

IF BEN FRANKLIN WERE ALIVE TODAY HE WOULD PRODUCE THE MOST PROFITABLE, IMAGE BUILDING, LOCAL BICENTENNIAL RADIO PROGRAM AVAILABLE IN THE U.S.



He's not alive today . . . But, we are!

We're the American Legacy . . . and we've produced a highly saleable sustaining radio feature that even Ben would envy. It runs the entire duration of the Bicentennial celebration. The program starts with a custom jingle, personalized with your station's call letters or slogan. The format continues with 731 individual vignettes that recreate with music, character voices, narration and sound effects the events as they happened 200 years ago on the air date. The total program runs about 2 minutes. But . . . we don't stop there. Each month, you receive our newsletter — "The Musket" — with information on Bicentennial events, promotional ideas for your station and sponsor, products-premiums-incentives to help run those promotions, and information on what other Legacy network stations are doing. The American Legacy is a market exclusive and we would like your station to join the network.

We're reasonably priced and ready to go to work. Call, write or wire for more — no obligation — information.



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P. Wheeler, president. Principal in buyer is Robert E. Davis who owns and manages KWIK(AM) Pocatello, Idaho. KLO operates full time on 1430 khz with 5 kw.

▪ KBYG(AM) Big Spring, Tex.: Sold by Howard County Broadcasting Inc. to Tentex Broadcasting Inc. for \$221,000. Principals in seller are John H. and Madelyn O. Hicks (46.6% each) who own KLVI(AM) and KBPO(FM) Beaumont, Tex., and have interests in KLUF(AM) Lufkin, KRRV(AM) Sherman and KJAR(AM) Laredo, all Texas. Principals in buyer, which owns KTFS(AM) Texarkana, Tex., are Hugh D. Frizzell, president (33.3%), and Robert Williams Jr., treasurer (33.3%). KBYG is on 1400 khz with 1 kw day and 250 w night.

▪ WWFL(AM) Clermont, Fla.: Sold by J. Olin Tice Sr. and Jr., to Leisure Time Communications Inc. for \$165,000. Sellers also own WCAY(AM) Cayce, S.C. Principals in buyer are Joseph F. McInerney, Henry A. Berliner Jr., and Richard M. Messina (one-third each), who also own WDMV(AM) Pocomoke City, Md., and WIVI-FM St. Croix, Virgin Islands, and have contracted to buy KGLR-FM Reno (see below). WWFL is on 1340 khz with 1 kw day and 250 w night during specialized hours.

▪ KGLR-FM Reno: 80% interest sold by Pendor Communications to Leisure Time Communications Inc. for \$128,000. Principals in seller are Philip D. and Penny Doersam. Mr. Doersam will continue as station's general manager and Mrs. Doersam as sales manager and together will retain 20%. Principals in buyer are Joseph F. McInerney, Henry A. Berliner Jr., and Richard M. Messina (see above). KGLR-FM is on 105.7 mhz with 31 kw and antenna 390 feet below average terrain. Broker: Blackburn & Co.

Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 71):

▪ KAUZ-TV Wichita Falls, Tex.: Sold by Bass Brothers Telecasters Inc. to Wichita Falls Telecasters for \$4,250,000. Parent of seller, Bass Brothers Enterprises Inc., owns KDNT-AM-FM Denton, Tex., WSLC(AM)-WSLQ(FM) Roanoke, Va., and has 48.42% interest in KFDW-TV Clovis, N.M., KFDO-TV Sayre, Okla., and KFDA-TV Amarillo, Tex. Buyer is partnership of Wichita Falls Television Inc. (80%) and White Fuel Corp. (20%). Wichita Falls TV is new company headed by William Hobbs, president, who is general manager of KAUZ-TV. Principal in White Fuel is W. Erle White, president (49%), who also owns KGAF-AM-FM Gainesville, and KORC(AM) Mineral Wells, both Texas. KAUZ-TV is CBS affiliate on ch. 6 with 100 kw visual and 20 kw aural and antenna 1,020 feet above average terrain.

▪ Other sales approved last week include: KNLT(FM) Truckee, Calif.; KFTM-AM-FM Fort Morgan, Colo.; KCHI-AM-FM Chilli-cothe, Mo.; WCTM-FM Eaton, Ohio; WEZL(FM) Charleston, S.C., and WBRY(AM) Woodbury, Tenn. See page 71 for details.

Broadcast Journalism

Man in the News



A little over two weeks ago, President Gerald Ford reached again into the ranks of Washington journalists to find a news secretary—and came up with a broadcast newsmen. For 40-year-old Ron Nessen, it meant a fast and hard lesson in what it means to function between the rock of the Presidency and the hard place of the profession he left behind.

Back in January 1965, when Vietnam was the big story, the NBC press-relations department put out a picture of one of its correspondents, 32-year-old Ron Nessen, in action over there. Dressed in fatigues and lying in a water-filled hole scratched out of the dirt and reeds, he was talking into portable tape recorder, apparently describing action at which he seemed to be peering. A Hollywood view of the television war correspondent at work, it seemed. About 18 months later, reality intruded into the picture. Grenade fragments entered his chest and punctured a lung as Mr. Nessen covered a battle between the 101st Airborne and North Vietnamese troops in the Central Highlands.

Two weeks ago, President Ford had just announced Mr. Nessen's appointment as White House news secretary, and Mr. Nessen, now 40, was describing his vision of the job in a statement in the White House briefing room. His role was to get the news out, and he would never lie or mislead his former colleagues. A veteran newsmen's view of a news secretary's job, it seemed. Eleven days later, some of his former colleagues were questioning his integrity; reality had intruded again.

The question of Mr. Nessen's integrity had arisen over his reporting of a telephone conversation between former President Nixon and President Ford. Mr. Nessen had said that the former President made "a passing reference" to the public reaction to the presidential pardon he had received. But it was not until Hugh Sidey's column appeared in *Time*