inquisitive mind, free of the constraints of 'settled' regulatory approaches, and free of the notion that the 'old' is the only or at least the best way."

Mr. Pettit said government traditionally has based its stringent regulation of broadcast media on proposition that spectrum space is scarce commodity, and that broadcasters, therefore, must be regarded as public trustees subject to heavy policing. But, he questioned, "how really scarce is that commodity anymore?" In light of the fact that most communities, even the smaller ones, are served by more broadcast services than newspapers, "limited" would be a better word than "scarce." This, Mr. Pettit said, invites further question.

Mr. Pettit also said there are other episodes of discrimination against broadcasters besides those involving fairness doctrine. He named: ban on military recruitment ads; prohibition against cigarette commercials; spending limits in broadcasting for political candidates and lowest-unit-rate requirements for political broadcasts, and "reasonable access" requirements for all candidates for public office imposed on stations.

Why does discrimination exist, if there is no scarcity of either print or broadcast outlets? If there is logical answer, Mr. Pettit stated, it lies in broadcast's superior "impact." And when one talks of impact, Mr. Pettit charged, we come "dangerously close" to suggesting that government regulation of speech is particularly warranted when "the mode of speech is especially effective. Under this line of reasoning, I suppose one could justify regulating Patrick Henry's speech . . . while de-regulating Nick Johnson's speech on the *Dick Cavett Show*." "I for one," he said, "am not

sure our reasons are good enough." Nor is "scarcity" rationale "a sturdy enough base upon which to rest the current superstructure of broadcast regulation."

FCC general counsel said difference between print and broadcast may be "more apparent than real." This is especially true, Mr. Pettit said, in light of fact that print interests, themselves, have recently been moved to question extent of their own protection under First Amendment. And this, he said, is not due to sympathy for broadcasters. "Their concern, I suggest, may be the product of what might loosely be called a deathbed conversion."

Catalyst here, he said, is Florida Supreme Court's decision last month that *Miami Herald* must make space available to political candidate who had been attacked on paper's editorial page (BROADCASTING, July 23). What is being suggested here is introduction of fairness doctrine for print. And if this proposition is violation of the First Amendment, as *Herald* editor contends, "one might legitimately ask why the same reasoning shouldn't hold true for broadcasting. What, really, is the difference?" Perhaps, Mr. Pettit suggested, in light of current FCC re-regulation inquiry and Florida case, "we ought to take another look."

## Georgia Tech to sell WGST; reason sparks local dispute

Georgia State Board of Regents has invited bids for purchase of WGST(AM) Atlanta, which has been operated by Georgia Institute of Technology since being donated to school by *Atlanta Constitution* 50 years ago. Regents claim reason behind move is financial, but station officials and local media are complaining that facility has been and is operating in the black.

Regents are reported to have predicated decision on belief that only way WGST could operate profitably would be by abandoning its adult format and start playing "that wild rock-and-roll music"—step they view with antipathy.

However, WGST Manager Jack Collins claims that station has made profit of between \$75,000 and \$175,000 each year, and that it has reserve of several hundred thousand dollars in bank certificates.

Nevertheless, board's decision appears final. Advertisements seeking buyer for WGST availability have been placed in local and national publications.

One of severe local criticisms of board's decision came in Aug. 14 editorial in *Constitution*. Paper accused public officials of being "vague and ambiguous" about revealing station's operating figures

and stated: "If the Board of Regents is determined to dispose of the property to the highest bidder without regard to background or intent, we look to the FCC to guard the public interest—and eardrums—from unwarranted assault."

## Westin promises blockbuster by ABC News in October

Av Westin, vice president and director of TV documentaries for ABC News, said last week that "a major labor union" has opened its files to network's reporters and that industry corruption these files display "leads all the way up to the Committee to Re-Elect the President."

"If I say anything more about this report we're working on, I'll be jeopardizing people's lives," Mr. Westin added. He spoke at luncheon meeting of New York chapter of the Academy of Television Arts and Sciences Thursday (Aug. 16). Report (to be televised by ABC Thursday, Oct. 18, 9 p.m., NYT) will be one of 12 "ABC News Close-Up" documentaries to be aired in prime-time during 1973-74 season.

"ABC has decided to make waves this year, and the purse strings have been opened to our documentary units," Mr. Westin said. "Right now, when you think of topical, investigative reporting on TV you think of *CBS Reports* and the NBC *White Papers*. By the end of next season, I hope *ABC News Close-Up* will be added to that list."

"Watergate has provided the impetus for a new wave of documentaries," Mr. Westin concluded, "and we intend to make the most of it."

## UCC gets into move to reopen Jackson case

United Church of Christ's Office of Communications has entered fight to have hearing on Jackson, Miss., channel 3 (WLBT) reopened. Church, in cooperation with local citizen group, Community Coalition for Better Broadcasting, asked commission last week to remand case to administrative law judge for further hearing. Pleading follows similar request last month by Civic Communications Corp., applicant for channel 3, which would be disqualified under initial decision issued in case last April.

FCC Judge Lenore Ehrig has recommended that channel, formerly occupied by Lamar Life Broadcasting Co., be awarded to Dixie National Broadcasting Co., which is partly owned by Dixie National Insurance Co. But, in petition last week, United Church said Dixie might not be qualified for two reasons: limited black participation if firm fails to insure



nondiscrimination policy, and business activities of Rubel Phillips (Dixie second largest stockholder) could preclude award to that firm. Church's charges with respect to Mr. Phillips were similar to those made in Civic petition (BROADCASTING, July 30). They centered around his involvement with Stirling Homex Corp., now bankrupt firm under investigation by Securities and Exchange Commission. One new aspect in Church brief alludes to fact that Mr. Phillips has been accused of making private Stirling Homes plane available to Watergate figures John Mitchell and Frederick LaRue, in their capacities as officials for Committee to Re-Elect President. If charges are true, Church pointed out, they may indicate violation of Federal Corrupt Practices Act.

## NCCB goes to FCC on 'Skull', 'Maude' tiffs

National Citizens Committee for Broadcasting has asked FCC to investigate decision by 184 CBS-TV affiliates not to show antiwar drama *Sticks and Bones*. Citizens Committee contends that stations forfeit their right to licenses "if they persistently avoid controversial issue programming in favor of bland and homogenized fare."

*Sticks and Bones*, program about bitter homecoming of blinded Vietnam veteran, was postponed last March when it coincided with release of American war prisoners. CBS President Robert Wood, however, promised to reschedule broadcast at more suitable time. NCCB complaint also raised questions about affiliates who refuse to broadcast abortion episodes of *Maude*. In connection with *Maude*, NCCB suggested that affiliates have failed to satisfy affirmative obligation under fairness doctrine to present vigorous and "partisan" programming on abortion controversy.

NCCB attorney Tracy Westen asked commission that copy of complaint be associated with each affiliates renewal file and that if program rejections reflected station policies of turning down

controversial programming, then it should be counted against licensee at renewal time.

## Senate expected to okay Hanford FTC appointment despite consumer protests

Elizabeth Hanford, deputy director of White House Office of Consumer Affairs, was nominated last week by President Nixon to succeed Federal Trade Commissioner Mary Gardiner Jones whose seven-year term expires Sept. 26. Although opposition to Miss Hanford's appointment surfaced prior to announcement, Senate confirmation appears likely. Senator Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee which oversees FTC appointments, said Miss Hanford's nomination was acceptable to him, according to aide.

Several consumer groups, among them National Consumers Council, criticized choice, contending that White House "insider" lacked strong pro-consumer voice that groups had requested in naming replacement for Ms. Jones. Consumer Federation of America, however, indicated it will support appointment, and is "pleased" with nomination, according to Judy Jackson, executive director.

Miss Hanford, Republican, has been deputy director under Virginia Knauer since 1971 and before that was associate director for legislative affairs then executive director. She holds law degree from Harvard.

Commissioner Jones who has served in FTC post since 1964, will join faculty of University of Illinois, Champaign-Urbana, as professor in schools of business and law.

## OTP wants land mobile put in 900-mhz band

Office of Telecommunications Policy has submitted to FCC Chairman Dean Burch proposal for utilization of spectrum space (900-mhz band) by land-mobile radio services. Issue is now under consideration in commission rulemaking proceeding (Docket 18262).

Proposal calls for allocation of 40 mhz bandwidth to all land-mobile services on competitive, first come-first served basis. OTP feels this approach would facilitate development of new services and technologies. Another portion of spectrum (approximately 14 mhz) would be reserved for telephone common carriers. Substantial portion of available space would be held in reserve for future allocation under OTP plan.

## Geneve proceeds with buy

Geneve Corp., New York, announced Friday (Aug. 17) that about 860,000 shares of common stock of Cable Funding Corp., New York, has been offered for sale pursuant to Geneve's tender offer of \$12 per share (BROADCASTING, Aug. 13).

Geneve, privately held investment

company, had offered to purchase 400,000 shares and has option to purchase any shares in excess of 400,000 on pro-rata basis after final count of shares validly tendered is made. Geneve's tender offer followed U.S. District Court at Wilmington denial of motion by Coaxial Communications Inc., Sarasota, Fla., to restrain tender.

Earlier same court had issued temporary order restraining tender offer of Coaxial Communications for Cable Funding stock at \$10 per share. Cable Funding has 926,000 shares outstanding.

## In Brief

**Faust to Bartell.** Louis Faust, one-time high executive with John Blair & Co. and Capital Cities Broadcasting and recently vice president, marketing and sales development, Compu/Net Corp., Pasadena, Calif. (operating from New York office), is moving to Bartell Media Corp. as executive vice president on Aug. 27.

Compu/Net, computer-based service to radio-TV stations, has no successor as yet for Mr. Faust. **Deal closed.** Agreement whereby Tele-Communications Inc. acquired all shares of FCB Cablevision Inc. from Foote, Cone & Belding has been formally closed (BROADCASTING, April 9).

Acquisition was for undisclosed amount of Tele-Communications shares. **Kandoian to CTAC.** Cable Television Advisory Committee, advisors to FCC, has selected Armig Kandoian, director of Office of Telecommunications in the Department of Commerce, as its executive secretary. Announcement ends six-month search for committee's new top administrative post.

**Police beat.** Jack Cato, KPRC-TV Houston police reporter who broke story Aug. 8 on what evolved into discovery of mass-murder of 27 youths in homosexual crimes (see page 25), awarded \$250 bonus by Jack Harris, KPRC-TV president, himself former newsman. **Back to college.** H. Michael Mann, director of Federal Trade Commission's Bureau of Economics, resigned to return to Boston College as professor of economics. Assistant bureau director James Mack Folsom assumes acting director post today (Aug. 20).

**Bobby & Billy Jean via satellite.** Worldvision Enterprises Inc., New York, has acquired overseas distribution rights to Billy Jean King-Bobby Riggs tennis match Sept. 21. Worldvision will sell contest live via satellite and on delay basis by video tape in markets around world. **Toy account moves.** Lesney Products Corp., Moonachie, N.J., has appointed Levine, Huntley, Schmidt, New York, as agency for its miniature model autos, toys and games. Account is expected to bill \$600,000. Major portion of 1974 budget will go to spot and network TV. Former agency was D'Arcy, MacManus & Masius, New York.

## Headliner



Mr. Zeifang

**Donald P. Zeifang**, partner in Washington communications law firm of Dow, Lohnes & Albertson, joins staff of National Association of Broadcasters as VP, government relations. Mr. Zeifang will assist Grover Cobb, NAB's senior executive VP for government relations.

# The Mike Douglas Show is doing a number in Indianapolis. Number 1.



When it comes to young women (18-49), The Mike Douglas Show is #1 in Indianapolis. It's also #1 in many other markets, both large and small—Jacksonville, New York, Spokane, Grand Rapids, Philadelphia, Pittsburgh, and the list goes on and on.

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

Source: ARB May 1973. Audience estimates are subject to qualifications available on request.

## Datebook®

■ Indicates new or revised listing.

### This week

Aug. 20—Cable television workshop, sponsored by Fairleigh Dickinson University, Florham-Madison (N.J.) campus.

■ Aug. 21—August meeting, Northern California Cablecasters Association, Western TV Cable, San Francisco.

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

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

Aug. 25-28—Annual fall meeting, West Virginia Broadcasters Association. Featured speakers include: Robert E. Lee, FCC commissioner; Richard J. Shiben, chief, renewal branch, FCC. Greenbriar, White Sulphur, W. Va.

### Also in August

Aug. 27—Deadline for applications, public television promotion awards, sponsored by Corporation for Public Broadcasting.

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

### September

Sept. 4—Extended deadline for filing comments with FCC on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, part 1, sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

Sept. 4-7—National Conference on Public Relations in Public Television. Coppley Plaza hotel, Boston. Scheduled events include presentation of Corporation for Public Broadcasting's annual promotion awards.

Sept. 7-8—Regional Radio Television News Directors Association seminar, University of Michigan, Ann Arbor.

Sept. 7-8—Southeastern regional conference, boards of directors from Alabama, Georgia, South Carolina, Florida and Mississippi broadcasters associations. Special guest: Vincent Wasiliewski, president, National Association of Broadcasters, Point Clear, Ala.

Sept. 7-9—Fall conference, Florida Association of Broadcasters, in conjunction with Southeastern regional broadcasters conference, Grand hotel, Point Clear, Ala.

Sept. 7-10—Sixth annual Atlanta International Film Festival: Award categories include: features, documentaries, short subjects, experimental, TV commercials and TV productions. Stouffers Atlanta Inn and Fox Theater, Atlanta.

Sept. 8—Regional seminar, Radio Television News

### Major meeting dates in 1973-74

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. 14-18—1973 seminar, Broadcasters Promotion Association, Sheraton Cleveland hotel, Cleveland.

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

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

Feb. 17-24, 1974—1974 conference, National Association of Television Program Executives, Century Plaza hotel, Los Angeles.

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

April 21-24, 1974—23d annual convention, National Cable Television Association, Conrad Hilton hotel, Chicago.

Directors Association, University of Michigan, Ann Arbor.

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

Sept. 12—Radio Advertising Bureau sales clinic, Sheraton Inn Towne motor inn, Albany, N.Y.

Sept. 12-15—Silver anniversary convention, Michigan Association of Broadcasters, Hidden Valley resort, Gaylord, Mich.

■ Sept. 13-14—Annual meeting, Ohio Association of Broadcasters. Speakers include Representative Samuel Devine (R-Ohio), ranking minority member of House Commerce Committee, and Herb Jacobs, board chairman, Telecom Associates, Neil House, Scioto Downs.

Sept. 14—Annual FCC newsmaker luncheon, International Radio and Television Society. Scheduled speaker: FCC Chairman Dean Burch, Waldorf-Astoria, New York.

Sept. 14-18—AWRT Northeast area conference, Marriott hotel, Boston.

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

Sept. 16-18—Nebraska Broadcasters Association annual convention. Speakers include: FCC Commissioner Benjamin Hooks, FCC General Counsel John W. Pettit and Washington communications attorney Edwin G. Krasow, Holiday inn, Kearney, Neb.

Sept. 17—Extended date for filing comments with FCC in matter of practices of licensees and networks in connection with broadcasts of sports events (Doc. 19773).

Sept. 17—New deadline for entries in Broadcasters Promotion Association/Television Information Office promo spot awards competition.

Sept. 17-20—Washington Journalism Center conference, "The Media: Mirror or Torch?" dealing with role of the press in Watergate, First Amendment rights of newsmen, shield laws, news councils, government secrecy and broadcast regulation, Watergate hotel, Washington.

Sept. 17-20—Annual convention of National Association of Theatre Owners, with motion picture and concessions industries trade show, Hilton hotel, San Francisco.

Sept. 18—Radio Advertising Bureau sales clinic, Cplonnade, Boston.

Sept. 18—Radio Advertising Bureau, sales clinic, Prom-Sheraton motor inn, Kansas City, Mo.

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

Sept. 19—Radio Advertising Bureau sales clinic, Sheraton Cadillac, Detroit.

Sept. 19—Radio Advertising Bureau sales clinic, Sheraton Oak Brook, Chicago.

Sept. 19-21—Video Publishing Year IV, conference in conjunction with Video Expo IV, Commodore hotel, New York.

Sept. 19-21—Annual meeting, Minnesota Broadcasters Association, Kahler hotel, Rochester.

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

Sept. 20—Radio Advertising Bureau sales clinic, Sheraton motor inn Bloomington, Minneapolis.

Sept. 20—Radio Advertising Bureau sales clinic, Sheraton Valley Forge, Philadelphia.

Sept. 20-21—1973 broadcast symposium, Institute of Electrical and Electronics Engineers, Washington hotel, Washington.

Sept. 21-23—AWRT Southern area conference, Holiday inn, Rivermont, Memphis.

Sept. 21-23—Annual meeting, Maine Association of Broadcasters, Sebasco Estates, Sebasco.

Sept. 23-25—Annual meeting, Louisiana Association of Broadcasters, Marriott hotel, New Orleans.

Sept. 25—Radio Advertising Bureau sales clinic, Sheraton Jet Port inn, Orlando, Fla.

Sept. 26—Radio Advertising Bureau sales clinic, Sheraton Biltmore, Atlanta.

Sept. 27—Radio Advertising Bureau sales clinic, Sheraton motor inn, Greensboro, N.C.

Sept. 27-30—Joint fall meeting, Missouri and Illinois Broadcasters Associations. Speaker: Benjamin

Hooks, FCC Commissioner. Stouffers inn, St. Louis.  
 ■ Sept. 28-30—AWRT West Central area conference. Eddie Webster's inn, Des Moines, Iowa.  
 Sept. 28-Oct. 3—VIDCA, International market for videocassette and videodisc programs and equipment. Festival palace, Cannes, France.  
 Sept. 30-Oct. 2—Annual convention, Nevada Broadcasters Association. Kings Castle, Lake Tahoe, Nev.  
 Sept. 30-Oct. 3—Annual convention, Institute of Broadcasting Financial Management. Marriott hotel, New Orleans.

## October

Oct. 1—Extended deadline for filing reply comments with FCC in matter of ascertainment of community problems (Doc. 19715).  
 Oct. 1-4—National Premium Show, Hall-Erickson Inc., managing director. McCormick Place, Chicago.  
 Oct. 2—Radio Advertising Bureau sales clinic. Sheraton Inn Airport, Pittsburgh.  
 Oct. 3—Radio Advertising Bureau sales clinic. Sheraton Gibson, Cincinnati.  
 Oct. 4—Radio Advertising Bureau sales clinic. Sheraton International conference center, Reston, Va.  
 Oct. 4—Association of National Advertisers workshop on TV advertising: "Is Television at the Crossroads?" Speakers include network, agency and advertiser executives and FCC Commissioner Richard Wiley. Plaza hotel, New York.  
 Oct. 4-7—Annual national meeting, Women in Communications Inc. Benson hotel, Portland, Ore.  
 Oct. 5-7—Annual fall convention, Illinois News Broadcasters Association. Keynote speaker: Elmer Lower, president, ABC News. Holiday Inn, Decatur, Ill.  
 Oct. 5-7—AWRT East Central area conference. Inn of the Fourwinds, Lake Monroe, Ind.  
 Oct. 7—Second annual meeting Michigan News Broadcasters Association. Kellogg center, Michigan State University, Lansing.  
 Oct. 8-11—Electronic Industries Association 49th annual convention. Fairmont hotel, San Francisco.  
 Oct. 8-13—Annual international conference, Radio Television News Directors Association. Keynote

Speaker: Bill Small, VP, CBS News, Washington. Olympic hotel, Seattle.  
 Oct. 9—Radio Advertising Bureau sales clinic. Hilton inn, Dallas.  
 Oct. 10—Radio Advertising Bureau sales clinic. Sheraton Inn Airport, Denver.  
 Oct. 10-12—Convention, Western Educational Society for Telecommunications. Snowbird resort, Snowbird, Utah.  
 Oct. 11—Radio Advertising Bureau sales clinic. Benson hotel, Portland, Ore.  
 Oct. 12-14—AWRT Mideast area conference. Key Bridge Marriott, Roslyn, Va.  
 Oct. 12-14—AWRT Southwest area conference. Sheraton Crest hotel, Austin, Tex.  
 Oct. 14-17—Western region convention, American Association of Advertising Agencies. Santa Barbara Biltmore, Santa Barbara, Calif.  
 Oct. 14-18—Society of Motion Picture & Television Engineers technical conference. Americana hotel, New York.  
 Oct. 15-16—Fall conference, National Association of Broadcasters. Hilton hotel, Hartford, Conn.  
 Oct. 15-18—Northeast regional expo, National Cable Television Association. Granit 2 hotel, Kerhonkson, N.Y.  
 Oct. 16—Radio Advertising Bureau sales clinic. Sheraton Renton Inn Airport, Seattle.  
 Oct. 17—Radio Advertising Bureau sales clinic. Burlingame Hyatt house, San Francisco.  
 Oct. 17-18—Fall conference, National Association of Broadcasters. Marriott hotel, Chicago.  
 Oct. 17-18—Sixth AM Directional Antenna Seminar of National Association of Broadcasters. Cleveland Engineering and Scientific center, Cleveland.  
 ■ Oct. 18—Radio Advertising Bureau sales clinic. Sheraton Inn Airport, Los Angeles.  
 Oct. 18-19—Fall convention, Kentucky Broadcasters Association. Holiday inn, Frankfort, Ky.  
 Oct. 18-20—American Advertising Federation 10th district meeting. Fairmont Mayo hotel, Tulsa.  
 Oct. 19—Regional convention, Society of Broadcast Engineers. Owego Treadway inn, Owego, N.Y.

## Open Mike

### Applause for 'Playlist'

EDITOR: Your music section and "Playlist" are the most valuable services in this field that are being rendered by any print medium. Since June we have made your weekly lists the basis of our own playlists here at WANY(AM). Among other advantages of your entrance into this field is that we can be sure that you have not been directly influenced by any form of payola in your ranking of top songs.

One strong suggestion is that you put the inclusive dates of the "Playlist" in big fat type at the top of the lists.—M. Robert Rogers, president, WANY Waynesboro, Va.

(The editors welcome the comments of so knowledgeable a music and radio authority as Mr. Rogers. He is a former owner of WQMS-AM-FM Washington, whose calls stood for its pioneer "good music station" format, and has been a leading figure in that city's symphony supporters and high-fidelity circles. Mr. Rogers's suggestion regarding dating the "Playlist" is under advisement. One reason that path has not been taken to date is the difficulty in pinpointing—in terms of specific days—the effective "Playlist" week. Some stations rotate lists on a Monday-Sunday basis, others on a Tuesday-Monday, still others, perhaps, on Friday-Thursday basis. The "suspense time" for "Playlist" runs from a maximum of 14 days to a minimum of nine days preceding publication date.)

### Rediscovered

EDITOR: The response to that article ["Monday Memo," June 25] has been un-

believable. Without trying to make you feel bad, I must say I had no idea that your magazine was so well read. Because of that article I've heard from people I hadn't heard from in years.—Larry Stropes, manager, N. W. Ayer & Son, Denver.

### Object lesson

EDITOR: I do not smoke and I do not care if others do, as long as they do not blow the smoke in my face.

The powers that be have decreed that the advertising of cigarettes on television is a heinous crime and will not be tolerated. But during the past few weeks I have been treated to the spectacle of lawmakers and their cohorts puffing away on pipes and cigars and cigarettes with almost reckless abandon—not to mention air pollution.

Is this a way of saying: "Do as we say, not as we do"?

The cigarettes were there on television, and as Jack Webb might say: "Only the names are changed to protect the innocent."

Or maybe Senator Sam might be allowed to settle the matter with "Let him without sin light the first match."—Howard E. Ray, advertising-product promotion, Hollywood.

# The Mike Douglas Show is doing a number in New York. Number 1.



When it comes to young women (18-49), The Mike Douglas Show is #1 in New York. It's also #1 in many other markets, both large and small—Sacramento, Indianapolis, Spokane, Grand Rapids, Philadelphia, Pittsburgh and the list goes on and on.

To reach the ladies, The Mike Douglas Show is your answer. Group W Productions, 90 Park Avenue, New York, N.Y. 10016. (212) 983-5081.

**GROUP W PRODUCTIONS INC.**  
 WESTINGHOUSE BROADCASTING COMPANY

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

Source: ARB May 1973. Audience estimates are subject to qualifications available on request.



# TIME

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WIIC	.....	Pittsburgh	WSOC	.....	Charlotte
WKYC	.....	Cleveland	WJRT	.....	Flint
WRC	.....	Washington	WAST	.....	Albany
WSB	.....	Atlanta	WYTV	.....	Youngstown
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The newsweekly of broadcasting and allied arts

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ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

# We've decided to quit before our time is up.

Like everybody, we're on the side of the angels:  
we don't like clutter.

So we're doing something about it.

Unlike most independents, we subscribe to the  
NAB TV Code. At the same time, we have some of our  
own, stricter, Kaiser Broadcasting standards.

For instance: the Code allows us 16 minutes of non-  
program material per hour during weekday children's  
programming. Our own standards allow only 12.

So 12 it is, without exception.

But we don't stop there. For us it's 12 minutes of  
non-program material all the time—except in feature  
films. In feature films it's less.

There are more examples. But the point, we hope,  
has been made.

At least at Kaiser Broadcasting, the angels are  
winning. And that means  
the advertisers are winning, too.

KBHK • WFLD • WKBD • WKBF • WKBG • WKBS • serving: San Francisco • Chicago • Detroit • Cleveland • Boston • Philadelphia  
Represented by Metro TV Sales



**KAISER**  
BROADCASTING COMPANY



# Monday Memo®

A broadcast advertising commentary from Alan W. Cundall, vice president and creative coordinator, Clinton E. Frank Inc. San Francisco

## Copywriter's heaven is in radio advertising

Back in the early twenties, when broadcasting was born, one of the advertising trade magazines baldfacedly predicted: "Any attempt to make radio an advertising medium would prove offensive to great numbers of people." Unfortunately, this is still true, but not quite for the same reasons.

While radio advertising has come a long way from the "Happiness Boys" starring Billy Jones and Ernie Hare, there is still an awful lot of unmitigated junk being foisted on clients and listeners alike under the guise of radio advertising. This is sad because—in my opinion—radio can be the most challenging and rewarding medium of all for the copywriter.

Let's take a fast look at six of the advantages of using radio and see if you don't agree.

First, radio has a low cost-per-thousand. And when you use radio and TV in combination, you get far more awareness than when you use TV alone. This doesn't sound like anything that would interest the gang in the creative department, but it should. It means that your message is being heard.

Second, radio is on target. And broadly selective. The advertiser can pick the markets in which he is interested and even pin-point segments within segments of any market. This means you can reach, say, Puerto Rican teen-age girls if they are the best market for your product. Radio is personal, and that's why good radio writers have one person in mind when they write.

Third, radio is ubiquitous. There are approximately 7,000 radio stations in this country. There are almost 369 million radios in the U.S., that's about two radios each, or four per home. Over 99% of all homes have a radio, which is more homes than have inside plumbing. You can send your commercial after your pre-determined target group any place they are, and that includes the kitchen, bedroom, office desk, factory work table, shirt pocket, on the tractor seat or in your car.

Fourth, radio is fast. This doesn't always delight copywriters, but radio is quick to get on the air. You can sell Toyotas the day the dock strike ends, antifreeze the hour the mercury hits freezing, or Contac when the pollen count rises. You can even dictate copy changes over the phone (but don't tell our clients).

Fifth, radio costs less to produce. You can produce a radio commercial for one-fourth the cost of producing a TV commercial—so you can go all out when you're writing for radio. Radio is an excellent way to expand a modest budget



Alan W. Cundall, 48, is vice president and creative coordinator of Clinton E. Frank Inc., San Francisco, having handled writing assignments on some 30 accounts during his five years at CEF. He began his advertising career after World War II service. Apprenticeship was in the advertising departments of several retail establishments, then to copy chief, Botsford, Constantine & Gardner; copy supervisor, Guild, Bascom & Bonfigli; copywriter, Honig-Cooper & Harrington, joining CEF in 1968. All are in San Francisco.

into a blockbuster. Radio can make a medium-sized advertiser look like a major spender in the marketplace.

Last, radio is versatile. And here's where the copywriter really shines. There are no stage or scenery costs. The actors can be as ugly as sin and there are no costume or make-up costs. The radio commercial is limited only by the boundaries of his own imagination. If you can think of it, you can do it. With a 10-second sound effect of a crowd roaring, you can picture 80,000 people at the Super Bowl game. You can conjure up visual images—colors, shapes, places, people, events, emotions—everything from Adam and Eve to the end of the world. By the same token, you can invoke sensations of smell, taste, and touch. Radio can be a lot sexier than real sex. You can show colors more vividly because no other color competes for the listener's attention. Radio is *not* an audio medium—it's visual. The audience "sees" whatever you want them to. The better you know your craft, the more they'll "see."

You've probably heard all of this, but it bears repeating. In the "Yankelovich Report," sponsored by ABC, four key elements were isolated that proved to be crucial in differentiating effective commercials from the less effective ones.

First, "meaningful content." The list-

ener must have the feeling that he has gained some informational reward out of listening.

Second, "stimulation of product-plus associations." In English, this means the ability of a commercial to arouse thoughts and feelings that relate to the commercial's central message.

Third, "identification by the listener." I.D. can be established in many ways—the use of dialogue in which the product is discussed, a straightforward presentation of the product's advantages (assuming it is creatively written), or a unique piece of music that instantly identifies the product to the listener.

Fourth, "good fit with listeners' expectations." This is obvious, but important. Commercials scoring well in the Yankelovich study fitted in with the ideas, feelings, and images the listener had already built up about the product.

None of the key elements, however, should be construed to mean that a commercial has to be hard sell-dull to sell hard.

Courtesy of the RAB, here are some guidelines for the writing of good radio copy. They should be cast in bronze and hung around the neck of every client and every copywriter.

"Know what you are writing about." Dig out the facts about the product or service you are selling, even if you have to tour the client's plant or interview his customers in their native habitats.

"Talk about customer benefits—what's in it for the customer, not the advertiser." This is so basic, it's embarrassing to have to mention it. But how many commercials did you hear this morning that sounded as if they were written by the client's mother?

"Write action words, rather than passive ones." Radio is right now. In fact, radio survived the onslaught of television because radio found imaginative ways to exploit the two areas that TV could not do better: instant transmission of news and continuous communication with the listener. Your commercial is a part of this active news milieu.

"Omit unnecessary words." There won't be any if the script is tight and the client has confidence in his agency's creative experience.

"Mention the advertiser's name as often as possible." Agreed, just so long as it doesn't overpower the rest of the message.

"Keep the message simple." The best commercials are built around a single believable idea. The tendency to try to crowd in more must be avoided like the proverbial plague.

Radio advertising doesn't *have* to "prove offensive to great numbers of people." Because—to paraphrase what a wise man once said, "There are no dull products, just dull writers."



# WILD, WILD WORLD OF ANIMALS

## GREAT, GREAT LINE-UP OF MARKETS



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ATLANTA	WSB-TV	TELEREP	MASON CITY	KGLO-TV	H-R
AMES-DES MOINES	KDIN		MIAMI	WCKT	HRP
BAKERSFIELD	KERO-TV	PETRY	MILWAUKEE	WISN-TV	BLAIR
BANGOR, ME.	WLBZ-TV	KATZ	MINNEAPOLIS	WCCO-TV	PGW
BINGHAMTON	WBNG-TV	BLAIR	NEW YORK	WABC-TV	ABC SPOT SALES
BUFFALO	WGR-TV	KATZ	PHILADELPHIA	WPVI-TV	BLAIR
CAPE GIRARDEAU	KFVS-TV	MEEKER	PHOENIX	KOOL-TV	H-R
CEDAR RAPIDS	KIIN		PITTSBURGH	KDKA-TV	TVAR
CHARLESTON, S.C.	WCSC-TV	PGW	PORTLAND, ME.	WCSH-TV	KATZ
CHARLOTTE	WSOC-TV	TELEREP	PORTLAND, ORE.	KGW-TV	BLAIR
CINCINNATI	WKRC-TV	KATZ	RALEIGH-DURHAM	WTVD	BLAIR
CLEVELAND	WEWS	BLAIR	ROCHESTER	WOKR	BLAIR
DAYTON	WLWD	AVCO	ST. LOUIS	KTVI	HRP
DENVER	KMGH-TV	KATZ	SALT LAKE CITY	KSL-TV	PGW
DETROIT	WJBK-TV	STORER	SAN DIEGO	KFMB-TV	PGW
EUGENE	KVAL-TV	H-R	SAN FRANCISCO	KRON-TV	PGW
FORT WAYNE	WANE-TV	HRP	SEATTLE	KIRO-TV	PGW
HARTFORD	WTIC-TV	HRP	SHREVEPORT	KSLA-TV	HRP
HONOLULU	KHON-TV	METRO TV SALES	SPOKANE	KREM-TV	BLAIR
HOUSTON	KPRC-TV	HRP	TAMPA	WTVT	KATZ
INDIANAPOLIS	WRTV	KATZ	TOLEDO	WTOL-TV	PGW
JOPLIN/PITTSBURG	KOAM-TV	KATZ	TUCSON	KOLD-TV	PGW
KANSAS CITY	KCMO-TV	MMT	TULSA	KTUL-TV	PETRY
LAS VEGAS	KLAS-TV	AVERY-KNODEL	WASHINGTON, D.C.	WDCA-TV	PGW
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CBS O & O	LEAKE	McGRAW-HILL	TAFT
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**ABC News**

## TV journalism: more meaning, wider range, harder work, bigger budgets

**The record speaks for itself in programs of expanding diversity as audiences get more selective and the competition heats up**

"In the early days there was a great temptation just to film the fire, the accident, the event. Now we're trying to cover what we think we should, and use film or tape if it's available. We're covering things that have more meat than we used to."

Those words came from Claude Dorsey, vice president and news director of KMBC-TV Kansas City, Mo. But they might have been spoken—and in substance often were—by TV news executives questioned in big, medium-sized and small markets throughout the U.S. News may still be a sometime thing at many stations, but in market after market it is a fundamental, solid, aggressive and flourishing commitment.

Some clues to the size of the commitment, the professionalism with which it is executed and new directions in which it may be moving were found in the outpouring of individual station case histories recounted in this special report and in a supplementary telephone canvass of TV newsmen and news specialists across the country. For example:

■ TV news, it is agreed, has become more aggressive, more mature. Along with the film of "the fire," emphasis on handout reporting is on the wane, re-directed to reporting based on digging. Hard-nosed investigative reporting is basic at many stations—and there are officials under indictment, new laws on the books, countless other irregularities that have been corrected as a result. Consumer reporting is widespread and growing as station newsmen regularly take on malpractices ranging from bait-and-switch advertising to price-gouging in many forms. One station even took on Santa Claus (and ended his practice of charging parents for letting their children sit on his lap).

■ This increased aggressiveness, in the opinion of most newsmen, reflects a growing recognition by station management



that its news operation sets a station's local image and that a good one can also be profitable. Management is more willing to spend money on news and to give the news director more recognition and say-so. There is still not as much of this as there should be, in the opinion of Ted Koop, the former CBS newsmen who is now director of the Washington office of the Radio Television News Directors Association, and certainly not all—perhaps not many—could say, as Larry Pickard of WCVB-TV Boston did, that "I have not been denied anything because it cost money." But repeatedly news directors canvassed by BROADCASTING underlined their management's commitment to news and, as Ron Handberg of WCCO-TV Minneapolis put it, "the freedom to do the job we think should be done."

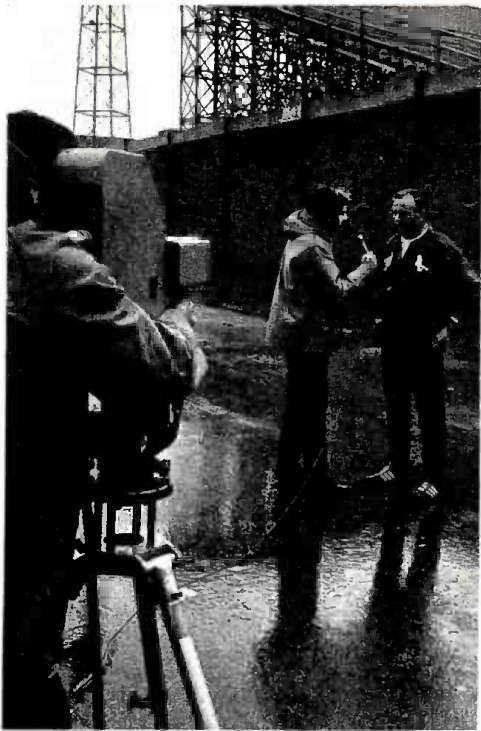
■ What's being done puts a lot of emphasis on "why as well as what," as Bill Wheatley of WBZ-TV Boston expresses it. Good news departments don't shy away from subjects merely because they're complicated. They're taking tough ones—such as Phase Four of the government's economic program—and trying to relate them to the viewer, one to one in many cases. A \$90-million city tax

increase in Philadelphia becomes "a \$37 increase for the average family of four earning \$10,000 a year" on WCAU-TV.

Lee Hanna, vice president in charge of news for the NBC-owned stations, calls it "small focus" reporting: "Instead of dealing with a big welfare problem, focus on one welfare client." Sam Zelman, director of special projects for the CBS TV stations division, who scouts for and advises the CBS-owned TV stations' news departments, puts it yet another way. The question to keep in mind, he says, is: "What does it mean to the viewer?" And in answering it, he adds, don't use "unspoken English": "Don't say the President invoked executive privilege. Say he won't let go of his papers."

As TV-news operations have expanded and matured, some of their own perspectives—and apparently those of their audiences—have changed. Peter Hoffman of McHugh & Hoffman, a consulting firm that serves broadcast clients throughout the U.S., recalls that a few years ago stations were looking for "personalities" or "stars" for their newscasts, because those seemed the main attraction for audiences. Now, he says, "content is more important" and stations are "seeking out





**Gleams in CBS's eye.** These two news innovations—one in the way of equipment, another in the TV-news environment—are being picked up by CBS O&O's around the



country. CBS Labs pioneered in the development of the portable "Minicam" camera, shown in use by WCAU-TV Philadelphia for live sports reporting. The "Minicam" is

responsible for virtually revolutionizing on-the-spot coverage, some stations have claimed. Another CBS concept—that of the studio in the newsroom—attempts to cap-

good reporters, directors, cameramen, all down the line"—and are willing to pay for them.

Moreover, in Mr. Hoffman's view, it's a good investment. For one thing, "more people are watching news more often" but in the process are also shopping around more among competing newscasts, with the result that "competition for news audiences is becoming very, very fierce." Money spent to improve operations improves the station's chances in that sort of competition. It's also likely to improve the station's bottom line, because, according to Mr. Hoffman and many others, "good" and even "decent" news operations are probably profitable operations.

"The whole news media area has grown in stature over the last couple of years," in Mr. Hoffman's judgment. He sees it not only in willingness to hire more professional personnel but also in "increased efforts to really do a job all the way"—improved graphics, emphasis on content, much more market research to determine local needs and interests, efforts not merely to report the news but to make it understandable. "It's particularly true of those that want to be number one in their markets," he says. "And if stations are really in tune with their communities, the audience picks it up."

In trying to make news as understandable as possible, newsmen are doing exactly what the viewer wants, but may be going about it wrong, according to Alfred Gruber, executive vice president of the Brand, Gruber, Stander & Co. market consultant firm. Based on more than 20,000 interviews, Mr. Gruber says, people by and large feel they're getting

too little explanation. Mr. Gruber also feels the straightforward report misses its mark. This may go against the grain of most newsmen, but he says viewers find greater interest in one-sided explanations, regardless of which way the slant runs.

His company's research, Mr. Gruber says, has identified three elements that should go into any newscast: First, there should be enough background on any particular item to let the viewer know why it was worth reporting, second, the viewer should be told what the story means and third, what it means to him. That last, he says, is particularly important in political reporting: "There is strong evidence that people want the newscaster to tell him what the issues are, what they mean and even how to vote. We found that unbiased coverage of political events is as confusing to the viewer as the event itself."

If news departments are paying more for personnel, they are also spending more to send them out after the news—not only on local news but also on regional stories, to distant cities and in a seemingly growing number of cases even to foreign countries. A corollary system, less expensive and glamorous but apparently effective, is news-trade agreements between or among stations, such as KPIX(TV) San Francisco has with KCRA-TV Sacramento and KNXT(TV) Los Angeles to augment its own coverage throughout the area. "We trade on almost a daily basis," KPIX acting news director Dow Smith reports.

Foreign travels, of course, are more exotic, certainly to the travelers. Paul Thompson of KCRA-TV Sacramento, Calif.,

one of several stations that have staffed foreign coverage, says "this might be considered one of the fringe benefits at KCRA-TV." Over the past several years, KCRA newscpeople have filmed and brought back reports from Russia, Africa, Vietnam, South America, the South Seas and elsewhere, as well as major U.S. cities.

"If a reporter decides he'd like to go to Africa, say, we confer and work it out but he makes all the arrangements," Mr. Thompson explains. KCRA-TV foots the bill. The news director sees it as good backgrounding for the reporters as well as the source of sometimes as many as 20 five-minute reports from a single country for use in the evening news.

Reports like these also serve a purpose that seems more and more on news executives' minds these days: that of achieving a distinctly different look for their news. In many markets the newscasts, particularly on network-affiliated stations, are distinguishable from one another mainly by the faces of their anchormen and reporters. In big markets especially, the events covered are essentially the same, often in essentially the same order. The need to "do something different" is compelling, and is being met in many ways—enterprise reporting, offbeat news and features, little essays.

A number of stations feature an "action line" or other ombudsman type segments that help viewers solve their problems with the monoliths of government and industry; some have introduced a "letters column," reading comments from viewers in a segment of their newscasts, a few have assigned reporters part-time or even full time to roam their areas for offbeat reports of the CBS News



ture a "news as it happens" flavor. In the WCBS-TV New York newsroom above, the news-gathering process goes on amid studio lights and cameras.

"Charles Kuralt On the Road" type—all, they say, with enthusiastic audience response.

The NBC stations' Lee Hanna is one of those searching hard for a new approach as he tries to jack WNBC-TV New York's news out of third place in the network-owned stations' ratings there. He wonders if it doesn't make sense to be "less concerned about covering everything that happens and more interested in enterprise reporting." After all, he says, "news is what we say it is—and I don't mean that arrogantly. I just mean we should get away from the standardized news judgments that make us all look alike."

One possibility he is investigating seriously is "an extended news service" for WNBC-TV that might be 90 minutes instead of the present hour in early evening, might be as much as two and a half hours or might be kept to the present 60 minutes. Mr. Hanna says he's "pushing hard" for a two-hour report (5-7 p.m.). Such a service, he notes, "would make us in television what all-news is in radio"—a concept that, coincidentally, is currently being tested by the Spanish International Network's channel 34 KMEX-TV Los Angeles in even longer form, eight and a half hours a day, with some apparent success.

One phenomenon that has given many stations' news a different look in recent years seems, in the opinion of most newsmen canvassed, to have run its course. That is the so-called "happy talk" news. This is not to say that "Eyewitness News," with which "happy talk" is often equated and from which it largely derived, has itself run its course, though

some station executives think it may be on the verge.

No such a one is Al Primo, news vice president for the ABC-owned TV stations, who was a, if not the, key figure in the development of "Eyewitness News." He emphasizes that the ABC-owned stations, all of which have "Eyewitness News" or a comparable format under another name, "are the first five-station group to be number one [in news in their markets] at the same time." "Eyewitness News" and its proper counterparts, he stresses, were developed by newsmen and are centered on news. He calls it "basic journalism told in today's contemporary terms," using "all the tools of television—lights, cameras, visuals, everything—to bring the news in a clearer, simpler, more understandable way."

Its weakness, in his opinion, is that "it has been imitated poorly" by stations that "lost sight of the key element, which is journalism." The blazers, the music and especially the kidding among air people undoubtedly have been overdone by too many imitators and allowed to overshadow the news, but it is equally clear that the concept has left its mark on many stations that make no pretense to the "Eyewitness" format as well as those that do. That is a more relaxed approach, camaraderie, kidding back and forth, particularly between anchor people and the weather and sports reporters. "A casual news format," Don Spain of WSM-TV Nashville calls it (speaking for vacationing News Director Dave Daugherty). "We've tried to humanize the news," says David Riggs of WSB-TV Atlanta, "not with comedy or corn, but with [some] conversational transitions—trying to make human beings out of news people." At WPLG-TV Miami, Greg Favre says "we're trying to combine show-business aspects of television with hard journalism."

Paradoxically, this more relaxed look has developed at a time when many stations were—and are—also making a con-

scious effort to speed the pace of their newscasts by getting more news in. Mel Kampmann of WPVI-TV Philadelphia, which is sometimes called "the top 40 of television news," says its *Action News* gets about 15 filmed pieces into a half-hour "and the record is 19." KCRA-TV's Paul Thompson says its 11 p.m. half-hour tries to use at least 30 stories, of which 10 or 15 will be film or tape. Others, coast to coast, report increased emphasis on a faster pace. "It's not how long you make it, it's how you make it long," says CBS stations' Sam Zelman. There's no limit on length, he says, but CBS stations like to get several stories that can each be told in "seven seconds or so," which leaves more time for those that take longer. He figures there ought to be more than 45 stories in 45 minutes of actual newscast time, and around 25 in 22 minutes, and that one secret in doing this is to use "as little nonsense as possible."

One new development that is enlivening TV news in CBS and NBC O&O markets is the new portable color camera developed by CBS Labs. It is an exaggeration to say, as some enthusiasts do, that it is almost as portable as a walkie-talkie, but it does reduce the requirements of a mobile unit to something closer to the size of a station wagon and its essential elements can in fact be carried by two men—the camera and camera-control unit by one, the tape unit by the other. The camera can be operated in both live and tape modes. CBS-owned stations started using the Mincamera—their name for the camera—last fall and credit it with getting countless stories on the air that would never have made a regularly scheduled newscast otherwise. Three of the five NBC-owned stations now have the camera—they call it the PCP-90—and the others are getting it. They, too, credit it with opening up new news beats, and they also praise its color quality as well as its portability. "Better than a studio camera," says Lee Hanna,



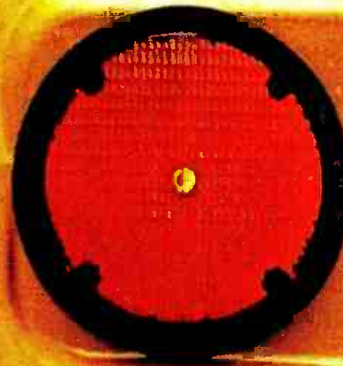
On camera camaraderie. ABC-TV takes the credit for introducing the "happy talk" news phenomenon, on-the-air patter between news weather and sports personalities; WABC-TV New York's *Eyewitness News* team is all smiles.



# BUS



PHOTOGRAPH BY RICHARD NOBLE





# In the bitter controversies over education some important things are being overlooked.

The kids.

For instance, when some parents debate the pros and cons of busing, politics and race are the issues. Not education.

When some teachers argue about "behavior modification" or "open schools," it becomes an argument about learning methodology. Not about learning.

And when some school administrators define "success",

they talk about increasing last year's budget. Not improving last year's reading scores.

The Washington Star Stations feel this is deplorable.

So we've brought educators, parents and psychologists together for a number of in-depth discussions dealing with busing, methodology, reading scores, and the classroom environment.

And in all the discussions, we always ask one question: "How will this help the *kids*?"

We've even organized Neediest Kids, Inc. A non-profit corporation that gets books, lunches and even new shoes to

underprivileged children who wouldn't stay in school without them.

Some people praise us for getting involved. Others damn us for meddling. But we've learned something useful about education. When you deal with it continually, and from the right perspective, it's harder to overlook the essentials.

The Kids.

**Washington Star Station Group  
WMAL AM, FM, TV.**



Keep on truckin'. WITI-TV Milwaukee photographer James Larson and reporter John Newell take time off from their "Wandering Wisconsin" beat to cook a chicken dinner. KSTP-TV St. Paul-Minneapolis reporters J. B. Eckert and John Hoffman pose with their own roving van.



In the same vein. The international version of the wandering reporter phenomenon is demonstrated by KCRA-TV Sacramento, Calif., whose journalistic odysseys have taken it as far afield as Nicaragua for an interview with President Simoza. Reporter Bill Harvey (bottom) is pictured in Russia.

who sees it opening "very exciting" prospects in live news coverage. The CBS stations' Sam Zelman is, if anything, more enthusiastic. "In a few years you'll see more electronic cameras than film cameras," he predicts.

Maybe so. In addition to the CBS-developed camera, which is licensed for manufacture by Philips Broadcast Equipment Corp., the Fairchild Camera & Instrument Corp. is due to announce this week details of a new solid-state TV camera that it says is small enough to be held in the palm of the hand. What its pricing will be remains to be seen, but in the case of the Minicam/PCP the cost does not seem likely to invite immediate industrywide use: The price for the camera and associated equipment, according to some who've bought, is around \$200,000. Philips officials say that's too high, that the price ranges from about \$75,000 for a basic battery-powered self-contained camera to around \$130,000 tops with additional equipment.

Philips officials also say several stations already have the equipment—they list Metromedia's WNEW-TV New York and KTTV(TV) Los Angeles, plus KTLA(TV) Los Angeles, WCVB-TV Boston, WTOP-TV Washington, KDFW-TV Dallas and three noncommercial stations: WNET-TV New York, WGBH(TV) Boston and WITF-TV Hershey, Pa.—in addition to the CBS- and NBC-owned stations—and that station sales are trending up. But Al Primo's ABC-owned stations are in the great majority that haven't bought yet. "We have a couple of cameras that are like the Minicams and they're being tested by the technical department," he reports. But he feels they haven't yet proved themselves and at current prices, he isn't rushing to buy. He adds, however, that "we'll be in that area when they get it acceptable—we're not going to lose our competitive position."

Along with more extensive coverage have come sharper production values all down the line. The "very, very fierce competition" for news audiences that Peter Hoffman talks about discourages laxity in anything that will gain viewers.

The CBS-owned stations think they have found an excellent device in their own newsrooms. All five stations now do their late-evening newscasts from the newsroom itself. "It's more efficient and it's reality," says Mr. Zelman. It isn't an original concept; the CBS stations happened onto it last September when WCAU-TV Philadelphia was covering a hijacking and moved its cameras to the newsroom so reporters could be nearer the telephones. It caught on—"the newsroom is the natural habitat of newsmen," a WCAU-TV spokesman points out—and has now been introduced at the other CBS outlets, three of which originate their early as well as late news in the newsroom setting.

Not everyone agrees it's more efficient. None of the non-CBS news executives questioned in BROADCASTING's canvass were doing it or thinking of doing it. Some felt it would be less efficient, on the theory that cameras couldn't be moved around as well and normal news-

room activity would probably have to be curtailed. But CBS newsmen apparently like it. Dave Marash, co-anchor of WCBS-TV New York's 11 p.m. news, says "the general ambience is looser, more relaxed than anything I've ever seen. It extends down to the floor crew—there's more cooperation, real camaraderie."

There is certainly no shortage of news—or of news sources for international, national and regional news to be incorporated into local newscasts as desired. All three networks provide daily half-hour feeds of such material for subscribing affiliates, and for the first time there are two independent services—UPITN and Television News Inc.—each serving independents as well as affiliates with close to an hour of electronically fed color reports a day. All these services are rated excellent, although there is some grumbling that the networks save the best for their own showcase newscasts. Stations vary widely in how much they use this material. Some say they use it extensively; others, saying they try to keep their newscasts as local as possible, use little more than an occasional sports story, if that, or only pick up elements of the networks' evening newscasts for use in the late local reports.

Independents, for their part, are giving their network-affiliate competition a run for their money in many cases. A study to be reported in the Broadcast Education Association's summer issue of the *Journal of Broadcasting* found that many independents do more localized public-affairs and news programing than affiliates. The ratings show that they often do it exceptionally well.

The Metromedia independents provide a prime example of both aggressive news coverage and effective counterprograming. Metromedia did not exactly invent the idea of putting late news on at 10 p.m. and letting network affiliates—and others—fight over the 11 p.m. audience. But its stations have developed it to a highly rated feature of their schedule.

Metromedia inherited a 10 p.m. newscast in the early 1960's when it bought KTTV(TV) Los Angeles, which had been doing one for years. The concept really began to catch on, according to Metromedia newsmen, when it was introduced at WTTG(TV) Washington in 1966, then at WNEW-TV New York and subsequently WTCN-TV Minneapolis. In both New York and Washington the 10 o'clock newscasts consistently rate among the highest in the market—not infrequently coming out on top of network-affiliated competition—and have posted strong scores in Los Angeles and Minneapolis as well.

There's more going for the independent nowadays, including stiffer competition among network affiliates in many cases.

Charles Harrison of WGN-TV Chicago, another leading independent, put it this way: "The current competitive posture of the three networks [in news] is the finest it's ever been. Also there are two good independent services, both doing an excellent job. The independents are sleeping real good at night." In fact, it is the opinion of Mr. Harrison, who also is president of the Radio Television

News Directors Association, that any station in "any of the top-75 markets can afford to do a fine job" in news.

Mr. Harrison and other leading TV newsmen are deeply troubled about another circumstance, however, and that is the steady pressures and rising constraints under which newsmen must operate. Mr. Harrison, who says he cannot talk optimistically about any of this, explains: "I've been in office [as RTNDA president] less than a year, and in that time 17 news people have been thrown into jail because they covered stories and refused to become part of the police investigation forces."

He cited other "chilling" develop-

ments, among them the FCC staff decision that NBC News's *Pensions* documentary failed to show enough of the favorable side of pension systems (BROADCASTING, May 7, et seq.), a ruling that RTNDA and others are seeking, along with NBC, to overturn. "The next step," Mr. Harrison said in reference to the *Pensions* case, "would be that if you do a story on mass transportation you'd have to show all the empty cabs and the commuters who got home on time."

He and his associates are concerned not only about the direct effects of such rulings, the use of subpoenas against news people, court-imposed and other

limitations, but also about the indirect effects in which robust reporting is inhibited from fear of or merely out of knowledge of the existence of such restraints. They are especially concerned lest smaller stations in particular, unable to afford expensive legal advice, fail to do the investigative reporting they should do. "The whole country is full of examples," Mr. Harrison says.

Even so, he believes—as do most of his colleagues—that TV journalism is far better now than only a few years ago, that "in the last three or four years it has come of age." That's the beauty part. The pity is that, free of constraints, it might be so much better.



CBS's Cronkite



ABC's Smith-Reasoner



NBC's Chancellor

## Network news: feeding bigger audiences

**Budgets soar beyond \$140 million as the beat of world news picks up and three-way rivalry intensifies**

Network TV news competition has never been stiffer than it is this year—and there are well over two million additional network-news viewers on an average evening to show for it.

The tightening of the network news race, like the growth of local news, has occurred gradually. To a considerable extent, the two appear to have fed each other. There is no way to measure with any precision the growth of a service so diffuse as local news, but observers feel that there must be a lot more than coincidence between the obvious increase in number of stations pursuing local news aggressively and the measurable increase in stations carrying network news—from 542 in 1970 to 598 today.

The three-network competition isn't even yet, by any means, but it has reached a point where all three are pretty much on a par in what they cover and do. They disagree, of course, on who does it best, and even on who does most, but they're all in there doing investigative reports, documentaries on subjects from serious to light, magazine-type reports and of course their bedrock service, coverage of hard news around the world. It is a business in which, together, they employ more than 2,500 people and spend an estimated \$140 million to \$160 million a year.

If it's major news, all three are there. They went with President Nixon to China and Russia, they've covered every space shot, wars in the Far East and Middle East, the signings of peace treaties, re-

turning Vietnam war prisoners, natural and man-made disasters, crises and disturbances. More recently and perhaps more spectacularly, they were at the Senate Watergate hearings—for a combined total of more than 309 hours of air time across 37 days.

The Watergate hearings also produced one of the few procedural innovations in network news coverage in recent years: the daily rotation of full live coverage among the networks, a system long urged and now considered likely to set the pattern for future handling of major events of long duration. It was judged highly successful, both in mollifying viewers irate at having all regular daytime programming pre-empted and in helping to cut profit declines that, even so, totaled an estimated \$7 million to \$10 million.

The early-evening newscasts, however, are the three news departments' showcase productions by which their relative performances are regularly judged. And it is there that it can be clearly seen that ABC News, long so far behind as to be out of the race, has moved into contention.

The rankings of recent years are still unchanged. *CBS Evening News* with *Walter Cronkite* is first; *NBC Nightly News*, with John Chancellor as anchorman, is second, *ABC Evening News* with *Howard K. Smith* and *Harry Reasoner* is third. ABC is still a little more than three rating points behind CBS and a little more than two points behind NBC. But the point spread has narrowed; a year ago it was closer to 3.5 and 2.5.

For the season to date (last September through July) the Smith-Reasoner report averaged a 10.5 national Nielsen rating,

up from 9.1 for a 15% hike from the same period of the preceding season. At the same time *NBC Nightly News* moved up from an 11.9 average to a 12.6, for a 6% gain, while the Cronkite report slipped from 13.7 to 13.6 (off 0.7%).

Despite the marginal Cronkite slippage, the total ratings discount reports that network-news viewing is down. The percentage of homes tuning evening newscasts is clearly up. And because the number of TV homes has increased in the meantime, the tune-in itself has increased even more.

On this basis, too, ABC is the big gainer, reaching an average of 6,800,000 homes an evening for a gain of 1,150,000 homes, or 20%, since last season. Homes tuning the NBC evening newscast are up 10% or 770,000 to 8,160,000. And the CBS evening report, even with its slip in rating, has averaged 300,000 more homes this season than last, reaching 8,810,000 for a 3.5% increase.

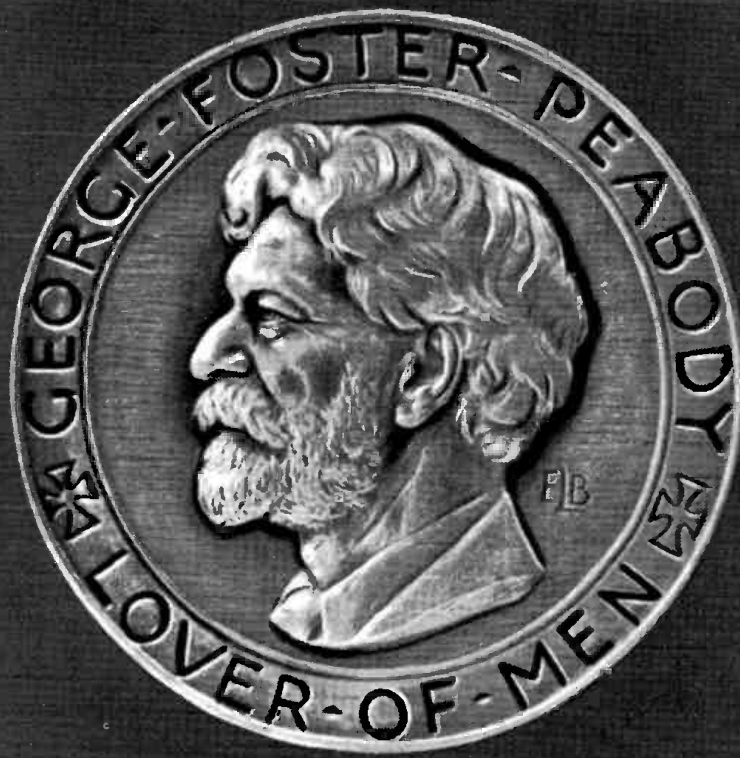
The three-network average for the season has been a 12.2 rating, 5% ahead of last season, and 7,923,000 homes, up 10%. Together, the three evening newscasts are reaching 23,770,000 homes, or 2,220,000 more than last season.

The chief factors usually cited in ABC's rise are Harry Reasoner and vastly improved station clearances, usually in that order. Mr. Reasoner joined Howard K. Smith as co-anchor in December 1970, moving over from CBS News. At that time 127 ABC affiliates were carrying the program. A year later the total had reached 165 and it now stands at 188 and there are no major markets without the program. NBC and CBS, by comparison, have been at virtually full strength throughout this period, varying only two or three stations from their current 208 for NBC, 202 for CBS.



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- 1972 UNDA-USA Gabriel Award.
- 1972 Roy W. Howard Public Service Award.

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1972 Associated Press Broadcasters Association Outstanding Program Achievement Award.

Thank you professionals. Thank you public. For recognizing the efforts of Geraldo Rivera and everyone involved with Eyewitness News.

 **WABC-TV, NEW YORK**

 AN ABC OWNED STATION

# Around the country: local TV news comes into its own

*Television stations have now gone beyond the basics and into a maturity that has earned them a place unparalleled in journalism. BROADCASTING canvassed stations across the U.S. to find out what they were doing in this unique position. And what they were doing is impressive: on-the-spot coverage, investigative reporting that produced results and reforms, mini-documentaries, reports that relate national events to local markets. It's a long way from the days of national, local, sports and weather.*

**KPRC-TV's Jack Cato was right there with the police in uncovering what turned out to be the largest mass murder in American history; the station had an exclusive, feeding other local stations and its network for the first two days of the story**

In a crime-ridden society, covering the police beat for a major-market television station often can be a dehumanizing experience. But for Jack Cato, who has served in that capacity at KPRC-TV Houston for more than six years, the scene that unfolded before him two weeks ago transcended the boundaries of every-day call-of-duty. Mr. Cato now has the distinction of being the first journalist to break the story of sex-murders of 27 Houston youths killed in homosexual orgies.

The story began for Mr. Cato on Aug. 8, when a contact phoned to inform him that a 17-year-old youth identified as Elmer Wayne Henley had just confessed to the murder of Dean Corll, 33, a Pasadena, Tex., candy maker. What's more, the source stated, young Henley had told police that the dead man was responsible for other murders and was at that moment leading authorities to a mass grave site.

When police arrived at the location in question, a boat-storage shed in southwest Houston, Mr. Cato was on hand. It was 6 p.m., and no other reporter had picked up the story. Police, guided by Mr. Henley's directions, began digging in the soft earth of the shed floor and, within minutes, the officers unearthed a large, clear plastic bag containing the decomposed body of a young boy.

At the same moment, KPRC-TV's *Big 2 News at 6* was going on the air. At 6:10 p.m., anchorman Larry Rasco switched to a live audio feed from Mr. Cato from the waterfront site. As thousands of viewers listened in disbelief, the reporter related how, at that very mo-

ment, a second body had been uncovered. The story was out.

There was a third body. And a fourth and fifth. By the next day, 17 corpses, all young boys, had been unearthed from the shed and police were checking two other locations named by Henley where additional bodies would be found. The pieces fell together quickly and horribly. Corll, a homosexual described by neighbors as a quiet, pleasant fellow, had been the center of a macabre sex-and-torture ring in which Mr. Henley and another youth, 17-year-old David Owen Brooks, also of Houston, were also said to have participated. They allegedly had kidnapped their victims, subjected them to various sadistic sex acts, killed them and methodically hid their bodies. By last week, Texas police had uncovered 27 shallow graves at the three sites, making the affair the largest mass-murder episode in this nation's history.

Throughout the period, KPRC-TV stayed on top of the story. It exclusively supplied film feeds to NBC-TV and other national news services the first two days. Out-of-town stations, including WBAP-TV Fort Worth and WOAI-TV San Antonio, also relied on KPRC-TV for initial coverage. Other KPRC-TV staffers, including reporters Cal Thomas and Alvin Hebert and cameraman Kenny Boles, joined Mr. Cato in supplying further developments.

Three other exclusives in the story can be attributed to the station. On the first evening, when Mr. Henley was directing the police search at the Houston storage shed, the suspect indicated a desire to call his mother. Mr. Cato offered the use of his mobile phone, which had been used effectively in preventing leaks of the story inherent in short-wave communications. As Mr. Cato filmed the scene, Mr. Henley confessed to his mother that he had killed Dean Corll the evening before—allegedly in self-defense. Later, when Mr. Cato learned from sources that Mr. Henley had confessed to taking part in some of the other murders, he was on the front steps of Houston police headquarters as homicide detectives brought the suspect in for further questioning. Mr. Thomas added another angle to the story with a film report from the suburban Pasadena neighborhood where Dean Corll had lived. His film crew recorded the interior of the house—where several of the sex-slayings had allegedly taken place, and also interviewed some neighborhood residents.

KPRC-TV's efforts last year went beyond the obvious hard-news stories, however. It sent two reporters on a 10,000-mile journey to gather information for a local one-hour news program on the energy crisis would be considered an ambitious effort by any television station's standards.

Extensive coverage of local interest stories is nothing new for KPRC-TV. In 1968 when the ship *Manhattan* broke through the Northwest passage, Ray Miller with his film crew was on board for the entire journey. Less rigorous coverage at KPRC-TV, but equally well received, has included a five-month project

for a one-hour, prime-time news program covering the history of black people in Houston—done by black reporters from the station—and three weeks of inserts during the 6:00 p.m. news covering the history of the First Amendment and freedom of the press.

**KVII Amarillo investigates all, from DA to commercial Santas**

KVII(TV) Amarillo, Tex., whose news efforts have ranged from investigation of alleged payoffs to the Grey county district attorney to attempts to get the public invited to an open house banquet at a new airport, prides itself on being the champion of the "little guy." This philosophy, present in investigative reporting and editorial content, is especially evident in two programs which have become regular features within its evening news programs—*Hotline* and *Secret Witness*.

*Hotline* airs complaints from viewers during a nightly five-minute segment. Some recent cases brought to the attention of *Hotline* editor Bill Zortman have included bait-and-switch advertising techniques of a local meat market and the claim by a viewer that an Amarillo realtor had forged his name to a warranty deed, notarized it and sold the viewer's house. In the first instance, the meat dealer left town and in the second the realtor lost her license.

One novel caper brought to light by *Hotline* was a shopping-center Santa whose lap was open only to children whose parents paid a \$2 snapshot fee. With the airing of the complaint, Santa's lap became available on a noncommercial basis, the station reports.

KVII's *Secret Witness* attempts to get anonymous tips about unsolved crimes. With rewards ranging from \$5,000 for a murder to \$50 for information on Mark Johnson's missing manifold, the station solicits information leading to arrest and conviction of those responsible. Since its inception, 10 cases have been solved, paying out roughly \$1,100 in cash. The *Secret Witness* program cracked the very first case it aired, an assault and robbery, and has since helped to solve others including arson, burglary and the theft of a \$5,000 prefabricated steel building.

**Train disaster spurs KOVR to new heights**

The explosion of an ammunition train last April 28 shook up more than the residents of the Sacramento area. It provided the KOVR(TV) Sacramento news department with an unexpected challenge that it met in the best journalistic traditions. Jerry Condra had become news director of the station that month and was looking for a way to turn around the frankly third-place ABC affiliate. However, the explosion was a bit more than he bargained for.

It was at 8 a.m. that Saturday, a no-news day for KOVR, that an ammunition train on its way from Hawthorne, Nev., to Port Chicago (near San Francisco)





The new newsman. The style is casual, but WABC-TV New York's Geraldo Rivera's hard-hitting investigative reporting is not.

began to self-destruct, car by car, while passing through Antelope, Calif., northeast of Sacramento.

Assignment Editor Bill Cleveland heard the explosion at home and started phoning other news personnel. Photographer Paul Artian lives near the disaster scene and was one of the first newspeople to arrive. Using newsmen Jim Mitchell, Bill Branch and Warren Hooper and photographers Artian, Bob Gannon and Arsen Mateljan (photo chief), KOVR fed up-to-the-minute bulletins. That day, the station broadcast special programs on the disaster at 1:05 p.m. (10 minutes), 6 and 9 p.m. (each 30 minutes). It followed up Sunday with two 15-minute reports at 6 and 10 p.m. Jim Mitchell is still investigating the subject of transport of ammunition and has been gathering enough new material to file two stories a week.

Most important, though, the event seems to have acted as a shot of adrenaline to the KOVR news department. Mr. Condra has hired seven new people and plans to add another. He's out to make the station number one in news by next spring.

#### Special treatment for Tucson's returning POW's by KGUN-TV

KGUN-TV Tucson, Ariz., produced an hour-long documentary on the homecoming of Tucson prisoners of war. The program focused on the return of Air Force Colonel Jack Van Loan, who had been shot down over North Vietnam on May

20, 1967. During the ensuing five years, KGUN newsmen became acquainted with Colonel Van Loan's wife, Verna Van Loan, in connection with POW-MIA activities in the Tucson area. When it was announced that the colonel would be arriving at March Air Force base, Calif., Mrs. Van Loan invited the KGUN-TV news team to go along with her three sons and film the reunion on an exclusive basis. The KGUN-TV documentary also covered the return of several other Tucson POW's and presented a review of the war and its effects on the life style of Tucson people.

#### WABC-TV is busy keeping its audience up to date—but not too busy for in-depth probes of the New York scene

The Brooklyn neighborhood known as Bedford-Stuyvesant has long been considered an archtype of urban blight and is a frequent scene of criminal activity. So when the news wires started humming on the afternoon of Jan. 19, 1973, with reports of a holdup at a Bedford-Stuyvesant sporting goods store, the assignment editor at WABC-TV New York might have been forgiven if his reaction had been unenthusiastic. But such was not the case—this story was more than routine.

Caught by police in the midst of the robbery, the four gunmen who had invaded John and Al's Sports trained their weapons on the others who occupied the establishment at the time. And for the next two days the gunmen held police at bay, with two-dozen human lives as bait.

WABC-TV correspondents were at the scene during the entire 47-hour siege. From the time that newswomen Melba Toliver arrived at the site to the climatic moments at 5 a.m., Jan. 21, when the gunmen surrendered to police, WABC-TV assigned nine correspondents to live, round-the-clock coverage. Some 50 reporters, editors and technicians were committed to the story. Live studio reports from returning correspondents and phone beepers from those still on the scene were broadcast on WABC-TV's five regular news programs during the two-day period with bulletins aired continuously. The 6 and 11 p.m. editions of *Eyewitness News* on Monday, Jan. 22, included a seven-and-one-half minute film retrospective of the weekend-long drama. In all, it was a busy time for WABC-TV news personnel.

But then, newsmen at WABC-TV are always busy. With a signal that reaches some 16 million people, the ABC-owned station has a lot of territory to cover. Nevertheless, the news staff has continuously found time to probe beneath the surface of fact.

A case in point: On Jan. 23, New York City Councilman Carter Burden held a sidewalk press conference on Manhattan's East 84th Street, and contended that a nearby methadone dispensary clinic was turning into a "drug supermarket," with illegal purchases on the street outside running comparable to the number of legally-sanctioned "fixes" administered inside. The following day, when a WABC-TV camera crew visited the clinic to ob-

tain a response from officials there, the station learned that narcotics squad detectives had initiated surveillance in the area.

In cooperation with the police, a WABC-TV news crew under the direction of correspondent Roger Sharp took up residence in an apartment across the street from the clinic and clandestinely filmed a series of drug purchases by undercover agents. On March 1, the crew returned to film an actual "bust" of 11 suspects at the same location. Later, WABC-TV used the same covert procedure to film similar activity—this time with cameras hidden inside a city water-power station—near one of New York's 44 public methadone dispensing units. Eight subsequent arrests were also recorded. All these efforts appeared in detail on *Eyewitness News* and, as part of the ensuing public outcry, the caseload at the 84th Street clinic was ordered severely cut.

While WABC-TV's investigative pursuits have obviously been a team effort, one correspondent in particular has achieved a national reputation for a number of documentaries calling for social reform. Geraldo Rivera's efforts, including a publicly acclaimed investigation of inhumane conditions at Staten Island's Willowbrook school for mentally retarded children, an examination of the plight of migrant workers, and a perspective on the heroin epidemic in the East Harlem ghetto, have inspired numerous investigations and corrective measures by public officials. They have also earned him four Emmy awards, and a George Foster Peabody award for news reporting, among other commendations.

One of Mr. Rivera's latest efforts, *The Littlest Junkie*, aired last Jan. 10, attracted the highest rating of any locally produced news documentary in New York history, according to the station. The program, which vividly examined the horrors of infants born to drug-addicted mothers, was responsible for a bill introduced in the New York legislature requiring addicted women to report a pregnancy within 24 weeks of conception or lose all public assistance.

#### WLOX-TV editorials keep school facilities in Biloxi

The signal of WLOX-TV Biloxi, Miss., does not reach the state legislature in Jackson 160 miles away, but the station's messages do.

In 1972, a local private school announced that it was closing its doors, thus depriving the second largest metropolitan area in the state of a needed educational institution. Acceding to the editorial urging of the WLOX stations, the board of trustees of Institutions of Higher Learning bought the school's property. Further editorial pressure convinced the legislature to enact laws allowing the University of Southern Mississippi at Hattiesburg to extend its operation to Biloxi.

This year, WLOX-TV battled certain land developers who threatened coastal marshlands. The result was the enactment of the Wetlands Protection Act, a conservation measure designed to preserve marine life along the coast and protect the na-





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There and here. Earthquake-conscious San Franciscans got a look at the way things could be when KPIX-TV sent a news team to earthquake-devastated Nicaragua. Reporter Ad Arnow (l) is with cameraman Buster DeBrunner.

tural environment of Biloxi and neighboring areas.

#### **KMTV's specials train in on POW's, food costs and medicine**

Recent news coverage at KMTV(TV) Omaha has focused on medical problems, MIA-POW's and rising food costs. In a joint effort with St. Joseph's hospital and the Creighton University School of Medicine, the news staff at KMTV produced a series of prime-time specials on cancer and heart problems, hypertension and psychiatric disorders. In addition to its coverage of the return of local POW's, KMTV also presented a prime-time documentary on three Omaha wives whose husbands are listed as missing in action.

KMTV newsmen also filmed a news feature about a Michigan housewife who sent the President jam sandwiches to protest rising food costs, and who was in turn invited by a Nebraska pig farmer to spend a day on the farm to witness for herself how little the farmers are actually getting out of spiraling food prices.

#### **A mininetwork for news in far-flung Montana**

The four Garryowen stations in Montana are using the statewide-network approach to television news, and finding that it makes possible broader coverage, boosts ratings and cuts expenses.

Linked by microwave are KRTV(TV) Great Falls, the feed station; KXLFTV Butte, and its satellite KPAX-TV Missoula, and KTVQ(TV) Billings. The schedule is set up so that on the noon, 5:30 p.m. and 10 p.m. half-hour newscasts the network news segments (one of which is generally used for contributions from three of the stations or from stringers in Missoula) are alternated with local-news segments, and the package is interspersed by local commercials.

The Butte and Billings stations are

responsible for seven minutes in each newscast, and only KRTV is required to produce a half-hour show.

According to KRTV News Director Larry Warren, the system enables the stations to cover stories with film from nearly anywhere in the state and carry film reports to all corners of the state the same day.

#### **Daily public access on KMEG-TV**

KMEG-TV Sioux City, Iowa, has inaugurated a program to provide Sioux City residents with direct access to the airwaves. *Speak Out!* is a daily segment that offers any member of the community three to four-and-a-half minutes to present his particular view on any subject of public interest. KMEG-TV's object is to be flexible enough to accommodate anyone wishing access to the airwaves, while keeping in mind limitations of the market size.

#### **Big-time election predictions—made on an office calculator—are WTOL-TV Toledo's forte**

WTOL-TV claims that on election night in the Toledo area it is the top-drawing station in the area. Reason for the popularity is attributed to its "Selected Precinct Results" (SPR) system, which has predicted the winner of 65 local election contests during its five years of existence. And the predictions have never been wrong.

Local election predictions are designed to be within two percent of the actual results. The one-man operation, using only a calculator and a telephone, utilizes raw vote totals from key precincts to project the results for Toledo and Lucas county elections. Last November, SPR predicted that a local representative would garner 68% to 70% of the vote in Lucas county. The final total was 69%. In May of this year, a county prediction of 61%

to 63% affirmative for the Ohio state lottery turned out to be 62.5%. Predictions are usually issued one hour after the polls close.

#### **KPIX digs out important lessons from Managua quake for Bay Area and shows how TV news works**

Looking at the possible local implications of an international event was the different approach used by KPIX(TV) San Francisco in its coverage of the Managua earthquake, according to reporter Ed Arnow, who spent four days in the Nicaragua city preparing a special report for that station.

Armed with only what they could carry—and 4,400 feet of film and camera gear left little room for much else—Mr. Arnow and cameraman Buster DeBrunner took off for Managua last Dec. 28 to examine the Managua quake in terms of what it meant to the San Francisco Bay area. That included, in addition to filming the disaster itself, and the rescue efforts, searching out experts in structural engineering, geology, insurance, and water sanitation for lessons on the quake that could be relayed to San Francisco.

The result was a five-part series included in the *Eyewitness News* segment which gave an over-all look at the quake, a look at which buildings collapsed and which didn't, the similarities of the earth itself to the Bay Area, the fire and water situation and procedures for clearing the debris.

The series also brought to light a government study commissioned two months earlier on the possible consequence of a San Francisco-area earthquake. Mr. Arnow says that report, combined with the "immediacy" of the quake established by the KPIX special report, have contributed to a reorganization of the area's emergency preparedness plans.

The news itself became news in another KPIX documentary which provided a behind-the-scenes look at the television news process. George Osterkamp, producer, says that the program was an attempt to "demystify" the television-news process for the public. While detractors of television news had taken their case to the public, those in the business had been remiss in sharing with viewers the possibilities and limitation of the television medium, he said.

#### **Ten minutes a day on WGNO-TV are turned into electronic soapbox for which there's waiting line**

In an effort to serve "the public interest, convenience and necessity" WGNO-TV New Orleans, decided last May to turn over 10 minutes of its broadcast day to area citizens "to use in any way they see fit."

Since the inception of the program, not a weekday has passed without someone airing his comments in the 2:50-3 p.m. time slot, according to a station representative. The response has been so great that a month-long backlog for



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(We think *The New York Times* says it better than we could)

**CBS NEWS** 



time presently exists. Thus far private individuals have aired their views on topics from abortion to the Gay Liberation Front and from pornography to police brutality. The bulk of the time has been taken by service organizations soliciting funds or promoting their activities.

The only stipulation for the 10-minute daily segment, entitled *Green Light*, is that the participants be citizens of the greater New Orleans area and the time not be used for promotion of a commercial product or service.

**WCCO-TV takes a sensitive look at death and takes on the private-security business**

The news and public-affairs staffs at WCCO-TV Minneapolis presented viewers with two major projects during the past year. The first was a seven-part series dealing with the delicate subject of death. The report, analyzing death from several perspectives, culminated with an 18-minute segment on the final months of a teen-age boy incurably ill with cancer. Five parts of the series appeared on the *CBS Morning News*.

WCCO-TV's other major effort was a five-part investigative series on the private security industry. The series exposed lax hiring and training practices of several private security firms. As a result of "Who's Guarding the Guards?" two security companies sued WCCO-TV for \$1 million and sought, unsuccessfully, a court order to prevent the final two segments of the series from being shown.

**WBBM-TV breaks the ground on a Mayor Daley story and keeps following through on one on drug trafficking**

WBBM-TV Chicago recently broke a story that not only reported the news but made news as well.

On the station's July 17 6 p.m. news, co-anchorman Walter Jacobson gave the first account of a secret meeting between Mayor Richard Daley and Police Board President Marlin Johnson—a meeting at which Mr. Johnson reportedly expressed dissatisfaction with Police Superintendent James Conlisk Jr. That story was followed

by reports in four Chicago papers which gave their own version of the meeting, corroborating Mr. Jacobson's account but adding that Mr. Daley had asked for the removal of Mr. Conlisk. The published reports led to rapid denials from Messrs. Daley, Johnson and Conlisk—complete with a confrontation between the mayor and reporter Jacobson at a press conference in which Mr. Daley had called the reporter's story a "fabrication." But, the papers stuck to their guns, insisting on the accuracy of their reports, and even used the story as a springboard for features on the process of news reporting itself.

Another WBBM-TV reporting effort has surrounded drug dealing in a Chicago neighborhood. Reporter John Callaway worked with city police on a tip on illicit drug operations, accompanying police on their undercover surveillance of the neighborhood. Police notified Mr. Callaway of an impending raid, which was filmed for broadcast. Since then the station has followed the progress of the case, reporting the release of those arrested in the raid and current drug dealing activities in the neighborhood.

**Digging by KTVU newsmen helps defeat Golden Gate toll increase and gets federal aid in eliminating fire hazards caused by unusual freeze**

The KTVU(TV) Oakland news staff has made two significant contributions to the Bay area community over the past year. The first involves an attempted toll hike on the Golden Gate bridge. When a 25-cent increase seemed imminent, a KTVU newsmen investigated the finances of the Golden Gate Bridge Authority. He discovered that the bridge is paid for and the present toll rate is turning a handsome profit. The findings were presented to KTVU viewers as a series of open letters and the Bridge Authority backed off on the rate increase.

And a KTVU newsmen came to the rescue of Oakland residents when a freak freeze destroyed thousands of eucalyptus trees in the east bay hills. The dead trees became a serious fire hazard and the city of Oakland applied for federal aid to remove the trees. KTVU reporter Claude Mann learned that the federal government planned to deny the city's re-

quest. He reported this information to the Oakland Park District, and they were able to rush to Washington in time to salvage a reversal of the decision and, consequently, alleviate the fire hazard.

**With hustle and not a small amount of cool, WVUE newsmen got more than one exclusive of New Orleans's biggest story of the year: the Howard Johnson's sniper incident**

"When you're number three, you've got to get up early, turn in late, outthrust and outthink the big guys," says Alec Gifford, news director of WVUE(TV) New Orleans in explaining how his station managed to obtain exclusive live coverage of the sniper at the Howard Johnson motel for the entire first day of the story—all without the use of remote facilities.

Taking advantage of its proximity to the motel (the station is half a mile away), WVUE got its own "remote" on the air by moving its camera into a parking lot next door to the station. After a chain-link fence was removed, this vantage point provided an unimpaired view of the top three floors of the motel.

This improvised remote was not without its own difficulties. Not only did rain send the staff scurrying to cover all cables, lenses and connections, but the proximity to the gun battle brought bullets whistling over the heads of cameramen and reporters. In response to the situation, which the station described over the air, a viewer assembled a fortress-like steel bunker and installed it in front of the camera in less than two hours.

WVUE began its live coverage Sunday, Jan. 7, coming on the air at 1:17 p.m., two hours after the first report of a fire in the motel. Just minutes after the station went on the air with live coverage, the first fusillade of bullets was fired by police. Using high-powered lenses, the cameras got tight close-ups of the action and audio pickup of rounds of ammunition fired at the sniper. The station was still on the air with a live picture at 9:30 that night as a helicopter lit the night sky with its powerful beam, and the sniper, Mark Essex, was killed on the roof. A WVUE photographer, filming from a nearby building, captured the moment of the sniper's death as he ran from his hiding



First person. Alec Gifford, news director of WVUE(TV) New Orleans, describes his efforts in his station's coverage of the Howard Johnson's sniper story: "Our camera and its bulletproof armor. It was wet and cold, but it was also beautiful and exclusive."



"The motel and the helicopter gunship that finally got the sniper. Nearly all of the action took place in full view of our camera, since the sniper was on our side of the building."



"I did my narration by simply standing behind the camera to see what I saw."

*1973 — National Finalist for the "Emmy" Award*

*Category: Community Service*

*1973 — The First Milton S. Eisenhower Award*

*Central Maryland Heart Association*

*for "distinguished coverage of the heart story"*

*for the documentary "Heart Attack!"*

*1973 — Silver Gavel Award of the American Bar Association*

*for "outstanding public service in increasing  
public understanding of the American system  
of law and justice" for the series "Bars to Progress."*

*1973 — Radio Television News Directors Association*

*Edward R. Murrow Television Regional Award*

*(one of four regional winners)*

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and social awareness in the documentation of a  
significant community problem or issue during the year.*

*1973 — The Jewish Chautauqua Society Citation*

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2	All In The Family	32
3	TV 5 Eyewitness News Thurs. 10 pm	31
4	TV 5 Eyewitness News Tues. 10 pm	30
5	Medical Center	28
6	TV 5 Eyewitness News Mon. 10 pm	27
7	TV 5 Eyewitness News Fri. 10 pm	26
8	Cannon	26
9	Mary Tyler Moore	26
10	Marcus Welby	25
11	TV 5 Eyewitness News Sun. 10 pm	24



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\*Source: Arbitron Top 25 Programs St. Louis, May 2—May 29, 1973.  
Audience estimates subject to qualifications available on request.

place into a hail of bullets. That picture, also an exclusive, was shown within an hour and a half in the station's Sunday-night news program.

**WEWS jumps into early morning and wins with 'Morning Exchange,' a mix of news, talk, entertainment**

As if battle lines aren't sufficiently drawn already—what with CBS pitting its Quinn-Rudd team against NBC's Walters-McGee—WEWS(TV) Cleveland has added its own version of morning talk-news-entertainment to the field. And, according to May American Research Bureau ratings, the local effort has lived up to its billing as a "giant killer."

Channel 5's *Morning Exchange*, which beat *Today*, *Mike Douglas* and *Phil Donahue*, offers an unusual mix of elements: consumer tips, classified ads, contests, regular news and weather updates, in addition to its main staple, the interview. The local station has shown no hesitancy in approaching nationwide figures, which accounts at least partially for its popularity, according to producer Bill Baker. Guests have ranged from Carol Channing, Dick Cavett and Peggy Fleming, to the Rev. Billy Graham, Senator Edward Kennedy (D.-Mass.) and Daniel Ellsberg. Viewers are invited to phone in questions to the program's guests.

**A police beat and shady practices by land developers were beats for KYW-TV Philadelphia**

Recent investigative reporting efforts at KYW-TV Philadelphia have been tinged with the air of a suspense-thriller as station reporter Matt Quinn spent two weeks recording the operation of Philadelphia's local antimugging squad. Using an unmarked van, walkie-talkie radio and a specially acquired night-vision camera lens, the reporter followed teams of disguised policemen, who, calling themselves the "granny squad," roamed darkened city streets asking for trouble. Cameras filmed several passes made at the disguised policemen and finally an outright robbery attempt by two men, who were arrested as *Eyewitness News* cameras rolled. Along with actual footage of the squad in action, the series also featured interviews with members of this special unit of police force.

Another KYW investigative report documented deceptive sales practices of land developers in resort areas of the Pocono mountains. A month of investigation that led reporter Charles Lord through planning commissions, court houses and into the developments themselves, resulted in a 10-part series which revealed a maze of broken promises and resultant losses suffered by unsuspecting buyers.

**WRBL-TV news staff goes all out following death of Columbus mayor**

The coverage of a local tragedy—an airplane crash that killed four people including Columbus, Ga., Mayor J. R. Allen—was singled out by Dick McMichael,



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**All-news TV.** A new service of KMEX-TV Los Angeles (ch. 34), owned by Spanish International Communications Corp., is its all-news format which goes by the name *News-Finance-Business 34* and provides eight-and-one-half hours of information programming per day, Monday through Friday, from 6:30 a.m. to 3:30 p.m. (*Broadcasting*, June 18). Jim Newman (l), former program director of KWHY-TV Los Angeles, is director of programming for NFB. The 11 on-air reporters include former CBS correspondent Bill Stout (c), KMEX-TV General Manager Daniel Villanueva (r), who handles sports reporting.

news director of WRBL-TV Columbus, as a story that typified the unusual efforts of the station's staff. Although the crash occurred 138 miles from Columbus early in the morning, the station aired crash scene footage on its 1 p.m. newscast, followed by more on-the-scene reporting, interviews with political leaders and information later that same day on the new mayoral election. Coverage extended throughout the week to include funeral services for the victims. At the mayor's funeral, the station shot live sound footage of the singing of the "Battle Hymn of the Republic" by Freyde Marshall, the fulfillment of a request the mayor had made shortly before his death.

#### **WTLV Jacksonville pushes city into developing high-quality emergency-rescue operations**

WTLV-TV Jacksonville, Fla., which has devoted news, editorial and documentary coverage to the local emergency ambulance system for over 10 years, takes at least partial credit for the current status of Jacksonville's emergency medical service as one of the finest in the nation.

Beginning in the early 1960's, the station's routine coverage of accident and injury cases pointed to substandard ambulance service, with further investigative activity uncovering the presence of sabotage and unethical practices on the part of competing ambulance firms. These news stories in turn spurred an editorial campaign calling for improved services through the formation of a single city ambulance service. Following an ambulance strike in 1968, the station in editorials pressed for the organization of ambulance services under the Jacksonville fire department—a plan adopted shortly thereafter by the city council. WTLV's most recent chapter in the continuing story of its ambulance system, *Sirens of the Night*, was itself 19 months in the making. This summary documentary details the history of Jacksonville's adoption of its current emergency rescue system with the use of old library footage combined with film made by executive producer Howard

Kelley on 220 rescue runs with the fire department. Singled out by the Florida Press Broadcasters as the top 1972 entry, that documentary has been requested by various local governments, health agencies and medical institutions for showing.

#### **Tornado disaster in Jonesboro keeps KAIT-TV constantly on air**

KAIT-TV Jonesboro, Ark., came to the aid of local citizens last May when a destructive tornado touched down, causing an estimated \$60 million in damages.

The station broadcast weather warnings and, after being off the air for several hours because of loss of power, returned with disaster coverage on an around-the-clock basis for several days. Included were news of rescue operations, news conferences, emergency meetings and plans for relief and reconstruction by governmental and other agencies. Also aiding in the disaster coverage was KAIT-TV's sister station in Fort Smith, Ark., KFPW-TV.

#### **Beyond the news and into community involvement for the operation at KGO-TV**

KGO-TV San Francisco has responded to a wide variety of emergencies and community needs in its news coverage of the Bay Area. When a Navy jet crashed into an Alameda apartment building, the station remained on the air through the night, updating the story and identifying the families who were not killed in the fire and explosion.

There was the all-expenses-paid trip to Disneyland the station provided for a 4½-year-old leukemia victim, and the fund the station started to send four parentless children to relatives (Anchorman Steve Davis took custody of the children while the money was being raised).

KGO-TV newsmen did reports on a 380-pound man caught in the vicious circle of not being able to work because of his weight and, needing an operation to help him lose weight, and not being

able to afford the operation without a job. Result: California authorities were persuaded by KGO-TV to pay for the operation and the vicious circle was broken.

In addition, there was the discovery by KGO-TV of hospital syringes and intravenous fluids bottles in a vacant lot. That resulted not only in a clean-up of the lot, but also in discovery of an undercover drug ring operating out of a city hospital.

#### **Public affairs meets hard news at KSTF to boost blood bank**

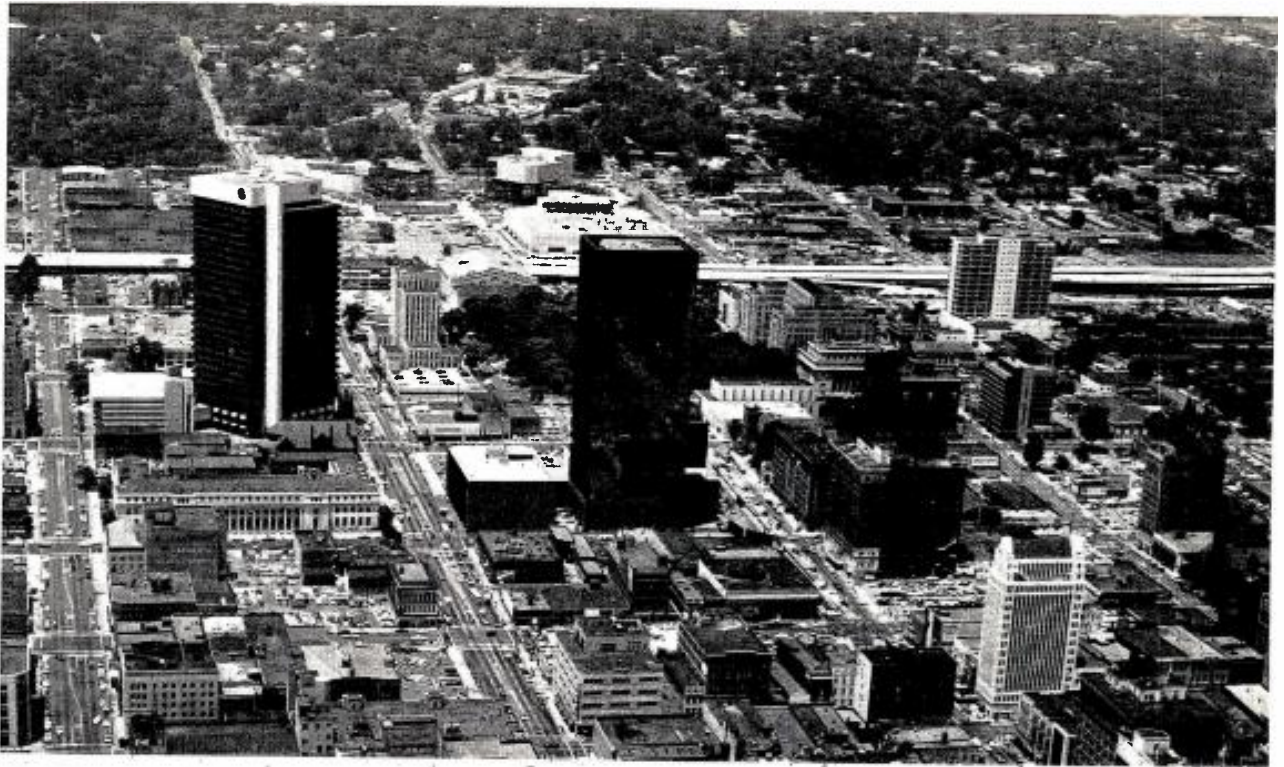
KSTF-TV Scottsbluff, Neb., reports that one of its recent area-wide efforts was an attempt to increase the base of support for its blood bank. As the major medical center for a large rural area, Scottsbluff faced a potentially critical blood shortage as donor support dwindled. With registered donors numbering fewer than 200, an inadequate supply of blood was available in common blood types with virtually no reserve available for emergencies. The station adopted the blood bank as a special project at the request of local blood-bank doctors, publicized walk-in clinics and covered the clinics as news events. One interview show featured the station's public affairs director, June Beeman, and Mayor C. A. Thomas, who discussed and demonstrated blood typing and donation procedures. The station reports that member donors now number close to 800.

#### **KSTP-TV goes on the road a la Charles Kuralt to find feature stories**

Station management at KSTP-TV Minneapolis-St. Paul, expects its 6 p.m. news to overtake the competition in over-all viewers when the next rating book comes out. One of the reasons for this optimism is a news-show segment, "Friends and Neighbors," "a localized Charles Kuralt-type format," according to News Director Bill Tucker.

In an effort to establish a relaxed, casual approach to news that would appeal to a regional audience, "Friends and Neighbors" is now a part of the 6 p.m. news at least three times a week. Roving reporters J. B. Eckert and John Hoffman take their all-purpose news van for two or three days a week into off-beat areas in search of "the historic, the nostalgic and the inventive." Tips from local-newspaper clippings and gas-station attendants alike have provided the sources for topics such as beer-can collections, an earth-worm business venture and a costume shop "which was as good as anything in Hollywood" and provided the appropriate garb for the newsmen when making their report. Costs for the two reporters, the van and various expenses are estimated at upwards of \$25,000 per year. But Mr. Tucker feels the costs are well worth it and looks forward to a scheduled report on one of the area's few two-story outhouses.

To supplement their over-all news coverage other members of the KSTP-TV news staff pitch in to produce periodic



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Being there. KCAU-TV Sioux Falls, S.D., went twice to film the Indian occupation of Wounded Knee. Featured film included interview with Indian leader Russell Means.

30-60-minute news specials. Topics have included the controversy surrounding the proposed Minneapolis-St. Paul sports arena, job offerings for college graduates versus technical school graduates and the local effect of the fuel shortage. Camera-reporter teams are given the responsibility of creating, filming and reporting the documentaries.

#### Florida's number-two office housecleaned after WTVT expose

WTVT(TV) Tampa-St. Petersburg, Fla., takes credit for an exclusive story that charged corruption in the office of the state's lieutenant governor, culminating in the first censure vote ever taken by the Florida legislature.

On Feb. 14, 1973, state capital bureau chief John Hayes aired a 10-minute report charging that Lieutenant Governor Tom Adams was using state employes to help run a private operation. During the next 12 days Mr. Hayes aired 21 stories on activities of Florida's number-two official, including allegations that a state employe was used as a maid at his private residence and several examples of falsification of state payrolls so that several persons filled the same position.

The station claims that the pressure of its news and editorials—calling for an investigation and the abolishment of the office of lieutenant governor—influenced the governor to drop Mr. Adams as his 1974 running mate and remove him as secretary of commerce. The state senate subsequently approved a constitutional amendment abolishing the lieutenant governor post while the lower house censured Mr. Adams.

#### 'Last' is first at WSAU-TV

Emulating the feature-news concept used by networks in *First Monday* and *First Tuesday* presentations, WSAU-TV Wausau, Wis., developed its own *Last Thursday* program. The monthly "open-ended" fea-

ture has dealt with topics ranging from the paper industry—both a major employer and a major polluter of the Wausau area—to the problem of the right to strike by public employes. Telephone hook-ups allow the viewers an opportunity to respond to issues raised.

Community participation was called for in yet another way when WSAU-TV asked licensed drivers to submit their driving skills to the eye of the ultimate in back seat drivers—the camera. What began as an editorial recommending more stringent testing of on-the-road skills at license-renewal time led to random testing of volunteers in an attempt to determine the competence of the average driver. Of the 13 licensed drivers who re-took standard written and behind-the-wheel tests; only five passed both. Videotape footage of the tests along with a second editorial calling for spot testing of drivers at license-renewal time were the result.

While highway driving is one source of news for WSAU-TV, coverage of winter snowmobiling events in Wausau—which calls itself snowmobile racing capital of the world—is another. Four special half-hour documentaries on the subject brought film crews out in subzero conditions—with the only casualties being a frostbitten cameraman and a frozen mobile unit.

#### WRTV spotlights health-care costs

WRTV(TV) Indianapolis last March presented a five-part documentary on the rising cost of health care. *Health Costs* examined the factors causing the spiraling costs and what measures can be taken to deal with the problem. In an effort to illustrate the different perspectives of the health-cost problem, WRTV interviewed several national authorities, and also documented the experience of an automobile-accident victim who re-

ceived lengthy—and expensive—treatment at the Indianapolis community hospital. WRTV aired the program in prime time on successive evenings.

#### Getting away from it all at KCAU-TV to broaden the impact of its news

The news staff at KCAU-TV Sioux City, Iowa, found last year that the benefits of traveling to uncover a story go beyond the obvious reward of getting out of the office. For instance:

- Special assignments editor Bob Lawrence journeyed to Washington to witness the presidential inauguration last January. As well as first-hand reports of the proceedings, he managed to bring back several exclusive interviews with key government officials.

- Mr. Lawrence and creative film director George Lindblade, who had accompanied him on the previous trip, returned to the nation's capital to follow the efforts of a delegation of Iowa citizens meeting with leaders of the spring meat boycott. The assignment resulted in a half-hour special, *In Defense of the Farmer*, giving the cattlemen's side of the controversy over beef prices.

- The KCAU-TV news team made two trips to Wounded Knee, S.D., during the American Indian Movement occupation of that hamlet. Their coverage earned a 30-minute interview on location with AIM leader Russell Means. The show was picked up by the Iowa Educational Television Network.

- Soon after word reached KCAU-TV of a disastrous flash flood at Rapid City, S.D., in June 1972, four station newsmen chartered a plane and flew to the site. They returned 24 hours later with enough footage to produce a half-hour special highlighting rescue efforts.

- Other remote coverage ranged from reports from New York on the indictment of a local figure in a meat investigation there, to coverage from Chicago of returning prisoners of war—both produced by assistant news director Jolene Stevens—to a documentary on cattle branding produced on location in Nebraska's Sandhills.

#### Have camera, will travel epitomizes WTAE-TV's thinking

For WTAE-TV Pittsburgh, pursuit of news of interest to western Pennsylvanians often takes the station's news team far afield. For example, the Puerto Rican plane crash that claimed the life of baseball star Roberto Clemente of the Pittsburgh Pirates was covered by a WTAE-TV reporter and photographer dispatched to San Juan New Year's morning.

In other sports coverage, the station traveled for a portion of the season with the Pittsburgh football Steelers, and went on the road with the Pirates for their divisional play-off with the Cincinnati Reds.

A reporter-photographer team met the western Pennsylvania's first returning prisoner of war as he stepped from a jet at Andrew's Air Force base out-

# ON WCBS-TV, CHRIS BORGEN REPORTS CRIME IN A MOST ARRESTING MANNER.

The files of New York City's Police Department are filled with unsolved crimes.

Now Chris Borgen is working with the police to help solve them. In a new series called "Police File" on our 6 and 11 o'clock news.

When you watch it, you'll see replicas of weapons involved, police sketches of suspects and Borgen's return to the scene of the crime for a re-enactment.

And if you know anything that could clear up the case, you are asked to call the special Police File number.

As a result of these broadcasts, many viewers have come forward with new and valuable information. Helping to bring the police department closer to arrests.

Working with the police on this basis is new to television newscasting. But not to Chris Borgen. He began his life of crime-fighting with New



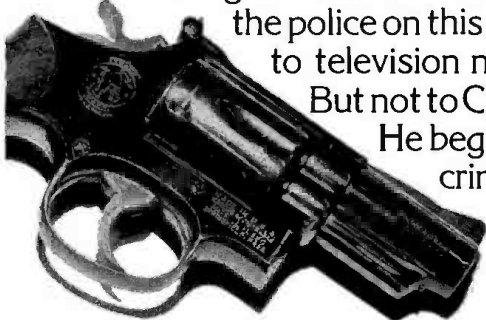
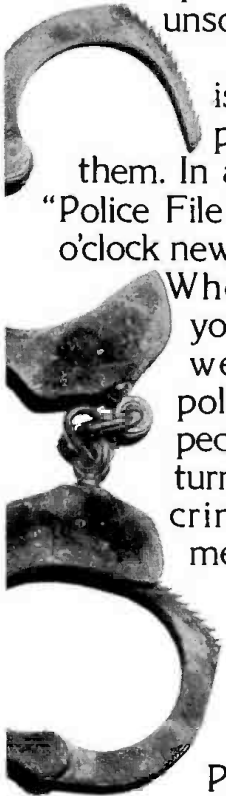
York's Finest. And in his 7 years with WCBS-TV, the policeman in him often comes out. Recently, he negotiated the release of 40 people being held hostage in a Harlem bank.

Watch Chris Borgen on Police File every Monday and Thursday on WCBS-TV.



He's the only reporter we know who really does justice to crime.

**WCBS-TV 2 NEWS**





# WHY IS KGO-TV NUMBER 1\* IN BAY AREA NEWS?

## NEWS PEOPLE IN TOUCH WITH PEOPLE

**VAN AMBURG**  
is greeted like  
a good neighbor.

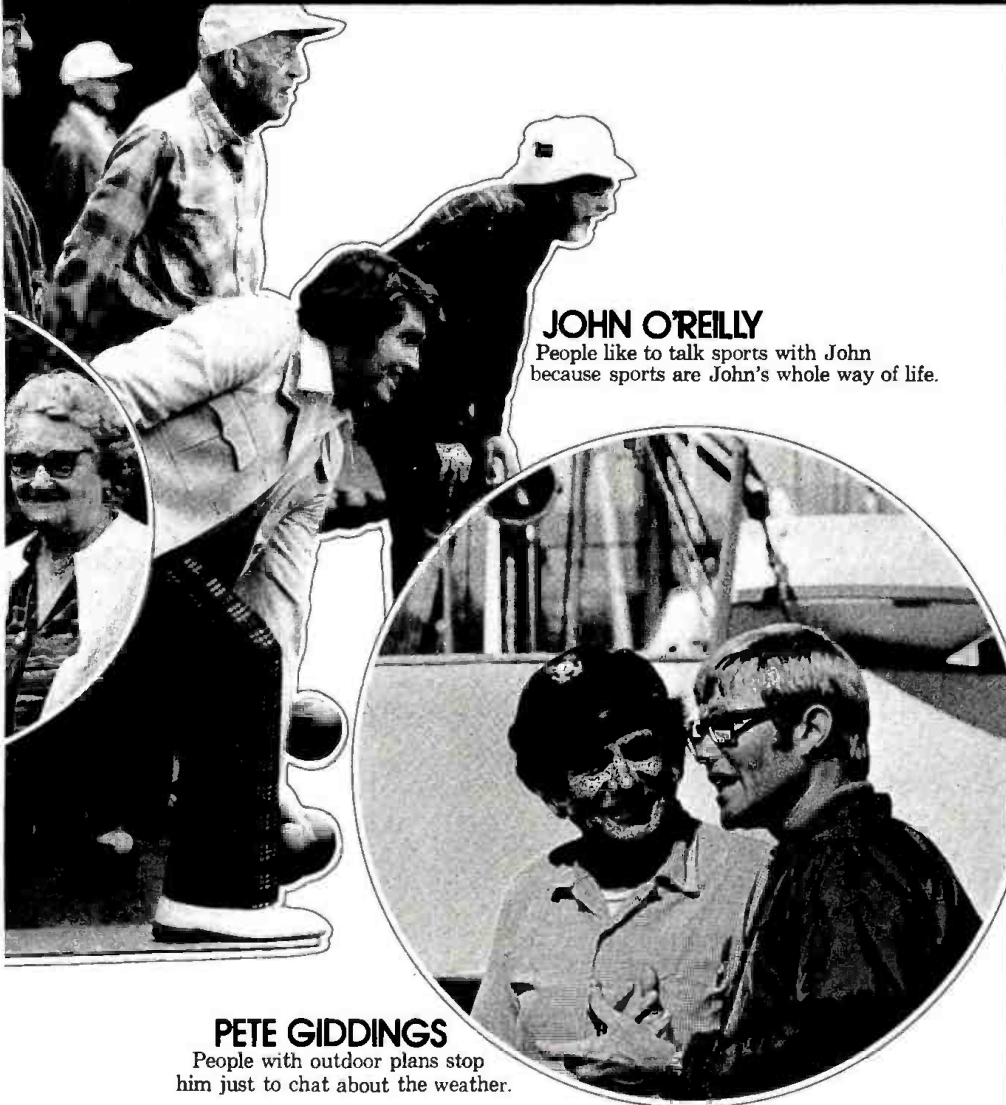


**JERRY JENSEN**  
gets treated like an old friend.





# HERE'S WHY:



## JOHN O'REILLY

People like to talk sports with John because sports are John's whole way of life.

## PETE GIDDINGS

People with outdoor plans stop him just to chat about the weather.

When the Channel 7 news team presents the news, it's more than just words and pictures. It's people.

**7 news scene abc**

**4:30, 6 and 11 pm**

\* More adults 18-49 years of age watch KGO-TV local news than any other local news in San Francisco, based on the May, 1973, ARB estimates.

Demographic estimates available on request.



## Covering a 74,000 square-mile newsbeat is a mighty big job.

Coming up with 67% share of audience is a job well done.

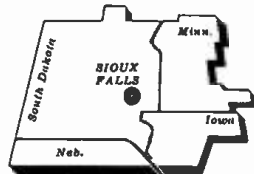
Local news on KELO-LAND TV is 528 hometowns in 92 counties of four states.

To perform this "mission impossible," our 15 full-time news staffers and their portable videotape equipment roam our 74,000 square-mile newsbeat by ground fleet and aircraft. A five-times-a-day news service that lights up TV sets, as though automatically, throughout this vast market.

No wonder KELO-TV and its two satellites score a remarkable ARB Late News 67% total homes share. An equally fantastic 62% ADI share.\*

Just one of the reasons why there never was a better advertising buy than KELO-LAND TV.

\*Mon.-Fri. 10-10:30 p.m. CST (11-11:30 EST)  
Source: ARB Sweep, Feb.-March 1973—affiliates of all three networks in the nation's 76 equal-facility markets. Submitted as estimates, subject to qualifications defined by ARB.



# kelo·land tv

KELO-TV SIOUX FALLS, S.D.  
and satellites KDLO-TV, KPLO-TV

Represented nationally by H-R  
In Minneapolis by WAYNE EVANS



Broadcasting Aug 20 1973  
40

side Washington. Another team traveled to Toronto to capture a contrast to the POW story—about those seeking to avoid the draft—with a five-part minidocumentary on Canada's local communities of draft evaders.

### Women in prison, the aged among KDKA-TV's many studies

KDKA-TV Pittsburgh's producer/director Leni-Joy Zimmerman spent over two months at the local Allegheny county jail, establishing rapport with both inmates and staff in preparation for filming . . . *Of Women in Prison*. The half-hour documentary examining the lives of the female inmates—and their problems as a minority or the "forgotten prisoners" of the penal system—was one in a series of locally produced programs of KDKA-TV that dealt with abortion, the returning POW's, local antipoverty projects and women's political power.

The Group W station also produced and aired earlier this year a 60-segment series for the aged: *The Golden Years*. The series, which features experts on subjects related to the aged, is being syndicated to other Group W stations.

### WKBN-TV uses minidocumentaries to punch on local issues

WKBN-TV Youngstown, Ohio has developed a special minidocumentary format within its regular newscasts to develop ongoing stories or provide in-depth coverage without putting excessive demands on its eight-person staff. Each minidocumentary averages up to three minutes and forms part of a series telecast on successive evenings to provide various angles of a topic. One recent four-part series, following the Supreme Court decision on abortion, examined the availability of abortion facilities in Youngstown, and in interviews with organizations, hospitals and doctors in the area underscored that local hospitals currently lack express policies on abortion.

Another minidocumentary series dealt with charges by area farmers of water pollution created by a steel company's treatment of industrial residues. The series featured interviews with government, industry and farmers and explored alternate methods of waste control, which are currently being pursued, a station spokesman said.

### WSFA-TV hops from city to city during three-day skyjack coverage

When an airplane en route from Birmingham, Ala., to Montgomery, Ala., was hijacked last November, the news staff at WSFA-TV Montgomery began comprehensive coverage of the event that earned it a Sigma Chi Delta award for spot news reporting.

The incident was the first major hijacking in the area and involved four Montgomery residents on the plane. In the two succeeding days, as the plane made its way to Cleveland, Detroit, Toronto, Oak Ridge, Tenn., Orlando, Fla., and finally to Cuba, the station extended its regular midnight sign-off time to 2

# What business did we have beside this boy's deathbed?



Tom Nelson was 17. And dying of cancer.

Our reporter, Don Kladstrup spent many hours with him during his last weeks. Don and cameraman Doug Menanic, were there when the boy died.

Why?

Because WCCO-TV is not content to "read newflashes" to our viewers. We're committed to digging beyond superficial events. To challenge ourselves while we challenge our audience.

Our 8-part series "Living with Death" was originally prepared as a feature on our 10 pm news "The Scene Tonight". But so many viewers wanted to see it again that we re-ran it as an hour special.

When CBS learned about the series they ran it nationally on the CBS Morning News.

Today, literally millions of people have seen and, hopefully, profited by this searing examination of death.

And once again, (as in other features on security guard companies, homes for retarded children, state prisons, cancer, and the country roads of the Midwest) WCCO-TV has gone beyond ordinary news programming.

Once again we've proven our determination to be best at what counts most.\*

Because that is our business.

**4** WCCO  
TV  
Minneapolis Saint Paul

\*For proof, check any Nielsen or ARB since March 1968. Then put the best to work for you by calling the WCCO Sales Staff, or Peters Griffin Woodward.



# Miami's restaurants were bugged until we blew the whistle.

It was a well-kept secret. Many Miami restaurants had unsanitary kitchens. Some kitchens even had bugs (the old-fashioned kind).

Miami's health department was stymied. There was no law on the books giving them the authority to close dirty restaurants.

Then on the night of March 26 we turned on the heat. On our 6 p.m. Ralph Renick Report, the #1 news program in the Miami market,\* we ran a report called "Not on the Menu." It was the first in a series of filmed reports

showing actual unsanitary kitchens. Other reports and other kitchens followed.

Night after night, for 3 months, on both our 6 p.m. and 11 p.m. news reports.

"There ought to be a law," we said.

Others joined the fight. Local government sat up and took notice. Civic leaders spoke out. The guy in the street got teed off. And we were swamped with approving letters from the whole community.

Finally, on June 5, a tough sanitation law was passed giving health inspectors the

authority to close restaurants having dangerous sanitary violations.

Sure, we caught some flak along the way, especially since ours is a resort community. But we figure if you're the number one station in the community you should have broad shoulders. If your station is interested in getting clean restaurants in your town, our experience might be helpful.

Write Ralph Renick, WTVJ, 316 N. Miami Ave., Miami, Fla. 33128.

**WTVJ/Miami**

A Wometco Enterprises, Inc. station/CBS affiliate



\*Source: May '73 Miami ARB, NSI. Audience data are estimates subject to qualifications contained in the pertaining reports.

a.m. to air special reports. As many as 18 bulletins were broadcast daily from reporters in various cities. When the three-day ordeal ended and passengers were returned home, the station concluded its reporting with eyewitness accounts by the local passengers and an interview with a friend of the hijackers.

#### Life-and-death drama caught on film by WMBD-TV Peoria

WMBD-TV Peoria, Ill., provided its audience with some of the most spectacular on-the-scene news coverage of the year. On May 1, a Peoria parochial grade school was taken over by three armed men who held 121 pupils and teachers hostage for an hour and a half following an armed robbery in downtown Peoria. Within minutes of the first report of the incident, WMBD-TV had three reporters and a cameraman on the scene to provide live-film coverage.

When one of the men emerged from the school with a 10-year-old hostage, police shot the gunman, allowing the hostage to escape unharmed. The WMBD-TV photographer filmed the entire sequence.

The film was used on the CBS Evening News with Walter Cronkite. A wrap-up film report of the shooting and an audio description by WMBD-TV reporters had been fed to CBS-TV for the Evening News within an hour after the reporters arrived back at the station. Evening News was the only national news with a film report of the incident.

#### Rain or shine are no laughing matter for the people at Accu-weather, a specialized forecast service

The accuracy of weather forecasts, a frequent source of humor on the late-night news, is no joke to the staff of Accu-weather, a State College, Pa., private weather-forecasting service that in the past year has been picking up broadcast clients with its reputation for accurate, localized weather reporting.

Staffed by seven full-time and four part-time meteorologists, the operation was conceived 11 years ago to provide snow forecasts to ski areas. Since that time, Accu-weather has added other weather-sensitive businesses, some 50 municipalities, and radio and TV stations to its clientele. Beginning with WARM(AM) Scranton, Pa., in December 1971, the service has since added WNDR (AM) Syracuse, N.Y., KYW(AM) Philadelphia, WINS(AM) New York, WSBA-AM-FM York, Pa., WPVI-TV Philadelphia, WTNH-TV New Haven, Conn., and WKBW-TV Buffalo, N.Y. to its list.

While the Accu-weather staff says it has no figures on the accuracy of its projections (aside from a 96% client retention rate with no cancellations from its radio-TV customers), clients themselves say the service provides correct predictions between 90 and 95% of the time.

Joel Myers, director of the service, points to several factors which have led stations to seek his service in addition

to or instead of that provided by sources such as the National Weather Service. The Accu-weather service is "custom-tailored" to its subscribers—providing forecasts pinpointed to a station's local coverage area and also designed to tie into a station's format. And unlike the National Weather Service which typically makes forecasts at six-hour intervals, Mr. Myers says Accu-weather provides constant updating as weather patterns change. Accu-weather provides telephoned forecasts at four- to six-hour intervals for radio stations along with 45- to 75-second taped "weather discussions,"

which provide detailed explanations in layman's terms of weather developments. Elliot Abrams, Accu-weather's associate director (whose master's thesis dealt with the effective communication of forecast information), says in Accu-weather forecasts, "probabilities" are replaced by specifics. If rain is expected, the forecast will detail how heavy it will be, what kinds of outdoor activities it will affect, and even when it will begin and end.

When the weather itself is the news—the ravages of hurricane Agnes for instance—the Accu-weather staff is often put on live for commentary or question-

WEHT-TV is represented nationally by Avery-Knodel, Inc.

"Hope for the Helpless," a WEHT-TV Public Affairs Special, told of a group of Jasper, Indiana parents who refused to believe that their brain damaged children were "vegetables" beyond any kind of hope. Their condition was the result of accident or illness.

Parents and others moved to establish the innovative Patoka Valley Development Center at Jasper in 1970. With help and guidance from physical therapists and the introduction of new teaching methods, our youngsters are now learning to walk, crawl and take care of themselves. Parents volunteer and are trained to serve as therapy assistants.

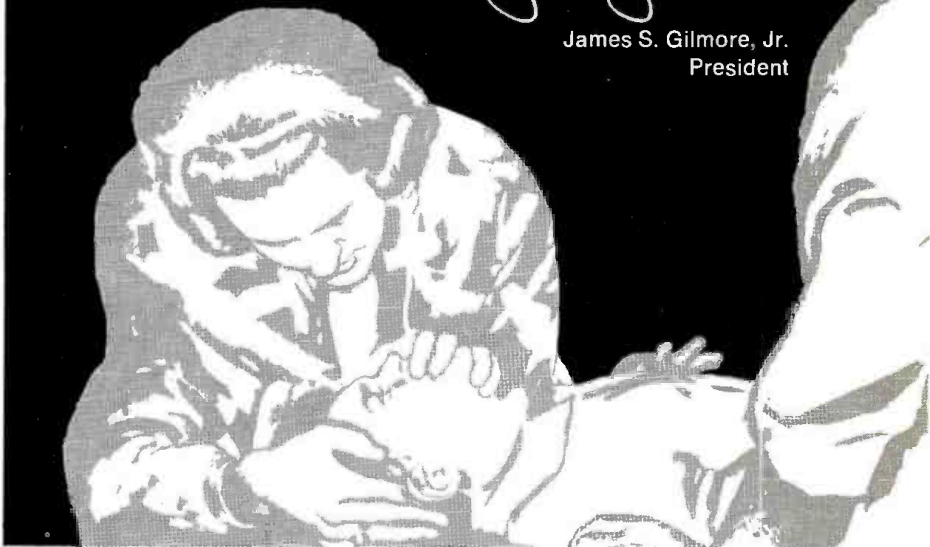
"Hope for the Helpless" has been shown over all Gilmore stations. As a result, the Center still receives requests from, and provides information for parents who are confronted with the same problem and are learning to establish similarly advanced facilities.

WEHT-TV did the program because we believe there's always hope. Gilmore Broadcasting Corporation — committed to community action.

*Jim Gilmore*

James S. Gilmore, Jr.  
President

# HOPE for the helpless



James S. Gilmore, Jr., president

## THE GILMORE GROUP

WEHT-TV Evansville	WREX-TV Rockford	KODE-TV Joplin	WSVA-TV Harrisonburg	KODE-AM Joplin	WSVA-AM Harrisonburg	WSVA-FM Harrisonburg
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# M&H

## IT'S NEWS!!!

The things you have been hearing from the various researchers and consultants are true. *It's news*, your station's news, that makes the difference between being first and out of the running in your market.

News develops a warm, trusting and dependent relationship between the mass audience and the station that is essential to success, and it does it on a daily basis. The feeling people have about news overflows into almost all the other areas of programing. It gives you first chance at the audience for entertainment, as well as information programing. If you doubt, just check how many stations are number one in total day share that don't lead in news—very few, and almost none in key markets.

Through McHugh and Hoffman, Inc., you can learn all there is to know about news personalities, content, visual presentation, etc., and you learn it through in-person interviewing of the viewers in your metro area.

Later, based on this information and our experience, we make specific recommendations for improvement and we work with you throughout the year to make sure that these recommendations become effective. We monitor your station and your competitors and ascertain that the new standard you have set for news superiority is maintained.

If you would like to know more, please call for a no-obligation presentation.

# M&H

McHUGH AND HOFFMAN, INC.  
Television & Advertising Consultants

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

and-answer consultation. Mr. Abrams noted that KYW's award-winning coverage of the hurricane used live feeds from Accu-weather approximately every half hour for a 36-hour period and said that Accu-weather's prediction of "widespread and devastating floods" was made 72 hours before they happened.

For its TV customers, Accu-weather offers two briefings per night, one before the 6 p.m. show and one before the 11 p.m. show, providing the station's weathercaster with specific forecasts as well as background on weather conditions. The cost for TV clients is \$400 per month; the radio service costs about \$450 monthly, depending on market size and number of feeds.

### WTVJ follows the food inspectors and helps bring about stiffer sanitary rules for restaurants

What's not on the menu was on the news as WTVJ(TV) Miami undertook a three-month look behind the kitchen doors in Florida's Dade and Broward county restaurants this spring.

In an attempt to report on sanitary conditions in area restaurants as well as health department enforcement procedures and problems, a WTVJ reporter and cameraman followed health officials on routine checks of 68 eating establishments. As part of a series called *Not on the Menu*, the station aired inspection reports nightly for 12 weeks on its 6 and 11 p.m. news. Re-inspections of facilities were also covered by the station to report on progress made in remedying conditions.

The filmed reports didn't always delight the dinner-hour viewer with footage of dead mice, roving roaches, contaminated food or salvage techniques used in recycling half-eaten salads and rolls. Restaurant owners complained that business had declined some 20% after the series began and the Florida Restaurant Association reacted with a message to its members to refuse admittance to TV cameraman or reporters "even though your facility may be in good condition."

In conjunction with *Not on the Menu*, WTVJ undertook an editorial campaign urging greater compliance with health standards by restaurant operators and the adoption of new laws increasing Dade county's regulatory power over the restaurant industry.

The station claims that its series resulted in the June 5 passage of new sanitation regulations giving the health department authority to shut down food establishments. The station also credits Dade county inspectors with the comment that WTVJ television cameras accomplished what they had been unable to because of manpower shortages.

### Specializing in space launches

WFLA-TV Tampa, Fla., uses its own local newsmen to cover space launches from the Kennedy Space Center. And WFLA-TV staffers, according to Bill Henry, the news director, have gone abroad both in Europe and Asia to cover activities



And the kitchen sink. WTVJ(TV) Miami went behind the scenes in local restaurants to expose unsanitary practices, and prompted reforms in health regulations.

of the military units represented at MacDill Air Force base near Tampa. Three local newsmen also covered the Florida delegations at the Democratic and Republican national conventions, adds Mr. Henry.

### How the big news filters down to the Roanoke valley

WSLS-TV Roanoke, Va., produces 17 local half-hour newscasts a week. Some of the areas covered within recent news reports include:

- The sewage-treatment crisis, which resulted in a moratorium on all new sewer connections in the summer of 1972.

- Numerous news reports keyed to the rising cost of food, the impact of price freezes and the possibility of shortages.

- The gasoline shortage led to the station's reporting the plight of independent gas retailers in town and reporting on other dealers cutting hours of operation and closing on Sundays.

- On Watergate, WSLS-TV reported local reaction from lawmakers, members of the academic community and people in the street.

- Daily "Probe" reports within the newscasts have been "a factor in correcting problems in the Roanoke valley, ranging from the placement of additional street lighting, traffic safety signals, street repairs and consumer needs," the station said.

The station offers "a minimum" of 10 public-service-oriented documentaries, 30 minutes in length, every year. Three years ago, WSLS-TV established a department of community affairs under the direction of a news correspondent. And the station has recently begun covering local sports events that are family-oriented, such as camping, boating, fishing, bowling and tennis.

### Community vignettes interspersed in WWJ-TV Detroit's newscasts

WWJ-TV Detroit changes the pace of weekday newscasts with brief community features that stress the interesting aspects of urban living or represent positive approaches to the city's problems. *Detroit Adventure*, aired on Tuesdays, highlights cultural events of the week. *Weekend Travel Report*, broadcast on Thursdays, describes camping and boating conditions



# What's a nice TV station like us doing in a place like this?

## What We're Doing

We're talking to Washington area people. Telling them things they should know. Like our series on TV repair costs and practices. And, some things they might not want to hear. Like discussing Child Abuse in the metropolitan area. Talking about Prepared and Fast Foods for sale around here. Food that most people think is safe and wholesome. We found out something else. And told them.

We give our viewers more information on more subjects, because we cover the news like no one else will. Government. Poverty. Education. Crime. Pollution. Sports. Weather.

WMAL-TV was not on top last year. We are today. More people are tuned to WMAL-

TV for early and late news than to any other TV station in the nation's capital\* 38% more women...69% more men...43% more homes are in tune with The Scene Tonight at 6 p.m. than in 1972. Since then WTOP-TV has lost 23% of its female viewers, 26% of its male viewers and 24% of its total homes. WRC-TV dropped 23% of the women, 17% of the men and 17% of the homes.

The Scene Tonight at 11 p.m. is up top, too. With 16% more women, 30% more men and 28% more homes than a year ago. WTOP and WRC can't come close to that growth.\*\*

We're doing a lot to keep Washington informed. Which is why The Scene Tonight is the place to be.

## The Place We're In

1st  
in News in the Nation's Capital\*  
The Scene Tonight  
6-7 p.m. and 11-11:30 p.m.

**WMAL TV 7**  
Washington, D.C.

\*ARB. Washington, D.C. report. May, 1973 for men, women and homes. Early Evening News Averages. M-F, and 11-11:30 p.m. M-F

\*\*ARB. Washington, D.C. report. May, 1972 vs. May, 1973 Subject to qualifications upon request.

in summer and the skiing situation in winter.

Another segment, *Budget Basket*, initiated four years ago, represents one of the first regular consumer features in the country, according to the station's assistant news director, John Giles.

The news staff works with the Humane Society to find homes for abandoned or unwanted pets in *Pet Parade*. A group of dogs and cats available at the animal shelter are brought to the studios to be filmed, for use in the segment. The station also attempts to stimulate concern for children in need of adoption—particularly problem children who are difficult to place—in *A Child is Waiting*. Each week a different child is interviewed or discussed in what Mr. Giles

terms an unsentimental, "straight" approach.

The weekly features are produced on silent film or slides with voice over.

#### **WMTV's arrangement with school of journalism at U. of Wisconsin benefits station and students**

WMTV(TV) Madison, Wis., has enlisted students in the journalism school of the University of Wisconsin to produce news segments as part of classroom work.

The station, which provides film, equipment and advice to students in beginning reporting and advanced documentary-making classes, obtains coverage of events too time-consuming for its own staff to handle while at the

same time offering practical experience to the college students. The news-reporting class does the camera work and reporting for one-minute news films used by the station during its regular newscasts. This group also provides coverage of university-related developments. One recent effort zeroed in on the university's newest addition to its athletics program—an all-woman racing crew.

Members of the documentary class select topics, subject to the station's approval, and are responsible for all research, interviewing, scripting, shooting and editing involved in the production of the program. One fruit of the lesson was *Old Age: A Time to Live*, a documentary, which found shortcomings in transportation and inadequate housing as instances of "how a city neglects its elderly citizens." Another, *Airport: Growing Pains*, provided a look at the pollution and noise-control problems which would result from expansion proposals approved by Madison's airport commission. The station reports that within two days of the documentary presentation, the airport authorities recommended relocating the instrument-landing approach to divert aircraft landing patterns from the city's more populated areas.

# **WCSC NEWS WINS SOUTH CAROLINA'S SEAL OF APPROVAL!**

**6:30 News Hour 49%\*** of Audience  
**CBS Evening News 52.8%**  
**11 O'Clock Report 50%**

**The other 2 VHF stations split the rest!**

**That's been the long-time show  
of confidence in**

# **WCSC-TV** Charleston, S.C.

\*Figures Based on Average Total Households M-F NSI May, 1973

#### **WIBC-TV Pittsburgh shoots million feet of film annually in its regular and specialized coverage**

WIBC-TV Pittsburgh provides daily reports from Harrisburg, the state capital, and Washington on the activities of the area's senators and representatives, both state and federal.

And correspondent Jack Henry's financial reporting for Cox Broadcasting's WIBC-TV won it the most recent Janus Award in that category citing Mr. Henry's ability to make business news "palatable to the complete viewing public." Those nightly features, plus two daily consumer-oriented reports, make up some of the highlights of WIBC-TV's on-going fare.

In the realm of special documentary presentations, the station this year presented three investigative reports: a five-part series on auto-theft, a three-part on "bootleg nursing homes" in Pittsburgh and, in the works, a three-part on who is reaping the profits from pornography in downtown Pittsburgh.

WIBC-TV likes to tout one statistic about its news and public-affairs coverage: Its six film crews working in the metropolitan area last year shot more than one-million feet of film, more than seven full days of footage for news and public-affairs programming.

#### **Ambitious documentaries mark Dayton's UHF WKEF-TV**

WKEF-TV is Dayton, Ohio's only commercial UHF. Over the past year it has produced a diversity of news specials. A documentary series, *70 Days on the Road to Indianapolis*, covered the preparations for the race by a young Dayton

# We've got you uncovered.



Jim Hartz, Carl Stokes, Frank Field, Jimmy Breslin, Dick Schaap, Gene Shalit, Tim Ryan and 27 top news men and women do more than just cover the news. Like their shocking expose' of fraudulent practices in local meat markets. Their filmed report of an \$18 million hospital in Harlem that never opened. Their tour of a New Jersey mental institution with practices and facilities right out of the Middle Ages.

Wherever there's a story that affects Tri-Staters — we make sure it gets around.

## **The Sixth and Eleventh Hour Weeknights WNBC-TV4**



## **More.**

We have more locally originated news than any station in the country — 4 hours a day Monday through Friday.

We air more news nightly than any commercial station in town — 1 hour at 6 & 10 PM Monday through Friday.

We break more stories because we have more than 60 pros on our news staff.

We originate more documentaries — more investigative series — and respond to more viewers' concerns than any station in the market.

What's more — the audience is with us — more 18-49 year old men and women watch News 8 at 6 & 10 PM than any other news in the metroplex.\*

There's simply more to it — News 8!

**WFAA-TV/NEWS®**  
DALLAS/FORT WORTH

\*Source: May '73 ARB ABC, Channel 8, Communications Center, Dallas Represented by Edward Petry & Co., Inc.

racer, Salt Walther. Mr. Walther was severely burned in the first lap of the race when his car became involved in an accident.

*Profile of a P.I.G.* was an hour-long look at the Dayton Police Department that was chosen the outstanding news documentary of the year by the Dayton Ad Club.

*The River is Wide* was made in co-operation with the mental health associations of three surrounding counties and is credited with promoting passage of a levy to raise funds for the Montgomery County Mental Health Department.

*United Fund—True or False?* featured a local group called "United People" which charged that the United Fund did not properly meet the needs of some of Dayton's citizens. Fund representatives gave their side of the story as well.

*Contact-A-Child* had seven children from the county bureau answering viewers' phone questions about adoption and foster parent programs.

*Positively Black* featured examples of Afro-American culture and *The Ku Klux Klan* had members presenting their version of what the Klan means to them.

#### WTRF-TV poses the questions and then gives its answers

WTRF-TV Wheeling, W.Va., carries a half-hour program once a month titled *Perspective* that explores critical issues and suggests varying solutions. The station reported the series has been lauded for helping to provide employment opportunities for returning veterans and the disadvantaged and for spearheading the passage of a school bond issue which previously had been defeated three times. Other topics have included the housing shortage, industrial development, the energy crisis, and schools.

#### Results are what WJXT looks for and gets with investigative news

For the past 11 years, WJXT(TV) Jacksonville, Fla., has been accentuating investigative reporting and, a spokesman said, "the rewards of this dedication have been profuse." He cited as a few examples of the station's effectiveness in the community: the passage of a state law requiring signals at all railroad crossings; the equalization of school funding on a-dollar-a-pupil basis; passage of the corporate income tax, and the inauguration of a public mass-transportation system serving the downtown Jacksonville area.

#### Over 15 hours of news weekly on KSD-TV St. Louis

KSD-TV St. Louis will expand its Monday-through-Friday 6 p.m. *Eyewitness News* from 30 minutes to an hour beginning this evening (Aug. 20), giving the station a solid two-hour block of news between 5 and 7 (an earlier local report goes on at 5, followed by the *NBC Nightly News* at 5:30). The station also provides an hour of locally produced news at noon on weekdays and a half-hour *Sunday*

*Special news magazine* of features and live reports from Washington at 9:30 p.m. every Sunday.

#### Focus on farmer in Fort Dodge

Ed Breen, president of KVFD-TV Fort Dodge, Iowa, does a five-minute, five-day-a-week editorial on both national and local issues that is aired by the station during its noon and its 6 p.m. newscasts. KVFD-TV has also started planning for next year's Farm Progress Show, reports the station's news director, Robert

Tarbox, who adds: "Through pictures and interviews, we hope to be constant monitors of what is expected to be the largest agricultural exhibition ever seen in Iowa."

#### At WRC-TV Watergate's a local show while its weatherman airs in Russia

An ambitious news year at NBC-owned WRC-TV Washington was highlighted by a political storm called Watergate and a diplomatic weatherman named Willard.

In what station officials are heralding

WSVA-TV is represented nationally by Avery-Knodel, Inc.

# beginning of a generation gap

"A Time to Sow — A Time to Reap" was a WSVA-TV Public Affairs special which held a mirror up to the mountain people living in the Eastern Panhandle of West Virginia, an area where poverty had been accepted for generations. Our station, telecasting from the thriving Shenandoah Valley in Virginia, showed their life as it was, how it is now and how it can be. Changes are taking place as the result of federal, state and private leadership, with emphasis on new roads, new schools and new attitudes. With better transportation and more vocational training, the area is gaining the interest of industry. Young people can now get to new schools to develop skills and go to work where the needs are, right in their own communities. The solution is almost too simple but it is working and, with encouragement, will mature and expand. WSVA-TV was proud to present "A Time to Sow — A Time to Reap" to show what can be done by and for people who refuse to accept a legacy of poverty. Gilmore Broadcasting Corporation — committed to community action.

*Jim Gilmore*  
James S. Gilmore, Jr.  
President



James S. Gilmore, Jr., president

## THE GILMORE GROUP

- |                       |                     |                   |                         |                   |                         |                         |
|-----------------------|---------------------|-------------------|-------------------------|-------------------|-------------------------|-------------------------|
| WEHT-TV<br>Evansville | WREX-TV<br>Rockford | KODE-TV<br>Joplin | WSVA-TV<br>Harrisonburg | KODE-AM<br>Joplin | WSVA-AM<br>Harrisonburg | WSVA-FM<br>Harrisonburg |
|-----------------------|---------------------|-------------------|-------------------------|-------------------|-------------------------|-------------------------|

# SOMEBOY PUT TELEVISION IN ITS



This is the New York Newsroom. And this is Rolland Smith and Dave Marash. At 11:00.



This is the Los Angeles Newsroom. And this is Joe Benti. At 11:00.



This is the Chicago Newsroom. And this is Walt Jacobson and another man. At 11:00.

## THE FIVE CI

WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago



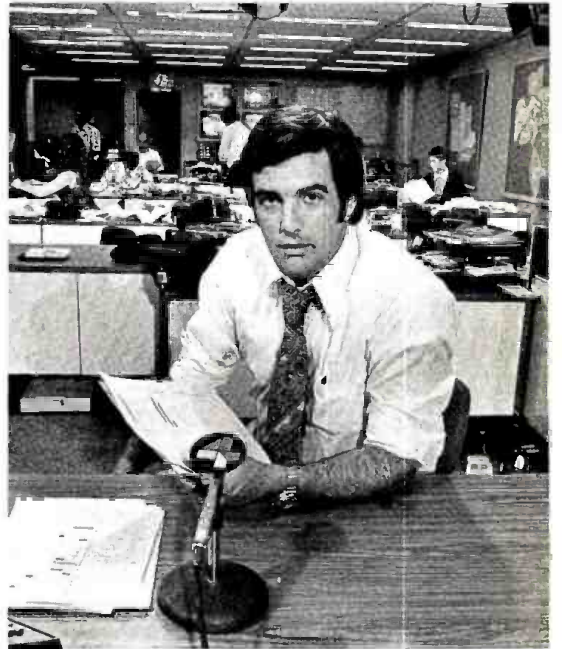
# BY FINALLY SION NEWS PLACE.



om. And this is Bill Kurtis  
) and 10:00.



This is the Philadelphia Newsroom. And this is Herb  
Clarke, Jack Jones and Mike Tuck. At 6:00 and 11:00.



This is the St. Louis Newsroom. And this is Patrick  
Emory. At 6:00 and 10:00.

## S<sup>o</sup>STATIONS

Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis.



**Inside China.** Two stations dramatically expanded their news horizons with film reports from People's Republic of China. At left, WWL-TV New Orleans news director Phil Johnson (l.) and photographer Jim Tolhurst meet with Premier Chou En Lai. At right, a film clip from the high point of WOTV(TV) Grand Rapids, Mich.'s tour inside China, a documentary on acupuncture.

as an unduplicated effort at the local-station level, WRC-TV has been devoting 20 minutes of its hour-long evening news program to a locally produced wrap-up of the day's Senate Watergate hearings. Primary responsibility for this effort falls to Capitol Hill correspondent Jim Gaver, who spends each day at the hearing session accompanied by a still photographer. Footage from the day's network coverage of the hearings is edited to supplement Mr. Gaver's reports. In addition, when a network other than NBC-TV is supplying the day's gavel-to-gavel coverage, WRC-TV pre-empts its hourly commercial breaks to present a special update—a project that has cost it "thousands of dollars" worth of commercial revenue. WRC-TV officials claim the break-in coverage has added up to more than 20 hours.

WRC-TV weatherman Willard Scott got international exposure last June, during Soviet Party Leader Leonid Brezhnev's visit to Washington. Mr. Brezhnev was accompanied on the trip by a team of 28 Russian broadcast journalists and technicians who made WRC-TV studios their headquarters. During the stay, some of them took a liking to Mr. Scott's down-to-earth meteorological forecasts—so much so that they arranged to have portions of his broadcasts sent back to Moscow via satellite.

#### **WSTV-TV gets down to the personal level in news**

Investigative reporting recently took a human slant at WSTV-TV Steubenville, Ohio, and resulted in finding a suitable home for a 78-year-old resident of the city. A report by Susan Morgan of the station's news staff, revealed that the elderly woman was living in a dilapidated wooden dwelling that lacked all utilities. She had no running water, she trapped rain water for drinking and bathing and once a month was taken to town by a neighbor to shop for groceries. In response to the conditions revealed by the report, community residents provided a new apartment, food, utilities and furniture for the woman.

#### **Six times a day for WTEV**

WTEV(TV) New Bedford, Mass. serves its tristate audience with news bureaus in Boston/Cape Cod and New Bedford,

Mass.; Providence, R.I., and New London, Conn. *Newscope-6* goes on the air with six daily news programs: 6:45 a.m. (15 minutes), 8:25 a.m. (five minutes), 12:30 p.m. (30 minutes), 6 p.m. (30 minutes), 11 p.m. (30 minutes) and 1 a.m. (15 minutes). In addition to an election eve series of debates, WTEV has aired the following specials: *Road to Rome*, on the ordination of Cardinal Umberto Medeiros; *Tomorrow the Eagle* July 20, 8-9 p.m., on the U.S. Coast Guard; and *The Boston-Brockton Battle* on July 19, 7:30-8 p.m., how revision of federal Standard Metropolitan Statistical Area data affected the town of Brockton.

#### **Despite obstacles, WOTV makes successful series in China**

WOTV(TV)'s "How We Got to China" story began June 22, 1972, with "the most chaotic day in the station's history," says News Director Dick Cheverton. On that day, after two months of silence from the Chinese embassy in Ottawa, the Grand Rapids, Mich., station received a phone call inviting it to accompany Representatives Gerald Ford (R-Mich.) and the late Hale Boggs (D-La.) on their 10-day trip to mainland China—that is, if they could have their bags packed and be ready to depart from Chicago the next morning.

As it happened, getting visas and vaccinations made it impossible for Mr. Cheverton and photographer Tom O'Rourke to meet the party in Chicago—but the WOTV representatives managed to book a flight of their own to Honolulu where they joined the party. And as if they hadn't experienced problems enough already—in addition to the missed flight, Mr. Cheverton was on crutches as the result of a fall in May—the WOTV camera equipment was lost somewhere in Guam when the party changed planes.

With the equipment finally tracked down, the worst was over. The men were given "royal treatment" during their China visit and said they encountered no restrictions on filming. Their efforts resulted in 19 minireports on Chinese life, many of which were shipped back to the station for airing while the two men were still in China. These reports, two and one-half to three minutes in

length, dealt with topics such as a Chinese commune, schooling, the Great Wall, the Chinese acrobatic team and pandas at the Peking zoo.

The highlight of the station's coverage was a half-hour documentary on acupuncture filmed at the People's Hospital #3. Footage was shot of three different operations—an appendectomy, thyroid and ovarian cyst removal—in which the needles were the only sedative. The film also showed the patients, after only a few minutes' rest, stand up and walk a considerable distance to their hospital rooms.

#### **WWL-TV New Orleans' documentary provides new insights on Red China**

The most difficult part of filming a documentary on China is getting there in the first place, says Phil Johnson, news director of WWL-TV New Orleans, one of only two nonnetwork broadcast news operations to be granted a visa to enter mainland China since 1949 (see above). But 14 months of persistence, which included 28 letters to the Peking foreign ministry and 28 phone calls to the Chinese embassy in Ottawa, paid off. Three days before the departure of Representatives Hale Boggs (D-La.) and Gerald Ford (R-Mich.), WWL-TV received permission to tag along for a trip to China. "WWL-TV wanted to show our viewers what China was like . . . and most important, what its people were like," said Mr. Johnson, who, accompanied by cameraman Jim Tolhurst, spent 10 days in that country filming its half-hour presentation: *China '72: A Hole in the Bamboo Curtain*.

While the filming took the two men into the Great Hall of the People for a banquet with Premier Chou En Lai and later to the Great Wall of China, the emphasis of the documentary was on day-to-day living, Mr. Johnson said. Interviews were conducted with a farmer and his family on a rural commune, with urban families, and footage was shot of workers in rice fields, steel mills, a school for minorities in Peking and a factory that makes ivory and jade sculpture. About seven minutes of the documentary were devoted to filming a tumor excision performed with acupuncture as the only anesthetic—followed by an interview with the patient on the operating table.

As a result of the acupuncture segment, a special seminar was held by a New Orleans hospital, the Touro Infirmary, with acupuncture specialists from Marseilles and Geneva participating. The infirmary also plans to send a team of physicians to China to observe acupuncture treatment there first hand, Mr. Johnson said.

While the WWL-TV representatives were allowed only in certain cities on a pre-established itinerary. Mr. Johnson said they encountered no other difficulties. The Chinese were "very open" and most cooperative in assisting in the filming of the documentary.

#### **KTTV gives deaf an assist with news**

A special segment on KTTV(TV) Los Angeles' 10 p.m. news in which the news

***WATCHING THE  
WORLD FOR DETROITERS!***

***NEWS·4***  

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***more news!***

WWJ-TV has three NEWS·4 programs each weeknight.  
More news than any other Detroit station. More in-depth news.

More stories each day. With NEWS·4 quality reporting.

Reporting that earned this year's Michigan  
Associated Press Broadcasters Awards for "Best Regularly  
Scheduled Newscast," "Best Regularly Scheduled  
Sports," "Best Individual Reporting" and the highest award  
of all – for "Overall General Excellence."

NEWS·4. Watching the World for Detroiters!

***WWJ·TV***  
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Owned and Operated by The Detroit News • NBC Affiliate • National Representative: Peters, Griffin, Woodward, Inc.

Associated Stations: KOLD-TV Tucson, Arizona • WALA-TV Mobile, Alabama



is recapped by voice is also shown by sign-language for deaf and hearing-impaired viewers.

A twice-a-week KTTV feature is the *Matter of Opinion* segment in which two commentators—one conservative, the other liberal—face off in a three-minute minidebate on a controversial issue.

### Hard-nosed investigative reporting by WPVI-TV Philadelphia produces results and reforms

In many of its newscasts WPVI-TV Philadelphia incorporates a segment called *Action News Wants to Know*, a report on the station's investigation of, and attempts to solve, a problem "unique to the community as a whole."

Some recent examples have included investigation into complaints that a car dealer was operating without required licenses—resulting in suspension of the dealer's operations and institution of legal proceedings against him—and investigation of a meat-packing plant's practice, discontinued as result of broadcast, of emitting raw sewage into a river. In another instance, the court-martial of three state policemen in an alleged wire-tapping incident which had led to the resignation of the state attorney general and state police commissioner, was opened to the public as result of *Action News* pressure. Following opening of hearings, WPVI-TV presented two weeks of court-martial coverage—reporting which

required the chartering of a plane to fly reporters and the courtroom artist between Philadelphia and Hershey, Pa., for constant news updates. Because much of the court-martial testimony dealt with activities of the State Crime Commission, particularly the manner in which the investigators conducted the probe of the alleged corruption in the Philadelphia police force, *Action News* followed the court-martial with an independent, two-part investigative series on the crime commission itself.

### Independent WTTG Washington stays flexible to cover news in a big news town

WTTG(TV) Washington has developed a special format for coverage of fast-breaking news stories and key national and local issues. The open-ended programs, put together on short notice, utilize a live studio audience and viewer phone-ins to question a panel of experts. Subjects have included gun control, amnesty, busing, the loss of the Washington Senators baseball club, crime and punishment, and Watergate.

WTTG, an independent station, is also headquarters for the Consumer Help Center. The project, manned by George Washington University Law School students, receives consumer complaints and acts as a referral and complaint-solving unit (with an 80% batting average). The center and WTTG produce special features

on problems that are widespread. These run as capsule reports in *The Ten O'Clock News*.

### KYW-TV devotes four-hour telecast to Philadelphia teachers strike


KYW-TV Philadelphia gave its viewers a behind-the-scenes look at labor negotiations during a strike on a four-hour telecast last February. While Philadelphia public-school teachers were on strike, KYW-TV invited and received acceptance from both sides for a discussion of the issues.

The program offered viewers an opportunity to see what goes on at a bargaining session and to gain an understanding of the intensity of feeling among key figures in a critical dispute.

The KYW stations—the program also was carried on KYW(AM)—made feeds of the proceedings available to other interested stations, with major TV stations in the area and a number of radio outlets using substantial excerpts. During the day the KYW switchboard handled more than a thousand calls related to the strike discussion broadcast, a spokesman said.

### KOOL-TV accents people in its news coverage

A focus on people is one phrase to describe news reporting at KOOL-TV Phoenix—a philosophy evident whether the station is covering a tragic explosion or



**Give us 30 minutes... we'll give you the world.** Most of the people most of the time watch

WLAC-TV, Nashville's No. 1 TV Station. **WLAC-TV 5**

Subject to qualifications contained in Feb./May 1973 ARB Survey Reports. Copies available upon request.

# NEWS MAKES NEWS ON WTVT

	ADI* rating	DMA* rating
<b>M-F Pulse News, Noon</b>	<b>16</b>	<b>18</b>
<b>M-F Pulse News, 6 p.m.</b>	<b>26</b>	<b>24</b>
<b>Sat Pulse News, 6 p.m.</b>	<b>28</b>	<b>23</b>
<b>Sun Pulse News, 7 p.m.</b>	<b>27</b>	<b>27</b>
<b>S-S Pulse News, 11 p.m.</b>	<b>13</b>	<b>14</b>

When it comes to news, WTVT delivers the audience in the 20th television market in the nation\*\*. Tampa-St. Petersburg viewers know that WTVT has the most exclusive, professional and complete news, weather and sports on Florida's Suncoast.

Put your advertising dollars to work on WTVT . . . the station that delivers more audience, 9 a.m. to midnight\*\*\*, than any other station in the Tampa-St. Petersburg market. Your Katzman has details and current avail.

\*ARB and NSI, Feb./March, 1973. Program audience averages. Estimates subject to source and method limitations.

\*\*ARB estimated TV households in Area of Dominant Influence. Estimates subject to defects and limitations.

\*\*\*ARB and NSI, Feb./March, 1973. Average quarter-hour audiences. Estimates subject to source and method limitations.

**THE WKY TELEVISION SYSTEM, INC.**

WTVT, Tampa/St. Petersburg  
 WKY-TV & Radio, Oklahoma City  
 KTVT, Dallas/Ft. Worth  
 WTV, Milwaukee  
 KHTV, Houston



**KATZ TELEVISION**  
 TV SOUTH

efforts of a local high-school band to travel to Europe.

One of Arizona's top news stories of the year was the explosion of a tank car near Kingman, Ariz., killing 12 and injuring hundreds. KOOL-TV covered the incident by air and on land. In editorials and public-service announcements on KOOL-TV, citizens were informed of a fund formed to aid families of the victims.

The station took on another fund-raising project—this time under happier circumstances—and helped the citizens of Casa Grande, Ariz., to send the high-school band to Geneva, Switzerland. Spokesmen from the community credited the station's news coverage of the fund-raising attempts for much of its success in reaching the \$75,000 goal.

#### **At KWTV a search for legendary mine, a week in institution for the blind**

Participatory journalism in a real sense of the word has become the trademark of KWTV(TV) Oklahoma City—a station which in the last year has sent a reporter-camera crew on a six-day horseback treasure hunt through mountainous terrain and another reporter to spend a sightless week in a facility for the visually handicapped.

To record efforts to uncover the fabled Lost Dutchman gold mine, News Director Richard Townley, reporter Sam Stewart and photographer Ray Bribiesca loaded camera and sound equipment on pack animals and accompanied professional treasure hunters on an expedition through the Superstition mountains of Arizona. The search became an adventure itself, with runaway horses sending camera gear down the mountainside the first day into the trip. With on-the-spot repairs the crew was able to continue the expedition, the results of which were aired in a documentary: *Adventure: Search for the Lost Dutchman*.

Participatory journalism took another direction in an attempt to explore the world of the blind. With the aid of a cooperative physician, urban-affairs reporter Andrew Fisher was certified blind in order to obtain admission to a state-supported training facility for the visually handicapped. His week-long experience, conducted with eyes taped shut, culminated in the documentary: *Behind the Veil: A Reporter's Journey Into Darkness*.

#### **Eight months of work at KMGH-TV go into special for Earth Week presentation**

KMGH-TV Denver took note of Earth Week last April with the presentation of a five-part environmental special, *Colorado: Options for the Future*. The series, which took its name and direction from a study of the Colorado Environment Commission, examined the rapid population growth in the state and the resultant strain on its resources—housing, water supply, open space, and transportation system.

The special, in preparation by the news staff for eight months, provided an overview of environmental prob-



For real, KWTV(TV) sent a blindfolded newsman into a home for the blind to find out and tell viewers what it's like to be sightless.

lems and also background for understanding a complex and far-reaching land-use bill under consideration in the state legislature.

#### **WPLG-TV keeps fixed spotlight on irregularities in Miami**

WPLG-TV Miami's *The Scene Tonight* newscasts have carried numerous investigative reports on local crime, corruption and questionable business practices. One, an investigation of an alleged court fixer, turned into a continuing series called *The Market Connection*.

Other reports have dealt with Mafia infiltration of the air-freight business and thefts at Miami International Airport; an unauthorized payment by the state Democratic Party to the mayor of Miami; voting registration irregularities in Miami Beach last November; precinct poll workers making sure that blind voters cast their ballots for candidates who were paying off the poll workers; pricing and dating discrepancies in supermarkets, and alleged illegal and unethical medical practices at Mount Sinai Medical Center.

#### **All the time that fits the news at KMBC-TV Kansas City**

As part of a news operation that has been voted best in the state for the last two years by the Missouri Broadcasters Association, KMBC-TV Kansas City includes three news segments on its daily 90-minute news broadcasts on a "news as it warrants" basis.

"Consumer Action Response" is produced by a full-time consumer reporter and often serves as a "buyer beware" report on questionable products and business practices. Hazardous toys, exorbitant interest rates and substandard controls on food preparation are some of the items reported thus far. The re-

port names names and shows pictures. "Commentary" is another feature on the daily news program. It may be motivated by a confusing local or national issue and is often used to clarify these muddy controversies. "Commentary" often follows "Probe," a "penetrating series of reports" compiled by the station's full-time investigative reporter. News reports from the "Probe" reporter have included stories on welfare abuse, prostitution, gambling and mistreatment of the mentally ill.

In an effort to make sure its viewers get total news, KMBC-TV gives "fire stories, accidents and announcement-type news the brief headline treatment" while still giving the in-depth treatment to investigative reports and important consumer-action reports.

#### **WMAQ-TV goes all the way in covering governor's inauguration**

"This is out of the ordinary because we don't spend money like this every day—every year for that matter," according to John Gibbs, manager of news operations, WMAQ-TV Chicago. What WMAQ-TV did was to send a staff of 40 persons to cover the Illinois inauguration ceremonies at the beginning of this year. Costs were estimated at \$45,000.

Six reporters, 18 engineers, three mobile units and seven cameras in addition to two film camera crews were used in what WMAQ-TV calls "the most extensive coverage ever given the inauguration of state officials."

The staff produced four special programs called the *45th Inauguration* which were aired live on Sunday and Monday (Jan. 7-8), three in prime time. The four programs individually featured a reception given by Governor Walker in honor of the families with whom he stayed during his 1,000-mile walk across the state; the swearing-in ceremony in its entirety; a tour of the governor's mansion which included introduction of the governor's family and interviews of the governor and his wife by Floyd Kalber and Jorie Lueloff and coverage of the governor's ball.

#### **WSVA-TV provides brush-up in broadcast-news delivery**

Thomas Lewis, news director of wsva-TV Harrisonburg, Va., cites as examples of his station's outstanding news coverage an interview with John Dean's former teachers at Staunton military academy, picked up by ABC-TV, and its all-night coverage of recent disastrous floods in the area. But more important, says Mr. Lewis, are his efforts for in-house upgrading of the station's news staff.

"We recognize our role as a 'farm club' station," he says, in that news people at the station are often looking to bigger markets and the networks. But instead of minimizing that fact, Mr. Lewis attempts to "maximize" it to the benefit of both the staff and the station.

He holds regular seminars at the station in basic broadcast-news techniques, "with emphasis on what I call the technology and the artistry of the spoken





**In Seattle, KIRO Eyewitness News is the preferred news.  
By almost 2 to 1.**

When Dr. Frank N. Magid conducted his first news preference survey in the Seattle-Tacoma market, KIRO-TV had an 8.2% share of preference. The leader had 51%. That was back in 1964. By October of 1972, KIRO had outdistanced every other station by almost 2 to 1 with a 42% share of preference.

How'd we do it?

We put together the best news team in the Pacific Northwest—maybe in the country. Clif Kirk, Seattle's most popular anchorman. Sandy Hill, the most popular woman on Northwest television. Ron Forsell, the most preferred sports reporter on local TV. And Lloyd Cooney, our president. His daily editorials have made him the most recognized personality on

Seattle television.

And we put more news on television than anyone else. Three hours a day of local news alone. Eyewitness News.



**KIRO-TV EYEWITNESS NEWS TEAM**

Informative, concise news presented with a sense of belief and honesty that others have tried to capture.

How's it doing?

ARB shows our early evening Eyewitness News up 374% from May of 1969 to May of 1973. Eleven P.M. Eyewitness News for the same period: up 229%. That's the time slot where we have a razor sharp 29-year-old as anchor man. Interesting for us. Informative for the viewers.

It's the sort of thing that has made Eyewitness News what it is today: Seattle's most preferred news.

KIRO Television is a Bonneville International Corporation station. Represented by Peters, Griffin, Woodward. Detailed research findings available on request.

language," he says. And equal emphasis is given to rules for writing for broadcast.

### Politics, POW's and heroin scrutinized by WFMY Greensboro

Subjects for major news programs on WFMY(TV) Greensboro, N.C., during the past 12 months include the 1972 elections, the return of Vietnam prisoners-of-war and drugs. In "Carolina Candidates '72" the station devoted three and a half hours of Sunday (Nov. 5) prime time to a discussion of major races from attorney general up to the Presidency.

On March 28 of this year WFMY telecast *Major McDaniels Comes Home* (7:30 p.m., 30 minutes long) and the following day broadcast a half-hour press conference of three more POW's (March 29, 5:30 p.m.).

Most recently, on Aug. 13, the station broadcast *Heroin Here* (9:30-10 p.m.) which showed that the addict's habit is basically supported by the so-called "law-abiding citizen."

### Community study provides themes for WISH-TV Indianapolis projects

A local variation of CBS-TV's *60 Minutes* has been adopted by WISH-TV Indianapolis. Its *30 Minutes* follows a news-magazine format and includes three or four minidocumentaries during each program. Topics frequently result from the station's community ascertainment efforts, such as a program on Indianapolis open-housing and public-housing problems and another show on the "rap-house" drug-treatment center.

Recent investigative activity has included the assignment of a reporter to provide full-time coverage of the month-long federal trial in the Indianapolis school-desegregation case with the hiring of a freelance artist to provide visual coverage of the proceedings. WISH-TV's sister Corinthian Broadcasting station, WANE-TV Fort Wayne, Ind., provided an assist to the Indianapolis station by filming Phillip Gutman, Indiana Senate president pro-tem, in his Fort Wayne law office reacting to the federal-court ruling charging the state with school segregation.

In other news efforts, the station taped a series of half-hour programs on the convention of the National Association for the Advancement of Colored People held at the Indiana convention-exposition center in July.

And the station, which has a full-time women's director, Diane Leeds, devoted a full week to analyzing the Equal Rights Amendment in a five-part series consisting of discussions by a panel of five women.

### KOLN-TV and satellite KGIN-TV elicit answers for Nebraskans

KOLN-TV Lincoln, Neb., and its satellite station, KGIN-TV Grand Island, Neb., have their own version of CBS-TV's *Face the Nation*, applying the concept at a local level. *Face Nebraska*, a monthly 30-minute program, probes controversial



Or another. TV cameras, for the most part, are still barred from courtrooms, and sketching is one way to add visual impact to reporting legal proceedings. WISH-TV Indianapolis artist Julie Desch supplemented the reporting of Jane Pauley with drawings such as this during the school-desegregation trial in the area's federal building.

issues, presenting legislators and other guests qualified to offer viewpoints. Recent programs have focused on such topics as the rise in beef prices, offering the perspectives of both the cattle rancher and the consumer, and Nebraska's comprehensive health care plan. Another segment featured an interview with former Lincolnite Sam Yorty, mayor of Los Angeles.

While this program is a forum for topics of local and regional interest, another series, *Answers from Washington*, provides a direct line to the nation's capital for discussion of questions of national import. In this five-minute weekly slot, questions by viewers are submitted to Nebraska Republican Senators Carl Curtis and Roman Hruska and Representative Charles Thone (R-Neb.) whose video-taped replies follow. Viewers whose questions are used receive an American flag that has flown above the nation's Capitol.

For youngsters in the viewing audience, KOLN-TV and KGIN-TV have devised *Children's News* as a stimulus to interest in current events. Geared for ages 7-12, the program features unusual topics, or a new look at everyday subjects. The program, broadcast Tuesdays and Thursdays during an afternoon cartoon show, has examined such things as beavers, time, fog, two-person submarines and the making of a TV show.

### WBAL-TV looks elsewhere for clues to effects of downtown stadium

In response to a controversy over whether a multimillion-dollar downtown stadium and convention center should be built in Baltimore, WBAL-TV that city produced and aired a five-part series exploring the experiences of five other cities (Washington, Philadelphia, Pittsburgh, Cincinnati and St. Louis) in building new stadiums. Deliberately avoiding the pros and cons of the proposed project, the reports concentrated on what effects new stadiums have had on downtown business and sports attendance and how much they had cost local taxpayers. The conclusions were that a downtown stadium requires taxpayer dollars but enhances a city's

image and produces a surge in sports attendance. But the reports also found that stadium attendance subsides after a few years and becomes dependent on performance of the teams.

Another five-part series done by WBAL-TV examined some of the less common religious and quasi-religious movements in the Baltimore area. These included the so-called Jesus freaks, followers of Krishnaism and students of both transcendental meditation and Kung-fu.

### More than just the news on WITI-TV Milwaukee

WITI-TV Milwaukee incorporates several features into its 6-7 p.m. and 10-10:30 p.m. newscasts. "Contact Six" seeks solutions to problems sent in by viewers. Tom Hooper and his researchers receive an average of 1,500 letters a month. While only a fraction of those situations go on the air, all letters are answered.

Barry Petersen is the investigative reporter who pays particular attention to instances of government incompetence and corruption. WITI also maintains a crew of reporters and photographers at the state capitol in Madison.

Other nightly news features include "Shop Smartly," offering consumer tips, and "Wandering Wisconsin" with John Newell. Mr. Newell roams the state in a camper in search of offbeat human-interest stories such as the 96-year-old Racine golfer who's so good at the game he can't find any opponents.

Recently, WITI introduced guest editorialists from the newspaper world. Viewers also get a chance to editorialize on "Speak Freely."

### Four-day, four-ply treatment given issues by KFBB-TV

KFBB-TV Great Falls, Mont., has developed an editorial concept that provides for a four-day focus on a selected theme. A Tuesday editorial entitled "Opinion" sets the theme for the remainder of the week. On Wednesday an "inquiry" segment examines viewer response to past editorials based on mailed questionnaire results. These questionnaire findings are then compiled by the station and forwarded each month to community and state leaders. A Thursday "man-on-the-street" interview gets views on the current week's editorial subject, while a Friday "reaction" slot is provided for guest editorials in response to KFBB-TV expressions of opinion. Most of the editorials have dealt with local or state issues with the greatest response to date generated by an editorial calling for an end to tourism promotion in Montana. The four-day editorial concept was devised as a means of presenting an in-depth look at a subject, but in small segments to sustain viewer interest throughout the week, according to News Director Ken Dunham.

### A wet but effective KFVS-TV

One story more than any other commanded coverage by KFVS-TV Cape Girardeau, Mo.—this spring's record





## CP-16/A (with Crystasound)

### A Cameraman's Kind of Camera

Tired of the daily struggle with backbreaking body braces, unwieldy tripods, and heavy, poorly balanced cameras? Tired of dangling power and sound cables? Encumbered by quickly exhausted battery packs? Frustrated by a noisy camera movement? Annoyed with "tack-on" sound equipment? Feeling crushed under the weight of it all?

We, at Cinema Products, believe that we have designed a unified camera and sound system that will solve all of these problems.

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signed and specially balanced for convenient on-the-shoulder shooting. It weighs a little less than 17 pounds when fully equipped. And "fully equipped" means fully. With 400-ft. magazine loaded with 400 feet of film. With a 12-120mm Angenieux zoom lens. With a plug-in Nicad battery pack. With a critically accurate crystal-controlled DC servo-motor for single and double system sync sound. Plus the Crystasound recording system with built-in amplifier. That's right. Less than 17 pounds!

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sound test is your professional ear, and the actual quality of the sound recording.

Out-of-sync problems? Our CP-16/A is crystal-controlled to the extremely critical tolerances required by cordless double system recording, with a frame rate accuracy of  $\pm 15$  parts per million over a temperature range of 0-140° F. And if something should go wrong, the easily visible out-of-sync warning lamp, located at the front of the camera, will instantly light up.

As for magazine capacity, the CP-16/A accepts standard 400-ft. and 1200-ft. Mitchell-type magazines, and we even designed a special locking stud so that magazines can be easily and instantly snapped on and off the camera.

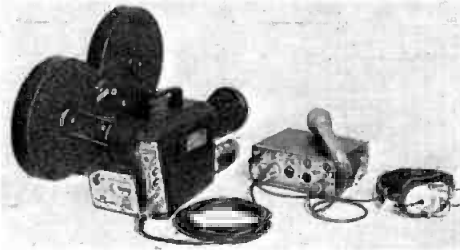
Then there is the power supply problem. There are no lost shots with our rechargeable plug-in Nicad battery pack. It snaps instantly in and out of the camera body, and drives from 3200 to 4000 feet of film on a single charge. That's a lot of footage from a little battery pack which weighs a mere sixteen ounces. It is so compact—a spare, fully charged battery pack will slip easily into your shirt pocket. And it also powers the CP-16/A sound system.

Lately, more and more TV-newsfilm and documentary cameramen have had to "go it alone," with the responsibility of capturing both picture and sound. Designed and engineered from an overall total systems approach, our CP-16/A with Crystasound makes it seem almost easy.

The Crystasound amplifier is part of the camera, and it is powered from the same battery pack. Switchable, variable compression Automatic Gain Control lets you concentrate on filming the event. The headphone monitoring channel automatically switches from live mike to playback when the camera is turned on. We've even provided a special line feed to a tape recorder for those instances where the cameraman is recording simultaneously for TV and radio. The built-in amplifier has two microphone inputs and one line input,

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Only on. WXYZ-TV got an exclusive interview with ex-Teamsters boss and presidentially pardoned convict Jimmy Hoffa (r). Dennis Wholey did the interviewing.

### WXYZ-TV makes news itself with exclusive interview of ex-Teamsters boss Jimmy Hoffa

On July 11 WXYZ-TV Detroit carried a 90-minute interview with James Hoffa, former president of the International Teamsters Union, described as the first in-depth talk Mr. Hoffa had granted the news media since his release from a 58-month prison term.

The wide-ranging interview with Mr. Hoffa, carried on the station's *A.M. Detroit* program with Dennis Wholey as host, resulted in several newsworthy developments that were picked up by the national news services.

Among the news breaks were a pungent description by Mr. Hoffa of conditions in the Lewisburg penitentiary, including widespread homosexuality and free access of drugs; his announced intention to run for the presidency of the Teamsters in 1976; his belief that Senator Edward Kennedy (D-Mass.) and Vice President Spiro Agnew will be the presidential candidates in 1976 and that Mr. Kennedy will win, and his comment that Senator Sam Ervin (D-N.C.) is "as phony as a \$3 bill and he knows it and I know it."

Mr. Wholey later said there was considerable advance preparation for the Hoffa interview and he credited an associate producer on *A.M. Detroit* with playing a key role in obtaining the consent of the former labor leader. He said Janice Conn once had worked for the Teamsters Union in Los Angeles and also had contacts in the Detroit local.

Sixty people are involved in preparation of WXYZ-TV newscasts, twice the number employed two years ago, resulting in an increasing number of documentaries and investigative reports being aired.

During the weekend of Nov. 10, 1972, the most spectacular news story in the country concerned a hijacked commercial airliner. The story began in Detroit, ended in Miami, covered 52 hours and took WXYZ-TV reporter Vince Wade and a film crew on a 4,600-mile odyssey by private jet as he stayed on the trail of the hijackers to Buffalo, New York, Toronto, Tennessee and finally Miami.

When thousands were forced from their homes last November as floods and freezing temperatures hit the western shores of Lake Erie, WXYZ-TV film crews covered the disaster with film shot from helicopters showing the severe damage caused by the storm. Then in the spring, the unusually high water level of the Great Lakes caused serious flooding and WXYZ-TV news crews again provided lakefront and aerial coverage of the disaster.

### KSAT-TV's vignettes help 'little' guy with his vexations

KSAT-TV San Antonio, Tex., has initiated *Contact 12*, a four-minute portion on its evening newscast. In the segment which the channel 12 station terms "the public voice of the little guy," viewer problems and questions are examined. In one instance, *Contact 12* responded to the problem of an elderly woman living in a di-

flooding in the Mississippi valley. KFVS-TV incurred losses of its own while trying to cover the disaster. A news cruiser, carrying footage of the worst parts of the flood along with a news team, plunged off a Missouri road into a ram-paging creek during the floods. The crew came out of the ordeal wet but safe; the best of KFVS-TV's on-the-spot newsfilm was lost, however.

But spokesmen for the outlet don't believe that all was lost in the disaster. KFVS-TV newsmen discovered that people in areas hard-hit by flooding were not informed about government benefits to which they were entitled by virtue of the disaster. Six half-hours, one of which brought flood victims face-to-face with government officials over the problem, helped alleviate the situation and resulted in the formation of a volunteer community group to assist victims with aid applications.

### WAGA-TV: a part of the process in planning and justice

Storer Broadcasting's WAGA-TV Atlanta thrust the effort of its news department in the direction of two problems common to urban areas—city planning and the criminal justice system. Under the guidance of WAGA-TV's senior news analyst, Ray Moore, the station aired an 11-part series informing viewers on the pitfalls of uncontrolled urban growth, the need for regional planning and, specifically, on the inadvisability of a system of free- and tollways proposed by the state for Atlanta, which voters defeated at the polls in November 1972.

Georgia state legislators requested a special showing of WAGA-TV's report on the state's criminal justice system (telecast originally in 50 separate segments) which was concerned with the bail, prison, juvenile and local jail systems. The legislature did pass judicial reform legislation in the beginning of this year.

### WTMJ-TV Milwaukee puts more stress on documentaries, short and long, and on-camera reporters

A new dimension was added to television journalism at WTMJ-TV Milwaukee this year with the adoption of the minidocumentary format and an increased use of on-camera reporters.

The station employs the minidocumentary as a vehicle for responding to immediate situations as well as providing a broad evaluation of newsworthy material. Recent programming within this format has focused on the meat shortage, the safety of school busses, rape and natural childbirth. The station also uses the minidoc to profile political candidates, offering looks at candidates far below the level of governor and senator but very much in the local eye.

WTMJ-TV has used a longer documentary format to acquaint viewers with prominent elected officials; recent programs have followed a day in the life of Representative Les Aspin (D-Wis.) and interviewed presidential assistant Melvin Laird. Another 30-minute documentary, *Partners in America*, suggested Nicaragua as a "sister state" to Wisconsin, eliciting substantial support from state residents in response to the earthquake disaster. A WTMJ-TV reporter-photographer team went along with the planeload of donated food and medical supplies to document the Nicaraguan situation. Another aspect of WTMJ-TV reporting, increased emphasis on the "live reporter," arises out of the station's theory that the era of the reporter has arrived. In its *Early Scene* program nightly, the station has developed a "reporter show" which attempts to create the same one-to-one relationship between reporter and audience which has been used in situating the anchorman into prime position. WTMJ-TV also makes heavy use of on-the-set reporters and live on-the-scene reports in its noon, 6 p.m. and 10 p.m. news programs.

lapidated home. Through televising the problem, donations and volunteers were provided to rebuild the house. Other questions examined in the series: "Why can't we take our eight-month old baby to see an X-rated movie?" "How much is an authentic Mickey Mouse watch worth?" "Are there any legal charges that can be filed against the wife of an overseas soldier who is living with another man?"

### WGN-TV spins off on Watergate; its helicopter has a happy landing

WGN-TV Chicago—with more than 50 people in its news department—sports a truckload of news awards from the Illinois state UPI and AP broadcast organizations (three first-place awards this year from the AP and two from UPI). It subscribes to both independent television news services—Television News Inc. (TVN) and UPITN.

With Watergate revelations riding high on the priority list of national news stories by early summer this year, WGN-TV took the local tack and sent its newly acquired investigative reporter, Frank Beaman, to study the scope of surveillance in the Chicago area. His three-part report, aired in June, exposed the "common practice" of unauthorized wiretaps by Army intelligence personnel and police in the city, naming those who were targets of surreptitious surveillance. The report also contained the first allegations by former U.S. Court of Appeals Judge Otto Kerner, convicted earlier this year in a race track kick-back scheme, that he was the victim of illegal surveillance before his indictment.

What WGN-TV calls its "real coup" this year, though, was its coverage of the return of a kidnap victim—the son of a Chicago millionaire held for \$1.5 million in ransom—with the aid of WGN's helicopter. Newsmen monitoring police calls overheard reports that the victim had escaped his captors in Michigan City, Ind. It rushed its helicopter—with news crew aboard—to the scene, offering to return the boy to Chicago for the family reunion. WGN-TV was able to telecast the reunion live from the heliport, where the boy's family was waiting.

### WTOP-TV's news staff has made the concerns of Washingtonians its very own personal problem

As a network affiliated VHF in the nation's capital, WTOP-TV Washington is in a position to make things happen. In the past year, the expose has become one of the Post-Newsweek station's primary journalistic fortes.

"WTOP Troublesooter," a consumer-protection undertaking since August 1972, has been responsible for the airing of 153 reports based on complaints solicited from the public. Producer Carolyn Engle and correspondent J. C. Hayward have been able to procure some \$20,839 in back salaries, refunds and other money due 78 persons. The reports, an installment of the station's *Eyewitness News*, have centered on 18 complaints regarding faulty automobile repairs, 18 cases



Graphic. KING-TV Seattle's series on the dangers of inflammable children's clothing used shots of a burned child to bring home forcefully its point.

of appliance problems, 14 complaints against mail-order houses, 15 associated with furniture and carpet dealers and 17 housing problems, in addition to several cases which could not be categorized. The reports have been responsible for such remedies as the location of a hospital bed for a helpless Washington arthritis sufferer, the demolition of a vacant house which neighbors viewed as a menace, and the procurement of adequate medical care for a previously ignored reformatory inmate.

Other WTOP-TV exposes were unsolicited. Correspondent Jim Michie, for instance, has aired three investigative reports on particular hazards to the consumer. In one, "They Don't Build 'Em Like They Used To," Mr. Michie and correspondent Gordon Peterson unearth-

ed examples of substandard housing construction. In another, he presented a three-part critical analysis of the shortcomings of Interstate 495, a highway encircling Washington which was intended as a tourist help but poses problems for commuters.

In another *Eyewitness News* installment entitled "People You Should Know," Ms. Hayward regularly presents a profile on unsung heroes in the Washington area. Among individuals covered in the series have been Eldoe Ward, a southeast Washington resident who for the past five years has run a voluntary one-man errand service for incapacitated patients at a neighborhood health center, and Furman McCormick, a young police officer whose off-duty hours are spent as an inner-city scoutmaster.

### One Washington prods another: Reaction to KING-TV documentary helps enactment of new safety law

The impact of local reporting effort had repercussions 3,000 miles away last year, when viewer reaction to a KING-TV Seattle *Newservice* series led to tightened federal standards on flammability of children's clothing. Under its consumer affairs specialist Don McGaffin, the station produced a series of half-hour reports titled *The Burned Child*, focusing on injuries suffered by children whose clothing catches fire. The series included an eight-minute segment of a little girl undergoing a change of dressing on burns covering most of her body. Mr. McGaffin urged viewers to write the

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secretary of commerce in Washington calling for the establishment of standards governing fire retardant fabrics for children's nightwear.

Commerce Secretary Peter Peterson reported that more than 4,000 letters were received as a result of the *Newservice* report.

Despite requests by the textile industry for a two-year delay in establishing standards, guidelines were issued on May 31, 1972, which established new flammability regulations and labeling requirements for children's sleepwear, fabrics and mattress materials.

Senator Warren G. Magnuson (D-Wash.), who had sponsored similar legislation in 1967, called KING-TV's effort "the one single factor" that led to adoption of the new guidelines.

### The color in WAVE-TV's news comes from the people

WAVE-TV Louisville, Ky., has included a segment in its news program that spotlights local people and folklife events in the Kentucky-Indiana area. Known as the "WAVE Country" team, reporters Barry Bernson and Larry Sales have prepared features on the Broadway opening of the Louisville production of "Tricks," and more recently, traveled to Washington for the Smithsonian Institution's annual festival of American folklife which featured Kentucky artisans and musicians. Another "country" segment took a look at a local cab driver—unusual in that he was the former president of a large manufacturing firm, and now looking for a way to keep busy in retirement years. The "WAVE Country" segments appear three or four times weekly and last from two to five minutes each.

In another effort, WAVE-TV provided viewers with up-to-date reports on attempts to dislodge a chlorine-filled barge, which had broken tow and wedged itself against the McAlpine dam in downtown Louisville. Although the area had been evacuated at one point, the station utilized an unmanned camera to shoot continuous footage for visual coverage of the week-long crisis.

### WCVB-TV Boston concentrates major investigative reports in prime-time access slots

WCVB-TV Boston claims the production of more prime-time access programs than any other station in the country—as well as half-hour newscasts morning, noon, evening and night. In the 7:30-8 p.m. slot, WCVB-TV telecasts *Five on Sports* on Mondays; *The Investigators* Wednesdays and *Five at Large* Thursdays.

Perhaps its most provocative series is *The Investigators*, whose reports seek to put controversial issues in perspective and, where possible, to uncover information hidden from the public. Reporters and researchers for the program interview citizens and officials and document the effects of crucial issues on the community. Two months after a report on a program on an offshore oil terminal planned by the Massachusetts Port Authority, the MPA chairman called the



For the deaf. WCVB-TV Boston serves the hard of hearing by having sign-language interpreter Ann MacIntyre simultaneously deliver the news with Roger Goodrich.

proposal unfeasible for reasons advanced on *The Investigators*. Another program focused on complaints of area residents to the Fenway Urban Renewal proposal. Fenway residents thereafter went to court seeking a restraining order against plans for a luxury apartment building in the primarily low-income area.

Another prime-access series, *Five at Large*, is a magazine-type production ranging over New England and involving general-interest subjects. Topics covered included essays on carousels, corporate board rooms, newsstands, bagel factories, snuff, bubble gum and a tugboat crew.

The third access series, *Five on Sports*, supplies some investigative reporting; background stories on major sports events; in-depth profiles on both little-known and well-known sports figures and a number of offbeat stories.

The fourth major public affairs series, also in access time, is *The Young Reporters*, which has been on the schedule since the day WCVB-TV went on the air on March 19, 1972. It is a weekly, half-hour produced by young people in the Boston area (11 to 18 years old), who select, supervise the production of and broadcast the stories, reviews, interviews and news features.

WCVB-TV says it is one of the few stations with its own public-opinion research department. It conducted and telecast two telephone surveys of public opinion on Watergate, which received wide coverage in local newspapers and magazines.

### Former county official turns gadfly with a following for KTRK-TV Houston

The news at KTRK-TV Houston is Marvin Zindler—flamboyant consumer reporter for the past seven months. Before joining the station he was public relations officer for the Harris county sheriff's office. Since joining KTRK-TV, Mr. Zindler's "Action 13" segments of the nightly *Eyewitness News* have dealt with prisoners in the Harris county jail who had been officially "lost" for as long as five months due to misplacement of records; two bawdy houses that reportedly operated without police interference (one for 107 years); a tunnel under the Houston shipping

channel that Mr. Zindler labeled "a death trap" because of bad lighting and insufficient maintenance, and assistant district attorneys working as many as 93 hours a week and making more money than their \$35,000-a-year boss, among other stories.

### KTAR-TV Phoenix panel fields all questions on phone 'Action Line'

Twelve switchboard operators are kept busy handling calls for the *Action Line* program carried the last Sunday of each month on KTAR-TV Phoenix. The format of the 90-minute program is simple: A panel of five to eight specialists in a particular field respond to questions phoned in by viewers.

Since the start of *Action Line* last February, topics have included the food-price spiral, the energy crisis, morality in America, traffic congestion and education. A spokesman called the series "a natural complement" to other regular public-affairs programs on KTAR-TV including a weekly half-hour community-oriented series, and a group of eight prime-time specials on local problems.

### Northern neighbors find interests reflected in WBEN-TV Buffalo news

Located just below the Canadian border, WBEN-TV Buffalo, N.Y., attempts to provide a two-nation news perspective and its documentary and news coverage reflects this concern. In the past year, WBEN-TV produced in Canada a series of special news reports on draft-age Americans who fled to Canada. One focused on Canadian attitudes toward the American draft evaders and another on a movement among these young U.S. citizens to vote in the 1972 presidential election, presumably for Senator McGovern.

### Evening-long quiz of candidates is campaign feature of WSAZ-TV

A high spot of WSAZ-TV Huntington, W. Va.'s public-service schedule was the presentation last Oct. 23 of a four-hour, prime-time special program, *Town Hall: Politics '72*. Fifteen office seekers from a tri-state area were quizzed by WSAZ-TV staffers and members of the League of Women Voters on important issues in the campaigns. The station reported there were only a few complaints from viewers about the pre-emption of the entire evening schedule (7-11 p.m.), although a number of callers did register opposition to what candidates said on the air.

### WBTV takes long look into traffic, politics and plant-raising

Local news programing at WBTV(TV) Charlotte, N.C., last year ranged from coverage of local traffic congestion and a portrait of North Carolina's 76-year-old Senator Ervin to a series on how to garden.

*How Do We Go From Here?*, a 90-minute special dealing with the transportation problems in Charlotte, was presented a week prior to a \$23-million dollar transportation bond referendum in



the city. The program presented interviews with local citizens and public officials discussing specific traffic problems in the city and long-range solutions. It also presented a look into the past—a filmed history of growth in the city since 1900 which included a re-creation of a ride on the now-defunct Charlotte trolley. The program culminated with a debate on the bond issues.

At the initiation of the Watergate hearings, WBTB aired a profile of North Carolina's senator of almost 20 years Sam Ervin. *Senator Sam* featured conversation with the senator and examined his role as chairman of the Watergate hearings.

And last spring the station aired a series on its nightly newscasts that was not "news" but that was well-received: "all about Gardening," which offered five easy steps in the development of a green thumb.

**WNDU stations have public access there for the asking— but stage fright has taken its toll**

Public access has come to broadcasting in South Bend, Ind. Since last September the WNDU stations there (TV-AM-FM) have been soliciting local opinions and airing the public views in the form of randomly placed 45-second spots.

The project was undertaken due to numerous expressions of opinion received by the stations' management via mail and the belief that the stations could better serve the public by encouraging those who were so motivated to present their ideas over the air.

Plans call for the television segments to be video taped and the audio to be broadcast over the radio. The results have been meager so far (only two people have used the service to date) but the stations have begun to promote the public-access possibilities on their stations. The campaign is designed to "prime the pump" for the service which a station source said should continue indefinitely.

**Duluth's WDIO-TV gives listeners opportunity to have their say on the air; Minnesota legislators get for-the-record treatment**

WDIO-TV Duluth, Minn., is one of the stations that allows its audience a chance to "talk back to their TV sets." *Editor's Mail Bag* is a weekly feature in the WDIO-TV line-up providing viewers the opportunity to comment on news coverage, as well as over-all programing.

Also in its regular public-service fare, WDIO-TV analyzes Minnesota state legislators, their votes and position statements, every Saturday night. And a spokesman for the station claims a 41 share for the "straight-talk" program.

To follow on the heels of serialized reports on abortion, rape, comparative shopping and meat pricing, the station is presently working on a report on the little-known disease, rheumatoid arthritis, for which it has financed laboratory analysis of medications on which no information was available.



Getting physical. WCKT's Bernice Norton came in for a rough time in pursuing a story on Meyer Lansky's wife in the Miami International airport.

**Persistence makes for vitriol and a good news story for WCKT's newsperson Bernice Norton**

Meyer Lansky has been a reputed underworld figure in the Miami area for years. Last November, he was under indictment in the city on charges of income-tax evasion. Thus, when it was learned that his wife Thelma was clandestinely traveling to the city to be with him, the Miami airport suddenly became a popular place for the city's news corps. One of those intrigued by the story was WCKT(TV) reporter Bernice Norton, who on Nov. 10, 1972, stationed herself and a film crew at the gate where a flight from Tel Aviv, Mrs. Lansky's last-known refuge, was schedule to arrive. Several other newsmen were present, and all were equally befuddled when none of the disembarking passengers appeared to resemble the wife of the indicted racketeer.

"Are you Mrs. Lansky?" was the question thrown at numerous women emerging from the aircraft. No positive response was forthcoming. Then, suddenly, from the ranks of the assembled newsmen came the cry "Godmother!" An attractive gray-haired woman, who later was reported to be traveling in disguise, became visibly squeamish. And Ms. Norton, who had been responsible for the ploy, jumped at the sign.

Mrs. Lansky, her cover blown, attempted to rush toward the customs gate, aided by a burly man later identified as her son. Pursuing reporters were physical-

ly and verbally abused and Ms. Norton, microphone in hand, became the prime recipient of the put-off. Pushed and shoved by the son, spat in the face by Mrs. Lansky, Ms. Norton continued her pursuit until she was eventually accosted by the former. He demanded that police arrest the reporter on charges of assault and battery. Police refused.

Ms. Norton produced a spirited report of the incident on WCKT's evening newscast.

Mr. Lansky was acquitted of charges he faced in Miami last month. However, he still must stand trial in Las Vegas on a related federal indictment.

**The year's remembered stories at WMAL-TV: a spot news break for helicopter and nearby crew, minidocs that led to reforms**

News efforts of WMAL-TV Washington in the past year have ranged from exclusive filming of a local disaster—the collapse of an under-construction building—to investigative reports which have spurred county investigations and city council action.

The March 2 collapse of a building at Bailey's Crossroads, Va., in which 14 persons died was covered by the station in a 15-minute program with exclusive film—aerials and ground coverage—made possible by the WMAL-TV police helicopter and the use of a camera crew near the scene on another story at the time of disaster.

WMAL-TV investigative reporting re-

sulted in a 13-part series, *Are We Eating Garbage?*, which took a look at the fat and bacterial content of a variety of convenience foods and the food-processing operation. Another report on television repair abuses led to a Montgomery county (Md.) investigation of the practices of the repair business.

A third WMAL-TV series on alcoholism delved into changing attitudes toward and treatment of the disease, focusing in one segment on Washington's alcoholism treatment center. The program detailed overcrowding and understaffing of the facility—an old prison—and detailed abusive practices such as locking patients in cells and discharging patients before therapy was complete due to lack of space. The series led to the resignation of the center's director and, in addition, spurred the D.C. City Council to appropriate \$750,000 in additional funding for improved facilities.

### WNBC-TV's 'Troubleshooters' ride herd on N.Y. problems

Public-interest reporting has taken on an added dimension at WNBC-TV New York with the debut of its "Troubleshooters" news team in April.

*Butcher's Bunco*—a six-part look at deceptive meat and poultry labeling—was the first product of the investigative team. Accompanied by an inspector from the New York City department of consumer affairs, the reporter-camera crews visited metropolitan area supermarkets to compare pricing and labeling of meat. Inspectors were able to uncover an ordinary



rib steak, then \$1.39 a pound, but priced at \$2.29 a pound when relabeled a "his-and-hers" steak. The team not only found direct labeling violations, but also uncovered other costly "creative" labeling techniques. Follow-up programs on *Butcher's Bunco* series have featured interviews with consumers on their understanding of various labels and a demonstration of money-saving ways to home-carve certain meat cuts.

For its second major report, the investigators took a look at *The Make Believe Hospital*, a 14-story, \$18.7 million mental-health center in New York's East Harlem—a structure whose only use to date has been as the set for the movie, "The Hospital." In this program, WNBC-

TV probed rising costs of the building, originally estimated to cost \$8 million, and the history of bureaucratic buck-passing behind the empty structure. The story, a product of four hours of taped interviews and 120 hours of additional research, has elicited a promise from Mayor John Lindsay to open the center. The "Troubleshooters" have planned on-the-spot checks to survey progress in providing real patients for the make-believe hospital.

Investigative reporting in America's largest city occasionally brings to light so-called "X-rated" topics that require special care in their presentation. When WNBC-TV's *Sixth Hour* news report delved into the subject of male prostitution, the station warned viewers beforehand that the material might prove upsetting and "parents may feel that the report is not suitable for their children to see." Using hidden cameras and concealed microphones, the station took an eyewitness look at solicitations on West 42d Street, and in its reports stressed the connection between male prostitution and a growing incidence of extortion.

### Community groups pool their efforts in WRAU-TV special on the elderly

News directors don't realize the power they have to mobilize community groups and involve them intimately in local programming, according to Bob Rice, VP and general manager of WRAU-TV Peoria, Ill.—a power which WRAU-TV utilized in a recent programming effort.

What began at WRAU-TV as a small meeting of community representatives called to advise the station on how to better serve the aged, resulted, several months later, in a seven-hour special on problems of the elderly. Fifty-four local groups provided input—both in planning and actual on-air participation.

The special, consisting of live, videotaped and filmed segments, presented panel discussions on health, housing, social services, safety and activities for the elderly. Appearances were made by Senators Charles Percy (R.-Ill.) and Adlai Stevenson (D.-Ill.) as well as local congressman.

An important aspect of the special, Mr. Rice pointed out, was that, in addition to providing information to the public, it served as a catalyst for the coordination of community efforts in serving the elderly.

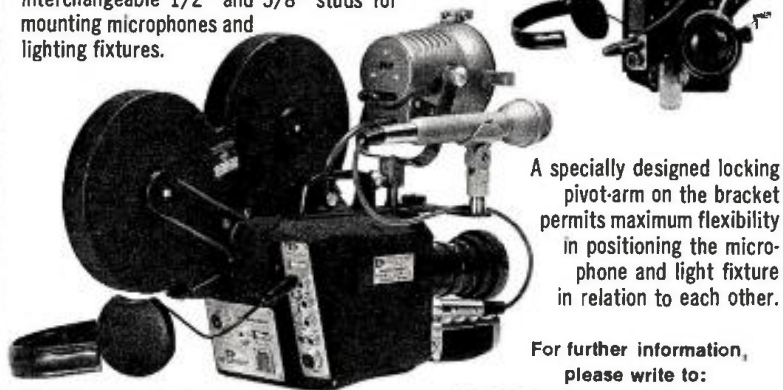
### WOAI-TV goes to hour-long evening news, claims benefits for public and local government

WOAI-TV San Antonio, Tex., has given a new look to its news programming in the past year. The evening newscast was extended to hour length last September, and since that time, coverage of city-government affairs has been expanded. According to Edward Cheviot, the station's vice president and general manager, the emphasis on city government in the news has contributed to greater communication between the city council and

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the public: The councilmen report a 800% increase in their mail during the last year.

The news department has also increased its use of remote live broadcasts. When a one-day public hearing on the energy crisis was scheduled for May in San Antonio, the station elected to cover the proceeding live and in its entirety. The comprehensive coverage allowed the average citizen to form his own impressions, according to Mr. Cheviot. Other special live remote coverage aired by WOAI-TV: Mexico's President Luis-Echeverria's visit to Texas; an address by Attorney General Elliot Richardson, and an interview with Astronaut Dave Scott.

### Speaking of the weather at WGR-TV

WGR-TV Buffalo, N.Y. has claim to the only female meteorologist in the country who has earned the Seal of Approval of the American Meteorological Society. June Bacon-Bercey, who has been an on-air news and weather reporter for the station since 1971, is one of 100 TV and 52 radio meteorologists who have earned the seal awarded for excellence of meteorological information dispensed on the program, educational value of program, and professionalism. In addition to being the only woman holding the seal, Mrs. Bacon-Bercey says she is the only black in the field on TV.

In her weather predicting, Mrs. Bacon-Bercey relies on both national weather sources and her own experience—she's a former chief forecaster for the Northeast region of the National Weather Service, New York, and prior to that spent eight years as an analyst with the NWS in Washington.

### The news comes to WAVY-TV

WAVY-TV Portsmouth, Va., reports one instance of dramatic news programming—made even more unusual in that the news itself came knocking. A WAVY-TV reporter personally escorted an escaped convict back to the state penitentiary after receiving a call from the man, who said he would only cooperate with a channel-10 reporter. The convict agreed to return to the state institution under one condition—that he be granted an interview and a chance to tell of Virginia prison conditions.

The station also reports two scoops in its market: an exclusive interview with an out-going Portsmouth police chief, who resigned under fire, and the only on-the-scene coverage of the market's media of a massive numbers raid.

### On with the show at KOTV

Neither rain nor wind nor loss of power can stop the 6 p.m. news—a fact proved by KOTV(TV) Tulsa, Oklahoma, when a power loss forced it to do an improvised back alley broadcast. Against a backdrop of billboards, ramps and station vehicles, the station aired its evening news, reading from scripts written indoors by flashlight. A portable generator powered cameras and film projectors, with sunlight providing the only set lighting.

## Media

# A healthy report on radio stations

**Sharp rise in profits during 1972 reflected in selective NAB study covering AM's and AM's-FM's**

The typical AM and AM-FM station combination last year increased its pre-tax profits 25.2%, with net revenues registering an 11.4% gain and total time sales up 10.8% over 1971.

The figures, based on 1,842 confidential returns (representing over 2,300 commercial radio stations), were compiled by the National Association of Broadcaster's broadcast management department. Seventy-one percent of the random sample reported a profit for the year.

Ron Irion, director of the department, noted that NAB's annual survey shows the median radio station had a much greater percentage increase in revenues than the typical TV station last year (BROADCASTING, July 9). Total broadcast revenues are defined as time sales plus other broadcast revenues, minus cash discounts and commissions to agencies, reps and brokers.

Mr. Irion also noted that national and regional spot time sales, which were up by 4.4%, "were not as soft as had been anticipated."

While the profit margin of the typical station increased to 7.65% last year, total broadcast expenses were also up—by 10.4%.

Mr. Irion said this is the last year that

### 1972 revenues and expenses of typical AM and AM/FM station

	1972	1971	% change
Total broadcast revenue	\$188,200	\$168,900	11.4%
Total time sales	190,200	171,600	10.8
From:			
Network	0	0	0.0
National and regional spot	21,300	20,400	4.4
Local advertisers	168,900	151,200	11.7
Total broadcast expense	173,800	157,400	10.4
From:			
Technical	13,100	12,300	6.5
Program	53,000	48,200	9.9
Selling	32,300	29,400	9.8
General and administrative	75,400	67,500	11.7
Profit (before federal tax)	\$ 14,400	\$ 11,500	25.2
Profit margin	7.65%	6.78%	12.8%

### 1972 revenues and expenses of typical radio station, including independent FM's

	1972	1971	% change
Total broadcaster expense	158,800	147,700	7.5
Total time sales	172,900	161,000	7.4
From:			
Network	0	0	0.0
National and regional spot	18,700	17,700	5.7
Local advertisers	154,200	143,300	7.6
Total broadcaster expense	158,800	147,700	7.5
From:			
Technical	12,500	11,500	8.7
Program	47,800	44,000	8.6
Selling	30,500	28,000	9.3
General and administrative	68,000	64,200	5.9
Profit (before federal tax)	\$ 11,300	\$ 13,300	-15.0
Profit margin	6.67%	8.26%	-19.2

NAB's survey will contain financial data only on AM's and combined AM-FM operations. Next year's survey, he said, will compare 1973 and 1972 data from those stations and also incorporate figures from independent FM's and combination FM's filing separately.

In line with the plan, Mr. Irion provided 1972 financial figures for the typical radio station in all categories (AM's, FM's, AM-FM combinations). The data, which includes 265 independently reporting FM's, shows the median station had total time sales of \$172,900, the bulk of it from local advertising, and revenues came to \$158,800 and included \$84,500 for payroll, on about 53% of the median's station's operating expenditures. The typical station showed a pre-tax profit of \$11,300 and had a profit margin of 6.67%.

Mr. Irion estimated that 1973 radio revenue for the typical station would be \$182,000, or an increase of 7%.

# A plan to help occasional users of AT&T lines

**Suggested compromise would fix tariff based on network rate**

The FCC's Common Carrier Bureau has come up with what it hopes will be an amicable solution to the controversy over AT&T's proposal to file new program-transmission rates for occasional TV users. The plan would decrease the phone company's charges to these customers by 25%. It would also give occasional users the option of utilizing AT&T's contract-rate service, which is now used almost exclusively by the three TV networks, on a part-time basis at reduced rates.

The FCC staff proposal surfaced at a meeting between commission officials and the interest parties to the rate-increase proceeding last Tuesday (Aug. 14). The latter group, which include AT&T, the networks, major-league baseball, Hughes Sports Network and the Corporation for Public Broadcasting, were considering the proposal late last week. Their views are to be expressed at another meeting tomorrow (Aug. 21).

The AT&T occasional-rate proposal calls for a \$10-million yearly increase for users of that service, based on a set fee of \$1 per mile per use of phone-company lines. During oral argument at the commission last month, several parties expressed a willingness to consider a compromise. At present, occasional rates stand at 55 cents per interchange mile for each hour of use.

Under the staff proposal, AT&T would be permitted to file tariffs calling for an occasional fee of 75 cents per mile per hour of use. In addition, occasional users would be able to use the contract service, either individually or in consortiums, for 10 hours per day. The monthly charge for that use would be \$40 per mile for the 10-hour period. Under contract-rate



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tariffs which the commission has already permitted AT&T to file, the charge per mile on 24 hours of daily use would be \$55 a month. (The service is used by the networks an average of 17 hours daily.) Formerly, the networks had been expected to pay \$82.50 per mile.

### **Guy Gannett adds Miami FM to group**

Group broadcaster Guy Gannett, who entered the Miami radio market this summer with his purchase of WINZ(AM), moved last week to gain a place on the FM side as well. Subject to FCC approval, Mr. Gannett will buy WOCN-FM Miami Beach, Fla., for \$1.4 million.

WOCN-FM will be acquired from Edward Winton, president of licensee, WOCN Inc., Meyer Feldman and others. Messrs. Winton, Feldman and associates also own WOCN(AM) Miami, which they will retain, and WWBA-AM-FM St. Petersburg, Fla.

Through his corporate entity, Guy Gannett Broadcasting Services, Mr. Gannett owns WGAN-AM-FM-TV Portland, Me.; WHYN-AM-FM-TV Springfield, Mass., and WINZ, which he acquired from Rex Rand after FCC approval last May (BROADCASTING, May 14).

WOCN operates on 94.9 mhz with 81 kw and an antenna 244 feet above average terrain. Broker was Blackburn & Co.

### **Santa Rosa UHF goes dark**

**Insufficient initial capitalization,  
inflated operating costs blamed  
for station going off air Aug. 8**

Financial problems, particularly lack of cash, have caused KFTY(TV) Santa Rosa, Calif. (ch. 50) to shut down after almost one year of broadcasting.

Kit Spier, vice president-general manager and a principal stockholder of the licensee, Redwood Empire Broadcasting Co., said last week that the station ran out of operating funds, although its billings reached the \$20,000-per-month level in July. Mr. Spier claimed that in six more months, KFTY would have reached the \$35,000-monthly billing level that is necessary to break even. He cited the \$500,000 capitalization of the company as insufficient and also blamed inflation that had increased the operating costs of the station by almost 30%.

The station, 50 miles north of San Francisco, started Aug. 19, 1972. It either will be recapitalized or sold, Mr. Spier said. It ceased operating Aug. 8.

### **Changing Hands**

#### **Announced**

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

▪ WOCN-FM Miami Beach, Fla.: Sold

by Edward Winton, Meyer Feldman and others to Guy Gannett Broadcasting Services Inc. for \$1.4 million (see page 66).

■ **KWNS-AM-FM** Pratt, Kan.: Sold by William Young and John Rickard to Donald J. O'Malley and George D. Kieffer for \$248,000. Mr. O'Malley is manager of **KLEO(AM)** Wichita, Kan. Mr. Kieffer is an employe of American Multi-Cinema, Kansas City, Mo. **KWNS(AM)** operates full time on 1290 khz with 5 kw day and 500 w night. **KWNS-FM** is on 93.1 mhz with 29 kw and antenna 120 feet above average terrain. Broker: Ralph E. Meador, Lexington, Mo.

## New York state ETV rapped

Educational television in New York state was criticized last week by a watchdog commission, which said the medium was "underutilized" and "uncoordinated" and lacked innovation.

The Legislative Commission on Expenditure Review recommended that the state board of regents exert more control over the use of the state's \$8-million-a-year investment.

The commission pointed out that the problems of underutilization of the medium existed at the primary and secondary school level and within the state university system. The report said the use of classroom television "is still viewed largely as a fad, luxury or frill" and "it has not significantly altered the traditional teacher-textbook instruction techniques."

The state investment in primary- and secondary-classroom television "has resulted in the development of school ETV facilities which have technical capabilities far beyond those needed under current use and classroom applications, the report asserted. It added that utilization of these facilities to increase classroom teaching efficiency is "just beginning."

A spokesman for New York State Department in Albany concurred that programming on educational TV has not reached its potential but said other parts of the commission's report were still being analyzed.

## More from Rochester

Action for a Better Community Inc., a Rochester, N.Y., private antipoverty agency that was involved in last year's blanket petition to deny the renewals of 14 stations there, has amended its original petition with equal-employment statistics in an effort to bring the matter to a hearing. Action says those figures, supplied by the stations to the FCC, indicate that minority employment at the stations stands at 3.6%, while the percentage for the county in which Rochester lies is 11%. Action admitted that statistics in themselves do not prove discrimination, but claimed they are enough of an indication to justify a hearing.

The stations involved are **WNYR(AM)**, **WEZO(FM)**, **WBBF(AM)**, **WFBP(FM)**, **WSAY(AM)**, **WHAM(AM)**, **WHFM(FM)**, **WROC-AM-FM-TV**, **WAXC(AM)**, **WHEC-TV**, **WOKR(TV)** and **WVOR(FM)**.

## FCC should not tell the public what it wants to see, says Wiley

It has been 12 years since former FCC Chairman Newton Minow won a place in communications history by dubbing television "a vast wasteland." For some, the adage is just as appropriate today. But FCC Commissioner Richard Wiley last week made it clear that he is not among that number.

"The idea that a person has no right to sit down and watch entertainment shows without feeling guilty is preposterous," Mr. Wiley told the convention of the Associated Public Safety Com-

munications Officers in Kansas City, Mo. Entertainment, the commissioner said, is a commodity to which every person watching television has a right.

While a principal obligation of the broadcast media is to "inform the electorate of the important news of the day," Mr. Wiley said, that obligation should not be all-inclusive. The "vast wasteland" designation is without merit, he contended, although he added that such a charge would hold some credibility "if it got to a point where there was almost no public-affairs programming."

But to place an arbitrary limitation on entertainment, the commissioner maintained, is not a function that should be embraced by the FCC. "I don't find it as my business as an FCC commissioner to

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2. **Type of System.** A "One Way" CATV system providing at least twelve channels including one educational channel, one NBC channel, one ABC channel, one CBS channel and one independent channel and shall deliver at least ten FM channels.

3. **Submission date.** All applications shall be submitted in writing on or before September 20, 1973. All applications received will be available for public inspection during normal business hours at the Town Clerk's Office.

4. **Additional Information.** Additional information may be obtained from Bernice E. Rathbun, Town Clerk of the Town of Davenport, R.D. #2, Oneonta, New York 13820 at her office located on Rt. 23 in the Town of Davenport, Tel. No. 607-278-5855. All applications shall be notarized and shall contain the information contained in the rules of the Commission on Cable Television of the State of New York, Part E, paragraph E-3.

5. **Branch lines.** Any proposed system and franchise will provide for a program and method of extending branch lines from the main line running along New York State Route #23 including cost sharing by applicants and the proposed rules and regulations therefor.

6. **Fees.** The successful applicant will be required to pay an initial contract fee of \$150.00 or the cost of publications of this and all other required notices, whichever is the greater.

7. **Construction.** Each applicant shall provide a full description of the system proposed for construction showing that significant construction will be accomplished within one year after applicant's receipt of final operating authority; that energized trunk cable will be extended throughout the authorized area within 3 years after receipt of final operating authority.

All applications shall be submitted to Bernice E. Rathbun, Town Clerk of the Town of Davenport, R.D. #2, Oneonta, New York 13820. Dated July 30, 1973—Bernice E. Rathbun, Town Clerk, Town of Davenport.

determine what the rest of the people should want," Mr. Wiley proclaimed.

On another subject, Mr. Wiley expressed the belief that some of the charges with respect to government wiretapping in the shadow of Watergate have "to some extent . . . been blown out of proportion." He said the commission is limited in the extent to which it can take preventive measures against such incidents, noting that the Communications Act permits the agency only to monitor conversations to check for violations of its own rules. The results of that monitoring, he added, cannot be used in criminal proceedings instituted by other agencies.

He said it was up to Congress to promulgate more stringent wiretap legislation.

## Kramer can't afford look at KTTV finances

Citizens Communications Center, Washington, has notified the FCC and the U.S. Court of Appeals in Washington that it will not attempt to examine confidential financial records of Metromedia's KTTV-TV Los Angeles—despite the fact that the commission has already authorized it to do so.

In a letter to FCC Executive Director John Torbet, Citizens attorney Albert H. Kramer said he "simply lacks time and resources" to pursue the matter. Metromedia had sought an appeal of the commission's ruling authorizing Citizens to be given KTTV reports (BROADCASTING, March 5) in appellate court, and Mr. Kramer estimates that to respond to that challenge might take as much as a year.

A more important matter, Mr. Kramer said, is to proceed with the challenge to KTTV's renewal, which Citizens is handling on behalf of the National Association for Better Broadcasting, Action for Children's Television, Mexican-American Political Association and Fair Housing Council of San Fernando Valley. Separate litigation on the financial-disclosure issue has delayed the renewal proceeding for months.

The FCC ordered that KTTV files be given to Citizens after a pleading filed by Metromedia in the renewal case brought up the issue of whether KTTV has been economically limited in the amount of local programming it could provide. The allegation that Metromedia failed to reinvest KTTV profits in locally originated programming is a major issue in the renewal challenge.

## Media Briefs

**New to NBC.** NBC Radio has signed WNPS(AM) New Orleans as affiliate. WNPS broadcasts full time with 1,000 w on 1450 khz, and is owned by Greater New Orleans Educational Television Foundation.

**CBS adds one.** KDRO-AM Sedalia, Mo., joined CBS as affiliate on Aug. 1.

## Cablecasting

# NAB and AMST gang up on NCTA in filing with copyright unit

**Broadcaster groups say cable association has backed off from compromise agreement**

The National Association of Broadcasters and the Association of Maximum Service Telecasters last week proposed revisions in the copyright bill to bring it in line with the compromise agreement reached two years ago by copyright owners and representatives of the broadcasting and cable industries. In the process, the two organizations attacked the National Cable Television Association for "trying to back away" from the agreement.

The proposals and the changes were contained in a supplementary joint statement NAB and AMST filed last week with the Senate Copyright Subcommittee, which held hearings on the CATV portion and other aspects of the bill (S. 1361) several weeks ago (BROADCASTING, Aug. 6).

NAB and AMST said they supported enactment of the copyright legislation contemplated by the compromise agreement, but that support "depends on the implementation of the *entire* compromise." They noted that copyright owners had joined with them in drafting revisions of S. 1361 and that NCTA consistently refused to join that effort.

"Our revised text [of portions of the bill] does not afford either broadcasters or copyright owners the full protection to which we believe they are entitled," NAB and AMST said, adding that they support "unfavorable provisions" of the compromise agreement "because we were assured of comparable support from NCTA for the critical copyright protections provided in the consensus."

NAB and AMST proposed that language be added to the copyright bill to insure that:

- Compulsory licenses would cover all signals authorized by the FCC's cable rules if the signals are carried in compliance with the exclusivity provisions.

- Compulsory copyright licenses would not apply to signals or programs not authorized under the present rules.

- There would be arbitration of fee disputes (this would replace the bill's fee schedule of 1% to 5% of gross revenues from subscribers).

- Small systems (those with fewer than 3,500 subscribers) would continue to be exempt from copyright-fee liability.

- The FCC could authorize additional distant signals for carriage by CATV systems, but there would be no compulsory license for those signals and the FCC would not be able to limit broadcasters' exclusivity rights to those signals beyond limits that apply to over-the-air showings.

- Broadcasters have the same right as



cable owners to enforce exclusivity rules through court proceedings.

In their testimony before the Senate Copyright Subcommittee, NCTA representatives "appeared to be trying to back away from their commitment to support copyright legislation implementing the consensus agreement," NAB and AMST charged. NCTA, they pointed out, supported the copyright fee schedule rather than the arbitration provision they had agreed to; "did not affirmatively support a modification of [the CATV section of the bill] to establish the limitations on the scope of the compulsory license, and "proposed revisions of their own in S. 1361 which are inconsistent with the consensus." NCTA spokesmen during the hearings "offered scarcely a figleaf of justification for their apparent retreat from the consensus," NAB and AMST contended.

NAB and AMST indicated their support for the sports provision of the bill (making it a copyright infringement for a CATV system to carry a professional sporting event into the local service area of one or more TV stations when none of those stations has been authorized to broadcast it) but said it was a regulatory-policy question, not a copyright question and "we do not contend that it should be reflected in S. 1361." However, they added, "there is no conceivable justification for granting cable systems a compulsory license to carry such games" and the legislation should specifically deny cable systems preferential copyright treatment in this area.

## Will it all be worth it for GE in San Antonio?

**Firm is in midst of renegotiating five-year-old franchise with city; meanwhile, citizen group involved in talks has escalated its demands**

Recent cable developments in San Antonio, Tex., may be giving General Electric cable officials second thoughts about their decision to renegotiate their cable franchise with city officials. General Electric Cablevision was awarded the franchise by the city in 1968.

Since 1968 the proposed \$24-million, 2,100-mile cable system has been beset by a continuing chain of problems that have prevented it from ever getting off the drawing board. Before it could begin construction, GE decided to await an FCC rulemaking on importation of distant signals, according to Paul Dodge who is the GE cable project director in San Antonio. His company then decided last November to renegotiate with the city the franchise agreement's recapture clause—return of the cable operation to the city for the original cost of the plant minus depreciation. The city agreed to a compromise provision—the previously agreed-on price for the system plus \$200 per subscriber or the average of three private appraisals of the system's value, whichever was less. And after the city

council granted its approval in two of the three required public hearings the then outgoing city council decided to leave the third reading to its successor. The new council, in turn, decided to get further input on an added number of cable issues and a citizen committee was formed to advise the council.

The citizen committee has been meeting for the last two months primarily to insure that the cable company's hiring practices and local-origination offerings would reflect the demographics of the community, which is predominantly black and Mexican-American. But the minority-oriented group has become increasingly

militant, according to a city official, and in its recent discussions the desire for revocation of the franchise has been expressed. The citizen committee, whose chairman resigned on Aug. 8 because he felt the city council was not backing the group's efforts, is scheduled to issue its report to the city council Aug. 30.

On that same day a local group, which says it is backed by Communications Properties Inc., Austin, has been scheduled to submit a bid to the city council to build its own cable system in the city. But according to Benjamin Conroy, vice president of Communications Properties, CPI has not established any type of final

## original programming for cable TV

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St. Lawrence County, New York, hereby solicits and invites all interested persons to apply for a franchise to provide Cable Television Service to the residents of the Town of Stockholm, St. Lawrence County, New York.

(a) The area for which a franchise is proposed to be awarded is the Town of Stockholm, St. Lawrence County, New York.

(b) The type of system desired is as follows: A 12 channel system with possible increase capacity to 20, providing viewers with the following channels: Channel 5 WNEW New York Independent; Channel 3 WCAX Burlington CBS; Channel 4 CBOT Ottawa CBS; Channel 5 WPTZ Plattsburgh ABC/NBC; Channel 6 CBMT Montreal; Channel 7 WWNY Watertown, CBS/NBC; Weather Scan 24 hours per day; Channel 9 WOR New York Independent; Channel 10 CJOH Ottawa CTV; Channel 11 WPIX New York Independent; Channel 12 WNPI Norwood (education), and Channel 13 WNYS Syracuse ABC.

(c) Applications for the franchise shall be submitted in writing to the Town Clerk of the Town of Stockholm on or before the 31st day of October, 1973. All applications shall be notarized and shall contain, with respect to technical ability, financial condition and character of applicant, at least all items specified in the Rules of the Commission on Cable Television Part E, Franchising Procedure, Paragraph E.3. Applications when received, will be available for public inspection during normal business hours at the Town Clerk's Office.

(d) All persons interested in additional information concerning the proposed award may contact Edward W. Tanner, Town Supervisor, Winthrop, New York, Telephone Winthrop 315-389-4568—Jacqueline White, Town Clerk.

Please take notice, that the

**TOWN BOARD  
OF THE TOWN  
OF BRASHER**

St. Lawrence County, New York, hereby solicits and invites all interested persons to apply for a franchise to provide Cable Television Service to the residents of the Town of Brasher, St. Lawrence County, New York.

(a) The area for which a franchise is proposed to be awarded is the Town of Brasher, St. Lawrence County, New York.

(b) The type of system desired is as follows: A 12 channel system with possible increase capacity to 20, providing viewers with the following channels: Channel 5 WNEW New York independent; Channel 3 WCAX Burlington CBS; Channel 4 CBOT Ottawa CBS; Channel 5 WPTZ Plattsburgh ABC/NBC; Channel 6 CBMT Montreal; Channel 7 WWNY Watertown CBS/NBC; Weather Scan 24 hours per day; Channel 9 WOR New York Independent; Channel 10 CJOH Ottawa CTV; Channel 11 WPIX New York Independent; Channel 12 WNPI Norwood (education), and Channel 13 WNYS Syracuse ABC.

(c) Applications for the franchise shall be submitted in writing to the Town Clerk of the Town of Brasher on or before the 31st day of October, 1973. All applications shall be notarized and shall contain, with respect to technical ability, financial condition and character of applicant, at least all items specified in the Rules of the Commission on Cable Television Part E, Franchising Procedure, Paragraph E. 3. Applications when received, will be available for public inspection during normal business hours at the Town Clerk's Office.

(d) All persons interested in additional information concerning the proposed award may contact William D. Demo, Town Councilman, Brasher Falls, N.Y., Telephone Winthrop 315-389-3125.—Kathryn Kennedy, Town Clerk.

agreement with the local group and he said his company is not in the habit of "claim-jumping." Mr. Conroy could not answer whether his company would eventually back the local group and said that the entire matter would be discussed with the group before the scheduled appearance before the city council.

The city council and GE are both anxious to bring cable television to San Antonio. Beside the fact that GE has paid the city \$350,000 in franchise fees and in light of all the work done in the area by GE, Mr. Dodge is confident "that anyone who looks objectively at the situation would see that GE can best serve the community needs." The city council is expected to consider the alternatives and make a franchise decision within a week after the Aug. 30 meeting.

## Cable-origination rule: Is it operative?

**CTIC's Cutter claims confusion exists as to whether stay ordered during court challenge still exists**

Exactly where does the FCC stand on the requirement for local origination by cable-television systems? That was the question put to the commission last week by the Cable Television Information Center. At issue is the status of a rule promulgated by the FCC two years ago requiring cable systems with 3,500 or more subscribers to originate programming.

The clarification was sought by CTIC Executive Director W. Bowman Cutter in a letter to FCC Chairman Dean Burch. The reason for the uncertainty was a suit brought against the commission by Midwest Video Corp., challenging FCC authority to require program origination by cable operators. While the suit ultimately proved unsuccessful—the Supreme Court upheld the commission's assertion of authority in this area in a June 1972 decision (BROADCASTING, June 12, 1972)—the commission has never formally said whether the origination rule is now in effect. This, according to CTIC, has caused considerable speculation within the cable industry.

Adding to this uncertainty, Mr. Cutter told the commission, is the fact that the FCC's Cable Television Bureau has taken the position, however informal, that the rule is not in effect, since a stay the commission placed on the rule while it was still subject to litigation has never been lifted from the record.

Mr. Cutter said there are three arguments regarding the rule's present status. First, he said, the stay may have expired automatically since, in implementing it, the commission had stated that the stay was to remain in effect until the conclusion of litigation. The Supreme Court decision 14 months ago terminated that litigation, Mr. Cutter noted.

Second, he said, the Cable Bureau's conviction that the stay remains in effect seems to signify a violation of the Administrative Procedures Act. Since the commission "can fairly be said to have at least imputed knowledge" of its bureau's position and, by virtue of its

silence, has served to condone the position, the agency seems to be indicating a desire to have the rule repealed, Mr. Cutter said. And while CTIC is not challenging the commission's authority to enforce or repeal its own rules, Mr. Cutter said, the agency is nevertheless required to utilize the rulemaking procedure if it now feels that the origination decree is undesirable.

Third, Mr. Cutter continued, there seems to be some doubt as to whether the origination rule now on the books is the same one originally promulgated by the commission. The Supreme Court ruling, and the legal maneuvers leading up to that decision, he said, have had the effect of altering the language of the original FCC proclamation.

Mr. Cutter said that CTIC takes no position as to whether the rule, in whatever context, should be maintained or scrapped. But, he said, "we do urge the commission to state its position publicly so that the decisions reached by local officials which will affect the development of cable television may be guided by authoritative, documented commission policy."

## Local groups to help S.F. get cable answers

**Recommendations to supervisors to be part of over-all city planning**

Formation of a 16-member advisory cable-television task force has been announced by the San Francisco board of supervisors, with one of its assignments the establishment of a master plan for cabling the entire city. First meeting of the group is scheduled for next month.

The task force is unpaid and unstaffed. Its function is to make recommendations to the supervisors on a master plan for the city, and on services, fees paid to the city, standards for children's programs, public access, and public-affairs programming.

Earlier this year, Supervisor Robert E. Gonzalez unsuccessfully asked the board to suspend expansion of cable TV in the city pending a board-sponsored study. One of the targets of Mr. Gonzalez's campaign was the unbuilt franchise then held by Western Communications Co. (*San Francisco Chronicle*), subsequently surrendered.

The nonvoting member of the task force is John Goddard, vice president-general manager, West Coast, Viacom International Inc., whose TV Signal Co., serving more than 20,000 subscribers, is the only operating cable system in San Francisco.

In addition to individual civic and ethnic community leaders, other members of the task force represent such organizations as Multi-Media Resource Center, Planning Association of Richmond (Calif.), National Women's Political Caucus, Public Advocates Inc. (public-interest law firm), Committee on Children's Television, All Peoples Coalition, Parent-Teachers Association, Labor Council and The Planning and Urban Renewal Association.

## Advertisers wary of FTC 'proposals' for children's ads

**Sponsors are unsure of direction commission is taking in issuing 'working draft' of ideas for regulating commercials**

A flurry of possible proposals and discussion points on children's advertising emanating from the Federal Trade Commission has sent advertisers into huddles with their lawyers and product managers.

FTC Chairman Lewis Engman led off in a speech before the American Bar Association on Aug. 6 with a call for "responsible individuals in the advertising and broadcasting communities—working with the government and public at large—to develop a voluntary code for television in the United States." Both NAB President Vincent Wasilewski and Code Authority Director Stockton Helffrich commented that it appeared Chairman Engman was "not totally aware" of the NAB's code and, in particular, its newly adopted statement of principles on children's television advertising, which become effective Jan. 1. In his speech, Mr. Engman listed eight "points which should be addressed: distortion of product performance in regard to speed, time, motion or size, through the use of visual techniques; confusion over sale prices and what accessories, props and other items are included in a given sales price; advertisements which encourage the purchase of food items—especially those involving soft drinks, candy, snacks, etc.—without at the same time explaining how the product fits into a well-balance nutrition program; the use of premiums and contests to create an artificial demand for a specific product; the practice of encouraging children to act as surrogate salesmen for the manufacturer by directly or indirectly suggesting that they ask their parents to purchase a given product; the exposure of children to advertisements for products which promise to affect the user's mood or well-being; the use of program characters—either live or animated—to sell products to children; and the use of material which can reasonably be expected to frighten children or promote anxiety or dangerous behavior or which portrays children in unsafe acts."

Confusion increased when the FTC also distributed a document headed "Working Draft of a Children's TV Code" which contained 12 proposals.

In addition to the points of discussion made by Mr. Engman, the working draft contained the following proposed restrictions: "Advertising to children should not utilize social acceptability to sell products, nor should it mislead through promoting perceived self-concept benefits such as acquisition of strength, growth, proficiency or intelligence; over-the-counter drugs, proprietary medicine and vitamins (in any form) should not be advertised on children's programs 3-6 p.m. week-



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in Nebraska...**

**without  
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- Check retail sales.
- Check the top station dominance\*:  
42% Total Day Share, 41% Prime Time,  
50% Early Evening, 63% Late News.
- Check with Avery-Knodel.

\* Source: ARB Nov. 1972



*The Feltz Stations*

RADIO  
KXND 1430/1530 WHEELS CREEK  
KXND 1430/1530 WHEELS CREEK  
KXND 1430/1530 WHEELS CREEK  
KXND 1430/1530 WHEELS CREEK  
TELEVISION  
KXND-TV GRAND RAPIDS 1430/1530  
KXND-TV GRAND RAPIDS 1430/1530  
KXND-TV GRAND RAPIDS 1430/1530  
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1060 FT. TOWER

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**Kealakekua-Kona, Hawaii**  
New transmitter—4 acres land  
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No brokers—No tirekickers

**Contact: Tom Jones**  
**714-784-1696**



days and weekend mornings; no dangling comparatives, uniqueness claims or uniqueness techniques should be used where products are similar, no comparisons should be made with the product of a prior year; in every commercial to children, the major ingredients of edible products should be disclosed; all potential nutritional or safety hazards should be disclosed for candy, soft drinks, snacks, sweetened cereals and toys; violence, fear and stereotypes of minorities and women should be eliminated from children's TV commercials; the advertisers should be able to substantiate all claims prior to the dissemination of the claim; these substantiation materials must be available on request."

While Joan Bernstein, acting director of the FTC's bureau of consumer protection, stressed that all these ideas were merely for purposes of beginning discussions of the subject, many advertisers were not so sure. Most advertisers contacted by BROADCASTING spoke of those points of discussions as proposals and proposed guidelines—something heatedly denied by Ted Garrish, a member of the FTC's advertising evaluation office: "These are a series of concepts which were presented for discussion. There was no intention to present that as even a staff proposal."

Speaking for the confusion felt by many advertisers, Leo Burnett's Seymour Banks, vice president in charge of media and program analysis, and: "We have to ask the FTC chairman under which guise he is acting—he's got dual citizenship." Burnett is the agency for two major chil-

dren's advertisers: Kellogg's and Nestle. A spokesman for Nestle said it was reviewing the proposals. "We're at the stage of developing the creative strategy for '74. We're certainly not making nutritional claims," he said.

Several cereal makers took special issue with the working draft point nine which dealt with the "potential nutritional or safety hazards" of sweetened cereals, among other things. A spokesman for Quaker Oats said this "would be one of our major sticking points. We're very much in agreement with the purpose of the proposed guidelines and very enthusiastic about the way they're going about it—telling us what their expectations are. Over-all, we do agree with the thrust of what they're suggesting." Bill Brown, Quaker's media manager questioned what constitutes an "unsafe act" (point 10 of the working draft): "Our spots are all animated. We cut out live-action danger a long time ago. We interpret an animated character walking the plank in a Cap'n Crunch commercial as fantasy, not an 'unsafe act.'"

A spokesman for General Mills said they were "still trying to interpret how this will affect us. The implication on pre-sweetened cereals is an unfair allegation. What we're really bugged about is the health-hazard mention."

Several advertisers thought they detected a "catch-22" in the working draft: Point six says: "Vitamins (in any form) should not be advertised on children's programs" while point nine says: "The major ingredients of edible products should be disclosed." They wondered if

this meant that vitamin-enriched cereals would be banned from children's programs or be allowed if the messages didn't make a point of disclosing the presence of vitamins in the product. Advertisers are hoping that some clarification will be given at the Sept. 26 meeting of four task forces of consumer and industry people appointed two weeks ago. As Dr. Banks observed: "One problem may be the multiplicity of codes."

## No soft soap in their hard sell

**FTC lets public see how 28 firms answered its challenges to prove their advertising claims**

The Federal Trade Commission last week made public documentation of advertising claims of 28 soap and detergent makers, including some of TV's heaviest advertisers.

In its substantiation orders issued in June and September 1972, the firms were asked to back up specific ad claims, with the FTC demanding such things as definitions of terms used, listing of ingredients and their function where advertising makes reference to specific properties of a product's formula, proof for claims of effectiveness or uniqueness, and listing of competing brands when ads make comparative claims.

Among other things, the reports revealed that:

- "Being safer with Safeguard" is a

**A format that's beautiful.....  
because it works.**

*THE McLendon  
Collection*

Gordon McLendon. Radio's innovator for more than twenty-five years.

It was his beautiful music formula that brought KABL to the number one position in the Bay Area. McLendon's elegant music on highly successful KOST is now working its magic in Southern California.

THE McLendon Collection, designed expressly for the sophisticated adult audience, is now available for purchase for the first time. And its simplicity of operation is unrivaled.

THE McLendon Collection is being offered at approximately one-half the cost of other leading music services.

RSVP The McLendon Collection  
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Dallas, Texas 75201  
214/651-1010

You may also wish to inquire regarding the monthly McLendon editorial service.

"social assurance message" referring to the degree of protection from perspiration odor.

■ Zest claims it's "not a soap" because it contains synthetic detergent ingredients which technically qualify it under federal law as a "cosmetic."

■ The "pink pad" in SOS commercials is really a Brillo pad.

■ The "deodorant" in Palmolive Gold is hexachlorophene.

■ By a "natural soap" Ivory means a "simple basic" soap lacking "extra non-soap ingredients" such as cold cream, colorants or deodorant.

The substantiation documents take the form of lengthy research studies, surveys before-and-after photo comparisons, charts and letters from users. Wisk provided photos of shirt collars washed in the product to demonstrate its "ring-around-the collar" cleaning properties; SOS offered the results of soap pad "squeeze tests" to support its claims of "longer-lasting suds;" and Vanish toilet-bowl cleaner submitted close to 200 pages of substantiation material on its germ-killing and mineral-dissolving testing procedures.

The documents were released by the FTC without comment and will be available for public inspection at each of the regional offices beginning Sept. 7. The FTC has had the material for almost a year, during which time it has been reviewed by FTC staffers. But a commission spokesman said there would be no judgment of the materials until selected documentation efforts have been reviewed—most likely by an outside consultation firm. Once investigations are complete, the commission does have the authority to initiate complaints against firms whose substantiation appears inadequate.

The firms and products involved are:

American Brands Inc., New York (Extra Dry facial cleanser); American Cyanamid Co., Wayne, N.J. (Pine-Sol); American Home Products Corp., New York, (Woolite, Sani-Flush; Easy-Off oven cleaner); Armour-Dial Inc., Chicago (Dial); Bristol-Myers Co., New York (Vanish); Church/Dwight Inc., New York (Arm & Hammer); Clorox Co., Oakland, Calif. (Clorox, Clorox 2, Formula 409, Jiffoam oven cleaner).

Colgate Palmolive Co., New York (Palmolive dishwashing liquid; Palmolive Green; Palmolive Gold; Fab; Cold Power; Ajax laundry detergent; Ajax for Dishes; Ajax Liquid; Palmolive Crystal Clear; Irish Spring); Corn Products Co., Englewood Cliffs, N.J. (nuSoft); Days-Ease Home Products Corp., North Hollywood, Calif. (Days-Ease Automatic bowl cleaner); Dow Chemical Co., Midland, Mich. (Dow Bathroom bowl cleaner; Lemon Fresh Dow oven cleaner); Economics Laboratory Inc., St. Paul (Electra Sol; Jet Dry; Finish); General Foods Corp., White Plains, N.Y. (La France); Gold Seal Company, Bismarck, S.D. (Mr. Bubble); Knomark Inc., Jamaica, N.Y. (Ty-D-bol); S.C. Johnson & Son Inc., Racine, Wis. (Rain Barrel); Lever Brothers Co., New York (Dove Bar; All; Lux Liquid; Cold Water "All"; Dove-for-Dishes; Wisk; Dishwasher "All"; Lifebuoy).

Merck & Co., Rahway, N.J. (Caigolite); Miles Laboratories Inc., Elkhart, Ind. (SOS); Morton-Norwich Products Inc., Chicago (Fantastik; K-2r Spot Lifter; Spray'n Wash; Janitor-in-a-Drum); Noxell Corp., Cockeysville, Md. (Noxzema); Procter and Gamble Co., Cincinnati (Dreft; Ivory Liquid; Zest; Top Job; Ivory Snow; Comet; Downy; Safeguard; Cheer; Spic and Span; Ivory Soap; Mr. Clean; Bold; Dash; Cascade; Camay; Joy; Oxydol; Thrill; Tide); Red Devil Inc., Union, N.J. (Red Devil hand cleaner); Sears, Roebuck & Co., Chicago (Sears phosphate-free detergent); A. E. Staley Manufacturing Co., Decatur, Ill. (Sta-Puf Fabric Softener); Sterling Drug Inc., New York (pHisoHex); Purex Corp., Ltd., Lakewood, Calif. (Brillo household cleaner, Purex); U.S. Borax and Chemical Corp., Los Angeles (Borateem).

## Equipment & Engineering

# 41% owner Rockwell now bids for control of Collins Radio

**Common-stock purchase could amount to \$74.4 million, giving buyer 55% of equipment manufacturer**

Rockwell International Inc., Pittsburgh, whose acquisition two years ago of 41% control of Dallas-based Collins Radio Co. was credited with restoring financial stability to the latter firm, has offered to buy the remaining Collins interests.

Rockwell said last week that it will soon tender an offer for all of Collins's 2,967,647 outstanding common shares at \$25 per share, amounting to \$74.4 million. Collins stock has been trading at between \$21 and \$22 per share.

Rockwell said its offer will not be conditioned on the receipt of any minimum number of Collins securities, and that all stock tendered for sale by Collins will be purchased. However, it said, if more than 1,681,766 Collins shares are tendered and purchased, a merger of Collins into Rockwell will be proposed. Under those conditions, the transactional value of Collins stock would remain \$25 per share.

Collins officials said they see no impediments to the transaction. The merger or outright stock acquisition would give Rockwell total control of Collins. Either transaction would be subject to the approval of Collins stockholders.

"When we made our initial significant investment in Collins two years ago," Rockwell said, "we contemplated the full acquisition of Collins at a later date. This further step now appears appropriate since Collins has now demonstrated substantial earnings improvement and we believe its future performance will be strong."

The 1971 transaction, which had a cash value of \$35 million, gave Rockwell all of a new line of Collins cumulative convertible preferred stock—350,000 shares. Although Rockwell currently owns no Collins common shares, its preferred-share holdings gave it 41% control of the company. In addition, the initial transaction brought to Rockwell warrants to purchase additional shares of Collins class-A common stock which, if exercised, would give it 55% control of Collins. Its effective control of Collins caused a number of personnel and administrative changes at the company. William Rockwell, head of Rockwell International, became Collins board chairman, and Robert C. Wilson, formerly a senior executive and director of Rockwell, became Collins president. The changes also facilitated a dramatic financial turnaround at Collins.

The firm's annual report for fiscal 1972 ended July 1972 lists revenues of \$174 million but a net loss of \$59,790,000. For the last recorded 1973 earnings period—nine months ended May 4—Col-

lins registered sales of \$251,112,000 with net income before extraordinary items of \$3.5 million, or 65 cents per share. With the additional benefits of an extraordinary tax-loss carry forward, the nine-month earnings total was \$6,770,000 or \$1.52 per share.

That financial comeback was reflected in the accomplishments of all the various Collins divisions, a company spokesman said. He cited the broadcast-equipment division in particular, which reportedly has increased its sales by 50% in the last quarter of fiscal 1973, compared with the same period a year ago.

## Technical Briefs

**On DCC's line.** Data Communications Corp., Memphis, has added five television stations to list of subscribers to its Broadcast Industry Automation System (BIAS), which serves sales, traffic and accounting functions. Stations are WNYT-TV Syracuse, N.Y., K8TV(TV) Denver, K8TV(TV) San Diego, KMSP-TV Minneapolis and KUTV(TV) Salt Lake City.

**More power to them.** WTAF-TV Philadelphia has ordered new RCA transmitting system manufacturer claims will give it "the nation's most powerful TV signal." Channel-29 station's five-million watts in effective radiated power will equal that of other maximum-power UHF's. What will make it unique, says RCA, is its omnidirectional signal, vs. limited patterns of other stations.



**Broadcasters' Choice:**



**Spotmaster/Revox  
A77 Mark III-B**

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Spotmaster and Revox have joined forces to develop this ruggedized, rack-mounted version of the A77 stereo recorder specifically for broadcast use. Choose the standard version, or the Dolby model with its incredible 70 dB S/N ratio. All basic parts except heads, capstan and pressure roller are guaranteed for life. Your choice of 2- or 4-track stereo operation at 7-1/2 and 3-3/4 ips. Other speeds, full-track heads, accessories optional. Call or write:

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HEAR LOU'S LATEST RECORD,  
"MORNING COMES AROUND" ON MGM RECORDS

**Programing**

**'Maude' dropouts  
threatened by boycott**

**There's backlash against advertisers  
that canceled out of abortion shows**

Now *Maude* is catching it from the other side.

A number of women's organizations and pro-abortion groups announced last week that they will ask American women to boycott the products of seven corporations that they say backed out of sponsorship of the Aug. 14 and Aug. 21 rerun episodes of CBS-TV's *Maude* (8 p.m., NYT) dealing with abortion.

The seven corporations named by the groups are American Home Products, Pepsi-Cola, Alberto Culver, General Mills, Mennen, J.B. Williams and Pharmacrast.

None of the six 30-second spots on the Aug. 14 broadcast of *Maude* was picked up by a sponsor, despite the fact that it was the fourth most popular network show of the 1973-74 season (ranking behind *All in the Family*, *Sanford and Son* and *Hawaii Five-O*), according to Nielsen, and despite the fact that it had been completely sold out every Tuesday prior to Aug. 14. "Our billboards for the upcoming fall season got their biggest audience yet," said one CBS spokesman about the Aug. 14 sponsor defection. CBS sources say they expect this advertiser reluctance to continue into the Aug. 21 episode.

In addition, 35 CBS-TV affiliates refused to carry the Aug. 14 *Maude* despite a disclaimer inserted before the opening credits that said, in full: "Tonight's episode of *Maude* was originally broadcast in November of 1972. Since it deals with 'Maude's Dilemma' as she contemplates the possibility of abortion, you may wish to refrain from watching it, if you believe the broadcast may disturb you or others in your family.

Lawrence Lader, an author and head of the National Association for Repeal of Abortion Laws, which is organizing the boycott, blamed the sponsor and station defection on "pressure by the U.S. Catholic Conference."

"This attempt to control American public opinion on abortion," Mr. Lader continued, "is a frightening infringement on the freedom of women already guaranteed by the U.S. Supreme Court decision. It is a shocking throwback to the days of Senator Joseph McCarthy when the TV and radio industry lived in constant fear of blacklisting at the hands of a few dictators of American opinion. The CBS management is to be congratulated for withstanding this Catholic pressure even though many affiliates have already dropped the show."

The National Association for Repeal was scheduled to hold a news conference (as part of a picketing demonstration) in front of the American Home Products offices in New York last Friday (Aug. 17) to formally announce the boycott, in conjunction with the National Organization for Women, Zero Population Growth, the Women's National Abortion

Coalition, the Feminist Party, and other like-minded groups.

The controversy over the *Maude* abortion shows resulted in the resignation of the Most Rev. John F. Whealon, archbishop of Hartford, Conn., from the program-advisory committee of WTIC-TV Hartford, Conn., because of the station's decision to run the episodes in question. Archbishop Whealon said CBS's and WTIC-TV's airing of the segments was using television "to advance the doctrine that abortion is an acceptable solution to an inconvenient pregnancy."

The refusal of 35 CBS-TV affiliates to carry the Aug. 14 *Maude* prompted the Rev. Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, to charge the Catholic Church with "a blatant effort at censorship."

He said that Catholic leaders were attempting "to limit the First Amendment rights of others to facts and opinions" and that these attempts recalled "the blackest days of the Legion of Decency, when Catholic pressure reduced motion pictures to bland escape-type themes devoid of social or moral content."

"The withdrawal of commercial announcements on the *Maude* program [by sponsors] must also be condemned," Dr. Parker went on. "Their acceding to censorship pressures will lead to other boycotts by self-seeking groups hoping to impose their private views on the entire nation."



**Breaks silence.** President Nixon took to the airwaves Wednesday (Aug. 15) for a statement on his knowledge of the Watergate affair. His talk, broadcast from 9 to 9:30 p.m., was his first public pronouncement on the subject since his speech of May 22. In his latest talk he denied any part in the break-in or cover-up and urged that Watergate be turned over to the courts. Mr. Nixon pointed out that during the past three months each of the major television networks have devoted an average of more than 22 hours of time each week to coverage of this topic. At the conclusion of the President's speech, ABC and NBC provided nine minutes and seven and one-half minutes, respectively, to analysis of his remarks. CBS, which has adopted a policy against "instant analysis" of presidential addresses, gave a five-minute summary after the speech. Correspondent George Herman covered the main points of the President's talk, while Correspondent Dan Rather summarized an accompanying written statement.

**meteorological**

- Wind Speed
- Wind Direction
- Temperature
- Humidity
- Rainfall
- Baro. Pressure
- Recorders
- Controllers
- Sensors
- Instruments
  - a) analog
  - b) digital

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Dallas, Texas 75209



## AMST sees inequities in cutting back syndication exclusivity

Association cites problems in hyphenated markets including lack of protection from cable

The Association of Maximum Service Telecasters has asked the FCC to stay its Aug. 3 action declaring that a station may now be afforded exclusivity on syndicated, nonnetwork programs only within a 25-mile radius of its city of license (BROADCASTING, Aug. 6).

The AMST pleading, requesting that the effectiveness of the ruling be delayed pending reconsideration, claimed that the action will fail to achieve its intended objective—to make syndicated programming available to stations located in fringe areas of large-area markets, where programs might previously been denied outlying station, because others in the same market (although some distance away) had already obtained exclusive rights to it. Further, AMST claimed, the ruling would also prevent stations in hyphenated markets from obtaining exclusivity on a program retransmitted through distant CATV importation.

The association claimed that, in at least 35 of the top-100 markets, the 25-mile benchmark would prevent stations from obtaining exclusivity on a program against another station that is in direct competition with it. For instance, it said, a station in Dallas could not be protected against duplication of the same program by a Fort Worth competitor. Other markets where this possibility exists, AMST noted, include Providence, R.I.-New Bedford, Mass; Raleigh-Durham, N.C.; Orlando-Daytona Beach, Fla.; Durham-Raleigh, N.C.; Hartford-New Haven, Conn.; Greenville-Winston Salem, N.C., and Decatur-Springfield, Ill.

AMST also noted that the commission's cable rules prohibit stations in hyphenated markets from obtaining exclusivity on CATV transmission within a land radius of 35 miles beyond any other designated community in the market (except in areas where the zones of protection overlap) unless it first obtains over-the-air exclusivity against stations licensed to the other community. Therefore, it said, since Dallas stations can no longer be protected against Fort Worth stations under the new ruling, they can not protect themselves against cable transmission in Fort Worth either.

## NAB goes to bat for NBC

The National Association of Broadcasters last week urged the FCC to reverse a commission staff ruling that NBC violated the fairness doctrine in its program, *Pensions: the Broken Promise*, last September.

The NAB letter supported an NBC petition appealing an FCC staff decision that the NBC-TV News documentary did not balance criticisms of private pension systems with the opposing view-

point (BROADCASTING, May 7, June 25). NAB noted that the staff ruling "rests not on the failure of the program to present the view that many private pensions perform as expected, but on the staff's belief that not enough time was devoted to the presentation of that viewpoint." The commission has never used this sort of "quantitative analysis" in previous fairness cases, NAB noted.

"The future of journalistic enterprise in the broadcast industry is, at best, uncertain" in light of the commission staff's ruling, NAB said. "Dilution of the broadcasters' role as journalist by the threat of administration sanction bankrupts the fairness doctrine as a means of assuring an informed American public," it added.

## ABC thinks young for Sunday afternoon

O&O TV's plan 5 p.m. segments against football on other networks

Spokesman for the five ABC-owned TV stations announced at a news conference and screening last Tuesday (Aug. 14) a \$1-million commitment to children's programming.

The umbrella title for the package of children's programs is *Rainbow Sundae*. Beginning with a special two-hour presentation on Sunday, Sept. 9, at 5 p.m., NYT, of the 1947 MGM movie "The

Yearling," the ABC stations will, on subsequent Sundays at 5, go to a 60-minute format, which will continue through Jan. 13 (with one pre-emption on Jan. 6 for ABC sports).

Thirteen of these 18 Sundays of programming will be used for new BBC-TV adaptations of "A Little Princess" by Frances Eliza Hodgson Bennett (in three installments), "The Pathfinder" by James Fenimore Cooper (in five episodes) and "The Fortunes of Nigel" by Sir Walter Scott (also five episodes). Joining the ABC-owned stations and the BBC in this venture is 20th Century-Fox Television, which will distribute these taped-in-England adaptations to stations other than WABC-TV New York, WXYZ-TV Detroit, KGO-TV San Francisco, WLS-TV Chicago and KABC-TV Los Angeles. (The last-named will begin the series at 5:30 p.m., PDT, instead of at 5 NYT.)

The other four hours on the schedule will be programmed by an ABC-produced series called "Over Seven," a magazine format, with segments covering everything from cartoon lessons in word derivation to nature footage of animals in the wild. The producer of "Over Seven" is Danny Wilson, who co-created and produced the ABC-TV *Discovery* series.

Squire Rushnell, vice president for program services of the ABC-owned stations, admitted that his sales colleagues are having difficulty selling the series to sponsors.



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# Sounding a new beat in radio: the Jesus rockers

There's a new format trying to define itself in contemporary radio; it's a matter of the medium, the message and music

Every revolution must have music—to quicken the weary, to mend the soul. The 200,000 young people who came together in a meadow near Dallas 14 months ago, for Explo '72, were no exception. They were Jesus people. The music they sang, celebrated and danced to was reminiscent of no other rock festival. There were no Grateful Deads, Rolling Stones or Janis Joplin in attendance. There were, instead, Andrae Crouch and the Disciples, Danny Lee and the Children of Truth, and Ron Salsbury. Their music was rock all right—twanging guitars, driving percussion, wailing, charismatic vocals. But it was rock with a difference. Jesus rock.

Jesus rock. It's a term that has yet to become a cliché in the secular world. But give it time; it's growing. Such recent musical developments as the rock opera "Jesus Christ Superstar" and the play "Godspell" have served to popularize the expression. But the real force behind the movement does not lie on Broadway or on the top-40 album charts. It lies within the growing mass of young people who have adopted the Christian way of life but have refused to accept the more traditional increments of that environment embraced by their parents.

Eric AuCoin, director of radio at the Christian Broadcasting Network, sums it up this way: "It's a product of the times. Young people are more responsible. They're getting into more involved questions. In a spiritual sense, it's happening too. The young people who grew up in the church are finally waking up and saying 'Gee, here are my parents. They've been in church all these years and what do they have? And is that what I want?' And they've concluded, no. 'I want something that's going to speak to me at my own level, on my own terms.' So there's just been a complete turnaround in their music. More groups are singing in the idiom of the day when for years, Christian music was couched in comfortable, traditional terms."

The movement is also gathering strength in broadcasting, albeit slowly and in program blocks rather than, generally, in program formats. An estimated 35 stations have initiated this type of programming in some form within the past year. There are now five nationally distributed radio programs combining spiritual messages and contemporary music. The four ABC

radio networks are offering a weekly, 15-minute series entitled *On This Rock*, which blends interviews, music and spiritual commentary by host Father Bill Avres. The Southern Baptist radio-TV ministry distributes *Power Line*, a half-hour-long contemporary-religious series oriented toward the youth audience which is heard on 740 stations. The Baptist ministry is also preparing, for Oct. 1 start, a black-oriented Gospel-rock half-hour called *The Soul Searchers*. The Lutheran church has a similar offering entitled *Silhouettes* syndicated on 550 outlets, with a more general audience but stressing the same contemporary theme. *Silhouette*, a half-hour effort, has been distributed since 1967. It stresses popular music over that of the Andrae Crouch genre "I believe in Christ," says host Eric Rauch, "but our approach has been to not jam that down anybody's throat."

The last two offerings, however, must be viewed as in a class apart from the others: The men behind them, Scott Ross and Ralph Carmichael, respectively, are the gurus—and Mr. Carmichael the grandfather—if you will, of the Jesus rock phenomenon.

The son of a preacher, and for years a successful Hollywood composer, Mr. Carmichael, in 1966, combined an up-tempo, rock melody with lyrics emphasizing spiritual awareness to create a song called "He's Everything to Me." It was part of the theme of a film produced by evangelist Billy Graham titled "The Restless One," and, for Mr. Carmichael, it represented a breakthrough he had been visualizing for decades. "It seemed to me that even the people in dad's congregation would play one kind of music on the radio during the week and enjoy it, and then they'd come to church on weekends and get something that was really not too palatable," Mr. Carmichael remembers. His objective as a songwriter, then, was to find a formula in which contemporary melodies and spiritual lyrics would complement each other.

Basically, Mr. Carmichael feels, "the success of religious music hinges on whether people can hear, and whether they can understand. I'm not one who

feels that a beat is evil. Some of the wildest things I've ever heard were at dad's old meetings with the tambourine going and the piano honking away and people clapping their hands on two and four. Don't tell me rhythm isn't good for the soul, because it is."

In the past eight years, Mr. Carmichael has written some 100 songs falling within the Jesus rock category—songs like "Love is Surrender," "The New 23d" and "Reach Out to Jesus." Recorded by various artists, their sales run into the millions. He also hosts two syndicated radio programs, *The Ralph Carmichael Radio Special*, a 30-minute weekly music-interview offering which has a 500-station line-up, and *Check the Record*, in which he plays disk jockey (a task at which he professes amateurism) for a host of contemporary spiritual recordings. The latter, which runs two hours, has cleared 120 stations in its first few weeks on the air.

Scott Ross is also the son of a clergyman, although his background is distinctly different from that of Mr. Carmichael. Born in Glasgow, Scotland, and raised in the Maryland countryside, Mr. Ross gained national recognition in the early 60's as an announcer at WINS(AM) New York—the same outlet that produced Murray ("The K") Kaufman. For Scott Ross, the acceptance of Christianity was a sudden, mind-boggling experience. In a very real sense, it saved his life. He recalls his experiences with drugs in the mid-60's: "I was just dissatisfied with the whole thing, even the materialistic aspect. So I kept doing more acid, figuring that this would be some sort of way to discover myself. I ended up one day walking around Central Park, asking God who he was. 'Hey God, are you Santa Claus; are you the Easter Bunny?' I was even considering suicide, not because of any great despondency, just because people like Tim Leary were saying that if you want to live, you have to die. The ultimate trip, you know?"

A few weeks later, he and his future wife were visiting Hagerstown, Md., both to pay respects to his mother and the local draft board. His experience with the latter was brief ("I was so stoned when I went in there that they took one look at



Jesus rockers. Andrae Crouch (l) and the Disciples are ranked by many as the Beatles of the Jesus movement; Danny Lee and the Children of Truth (c) are others prominent in that music; Scott Ross (r) has refined the music and message into a program service.

me and said: 'Forget it.'") He also got arrested—on a drug charge that was later dismissed. Mr. Ross's mother was concerned. "I offered to turn her on and she invited me to go to church." She refused. He accepted. "There were a lot of people there with crew cuts, lunch buckets and white socks, and they were all in there praising the Lord and carrying on. We sat way in the back where we figured the Lord wouldn't see us. But this half-blind preacher kept telling us how much God loved us and—well, he really got us going."

Six years later, Scott Ross has earned the distinction of being the country's "number one Jesus freak," in one observer's ranking. His radio program, which is carried on 120 stations, most of them secular, is among the nation's most popular syndicated radio offerings. And he thinks that the concept he pioneered—the *Scott Ross Show*, which started out on the Christian Broadcasting Network in 1971, is now being produced independently by Mr. Ross's Freeville, N.Y., "Love-Inn" commune and claims to have been the first rock program carrying an overtly spiritual format—will inevitably catch on among the nation's 200-odd religious radio stations. "This is where a change is going to take place in Christian radio," says Mr. Ross. "At this point, it's aimed at old ladies. They're playing organs, sanctified music, whatever they call it. It's just there. They don't want to offend anybody. As young men coming into the Lord who are in radio begin to take over, they're going to change the whole face of it."

It's not going to be an easy task. As Dr. Ben Armstrong, executive director of National Religious Broadcasters, puts it: "By and large, our people say that Scott is doing a great job, but keep him off our stations." The reasons for this reluctance on the part of tradition-bound religious broadcasters are obvious, Dr. Armstrong says. Their audiences are older, more set in their ways.

Jack Dabner, assistant broadcast director of the Campus Crusade for Christ, reluctantly adheres to Dr. Armstrong's assessment of the situation. "We face a problem in these days of a generation gap, where we want to present the message of Jesus Christ to all people of all ages, by all means. If rock radio like Scott Ross's does the job, then I'm all for it." But the crusade, which produces a number of television specials and also syndicates a 15-minute, conservatively oriented radio program to 180 stations, is faced with a dilemma, Mr. Dabner says. It did three TV specials from the Explo '72 site and the reaction they received from their older supporters—who contribute the bulk of the crusade's funds—was extremely negative. "I think the crusade's position would be more along the lines of conservative music because of the reaction they got," Mr. Dabner says.

Indeed, stations that have attempted a Jesus rock format are still a conspicuous minority in the medium. A few stand out—WCTN(AM) Potomac, Md.; KDTX(FM) Dallas, and five Christian Broadcasting Network stations—WEIV(FM) Ithaca, WBIV(FM) Wetherfield, WMIV(FM) South

Bristol, WOIV(FM) DeRuyter township and WJIV(FM) Cherry Valley, all New York. Others have gone into it on a limited basis, as has WPLJ(FM) New York, which last May introduced a weekly, 60-minute public-affairs show entitled *Rock 'n' Jesus*. The program combines music, information and comments on Christian principles by host Paul Krimmier.

The story at WCTN in the Washington suburb of Potomac, Md., is illustrative. The station, occupying the former facilities of bankrupt WXLN(AM), went on the air May 21. Dubbing itself "The Contemporary Christian," WCTN set as its first objective, according to station manager Keith Jollay, an identification with the increasing number of young Christians in the Washington area who previously could not swear allegiance to any particular radio station. "We want WCTN to have a relevancy among today's young Christians, because this group is neglected by virtually all other radio stations with a contemporary format.

The station's primary drawing card is its music. At any given hour, it will play an Andre Crouch-type recording back to back with a standard top-40 offering, although in the latter category it stresses the more laid-back form of rock. But its announcers, all of whom profess to having been converted to a Christian way of life, emphasize their personal experiences and the relevancy they might hold to their youthful audience, in between the music.

"What isn't generally known," Mr. Jollay says, "is that religious radio stations can be very profitable. [Playing] syndicated religious programing from sun up to sun down requires little overhead. However, this kind of wall-to-wall preaching turns off young people. We were faced with making a hard decision—to go for the quick cash of religious syndromes, or stick by our objective to reach youth with the gospel message—at any cost." It opted for the latter.

Christian Broadcasting Network President Pat Robertson, commenting on the commercial realities, says: "I recognize that it would be extremely difficult to maintain a substantially youth-oriented audience with a substantially religious or Christian radio station." When the hard stuff comes on, Mr. Robertson feels, the old folks tune out. And when the more traditional fare—a necessary mainstay in most religious formats—is presented, the kids reach for the dial.

But Scott Ross isn't so sure. For him, the will of God is the only insurmountable factor in this world. "In Isaiah," Mr. Ross points out, "the Lord says 'I'm gonna bring forth a new sound like it's never been heard before.' And that's where it's going in religious music and radio today. It's a whole new creativity. It's God's creativity."

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## Warner redoes records

**Asylum is moved in with Elektra and Holzman moved up to corporate**

In a major divisional reorganization and executive shift among its record companies, Warner Communications an-

nounced the promotion of Jac Holzman, the only president of Elektra Records in its 23 years, to senior vice president, corporate planning, and the merger of Elektra with Asylum Records under the leadership of Asylum's president, David Geffen.

Mr. Geffen, 30, is the founder of two-year-old Asylum (formerly distributed through another WCI-owned company, Atlantic Records) and has been named chairman and chief executive office of Elektra-Asylum. Elektra executive vice president, Mel Posner, assumes the presidency of Elektra-Asylum. Distribution responsibilities for Asylum revert from Atlantic to the newly merged company. And operations of Elektra-Asylum will be split between Los Angeles (with Mr. Geffen) and New York (with Mr. Posner).

Jac Holzman's new responsibilities involve planning for the uses of "new technology," including quadraphonic sound-recording, cable TV and video cassettes and disks, by WCI divisions.

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## CORE head charges recording industry with monopolizing blacks out of money

**Innis calls for investigation of major labels following allegations by black label against WXLO**

Roy Innis, national director of the Congress of Racial Equality, last week charged 12 record companies with monopolistic activities that discriminate against smaller, usually black-owned, independent record manufacturers and that the FCC and Federal Trade Commission nurture "this atmosphere of big-business corruption through monopoly."

The charges stemmed from allegations made at the news conference by the owner of a small New York-based label, Grassroots Records, that RKO-General's WXLO(FM) refused to play one of its records because the company did not buy advertising on the station. WXLO general manager Arthur Adler issued a statement that night "categorically deny[ing] any action which constitutes a violation of law."

Ernest Tucker, owner of Grassroots Records, and Mr. Innis said on Tuesday that they had filed complaints on the matter with the FCC and FTC.

Mr. Tucker claims that when his promotion director, Robert Washington, approached WXLO music director Jeff Mazzei with a Grassroots recording, he was told that the station had no reason to play the record "since the large record companies buy thousands of dollars in advertising time."

Mr. Innis stated that blacks were "responsible for over one-third of the \$2-billion realized by the record industry" but that "out of a field of 3,000 [record companies], only 12 influence or outrightly control every record spun on the turntable." He cited the Warner Com-



munications records group, CBS/Records Group, Capitol Records, the Polygram records group, RCA Records, Viewlex Inc. records group, Music Corp. of America (MCA), A&M Records, Famous Music Corp., Motown Records, London Records and ABC/Dunhill Records as making up 90% of the record market.

The CORE executive called for a "Watergate-type investigation" of those companies and pledged a court battle with the companies if they "refuse to show good faith and reform these illegal practices." CORE will also enter the record industry and help organize small record companies to combat the alleged "discrimination, unfair competition and illegal business practices," he said.

### Breaking In

**"Ramblin Man"**—Allman Brothers Band (*Capricorn*) \* Among the rock groups known as boogie-bands, the Allman Brothers are almost without peer. Their only competition is a group six or seven years older from San Francisco, the Grateful Dead.

Riding high on the crest of the mega-festival at Watkins Glen, N.Y. (where, as one reporter pointed out, one out of every 400 people in the U.S. was in attendance), the band's new single, "Ramblin Man," which fronts a new LP, has been very quick off the line and, if its momentum continues, its course will be a fast one.

Stations on the new Allman Brothers single last week included: WQXI(AM) Atlanta, WRKO(AM) Boston, WFLA(AM) Chicago, KILT(AM) Houston, WMAK(AM) Nashville and WHYY(AM) Montgomery, Ala.

**"Rhapsody in Blue"**—Deodato (CTI) \* It's like grafting a chicken to a bear to a rhinoceros to a butterfly. Frenchman Emul Deodato has taken an almost-40-

*Text continues on page 80*

**Tracking the playlist.** The major traffic on this week's "Playlist" centered in the top 10, which includes a new number-one record, "The Morning After" by Maureen McGovern (from the film "The Poseidon Adventure"), and two new records, Marvin Gaye's "Let's Get It On" (8) and Helen Reddy's "Delta Dawn" (9). New to top-40 positions this week are "Angel" by Aretha Franklin (27), "Half-Breed" by Cher (30) ("Breaking In," Aug. 6) and "Free Ride" by Edgar Winter (40) ("Breaking In," Aug. 13).

All have bullets. Notable bulleted records in mid-chart positions this week also include the Isley Brothers' "That Lady" (41) and, new to the chart this week, Stevie Wonder's "Higher Ground" (57). Also in their first week of "Playlist," but without bullets, are Joe Walsh's "Rocky Mountain Way" (68), Steely Dan's "Show Biz Kids" (69), "You Got Me Anyway" (70) by the Sutherland Brothers and Quiver, Cashman and West's ode to Allan Freed, "The King of Rock and Roll" (74) and the Allman Brothers' "Ramblin' Man" (75) (see "Breaking In," above).

# 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	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1	1	<b>The Morning After</b> (2:14) Maureen McGovern—20th Century	1	2	2	2
4	2	2	<b>Live and Let Die</b> (3:10) Paul McCartney and Wings—Apple	3	1	1	3
8	3	3	<b>Brother Louie</b> (3:55) Stories—Kama Sutra	6	3	3	1
1	4	4	<b>Touch Me in the Morning</b> (3:51) Diana Ross—Motown	2	4	4	7
10	5	5	<b>Feelin' Stronger Every Day</b> (4:13) Chicago—Columbia	5	6	5	6
6	6	6	<b>Get Down</b> (2:38) Gilbert O'Sullivan—Mam	8	5	9	4
5	7	7	<b>Bad Bad Leroy Brown</b> (3:02) Jim Croce—ABC/Dunhill	7	7	6	9
16	8	8	<b>Let's Get It On</b> (3:58) Marvin Gaye—Tamla	11	8	7	5
12	9	9	<b>Delta Dawn</b> (3:08) Helen Reddy—Capitol	9	10	10	11
3	10	10	<b>Yesterday Once More</b> (3:50) Carpenters—A & M	10	9	8	17
13	11	11	<b>My Sweet Gypsy Rose</b> (2:51) Dawn—Bell	4	14	12	16
11	12	12	<b>Smoke on the Water</b> (3:48) Deep Purple—Warner Brothers	12	11	11	10
9	13	13	<b>Diamond Girl</b> (3:29) Seals and Crofts—Warner Brothers	13	13	16	15
14	14	14	<b>I Believe in You</b> (3:58) Johnnie Taylor—Stax	15	12	13	14
30	* 15	15	<b>Saturday Night's Alright for Fighting</b> (4:55) Elton John—MCA	17	16	15	8
7	16	16	<b>Shambala</b> (3:27) Three Dog Night—ABC/Dunhill	14	15	18	22
23	17	17	<b>Are You Man Enough?</b> (3:24) Four Tops—Dunhill	16	19	14	12
17	18	18	<b>Loves Me Like a Rock</b> (3:32) Paul Simon—Columbia	18	17	17	13
19	19	19	<b>Monster Mash</b> (3:00) Bobby Boris Pickett—Parrot	19	18	21	19
28	20	20	<b>If You Want Me to Stay</b> (2:58) Sly and the Family Stone—Epic	22	20	19	20
20	21	21	<b>Gypsy Man</b> (5:22) War—United Artists	23	22	20	18
27	22	22	<b>Here I Am</b> (4:10) Al Green—Hi	24	21	22	23
26	23	23	<b>We're an American Band</b> (3:25) Grand Funk—Capitol	27	28	23	21
29	24	24	<b>Uneasy Rider</b> (3:53) Charlie Daniels—Kama Sutra	20	26	25	25
18	25	25	<b>Playground in My Mind</b> (2:55) Clint Holmes—Epic	21	25	24	27
24	26	26	<b>How Can I Tell Her?</b> (3:59) Lobo—Big Tree	25	23	28	29
43	* 27	27	<b>Angel</b> (3:34) Aretha Franklin—Atlantic	30	24	27	24
33	28	28	<b>Believe in Humanity</b> (3:22) Carole King—Ode	28	27	26	26
37	29	29	<b>Young Love</b> (2:18) Donny Osmond—MGM	26	32	32	28
47	* 30	30	<b>Half Breed</b> (2:42) Cher—MCA	31	30	30	32
49	* 31	31	<b>Soul Makossa</b> (4:30) Manu Dibango—Fiesta	29	29	36	35

Over-all rank			Rank by day parts			
Last week	This week	Title (length) Artist—label	6-10a	10a-3p	3-7p	7-12p
36	32	<b>Money</b> (3:59) Pink Floyd—Harvest	40	31	29	31
38	33	<b>Clouds</b> (2:45) David Gates—Elektra	33	34	34	36
42	34	<b>Behind Closed Doors</b> (2:55) Charlie Rich—Epic	32	33	33	40
39	35	<b>The Hurt</b> (4:16) Cat Stevens—A & M	38	36	31	33
31	36	<b>Natural High</b> (4:02) Bloodstone—London	35	35	37	42
34	37	<b>My Maria</b> (2:32) B. W. Stevenson—RCA	34	39	38	38
40	38	<b>Bongo Rock</b> (2:36) Incredible Bongo Band—Pride	39	37	43	37
32	39	<b>So Very Hard To Go</b> (3:37) Tower of Power—Warner Brothers	37	38	42	41
56	• 40	<b>Free Ride</b> (3:05) Edgar Winter Group—Epic	48	42	39	30
71	• 41	<b>That Lady</b> (3:09) Isley Brothers—T-Neck	43	40	41	34
15	42	<b>Boogie Woogie Bugle Boy</b> (2:32) Bette Midler—Atlantic	42	43	35	46
41	43	<b>Everyone's Agreed</b> (3:12) Stealers Wheel—A & M	36	41	46	48
22	44	<b>Long Train Runnin'</b> (3:25) Doobie Brothers—Warner Brothers	41	52	40	45
51	45	<b>Freedom for the Stallion</b> (3:45) Hues Corp.—RCA	44	47	47	53
45	46	<b>Where Peaceful Waters Flow</b> (4:22) Gladys Knight and the Pips—Buddah	51	44	48	50
35	47	<b>Give Me Love (Give Me Peace on Earth)</b> (3:32) George Harrison—Apple	46	50	51	43
48	48	<b>Jimmy Loves Maryann</b> (3:25) Looking Glass—Epic	50	46	49	51
53	49	<b>Sweet Charlie Babe</b> (2:38) Jackie Moore—Atlantic	53	51	52	39
46	50	<b>A Million to One</b> (2:38) Donny Osmond—MGM	52	54	44	56
65	51	<b>China Grove</b> (3:14) Doobie Brothers—Warner Brothers	54	49	53	44
—	• 52	<b>Just Don't Want To Be Lonely</b> (2:55) Ronnie Dyson—Columbia	49	45	55	52
44	53	<b>Misdemeanor</b> (2:36) Foster Sylvers—Pride	45	53	50	54
60	54	<b>In the Midnight Hour</b> (3:14) Cross Country—Atco	47	48	54	55
52	55	<b>Roll Over Beethoven</b> (4:30) Electric Light Orchestra—United Artists	*	57	45	49
21	56	<b>Will It Go Round in Circles?</b> (3:42) Billy Preston—A & M	55	55	60	63
—	• 57	<b>Higher Ground</b> (3:10) Stevie Wonder—Tamla	64	60	57	57
25	58	<b>Kodachrome</b> (3:24) Paul Simon—Columbia	58	61	56	*
59	59	<b>L. A. Freeway</b> (3:20) Jerry Jeff Walker—MCA	60	56	62	60
73	60	<b>He Did With Me</b> (2:27) Vicki Lawrence—Bell	57	63	58	69
58	61	<b>Why Me?</b> (3:25) Kris Kristofferson—Monument	56	64	68	59
61	62	<b>Loving Arms</b> (2:50) Dobie Gray—MCA	59	59	67	65
57	63	<b>Right Place Wrong Time</b> (2:50) Dr. John—Atco	*	75	65	47
64	64	<b>Summer (The First Time)</b> (4:37) Bobby Goldsboro—United Artists	61	58	63	72
69	65	<b>Muskrat Love</b> (3:03) America—Warner Brothers	65	65	59	58
63	66	<b>There's No Me Without You</b> (3:28) The Manhattans—Columbia	63	62	72	62
66	67	<b>Tequila Sunrise</b> (2:52) Eagles—Asylum	62	66	*	67
—	68	<b>Rocky Mountain Way</b> (3:39) Joe Walsh—ABC/Dunhill	68	74	66	68

continues on following page

# FM!

## A special report in Broadcasting September 24

It's the new frontier in radio. The first by whom the new is tried. The first to put the old aside. A medium that took three decades to come to flower, but that—for the last eight years or so—has more than made up for lost time.

The ratings are going through the roof. The prices—if you want to buy time—are respectable. The prices—if you want to buy a station—are formidable. The prestige is enormous, with every age segment of the audience. The competition with older sister AM ranges from brisk to fierce. Many FM's are first in their markets in various day parts—and with key audience demographics. Those that are No. 2 are trying harder, and they're gaining.

Broadcasting will make FM its business on September 24. If FM is your business, too, you'll want to be with us.

You belong  
in Broadcasting  
September 24.

# The Broadcasting Playlist continued from preceding page

Over-all rank			Rank by day parts			
Last week	This week	Title (length) Artist—label	6-10a	10a-3p	3-7p	7-12p
—	69	<b>Show Biz Kids (3:59)</b> Steely Dan—ABC/Dunhill	70	73	61	71
—	70	<b>You Got Me Anyway (2:53)</b> Sutherland Brothers and Quiver—Capitol	*	72	64	66
68	71	<b>You Light Up My Life (3:12)</b> Carole King—Ode	67	69	71	77
—	72	<b>I'd Rather Be a Cowboy (4:10)</b> John Denver—RCA	66	78	70	74
70	73	<b>Twistin' the Night Away (3:15)</b> Rod Stewart—Mercury	74	70	73	70
—	74	<b>The King of Rock and Roll (3:25)</b> Cashman and West—ABC/Dunhill	*	67	74	64
—	75	<b>Ramblin' Man (3:36)</b> Allman Brothers—Capricorn	69	*	69	*

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

Angel (27), Are You Man Enough (17), Bad Bad Leroy Brown (7), Behind Closed Doors (34), Belle In Humanity (28), Bongo Rock (38), Boogie Woogie Bugle Boy (42), Brother Louie (3), China Grove (51), Clouds (33), Delta Dawn (9), Diamond Girl (13), Everyone's Agreed (43), Feelin' Stronger Every Day (5), Free Ride (40), Freedom for the Stallion (45), Get Down (6), Give Me Love—(Give Me Peace on Earth) (47), Gypsy Man (21), Half Breed (30), He Did With Me (60), Here I Am (22), Higher Ground (57), How Can I Tell Her? (26), The Hurt (35), I Believe in You (14), I'd Rather Be a Cowboy (72), If You Want Me To Stay (20), In the Midnight Hour (54), Jimmy Loves Maryann (48), Just Don't Want to Be Lonely (52), The King of Rock and Roll (74), Kodachrome (58), L. A. Freeway (59), Let's Get It On (8), Live and Let Die (2), Long Train Runnin' (44), Loves Me Like a Rock (18), Loving Arms (62), A Million to One (50), Misdemeanor (53), Money (32), Monster Mash (19), The Morning After (1), Muskrat Love (65), My Maria (37), My Sweet Gypsy Rose (11), Natural High (36), Playground in My Mind (25), Ramblin' Man (75), Right Place Wrong Time (63), Rocky Mountain Way (68), Roll Over, Beethoven (55), Saturday Night's Alright for Fighting (15), Shambala (16), Show Biz Kids (69), Smoke on the Water (12), So Very Hard to Go (39), Soul Makossa (31), Summer (the First Time) (64), Sweet Charlie Babe (49), Tequila Sunrise (67), That Lady (41), There's No Me Without You (66), Touch Me in the Morning (4), Twistin' the Night Away (73), Uneasy Rider (24), We're an American Band (23), Where Peaceful Waters Flow (46), Why Me (61), Will It Go Round in Circles? (56), Yesterday Once More (10), You Got Me Anyway (70), You Light Up My Life (71), Young Love (29).

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

Continues from page 78

year-old George Gershwin classic, melded it with a rock guitar and a set of big-band horns and then woven his own jazz electric piano through the entire thing. A strange beast, "Rhapsody in Blue."

Deodato has added a great deal to the sound of top-40 radio. His version of Straus's "Also Sprach Zarathustra (2001)" was complex, accomplished and added sounds, for the most part, untried (and unheard) on contemporary radio. He is welcome because he brings a fresh dimension to the already-known. And fresh sounds, be they "Monster Mash" or "Rhapsody in Blue," are voraciously desired by audiences.

Stations playing "Rhapsody in Blue" by Deodato last week included: KRSP (AM) Salt Lake City, WLW (AM) Cincinnati, WFLA (AM) Tampa, Fla., KMET (FM) Los Angeles, WCOL (AM) Columbus, Ohio, WIP (AM) Philadelphia and WPIX (FM) New York.

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

- ASHES TO ASHES, Fifth Dimension (Bell).
- BABY, I'VE BEEN MISSING YOU, Independents (Wand).
- BILLION DOLLAR BABIES, Alice Cooper (Warner Brothers).
- BIRDMAN, Rare Bird (MCA).
- BONDI JUNCTION, Pete Foldy (Playboy).
- EASY EVIL, John Kay (ABC/Dunhill).
- EVERYBODY BUT ME, G. W. Kenny (Kama Sutra).
- EVIL, Earth, Wind and Fire (Columbia).
- FUTURE SHOCK, Curtis Mayfield (Curtom).
- GHETTO CHILD, Spinners (Atlantic).
- GLAMOUR BOY, Guess Who (RCA).
- HE, Today's People (20th Century).
- HEARTBEAT, IT'S A LOVE BEAT, De-franco Family (20th Century).
- I WAS CHECKING OUT, Don Covay (Mercury).
- THE LAST THING ON MY MIND, Neil Diamond (MCA).
- LEAVING YOU, Sourdough (Metromedia).
- LET THE GOOD TIMES ROLL, Slade (Polydor).
- LONG WAY HOME, Neil Diamond (MCA).
- MAKE UP YOUR MIND, J. Geils Band (Atlantic).
- MAYBE BABY, Gallery (Sussex).
- MR. SKIN, Spirit (Epic).
- NOBODY WANTS YOU, Bobby Womack (United Artists).
- OPEN UP YOUR HEART, Roger Miller (Mercury).
- THE PEACEMAKER, Albert Hammond (Mums).
- RHAPSODY IN BLUE, Deodato (CTI).
- RUBBER BULLETS, 10 C.C. (U.K.).
- SEND A LITTLE LOVE MY WAY, Anne Murray (Capitol).
- SIXTY-MINUTE MAN, Clarence Carter (Fame).

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- STONED OUT OF MY MIND, Chi-Lites (Brunswick).
- SYLVIA, Focus (Sire).
- THEY'RE COMING TO TAKE ME AWAY, Napoleon IV (Warner Brothers).
- TOUCH OF MAGIC, James Leroy (Janus).
- WHERE IS THE LOVE, Sergio Mendes and Brazil '77 (Bell).
- YES WE CAN CAN, Pointer Sisters (Blue Thumb).

## Music Briefs

All the music that's fit. . . . *The New York Times* has formed subsidiary division for music-publishing activities. Times was first reported to be looking into music area about six months ago when it was learned that the newspaper was bidding for purchase of Big 3 Music. Deal for Big 3 has not been closed yet. Murray Deutch, president of United Art-

ists Music Inc., assumes presidency of publishing division, New York Times Music Corp.

**Rock for radio.** Yuri Zabran and Ego Loss Concepts, New York, have announced new 90-minute syndicated radio program, *Weekend Rock*. Show will be comprised of tapes of live rock concerts, available in quadrophonic or two-track sound, and produced every other week for approximately 50 FM stations.

## Broadcasting Stock Index

## Weekly market summary of 143 stocks allied with broadcasting

	Stock symbol	Exch.	Closing		Net change in week	% change in week	1973		Approx. Shares out (000)	Total market capitalization (000)
			Wed. Aug. 15	Wed. Aug. 8			High	Low		
<b>Broadcasting</b>										
ABC	ABC	N	25 3/8	26	- 5/8	- 2.40	31 1/2	21	17,029	432,110
ASI COMMUNICATIONS						.00	1 1/2	1	1,815	1,815
CAPITAL CITIES COMM.	CCB	N	46	47 1/4	- 1 1/4	- 2.64	62 1/2	35	7,074	325,404
CBS	CBS	N	32 1/8	32 3/8	- 1/4	-.77	52	30 1/2	28,315	909,619
CONCERT NETWORK	O		1/4	1/4		.00	5/8	1/4	2,200	550
COX	COX	N	24 1/4	24 7/8	- 5/8	- 2.51	40 1/4	21 1/4	5,850	141,862
FEDERATED MEDIA	O		3 1/4	3 1/4		.00	3 1/2	2	820	2,665
GROSS TELECASTING	GGG	A	12 1/2	13	- 1/2	- 3.84	18 3/8	12 1/2	800	10,000
LIN	LINB	O	5 5/8	6 1/4	- 5/8	- 10.00	14 3/4	5 5/8	2,296	12,915
MOONEY	MOON	O	5	4 7/8	+ 1/8	+ 2.56	10 1/4	4 7/8	385	1,925
PACIFIC & SOUTHERN	PSOU	O	7 1/4	8	- 3/4	- 9.37	13 3/4	7	1,930	13,992
RAHALL	RAHL	D	5	6	- 1	- 16.66	12 1/4	4 1/4	1,297	6,485
SCRIPPS-HOWARD	SCRP	O	18 1/4	19	- 3/4	- 3.94	21 1/4	18 1/4	2,589	47,249
STARR	SBG	M		13 1/2		.00	24 1/2	9	1,166	15,741
STORER	SBK	N	17 1/2	18 1/8	- 5/8	- 3.44	44	15 7/8	4,391	76,842
TAFT	TFB	N	27 1/2	28 1/2	- 1	- 3.50	58 5/8	22	4,096	112,640
WHDH CORP.	O		22	23	- 1	- 4.34	24	14	589	12,958
WOODS COMM.	O		3/4	3/4		.00	1 5/8	3/4	292	219
<b>TOTAL</b>									<b>82,934</b>	<b>2,124,991</b>
<b>Broadcasting with other major interests</b>										
ADAMS-RUSSELL	AAR	A	3 1/4	3 1/8	+ 1/8	+ 4.00	5 3/8	2 5/8	1,259	4,091
AVCO	AV	N	9 3/8	9 7/8	- 1/2	- 5.06	16	8	11,478	107,606
BARTELL MEDIA	BMC	A	1 3/4	1 5/8	+ 1/8	+ 7.69	3 1/2	1 3/8	2,257	3,949
CHRIS-CRAFT	CCN	N	3 3/4	4	- 1/4	- 6.25	6 5/8	3 5/8	4,161	15,603
COMBINED COMM.	CCA	A	22 3/8	26	- 3 5/8	- 13.94	44	15	3,230	72,271
COWLES	CWL	N	6 3/4	6 5/8	+ 1/8	+ 1.88	9 5/8	4 3/4	3,969	26,790
DUN & BRADSTREET	DNB	N	39	38 3/4	+ 1/4	+ .64	39 3/8	32 3/4	26,042	1,015,638
FAIRCHILD INDUSTRIES	FEN	N	5 3/4	6 1/8	- 3/8	- 6.12	13 3/8	5 1/4	4,550	26,162
FUQUA	FQA	N	11 7/8	11 3/4	+ 1/8	+ 1.06	20 3/8	9 1/2	9,741	115,674
GABLE INDUSTRIES	GBI	N	20 1/4	21 1/2	- 1 1/4	- 5.81	25	15	2,605	52,751
GENERAL TIRE	GY	N	19 1/4	19 3/8	- 1/8	- .64	28 3/4	17 3/8	20,652	397,551
GLDBETROTTER	GLBTA	D	5 1/8	5 1/8		.00	8 1/8	4 3/4	2,820	14,452
GRAY COMMUNICATIONS	D		10 1/2	10 1/2		.00	12 7/8	9	475	4,987
HARTE-HANKS	HHN	N	11 1/8	11 1/8		.00	29 1/4	8	4,335	48,226
JEFFERSON-PILDT	JP	N	31 1/4	33 5/8	- 2 3/8	- 7.06	34 7/8	27	24,068	752,125
KAISER INDUSTRIES	KI	A	6 5/8	6 3/4	- 1/8	- 1.85	7 3/8	4	27,487	182,101
KANSAS STATE NETWORK	KSN	D	4 7/8	4 7/8		.00	6 1/8	4 7/8	1,741	8,487
KINGSTIP	KTP	A	7	8 5/8	- 1 5/8	- 18.84	14 1/4	6 1/2	1,155	8,085
LAMB COMMUNICATIONS	P		2	2		.00	2 5/8	1 3/4	475	950
LEE ENTERPRISES	LNT	A	13 3/8	14 1/2	- 1 1/8	- 7.75	25	12 5/8	3,366	45,020
LIBERTY	LC	N	17 1/8	17 3/4	- 5/8	- 3.52	23 7/8	15 3/4	6,760	115,765
MCGRAW-HILL	MHP	N	9 1/4	9 1/8	+ 1/8	+ 1.36	16 7/8	7 1/2	23,525	217,606
MEDIA GENERAL	MEG	A	35 7/8	36 1/2	- 5/8	- 1.71	43 1/2	31 3/4	3,546	127,212
MEREDITH	MDP	N	11 7/8	11 3/4	+ 1/8	+ 1.06	20 1/2	11 5/8	2,827	33,570
METROMEDIA	MET	N	12	11 3/4	+ 1/4	+ 2.12	32 1/4	11 1/8	6,483	77,796
MULTIMEDIA	O		20	20		.00	30 1/4	18	4,388	87,760
OUTLET CO.	DTU	N	11 3/4	11 5/8	+ 1/8	+ 1.07	17 5/8	10 3/8	1,379	16,203
POST CORP.	POST	D	11	12	- 1	- 8.33	17	10 1/4	893	9,823
PSA	PSA	N	13 1/4	14 1/4	- 1	- 7.01	21 7/8	10 3/8	3,779	50,071
PUBLISHERS BCSTG.	PUBB	D				.00	2	7/8	919	804
REEVES TELECOM	RBT	A	1 3/4	1 5/8	+ 1/8	+ 7.69	3 1/4	1 1/2	2,376	4,158
RIODER PUBLICATIONS	RPI	N	17 3/8	18 1/2	- 1 1/8	- 6.08	29 7/8	12 1/2	8,312	144,421
RDLLINS	RDL	N	20 3/4	20 3/4		.00	36 1/2	14 1/4	13,372	277,469
RUST CRAFT	RUS	A	14	14 5/8	- 5/8	- 4.27	33 3/4	13 3/4	2,366	33,124
SAN JUAN RACING	SJR	N	14 3/4	15 1/8	- 3/8	- 2.47	23 3/4	14	2,153	31,756
SCHERING-PLOUGH	SGP	N	82	85 1/4	- 3 1/4	- 3.81	87 5/8	71 3/4	52,590	4,312,380
SONDERLING	SOB	A	10	11	- 1	- 9.09	16 3/8	7 5/8	1,006	10,060
TECHNICAL OPERATIONS	TD	A	7 1/2	7 7/8	- 3/8	- 4.76	13 1/2	5 1/8	1,386	10,395
TIMES MIRROR CO.	TMC	N	18 7/8	18 7/8		.00	25 7/8	16 1/2	31,145	587,861
TURNER COMM.	D			4 1/2		.00	6	4 3/8	1,486	6,687
WASHINGTON POST CO.	WPO	A	20	21 1/4	- 1 1/4	- 5.88	37	18 5/8	4,746	94,920
WOMETCO	WOM	N	13	12 3/4	+ 1/4	+ 1.96	19 3/8	11 1/4	6,098	79,274
<b>TOTAL</b>									<b>337,401</b>	<b>9,231,634</b>
<b>Cablecasting</b>										
AMECO	ACO	O	5/8	5/8		.00	3	5/8	1,200	750
AMERICAN ELECT. LABS	AELBA	O	2	2 3/8	- 3/8	- 15.78	3 5/8	1 3/8	1,673	3,346
AMERICAN TV & COMM.	AMTV	O	26	25 1/2	+ 1/2	+ 1.96	39	21	2,859	74,334
ATHENA COMM.	O		1 1/2	1 1/2		.00	5 1/2	1	2,126	3,189
BURNUP & SIMS	BSIM	O	23	24 1/8	- 1 1/8	- 4.66	31 3/4	20 3/8	7,510	172,730
CABLECOM-GENERAL	CCG	A	3 7/8	4	- 1/8	- 3.12	8 7/8	3 3/4	2,489	9,644
CABLE FUNDING CORP.	CFIN	O	8 3/4	9 3/4	- 1	- 10.25	9 3/4	4 1/2	1,233	10,788
CABLE INFO. SYSTEMS	O					.00	2 1/2	1	663	663

	Stock symbol	Exch.	Closing Wed. Aug. 15	Closing Wed. Aug. 8	Net change in week	% change in week	High	Low	1973	Approx. Shares out (000)	Total market capitalization (000)
CITIZENS FINANCIAL	CPN	A	4 1/8	4 1/4	- 1/8	- 2.94	9 1/2	3 7/8		2,676	11,038
COMCAST	O		3 3/8	3 3/8		.00	5 3/8	3 1/8		1,280	4,320
COMMUNICATIONS PRDP.	COMU	O	4 3/4	5 5/8	- 7/8	- 15.55	9 3/4	3 5/8		4,435	21,066
COX CABLE	CXC	A	18 7/8	18 3/4	+ 1/8	+ .66	31 3/4	18		3,560	67,195
ENTRON	ENT	O	3/4	1/2	+ 1/4	+ 50.00	9 1/4	1/4		1,358	1,018
GENERAL INSTRUMENT	GRL	N	19 7/8	20 3/8	- 1/2	- 2.45	29 1/2	13 1/4		6,790	134,951
GENERAL TELEVISION	O		3	3		.00	4 1/2	2 1/2		1,000	3,000
HERITAGE COMM.	O		10	8	+ 2	+ 25.00	17 1/2	7		345	3,450
LVO CABLE	LVOC	D	4 7/8	5	- 1/8	- 2.50	11 1/4	4 1/4		1,561	7,609
SCIENTIFIC-ATLANTA	SFA	A	8 3/4	9 1/8	- 3/8	- 4.10	15 3/8	6 1/4		917	8,023
STERLING	STER	O	2 1/4	2 1/4		.00	4 1/4	1 1/4		2,162	4,864
TELE-COMMUNICATIONS	TCOM	O	8 3/8	10 3/8	- 2	- 19.27	21	7 1/8		4,616	38,659
TELEPROMPTER	TP	N	12 1/8	13 1/2	- 1 3/8	- 10.18	34 1/2	12 1/8		15,999	193,987
TIME INC.	TL	N	30 1/2	33 3/4	- 3 1/4	- 9.62	63 1/4	29 1/2		7,286	222,223
TOCOM	TOCM	O	6	6 1/8	- 1/8	- 2.04	12 1/8	5 3/8		596	3,576
UA-COLUMBIA CABLE	UACC	O	8	8		.00	15	7 3/4		1,832	14,656
VIACOM	VIA	N	10 1/4	11 1/2	- 1 1/4	- 10.86	20	9		3,851	39,472
VIKOA	VIK	A	5 1/2	6 1/8	- 5/8	- 10.20	9 1/8	4		2,562	14,091
<b>Programming</b>									TOTAL	82,579	1,068,642
COLUMBIA PICTURES	CPS	N	4 3/4	5 1/8	- 3/8	- 7.31	9 7/8	4 1/2		6,335	30,091
DISNEY	DIS	N	85 1/8	86 1/4	- 1 1/8	- 1.30	123 7/8	70 1/8		28,552	2,430,489
FILMWAYS	FWY	A	3	3 3/8	- 3/8	- 11.11	5 3/8	2 1/8		1,877	5,631
GULF + WESTERN	GW	N	23 3/4	25 1/4	- 1 1/2	- 5.94	35 3/4	21 3/8		16,387	389,191
MCA	MCA	N	25 3/4	25	+ 3/4	+ 3.00	34 1/4	18 1/2		8,367	215,450
MGM	MGM	N	16 3/4	18 7/8	- 2 1/8	- 11.25	24	13 5/8		5,958	99,796
MUSIC MAKERS	MUSC	D				.00	2 5/8	1 5/8		534	1,401
TELE-TAPE	O		5/8	7/8	- 1/4	- 28.57	1 3/4	5/8		2,190	1,368
TELETRONICS INTL.	O		3 3/4	4 1/4	- 1/2	- 11.76	10 1/2	3 3/4		724	2,715
TRANSAMERICA	TA	N	11 3/8	12 1/4	- 7/8	- 7.14	17 5/8	10 3/4		66,449	755,857
20TH CENTURY-FOX	TF	N	7 7/8	8 5/8	- 3/4	- 8.69	12 3/8	6 1/2		8,562	67,425
WALTER READE	WALT	D				.00	1 3/8	7/8		2,203	1,927
WARNER	WCI	N	12	12 5/8	- 5/8	- 4.95	39 1/8	11		18,864	226,368
WRATHER	WCO	A	8 7/8	9 5/8	- 3/4	- 7.79	16 5/8	7		2,229	19,782
<b>Service</b>									TOTAL	169,231	4,247,491
JOHN BLAIR	BJ	N	6 3/4	7	- 1/4	- 3.57	13	6 3/8		2,494	16,834
COMSAT	CQ	N	48 5/8	52 1/4	- 3 5/8	- 6.93	64 1/2	42 1/4		10,000	486,250
CREATIVE MANAGEMENT	CMA	A	5 5/8	5 3/4	- 1/8	- 2.17	9 1/2	4		1,056	5,940
DOYLE DANE BERNBACH	DDYL	D	12 3/4	13 1/2	- 3/4	- 5.55	23 1/2	12		1,884	24,021
ELKINS INSTITUTE	ELKN	O	3/4	3/4		.00	1 1/4	1/2		1,664	1,248
FOOTE CONE & BELDING	FCB	N	10 1/8	9 1/2	+ 5/8	+ 6.57	13 3/8	8 1/8		2,129	21,556
CLINTON E. FRANK	D		10	9 3/8	+ 5/8	+ 6.66	11 1/2	5		720	7,200
GREY ADVERTISING	GREY	O	9 3/4	10	- 1/4	- 2.50	17 1/4	8 1/4		1,263	12,314
INTERPUBLIC GROUP	IPG	N	14 1/2	14 1/2		.00	25 3/8	12 1/8		2,464	35,728
MARVIN JOSEPHSON	MRVN	O	8 3/4	9	- 1/4	- 2.77	18 1/2	8		1,085	9,493
MCCAFFREY & MCCALL	O		7 1/2	7 3/4	- 1/4	- 3.22	10 3/4	7 1/2		585	4,387
MCI COMMUNICATIONS	MCIC	D	5 3/8	5 5/8	- 1/4	- 4.44	8 3/4	4 5/8		11,810	63,478
MOVIELAB	MOV	A	1 1/4	1 1/4		.00	1 7/8	1 1/8		1,407	1,758
MPD VIDEOTRONICS	MPD	A	2 5/8	2 5/8		.00	4 7/8	2		540	1,417
NEEDHAM, HARPER	NDHMA	O	10	11 1/2	- 1 1/2	- 13.04	26 1/4	9 1/2		916	9,160
A. C. NIELSEN	NIEL8	O	32	32 1/8	- 1/8	- .38	40 1/2	29 1/2		10,598	339,136
DGILVY & MATHER	OGIL	O	17 1/2	19 1/2	- 2	- 10.25	32 1/2	14 1/2		1,777	31,097
PKL CO.	PKL	D	3/4	7/8	- 1/8	- 14.28	2 5/8	3/4		778	583
J. WALTER THOMPSON	JWT	N	14	14 1/2	- 1/2	- 3.44	24 3/4	13 1/8		2,659	37,226
UNIVERSAL COMM.	O		2	4 1/2	- 2 1/2	- 55.55	12 1/4	2		715	1,430
WELLS, RICH, GREENE	WRG	N	12 1/4	13	- 3/4	- 5.76	21 1/8	9 1/2		1,568	19,208
<b>Electronics</b>									TOTAL	58,112	1,129,464
ADMIRAL	ADL	N	11	11 7/8	- 7/8	- 7.36	18	7 1/4		5,813	63,943
AMPEX	APX	N	4 7/8	4 5/8	+ 1/4	+ 5.40	6 7/8	3 1/4		10,875	53,015
CARTRIDGE TV+	O					.00	16 1/2	1 3/4		2,083	5,207
CCA ELECTRONICS	CCAE	O	1 3/8	1 3/8		.00	3	1 1/8		881	1,211
COLLINS RADIO	CRI	N	24 3/4	20 3/8	+ 4 3/8	+ 21.47	25 7/8	15 1/4		2,968	73,458
COMPUTER EQUIPMENT	CEC	A	1 7/8	2 1/4	- 3/8	- 16.66	2 7/8	1 7/8		2,366	4,436
CONRAC	CAX	N	16 3/4	17 5/8	- 7/8	- 4.96	31 7/8	14 1/4		1,261	21,121
GENERAL ELECTRIC	GE	N	60 1/2	60 1/8	+ 3/8	+ .62	75 7/8	55		182,348	11,032,054
HARRIS-INTERTYPE	HI	N	28 1/4	29	- 3/4	- 2.58	49 1/4	24 1/2		6,308	178,201
INTERNATIONAL VIDEO	IVCP	O	8 1/2	8 3/4	- 1/4	- 2.85	14 3/4	6		2,745	23,332
MAGNAVOX	MAG	N	11 7/8	12 1/4	- 3/8	- 3.06	29 5/8	8 5/8		17,806	211,446
3M	MMM	N	84 3/4	86 1/2	- 1 3/4	- 2.02	88 7/8	76 1/4		113,051	9,581,072
MOTOROLA	MDT	N	53	53 1/8	- 1/8	- .23	59	41 1/4		27,570	1,461,210
OAK INDUSTRIES	OEN	N	12 1/4	13 3/4	- 1 1/2	- 10.90	20 1/2	10 3/4		1,639	20,077
RCA	RCA	N	24 1/8	24 5/8	- 1/2	- 2.03	39 1/8	22 1/8		74,525	1,797,915
RSC INDUSTRIES	RSC	A	1 1/2	1 3/4	- 1/4	- 14.28	2 1/4	1 3/8		3,458	5,187
SONY CORP	SNE	N	46	48	- 2	- 4.16	57 1/4	38 3/4		66,250	3,047,500
TEKTRONIX	TEK	N	40	40 5/8	- 5/8	- 1.53	53 7/8	29 7/8		8,162	326,480
TELEMATION	TIMT	D	2 3/4	2 3/4		.00	4 3/4	2 3/4		1,050	2,887
TELEPRO INDUSTRIES	O		7/8	1	- 1/8	- 12.50	2 1/2	7/8		1,717	1,502
WESTINGHOUSE	WX	N	34	34 5/8	- 5/8	- 1.80	47 3/8	31 1/8		88,595	3,012,230
ZENITH	ZE	N	36	35 3/4	+ 1/4	+ .69	56	33 3/4		19,043	685,548
									TOTAL	640,514	31,609,032
									GRAND TOTAL	1,370,771	49,411,254

Standard & Poor's Industrial Average

115.90

118.77

- 2.87

A-American Stock Exchange  
M-Midwest Stock Exchange  
† In bankruptcy proceeding

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

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

Over-the-counter bid prices supplied by Hornblower  
& Weeks, Hemphill-Noyes Inc., Washington.

# Fates & Fortunes®

## Media



Mr. Beaudin

**Ralph W. Beaudin**, former VP-general manager, LIN Broadcasting Corp., with responsibility for group's radio properties, joins Combined Communications Corp., Phoenix, as radio president, broadcast division. He will also serve as president and general manager, CCC'S KTAR(AM) Phoenix. **George Guyan**, general manager, KTAR(AM)-KBBC(FM) Phoenix, named administrative assistant to Alvin G. Flanagan, president, broadcast division. CCC's stations include KBTW(TV) Denver; WPTA-TV Fort Wayne, Ind.; KOCO-TV Oklahoma City; KARK-TV Little Rock, Ark.; WLKY-TV Louisville, Ky., and KTAR-AM-TV and KBBC(FM) Phoenix.

**John T. Papas**, general manager, WRKO(AM) Boston, named to same position at WFYR(FM) Chicago. Both are RKO General stations.

**Richard J. Kelliher**, VP-sales, Metromedia Radio, New York, appointed VP-general manager, Metromedia's WOMC(FM) Detroit.

**Roger Mansfield**, program director, KTIV(TV) Sioux City, Iowa, named station manager.

**Gerald F. Whaley**, director of public affairs, Wometco Enterprises Inc., Miami, elected VP-public affairs. Wometco owns, among other interests, WTVJ(TV) Miami; WLOS-AM-FM Asheville, N.C., and KVOS-TV Bellingham, Wash.

**Arnold H. Katinsky**, promotion manager, WNEW(AM) New York, joins WSUF(AM) Patchogue, N.Y., as executive VP.

**Robert H. Steele**, VP, Owensboro on the Air Inc., Owensboro, Ky., named president. Firm owns WVJS(AM)-WSTO(FM) Owensboro as well as cable interests.

**William E. Garrett**, corporate credit manager, Avco Broadcasting Corp., Cincinnati, joins WQXI-TV Atlanta as controller.

**Ben Falber Jr.**, VP, WTHI-AM-FM-TV Terre Haute, Ind., appointed executive VP-general manager, WIIL-TV there (corrects Aug. 13 item).

**Matthew B. Coffey**, director of planning and evaluation, Corporation for Public Broadcasting, elected first president, new Association of Public Radio Stations. **Hugh Cordier**, general manager, non-commercial WSUI(AM)-KSUI(FM) Iowa City, named board chairman. APRS's office is scheduled to open in Washington Sept. 1.

**Eunice West**, director of community involvement, WCVB-TV Boston, named di-

rector of newly created department of women's issues and involvement. Department has dual role of developing positive role models concerning women both in on-air programs as well as in station.

## Broadcast Advertising



Mr. Hammond

**William H. Hammond**, management supervisor, J. Walter Thompson, New York, elected senior VP. **Mimi Emilita** and **Randy Grotzinger**, creative group heads; **Rita Connor**, creative supervisor; **Lois Sandburg**, associate creative director, and **Frank Martello**, executive producer, all JWT, elected VP's.

**William Young**, with Ketchum, MacLeod & Grove, Pittsburgh, appointed senior VP-management supervisor, agency's San Francisco subsidiary, Botsford, Ketchum. **David Davidson** and **Suzanne Piper**, with Botsford, named group media director and media coordinator, respectively. **Evelyn Klein**, media buyer, Botsford, appointed broadcast supervisor.

**Andrew Aliprandi**, VP and financial officer, Marschalk, New York, elected senior VP.

**Leo Greenland**, president, Smith/Greenland, New York, elected chief executive officer. He is succeeded by **Norman Gokuskin**, executive VP. **Martin Smith**, secretary, appointed chairman of executive committee.

**Todd Holmes**, national sales manager, WNEM-TV Bay City-Saginaw-Flint, Mich., appointed general sales manager.

**Joe Parenzan**, local sales manager, KHJ(AM) Los Angeles, named general sales manager. He is succeeded by **Hank Weiss**, account executive, Blair Television there.

**Lee S. Cromwell**, account executive, KVRL(TV) Houston, named general sales manager, KLEF(FM) there.

**John D. Sawhill**, director of research, RKO Television Representatives, New York, named director of marketing and research.

**Bill Gilreath**, with Metro Radio Sales, New York, named manager, Detroit area operations, Alan Torbet Associates.

**Jerry Gold** and **Stephen Graff**, art supervisors, and **Richard Levy**, TV production supervisor, Doyle Dane Bernbach, New York elected VP's.

**John Horne**, VP-management supervisor, SSC&B, New York, joins Kenyon & Eckhardt there in same capacity. **Lorna Bess**, with BBDO, New York, joins K&E as media planner.

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3XL mag head shown installed in CP-16/A camera.

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**Brian Smith**, account supervisor, and **Art Conn**, art director, Foote, Cone & Belding, New York, appointed VP's.

**Gary L. Stevenson**, account supervisor, McCrary-Powell Advertising, Dallas, named executive VP.

**Warren Hughes**, product manager, Mobil Chemical Co., division of Mobil Oil, joins N. W. Ayer, Philadelphia, as account executive.

**John Cameron**, manager, Minneapolis office of Peters, Griffin, Woodward, resigns. He is succeeded by **James T. Jowett**, account executive, WTCN-TV there.

**Harrison E. Mulford Jr.**, formerly general sales manager, WABC-TV New York, named VP, media services, S. J. Reiner Co., Carle Place, L.I., media-buying and marketing-services company.

**Georgia Gould**, production coordinator, WTCN-TV Minneapolis, appointed director of on-air promotion.

**James G. Barrett**, with Griswold-Eshleman, and **Burton B. Ritchey**, with Brand Advertising, both Cleveland, join Jayme Organization, Cleveland-based agency, as account executives.

**Alvin C. Croft**, public-relations consultant, appointed director of public relations, Aitkin-Kynett, Philadelphia.

**Marty Levin**, formerly with W. B. Doner, Detroit, joins William R. Biggs Associates, Kalamazoo, Mich.-based agency, as broadcast writer and producer.

**Fin Hollinger**, president, Dunn & Jeffrey, Union, N.J.-based agency, resigns. Mr. Hollinger plans to return to broadcasting.

## Programing



Mr. Perris

and, subject to FCC approval of purchase, WTIC-TV Hartford, Conn.

**Frank Brill**, VP, ABC-TV, New York, named VP, prime time creative services, ABC Entertainment, with responsibility for prime-time programing originating in Europe and on East Coast.

**Dan Fox**, manager of program merchandise, NBC, West Coast, named director of program merchandise, NBC. He will be based in New York. He is succeeded by Dan Greene, with program merchandise department, NBC.

**Alan Steinberg**, Eastern sales manager, NBC Radio Network, appointed executive VP, DIR Broadcasting, New York, producer and distributor of *King Biscuit Flower Hour*, quadrasonic program series syndicated to FM stations.

**Jim Smith**, former music director, WBBM-FM Chicago, joins WLS(AM) there in same capacity.

**Duane Dow**, sportscaster, WLS-TV Chicago, joins WMAL-TV Washington as sports director.

**Samuel W. Gelfman**, former VP, programming and production, Cartrivision Inc., named VP, TV and theatrical motion picture production, Artists Entertainment Complex, New York-Los Angeles production firm and artists' representative.

**Guenther Hensler**, assistant to president, Polygram Corp., parent company of Mercury, MGM and Polydor Records, returns to Germany to become head of Polygram corporate planning activities, based in Hamburg.

## Broadcast Journalism



Mr. LaVie

director of news and TV San Francisco.



Mr. Scott

Conroe, Tex., joins KAYC-AM-FM Beaumont, Tex., in same capacity.

**Hy Kurzner**, news director, Visnews, London, named director, international news, Television News Inc., with headquarters in London. **Richard C. Arbuckle**, former director, NBC Radio Spot Sales, New York, joins TVN as regional manager, Southeast. **J. Warren Burke**, broadcast film consultant, named marketing manager, Midwest, TVN.

**Martin Carr**, freelance television and film producer, joins ABC News, New York, as television documentary film producer.

**Art Keeney**, media consultant, Southern Region School Boards Research and Training Center, University of Alabama, appointed assistant news director, WALA-TV Mobile, Ala.

**Abby Kaighin**, investigative reporter, *Tampa (Fla.) Times*, joins WMAQ-TV Chicago as assistant editorial director.

**John Reed King**, with Cliff Davis Advertising, Fresno, Calif., joins KJEO(TV) there as anchorman.

**Al LaVie**, bureau chief, Mutual Broadcasting System, Washington, named news director. He is succeeded by **Ted Reuter**, Mutual newscaster.

**David Hume**, manager of news and public affairs, KCRA-TV Sacramento, Calif., appointed director of public affairs, KBHK-TV

**Chuck Scott**, news director, KNUZ(AM)-KQUE(FM) Houston, named to same post, KHTV(TV) there.

**Joseph M. Krebs, Jr.**, former reporter with WFMV-TV Greensboro, N. C., joins WBAL-TV Baltimore, as news producer.

**Harry Schultz**, news director, KNRD-FM

**Charles Olmstead**, reporter, WWJ-TV Detroit, joins WMAL-TV Washington in same capacity.

**Patrick J. Killen**, formerly based in Manila as manager of Philippines bureau, United Press International, named manager, Chicago bureau, UPI. **Charles W. Bell**, with UPI, New York, joins Detroit bureau as news editor for Michigan.

**Mike Edmonds**, former news director, KIKN(AM) Sinton, Tex., joins news staff, KPRC(AM) Houston.

## Cablecasting

**Theodore J. Swanson**, former VP, Cypress Communications Corp., appointed VP-corporate development, Warner Cable Corp., subsidiary of Warner Communications, New York. Cypress and Warner Cable merged last year. **Claire Bloom**, formerly with Jerrold Electronics Corp., Philadelphia, named director of community relations, Warner Cable. **Thomas Buffington**, account executive, John F. Small Inc., black-owned agency in New York, appointed director, commercial time sales, marketing department, Warner Cable.

**Charles M. Powell Jr.**, controller, Tocom Inc., Dallas, appointed VP-operations and finance.

**Bill Gaylord**, with Anaconda Wire and Cable Co., Anaheim, Calif., joins Anixter-Pruzan, Seattle-based cable equipment company, as manager, national accounts. **Thomas Stockton**, with sales staff, Dolphin Communications Corp., Poughkeepsie, N.Y., joins Anixter as Florida sales representative.

**Sherrill D. Dunn**, assistant to director of marketing, Community Telecommunications Inc., Denver, appointed director of public relations.

## Equipment & Engineering



Mr. Cartin

City, Calif., named marketing manager.

**Dar Hyatt**, marketing manager, SC Electronics, St. Paul, subsidiary of Audioelectronics Corp., assumes additional duties as marketing manager, Audiotronic's video systems division, North Hollywood, Calif.

**Gary H. Beeson**, manager of sales engineering, Dynair Electronics, San Diego, named national sales manager, Javelin Electronics division, Apollo Lasers Inc., Los Angeles.

**H. Brooks Dawson**, with R & D Records and Electronics, Wheaton, Ill., joins Electro-Voice Inc., subsidiary of Gulton Industries Inc., Metuchen, N.J., as assist-

ant advertising and sales promotion manager.

## Allied Fields

**Ronald Miller**, formerly VP, Easy Industries Inc., which operated WEZE(AM) Boston before station was sold to McCormick Communications Inc. last month, joins Hamilton-Landis & Associates, Washington-based media broker, as director of marketing research.

## Deaths

**Kenneth G. Southard**, 36, VP and creative group head, Kenyon & Eckhardt, New York, died Aug. 12 after brief illness at Lennox Hill hospital, New York. Mr. Southard was involved in creation of the Ford "Better Idea" campaign and Lincoln-Mercury advertising, as well as other projects, during his 12 years in advertising. He is survived by his wife, Judith, and two daughters.

**H. Calvin Kuhl**, 66, early radio program producer during his career with J. Walter Thompson, died Aug. 7 at his home in Lake San Marcos, Calif., after long illness. Mr. Kuhl, who began his advertising career in mailroom of JWT in New York, opened agency's Hollywood office in 1934; there he was producer of such major radio shows as *Chase & Sanborn Hour* with Edgar Bergen and Charlie McCarthy; *Kraft Music Hall* with Bing Crosby; *Shell Chateau* with Al Jolson, and others. He also produced *Lux Video Theater* and *Kraft Music Hall* in early producer of *Command Performance* shows for armed forces. He retired in 1967. He is survived by wife, Elizabeth, three daughters and a son.

**Harold J. Bock**, 68, early West Coast publicist for NBC and one-time manager of KNBC(TV) Los Angeles, died in Honolulu hospital Aug. 10 of heart attack. Mr. Bock became publicity chief of NBC,

Hollywood, in 1933. Later he managed network's Los Angeles TV station. He is survived by wife, Sybil.

**Wallace Read McGill**, 67, former producer and director of *The Bell Telephone Hour* on radio, died Aug. 12 at his home in Fort Lauderdale, Fla. Mr. McGill began his career as a Broadway singer, later turning to radio. He supervised Bell show from 1942 to 1958.

**Patrick Weathersby**, 61, chief engineer, WBRZ(TV) Baton Rouge, died July 28. He is survived by his wife, Mary and three sons.

**Ovidio J. Alvarez**, 59, manager of editorial services, WNBC-TV New York, died Aug. 2. Mr. Alvarez joined NBC News staff in New York in 1965 after 20 years as reporter for *New York World-Telegram & Sun*. Survivors include Joan, his wife, and two sons.

# For the Record®

As compiled by BROADCASTING Aug. 8 through Aug. 14, 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. 6H—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

■ San Francisco—Bahia de San Francisco Television Co. Seeks UHF ch. 60 (746-752 mhz); ERP 833.4 kw vis, 176.7 kw aur. HAAT 1250 ft.; ant. height above ground 226 ft. P.O. address: c/o Reynold V. Anselmo, 250 Park Avenue, N.Y. 10017. Estimated construction cost \$382,500; first-year operating cost \$341,640; revenue \$360,000. Geographic coordinates 37° 41' 07" north lat.; 122° 26' 01" west long. Type trans. GE TT-59-B. Type ant. Jampro J22-4-0-B. Legal counsel McKenna, Wilkinson & Kittner, Washington; consulting engineer Jules Cohen & Associates, Washington. Principals: Reynold V. Anselmo (21%), Frank Fouce Jr. (10%), James Jacobson (15%), Daniel Villanueva (10%), Lawrence B. Alexander (30%), et al. Messrs. Anselmo, Fouce, Jacobson and Villanueva have interest in Spanish International Communications Corp., licensee of KMEX-TV Los Angeles, KFTV(TV) Hanford, Calif., KWEX-TV San Antonio, Tex., WLTV(TV) Miami and WXTV(TV) Paterson, N.J. Mr. Villanueva has 10% interest in Telecorpus Inc., applicant for new UHF at Corpus Christi. Mr. Alexander has interest in Hollywood television production company. Ann. July 25.

## Existing TV stations

### Final actions

■ \*KRWC-TV Las Cruces, N.M.—Broadcast Bureau granted license covering new educational VHF (BLET-330). Action July 19.

■ FCC granted NBC Inc. waiver of prime time access rule in order to present Democratic National Committee telethon on Sept. 15. Action Aug. 8.

## Actions on motions

■ Chief, Office of Opinions and Review in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Co. [KFPW-TV] and George T. Herreich [KAIT-TV]), TV proceeding, granted request of Herreich and extended through Aug. 10 time within which to respond to oppositions to Broadcast Bureau and ABC Inc. that good cause has been shown (Docs. 19291-2). Action Aug. 6.

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV] and WADECO Inc.), TV proceeding, granted request by Belo to extent that question of transfer of control of WADECO, reflected in series of amendments which occurred after cut-off date for filing of applications mutually exclusive with its own request for renewal, is certified to commission; by separate action, denied motion by Belo for stay of order of July 5 which specified series of dates to govern certain prehearing procedural steps and established Oct. 16 as date on which hearing would convene (Docs. 19744-5). Action Aug. 6-7.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, continued hearing to Oct. 16 (Docs. 19519, 19581). Action Aug. 6.

## Other actions

■ Review board in Daytona Beach, Fla., TV proceeding, denied petition by Central Florida Enterprises Inc. to add issues against Cowles Florida Broadcasting Inc. in proceeding involving applications of Cowles Florida Broadcasting for mod. and

renewal of its license for WESH-TV Daytona Beach and mutually exclusive application of Central Florida Enterprises for CP on same channel (Docs. 19168-70). Action Aug. 7.

■ Review board in High Point, N.C., TV proceeding, denied petition by Southern Broadcasting Co., applicant for renewal of license of WGHP-TV High Point, to add network affiliation issue against Furniture City Television Co., competing applicant for new station on ch. 8 at High Point (Docs. 18906-7). Action Aug. 9.

## Call letter application

■ WRIH(TV) Detroit—Seeks WGPR-TV.

## Call letter actions

■ KHVH-TV Honolulu—Granted KITV(TV).  
■ \*KLHZ(TV) Grand Forks, N.D.—Granted \*KGFE(TV).

## New AM stations

### Applications

■ Kingston, Tenn.—Kingston Broadcasting Co. Seeks 1230 khz, 250 w. P.O. address Box 520, Livingston, Tenn. 38570. Estimated construction cost \$40,000; first-year operating cost \$40,000; revenue \$50,000. Principals: Millard V. Oakley, Edward M. Johnson and Robert W. Gallaher (each 33⅓%). Messrs. Oakley and Johnson own WCSV(AM) Crossville, Tenn. Mr. Oakley owns WWSD(AM) Monticello, Fla. Mr. Gallaher has 33⅓% interest in WUCR(AM) Sparta, Tenn. Ann. July 20.

## EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
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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

■ Lebanon, Va.—J. T. Parker Jr. Seeks 1380 khz, 500 w. P.O. address c/o Phil Roberts, Box 1369, Kingsport, Tenn. 37662. Estimated construction cost \$35,500; first-year operating cost \$28,000; revenue \$36,000. Principals: J. T. Parker Jr., president (100%). Mr. Parker owns WGOC(AM) Kingsport, Tenn. He also has 50% interest in WCBR-AM-FM Richmond, Ky. Ann. July 20.

#### Start authorized

■ WCRM Clare, Mich.—Authorized program operation on 990 khz, ERP 250 w, DA-D. Action July 23.

#### Final actions

■ Barceloneta, Puerto Rico—Angel M. Rivera. Broadcast Bureau granted 1160 khz, 250 w (BP-19393). P.O. address Urbanizacion San Salvador Calle Fernandez Vanga B-13, Manati, P.R. Estimated construction cost \$35,325; first-year operating cost \$20,000; revenue \$50,000. Principals: Angel M. Rivera (100%). Mr. Rivera owns broadcast production service in Puerto Rico. Action July 19.

■ Rainelle, W. Va.—R-B Co. Broadcast Bureau granted 1130 khz, 1 kw (BP-19299). P. O. address 507 Main St., Rainelle 25962. Estimated construction cost \$26,500; first-year operating cost \$43,200; revenue \$60,000. Principals: Bruce Glenn Barker, Virgil W. Graves, Owen G. Shinn and Darrell K. Cales (each 25%). Mr. Barker has newspaper interests in Beckley, W. Va., and Mr. Graves is sales manager for WVAR(AM) Richmond, W. Va. Dr. Cales and Mr. Shinn own Rainelle construction company. Dr. Cales is Rainelle dentist. Action July 18.

#### Actions on motions

■ Administrative Law Judge John H. Conlin in Banning and Yucaipa, both California (Bud's Broadcasting Co., et al.), AM proceeding, set certain procedural dates; rescheduled hearing from Sept. 17 to Oct. 23 (Docs. 19778-81). Action Aug. 6.

■ Administrative Law Judge Lenore G. Ehrig in Salem and Derry, both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, granted petition by Spacetown Broadcasting Corp. to amend its application to update financial showing (Docs. 19434-6). Action Aug. 2.

■ Chief Administrative Law Judge Arthur A. Gladstone in Milton, Fla. (Radio Milton Inc.), AM renewal proceeding, on request of Radio Milton, continued prehearing conference scheduled for Aug. 13 to Aug. 17 (Doc. 19788). Action Aug. 2.

■ By Administrative Law Judge Byron E. Harrison in Nashua, N.H. (Eastminster Broadcasting Corp.), AM and FM proceeding, on request of Eastminster, reopened hearing (Docs. 19564-5). Action Aug. 7.

■ Administrative Law Judge David I. Kraushaar in Columbia, S.C. (WOIC Inc.), AM proceeding, on request of WOIC, scheduled further prehearing conference for Aug. 10 (Doc. 19674). Action Aug. 7.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz and Aptos-Capitola, Calif. (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, on request of Broadcast Bureau, continued hearing now scheduled to recommence on Sept. 17 to Sept. 24 (Docs. 19503, 129506). Action Aug. 3.

#### Other actions

■ Review board in Mobile, Ala., AM proceeding, granted Mobile Broadcast Service Inc. extension of time through Aug. 31 in which to file responses to exceptions to supplemental initial decision. Supplemental initial decision released June 21 affirmed initial decision released April 22, 1969, which proposed grant of Mobile Broadcast Service application (Docs. 175555-6, 17558). Action Aug. 7.

■ Review board in Jesup, Ga., AM proceeding granted request to accept late notice of intention to appear and participate in oral argument, filed July 24, by Morris's Inc. (Doc. 18395). Action Aug. 9.

### Existing AM stations

#### Applications

■ WWOK Miami—Seeks mod. of CP (BP-19,264 as mod.) to increase height of tower no. 3 to 494 ft. Ann. Aug. 7.

■ WCBK Martinsville, Ind.—Seeks CP to increase tower height to 397.5 ft. Ann. Aug. 7.

■ WKBQ Garner, N.C.—Seeks CP to make changes in ant. Ann. Aug. 7.

#### Final actions

■ \*KAAT Denver—Broadcast Bureau granted license covering new AM; trans. location redesignated at 13000 Roxborough Road, near Gann, Colo.; studio location—Penthouse 5, Radisson Hotel, 18th and Grant Streets, Denver (BL-13,413). Action July 19.

■ KBTR Denver—FCC dismissed petition by Colorado Citizens for Broadcasting and others for reconsideration of 1972 commission action granting assignment of license of KBTR Denver from KBTR

Inc. to Mission Denver Co. (BAL-7409). Action Aug. 8.

■ WALP Corinth, Miss.—Broadcast Bureau granted remote control (BRCE-125). Action July 31.

■ KPAT Sioux Falls, S.D.—Broadcast Bureau granted remote control (BRCH-1166). Action July 30.

#### Action on motion

■ Administrative Law Judge David I. Kraushaar in Carrollton, Ga. (Radio Carrollton and Faulkner Radio Inc. (WLBB)), AM proceeding, granted joint motion by parties to correct hearing transcripts and corrected transcripts; on presiding judge's own motion, unless any of parties file objection within five business days after date of release of order, transcripts are deemed to have been further corrected in respects forth (Docs. 19636-7). Action Aug. 8.

#### Call letter applications

■ KSMK Kennewick, Wash.—Seeks KOTY.

■ WWDA Wisconsin Dells, Wis.—Seeks WNNO.

#### Call letter action

■ WJOI Florence, Ala.—Granted WXOR.

### New FM stations

#### Applications

■ \*Mobile, Ala.—Spring Hill College. Seeks 91.3 mhz, 10 w. HAAT 28 ft. P.O. address 4307 Old Shell Road, Mobile 36608. Estimated construction cost \$1,250; first-year operating cost \$3,370; revenue none. Principals: Rev. Paul S. Tipton S.J. is president of Spring Hill College. Ann. July 31.

■ Fresno, Calif.—Pacific Quadracasting. Seeks 105.9 mhz, 50 kw. HAAT 343.75 ft. P.O. address Box 571, Millbrae, Calif. 94030. Estimated construction cost \$63,331; first-year operating cost \$36,000; revenue \$24,000. Principals: Wallace A. Heusser (100%). Mr. Heusser is engineer with KGO-TV and \*KQED-TV, both San Francisco. Ann. July 19.

■ Crawfordsville, Ind.—Spencer & Freeland Broadcasting. Seeks 103.9 mhz, 3 kw. HAAT 300 ft. P.O. address R.R. 2, Rockville, Ind. 47872. Estimated construction cost \$77,860; first-year operating cost \$73,548; revenue \$125,000. Principals: R. Keith Spencer and Michahel R. Freeland (each 50%). Mr. Spencer is engineer for WLVI-TV Indianapolis. Mr. Freeland owns WFWL(AM) Camden and WKTA-FM McKenzie, both Tennessee, and WQLW(AM)-WNOI-FM Flora, Ill. Ann. July 31.

■ \*Houlton, Me.—Ricker College. Seeks 89.1 mhz, 10 w. HAAT 55.6 ft. P.O. address High Street, Houlton 04730. Estimated construction cost \$5,637; first-year operating cost \$1,600; revenue none. Principals: Dr. Robert E. Matson is president of Ricker College. Ann. July 25.

■ \*Newton, Mass.—Trustees of Boston College. Seeks 90.3 mhz, 10 w. HAAT 67 ft. P.O. address 140 Commonwealth Ave., Newton 02167. Estimated construction cost \$6,510; first-year operating cost \$10,000; revenue none. Principals: Rev. J. Donald Monan S.J. is president of Boston College. Ann. July 25.

■ Brookhaven, Miss.—Brookhaven Broadcasting Co. Seeks 92.1 mhz, 1.81 kw. HAAT 184 ft. P.O. address Box 546, Brookhaven 39601. Estimated construction cost \$3,500; first-year operating cost \$400; revenue \$5,000. Principals: Aubrey Felder (100%). Mr. Felder owns WJBM(AM) Brookhaven. Ann. July 25.

■ Las Cruces, N.M.—Logan D. Matthews. Seeks 103.1 mhz, 780 w. HAAT 111 ft. P.O. address 780 Chelsea Drive, El Paso 79903. Estimated construction cost \$6,850; first-year operating cost \$16,668; revenue \$24,000. Principal: Logan D. Matthews (100%). Mr. Matthews is operations manager of KIZZ(AM)-KLOZ(FM) El Paso. Ann. July 25.

■ Abilene, Tex.—Frontier Broadcasting Inc. Seeks 100.7 mhz, 100 kw. HAAT 1,275 ft. P.O. address 1000 Northstar Center, Minneapolis 55402. Estimated construction cost \$51,000; first-year operating cost \$20,000; revenue \$47,500. Principals: Mithun Enterprises Inc. (100%). Raymond O. Mithun is president and 97% owner of Mithun Enterprises, whose subsidiaries include Campbell-Mithun Inc., Minneapolis advertising agency. Frontier Broadcasting, wholly owned subsidiary of Mithun, has application pending before commission for assignment of license of KWKC(AM) Abilene from Texas Communications Inc. to Frontier Broadcasting. Ann. July 25.

■ Charlotte Amalie, St. Thomas, Virgin Islands—Arovo and Figueroa Associates. Seeks 97.9 mhz, 5.78 kw. HAAT 1,355 ft. P.O. address Calle Guayama 229, Hato Rey, P.R. 00917. Estimated construction cost \$19,635; first-year operating cost \$15,800; revenue \$15,000. Principals: Jose A. Figueroa (75%) and George M. Arovo (25%). Mr. Figueroa has automobile parts and repair interests in Hato Rey, Puerto Rico. Mr. Arovo has 90% interest in WBRO-FM Cidra, Puerto Rico and 25% interest in WVIS-FM Frederiksted, St. Croix, Virgin Islands. He is also chief operator at WRAI(AM)-WEVA-FM, Hato Rey. Ann. July 20.

#### Starts authorized

■ KRLS(FM) Knoxville, Iowa—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 300 ft. Action July 16.

■ \*KLPH(FM) St. Louis—Authorized program operation on 89.9 mhz, TPO 20 w, HAAT 340 ft. Action July 23.

■ \*WKWZ(FM) Syosset, N.Y.—Authorized program operation on 88.5 mhz, TPO 10 w. Action July 30.

■ WHHR(FM) Hilton Head, S.C.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 300 ft. Action July 23.

#### Final actions

■ \*Moraga, Calif.—Associated Students at St. Mary's College of California. Broadcast Bureau granted 89.5 mhz, 55 w. HAAT 95 ft. P.O. address Augustine Hall, St. Mary's College, Moraga, Calif. Estimated construction cost \$2,170; first-year operating cost \$1,355; revenue none. Principals: Joseph C. Bleil is president of student organization affiliated with St. Mary's College. Action July 23.

■ Three Rivers, Mich.—Williams County Broadcasting System Inc. FCC granted 95.9 mhz, 3 kw. HAAT 290 ft. P.O. address Box 603, Bryan, Ohio 43506. Estimated construction cost not given; first-year operating cost \$12,300; revenue \$17,000. Principals: Carl L. Shipley (50%), Isabelle P. Middendorf and J. William Middendorf II (together, 50%). Williams County Broadcasting is licensee of WBNO-AM-FM Bryan, Ohio; WHLT-AM-FM Huntington, Ind. and WLKM(AM) Three Rivers, Mr. Middendorf is U.S. ambassador to Netherlands. Action July 26.

■ Clarksdale, Miss.—J. Boyd Ingram. FCC granted 101.7 mhz, 3kw. HAAT 185 ft. P.O. address Box 2154, Jackson, Miss. 39205. Estimated construction cost \$6,350; first-year operating cost \$25,575; revenue \$36,000. Principal: J. Boyd Ingram (100%). Mr. Ingram is employed by South Central Telephone Co. and owns Broadcast Service Co., radio station maintenance service, both in Jackson, Miss. He is engineer at WWUN(AM) and WKXI(FM), both in Jackson. He also owns CP for KCRI(AM) Helena, Ark. (BPH 8050). Action July 18.

■ \*Boiling Springs, N.C.—Gardner-Webb Junior College—Broadcast Bureau granted 88.3 mhz, 4.7 kw. HAAT 225 ft. (BPED-1600). P.O. address Box 879, Gardner-Webb Junior College, Boiling Springs 28017. Estimated construction cost \$25,000; first-year operating cost \$10,000; revenue none. Principals: E. Eugene Poston is president of Gardner-Webb Junior College. Action Aug. 3.

■ \*Dayton, Ohio—Northridge Local School District Board of Education. Broadcast Bureau granted 88.1 mhz, TPO 10 w. HAAT 105 ft. P.O. address 5120 North Dixie Drive, Dayton 45414. Estimated construction cost \$4,555; first-year operating cost \$1,292; revenue none. Principals: Hugh C. Sauer, superintendent, et al. Action Aug. 3.

■ Cedar City, Utah—New Era Broadcasting Co. Broadcast Bureau granted 9 mhz, 25.5 kw. HAAT 160 ft. P.O. address Box 858, Cedar City 84720. Estimated construction cost \$4,250 (equipment will be leased); first-year operating cost \$9,351; revenue \$44,928. Principals: Charles F. Hunter, president (90%) et al. Mr. Hunter owns KBRE(AM) Cedar City. Action July 26.

#### Actions on motions

■ Administrative Law Judge Basil P. Cooper in Albuquerque, N.M. (Zia Tele-communications Inc. and Alvin L. Korngold), FM proceeding, granted petitions by Mr. Korngold to amend application to reflect certain changes in financial data in operation and construction costs and to reflect fact that he was retained as U.S. sales representative for nine Mexican radio stations (Docs. 19178-9). Action Aug. 2.

■ Administrative Law Judge Frederick W. Dennison in Ogallala, Neb. (Industrial Business Corp. and Ogallala Broadcasting Co.), FM proceeding, granted motion of Ogallala Broadcasting and extended from Aug. 13 to Aug. 20, time for filing reply findings (Docs. 19559-60). Action Aug. 8.

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (Royce International Broadcasting), FM proceeding, granted petition by Broadcast Bureau and extended date by which all parties shall file findings of fact and conclusions from Aug. 14 to Sept. 15; extended date for filing reply findings from Sept. 7 to Oct. 5. (Docs. 19516, 19611). Action Aug. 3.

■ Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc.), FM proceeding, granted motion and erratum thereto by Colorado West and corrected transcript as requested; by separate action, granted motion by Glenwood to correct record and corrected transcript as requested (Docs. 19588-89). Action Aug. 7.

■ Administrative Law Judge David I. Kraushaar in Lexington Park and Leonardtown, Md. (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, granted petition by Sound Media to amend application to submit current financial data



and to clarify proposal to install FM antenna on one of towers proposed in pending AM application (Docs. 19410-11). Action Aug. 8.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc. and Cumberland Broadcasting Co.), FM proceeding, granted petition by WIOO to amend application to submit letter from Farmers Trust Co., extending commitment date on loan agreement on file with commission (Doc. No. 19468, 19471). Action Aug. 8.

■ Chief, Office of Opinions and Review, in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, granted request of Voice of Dixie and extended through Aug. 13 time within which to file reply to oppositions to application for review (Docs. 18664, 18666). Action Aug. 7.

#### Other action

■ Review board in Sacramento, Calif., FM proceeding, granted motion by Interact Inc. for extension of time through Aug. 20 in which to file oppositions to petition to add issues filed July 27, by Edward Royce Stolz II, competing applicant in Sacramento FM proceeding (Docs. 19516, 19611). Action Aug. 10.

#### Rulemaking petitions

■ Claude Anderson, Tallahassee, Fla.—Seeks amendment of FM table of assignments to assign ch. 292A to Monticello, Fla. (RM-2240). Ann. Aug. 13.

■ Francis N. Donnelly, Fort Dodge, Iowa—Seeks amendment of FM table of assignments to assign ch. 288A to Rockwell City, Iowa (RM-2241). Ann. Aug. 13.

■ Penobscot Valley Broadcasting System Inc., Bangor, Me.—Seeks amendment of FM table of assignments to add ch. 232A to Bangor and delete same from Ellsworth, Me. or add ch. 265A and ch. 280A to Bangor (RM-2236). Ann. Aug. 13.

■ WMKR(AM) Millinocket, Me.—Seeks amendment of FM table of assignments to assign ch. 249A to Millinocket (RM-2242). Ann. Aug. 13.

■ J. Boyd Ingram, Jackson, Miss.—Seeks amendment of FM table of assignments by assigning ch. 269A to Raymond, Miss. and deleting ch. 269A from Canton, Miss. (RM-2237). Ann. Aug. 13.

■ Norwood Broadcasting Corp., Concord, N.H.—Seeks amendment of FM table of assignments to assign ch. 276A to Concord (RM-2238). Ann. Aug. 13.

■ WLNG-AM-FM Sag Harbor, N.Y.—Seeks amendment of FM table of assignments to assign ch. 269A to Center Moriches, N.Y. (RM-2239). Ann. Aug. 13.

#### Call letter applications

■ Mayflower Hill Broadcasting Corp., Waterville, Me.—Seeks \*WMHB(FM).

■ Radio Pittsfield Inc., Pittsfield, Mass.—Seeks WGRG-FM.

■ J. Boyd Ingram, Clarksdale, Miss.—Seeks WJBI(FM).

■ KWEL Inc., Midland, Tex.—Seeks KBAT(FM).

#### Call letter actions

■ Queen City Broadcasting Co., Springfield, Mo.—Granted \*KLFJ(FM).

■ South Carolina Educational Commission, Sumter, S.C.—Granted \*WMPR(FM).

### Existing FM stations

#### Final actions

■ KSTM(FM) Apache Junction, Ariz.—Broadcast Bureau granted license covering new FM, ERP 3 kw; ant. height 115 ft. (BLH-5876). Action July 31.

■ \*KAUF(FM) Fayetteville, Ark.—Broadcast Bureau granted license covering new educational FM (BLED-1073). Action July 31.

■ KRAN-FM Little Rock, Ark.—Broadcast Bureau granted remote control (BRCH-1165). Action July 30.

■ \*KLRE(FM) Little Rock, Ark.—Broadcast Bureau granted license covering new educational FM; ERP 3.6 kw; HAAT 265 ft. (BLED-1071). Action July 20.

■ \*KBBF(FM) Santa Rosa, Calif.—Broadcast Bureau granted license covering new educational FM; studio-remote control at 4010 Finley Avenue, Santa Rosa; ERP 420 w.; ant. height 2,770 ft. (BLED-1118). Action July 13.

■ \*WRFG(FM) Atlanta—Broadcast Bureau granted license covering new educational FM (BLED-1121). Action Aug. 1.

■ \*KNLU(FM) Monroe, La.—Broadcast Bureau granted license covering new educational FM (BLED-1126). Action July 25.

■ \*KLPI(FM) Ruston, La.—Broadcast Bureau granted license covering new educational FM; trans. (BLED-1098). Action July 20.

■ \*WUPI(FM) Presque Isle, Me.—Broadcast Bu-

reau granted license covering new educational FM (BLED-1125). Action July 26.

■ WQLR(FM) Kalamazoo, Mich.—Broadcast Bureau granted CP to change trans. location to 2.9 miles southwest of Prairieville, Mich.; install new trans.; install new ant.; make changes in ant. system; ERP 40 kw; ant. height 550 ft.; remote control permitted (BPH-8448). Action Aug. 3.

■ \*KLUM-FM Jefferson City, Mo.—Broadcast Bureau granted CP for educational FM to replace expired permit (BPED-1664). Action July 26.

■ KDNA(FM) St. Louis—Broadcast Bureau granted CP to change trans. location to 7501 Watson Road, Shrewsbury, Mo.; install new trans. and new ant.; make changes in ant. system; ERP 97 kw; ant. height 820 ft.; remote control permitted (BPH-8209). Action Aug. 3.

■ \*KEMC(FM) Billings, Mont.—Broadcast Bureau granted license covering new educational FM (BLED-1092). Action July 20.

■ KYSS-FM Missoula, Mont.—Broadcast Bureau granted CP to change frequency to 94.9 mhz, ch. 235; change trans. location to Big Sky Mountain, 11 miles north of Missoula; change studio location and remote control to 400 Ryman Avenue, Missoula; install new trans. and new ant.; make changes in ant. system; ERP 100 kw; ant. height 2,490 ft. (BPH-8424). Action Aug. 3.

■ KFYR-FM Bismarck, N.D.—Broadcast Bureau granted CP to install new ant., make changes in ant. system; ERP 45 kw; ant. height 1,400 ft. (BPH-8438). Action Aug. 3.

■ KFLY-FM Corvallis, Ore.—Broadcast Bureau granted license covering new station; trans.; ant.; ERP 28 kw; ant. height 100 ft. (BLH-5870). Action July 26.

■ \*WERG(FM) Erie, Pa.—Broadcast Bureau granted license covering new educational FM (BLED-1101). Action Aug. 1.

■ \*WFNM(FM) Lancaster, Pa.—Broadcast Bureau granted license covering new educational FM (BLED-1107). Action Aug. 1.

■ KISW(FM) Seattle—Broadcast Bureau granted CP to change trans. location to 3.5 miles northwest of Issaquah, Wash.; install new ant.; make change in ant. system; remote control permitted; ERP 66 kw (horiz.); 28 kw (vert.); ant. height 1,170 ft. (BPH-8138). Action Aug. 3.

■ WILC-FM South Boston, Va.—Broadcast Bureau granted CP to install new trans. and new ant.; make changes in ant. system; ERP 29 kw; ant. height 250 ft.; remote control permitted (BPH-8313). Action Aug. 3.

■ KSCO-FM Sioux Falls, S.D.—Broadcast Bureau granted remote control (BRCH-1166). Action July 30.

#### Action on motion

■ Administrative Law Judge Lenore G. Ehrig in Atlanta, Tex. (KALT-FM Inc. and Cass County Broadcasting Co.), FM proceeding, set certain procedural dates; rescheduled hearing from Sept. 18 to Oct. 9 (Docs. 19782-3). Action Aug. 7.

#### Other action

■ WLYF(FM) Miami—Sudbrink Broadcasting Inc. of Florida, licensee, has filed notice of appeal in U.S. Court of Appeals for District of Columbia

circuit, from commission order released July 3 which denied Sudbrink's application to identify WLYF(FM) Miami as dual city Miami-Fort Lauderdale station. Ann. Aug. 7.

#### Call letter applications

■ WQHW(FM) Venice, Fla.—Seeks WAMR-FM.

■ KSLM-FM Salem, Ore.—Seeks KORI(FM).

■ WQRH(FM) Wisconsin Dells, Wis.—Seeks WNOO-FM.

#### Call letter actions

■ \*WQHV(FM) Worton, Md.—Granted \*WKHS(FM).

■ WOIH(FM) Muskegon Heights, Mich.—Granted WKJR-FM.

■ WSAM-FM Saginaw, Mich.—Granted WKCQ(FM).

### Renewal of licenses

■ Vancouver, Wash.—FCC granted application of Ada C. Brown, conservatrix of Cathryn C. Murphy, for renewal of license of KVAN Vancouver, subject to condition that licensee file appropriate application with FCC to assign KVAN license to qualified assignee within six months (Doc. 18672). Petition by Broadcast Bureau to reopen record and remand for further hearing was dismissed. Action Aug. 2.

### Modification of CP's, all stations

■ K06HP Lee Vining and Bridgeport, both California—Broadcast Bureau granted mod. of CP to change frequency of VHF translator from ch. 6 (82-88 mhz) to ch. 5 (76-82 mhz), change primary TV station to KVIE, ch. 6 Sacramento, Calif., and make changes in ant. system; change call letters to K05FH (BMPTTV-777). Action Aug. 1.

■ WROA(AM) Gulfport, Miss.—Broadcast Bureau granted Mod. of CP to change MEOV's (BMP-13659). Action Aug. 6.

■ K11LP Farmington, N.M.—Broadcast Bureau granted mod. of CP to change type trans. of VHF translator and decrease output power to 10 w. (BMPTTV-771). Action Aug. 1.

### Translator actions

■ Broadcast Bureau granted licenses covering following new VHF translators: K07KO Homer and Seldovia, both Alaska (BLTTV-3963); K09KI Whittier, Alaska (BLTTV-3850); K09KT Furnace Creek and Death Valley, both California (BLTTV-3988); K11LB Furnace Creek and Death Valley, both California (BLTTV-3989); K13MD Hyampom, Calif. (BLTTV-4015); K06HN Gunnison (BLTTV-3884); K03DO Hoehne (BLTTV-3971); K04HA Holly (BLTTV-3886); K04HG Lake City South, summer home resort area (BLTTV-3953); K12IM Mount Carmel and rural area (BLTTV-3926); K07KE rural area in Southwest Baca county (BLTTV-3926); K12IJ Spring Creek and Taylor River summer home area (BLTTV-3872), all Colorado; K05EY, K09LB, K11KS and K13LB, all Terrace Lakes recreation ranch and Crouch, Idaho (BLTTV 4007-8, 4011-2); K13LN Ekalaka (BLTTV-3981),

## Amendments to the 1973 'Yearbook'

Following are additions and corrections to the 1973 BROADCASTING YEARBOOK. They appear by page number in the same order that they are listed in the YEARBOOK.

Page A-93, Group Ownership, left column, after the listing for EZ Communications insert the following:

Fairbanks Broadcasting Co. Inc.—WIBC(AM)-WNAP(FM) Indianapolis; WKOX(AM)-WVBF(FM) Framingham, Mass., and WRMF-AM-FM Titusville, Fla. Ownership: Richard M. Fairbanks, pres.; James C. Hilliard, exec VP, gen mgr. Hqs: 2835 N. Illinois St., Indianapolis.

Page A-99, left column, under Group Ownership, insert:

Air Trails Network Stns.—WKLO-AM-FM Louisville, Ky.; WING(AM) Dayton, WCOL-AM-FM Columbus and WIZE(AM) Springfield, all Ohio; WRIT(AM) and WBCS(FM) Milwaukee. Charles Sawyer, pres. Hqs: 2513 Central Trust Tower, Cincinnati 45202. (513) 241-1550.

Page B-18, left column, town of Bijou and listing for KOWL should be deleted. KOWL is operating in South Lake Tahoe, Calif., and is properly listed there.

Page B-21, right column, under Los Angeles, listing for KFI, change power to 50 kw. In listing of executives the *mus dir* is Rudy Maugeri.

Page B-82, center column, under Louisville, Ky. WKLO-FM is owned by Great Trails Broadcasting Corp., Mid-American Bcstg Corp. should be deleted.

Page B-96, center column, under Pittsfield, Mass., replace WLOM listing with following:

WGRG Sept. 9, 1971: 1110 khz; 1 kw-D. Box 1186 (01201), 499-1531. Radio Pittsfield Inc. Jerry Graham, pres.

Page B-101, left column, under Houghton, Mich., power of \*WGL-FM should be listed as 100 kw rather than 100 w and the station operates in stereo.

Page B-141, left column, New York, under Watkins Glen (WGMF) the following:

Net: ABC/C. Rep: Bernard. Format: MOR. This changes the format from C&W to MOR.

Page B-155, left column, under WFOB and WFOB-FM Fostoria, the following:

Freemont (419) Sandusky county.

This is the name of the city in which WFRO and WFRO-FM are located. WFRO-FM went on the air Dec. 15, 1946, instead of 1046 as the listing shows.

Page B-242, left column, AM calls, insert WCOL Columbus, Ohio.

Page B-248, center column, under FM calls insert WBCS Milwaukee, Wis., in alphabetical order following WBCO-FM Bucyrus, Ohio. On B-249, second column, under FM calls delete WFWO-FM Milwaukee, Wis.

Page E-27, center column, under Broadcast Rating Council delete "and Sec-Treas." from title of Hugh Beville Jr. Under Secretary, Treasurer the name should be John A. Dimpling Jr.

# Summary of broadcasting

Compiled by FCC, July 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,366	4	20	4,390	44	4,434
Commercial FM	2,414	0	36	2,450	124	2,574
Commercial TV-VHF	505	1	6	512	7	520
Commercial TV-UHF	190	0	3	193	52	245
Total commercial TV	695	1	9	705	59	765
Educational FM	583	0	22	605	84	689
Educational TV-VHF	87	0	4	91	2	94
Educational TV-UHF	123	0	14	137	5	143
Total educational TV	210	0	18	228	7	237

\* Special temporary authorization.

K07BX Harlem (BLTTV-4018). K07KX Philipsburg (BLTTV-3990) and K091L Philipsburg (BLTTV-3991), all Montana; K06HX Mora, N.M. (BLTTV-4009); K091D Crane (BLTTV-3972), K06HV Elkton (BLTTV-3993), K12JA Juntura (BLTTV-3997), K1011 Juntura (BLTTV-3996), K11LO Riverside (BLTTV-3987) and K11LE Weston (BLTTV-4014), all Oregon; W10AN Aguadilla, P.R. (BLTTV-3982); K07AR Bowdler, S.D. (BLTTV-3984); K09KS and K13L1, both Buffalo, Wyo. (BLTTV-3974-5). Actions Aug. 6.

K09LN Rinconada, Dixon and Embudo, all New Mexico—Broadcast Bureau granted CP for new VHF translator operating on ch. 9 (186-192 mhz) by rebroadcasting programs of KOB-TV Albuquerque, N.M. (BPTTV-4696). Action Aug. 3.

K101C Alma, Glenwood, Pleasanton and Mulecreek, all New Mexico—Broadcast Bureau granted license covering changes in VHF translator (BLTTV-3998). Action Aug. 1.

K101O Princeton and Virginia Valley, both Oregon—Broadcast Bureau granted CP for new VHF translator operating on ch. 10 (192-198 mhz) by rebroadcasting programs of KTVB(TV) Boise, Idaho (BPTTV-4677). Action Aug. 3.

K13MM rural area south and west of Prairie, Ore.—Broadcast Bureau granted CP for new VHF translator operating on ch. 13 by rebroadcasting programs of KTVB(TV) Boise, Idaho; condition (BPTTV-4750). Action July 31.

## Other action, all services

FCC deleted requirement for AM and FM stations to be equipped with continuously operating type-accepted frequency monitors. Commission also eliminated requirements for logging frequency monitor readings every three hours and making daily frequency checks for FM SCA subcarrier frequencies, stereo pilot subcarrier frequencies and television station carrier frequencies. Under revised rules, carrier and subcarrier frequencies must be actually measured at least once each month (Doc. 19172). Action Aug. 8.

FCC, in response to instructions from Treasury Department, amended rules to substitute "Federal Communications Commission" in place of "Treasurer of the United States" as payee on forfeiture checks. Action Aug. 8.

## Ownership changes

### Applications

WWSM(FM) Bay Minette, Ala.—Seeks assignment of license from Faulkner Radio Inc. to Brown Broadcasting Limited Inc. for \$140,000. Sellers: J. H. Faulkner, president, et al (100%). Faulkner Radio is licensee of WLBB(AM)-WBTR-FM Carrollton, Ga., WBCA(AM) Bay Minette, WAOA(AM) Opelika and WFR1(FM) Auburn, all Alabama and WGAA(AM) Cedartown, Ga. Buyers: James Brown (80%), Ellis J. Parker (10%), et al. Mr. Brown has 90% interest in WRDW(AM) Augusta, Ga. and WJBE(AM) Knoxville, Tenn.; 80% interest WEBB(AM) Baltimore. Mr. Parker has 33 1/3% interest in WLPH(AM) Irondale, Ala. Ann. Aug. 2.

WTVY-FM Dothan, Ala.—Seeks assignment of license from WTVY Inc. to Tri-State Radio Inc. for \$250,000. Sellers: Charles Woods, F. E. Busby, et al (100%). WTVY Inc. is licensee of WTVY-TV Dothan and WCWB-TV Macon, Ga. Buyers: Carroll Morris, Farnell O'Quinn, Allan McDonald (each 26.25%), Eugene Rogers (15%) and Wiley Post (6.25%). Mr. O'Quinn owns WUFF(AM) Eastman, Ga.; he has 80% interest in WHAB(AM) Baxley and WULF(AM) Alma, both Georgia, and 4% interest in WOFE(AM) Rockwood, Tenn. Mr. Rogers is manager of WUFF and Mr. Post is salesman at WTVY-FM Dothan. Messrs. O'Quinn, Morris and McDonald have various CATV interests in Alabama, Florida, Georgia, Mississippi and North Carolina. Ann. July 20.

KKAR(AM) Pomona, Calif.—Seeks assignment of license from KKAR Inc. to Bassett Broadcasting Co. for \$85,357. Seller: Elizabeth M. Schrimmer, president (100%). Ms. Schrimmer has interest in KXLY-AM-FM-TV Spokane, KAPP(TV) Yakima and KVEW(TV) Kennewick, all Washington; WISC-TV Madison, Wis. and KTHI-TV Fargo, N.D. Buyers: Joseph J. Bassett (80%) and Kenneth C. Reeth (20%). Mr. Bassett is account executive with Memphis broadcast services firm. Mr. Reeth is production manager at WOCN-AM-FM Miami. Ann. Aug. 2.

KBLF(AM) Red Bluff, Calif.—Seeks assignment of license from North Sacramento Valley Broadcasting Co. to Concerned Communications Corp. for \$240,000. Seller: Robert F. Dennis, president (100%). Buyer: Charles A. Lawton III, Mr. Lawton has interest in Green Bay, Wis., heavy machine manufacturing firm. Ann. July 20.

WZOE(AM) Princeton, Ill.—Seeks assignment of license from Public Service Broadcasters Inc. to WZOE Inc. for \$234,000. Sellers: Donald G. Jones, president, et al. Public Service Broadcasters is licensee of KFIZ(AM) Fond du Lac, Wis.; WTIM-AM-FM Taylorville and WSEI(FM) Olney, both Illinois; WCTW(AM)-WMDH(FM) New Castle, Ind. Buyers: Ray G. Smith (25%) George Allen (45%) and Harry C. Snyder (30%). Mr. Smith is former general manager of KNLV(AM) Ord, Neb. Mr. Allen owns KIGA-AM-FM Ilgona, Iowa; he also has CATV interests in Algona. Mr. Snyder is 70% owner of KHUB-AM-FM Fremont, Neb. Ann. July 20.

WQHI(FM) Jeffersonville, Ind.—Seeks assignment of license from Wireless of Indiana to Whatever's Fair Inc. for \$20,500. Sellers: Charles N. Cutler and Warren Ventress (together 100%). Messrs. Cutler and Ventress have 30.4% interest in WVCM(FM) Carrollton, Ky. Buyers: John T. Rutledge, president (85%), et al. Mr. Rutledge has 26.3% interest in WQXM(FM) Clearwater, Fla., and 30% interest in WQKK(FM) Hialeah, Fla. Ann. Aug. 2.

WAMW(AM)-WFML(FM) Washington, Ind.—Seeks transfer of control of Washington Radio Inc. from Helen B. Bausman (63.7% before, 36.1% after) to David A. Draper (30.1% before, 57.7% after). Consideration: \$12,000. Principal: Mr. Draper is president of WAMW(AM)-WFML(FM) Washington; he is also publisher of Washington newspaper. Ann. Aug. 2.

KWNS-AM-FM Pratt, Kans.—Seeks assignment of license from KWNS Inc. to O'Malley-Kieffer Communications Co. for \$200,000. Seller: William J. Young, president, et al (100%). Mr. Young has interest in KBLR(AM) Bolivar, Mo. Buyers: Donald J. O'Malley (70%) and George D. Kieffer (30%). Mr. O'Malley has interest in Swanco Broadcasting Co., licensee of KLEO(AM) Wichita, Kan.; KKYX(AM) San Antonio, Tex.; KQEO(AM) Albuquerque, N.M.; KRMG(AM)-KWEN(FM) Tulsa and KKNG(FM) Oklahoma City, both Oklahoma and WBYU(FM) New Orleans, Swanco also operates CATV system in several Florida communities. Mr. Kieffer is advertising director for theater chain in Kansas City, Mo. Ann. Aug. 2.

WELX(AM)-WHBM(FM) Xenia, Ohio—Seeks assignment of license from West Central Ohio Broadcasters Inc. to H & H Broadcasters Inc. for \$80,000. Sellers: Harry B. Miller, president, et al (100%). Buyers: Harold Jean and Eleanor Wright (together 100%). Mr. Wright is program producer for WHIO-TV Dayton, Ohio and manager of WELX(AM)-WHBM(FM) Xenia. Ann. Aug. 2.

WICE(AM) Providence, R.I.—Seeks assignment of license from Providence Broadcasting Co. to Crohan Communications for \$1.25 million. Sellers: Louis J. Appell is president of Susquehanna Broadcasting Co., owner of Providence Broadcasting Co. Susquehanna Broadcasting is licensee of WSBA-AM-FM-TV York, Pa.; WKIS(AM) Orlando and WQBA(AM) Miami, both Florida. Susquehanna Broadcasting is also 90% owner of WARM(AM) Scranton, Pa.; WHLO(AM) Akron, WHLQ(FM) Canton, WLQR(FM) Toledo and WLQA(FM) Cincinnati, all Ohio; WGBB(AM)

Freeport, N.Y. and WFMS-FM Indianapolis. Buyers: Robert J. Crohan (66 2/3%) and Francis X. Corra (33 1/3%). Mr. Crohan is former vice president and general manager of WJRA-AM-TV Providence. Mr. Corra is vice president of jewelry manufacturer. Ann. July 20.

KDCD-TV Midland, Tex.—Seeks approval of sale of stock of Midland Telesharing Co. from Dalton H. Cobb and James C. Armstrong (together 49% before, none after) to Luther T. Fair (none before, 49% after). Consideration not disclosed. Principal: Mr. Fair is involved in bankruptcy proceedings involving motel interests in Las Vegas. Ann. July 25.

KPOR(AM) Quincy, Wash.—Seeks assignment of license from KPOR Broadcasting Co. to Ray E. and Elena Russell for \$87,000. Sellers: Robert H. and Shirley M. Larmore (together 100%). Buyers: Ray E. and Elena Russell (together 100%). Mr. Russell is station manager of KHLO(AM) Hilo, Hawaii. Ann. July 25.

## Actions

WREM(AM) Jenkins, Ky.—Broadcast Bureau granted transfer of control of Cardinal Broadcasting Co. from H. Gene Sturgill, receiver, to Interstate Broadcasting Co. Consideration: \$67,577. Mr. Sturgill owns 100% of stock of Cardinal Broadcasting as receiver and is president and general manager of station. He is also principal of Interstate Broadcasting (BTC-7124). Action Aug. 6.

KDHL-AM-FM Faribault, Minn. Broadcast Bureau granted assignment of license from KDHL Broadcasting Co. to KDHL Inc. for \$290,000. Sellers: John E. Hyde and Palmer Dragsten (each 50%). Buyer: John E. Hyde (100%). Mr. Hyde is general partner in KDHL Broadcasting Co. Action July 26.

KILO(AM) Grand Forks, N.D.—FCC granted assignment of license from KILO Inc. to Red River Valley Broadcasting Co. for \$300,000. Sellers: Carl Bloomquist, vice president, et al. Mr. Bloomquist owns WEVE(AM) Eveleth, Minn., and has cable television interests in area. Buyers: Thomas E. Ingstad (75%), Robert E. Ingstad Sr. (24%), et al. Robert Ingstad has majority interests in following stations: KBMW(AM)-KKWB(FM) Breckenridge, KWAD(AM)-KKWS(FM) Wadena, both Minnesota, KOVC(AM) Valley City, N.D., and KGFX(AM)-KKLS(FM) Rapid City, S.D. Thomas Ingstad is general manager of KWAD (BAL-7742). Action July 18.

WLSC(AM) Loris, S.C.—Broadcast Bureau granted assignment of license from Pee Dee Broadcasting Co. to Media Services Inc. for \$34,000. Sellers: Walter Molic, secretary-treasurer, et al. Buyers: Harry R. Fogel, president (34%), Carl D. Cooke and James C. Roling (both 33%). Mr. Fogel owns WINH-AM-FM Georgetown, S.C. Mr. Roling is sales manager and Mr. Cooke is chief engineer at those stations (BAL-7902). Action Aug. 2.

KFRN-FM Brownwood, Tex.—Broadcast Bureau granted assignment of license from Kean Radio Corp. to G.B.E. Inc. for \$34,000. Sellers: Pat Davidson, president, et al. Kean Radio is licensee of KEAN(AM) Brownwood. Buyers: Gary R. Price, Ernest F. Cadenhead Jr. and M. Bryan Healer (each 33 1/3%). Messrs. Cadenhead and Healer own law partnership of Cadenhead & Healer. Mr. Price is also lawyer in Brownwood (BALH-1844). Action Aug. 2.

WTON(AM) Staunton, Va.—Broadcast Bureau granted assignment of license from Charles P. Blackley to Augusta County Broadcasting Corp. for \$415,000. Buyers: Albert C. Schmick, president (44%), William A. Diehl (22%), et al. Mr. Diehl is president, general manager and owns 33% of Diehl Enterprises Inc., automobile, construction and real estate firm in Waynesboro, Va. Mr. Schmick is manager of public relations and advertising for Diehl Enterprises (BALRE-2508). Action Aug. 3.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Aug. 7 (stations listed are TV signals proposed for carriage):

Consolidated Cable TV Inc., Box 861, Batesville, Ark. 72501 proposes for Imboden, Ark (CAC-2851), KAIT-TV Jonesboro, KARK-TV, KATV, KTHV and KETS, all Little Rock, both Arkansas; WHBQ-TV WREC-TV and WMC-TV all Memphis.

Tele-Cable Service Corp., Box 336, Burrego Springs, Calif. 92000 proposes for Borrego Springs (CAC-2848), to add KPBS-TV San Diego.

Belmont Cable Television Co., c/o Nation Wide Cablevision Inc., Box 10727, University Park Station, Denver 80201 proposes for Belmont, California (CAC-2861), to add KTEH San Jose, Calif.

Peninsula Cable Television Corp., c/o Nation Wide Cablevision Inc., Box 10727, University Park Station, Denver 80201 proposes for San Carlos (CAC-2858), Redwood City (CAC-2859) and San Mateo county, unincorporated areas (CAC-2860), all California, to add KTEH-TV San Jose, Calif.

Tel-Tech Cable TV Inc., Drawer N, Caribou, Me. 14736 proposes for Mapleton, Me. (CAC-2855),

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WAGM-TV and WMEM-TV, both Presque Isle, Me.; CHSJ-TV-1 Bon Accord, N. Brit.; WEMT, WLBZ-TV and WABI-TV, all Bangor, Me.

■ Cable Vision Inc., 256 Lisbon Street, Lewiston, Me. 04240 proposes for Lewiston (CAC-2863) and Auburn (CAC-2864) both Maine, to add WKBG-TV Cambridge, Mass.

■ Cable TV of Watervliet, 1031 West Patterson Street, Kalamazoo, Mich. 49007 proposes for Watervliet, Mich. (CAC-2857), WKZO-TV Kalamazoo, WUHQ-TV Battle Creek, WKAR-TV East Lansing, WOTV-TV, WZZM-TV and WGVC-TV, all Grand Rapids, all Michigan; WGN-TV, WSNS-TV, WBBM-TV, WMAQ-TV and WLS-TV, all Chicago; WKBD-TV Detroit; WNDU-TV, WSBT-TV and WNIT-TV, all South Bend and WSJV-TV Elkhart, both Indiana.

■ Cable TV Co. of Coloma, 1031 West Patterson Street, Kalamazoo, Mich. 49007 proposes for Coloma township, Mich. (CAC-2856), WKZO-TV Kalamazoo, WUHQ-TV Battle Creek, WKAR-TV East Lansing, WOTV-TV, WZZM-TV and WGVC-TV, all Grand Rapids, all Michigan; WGN-TV, WSNS-TV, WBBM-TV, WMAQ-TV and WLS-TV all Chicago; WKBD-TV Detroit; WNDU-TV, WSBT-TV and WNIT-TV, all South Bend, and WSJV-TV Elkhart, both Indiana.

■ Clearview Television Inc., 139 South Cochran Avenue, Charlotte, Mich. 48813 proposes for Charlotte (CAC-2668), to delete WGCY-TV Grand Rapids and WUCM-TV Bay City, both Michigan; WSNS-TV and WTTW-TV, both Chicago; WTVS-TV Detroit; WMVS-TV Milwaukee, and to add CKLW-TV Windsor, Ont.

■ Cable Vision Inc., Box 158, Ludington, Mich. 49431 proposes for Shepherd, Mich. (CAC-2839),

WKZO-TV Kalamazoo, KNEX-TV and WKNX-TV Saginaw, WJIM-TV Lansing, WPBN-TV Traverse City, WOOD-TV, WZZM-TV and WWTW-TV, all Cadillac, WJRT-TV Flint, WCMU-TV Mt. Pleasant and WKBD-TV Detroit, all Mich.; CKLW-TV Windsor, Ont.

■ Muskegon Cable TV Co., 117 Midtown Building, Muskegon, Mich. 49400 proposes for Norton Shores, Mich. (CAC-2853), WZZM-TV, WOOD-TV and WGVC-TV, all Grand Rapids and WKZO-TV Kalamazoo, both Michigan; KGN-TV and WFLD-TV, both Chicago; WMVS-TV Milwaukee; WUHQ-TV Battle Creek, and WKBD-TV Detroit, both Michigan.

■ Satellite Systems Corp., Box 615, Marquette, Mich. 49855 proposes for Fosyth township, Mich. (CAC-2854), WJMN-TV Escanaba, WLUC-TV and WNPB-TV, both Marquette, both Michigan; WLUK-TV and WBAY-TV, both Green Bay, Wis. and WKBD-TV Detroit.

■ Marshall's TV Cable Co., Box 375, Milltown, Mont. 59851 proposes for Missoula county unincorp. areas, Mont. (CAC-2852), to add KSPS-TV Spokane, Wash.; CJOC-TV Lethbridge, Alberta.

■ Mountain Cablevision Limited, Box 665, North Main Street, Clayton, Ga. 30525 proposes for Franklin (CAC-2840), Ela (CAC-2841), Dillsboro (CAC-2842), Bryson City (CAC-2843), Macon county, unincorp. areas (CAC-2844), Sylva (CAC-2845), Swain county unincorp. areas (CAC-2846) and Webster (CAC-2847), all North Carolina, WSJK-TV Sneedville, Tenn.; WFBC-TV Greenville, S.C.; WBTW Charlotte, N.C.; WATE Knoxville, Tenn.; WSPA-TV Spartanburg, S.C.; WBIR-TV and WTVK, both Knoxville and WLOS-TV Asheville, both Tennessee and WTCG-TV Atlanta.

■ Jamestown Clear TV, 308 2d Street N.W., Jamestown, N.D. 58401 proposes for Oaks, N.D. (CAC-2849), KXJB Valley City, WDAY, KTHI and KFME, all Fargo, both North Dakota; KCOO and KDSD, both Aberdeen, KDLO Garden City, both South Dakota; KXMB and KFYZ, both Bismarck, N.D.

■ Valley Video Cable T.V. Inc., 28 East Main Street, Plymouth, Pa. 18651 proposes for Larksville boro, Pa. (CAC-2850), WBRE-TV Wilkes-Barre, WDAU-TV, WNEP-TV and WVIA-TV, all Scranton, both Pennsylvania; WPIX and WOR-TV, both New York; WPHL-TV Philadelphia.

■ Arlington Telecommunications Corp., 1819 H Street, N.W., Washington, D.C. 20006 proposes for Arlington county, Va. (CAC-2593), to delete WKBS-TV and WTAF-TV, both Philadelphia.

■ Crystal Cablevision Inc., 524 15th Avenue East, Seattle 98102 proposes for Medina, Wash. (CAC-6), to delete CHEK-TV Victoria, B.C.

■ La Crosse Westgate Inc., 510 Hoeschler Building, Box 932, La Crosse, Wis. 54601 proposes for Holmen, Wis. (CAC-2838), WKBT, WXOW-TV and WWWG, all La Crosse and WEAU-TV Eau Claire, both Wisconsin; KROC-TV Rochester, WTCN-TV Minneapolis and KTCATV St. Paul, all Minnesota.

## Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Liberty TV Cable Inc., Hazlehurst, Ga. (CAC-1386), Teleprompter of Florida Inc., Dundee, Fla. (CAC-1717); Continental Cablevision of New Hampshire Inc., Rollinsford, N.H. (CAC-1734); Ultracom of Okmulgee Inc., Okmulgee, Okla. (CAC-1988). Action Aug. 8.

# Classified Advertising

## RADIO

### Help Wanted Management

General Manager. Major market FM. Prefer candidate on the way up! \$25,000 to \$30,000. Mail resume to Box H-44, BROADCASTING.

Needed: Broadcast veteran in his mid-30's. Strong sales and management orientation. Upstate New York station offers station management presently; opportunity for station ownership with minimal investment in short time. Needed now! Send confidential resume to Box H-157 BROADCASTING.

Director of Marketing. Leading five station radio group. College graduate with limited sales experience and strong management orientation desired. Masters Degree helpful. Salary \$25,000 plus bonus. Send confidential resume to Vice President Sales, Box H-198, BROADCASTING.

Number one Southern Illinois station needs experienced, management-oriented GM. Will be responsible for sales, programming, personnel, etc. \$20,000, profit share, fringe benefits. Write WMCL, Box 1209, Mt. Vernon, IL 62864.

Need experienced Sale pro as Sales Manager for WNPT Radio in Tuscaloosa, Alabama. The man we are looking for must have proven track record and must be able to assume total responsibility for all local sales. Excellent pay with chance for advancement. Contact Station Manager, Vic Rumore at WNPT Radio, Tuscaloosa, AL, Box 2787. Southeast only.

Sales oriented GM needed for WDXI, Jackson TN. Must have good overall knowledge of programming, FCC rules. Ability to manage a must. \$20,000, profit share, fringe benefits. Write: Community Service Broadcasting, Inc. Box 1209, Mt. Vernon, IL 62864.

### Help Wanted Sales

Sales opportunity in New England medium market. A good salesman can become our top biller and assistant to the Vice President for sales. Guaranteed draw. Totally adult station with adult professional approach. Write Box G-320, BROADCASTING.

Sales Managers and Salesmen for training with Broadcast Sales Consultant. Must have documentable track records. Send resume and references to Box H-73, BROADCASTING.

Experienced. Immediate opening Top 50 market. Send complete details. Box H-86, BROADCASTING.

Salesman-Announcer, quality medium market MOR AM-FM radio stations in SC. Two and a half hour announcing shift mornings; rest of day selling and servicing. Good pay, good stations, good fringe benefits. Send resume, photo, audition tape; will return, Box H-90, BROADCASTING.

### Help Wanted Sales Continued

Salesman—24 hour Stereo FM in Metro Market adjoining Lake Michigan has opening for enterprising radio salesperson to take over solid active account list and build volume. Excellent earnings situation with company benefits. Resume, recent photo and sales record to Box H-104, BROADCASTING.

Sales Manager for AM/FM. Second fastest growing area in Tennessee. Draw plus Commission. Experience necessary. Send resume to Box H-124, BROADCASTING.

Salesman with good possibility for Sales Management. New owners. Northeast urban station, city of 100,000. Equal Opportunity Employer. References to Box H-144, BROADCASTING.

Christian AM & FM, well-established and growing, in good-sized Southeast market needs sales manager with proven sales ability to develop and execute an aggressive program involving personal sales and sales management. Wide-open opportunity for a producer. Box H-150, BROADCASTING.

Sales Manager/Major market—immediate opening in S. Cal. for an organized salesman/sales manager with ambition. Multi-station chain, to age 35 with successful audio sales, preferably in RAB consultant sales technique. Unafraid of hard work? Salary to \$12,000 to start and opportunity for management advancement. Send resume to Box H-175, BROADCASTING.

Opportunity—established station. Salary, commission. Send resume, sales record. KFRO, Longview, Texas 75601.

Exclusive in Oregon's fastest growing county of 180,000. New owner, imaginative management, new format, moving up fast. Major shopping center opens this Fall, 2 more follow. Need 2 more in sales, excellent accounts, strong commission. KUIK, Hillsboro, OR 97123.

WSUF, Patchogue, Long Island's only 10,000 watt. Great opportunity for hustling pro. Call or write GM. 516-475-1580.

Modern Country WPVA in Historic Petersburg, VA, seeks another experienced sales person. No floaters or beginners. Take over GM's list and new list. Our staff knows of this ad. Send resume to: Manager, PO Box 87, Petersburg, VA 23803.

Madison Wisconsin. Excellent career opportunity for bright problem solving Salesman on the way up. Strong on creativity and ability to build campaign. Six station group seeks man with management potential to handle top Accounts. Our people earn far more. City offers super living. You'll have opportunity for management and equity. WISM, Madison, WI. A Midwest family station.

### Help Wanted Sales Continued

Immediate opening for salesman to sell AM-FM. The FM will hit the air within weeks. Lucrative market. Call Jerry at WTKM, Hartford, WI at 414-673-3550.

Oklahoma daytimer needs salesman/announcer with sports play-by-play ability. First phone required. Outstanding opportunity for right applicant with 6 station group. Send full resume to Galen Gilbert, 9145 Villa Park Circle, Dallas, TX 75225.

### Help Wanted Announcers

New England: Leading Adult Music station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Good wages, stability, brand new facilities, new equipment. Equal Opportunity Employer. H-51, BROADCASTING.

5KW contemporary in beautiful, growing college metro seeks stable, wide-awake, personable, community oriented 6-10 a.m. jock. Topical conversation and natural humor preferred. Must be experienced—no beginners. Tape, resume and recent photograph to Box H-153, BROADCASTING.

Personality pro with production ability to join team working for 24-hour contemporary major-market sound. First in four-station Eastern Market. 15-station market next door. Expanded facilities and equipment, aircheck, resume, first letter. Box H-188, BROADCASTING.

Eastern Pennsylvania group owned station has immediate opening for announcer with mature voice. Ability more important than experience. Future growth with chain organization plus other incentives. Box H-194, BROADCASTING.

First phone announcer. Small Ohio market, C&W, MOR and some religious programming. Will consider beginner with potential. Send tape and resume. Box H-200, BROADCASTING.

First phone/announcer personal interview only. Station WAMD, Aberdeen, MD 21001.

First Phone Announcer for night shift. Start \$145. No maintenance. Send tape. Ed K. Smith, WCMB, Box 3433, Harrisburg, PA 17105.

Two of our alumni are programming WOKY in Milwaukee and San Diego's KCBG. Others have graduated to similar successful situations. We're good. And we're looking for someone who's as good to fill our afternoon drive slot. Good voice, good pace, strong production. Top pay. We'll underwrite your health care. And we'll share the profits with you. If you're on the way to the top, make your next stop with us. Only professionals need apply. Tape, picture, resume to: Tedd O'Connell, WDUZ, Box 36, Green Bay, WI 54305.

## Help Wanted Announcers Continued

WERA Plainfield, New Jersey needs an afternoon personality for Uptempo MOR. Must be experienced and have good production skills. Send details with tape and resume to Jere Sullivan.

WKVT, Brattleboro, Vermont needs morning man. Experience preferred. Send resume, references, picture, tape, salary requirements. Michael Clark, Program Director, Box 818, Brattleboro, VT 05301.

Morning man. Account executive. On air and sales position. One station market. Salary, commission, gas allowance, profit sharing. Excellent on-air account list. WPAZ, Pottstown, PA.

7-Midnight Rock Jock for number 1 station in I3 station market. Send tape, resume, and picture to Jerry Rogers; WSGA, 409 E. Liberty Street, Savannah, GA 31401. An Equal Opportunity Employer.

Michigan MOR CBS affiliate has an immediate opening for an experienced, reliable drive time announcer. Many extra benefits. Excellent working conditions in Michigan's newest broadcasting facilities. Equal Opportunity Employer. Rush photo, tape and resume to Jerry Schroeder, Program Director, WSGW, Box 1945, Saginaw, MI 48604, or call 517-753-4456.

Announcers! We have a \$65,000 contract for recording that will be farmed out to independent announcers. If you own or have access to professional recording equipment contact Mr. Kilgore, ETC Advertising, 980 Main Street, Waltham, MA 02154 617-891-5050 for details. All or any portion of \$65,000 could be yours.

A pool of on-the-air talent helps make finding a job easier. Broadcasters helping broadcasters. 814-734-5418.

Experienced announcer wanted immediately for Massachusetts city of 20,000. Air shift 1-6pm, production 8:30-noon. Must be super good on commercials. 5 day work week, Mon-Fri. Start at \$160.00 with fringe benefits. Call now at 613-874-5610. Ask for Ken Patch.

Radio announcer/Production Manager—seeking someone to handle all production and afternoon drive time shift. AM 5,000 watt, middle market, standard MOR. Member of one of broadcasting's largest chains. Send tape of air and production work to Personnel, Box 2536, Charlotte, NC 28201. An Equal Opportunity Employer.

## Help Wanted Technical

Radio Chief Engineer AM-FM. Experienced in AM Directionals, maintenance, AM-FM pro-fs-station construction. Excellent salary and growth potential. Equal Opportunity Employer M/F. Reply to Box H-91, BROADCASTING.

Chief Engineer for Major Market group operation East Coast AM-FM. Send resume and salary requirement to Box H-109, BROADCASTING.

Chief Engineer for 5 KW directional and FM stereo in Mid-Atlantic state, strong on maintenance. Send resume to Box H-116, BROADCASTING.

Pacific Northwest medium market AM-FM is looking for an Announcer Engineer combo with the emphasis on engineering. We are part of a growing company with your future controlled by your attitude and ambition. Salary \$50 to 700 per month depending on qualifications. Send tape and resumes to Box H-139, BROADCASTING. An Equal Opportunity Employer.

Group owner wants technical director for AM-FM stations located in Eastern and Southern U.S. Must be qualified in all aspects of maintenance and operation. Send summary and references to Box H-166 BROADCASTING.

Chief operator. Includes maintenance, 5KW daytimer. 2 hours from NYC. Excellent opportunity. Reply H-201, BROADCASTING.

Phoenix rocker needs young engineer who knows and loves: AM (non-directional), FM-MPX, STL, and everything necessary to maintain a large market radio station. Must have minimum 3 years experience. Will do 90% of all engineering under the periodic supervision of part-time Chief. \$800 mo. starting & hospitalization. No latent jocks. Send resume and references to Eric Hauenstein, GM, KDKB, Box 4227, Mesa, AZ 85201.

FM Public Radio Station with all new stereo equipment and new studios, needs Chief Engineer. Several years experience on FM stereo, solid state, automation, audio and production techniques required. Salary \$8,800. Send resume to KMWU-FM, 1751 N. Fairmount, Wichita, KS 67208.

Chief engineer take charge AM/FM stereo combination. Only experienced broadcast engineers need apply. Production abilities helpful. Send resume, references, salary requirements to Jim Blake, WHFB, Box 608, Benton Harbor, MI 49022. Equal Opportunity Employer.

## Help Wanted Technical Continued

Engineer, emphasis on maintenance and installation, AM, FM Stereo, SCA. Contact Bill Winters, WKAR Radio, Michigan State University, East Lansing, MI 48824.

Excellent opportunity for Chief Engineer at WTON Staunton, Virginia. New owners expect to take over in September. Permanent position, responsible organization, growth oriented. Good starting salary, security, excellent benefits, great living conditions. Excellent opportunity for advancement. E.O.E. Must be fully qualified. Telephone 703-885-5188.

Oklahoma Top rated medium market AM/FM combo has immediate opening for experienced engineer with ability to maintain two automation systems, four complete studios, transmitters, etc. Some announcing desirable. Excellent salary, fringe benefits. Call Michael McKee, 405-224-2890 Now!

## Help Wanted News

Major western market is looking for an experienced newsfilm editor. We need a person who can cut single and double system film in an operation where the caliber of film production is highly emphasized. Good pay and excellent benefits. Send resume and film samples to Box H-158, BROADCASTING.

Need community oriented News Director for New England FM/AM. Good starting salary for a pro, ready to settle down and grow with us in our four-season vacationland. Send tape and resume to Box H-185, BROADCASTING.

Immediate opening top ten market leader. Experienced reporter for anchor and street reporting. Equal opportunity Employer. Box H-192, BROADCASTING.

Thinking, Experienced Newsmen wanted for hard-hitting, local oriented department. If you think there is more to news than traffic accidents, cop shop run and condition reports from hospitals, send aircheck and resume to WIRL News, Box 3335 W. Glen Station, Peoria, IL 61614.

Expanding News Staff. Reporter-photographer, also radio and TV air duties. Degree required. Resume, references, photograph and audio tape or VTR and salary requirement with first letter to Phil Morgan, WOI-AM-FM-TV, Ames, IA 50010.

Newsman for 5kw black oriented station. Minimum 1 year local experience. Good voice & good sense of community involvement. Rapid chance for advancement with new Equal Opportunity Group. Do not phone. Rush tape and resume to: Robert Mayhawk, Gen. Man., WTNJ, 1 South Montgomery St., Trenton, NJ, 08608.

Newsman who can dig, write and read for news oriented station. Tape and resume to Box 482, Newburgh, NY 12550.

## Help Wanted Production

Program Director—If you know and love all good country music, and get morning numbers, this is a sweet job. Cross-Country format. Announcing staff that communicates. GM hardly ever there. No overhaul needed, just refinement. Station has market of 250,000 and is located in outer suburbs of Appalachian state. No traffic, no hassle, no pressure. But you need to be good at communicating with morning listeners, at creative production, at keeping the programming department smooth. Send resume, salary requirements, tape, ARB or Pulse. Equal Opportunity Employer. Box H-216, BROADCASTING.

## Situations Wanted Management

General manager. Eighteen years all phases. Fourteen in management. Can make you money and an important part of the community. This is my last move! Box G-267, BROADCASTING.

Very successful manager looking for bigger challenge in Top 25 market. Must have good corporate structure. Only GM position considered. Box G-275, BROADCASTING.

GM, GSM, PD, corporate or single station, 35, experienced all phases, East, 9 years in general management, a pro who gets things done! Box G-276, BROADCASTING.

University graduate with Communications degree, psychology, business minor. 25 years old. Seven years commercial experience. Two years as GM in 40,000 market. Sales, announcing, news and writing experience. Interested in an independent FM in market 20-60 thousand. Operations manager position considered. Married, stable, one child. Box H-8, BROADCASTING.

## Situations Wanted Management Continued

Administratively raped by ruthless owner! Outstanding former Executive Vice President & General Manager with exceptional P & L track record in Major Markets desires profitable business marriage with ethical non-rapist. Tough, dedicated, creative, strong personal salesman . . . thoroughly experienced broadcasting executive dedicated to a number one position in terms of profit, ratings, community involvement. Don't reply unless you are truly a professional. Box H-147, BROADCASTING.

Manager who is salesman, qualified engineer and presently doing automation consulting would like to show owners how to widen profit margin through use of pre-planned programming that doesn't sound automated. Would also entertain offer from group on a permanent arrangement. Box H-148, BROADCASTING.

Former owner, 25 years in Broadcasting, and I've loved every minute. Experienced in all phases from FCC to sweeping the floors. Let me make your station a winner. Box H-149, BROADCASTING.

General Manager, currently employed, strong on sales and profit-history of turning failure into success—willing to invest. Box H-155, BROADCASTING.

Operations Manager/Program Director with experience as News Producer and Production Manager and qualified in all phases of television operations, desires challenge as Operations Manager and/or Program Director. Box H-163, BROADCASTING.

Successful, securely employed general manager number one station Top 100 markets seeks new, more rewarding challenge. Box H-169, BROADCASTING.

Experienced major market—General Manager available. Excellent track record, finest references. Also interested in equity position for cash. Will consider forming group association for acquisition of radio facilities. Box H-170, BROADCASTING.

Available immediately, experienced General Manager with 17 years broadcasting experience. Prefer Phoenix but will consider Southwest or West coast. Box H-180, BROADCASTING.

Very successful manager looking for bigger challenge in Top 25 market. Must have good corporate structure. Only GM position considered. Box H-182, BROADCASTING.

Unusual opportunity. Man-wife combination. 29 years experience in all phases of broadcasting. Desire 2-3 station market. Box H-197, BROADCASTING.

Wisconsin, Minnesota, invest in your station for a piece of the action. 16 years, all phases, top notch sales, programming. Self-starter, good organizer, management background. Box H-217, BROADCASTING.

27 years sales, 18 general manager-sales manager. Small, medium market. College. References. Box H-207, BROADCASTING.

Fifteen years top sales experience. Past eleven years with leading national rep group in management position. Available now to lead your sales team to meet sales objectives. Call now for further information and complete resume. We can make money together. "Red" Rizer 404-351-5773.

## Situations Wanted Announcers

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

Medium Market talk show host ready for major market show. BA, ratings and great references. Reply to Box H-18, BROADCASTING.

Attention Major Market Beautiful Music, MOR stations: Professional broadcaster wants permanent position. Excellent voice, extensive music background, major market experience. Tape and resume, Box H-110, BROADCASTING.

Would you like one of Chicago's best interviewers? Someone able to run a bright, tight, interesting, and intelligent jock show? Perhaps a good track record, someone who is truly interested in your audience? How about good production capabilities and a constant 200% output for your station? I'm your man. Markets 1-30 only. Please write BOX H-135, BROADCASTING.

Young, knowledgeable, general manager. Complete Radio credentials. 15 years experience, including programming and sales. Box H-143, BROADCASTING.

## Situations Wanted Announcers

First ticket, Black DJ takes pride in his work to perfection. Soul or Top 40, tight board, family, 1 year experience, relocate immediately. Box H-145, BROADCASTING.

8-years good radio experience. Responsible family man. Send detailed offer with first letter. I will send tape, picture and resume. Box H-156, BROADCASTING.

Professional, with eighteen years all-around experience. Finest background with references. Very strong on news air-work and gathering. Know music and fine production. Veteran with college. Third phone with endorsement. Box H-159, BROADCASTING.

CW, MOR, DJ excellent 10 year track record. West or South only. \$165 week. Call 605-624-8748 or Box H-167, BROADCASTING.

Black D.J. Tight board, good news, commercials, 3rd phone, well trained, mature, will travel. Box H-172, BROADCASTING.

Fifteen years experience in all phases, Radio and Television. Presently employed. Let my experience work for you. Will relocate: Prefer E. Coast & Gulf. Box H-173, BROADCASTING.

Professional young man with incentive and dedicates DJ position on Progressive Rock or Innovative MOR station. Box H-181, BROADCASTING.

Experienced 3rd phone seeking any shift in MOR and/or contemporary format. Jack of all trades, master of 9/10. Prefer midwest but will locate elsewhere. Tape and resume available. Box H-183, BROADCASTING.

Five years total experience! College graduate. Single. Twenty-four years old. Dependable talented witty! Able to follow instructions! Can write Report! Read! And, oh yeah, I can do a dynamite personality oriented Jock show! Contact mel I'm looking for a step up! Box H-186, BROADCASTING.

Personnel Director with ten years top business background and prior Broadcast experience wishes to return to the field. Let's talk. Box H-187, BROADCASTING.

Top afternoon drive combo man in single station market (oh, well) looking to move up, one year experience in MOR, Box H-209, BROADCASTING.

Listen, humorous, Up-Tempo jock ready to move. Call before I'm gone. Steve Michaels. 216-486-8659. Tape on request.

DJ, 1st phone 3 years experience. Prefers work in Tenn., Va., N.C. area. Will consider any offer. Available Sept. 1. Call 615-456-2628.

Young DJ Third Phone with some experience is seeking permanent position. Tight board, good news, commercials, ready now. Larry Ferritta, 12 Lawrence Circle, Middletown, NJ 07748. 201-671-5741.

30 days free employment. Black broadcast trained, enthusiastic, responsible. 39, married, excellent references, 3rd. MOR, Easy Listening, Maryland or Southeast. 301-367-6396.

DJ, young, ambitious, eager to learn. Have third class with endorsement. Can do production, news or anything available. Call 313-699-9351.

Rock is name of game. If experienced teammate wanted, contact Bob Kelley, 513-385-2695, 3414 Amberway, Cincinnati 45239.

Talented beginner wants first break. 3rd phone, college radio experience. Tight board, good news. Can follow directions, will relocate. Stan Modlesky, 105 Shealey Avenue, Baltimore, Maryland 21204. 301-296-5746.

DJ, Top 40, Oldies. I'm ready! 2 yrs. experience, BA in Broadcasting. Will relocate now! Stereo aircheck and resume sent upon request. Try me. Call/write/wire. Tom Struher, 8646 N. Harding, Skokie, Ill. 60076, 312-677-5518.

Beginner looking for a start. Recent grad of Elkins Institute Broadcasting School. 1st phone. Ready to go anywhere. Ron Armstrong. 30 Chase St., Lakewood, CO 80226.

5 years, first phone, dependable, seeks permanent position. Tapes to calls with definite opening 713-422-3490, Harry Noel.

1st phone, 2 years experience, seeking rock or Up-Tempo MOR position. West preferred, but will consider all. Good delivery, stable looking for permanent position. Dan Stokes, 1934 Vermel, Escondido, CA 92025, 714-745-7028.

Young, experienced, announcer, knows all phases of radio. Will relocate. Robb Empson 612-698-1492.

## Situations Wanted, Announcers Continued

DJ, tight board, good news and commercials. 3rd endorsed. Go anywhere, any format. Randal Curell, 7336 Sauderson Place, Cincinnati, OH 45243, 513-561-6791.

Permanent job wanted with friendly Midwest CW or MOR. Prefer varied duties with shorter air shift. First phone. Fifteen year general radio experience. Small family, middle aged, versatile, dependable. Excellent references. Moderate salary. Available immediately. Smith, 305-886-4869.

Announcer seeks spot in Eastern good music or TV station. 28 years experience. Call or write Ron Carver, 216-755-2659. 2233 Windsor Ave. Youngstown, OH 44502.

Bright, young, recent grad. of Specs Howard Broadcast School seeks position as on-the-air personality. Also, tight board, production, good news and creative writing. Tape and resume on request. Contact Bill Lozon, 6116 Beniteau, Detroit, MI 48213. 213-923-4176.

The sparkle of a sky rocket, the pizzazz of Broadway, this kid's a scream 28314 Van Dyke, Warren, MI 48089, or 313-756-1455. Shake appeal personified.

Announcer, Newscaster, DJ. Tight production, professionally trained. Also college radio. Experienced performer. Single. David Aaron, 11-55 45th Ave., L.I. City, NY 11101. 212-586-6300.

Cape Cod or Long Island. Other locations considered. Experienced announcer. First Phone. No maintenance. Jimm Whelan 212-424-1176, before 4:30 p.m.

Young, experienced announcer-programmer—all formats production capabilities—desires northeast position. For information phone 315-361-3263.

Beginner, 3rd phone, 4 yr. College Radio, Take all night shift anywhere. AM or FM, progressive, top 40, MOR. Try me. S. Douglas, 186 Davis Street, Hamden, CN 06517.

Experienced Free-form announcer, into Rock, Blues, and Jazz. Male. Will relocate. For tapes and resume, call 517-782-9857 or write to 4788 Woodland, Jackson, MI 49203.

Outstanding J-school grad. seeking news/dj position anywhere. Two years college radio experience. Rock southward, 1311 Mears Drive, Colorado Springs, CO 80915. 303-597-1482.

Public notice: Air personality desires return to radio after a years absence. Touch that dial 512-GR 2-6124, Ext. 316.

Tired of stations with problems . . . 30, married, child, 10 years experience, top notch play-by-play, country or M.O.R. music, sales opportunity very important. Call Dick Reynolds 1-313-694-0805 after 5:30 or write 615 Reid Road, Grand Blanc, MI 48439.

## Situations Wanted Technical

Experienced technical manager returning from overseas late August desires responsible position Midwest. Box H-58, BROADCASTING.

Contract Maintenance Engineers seeking stations in New York, New Jersey, and Connecticut. Construction, frequency checks, and proofs. Write Box H-74, BROADCASTING.

Present Chief 5 kw AM and 100 kw FM stereo, wants position with station in Michigan, Wisconsin, Illinois or Indiana. Experience includes, AM-FM, high, power, proofs, etc. Write Box H-178, BROADCASTING.

Engineer, experienced Studio/Transmitter maintenance, board operator, AM/FM, automation, directionals. Hard working, young reliable family man seeks similar position to settle down with Mid-West Market or Chain. Box H-204, BROADCASTING.

Nineteen years experience, radio chief, AM-DA, FM, TV. Charles Simpson, 3407 W. 65th St., Cleveland, OH 44102, 216-961-7771.

13 years in radio. 2 years college. CIE, staff position or Chief. Steve Burgess, 913-537-1966, 1415 Colorado, Manhattan, KS 66502.

## Situations Wanted News

Anchorman presently employed. Ready to move up. 18-20K annually. Family, conscientious, reliable, BS. Box H-107, BROADCASTING.

Must have sports. Former major college Sports Director desires play by play and opportunity to make your sports program a success. Box H-141, BROADCASTING.

Experienced Sportscaster. College basketball and football play-by-play. Reporting sports and news. First Class license. Will re-locate. Box H-165, BROADCASTING.

## Situations Wanted News Continued

Highly motivated self-starter with a wealth of experience in Broadcasting, community service and Government plus a BA in Sociology with heavy work in Radio/TV, Journalism and advertising. Am a successful news director (award winner) and an intelligent, personable radio voice with experience in TV directing/announcing as well. News or programming. I want a long term relationship with people who care about people. Box H-206, BROADCASTING.

Expert in International Relations, specializing in European affairs, and International Economics desires post in writing editorials, news analysis, investigative reporting or documentaries with radio or TV news department. International News and politics and domestic foreign relations only. Willing to interview and announce. No previous broadcast experience. Young/married with child. Major Market only. Resumes on request. Box H-208, BROADCASTING.

"Happy Talk" former News Director, D.J. and Talk Show Host now employed in Major Market doing News and Talk, desires "All Night Tel. Talk Show," emphasizing entertainment, human interest conversation, plus informative material. Call 617-963-5981. Ready to travel anywhere, single, 30, six years experience.

Sports Director all play by play, 4 years experience news, disc jockey, will relocate. Call: 305-279-6768.

Four years experience full or part time in radio news. Seeking television News position. VTR. Available. Call collect 219-432-1062.

15 year broadcasting pro seeks News Director-Operations Manager position in major-medium market. 1st phone, McIendon trained. Considered Canada-Mexico. Charles Beach, 4020 Holland Ave., Apt. 212, Dallas, TX, 214-521-7877.

Field reporter—six years covering everything from general municipal to network stories. Competitive, investigative, good writing—editing, strong public affairs and sports. 28, Single, college, political science, no military obligations. Minimum \$175 wk. Box 327, Villanova, PA 19085.

## Situations Wanted Programing, Production, Others

Top 25 market talent over ten years exp. All phases of radio, News, MOR, CW, RR. 1st. West area preferred. Let's get together. Box H-68, BROADCASTING.

Top 10 Market Programmer, A to Z experience. Forget your market size, do you need help? Box H-122, BROADCASTING.

Our solid program director available. We're a new station and hired him to handle programming and public affairs when we signed on. Billing hasn't met expectations and he is one of many cutbacks. Excellent interviewer, talk show host, DJ. Creative copy, production. All-round radio-TV pro and responsible man who we'd like to help place. H-126, BROADCASTING.

MODERN COUNTRY PROGRAMMER . . . proven track-record in five major markets—three top 10—strong operational background, excellent credentials. Box H-151 BROADCASTING.

9 years experience in contemporary programming, announcing, news, 1st with audio engineering knowledge. All reasonable offers considered. Charlie Brown, 505-763-7062. 224 Torreon, Clovis, NM.

Employed Veteran PD, talk master with major PRO, College Sports background wants out of East. George Taylor, WALE, 617-674-3535.

Competent, Professional Programmer wants to build your country format into a saleable product. If you need help, I'm available to develop your potential. 805-489-0273.

## TELEVISION

### Help Wanted Management

Sales Manager. Top 25 market. Local sales experience essential. \$30,000 plus override. Submit resume to Box H-45, BROADCASTING.

### Help Wanted Sales

Southeast Television Station, VHF CBS affiliate, in Top 50 market, needs local salesman with experience in TV sales. Must be aggressive, self-starter looking for excellent opportunity. Compensation negotiable plus profit sharing. Send complete resume to BOX H-171, BROADCASTING. This ad will run two weeks only and has not run before.

Account executive. Large midwest market. List earned \$42,000 in 1972. Management possibilities with expanding group. Submit resume to Box H-199, BROADCASTING.



## Help Wanted Announcers

AM-FM-TV operation, must pull radio board shift and do TV weather. Emphasis on appearance and sound and strong weather background. Medium three station market. An equal opportunity employer. Send resume, salary requirements, air check and TV tape. Box H-125, BROADCASTING.

Chief Engineer position open at expanding station in Midwest. All new RCA equipment. Box H-83, BROADCASTING.

New York-Binghamton. Dependable person with first class license, to handle UHF Transmitter and studio operations. Salary commensurate with experience. Call Chief Engineer, WBJA-TV Binghamton, NY. 607-798-7111.

Weatherman-Announcer. Opening for professional to perform nightly weather and night booth announcing. Send tape, resume. WSAV-TV, Savannah, GA.

TV maintenance technician—minimum of 3 years color TV studio, experience required. Call Kentucky Education Television, 606-233-0666.

## Help Wanted Technical

Television Help Wanted, Production—Experienced television producer/director to produce educational programs in direct support of classroom instruction for campus closed circuit system. Take idea from concept stage to finished TV program. University graduation, with at least a minor in any area of Communication. Four years television production experience. Must be able to interface personnel and logistics with creative aspects of TV. Excellent benefits and working conditions. Salary commensurate with education and experience. An Equal Opportunity Employer. H-193, BROADCASTING.

Chief Engineer needed to maintain and operate remote color broadcast van as well as design of additional units with future consideration given to design of studio facility. Must be highly motivated and well organized. Should be able to accept complete responsibility for technical operations for our mid-west located independent production company. Our employees are aware of this ad. Submit resume. Box H-195, BROADCASTING.

TV Maintenance Engineer needed by VHF network station in southern Nevada. Working knowledge of electronics required along with ability to learn our operation. Equal Opportunity Employer. Reply with resume to Box H-196, BROADCASTING.

Engineer with 1st class FCC license to take transmitter readings and do production switching. Must be skilled in video operation and video tape recording for Public TV Operation in rural Northeast. Salary commensurate with experience. We are an equal opportunity employer. Send resume to: Chief Engineer, James Edwards, WNPE/WNPI, Box 114, Watertown, NY 13601.

Fast-growing exporter of broadcast equipment seeks man with technical knowledge of TV and radio equipment to head NYC staff. Should have extensive purchasing and management experience, with strong contacts among electronic supplies. Broadcast Equipment Corporation, 777 Third Avenue, New York, NY 10017, Phone 212-758-7577.

## Help Wanted News

Hard news oriented field reporter with production know-how for Florida TV station. Good appearance & voice. Experienced only apply. Equal Opportunity Employer. Box H-174, BROADCASTING.

Immediate opening experienced reporter/writer/camera. Single station market east Texas area. Send resume, videotape of on-air work, writing samples and 16mm photography to Ralph Johnson, News Director, KLTW, Box 957, Tyler, TX 75701. An Equal Opportunity Employer.

Shenandoah Valley TV-AM-FM newsroom needs a general assignment newsmen with reporting skills and good on-air presence. Send tape with resume. We offer a good training program, good living conditions, \$7,500. Write: News Director, WSVA Stations, Harrisonburg, VA 22801.

## Help Wanted Programing, Production, Others

Experienced, mature public affairs producer with qualifications in film and video production for major market television station in Texas. Salary open. Need is immediate. Anyone with less than five years experience need not apply. Work on unusual news program. Heavy concentration on film documentaries. High level of management and creative skills required. Great opportunity. Box G-263, BROADCASTING.

Experienced Filmmaker, capable of producing/directing, cinematography, sound and editing needed by PTV station in Southeast. Send resume, salary requirement, and sample to Box H-205, BROADCASTING.

## Help Wanted Programing, Production, Others

Program developer and coordinator for non-commercial cable television channel in a large municipality. Responsibilities include researching sources of available cultural, educational, instructional, informational and entertaining programs on film and video tape; administering operation; scheduling; providing liaison with governmental agencies and departments requiring cable TV facilities. Must have background in radio or television programming. Send resume to Box H-220, BROADCASTING.

Net owned station in top ten market has immediate opening for On Air Promotion Supervisor. A great opportunity for person with strong on air and production background. Contact: Joe Ondrick, Promotion Manager, WKYC-TV, 1403 East 6 Street, Cleveland, OH 44114.

Studio crewman (cameraman-floorman-break director) for PTV station. \$7,385. Equal Opportunity Employer. Send resume to John Hutchinson, WNED-TV, Box 1263, Buffalo, NY 14240.

Program coordinator to assist in developing and hosting of Extension related videotape programs for state wide distribution. Qualifications include experience in program production, on-camera work, and broadcast writing ability. Bachelor's degree and three years related experience, or Master's and one year experience. Salary from \$10,032, with state employment benefits. E.O.E. Deadline for applications is September 12, 1973. Send resume to Judy Thomas, Personnel Office, Virginia Tech, Blacksburg, VA 24061.

## Situations Wanted Management

Program Manager available. Presently Assistant PD within top ten now ready for challenging position with future. Experienced in all phases of programing, production, and promotion. Excellent references. Write Box H-146, BROADCASTING.

Available within 60 days top regional-national-sales manager 20 years experience. Box H-203, BROADCASTING.

## Situation Wanted Announcer

Experienced news writer, ex-newspaperman, seeks major market broadcast opportunity. Looking for permanence. Prefer Northeast. Box H-160, BROADCASTING.

X-stockbroker—24 yrs., 1st phone, desperately wants TV as 1st job. I believe sincere desire to perform, relocation anywhere and salary open, will help me succeed. Terrance P. Cunningham, 20350 Summerville Rd., Excelsior, MN 55331.

## Situations Wanted Technical

Twenty years television, one station. Four years transmitter supervisor. Last ten months acting chief engineer. Twenty-seven years in Broadcasting. Box H-189, BROADCASTING.

## Situations Wanted News

Need young blood? Recent grad psyched up for big start in sports or news reporting. Relocate anywhere. Resumes. 201-627-8542 or Box G-302, BROADCASTING.

Versatile, experienced photographer, 26, with degree seeks TV job. Box H-49, BROADCASTING.

Super successful Chicago Radio Personality desires television career as Host. Age 29, excellent appearance/voice. Charisma, creative, ambitious. Experienced actor, singer, communicator. Box H-94, BROADCASTING.

Professional: Experienced, dedicated, educated. Interview, film, edit, anchor, administrate. Excellent producer, writer. Young ambitious, seek advancement. Write like people talk. Want resume? Box H-132, BROADCASTING.

Top cameraman seeks relocation in well-paying position. Award-winning news and documentary experience. Network references. Box H-162, BROADCASTING.

Sportscaster . . . experienced in all phases of television and radio. Knowledgeable, versatile. Desires change with challenge. Box H-176, BROADCASTING.

Seek news director's position. Excellent credentials. Valuable experience with recognized NBC-TV affiliate. H-211, BROADCASTING.

Young Woman Reporter. Television news reporting, producing, writing experience. Missouri Broadcast Journalism Degree. VTR/Film available. Will relocate. Box H-212, BROADCASTING.

## Situations Wanted News Continued

Experienced radio, newspaper reporter seeks TV reporter/photographer position. Small or medium market. 1973 Florida State honors grad. Box H-215, BROADCASTING.

Photojournalist returning after 7 years in Latin America, fluent Spanish, conversant Portuguese, one TV documentary, masters degree Columbia University Journalism School, seeks challenging job with TV news, documentary or public affairs operation. David Mangurian, 234 Shore Dr., Short Beach, CN 06405. 203-488-5742.

## Situations Wanted Programing, Production, Others

Director/Producer Top 50 markets. Two years experience directing news, sports, and commercials, both videotape and film. Experience also in film documentaries and live remote pickups. Send inquiries to Box G-223, BROADCASTING.

Just give me a chance! Young aggressive producer-director with educational and commercial experience seeks move upwards at any position in production. Box H-168, BROADCASTING.

Experienced & talented producer/director with top market station would like to re-locate: west/northwest preferred. Excellent, varied background: newscasts, documentaries, commercials, special, community interest and children's programming. Prime interest: commercials . . . video tape and film. Competent, qualified, serious, hard working. Single, R-TV grad. Over 5 years involvement. Available now. Box H-179, BROADCASTING.

Recent Radio-Television Communications grad., with BA desires TV production position, career minded, willing to relocate. For resume, references, write Ramona Hensrude, c/o Box H-214, BROADCASTING.

Weather-caster/Staff announcer. Top-ten, 18 years. Desires change. Color tape. Top references. John Douglas, 5603 Lamar Road, Washington, D.C., 20016, 301-320-4664.

Experienced: Talented young man: BA degree in Television Management and Production, desire position as producer/director or cameraman. Can relocate. Resume available. 312-585-2752 call after 5 pm.

19 years experience: 11 years network station Los Angeles. Producer/Director complete experience in all varieties of shows, comm., documentaries, live VTR, film. 208-376-1362 evenings.

Network News desk assistant seeking move to programming or production. Presently employed by NBC News Washington. Have some production and field experience. Relocation no problem. Resume on request. Dan Mezibov, 3330 Chauncey Place, #302, Mt. Rainier, MD 20822.

## CABLE

## Situation Wanted Sales

Now serving as GM of small network affiliated VHF; desire similar position or position leading to same in Cable, radio or television. 30, degree, 1st FCC, station I am now with has been sold. Box H-92, BROADCASTING.

## WANTED TO BUY EQUIPMENT

We need used 250, 50, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KGSC-TV, San Jose, CA.

## FOR SALE EQUIPMENT

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

Continental Electronics model 317, 50 KW AM transmitter now in operation, best cash offer to WDIA, Memphis, TN. Available for inspection. Contact Charles Scruggs, General Manager, telephone: 901-278-4550.

300 ft. Tower suitable for FM, AM or CATV. Available in 1974. Contact Larry Chambers, 608-356-4836.

Rust remote control system RC-1000. Excellent condition with manuals. \$500.00. WDLC, Box 920, Port Jervis, NY, 914-856-5185.

## FOR SALE EQUIPMENT Continued

Gates BC-50-C 50,000 watt AM Transmitter. Installed new in 1967, now on the air at WQIK in Jacksonville, Florida. This transmitter is in A-1 condition and has spare final tubes and other parts. I am asking \$25,000. Contact Marshall W. Rowland, 813-251-1861.

Heliast-xyroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

Make superb black and white pictures with the GE PE-29 4 1/2" image orthicon camera. Four available, complete with mounting and Tektronix/Conrac monitoring. Three have Varotal V zoom lenses and counterbalanced pedestals. Bank liquidation sale. Call 214-744-1300, Clyde Miller, Dallas, TX.

## COMEDY MATERIAL

Funny! Professional comedy. 3 samples only \$2. Sunshine Comedy Service, Room 23, Box 4636, Jax, Fla. 32201.

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, Calif. 93705.

Wild Tracks. \$12.00 Impact Broadcast, Box 29533, Atlanta, Georgia 30329.

## INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools.\*\* Write or phone the location most convenient to you. Elkins Institute in Dallas,\*\*\* 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta\*\*, 51 Tenth St. at Spring, N.W.

Elkins in Denver\*\*, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston\*\*\*, 3518 Travis.

Elkins in Memphis\*\*\*, 1362 Union Ave.

Elkins in Minneapolis\*\*\*, 4103 E. Lake St.

Elkins in Nashville\*\*\*, 2106-A 8th Ave. S.

Elkins in New Orleans\*\*\*, 2940 Canal.

Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio\*\*, 503 S. Main.

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. Retiring. Final class 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-lockey 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.

Not: 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 July 16, August 27, October 1, November 12. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 809 Caroline St., Fredericksburg, Va. 22401; phone: 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

## Instructions Continued

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 for Q&A courses? Our next intensive Theory Course will begin September 4, 1973. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, CA 90028, HO 2-3281.

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, Calif. 91606. 213-980-5212.

San Francisco. FCC License, 6 weeks, September 10. Results guaranteed. VA approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

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, IL 60634. 312-286-0210.

## MISCELLANEOUS

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.

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# Profile

## Larry White: out to make it in the programing big leagues

Many at NBC-TV consider the 1973-74 season, premiering next month, Larry White's first season—the first he can call his own. Although he was named programming chief at 30 Rock in June last year, the 1972-73 schedule had been set. His input, as East Coast programming vice president, was in it, but anonymously. Come next month, the schedule will be his. It is what he always wanted.

Associates in the program department say Mr. White has landed exactly where his sights were set. "He's like a kid who always loved to play with electric trains and then somebody gave him the Pennsylvania Railroad," says one associate.

"He always wanted to be vice president of programing, and that's it," says another. "I mean, the programing job is not a stop-over to the network presidency."

It's just as well Mr. White is content to stop where he is. The presidency is occupied by a relatively new incumbent who looks set for a while.

"You can't talk about Larry without talking about Herb Schlosser," an NBC executive recently said. Mr. White became the program boss last summer when Herb Schlosser, then executive vice president, was moved to New York (to be groomed for the network presidency). "They came in together, and their fates are inextricably tied," the executive added.

"It's very much a new era here," he continued. "These guys are young, young veterans, and the program schedule is in an evolutionary phase. Both Herb and Larry are contemporary men, and they're interested in gathering an audience that may not be average television watchers."

If the fates of Messrs. White and Schlosser are tied, their personal styles are not. Mr. Schlosser is affable and almost loquacious. Mr. White is reserved. He uses no more words than necessary.

A voracious reader (four or five books a week, on top of scripts), Mr. White is known in television business as having rare knowledge. Most programming executives are expert at acquiring properties, working out rights deals, scheduling or handling mercurial producers. Of Larry White it is said he knows how to put a program together, an activity usually left to the producers. Perhaps from his several years of experience as head of daytime programming, he knows "how to tell a modern story," friends say. "He can pick apart a script like nobody's business."

His daytime programming extended over two terms at two networks, at CBS-TV in 1959-62, at NBC-TV in 1966-68. When he left CBS, its daytime schedule was considered invincible. In the past few years CBS's daytime problems have



Lawrence Ronald White—vice president, programs, NBC-TV; b. Cohoes, N.Y., July 31, 1926; BA Syracuse University, 1948; producer-director, Dumont Television Network, 1948-51; director of programing, Benton & Bowles, 1951-59; vice president, daytime programing, CBS-TV, 1959-62; director, program administration, Goodson-Todman, 1962-63; director, program development, CBS-TV, 1963-65; president, Gate Way Productions (own company), 1965-66; vice president, daytime programing, NBC-TV, 1966-68; vice president, programs, East Coast, NBC-TV, 1968-72; vice president programing, NBC-TV, 1972-; m. Catherine De Carlo, 1951; children: Lauren, 21, and Carol, 19.

been one of the consistent stories in the business.

One of the most prominent products of Mr. White's story sense is NBC-TV's new *Love Story* (Wednesday, 10-11 p.m. NYT). Each segment self-contained, it will deal with romantic drama, something that hasn't been seen on network television in this form. NBC may be able to boost its image as trendsetter a little higher (NBC pioneered early morning with the *Today Show*, late night with *Tonight*, late-late night with the *Midnight Special* and the upcoming *Tomorrow*, the rotating series-within-a-series with the *NBC Wednesday Mystery Movie*, the miniseries with *Search for the Nile* and more) if *Love Story* can "appeal to the American appetite for entertainment," as Mr. White puts it.

And Mr. White has also come up with a new twist on a new idea (miniseries) for next season, *Blue Knight*. Based on a novel by ex-Los Angeles policeman Joseph Wambaugh (who is also a consultant on NBC-TV's *Police Story*), *Blue Knight* will air in four separate one-hours on four successive nights next November. Larry White also exudes a quiet type of enthusiasm for *Girl With Something Extra* (Friday, 8:30-9 p.m. NYT) starring Sally Fields. "Television is ready for a romantic comedy," he thinks. Though NBC and Mr. White won't come right out and say it, the network has high

hopes for Friday and Monday nights (with *Diana* and *Lotsa Luck*) especially.

Larry White has brought to NBC a programming philosophy that may be tried-and-true, but one that hasn't been all that prominent in the NBC schedule—diversity.

"We've been light in the comedy area," he admits, but proof of his diversity idea—one must assume that the other types of programming at NBC have gotten their due—is the presence of four new comedies in this season's schedule.

"NBC's identity," he feels, "is that it airs programs that are unique events, one-time-only programs. But this is not a business of absolutes. It's hard to refine everything down into yes and no. This diversity will allow us a lot of different approaches in style, more variation. And if you can change the style of something, you can change the content as well."

The idea of conditioning audiences seems important to him. "Anticipating and sometimes leading desires," as he says it. The broader the "vocabulary" of the television audience, the better the chances for acceptance of something new. The easier it is conditioned to enjoy a new element, the more diversity of programs a network can air.

Larry White likes to define his position as a job requiring "judgment," as opposed to technical knowledge. Technical skills are quite necessary, he emphasizes. Knowledge of research, advertising, production are indispensable. "But it's a judgment job above all," he says.

The only son of a Syracuse insurance man, Mr. White has gained no little recognition for his fear of flying, a rather awkward phobia for a man in a job that requires he work on both coasts (often at the same time, one could say). He says he really doesn't know where his fear of airplanes came from, but that it's "past, done now. Six months ago I just decided that airplanes were modern, safe devices for transportation. Now there's no problem." No more three-day train journeys for Larry White any more; it's 727's all the way. "No, it didn't take doctors or pills or hypnotism. I did it myself. And that's the God's honest truth," he added forcefully. Maybe a little too forcefully.

He licked his other commutation problem last year by moving from the suburbs of New York back into the city. Both his daughters were off to college, so he decided to move closer to work with his wife, Catherine, who is a vice president of the ad agency, SSC&B. "I got two hours back for my own uses," he smiled.

That's two hours back to read and edit all those candidate-scripts and four books a week ("Novels, history, hell, I just read a lot," he says. How does he get that much time? "I don't get much sleep," he answers in his curt, blunt style.

# Editorials

## Good news

From one end of this country to the other, television news has never been healthier. That is implicit in the wealth of material presented in a special report in this issue, and it is abundantly clear to all of us who had a hand in putting it together. Earlier reports of this sort, here and elsewhere, have found plentiful examples of vigorous TV news operations. This one dwarfs them all.

Healthy as it is, however, television news is also in danger. The threats to its constitutional guarantees, the jailings of reporters, intimidation in countless other guises—these are well known and must, of course, be resisted wherever they occur. But there is also a more insidious danger, less perhaps to the present stature of television news than to its future advancement. That is the reluctance, still, of too many station managements to recognize that a good news operation will strengthen the station as a whole.

Nothing else a station does can influence its public image as much as the kind of local news and public-affairs service it provides. This becomes clear enough when, in a market where all stations are treating news routinely, one station introduces a strong local coverage operation. The others bestir themselves, too. Or else.

Local news does not come cheap. But within its means no station can afford to scrimp. Those that do may find that they are setting limits not only on their service and their image, but also on their bottom lines, for it has been shown that news, for all its costs, can also be profitable.

## Satellite censorship

The unofficial moratorium in the cold radio war between the Soviet bloc and the Western world is a fringe benefit flowing from Nixon summitry. Jamming of the Voice of America has all but disappeared, and propaganda to thwart appropriations for Radio Free Europe and Radio Liberty by direct appropriation rather than through Central Intelligence Agency funds, has diminished to a whisper even though these "truth" transmitters must gall all nations that ban the free flow of information.

Could this be because the dictatorships have softened? Or are they girding for bigger game?

We feel it must be the latter. Proof can be found at the United Nations where the Soviets have already requested consideration of controls on television programs beamed from satellites direct to home even though that prospect, in practical application, is perhaps a decade off. TV pictures have no language barrier, and if the Chinese proverb is correct, the totalitarian objections to direct-to-home television transmissions must be 10 thousand times as vehement as the objections to radio have been.

Not many Americans paid attention to the preliminary discussions at the UN last month. But you can wager that every foreign ministry was tuned in because what took place was a harbinger of a future that could make the cold radio war resemble child's play.

There is no problem today because satellite transmission is achieved through ground stations over which the country of origination has complete control. The bind will come when technology reaches the point where, for example, U.S. signals might be picked up direct, without benefit of ground stations, by viewers in other nations.

Satellite transmissions can be jammed too. The most ex-

pedient method is to shoot the devices down. But that would invite retaliation that no nation relishes.

The Kremlin has proposed an international treaty that would outlaw "invasion" of any sovereign nation with unwanted transmissions. The United States, traditionally, wants free flow and interchange of information, education and culture, and most Western countries support our general philosophy. But on the showdown vote at the General Assembly, the United States was all alone. Not even the British or the French went all the way.

What the outcome will be when direct satellite-to-home transmission comes into being may not be resolved by technology alone. It is also a political issue, and as such may be incapable of a solution acceptable to the United States as a nation that cannot censor unless there is a national emergency.

## Who's in charge

It is altogether salutary that the FCC is beginning to reject agreements that give citizen groups or other outsiders editorial authority over broadcast programming. The latest deal to be disapproved was between Cecil and Joyce Heftel, as buyers of WROR(FM) Boston, and the Boston Community Media Committee (BROADCASTING, Aug. 13). Another organization, the Committee for Community Access, had challenged this sale.

The Boston Community Media Committee includes two broadcasters and a newspaperman among its officers and has been on retainer to a number of Boston stations. It has acquired a reputation for useful liaison between minorities and media. But the agreement with the Heftels, which the FCC undid while approving the station transfer, included programming and employment specifications that were clearly as much the committee's decision as the Heftels'. The FCC was correct in objecting to a delegation of licensee responsibility.

There can be no objection if a broadcaster wants to set up a committee consultancy—even if arranged as a settlement of a challenge, as has been the condition prevailing in most cases—if the arrangement keeps the consultants out of the manager's chair. In these times of rising expectations, licensees must listen to local opinion of all kinds, but they shouldn't take orders from anyone.



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