

Copy!

Fall is a lot closer this week for the TV networks
Burch is back to matchmaking on CATV compromise

Broadcasting Apr 9

The newsweekly of broadcasting and allied arts

Our 42nd Year 1973

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VOLUME 18

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NEWSPAPER

The Peabody

NBC programs have won more 1972 Peabody Awards than the other two networks combined. Announcement of the current honors was made by the University of Georgia School of Journalism, which administers the awards.

The complete list of NBC Peabody winners: _____



Bill Monroe, Washington editor of "Today," for excellence in reporting (NBC News).



Three specials devoted to 20th century American music:
"Jack Lemmon in 'S Wonderful, 'S Marvelous, 'S Gershwin": "Singer Presents Liza With a Z"; and
"The Timex All-Star Swing Festival" (NBC Television Network).



"Pensions: The Broken Promise," an investigation of private pension systems (NBC News).



"Second Sunday" for **"No-Fault Insurance-Right Road or Wrong?"** and for **"The Cities"** (NBC Radio Network).

and the Peacock

The winning of so many Peabody medals says a good deal about the general excellence of NBC programming, for the NBC winners range all the way from "America's" narrator, Alistair Cooke, to "Liza With a Z."



"The Search for the Nile," an outstanding series of dramatic documentaries (NBC Television Network).



"NBC Monitor" for its return to more traditional forms of radio programming (NBC Radio Network).



Alistair Cooke for "America" (NBC Television Network).

This marks the fourth consecutive season in which NBC has won more Peabody honors than its competitors.

There seems to be a special affinity between the Peabody and the Peacock, one that might best be described as a common interest in uncommon programming.

National Broadcasting Company

Our most rewarding sports event was a game we didn't televise.

It was a game between DeMatha High School and Western High School. A game to decide the basketball championship of Washington, D.C. for the first time in 11 years.

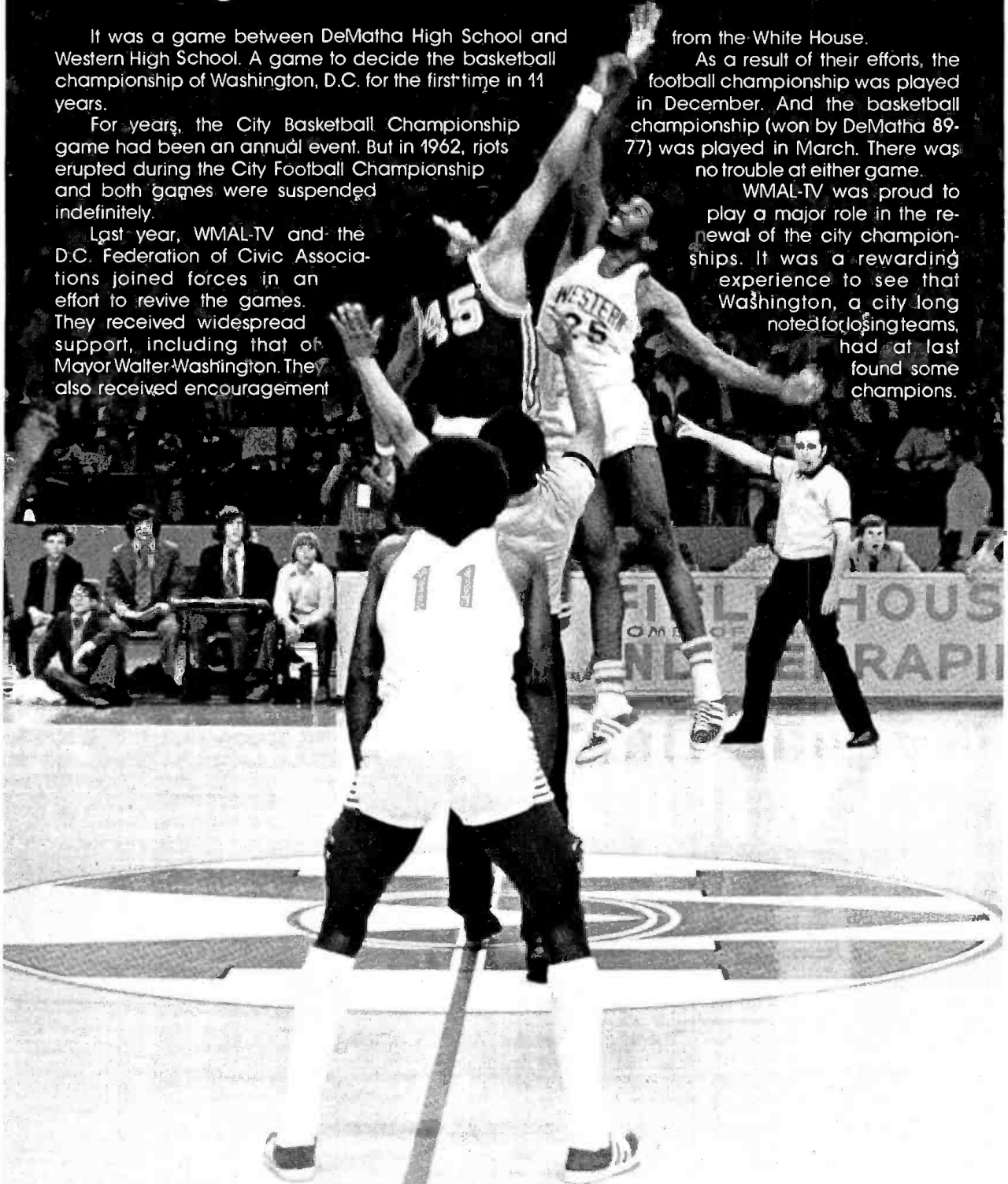
For years, the City Basketball Championship game had been an annual event. But in 1962, riots erupted during the City Football Championship and both games were suspended indefinitely.

Last year, WMAL-TV and the D.C. Federation of Civic Associations joined forces in an effort to revive the games. They received widespread support, including that of Mayor Walter Washington. They also received encouragement

from the White House.

As a result of their efforts, the football championship was played in December. And the basketball championship (won by DeMatha 89-77) was played in March. There was no trouble at either game.

WMAL-TV was proud to play a major role in the renewal of the city championships. It was a rewarding experience to see that Washington, a city long noted for losing teams, had at last found some champions.



WMAL TV 7

Broadcasting **Apr 9**

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Why you should buy Wild Wild West. Instead of a western.

Some stations still think "Wild Wild West" is a western hour and that it gets the same kind of audience.

Wrong. On both counts.

We settle the audience misconception quickly with this comparison:

	<i>% of Women Viewers Who Are 18-49</i>	<i>% of Men Viewers Who Are 18-49</i>
Wild Wild West	67%	73%
Western 1½ Hour A	62%	55%
Western 1½ Hour B	58%	52%
Western Hour C	56%	55%
Western Hour D	53%	50%

If you want buyers, you see which program attracts the highest percentages.

Also, in its last network season before syndication, "Wild Wild West" won a higher percentage of the 18-49 audience than the average for all other 7:30 programs.

Young adults like "Wild Wild West" because it is fast-paced undercover-agent adventure. Spiced with sophisticated humor. And performed on a grandiose scale against the backdrop of America's dangerous frontier.

Guest stars such as Sammy Davis, Jr., Peter Lawford, Jo Van Fleet, Suzanne Pleshette, Burgess Meredith, Keenan Wynn, Boris Karloff and Michael Dunn, enhance the appeal of this exciting drama.

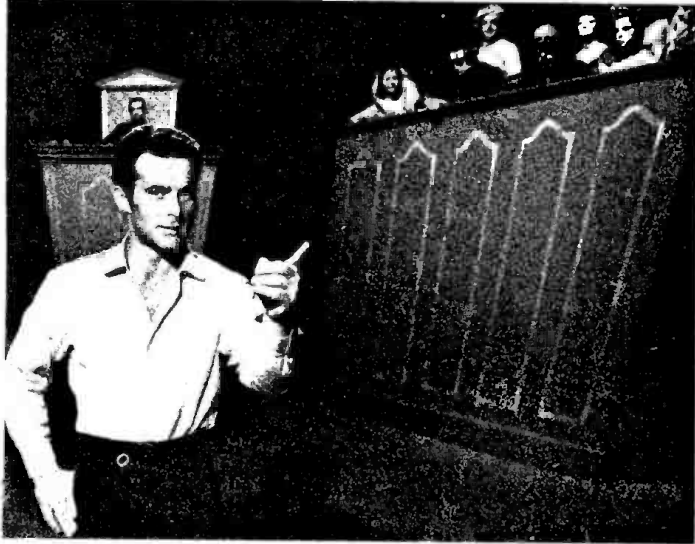
84 stations have discovered the real "Wild Wild West."
27 in the last year! They're getting the audience they want.

Why shouldn't you?

Wild Wild West from Viacom

Source: NSI, Nov. 1972 Report on Syndication Programs. NTI/NAC, Nov.-Dec. 1968.
Audience estimates are subject to qualifications available on request.

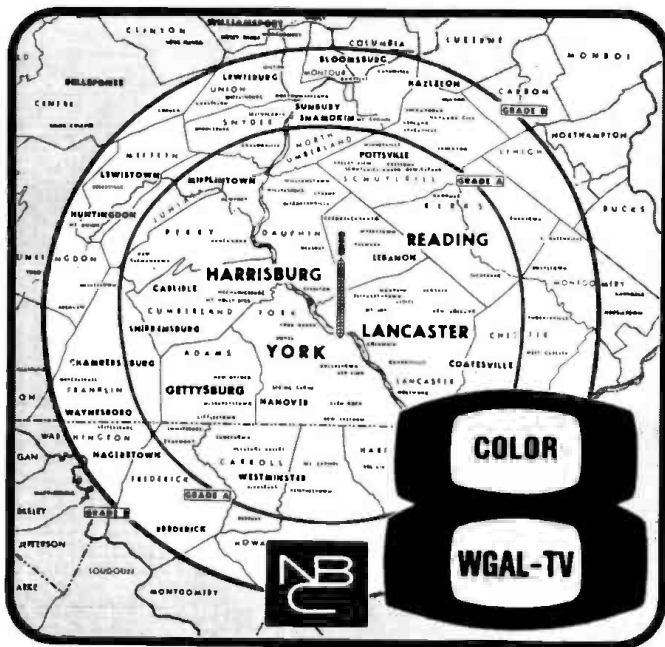




No other quite like it WGAL-TV



The unusual beauty and profusion of Mountain Laurel, Pennsylvania's official flower, attracts many thousands of visitors to the state when it's in full bloom.



No other station in its area provides advertisers with its unique benefits. WGAL-TV has the distinction of providing reach and penetration of the entire market. No other station is quite like it when you want to sell effectively in this great multi-city plus-market Lancaster-Harrisburg-York-Lebanon.

WGAL-TV Channel 8 • Lancaster, Pa.

Representative:
THE MEEKER COMPANY

New York • Chicago • Los Angeles • San Francisco

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I./New Bedford-Fall River, Mass.

Closed Circuit.

Hot time at old FCC

FCC will return soon, perhaps this week, to study of alleged indecency on air. Staff is drafting notice of apparent liability directed at WGLD-FM Oak Park, Ill., as result of at least one exchange on station's sex-talk *Femme Forum*. Other stations may also be involved. FCC, directing staff to prepare notice naming WGLD-FM, left open question of whether notices should be drawn against others.

Meanwhile, staff is continuing investigation of television broadcasts of sexy films. Staffers last week screened theatrical-release versions of "Venus in Furs," "Paranoia," and "The Picture of Dorian Gray," shown on KVVU(TV) Henderson, Nev., and "Cold Day in the Park," aired by KHJ-TV Los Angeles. All carry R ratings from Motion Picture Association of America, although KVVU owner, William H. Herndstadt, had said those his station aired—uncut—were X-rated (BROADCASTING, March 19). KHJ-TV reportedly will tell FCC its version of "Park" was edited.

Two jumps ahead

CBS-TV may soon move reruns of *Dick Van Dyke* and *Medical Center* into new Monday-night time periods those programs are to occupy in fall schedule (see page 24). Network would promote earlier changeover—in late May or early June—in belief viewers would get accustomed sooner to new periods, increasing audience flow. Reruns of *Doris Day*, which is to be replaced by *Van Dyke* at 9:30-10, would be scheduled elsewhere during summer. Other Monday-night change is unaffected by rerun problem: *Bill Cosby Show* (bumped by *Medical Center*) is being dropped before summer.

Networks appear to be holding generally to "second week of September" for start of most new programing. Date mentioned is Sept. 9. But all bets are off if Writers Guild of America strike is prolonged.

Bitter fruit

Teleprompter's certificate-of-compliance applications for more than 50 new cable systems have run into snag at FCC. Cable Television Bureau was recommending grants, but commissioners and other staffers have raised questions. One involves conviction of former president, Irving Kahn, of bribery in connection with Teleprompter franchise in Johnstown, Pa., as well as related case involving Trenton, N.J., officials. Some commissioners, possibly majority, feel Teleprompter should be denied "fruits" of wrongdoing.

Another question is whether unauthorized transfer of control of Teleprompter took place when Jack Kent Cooke's new team of directors took over in January,

replacing Kahn group. Teleprompter, which holds scores of nonbroadcast licenses, had petitioned FCC for ruling on that question, but withdrew petition before getting response. Yet another question has been raised about Teleprompter's alleged failure to comply with common-carrier rule in operation of Montana microwave system.

Inventory

Now that prospects of Chicago lawyer David E. Bradshaw's appointment to FCC have dimmed, new names are surfacing in profusion as end of Nicholas Johnson's term (June 30) approaches. Latest is that of Robert J. Rawson, who retired last year as deputy chief of FCC Broadcast Bureau and is now practicing law. Originally from Boston, he now lives in Maryland.

James Quello, retired manager of WJR-(AM) Detroit, has solid endorsements from Michigan politicians. Barry Zorthian, president of Time-Life Cable, does not deny interest in appointment. Others are Donald C. Keyes, owner of WNYN-AM-FM Canton, Ohio (see "Open Mike," page 17), and Herbert B. Cahan, Westinghouse Broadcasting VP for Baltimore-Washington area. There's also said to be West Coast broadcast engineer, identity undisclosed, in running.

New merchandise

Negotiations for fall buying got started in earnest last week as all three TV networks' 1973-74 prime-time schedules finally hit street. Agency buyers reported late Friday (April 6) that automobile advertisers appeared to be in vanguard of clients vying for preferred positions. Ford was credited by some agency sources, as "first known buyer." It was said to have bought "a bunch of stuff," apparently on all three networks.

Networks are handling their screenings for clients and prospective clients in different ways. CBS tends to bunch two or three pilots into single screenings and invite several agencies to watch together. NBC goes for smaller groups, usually for one show at a time limited to representatives of single agency. ABC's approach is somewhere in between, not so open as CBS's, not quite as controlled as NBC's.

Litigants

If FCC wants to collect \$10,000 fine it imposed on KSHO-TV Las Vegas for alleged clipping of network programs, it will have to turn matter over to Justice Department for collection in court suit. And, officials said, it will. KSHO-TV's attorney has notified commission that station does not believe allegations against it have been proved and that it is prepared to defend that position in court.

Commission maintains that, in clipping crawl at end of some network programs, station violated sponsorship-identification rule. However, station maintains commission has not established that programs involved contained material for which sponsorship identification was required.

Over again

Movie exhibitors are cranking up campaign to curb development of cable-delivered pay television. National Association of Theater Owners is dunning members \$50 each for opening ante. It's also urging members to make personal appeals to Congress and to enlist support of theater patrons. Aim is somehow to keep producers from releasing new movies to pay cable.

It's reminiscent of 1963 "California Crusade for Free TV" that exhibitors drummed up. That campaign succeeded in placing initiative on 1964 state ballot and turning out vote that made pay TV illegal in state. Action was later declared unconstitutional by state supreme court, but not before Subscription Television Inc., wired system that had begun operation in Los Angeles and San Francisco, was put out of business.

Escalator

Amos B. Hostetter Jr., co-founder and executive vice president of Continental Cablevision Inc., Boston, is expected to be elected national chairman of National Cable Television Association at directors meeting this week in Freeport, Grand Bahama Island. Mr. Hostetter, now vice-chairman, would succeed Teleprompter Corp. president, William Bresnan. It's usual for vice chairman to move up to chairman—NCTA's bylaws don't specifically require it, but it generally works that way. At this point there seems to be no substantial opposition to Mr. Hostetter's election.

Packaged television

Cartridge Television Inc. has let Wall Street insiders know it expects to deliver color-cartridge playback unit—manufactured independently of TV receivers—by July. Playback system, designed to retail for \$799 by January 1974, will connect to TV receiver via antenna connection. Company estimates production could be 7,000 units per month by next November.

Significance of introduction of independent playback unit is that CTI no longer will be completely dependent upon outside manufacturers for sales. Currently its equipment is distributed through integrated home-entertainment units of such licensed manufacturers as Sears Roebuck, Montgomery Ward, Teledyne Packard Bell Electronics, Philco-Ford and Admiral.

At Deadline

In Brief

Right background. Teleprompter Corp., New York, has appointed 40-year-old banker Robert C. Todd Jr. to what in essence are newly created positions of chief financial officer, VP-finance and treasurer. Mr. Todd comes from Pittsburgh National Bank, longtime major financing source for cable-TV industry, where he was VP, co-manager of commercial banking division and handled bank's cable-TV portfolio of 25 cable firms of varying sizes. ■ **Taft acquisition.** Boards of Taft Broadcasting Co., Cincinnati, and Cedar Point Inc., Sandusky, Ohio, have approved definitive agreements merging Cedar Point into subsidiary of Taft. Cedar Point operates summer resort and amusement park. Merger is to be submitted for approval of shareholders of both companies in meetings in July. ■ **This makes Sammy run.** NBC-TV has signed Sammy Davis Jr. to long-term exclusive contract, starting with 1973-74 season, under which network will have exclusive use of performer's talent in all major television appearances. He will be frequent guest star on new *NBC Follies* series (Thurs. 10-11 p.m.) and also will appear on other shows, specials and *World Premiere* movies. He also will develop and create new TV properties for network. ■ **Commandment performance.** CBS-TV has acquired American rights to six-hour miniseries starring Burt Lancaster as Moses. It will show series in 1974. Coproduced by RAI Television of Rome and Associated Television Corp. of London, series gets under way in July, with location shooting in Israel and other areas of Middle East. Drama—entitled "The Lawgiver"—will be adapted by Anthony Burgess ("The Clockwork Orange") and Vittorio Bonicelli (the screenplay of "The Garden of the Finzi-Continis"). ■ **Aide to Whitehead.** Walter E. Sutter, formerly consultant to Communications Satellite Corp., appointed assistant director of Office of Telecommunications Policy, Washington. He will assist OTP Director Clay T. Whitehead on policy guidelines and will be responsible for management of several OTP domestic-communications policy programs, with emphasis on common and specialized carriers and mobile communications. ■ **Hello, Ayer.** Lees Carpets, Norristown, Pa., division of Burlington Industries, has appointed N. W. Ayer & Son, Philadelphia, to handle its \$1-million account. Doyle Dane Bernbach has been agency for past 10 years. ■ **September songs.** Sentry Insurance Group, Stevens Point, Wis., will sponsor hour musical variety show starring Lena Horne and Tony Bennett on ABC-TV Thursday, Sept. 6 (9-10 p.m. NYT). Agency is Grey Advertising, New York.

Oklahoma radio-TV fights state restriction on public-utility advertising

Oklahoma broadcasters are mounting legal battle to force repeal of December 1972 ruling by Oklahoma Corporation Commission, placing extensive limitations on advertising by public utilities in that state.

In brief filed with Oklahoma Supreme Court, Oklahoma Broadcasters Association and Oklahoma Telecasters Association jointly claimed that OCC ruling—which bans utility advertising in all media that promotes service, encourages consumers to choose between competing firms, or takes stance on issues pending governmental action—is unconstitutional and violates rights of utilities, advertising media and public itself.

They asserted that ruling, which OCC justified by proclaiming that utilities, in their semimonopoly capacity, should not be permitted to promote their services unchecked by regulating agency, is ambiguous and deprives public of right to be informed of issues pertinent to services it uses on everyday basis.

Eastman Kodak takes wraps off its TV-cassette player

Eastman Kodak Co.'s entry into video-cassette field with super-8 film player that works through standard TV sets and uses cassettes that can also be projected conventionally onto wall screens was officially announced Friday (April 6) at demonstration in New York. Video player due to be marketed late this year at suggested list price of \$1,195, is aimed at business, educational and industrial markets and other "professional communicators." Officials said company has "essentially no plans" to enter consumer market.

Interchangeability of super-8 film cassettes between video player and conventional Kodak movie projectors, officials said, gives Kodak system flexibility unmatched by either present TV-cassette systems, which use video tape, or disk systems highly acclaimed for future. Its recorded program costs were described as "in the same ball park" with those of Sony U-Matic tape system, with tape having slight advantage on those under 20 minutes.

Officials said Kodak was working on development of super-8 sound camera, which would give system sound-and-picture recording as well as playback capability. They would not elaborate.

Player was described as "essentially a tele-cine chain in a breadbox" that measures 8 by 26 by 15 inches, weighs about 35 pounds and plays color or black-and-white, silent or sound super-8 motion

pictures. One player can feed one or many widely dispersed TV sets via cable connections. Features include automatic threading, two-speed operation (standard 24 frames-per-second and also 18 fps), stop-motion, frame-by-frame advance, back-up and automatic rewind. Maximum program time per cassette was put at about 30 minutes. Kodak Supermatic cassettes are available in four sizes and, as demonstrator showed, can be easily opened, loaded and unloaded.

Case of dismissed newsman: Stern firm gets into act

FCC has been asked to take action against KBUN(AM) Bemidji, Minn., on grounds that station allegedly fired former news director and censored news material under pressure of local advertiser.

In pleading filed last week by Stern Community Law firm for Mike Bramble, commission was asked to force KBUN—which discharged Mr. Bramble last July 5 after he aired news story concerning refusal by local supermarket to cooperate with consumer group's investigation of area food prices—to adopt policy against censorship of news material, to rule that Mr. Bramble's dismissal was contrary to public interest, and to take appropriate action against KBUN, including license revocation. Pleading claimed market named in story, which is one of KBUN's major advertisers, exerted pressure for Mr. Bramble's dismissal. It charged station with improper censorship of news and with violation of Mr. Bramble's rights to free speech and due process.

Commission March 2 had advised Mr. Bramble its investigation failed to show that he had been fired for stated reasons; KBUN contended he was dismissed for violation of station policies, leaving office without explanation and refusal to discuss incident with KBUN management. But Stern brief last week charged station explanation was untrue and claimed commission handled matter improperly, in that it had denied Mr. Bramble opportunity to investigate record of case and respond to certain inquiries.

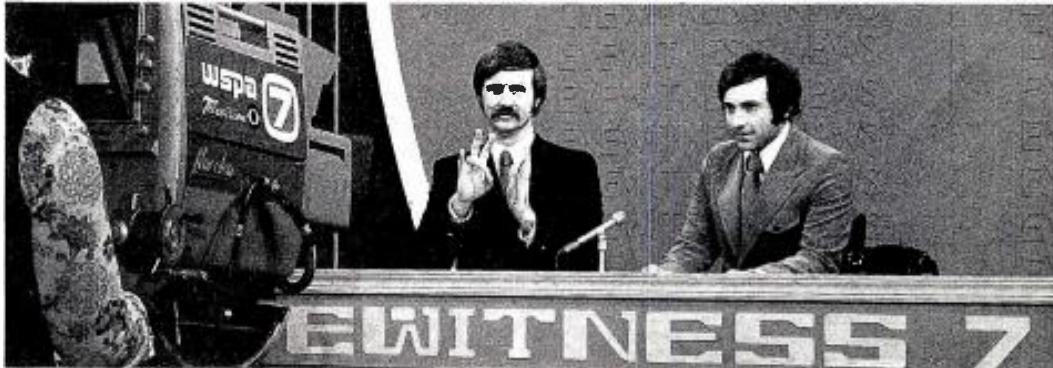
CPI heading for Hartford

Communications Properties Inc., Austin, Tex.-based multiple cable-TV systems owner which already claims 186,000 subscribers in 58 communities, has entered into agreement with New England Industries Inc., certificate holder for cable system in greater Hartford, Conn. area. Agreement calls for CPI to do all of construction, managing and financing and in return have 50% interest in cable system. Further down line, CPI has right and obligation to acquire balance of company. It's more than joint venture because CPI will do all of work and ultimately



Not just community minded

S. C. School for the Deaf and Blind



BUT COMMUNITY INVOLVED

Near Spartanburg is the South Carolina School for the Deaf and Blind. There are 470 deaf students attending this institution, and within the WSPA-TV viewing area there are an estimated 5,000 people whose only means of communication is the sign language.

WSPA-TV News serves these people daily with a Three Dimensional News Program in Sight, Sound and Sign. Shown above is this broadcast with the WSPA-TV Newscaster George Walker and Charles McKinney from the South Carolina Vocational Rehabilitation Center at the State School.

Just another example of how WSPA-TV strives to render the maximum in Public Service.

wspa
TV7 • AM95 • FM98.9



Affiliate

SERVING THE GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

CBS Affiliate National Representative: H-R Television

Owned and operated by Spartan Radiocasting Co., Walter J. Brown, President

could wind up with all of ownership. Cost of system is projected at \$9 million. Communities covered would be Hartford, East Hartford, West Hartford, Bloomfield, Simsbury and Windsor with estimated 100,000 homes. CPI's wholly owned subsidiary, Telesystems Corp., Elkins Park, Pa., has franchise and is building now in nearby Meriden. CPI agreement with New England Industries is subject to approval by Connecticut Public Utility Commission.

FCC's quick fielding keeps White Sox baseball on Indiana cable systems

Cable television subscribers in Indiana and Illinois were assured of continued viewing of Chicago White Sox baseball games as result of FCC action last week.

Commission gave 10 Indiana cable systems, one in Gibson City, Ill., and microwave common carrier that serves them temporary authorization to carry signals of WSNS-TV Chicago instead of those of WFLD-TV Chicago. Action enabled them to continue presenting White Sox games when they switched from WFLD-TV (originator last season) to WSNS-TV on April 6.

Temporary authorization is conditioned on filing by parties of applications for full carriage of WSNS-TV within 60 days. Except for baseball games, carrier and cable systems will continue to carry WFLD-TV signals. None of the systems is now authorized to carry WSNS-TV.

Commission said certificate of compliance would normally be required for operation it was authorizing and said it expects all cable systems in the future to "take appropriate steps in orderly fashion" to protect interests of their subscribers. Commission said it did not want disrupt established viewing pattern and penalize subscribing public for "inappropriate or laggard action by those serving it."

Systems had said they were considering applying for certificate of compliance to carry all signals of WSNS-TV but could not obtain certificate before start of baseball season on April 6. Microwave system, Video Service Co., said it would not have capacity to feed customers White Sox games this season unless it substituted WSNS-TV for WFLD-TV.

Commission action overrode objections of WSNS-TV and three other stations—WISH-TV Indianapolis, WANE-TV Fort Wayne, Ind., and WRTV-TV Indianapolis. They said cable systems should not be permitted to carry White Sox games without grant of certificate of compliance authorizing carriage of all WSNS-TV programs.

NCTA to discuss sex fare

Obscenity issue, as it pertains to cable television, is to be major issue under discussion at this week's board of directors meeting of National Cable Television Association (April 9-11). NCTA board is concerned and is expected to talk about adult sex fare, if not outright pornogra-

phy, that has crept into pay cable and public-access channels of late. It's not known yet, however, whether any specific action will be taken.

Other major item at three-day meeting, at Lucayan Beach hotel, Freeport, Grand Bahama Island, is election of four NCTA national officers: chairman, vice-chairman, secretary and treasurer. Entire 25-member board has vote.

Other business to be taken up includes: dues reduction proposal for small cable operators, budget hearing, state-regulation report, staff recommendations for national campaign against municipal ownership, convention report.

Some bylaw amendments also may be handled.

Four more firms come to terms with WGA

Writers Guild of America, West, whose members have been striking major motion-picture and TV producers since March 6, claimed partial victory of sorts last week in announcing signing of four more producers, two of them members of Association of Motion Picture and Television Producers, group representing majors in negotiations with union.

WGA spokesman noted that union now has agreements with 24 producers who turn out more than 25% of series running in network prime time. Latest sign-

Blair tried it and liked it. Spot-TV campaign by Blair Television division of John Blair & Co., currently running in five major markets, will soon break in two others and will be in total of 11 before it's over. Veteran station rep is using ID's to promote value of commercial TV to general public and Blair's role in it to advertisers and agencies. It'll run in all markets where Blair has offices, plus Washington (where it broke during National Association of Broadcasters convention). Campaign is now on two stations each in Washington, New York, Detroit, Chicago, and Los Angeles, using up to nine spots per market per week in three-week flight that started March 26. It'll break shortly in Philadelphia and San Francisco, later in Atlanta, Boston, Dallas and St. Louis. Results thus far, according to Blair sources, "have been really remarkable."

ings were with Tandem Productions (*All in the Family* and *Maude*) and Tandem subsidiary, Norbud Productions (*Sanford & Son*). WGA negotiations with networks on live/tape contract continues.

ACLU appeals FCC turndown

American Civil Liberties Union, which has been unsuccessful in its effort to persuade FCC to treat cable television as common carrier, has gone to court in effort to achieve that end.

Spokesman said that is purpose behind petition ACLU filed with U.S. Court of Appeals in Washington, seeking review of commission orders denying petitions for reconsideration of new cable rules and of rules barring television-cable television crossownership.

ACLU hopes to establish that there is statutory and constitutional requirement that cable be regulated as common carrier, spokesman said.

FM plans to wag its AM

James J. Gabbert, active FM advocate and owner of KIOI(FM) San Francisco, is buying daytimer KSAY(AM) that city for \$2.5 million. KSAY is owned principally by radio engineer Grant Wrathall; it operates on 1010 khz with 10 kw daytime only and specializes in country-and-western music. KIOI is on 101.3 mhz with 125 kw and programs contemporary music. Mr. Gabbert says he plans to offer AM as bonus with his FM operation.

Gray aide back to FCC

President Nixon's withdrawal of nomination of L. Patrick Gray as director of Federal Bureau of Investigation will have implications for FCC. Charles Lichtenstein, special assistant to Chairman Dean Burch who has been on detached service to Mr. Gray for past several weeks, now expects to return to his FCC post. Mr. Lichtenstein was to have been named special assistant to Mr. Gray if Senate had confirmed Mr. Gray.

Headliners



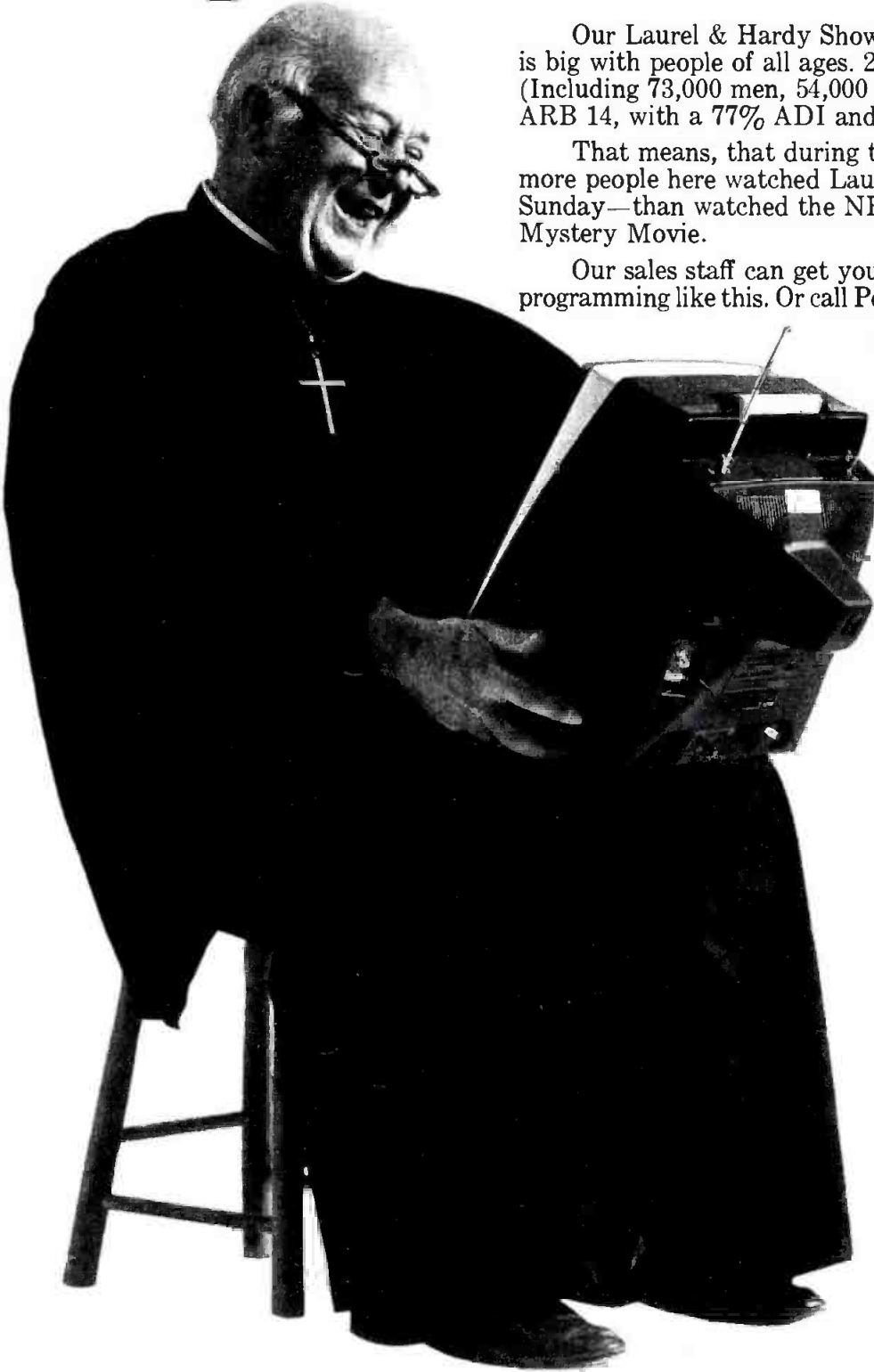
Mr. Chaseman

Mr. Collier

Joel Chaseman, senior VP, programming and production, Group W Radio and Television Stations, appointed president of Group W Television Stations Group. He succeeds Chet Collier, who becomes board chairman of Group W Productions Inc., New York. Mr. Chaseman has been with Group W since 1957 in production and station executive posts. Mr. Collier has been with Group W since 1952 and had held numerous program executive positions before he was named president of television station group in 1970.

Charles Renwick, general manager of Storer's WJW(AM) Cleveland and former national program director for Storer Radio, named general manager of WHN(AM) New York, also Storer. He replaces John V. B. Sullivan, who was named to national sales position with Storer in New York. Mr. Renwick has been on leave from WJW since first of year to oversee WHN's format switch from MOR to country. His new appointment was effective last Thursday (April 5).

A Sunday morning show with prime-time ratings?



Our Laurel & Hardy Show (10-11 am, Sun) is big with people of all ages. 254,000 of them. (Including 73,000 men, 54,000 women.) Earning an ARB 14, with a 77% ADI and 78% Metro share.*

That means, that during this survey period, more people here watched Laurel & Hardy on Sunday—than watched the NBC Wednesday Mystery Movie.

Our sales staff can get you in on miracle-working programming like this. Or call Peters, Griffin, Woodward.

Our only problem is, our story sounds too good to be true.

4 WCCO
TV
Minneapolis Saint Paul

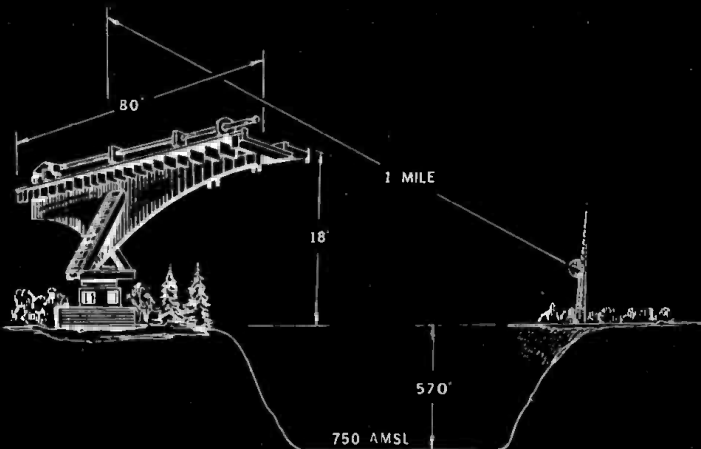
*May 72 ARB Audience ratings are estimates only, and subject to the limitations thereof.

THE WORLD'S FINEST



Antenna

TEST SITE



CCA RF Industries offers you a one mile long test site with an 80 foot long rotatable platform for evaluating VHF and UHF TV antennas.

You are assured that the CCA TV antennas will provide you coverage where it is desired.

You are cordially invited to visit this site.

CCA RF INDUSTRIES, INC.

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716 JERSEY AVENUE, GLOUCESTER CITY, N. J. 08030

Datebook®

■ Indicates new or revised listing.

This week

■ **April 6-11**—International Television Program Market, "MIP-TV 73." Palais des Festivals et des Congrès, Cannes, France.

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

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

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

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

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

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

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

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

■ **April 12-13**—Symposium on First Amendment problems being coordinated through office of Senator Harold Hughes (D-Iowa). Room S-207, Capitol, Washington (see page 44).

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

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

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

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

April 13—Luncheon, Federal Communications Bar Association with Howard K. Smith, ABC News, guest speaker. Army-Navy club, Washington.

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

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

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

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

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

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

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

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

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

Also in April

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

April 16—Extended date for filing reply comments

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Major meeting dates in 1973

May 12-18—Annual convention, *American Advertising Federation*, Fairmont-Roosevelt hotel, New Orleans.

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

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

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

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

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

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

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

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

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

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

on FCC jurisdiction over public broadcasting under Section 396(g)(1)(A) of Communications Act.

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

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

April 17—April luncheon meeting, *Communications Society of Institute of Electrical and Electronics Engineers* with Donald M. Jansky, staff member of Office of Telecommunications Policy, as guest speaker. Blackie's House of Beef, Washington.

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

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

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

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

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

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

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

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

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

April 26-27—Conference, *Sigma Delta Chi* region 2. Senator Sam Ervin (D-N.C.) among speakers. University of Maryland, College Park.

April 28-May 3—13th International Golden Rose of Montreux contest, sponsored by *European Broadcasting Union* and *Swiss Broadcasting Corp.* Awards offered for television light entertainment programs. Montreux, Switzerland.

April 27—Annual seminar on radio broadcasting and community leadership, sponsored Los Angeles member radio stations of *Southern California Broadcasters Association*. FCC Commissioner Charlotte Reid will be featured speaker. California Institute of Technology, Pasadena, Calif.

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

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

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

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

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

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

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

May

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

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

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

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

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

May 4-5—Conference, Sigma Delta Chi Regions 6 and 7, Omaha.

May 4-6—Spring convention, Michigan News Broadcasters Association. Hospitality motor inn, Grand Rapids, Mich.

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

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

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

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

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

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

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

■ May 8-10—"Retailer-of-the-year" silver anniversary awards conference, sponsored by Brand Names Foundation. Featured banquet speaker: Chet Huntley. Waldorf Astoria hotel, New York.

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

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

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

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

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

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

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

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

May 12—Radio Television News Directors Association regional seminar. University of Georgia campus, Athens.

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

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

Open Mike®

REFLECTIONS

An endorsement of Don Keyes

EDITOR: Your magazine reports the candidacy of Donald C. Keyes for a seat on the FCC. Don's application came as a surprise to me, since I had assumed he wished to expand his position in ownership. That he would instead offer himself to public service came as a happy shock.

His performance as the licensee of WNYN-AM-FM Canton, Ohio, is a matter of public record. He is a brilliant radio man in the practical ends of the radio field—programming, management and sales, particularly programming. He is industrious, inventive and ingenious. I have personally seen him work meticulously upon and fill in license-application forms. I have known him for many years as an intractable, rugged, political independent conservative. If there ever was a broadcaster's broadcaster, Don Keyes is the man.

Without cynicism, I would predict that he would not be nominated. It would be too logical to nominate a nearly perfect, experienced broadcaster. I was always amazed when Robert Wells got the job. Surely it couldn't happen twice. Nonetheless, broadcasters should labor, call and write for his nomination if they wish to put their effort where their mouth has been.—Gordon B. McLendon, McLendon Stations, Dallas.

The Trammell legacy

EDITOR: Niles Trammell's passing was sudden but not altogether unexpected. A massive heart involvement was more than he could cope with. Julian Goodman came down for the funeral, as did Syd Eiges and Don Mercer and others from NBC. And so did Bill Paley and Frank Stanton, on his last day with CBS.

Niles did indeed have a good life until these past few years. He leaves an enduring mark on the industry and on those of us who were associated with him.—I. E. (Chick) Showerman, Miami.

One man's opinion

EDITOR: Your [NAB] convention coverage was superb. The completeness and accuracy under deadline pressure was a top-drawer performance. I was glad to find out what had actually happened.—James H. Hulbert, executive vice president for public relations, National Association of Broadcasters, Washington.

Another man's opinion

EDITOR: After reading BROADCASTING'S April 12 report of the OSHA [Occupational Safety and Health Act] at the National Association of Broadcasters convention workshop, I [must] correct and clarify several statements attributed to me as moderator. First, I made no admission that the NAB has done a "horrendous job" of informing its membership

As we start our 11th year in business, it's difficult not to reflect on a lot of things. We have many new competitors in our field. When we started we were alone and the concept of studying anything but a rating book was new. The idea that you could find out *why* the ratings come out the way they do was startling. It was a hard sale then, but now our success has inspired many others to try their hand at it. They each go at it in their own way. By now, occasionally as many as three stations in a given market are all doing studies at the same time. Still nobody approaches the problem in quite the same way we do and very few with the same rewarding results.

News has expanded and become a key to station imagery and ratings. Almost every move to improve a newscast that looks good and can be copied, is on the air on competitive stations in the same market in a few days and in other markets in a few weeks. The real key to success, however, is still to knowing *why* you're doing what you're doing and not relying on being only a mirror of your competitor.

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regarding OSHA because that simply is not true. My "horrendous job" utterance referred to the task of preparing an OSHA checklist for broadcasters, a matter of some interest to broadcasters, including those in attendance at the workshop.

This leads me to another statement attributed to me: That "we haven't been pressured enough." This admittedly was an unfortunate and misleading choice of words. More descriptive would have been such indicators as "interest," "groundswell" or even "consensus."

Finally, I would like to clarify several confusing statements about what OSHA regulations apply to whom. The act and its safety standards apply to all employers, including broadcasters. However, those employers with less than eight employees are exempt from the annual recordkeeping requirements of the act—but nothing else.—*Ron W. Irion, director of broadcast management, National Association of Broadcasters, Washington.*

Extra credits for Dr. Niven

EDITOR: Thank you for profiling Hal Niven (BROADCASTING, March 26). But there is a significant fact about Hal you omitted: In addition to his many and various duties as vice president of the National Association of Broadcasters, he is executive secretary for the Association for Professional Broadcasting Education. As such, he is a prime mover in the APBE and the liaison between that organization and the NAB. APBE (which has just changed its name to Association of Broadcast Educators) just concluded its 19th annual convention in Washington March 24-25 and it was Hal who did all the coordinating work, determined that the appropriate facilities were provided and the responsible chairmen did their work.—*Dr. C. A. Kellner, Marshall University, Huntington, W. Va.*

'Why walk in dirt?'

EDITOR: It is truly invigorating to notice many of my fellow broadcasters and a healthy share of John Q Public are becoming concerned enough [about sex shows on radio-TV] to pressure the FCC into action.

It amazes me to see what levels some broadcasters will stoop to maintain their position in the big numbers game. Admittedly, I have never had to fight it in a major market, but when I do I would like to think I would rely on a 12-year background of solid broadcasting experience and a respectful approach to the medium that has done so much good for so many.

A highly respected broadcaster many years ago told me: "Anyone can resort to dirty or suggestive jokes or conversation and stimulate laughs or a sick interest. However, to create this same level of interest without the dirt tactics takes a truly dedicated professional." The great majority of my peers generally adhere to this belief and it is the right road to follow. If the floor is dirty, let's clean it up. Why walk in it just because someone else did?—*Arthur E. Mann, program director, KOKX(AM) Keokuk, Iowa.*

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Monday Memo

A broadcast advertising commentary by Joseph Brouillard, VP, J. Walter Thompson, New York

Television: the workhorse for corporate advertisers

J. Walter Thompson is the first to admit that television is not right for every company, and it certainly isn't the perfect medium to the point of excluding print, radio, public relations, etc. But for the company that wants to pack a wallop and do it fast, television is a workhorse that can carry a heavy advertising load. And, to mix the metaphor even further, it affords an excellent advertising umbrella if the campaign includes support advertising and publicity in other media to reinforce the TV's impact.

No one has to defend television as a great medium for consumer products. But corporate advertising presents quite a few problems not encountered in product advertising. For one thing, it is just a part—although often the most important part—of the total corporate communications program that we custom-design for each company to reach its priority targets, utilizing a wide variety of communications methods, from advertising to executive speeches.

Specifically, the purpose of our corporate communications program is to structure all corporate messages to the selected target publics so that they best express the company's identity, reputation and rationale.

There is a circular relationship between the corporate reputation and the communications program. The reputation is a measure of corporate achievements. It also can be put to work through a communications program, much like other company assets, to further these goals and achievements.

Our Corporate Communications Group at J. Walter Thompson develops the program with a step-by-step procedure that involves getting to know the client and understanding as completely as possible the company's goals, policies, problems and plans. After intensive interviewing and evaluation, we begin to line up the communications objectives of the corporation, narrow down the target it wants to reach, and work out the communications strategy in a positioning statement.

At this point we go on to the real action. Let's say that we have determined with the client that advertising will be the chief method of communicating. We now start some creative exploration, and we begin reviewing the media options—what mix and proportion of media will do the best job.

Before we suggest that television carry the advertising load, we evaluate how hard it will work for the corporation dollar by testing the situation closely against seven or more criteria. If it meets most of them, we recommend TV; if only one or two, we work out a different format.

Briefly, the test criteria fall into three essential prerequisites, and three or four benefit-goals. It must be agreed imme-



Joseph Brouillard joined J. Walter Thompson Co. in 1965 in his present capacity as vice president and director of the Corporate Communications Group in New York. Prior to that, he held marketing positions with Interpublic, Lippincott & Margulies and at RCA.

diately that (1) advertising will play the dominant role in the corporate communications program, and (2) it should reach a broad spectrum of the corporation's publics in significantly high numbers. Television is well suited to do this if it is (3) within the client's spending power and needs.

The client's ability to afford television is most important. This may sound obvious, but don't let it fool you. Television will take up a substantial part, if not the major part of the funds budgeted for corporate advertising. Further, if television is to be really successful as the primary medium, we strongly recommend that funds also be allocated for merchandising the sponsored TV programs, for concurrent print advertising and for special communications activities like public relations, films or exhibits. Bluntly, there is little or no reason to use television as the umbrella-vehicle for corporate communications if there is nothing under the umbrella.

Time is an important factor in determining affordability. It takes a minimum of 12 to 18 months of corporate exposure on television just to begin to change opinions and attitudes. And it takes a minimum of \$1 million of network prime time in a year just to get into TV alone (without support advertising and other communications). Moreover you can't stop what you've started without wasting the initial effort. To achieve the cumulative, persistent effect needed to build outstanding company identity and stature means a serious television commitment by a corporation for the long term. By long term I really mean indefinite.

The benefit-goals I mentioned can be the payoff in estimating the usefulness and dollar value of corporate advertising on television: social responsibility, instant celebrity, the implications of using a medium that provides excitement, uniqueness and modernness.

I cannot overstate the importance of

social responsibility. Stating that it might well determine business survival is not too strong a claim in our continuing climate of consumerist criticism and political pressure. But there is also a present-day, practical reason. At this moment, for the kinds of corporate clients we have, and their communications needs and goals, we find that socially responsible programs offer the most for the money. They give us the people we want to reach. They give us the merchandising opportunities. And they can help increase that all-important affordability.

Socially responsible programs also provide an appropriate showcase for corporate advertising. A corporate commercial in the middle of *Bridget Loves Bernie*, for instance, might deliver a large audience, but it is the wrong audience and the wrong setting.

Television can create instant celebrity for a corporation by getting high public awareness for the company and doing it quickly. The use of television itself says something special about the company's status, size and importance. And for the company that already enjoys a high awareness quotient, television works to keep the attention and visibility high.

Television provides an up-to-date sort of excitement which many corporations want in order to stand out among competitors. The medium itself combines the dazzle and depth of graphics, color, sound, motion and emotion that no other medium can do alone.

The final, very telling plus for television in this day of sensory overload is that corporate messages are still relatively infrequent on TV. We believe that they, therefore, get more attention and retention as they compete for a share of the public mind. Use is increasing. But, according to Leading National Advertisers, corporate spending in 1971 on network television was still only \$50 million compared to the \$64.7 million in national consumer magazines.

J. Walter Thompson's Corporate Communications Group has developed a presentation to explain and demonstrate the pros and cons of television for clients' respective situations. Recently I presented it to a highly critical and knowledgeable audience of sales and marketing people at Time Inc. Now I don't want to admit immodestly to a standing ovation, nor have I heard that Time salesmen have been defecting by the dozens across the street to NBC or up the avenue to CBS. But I know I was able to put corporate television advertising into the larger perspective of total corporate communications for them. I like to think I twanged a nerve or two by demonstrating that television, when used properly, is a valid and value-delivering workhorse for corporate advertisers. Anyway, they know we may recommend television advertising in conjunction with print, but never television without print.



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WHERE ANGELS GO... TROUBLE FOLLOWS
Rosalind Russell, Stella Stevens,
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MACHINE GUN MCCAIN
John Cassavetes, Peter Falk,
Britt Ekland



THE LADY IN THE CAR
Samantha Eggar, Oliver Reed



ENTER LAUGHING
Jose Ferrer, Shelley Winters,
Elaine May



THE LAST REBEL
Joe Namath, Jack Elam



THE DESPERADOS
Vince Edwards, Jack Palance,
Sylvia Syms



CALL HER MOM
Connie Stevens, Van Johnson,
Charles Nelson Reilly



GIDGET GROWS UP
Karen Valentine, Edward Mulhare

ures. Count 'em, 30

Screen Gems ⚡



MAROONED
Gregory Peck, Richard Crenna,
David Janssen



GETTING STRAIGHT
Elliott Gould, Candice Bergen



THE ANDERSON TAPES
Sean Connery, Dyan Cannon,
Martin Balsam



SEE NO EVIL
Mia Farrow



THE GO-BETWEEN
Julie Christie, Alan Bates



IN COLD BLOOD
Robert Blake, Scott Wilson,
John Forsythe



**INVESTIGATION OF A CITIZEN
ABOVE SUSPICION**
Gian Maria Volonte, Florinda Bolkan



WATERMELON MAN
Godfrey Cambridge, Estelle Parsons



THE SWIMMER
Burt Lancaster, Janice Rule



THEY RAN FOR THEIR LIVES
John Payne, John Carradine



DR. FAUSTUS
Richard Burton, Elizabeth Taylor



RUN WILD, RUN FREE
John Mills, Sylvia Syms,
Mark Lester



BE MY GUEST
David Hemmings, Andrea Monet



THE LIBERATION OF L.B. JONES
Lee J. Cobb, Lola Falana,
Barbara Hershey



THE SILENCERS
Dean Martin, Stella Stevens

Broadcasting **Apr 9**

Vol. 84 No. 15

New season: shorter-form crime shows and comedies

Networks schedule head to head; ABC remakes Saturday, NBC Tuesday; Among casualties: 'Laugh-in,' 'NBC Reports,' 'Julie Andrews'

Comedy and drama series—some 15 new hours' worth—are the new vehicles called up almost exclusively by the TV networks to help carry them to ratings success next season.

The beginnings of a new-show trend to drama, chiefly of the crime and courtroom variety, and to situation comedies were apparent in CBS-TV's new schedule, first to be announced (BROADCASTING, April 2), and the trend built solidly last week as NBC-TV and finally ABC-TV disclosed their own line-ups for 1973-74.

ABC's schedule, announced late Thursday (April 5), drops six programs totaling four and a half-hours and replaces them with five: two half-hour comedies, two one-hour crime dramas, and a 90-minute suspense-science fiction rotation.

Saturday night is being completely rebuilt; everything there now is being dropped. *Partridge Family* moves from Friday night to open Saturday evening at 8-8:30. ABC *Suspense Movie*, a new entry, follows at 8:30-10 (to be alternated every fourth week with *Cyborg*,

about a super-man created by science), and the new *Griff*, with Lorne Greene of *Bonanza* fame in the role of a retired police officer running a private detective agency, is set for 10-11.

The only change on Sunday is that ABC will join CBS and NBC in opening the night at 7:30, with *FBI* and the Sunday-night movie both moving up a half hour.

Monday is unchanged from a year ago, with *NFL Football* again starting at 9, following *The Rookies*. The only change on Tuesday is that *Temperatures Rising* will get a new star: Paul Lynde, whose Wednesday-night *Paul Lynde Show* is being dropped, replaces James Whitmore.

Bob & Carol & Ted & Alice, a new comedy based on the movie but without the wife-swapping, is Wednesday's only change, opening the evening at 8-8:30. Thursday also gets a new opener, *Toma*, a one-hour crime-fiction drama based on the life of a Newark, N.J., detective.

Friday night also gets a new series, *Mr. and Ms.*, a half-hour comedy based on the Katharine Hepburn-Spencer Tracy movie, "Adams Rib." It goes in at 9:30-10 while *Odd Couple*, now in that spot, moves to 8:30-9 the same night, in the period vacated by *Partridge Family*.

ABC shows being dropped are *Julie Andrews Hour* (though ABC said Miss Andrews would appear in specials totaling six hours during the season), *Mod Squad*, *Here We Go Again*, *A Touch of Grace*, *The Men* and *The Paul Lynde Show*.

At NBC, aside from the drama-comedy trend, the new schedule reflects some cutback in the longer-form programming NBC has used extensively in the past. Of seven NBC programs being dropped,

totaling seven-and-a-half hours, only one (*Escape*) is in the 30-minute format and it has been only an occasional presentation. Filling the gaps will be four new half-hour comedies, four new one-hour dramas, a new musical-variety hour and, again, a half-hour extension of *Sunday Mystery Movie* to two hours.

In addition to its new programs, NBC announced that two returning shows would have new titles, new formats and new time periods: The *Dean Martin Show* will move from Thursday to Friday at 10-11 NYT, drop its regular supporting cast, present comics and musical performers as guests and be called the *Dean Martin Comedy Hour*. *The Little People* will move from 8:30-9 to 9:30-10 on Fridays, revise some of its plots and be known as the *Brian Keith Show*.

The new NBC schedule discontinues the *NBC Reports* hour at 10 on Tuesdays, but officials said more than 30 news and public-affairs specials would be offered on a pre-emptive basis in prime time. They will represent an increase over the present season.

The schedule gives NBC one night that is all-new (Tuesday) and two that are unchanged (Saturday and Sunday).

Two new comedies lead into *Monday Night at the Movies: Lotsa Luck*, starring Dom DeLuise in an adaptation of the British hit, *On the Buses*, and *Diana*, starring Diana Rigg, at 8-8:30 and 8:30-9 respectively.

The all-new Tuesday line-up is made up of three one-hour dramas: *Chase*, a Jack Webb undercover-police series starring Mitchell Ryan (8 p.m.); *The Magician*, with Bill Bixby as a professional magician of the Robin Hood school (9-

Monday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00			Lotsa Luck
8:30	Rookies	Gunsmoke	Diana
9:00		Here's Lucy	
9:30		New Dick Van Dyke	NBC Monday Night at the Movies
10:00	NFL Monday Night Football		
10:30		Medical Center	

Tuesday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Temperatures Rising	Maude	
8:30			Chase
9:00	Tuesday Movie of the Week	Hawaii Five-O	
9:30			The Magician
10:00		New CBS Tuesday Night Movies/Hawkins/Shaft	
10:30	Marcus Welby, M.D.		Police Story

Wednesday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Bob & Carol & Ted & Alice		Adam-12
8:30		Sonny & Cher	
9:00	Wednesday Movie of the Week		NBC Wednesday, Mystery Movie
9:30		Cannon	
10:00			
10:30	Owen Marshall: Counsellor At Law	Cojack	Love Story

10) and *Police Story*, an anthology drawn from police-department files (10-11).

Wednesday's new element is *Love Story*, which takes its title and theme music from the hit movie of the same name and will present both dramatic and humorous contemporary love stories featuring major guest stars (10-11).

NBC Follies, combining musical production numbers and comedy sketches and featuring name performers, will be the new Thursday entry, at 10-11.

Friday has two new shows, both 30-minute comedies: *The Girl with Something Extra* (whose something extra is extra-sensory perception), starring Sally Field and John Davidson (8:30-9), and *Needles and Pins*, starring Norman Fell as a dress manufacturer with Louis Nye for a brother-in-law and partner (9-9:30).

Programs being dropped by NBC are *Laugh-In*, *Tuesday Night Movie* (a mid-season introduction), *NBC Reports* (which has alternated with the *America* series), *Search*, *Circle of Fear*, *Bobby Darin Amusement Company* and *Escape*, which has been presented Sundays at 10-10:30 when *Sunday Mystery Movie* went only to 10.

CBS's new dramas are *The New Adventures of Perry Mason* on Sundays at 7:30-8:30; *Hawkins*, starring James Stewart as a Clarence Darrow-style country lawyer, and *Shaft*, developed from the motion-picture hit, both of which will alternate irregularly with made-for-TV movies on Tuesdays at 9:30-11, and *Cojack*, starring Telly Savalas as a police officer, which goes into the 10-11 spot Wednesdays. New comedies are *Calucci's Department*, with James Coco, and *Roll Out*, with Stu Gilliam and Hilly Hicks, which will go into the Friday schedule at 8 and 8:30 respectively.

Four returning CBS shows are being rescheduled: *New Dick Van Dyke Show* from Sunday to 9:30-10 Monday; *Medical Center* from Wednesday to 10-11 Monday; *Cannon* from Wednesday at 10-11 to Wednesday at 9-10, and *M*A*S*H* from Sunday to 8:30-9 Saturday. Being dropped are *Mission: Impossible*, *Bridget Loves Bernie*, *Doris Day Show* and *Bill Cosby Show*.

Thursday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00			
8:30	Toma	The Waltons	Flip Wilson
9:00			
9:30	Kung Fu		Ironside
10:00		CBS Thursday Night Movies	
10:30	Streets of San Francisco		NBC Follies

The strategy behind those new schedules

ABC, CBS, NBC programers explain why some old shows were dumped or moved, and new ones selected

There's method in the madness of television's network programers. As told to BROADCASTING last week, this is it for the 1973-74 season:

The key to ABC's scheduling for next season, not unlike CBS's, was Saturday night. But there the similarity ended. CBS this season has been strong on Saturday, ABC has found the night a problem.

As Martin Starger, president, ABC Entertainment, explained the strategy: ABC for seasons past had "no traction" on Saturday night, but decided that in the 1973-74 season it would utilize a proved show, *The Partridge Family*, by taking it out of its Friday 8:30 slot and having it open Saturday against CBS's powerhouse *All in the Family* and NBC's *Emergency!*

From there on in, ABC will keep up the pressure. At 8:30, a 90-minute *Suspense Movie* (with *Cyborg* inserted every fourth week) will be launched to build audience and as a lead-in for the new Lorne Greene drama, *Griff*, at 10-11.

Said Mr. Starger: "the over-all schedule represents relatively few changes or shifts. We sought a solidity. But we concentrated on reprogramming Saturday with important, expensive programing. We intend to compete at a high level." ABC, he said, is also "bolstering other nights that are already working for us."

Thus, Tuesday, already a top-rated night for ABC, is to get Paul Lynde in a role in *Temperature's Rising* in the hope of building the show further as the lead-in to *Movie of the Week* and *Marcus Welby*. Wednesday, a problem night in the 1971-72 season but partially restored this season, is to be injected with a 30-minute contemporary comedy, *Bob & Carol & Ted & Alice*, as its opener. Thursday, also in need of a stronger lead-in to *Kung Fu* and *Streets of San Francisco*, which were improvements that resulted from changes in strategy made at

midesason, is to be programed with a new show, *Toma*, a detective series, at 8-9, in place of *Mod Squad*.

Mr. Starger said ABC's strategy Friday retains the strong comedy block but adds one new comedy show. *Brady Bunch* leads off, *Odd Couple* is up next, then *Room 222* and the new *Mr. & Ms.* (TV version of "Adam's Rib"). *Love, American Style* finishes off the evening. On Sunday, ABC will start on a competitive footing with CBS and NBC at 7:30—the regular movies will start at 8:30 and the movie "specials" at 7:30, rather than running late past 11.

While all of ABC's new shows should do well and hopefully make the hit category, Mr. Starger said, he holds in essential regard *Mr. & Ms.* among the half-hours and *Toma* among the hours.

CBS was pictured by Fred Silverman, vice president-programer, as in the enviable but challenging position of seeking ways to strengthen "an already strong schedule."

The first order of business, he said, was

Sunday

	ABC	CBS	NBC
7:30			
8:00	FBI	New Adventures of Perry Mason	Disney
8:30			
9:00		Mannix	
9:30	Sunday Night Movie		NBC Sunday Mystery Movie
10:00		Barnaby Jones	
10:30	Local	Local	Local

Friday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Brady Bunch	Calucci's Dept.	Sanford and Son
8:30	Odd Couple	Roll Out!	Girl with Something Extra
9:00	Room 222		Needles and Pins
9:30	Mr. and Ms.		Brian Keith
10:00		CBS Friday Night Movies	
10:30	Love American Style		Dean Martin Comedy Hour

Saturday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Partridge Family	All in The Family	
8:30		M*A*S*H	Emergency!
9:00		Mary Tyler Moore	
9:30	ABC Suspense Movie/Cyborg	Bob Newhart	NBC Saturday Night at the Movies
10:00			
10:30	Griff	Carol Burnett	

to "protect the Saturday night line-up" and CBS's high-rated *All in the Family* and *Mary Tyler Moore Show* combination. Between those shows, he said, *Bridget Loves Bernie*, though able to ride on the *Family* numbers, was incapable of building its own share points. *Moore*, on its own, attracted large audiences, and *Bridget* fell into a rating valley. The *Bridget* comedy, in its first outing this season, ran into difficulty—despite the formidable *Family* lead-in—by failing to outpoint the second half of *Emergency*, which was slotted opposite it on NBC.

The show selected to do the Saturday night job was *M*A*S*H*, which, with *Dick Van Dyke*, was being moved from Sunday in the belief both could do better in other periods. *Van Dyke* was already destined for a Monday-night spot at 9:30-10 to make use of its compatibility with *Lucy* and a history of Dick Van Dyke's "middle evening" strength. The *M*A*S*H* comedy series was assigned two jobs: to blunt the effect of *Emergency!* at NBC and counterpoint an anticipated ABC strategy of starting a 90-minute crime anthology at 8:30 on Saturday.

Once Saturday was in, other pieces in the schedule were assembled.

On Monday, *Doris Day*, considered at the end of its network series life, and *Bill Cosby* ("just not strong enough") were dropped, *Van Dyke* inserted and *Medical Center* moved from Wednesday to a Monday, 10-11 slot, where among other things, it has been assigned to counter ABC's Monday-night football by capitalizing on its appeal to women viewers.

With the comedies withdrawn from Sunday, 7:30-8:30, CBS then had to look to fill that hour. It chose the dramatic form, a new *Perry Mason* series (the syndicated *Mason* has done well in early time periods on the independents) in the knowledge that in the past, adult shows on early Sunday nights attracted large audiences. (*FBI*, it was pointed out, for years has been successful at 8-9 on Sundays for ABC).

The hole on Wednesday—left by *Medical Center*—was then filled by *Cannon* and *Cojack* (another "only show of its kind") was put in at 10 to pair up with *Cannon*. Tuesday was up next, and the only change made there involved the addition of a James Stewart series, *Hawkins*, and a number of *Shaft* programs, all to rotate with regularly scheduled TV movies.

Friday repair finished the job. On that night, Mr. Silverman observed, *Sonny and Cher* was originally put on at 8 against NBC's smash hit, *Sanford and Son*. But "that got pummeled; then *Mission: Impossible* went in and it got shredded." Rather than continue to risk the hour with a single show, "we decided to take two shots at bat with two comedies. If one doesn't work for us, we have another chance." He said the only way to beat a *Sanford* may prove to be by belly-laughing it out of rating points. In that case, he said, *Calucci's Department* is "a very, really funny pilot" and *Roll Out*, following at 8:30, is an Army comedy in a spot that proved formidable for the *Hogan's*



Friendly rivals. The three principal program executives of the television networks were caught by the cameraman in a rare moment of togetherness last fall. L to r: Larry White of NBC, Marty Starger of ABC and Fred Silverman of CBS.

Heroes and *Gomer Pyle* service-oriented comedies of past years.

Aside from the Saturday- and Sunday-night moves, what gives Mr. Silverman most promise? The show *Cojack*, he said, may well be a hit next season at 10 on Wednesday, assuming NBC programs *Love Story* there and if ABC has *Owen Marshall* in that 10-11 period (both predictions later proved to be true).

For Mr. Silverman, CBS is riding high with "the strongest line-up of shows we have had in several seasons" and is replacing only three hours of programing in 1973-74 (not counting three-in-one rotations) compared with five hours in 1972-73 and eight in 1971-72.

Lawrence R. White, vice president, programs, NBC-TV, described the schedule announced by his network as indicative of a "severe and intensive thrust to diversity—a variety of forms."

NBC, he said, had been "short on half-hour comedies though the few we've had were successes." Now, he said, that imbalance had been rectified.

Mr. White said, however, that "we are not abandoning the long form but continuing to innovate new patterns. We invented the world premieres (TV movies) and now all the networks have them; then the umbrella, three-in-one series, and that became a network staple. We are now embarked on a new course: building series that will emphasize emotional relationships, affection, as in *Love Story*, and the human relationship as in *Police Story*. They will mark a new departure in television."

Mr. White said that the number of NBC changes also reflected a "very deep and broad program-development operation" at NBC this year—"and out of it came very strong half-hour shows."

In the one-hour category, he said that *NBC Follies* on Thursday at 10, as a comedy-variety show, is adding something to television by its fast pacing with "no host, no weight, but the drive and throb

of live theater." It will take the place of *Dean Martin*, which moves (in an altered format) to Friday at 10. *Follies*, said Mr. White, "represents a departure" for network TV.

Another new one-hour vehicle, *Love Story*, Wednesday, 10-11, is aimed at the emotions. "It won't hurt to shed a tear over a TV show that makes much of affection, love and emotion," Mr. White said. The series will not attempt to ride on the original "Love Story" film, from which it will take its theme music, and the novel, from which it has the title.

Next up on the "different" plane is the one-hour *Police Story*, Tuesday, 10-11. "This goes off in a different direction," said Mr. White, by centering on social relationships and the conflicts of a policeman in the performance of his duties and as a family man.

The two nights NBC concentrated on the most were Tuesday and Friday.

"It was no secret," said Mr. White, "that Tuesday was in need of reprogramming." Tuesday had begun with a movie followed by news programing at 10. It now has three new one-hour series, *Chase*, *The Magician* and *Police Story*. "We believe we must be aggressive in getting back in the ball game. Jack Webb (*Chase*) has a handle on that type of show and audience and that goes in as an opener. *Magician* is different as an action show." (Tuesday is ABC's *Movie of the Week* and *Marcus Welby* night on its current schedule, CBS's *Maude*, *Hawaii Five-O* and movie night.)

Friday on NBC has the hit *Sanford and Son* opening the night and will now employ more comedy, the half-hour *The Girl with Something Extra* and *Needles and Pins* along with changed formats *Little People* and the new Dean Martin vehicle.

Monday will remain a comedy-movie combination night on NBC, but with the change of *Laugh-In* to two half-hour comedies, *Loisa Luck* and *Diana*.

Through the PTV looking glass into the world of TV advertising

NPACT cameras present familiar cast of characters and oft-told stories; fate of current campaigns for reform rests with FTC, MacNeil concludes

Public broadcasting's *America '73* spent 60 commercial-less minutes last week detailing for its viewers the efforts that critics of television advertising are making to "change what they don't like." Its conclusion: Although the key question of the role the government will play remains to be answered, the trend in television advertising is "toward greater truth and less deception."

For the most part, the program dealt with the dramatis personae and arguments long familiar to the broadcasters and the advertisers and their agencies who have been involved in the controversy over television advertising and what, as commentator Robert MacNeil said, "makes people so mad about it."

There was Robert Choate, of the Council on Children, Media and Merchandising, in congressional appearances and in interviews given for the program, railing against what he considers the deception advertisers are practicing on children, in food advertising especially.

There was Tracy Westen, of the Stern Community Law Firm, expressing concern about alleged misinformation or lack of information in television commercials and the difficulty the firm's public-interest clients have had in persuading stations to carry, even for a fee, counteradvertising to remedy those alleged defects. A main preoccupation of his, the program indicated, is to develop the argument that will persuade the courts to force stations to accept counterads.

And on the other side, there was Richard Jencks, CBS's Washington vice president, in head-to-head confrontation with Mr. Westen, warning that forcing broadcasters to accept such material would result in broadcast advertisers deserting the medium for less hostile forums. Besides, he said, consumerism gets considerable attention on network news, more than any other subject.

(But if the program dealt with Mr. Westen's problems in placing countercommercials, it barely mentioned the public service spots which Mr. Choate has produced on the dangers of oversnacking and of eating sweets and which, over the past several weeks, he has placed on 16 stations around the country [see page 28]).

The program, broadcast on Wednesday on 233 Public Broadcasting Service stations and produced by the National Public Affairs Center for Television, was probably the first effort made on television to discuss in detail the controversy over television advertising. As such, its focus

shifted from some of the individuals involved to the Federal Trade Commission (described as activist in its policing of advertising), to the FCC (whose chairman, Dean Burch, was quoted as saying that if the broadcasting and advertising industries do not act to eliminate some advertising practices, particularly those relating to children, that are causing concern, the government may act [BROADCASTING, March 5]), to congressional hearing rooms where consumer legislation was under consideration.

But it also indicated that not all of television's critics are in the government or the organized public-interest groups. There was a scene of a fourth-grade teacher in Manhattan helping her students to analyze a television commercial aimed at children. And there was 12-year-old Dawn Anne Kurth, of Melbourne, Fla., who has testified at Senate hearings, explaining a six-week consumer course she has designed for elementary school children. ("We've got to help make them [advertisers] realize that what they're doing is hurting kids," she said.)

The program gave short shift to the efforts at self-regulation undertaken by the television and advertising industries. It briefly mentioned the National Association of Broadcasters' efforts in the area of drug advertising; ignored the National Advertising Review Board. But Mr. MacNeil said that, "on Madison Avenue, renowned for its supposed cynicism, the reform movement is convincing the industry to think seriously about what they advertise and its effects."

The agency selected to illustrate the point—and whose offices the NPACT cameras visited to cover the making of a mock advertising campaign—was McCaffrey & McCall, which, Mr. MacNeil said, anticipated much of the current pressure for reform and is a firm with "a social conscience." The agency's social conscience was indicated, in part, by the assertion of the agency president, David McCall, in response to a question as to whether the agency had refused accounts, that the firm had turned down cigarettes 10 years ago and will not accept vaginal sprays ("the basic message is that a clean woman smells bad; I don't believe that, I don't think it's a healthy thing to tell people.")

Summing up, Mr. MacNeil said that although the average viewer does not see much difference in the commercials, "the trend at the moment is definitely toward greater truth and less deception." He also said Tracy Westen would continue his efforts in behalf of countercommercials and that Mr. Choate's activities have stirred enough consciences to make the FCC "keep up the pressure" (a statement that probably raised eyebrows at the commission, where consciences have been stirred by dozens of spokesmen and tens of thousands of letter writers).

But Mr. MacNeil said that it is the FTC whose future attention will probably determine whether "this war on falsehood is waged energetically or peters out." He noted that the Nixon administration has expressed opposition to a number of the "radical" leads the FTC

has taken—including its proposal that the FCC require broadcasters to carry countercommercials—and that the replacement of Miles Kirkpatrick by White House assistant Lewis A. Engman is seen by some observers as an effort to defeat the agency's "consumer-protection zeal." But he added some observers see Mr. Engman as being as reform-minded as Mr. Kirkpatrick and feel that the real test will come when the new chairman appoints a new head of consumer protection. "Then we'll know who has a friend in government—the consumer or the businessman."

Mr. Engman last month appointed the assistant director, Joan Z. Bernstein, as acting director (BROADCASTING, March 12). She has a reputation as a liberal.



On Second Thought

1346 Connecticut Ave.
Washington, D.C. 20036

How sweet it is. A youngster savoring that sugary taste (top) and an average American family up to its knees in sugar (center) . . . these frames are part of a 30-second spot co-produced by Robert Choate and "On Second Thought" dealing with sugar consumption. The accompanying voiceover reminds: "Sugar. We put it in coffee. And it comes in all kinds of things. Read the labels, it's everywhere. What's in sugar? Nothing. Zero. No vitamins, no minerals, no protein—just calories. The average American eats 102 pounds of sugar a year. Are you sure you want to do that?" (See story next page.)

Choate makes headway in search for TV time

Critic of food commercials gets own spots on 15 stations

Robert Choate, who has made a cause and career out of criticizing television advertising aimed at children, is now using television to reach children with messages of his own. The three frames shown on page 27 illustrate one of three spots aimed at improving children's eating habits, produced by Mr. Choate and sent to 70 stations with the request they be carried in or near children's programs. One of the others—a 60-second spot—deals with cavities and teeth; the third—a 30-second—with oversnacking. Sixteen stations, Mr. Choate said last week, are airing at least one of the three; 11 are carrying all three. Thus far, 21 stations have refused to air the spots, leaving 33 still to be heard from. The announcements were not designed as countercommercials, which probably explains the circulation they have been getting (although some of the stations that turned down the sugar-consumption spot regard it as a countercommercial).

Mr. Choate gives credit on the spots to On Second Thought, whose address is the same as his office's in Washington, and which he describes as "a co-offerer" of the spots. He says On Second Thought is "a loose affiliation of the National Council of Negro Women, the Consumer

Federation of America and the Society for Nutrition Education." The spots were produced at a cost of about \$2,000 each, said Mr. Choate, with creative and technical talent found in New York and on the West Coast.

The stations said to be carrying one or more of the Choate spots are WVUE(TV) and WWL-TV, both New Orleans; WKBF-TV Cleveland; WLUC-TV Marquette, Mich.; WQXI-TV and WHAE-TV, both Atlanta; WTVC(TV) and WDEF-TV, both Chattanooga, KBMA-TV Kansas City, Mo.; KMGH-TV Denver; KCBJ-TV Columbia, Mo.; WGN-TV Chicago; KMOX-TV St. Louis; KQTV(TV) St. Joseph, Mo.; KUHI-TV and WTOP-TV Washington.

Plea for FTC funds keyed to crackdowns

Engman cites growing pressures for consumer-protection activity

The Federal Trade Commission wants a budget of \$30,090,000 for fiscal 1974. That's \$1,160,000 more than the commission currently is getting. The increased appropriation would provide, among other extras, for 40 additional positions at the commission.

Appearing before the Subcommittee on Agriculture-Environmental and Consumer Protection of the House Appropriations Committee last week, FTC Chairman Lewis A. Engman said the requested increased budget for the commission's op-

erations for fiscal 1974 "is fully justified." Breaking down the FTC's budget request, he asked for \$329,000 in additional funds and 14 new positions to enforce antitrust activities. He also requested \$472,800 in new funds and 14 additional positions to meet the "unparalleled demands" in the consumer-protection field. (These requirements would be offset, he explained, by the pending transfer of \$1.5 million and 65 positions associated with flammable fabrics activities to the newly created Consumer Product Safety Commission.)

Other commission requests for additional personnel and funding, as requested by Mr. Engman, included eight new positions and \$246,200 to expand the FTC's economic investigations and evaluations; two staff positions and \$64,200 for the Office of Policy Planning and Evaluation; and two positions and \$47,200 to continue the implementation of an in-house management information system.

In the economics area, the FTC chairman said that among four major projects that will be initiated is a study of advertising, information and competition, which among other objectives, would pinpoint the possibilities for joint antitrust and consumer-protection efforts on the part of the commission.

"The commission," he said, "plans through rules and guides to explore various methods of encouraging manufacturers to disclose more and better product information so that consumers can compare the merits of competing brands or alternatives in a variety of products."

APRIL 2, 1974
MGM 'HAWK
WITH JIMMY



M-E does it again. "Country Sunshine" tells the story of a young woman returning to the family farm. "I was raised on country sunshine," goes the lyric. "I'm happy with the simple things/a Saturday night dance, a bottle of Coke/I love you, please

believe me/and don't you ever leave me/'cause I was raised on country sunshine/It's the real thing—Coke is—that you're hoping to find/like country sunshine/It's the real thing." The commercial is an artistic highlight of Coke's new flight.

Coke comes up with another (commercial) work of art

Following the melodic format that gave it a hit two years ago, McCann-Erickson launches a new campaign for soft drink

Two years ago the Coco-Cola company found itself with a hit on its hands after the "I'd Like to Buy the World a Coke" ad campaign proved so popular that it was recorded by several singing groups and released as a pop tune. History may be repeating itself.

Bill Backer, creative director of McCann-Erickson, Coke's agency, has been

working on the account for some 15 years. Never content to sit back and let a song play itself out, he and music director Billy Davis and country singer Dottie West composed "Country Sunshine." The commercial went on TV last December and it has already won an award—selection as one of the "100 Best TV Commercials of 1972" by Harry McMahan.

"Country Sunshine" shows a young woman arriving at the family farm and the warm reactions of the different members of the family as they spot the car

coming down the road and her final arrival. The soundtrack is the song, "I Was Raised on Country Sunshine," sung by Miss West. The product is introduced so casually that, on first viewing, some viewers don't spot the Coke bottle until the very end.

Actually, there are several shots of members of the family drinking Coke but the scene is so natural that the product doesn't stand out on first viewing.

Admits Bill Backer, "I wouldn't be surprised if 'Country Sunshine' got released as a single—several singing groups have already asked permission to record it. [But] it's not easy to change these commercials into songs. When you take

CBS BUYS STEWART'S SERIES

out 'It's the Real Thing' you take out the meaning."

There are three other musical commercials in the current rotation. "Raft" was released the end of last summer and will begin running again in May. It features a teen-age boy and girl, evocative of Tom Sawyer and Becky, spending a summer's day together—riding on a raft, picnicking and down at the old swimming hole. Song and photography blend to create a lazy summer day perfect for lying in the grass and sipping Coke. As the song says: "The sun shining down on the back of my neck/ Nothing on my mind/ An ice cold Coke on the back of my throat sayin' 'Hello summertime.'"

"Playground counselor" has an urban setting and shows a counselor bringing a lonely little boy from behind the playground fence to join the group and—naturally—have a Coke with the rest of the gang.

"Class Tour" has a group of children visiting various famous monuments in Washington. Again, the song insinuates the product into the over-all message: "She's the hills/she's the beautiful valleys/I often sip Coke in the shade of her touch/Her beauty will be mine forever/'Cause I've learned to love her enough/It's the real thing."

Mr. Backer has only one complaint with the Coke campaign: "I think we drop our commercials much too quickly.

I didn't want to leave the full version of 'It's the Real Thing' as quickly as we did."



Trying again. From the agency that gave you the hit songs "Girl Watchers' Theme" (for Diet Pepsi) and "We've Only Just Begun" (for Crocker Bank, San Francisco) comes another candidate for the top 40. BBDO has translated "Get That Cantreze Feeling" (for du Pont Cantreze hosiery) into the pop song "And It Feels Like Lovin'." The song (recorded for Metromedia Music) and the commercial will both break April 16. The campaign for Cantreze is set for the top 28 markets. The song is sung by Debbie, "a new singing discovery" from Bayside, Queens, N.Y. L to r: Frank G. Oswald Jr., du Pont advertising and promotion manager for women's and men's hosiery, Debbie, and Marc Fredricks, vice president at BBDO.

Little cigars as air account marked for limbo with cigarettes

Senate unit votes broadcast ban after Dutch Treats refuse to quit planned campaign on national TV

A bill to outlaw broadcast advertising of little cigars sailed through the Senate Commerce Committee last week and was ordered reported to the Senate floor.

The measure (S. 1165), sponsored by Senator Frank Moss (D-Utah), was approved by a reportedly unanimous voice vote of the committee in executive session last Tuesday (April 3), the day after the committee received a letter dated March 29 from E. W. Kelly, chairman of Consolidated Cigar Corp., saying the company would proceed with a national TV campaign for its Dutch Treats little cigars (BROADCASTING, April 2).

The committee's action, said Senator Moss, was "in direct response to this arrogant and irresponsible determination to thwart the will of Congress."

Two months ago, at the request of Commerce Committee Chairman Warren D. Magnuson (D-Wash.) and a committee member, Marlow W. Cook (R-Ky.), R. J. Reynolds and P. Lorillard announced withdrawal of their little-cigar

APRIL 4: MCG
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products — Winchester and Omega, respectively—from TV and radio advertising (BROADCASTING, Feb. 19). On March 22 Senators Magnuson, Moss and Cook wrote to all the manufacturers of little cigars asking that they also refrain from using broadcast advertising.

The vote on the little-cigar bill was taken at the urging of Senator Cook, who during the committee session last week said he felt he had a moral obligation to Lorillard and Reynolds to pursue the issue. Senator Moss did not attend the session because of other Senate business.

It is understood that, after learning of Consolidated's decision, Senator Cook tried unsuccessfully to persuade Mr. Kelley to change his mind. If that should happen, according to one Senate spokesman, "there would be no bill."

Consolidated, whose TV commercials have reportedly been turned down by all three networks, is believed in senatorial circles to feel that it can gain a good share of the little-cigar market before any ban goes into effect.

Senator Moss was one of the principals behind the legislation that banned cigarettes from the air. His S. 1165 would amend that law—the Public Health Cigarette Smoking Act of 1969—by including "little cigars" in the prohibition. The bill defines a little cigar as "any roll of tobacco wrapped in tobacco or any substance containing tobacco, other than any roll of tobacco which is a cigarette, and as to which 1,000 units weigh not more than three pounds."

The measure would become effective 30 days after enactment.

What are the chances of the bill's passage? One Senate spokesman predicted it would pass with as few as five dissenting votes. And, he pointed out, it is "almost a certainty" that a floor amendment will be offered to ban advertising of all cigars or all tobacco products on television and radio.

Cancer fighter decries rise in cigarette use

He wants free broadcast messages to counter 'glamorous appeals' and 'telling effect' of print ads

The last cigarette commercials disappeared from radio and television Jan. 2, 1971. Last week, two years and three months later, the president of the American Cancer Society, looking back at what has happened, delivered the following report:

- A record high gross consumption of 542.2 billion cigarettes reached in 1971.
- Final statistics on 1972 still to come but tentative estimates showing another increase in cigarette consumption.
- Estimated 80,000 deaths a year related to cigarette smoking.
- Marked increase in the number of young people, principally girls, smoking cigarettes.

What's behind this increase in cigarette

smoking, especially among teen-agers? Dr. Arthur G. James, president of the American Cancer Society, attributes it in large part to a decline in the broadcasting of anticigarette messages. Speaking at the 15th annual science writers' seminar of the Cancer Society in Nogales, Ariz., Dr. James said that the use of anticigarette messages in radio and television "practically evaporated" when the ban on cigarette advertising was initiated.

"Reduced by at least three-quarters," Dr. James, a professor of surgery at Ohio State University, asserted, "the broadcast attack on cigarette smoking was obviously no longer effective in counteracting the glamorous appeals of the cigarette and advertising industries who moved into the print media with apparently telling effect." The result of this switch of cigarette advertising to print media without the offsetting anticigarette messages on radio and TV, according to Dr. James, "has been a dramatic and disastrous increase in cigarette smoking generally, and particularly among young people."

The answer to this dire turn of events, suggested the top elected officer of the ACS, is to get antismoking spots back on the air with the same frequency as they were broadcast before cigarette advertising was banned. If a full-fledged anticigarette broadcasting campaign is renewed, "we will witness one of the most valuable contributions to public health in the history of this country," Dr. James said.

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AAF fears proposed laws would give FTC too big a blank check

Comments filed with House committee charge commission already has broadest investigatory powers

The American Advertising Federation is strongly opposing proposed legislation that would enhance the rulemaking power of the Federal Trade Commission. In written comments filed March 30 to the House Subcommittee on Commerce and Finance, AAF argued that Section 203 of a proposed "Federal Trade Commission Improvements Act of 1973" would, in effect, give the FTC a blank check "to make laws governing almost every type and size of business in the United States." The proposed legislation (H.R. 20) is a two-part bill: one section deals with consumer product warranties; the other establishes and extends the FTC's powers.

AAF's comments, submitted by the organization's counsel, William W. Rogal of Dow, Lohnes & Albertson, Washington, pointed out that the FTC's powers to investigate are already the broadest in the federal government and to add to this substantive rulemaking authority is a usurpation of legislative authority and shouldn't be granted. "Lawmaking of this scope," said the AAF statement, "is the

proper function of Congress, and it should not be delegated."

Instead, AAF, which maintained throughout its comments that it has consistently supported a strong and effective commission, endorsed the FTC's "Industry Guide Program," which was started in 1955 with the issuance of a "cigarette advertising guide." Generally, AAF supports the FTC's use of guidelines to direct particular industries or to deal with particular subject matter. Saying that it is "incorrect" to stress the need for trade-regulation rules as a remedy to guidelines that "lack teeth," AAF countered with the contention that "guides also have teeth—teeth which can be employed without the constitutional and due process problems associated with trade-regulation rules."

AAF, also took exception to Section 205, entitled "Enforcement of Subpoenas," of the proposed legislation. Indicating that this is actually a sleeper provision that is being slipped in, AAF flatly declared the section is "erroneously named" because it has nothing to do with subpoenas but instead would make individuals as well as corporations subject to investigation. "It is one thing to require that a corporation's books and papers shall be open to government scrutiny and quite another thing to impose the same burden on private citizens," commented AAF in its statement.

In its conclusion AAF said it opposed the proposed grant of legislative authority

to the FTC and power of "access" to the private papers of individuals "since we believe them to be excessive, unwise and unneeded."

FTC Chairman Lewis A. Engman, in an earlier appearance before the same subcommittee, indicated that the proposed Federal Trade Commission Improvements Act of 1973 is the most important consumer legislation currently pending in Congress. (BROADCASTING, March 26). The commission did not ask for support of its rule-making authority in that proposed legislation, explaining that such a ruling is likely to come from the courts.

The current pending legislation to spell out the FTC's powers is generally acknowledged to be a much watered-down version of similar proposed legislation that has been considered by several previous congresses. Last year a version of the bill, S. 986, passed the Senate but died in the House.

FDA panel proposes milder antacid claims

But it sees no need for restraints on marketing of popular remedies

The Over-the-Counter Antacid Advisory Panel of the Food and Drug Administration last week made public a report that recommended that labeling for such antacid products advertised on television as Alka-Seltzer, Bromo Seltzer and Roloids

APRIL 5: CBS
'SHAFT' SER
RICHARD RO

be toned down. According to the report, the remedies could claim to give relief from "heartburn," "sour stomach," and "acid indigestion," but not from "nervous emotional disturbances," "nervous-tension headaches," "cold symptoms," "consumption of alcoholic beverages" or "food intolerance."

The panel, consisting of a pharmacist and six physicians who reviewed all antacid preparations in the U.S. market, approved the continued marketing of such products as Alka-Seltzer which combine an antacid with an analgesic but recommended that labeling specify that the product should be used only when relief is sought from both a headache and acid indigestion, or a headache alone. Di-Gel, another substantial television advertiser, however, may have some difficulty since it contains simethicone, one of nine ingredients cited by the panel for which there is allegedly inadequate evidence of effectiveness. For manufacturers that make use of these nine ingredients the panel suggested that they be allowed a two-year time limit to prove the ingredients deserve continued use with acid-reducing agents.

Among the heavy television advertised products reviewed by the panel and their combined spot and network billings in 1972: Alka-Seltzer (\$18.4 million); Phillips Milk of Magnesia (\$6 million); Di-Gel (\$6.1 million); Haleys M-O (\$1.8 million); Bromo Seltzer (\$1.1-million); Roloids (\$4.6 million); Bisodol (\$700,000).



The word about wire. J. Walter Thompson Co. invited leaders in the cable-TV industry to a colloquium in New York last week. One purpose was to find out what the prospects are for CATV as an advertising medium. Another was to find out whether Thompson, perhaps in joint ventures with clients, ought to be going into cable or cable-associated equities. In picture above are one group of panelists (l-r): Edward Conroy, manager of advertising services, Standard Brands; Al Stern, president, Television Communications Corp.; Alvin Achenbaum, Thompson's executive vice president in charge of marketing services, and (partly hidden) John Gwin, vice president, Cox Cable Communications, Atlanta. Cable operators urged the agency to test CATV for national and regional accounts. They acknowledged that at its present stage cable cannot compete with established advertising media on a cost-per-thousand basis, but they said it had advantages as a means of reaching identifiable audiences in a less cluttered environment than on-air TV provides. Afterward, Richard Jones, JWT senior vice president and media director, said: "The exercise was worthwhile. It brought to the surface the opportunities in cable that need further investigation and the dangers we are to avoid." For a large agency, the unanswered question, he said, was how to make intelligent buys on hundreds of decentralized CATV systems.

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BAR reports television-network sales as of March 18

NBC \$151,798,400 (34.4%), CBS \$150,880,900 (34.3%), ABC \$137,711,900 (31.3%)

Day parts	Total minutes week ended Mar. 18	Total dollars week ended Mar. 18	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	74	\$ 477,200	726	\$ 4,819,800	\$ 4,598,700
Monday-Friday 10 a.m.-6 p.m.	1,006	8,488,000	10,595	91,879,500	71,751,100
Saturday-Sunday Sign-on-6 p.m.	334	4,685,000	2,992	45,287,000	39,296,200
Monday-Saturday 6 p.m.-7:30 p.m.	96	2,053,100	1,018	23,286,600	17,767,600
Sunday 6 p.m.-7:30 p.m.	12	213,200	164	4,683,100	7,007,000
Monday-Sunday 7:30 p.m.-11 p.m.	394	22,909,000	4,314	247,347,600	216,454,400
Monday-Sunday 11 p.m.-Sign-off	160	2,166,500	1,586	23,087,600	11,876,900
Total	2,076	\$40,992,000	21,395	\$440,391,200	\$368,751,900

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

Radio-TV brings out brand-new customers

That's the substance of Group W's new study of department stores

By concentrating their advertising in newspapers, major retailers are doing a good job of reaching their existing customers but a poor job of reaching new customers. To go after potential business, they ought to turn more heavily to broadcast advertising.

That is the nub finding of a new study by the Group W Retail Information Bank (RIB) examining shopping habits and attitudes of 94 department stores in the nine markets where Group W has stations.

The study found that, on the average, 72% of a department store's regular customers frequently read or see newspaper advertising for that store, but only 31% of the potential customers in the store's primary trading area do.

A. W. Dannenbaum Jr., Group W senior vice president for marketing, who

released the findings, also noted that TV, radio and newspapers all have about the same level of "heavy" users—about six out of 10—within the average store's primary trading area, but that the broadcast media have more heavy users in the younger housewife age groups that tend to buy more.

The study found, for instance, that 32% of TV's heavy users and 25% of radio's are in the under-34 group, as against 16% of newspapers', while 57% of both TV's and radio's are under 49, compared with 46% for newspapers.

Trojan prophylactics score with radio test

10-week campaign on Newark station may lead to other broadcast buys

In its first use of radio the manufacturer of Trojan-brand male contraceptives has concluded a 10-week campaign of six 30-second daily announcements in drive time on WNJR(AM) Newark, N.J. According to a spokesman for the advertising agency, Complian, New York, division of DeGarmo Inc., the campaign was "a fantastic success."

The president of Complian, Fred C. Poppe, who was also the executive in charge of the account, said that Youngs Drug Products, Piscataway, N.J., which markets Trojan contraceptives, may consider placement of the campaign on other

WATCH TH

radio stations "after we analyze the C-P-M's." Results were obtainable through the offer of folders giving information on where the advertised products could be purchased.

WNJR is a black-oriented station. There were three scripts, one suggesting the use of the product to "protect your loved ones" against pregnancy and venereal disease. The others cited the product's birth-control effectiveness. The advertising mentioned Trojans, Guardian and Naturalamb, all Youngs' trade-name prophylactics. A station official said: "We program gospel music and religious shows. We are community-minded and would not approve of these if they were not in good taste."

Business Briefs

Under FC&B wing. Foote, Cone & Belding Communications, New York, and Jennings and Thompson Advertising, Phoenix, Ariz., have agreed that latter will become subsidiary of FC&B through exchange of stock. Operations of J&T will continue under present name and management. Agency billed an estimated \$6.5 million in 1972.

Big one for Bates. Yardley of London, New York, is taking its \$2-million-plus account away from Benton & Bowles and giving it to Ted Bates & Co., effective July 1. Account includes cosmetics, fragrances and men's toiletries.

Network television time and program billing estimates

by day parts and by network

(add \$000)

	February			January-February		
	1972	1973	% chg.	1972	1973	% chg.
Daytime	\$ 48,822.1	\$ 51,280.5	+ 5.0	\$100,237.0	\$108,013.9	+ 7.8
Mon.-Fri.	32,575.3	36,091.2	+10.8	59,782.1	74,989.5	+25.4
Sat.-Sun	16,246.8	15,189.3	- 6.5	40,454.9	33,024.4	-18.4
Nighttime	100,256.8	112,758.5	+12.5	197,495.9	229,123.1	+16.0
Total	\$149,078.9	\$164,039.0	+10.0	\$297,732.9	\$337,137.0	+13.2
	ABC	CBS		NBC	Total	
* January	\$ 52,613.5	\$ 57,907.8		\$ 62,576.7	\$173,098.0	
February	54,268.6	46,085.5		53,684.9	164,039.0	
Year to date	\$106,882.1	\$113,993.3		\$116,261.6	\$337,137.0	

* Revised.

Source: Broadcast Advertisers Reports, as released by Television Bureau of Advertising

TV networks turn in their best February

NBC-TV sets pace as billings reach \$116.2 million in first two '73 months

Network-TV billings continue to rise. Advertisers had spent 16.5% more in network in January this year than in that month a year ago. And, the Television Bureau of Advertising said figures compiled by Broadcast Advertisers (BAR) show advertisers invested \$164 million in network TV two months ago, a 10% increase over February 1972 and a record

high for any February in TV history.

For the two months, NBC-TV cumulatively led the networks with \$116.2 million. By dayparts, weekend daytime in February 1973 was off 6.5% but this was more than offset by a weekday billings increase of 10.8%. Nighttime was up 12.5%. On a two-month basis, the TV-network billings climbed 13.2% in 1973 vs. 1972. Contributing to the weekend daytime decrease in January-February (off 18.4% in a yearly comparison) were the factors of the Winter Olympics held in February 1972 and the addition of two weekend days in January that year, according to TVB.

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MGM TELEVISION

More broadcasters underscore renewal-time plight

ABC, CBS testimony on Hill echoes NBC plea for relief

ABC, CBS and other broadcasters last week joined NBC in urging Torbert H. Macdonald's (D-Mass.) House Communications Subcommittee to take legislative action to correct alleged inequities that occur when challengers file competing applications against incumbent licensees at renewal time.

John A. Schneider, president of CBS/Broadcast Group, told the subcommittee that "the competing application is a far more serious problem" than the petition to deny because "the mere filing of a competing application normally is sufficient to compel the licensee to go through a full comparative hearing—a hearing

with the basic thrust of all of the renewal bills pending before the subcommittee—extending the renewal period from three years to five years and giving an incumbent licensee in a comparative hearing credit for past performance.

"ABC believes that broadcasters who conscientiously discharge their responsibilities and fulfill program promises made to the commission should have a reasonable expectation of receiving a renewal of their licenses," he said. "They should not, at that juncture, automatically revert to the status of new and untested applicants."

A five-year renewal, he said, would promote a more thorough and efficient review of renewal applications and give stations more time to survey and program for community needs. At the same time, he noted, "it would not materially diminish the continuing scheme of broad-

establishment of any performance guidelines—either through an amendment to the Communications Act or through rules promulgated by the FCC. "A scheme of federally established standards subject to periodic variation by government officials would undermine the most basic principle of a free broadcasting system responsive to local needs," he said.

In answer to questions from Mr. Macdonald, Mr. Erlick came out in favor of the draft bill suggested by FCC Chairman Dean Burch at the outset of the hearings (BROADCASTING, March 19). It would grant an incumbent licensee renewal in a comparative hearing if he had "substantially, rather than minimally," met the needs of his service area.

Pointing out that it is difficult to write precise performance standards, Mr. Erlick said the FCC's proposal would enable the commission to take into account variables such as station size and market.

James R. Terrell, vice president and general manager of KTVT(TV) Fort Worth, and



Mr. Schneider

which can be expected to involve litigation beyond the license terms."

In such a hearing, he said, the incumbent's past performance is only one of a number of factors weighed by the FCC, and that even if a licensee has lived up to his commitments,

he has no assurance of renewal. NBC President Julian Goodman made essentially the same points in testimony late last month (BROADCASTING, March 26).

Mr. Schneider said CBS supports legislation to lengthen the renewal period to five years and to "make broadcast performance the benchmark for commission consideration when a challenge is filed."

In his prepared statement, Everett H. Erlick, senior vice president and general counsel of ABC Inc., said ABC agrees



Mr. Terrell



Mr. Murphy



Mr. Erlick

cast regulation and licensee accountability."

And, placing emphasis on an incumbent's past performance, said Mr. Erlick, "would still allow and indeed require full evidentiary hearings, without any advantage to the existing licensee, in cases where the renewal applicant had either a poor programming record or where there was evidence of serious violation of commission rules and policies."

Mr. Erlick said ABC opposed the es-



Mr. Hargrave

president of the Texas Association of Broadcasters, said a renewal bill should extend the license period to five years and provide automatic renewal if the station has lived up to the promises made to the commission in the licensee's last renewal application.

Competing applications are the real problem in the present renewal process, said Thomas Murphy, board chairman of Capital Cities Broadcasting Corp.

"When a broadcaster applies for renewal and there is no competing application, he stands or falls on the record of service he has made and the proposals he makes for the future—whether or not someone files a petition to deny," Mr. Murphy said.

But in the case of a competing application, he said, the decision "doesn't turn so much on what the broadcaster has done,

as it does on the kind of people who are applying against him and the social philosophies of the men and women who sit on the FCC."

If, under the current regulating scheme, only the few so-called superior broadcasters can be reasonably assured of renewal, he said, "the great majority will be condemned permanently to a life in which no long-term plans can be made and no reasonable assurances can be offered to those with whom broadcasters must deal—including the minority and community groups."

There is no general agreement, he said, as to what constitutes "superior" or "average" performance.

Mr. Murphy contended that the "incentives of the competitive marketplace" will in most cases assure that broadcasters will operate in the public interest, and where they do not work "it is entirely reasonable for government regulation to put a floor under competition, by insisting on responsible broadcaster conduct. . . ."

One way to give minorities a stake in broadcast ownership, Mr. Murphy said, "is to develop minority group personnel who have the kind of competence and training in broadcast management that the most steely-eyed banker or investor will respect. . . . The answer to the needs of those who have been excluded is to find them a seat at the table—not break up the game."

When Mr. Macdonald asked Mr. Murphy what he would like to see in a renewal bill, Mr. Murphy said he favored legislation to assure a broadcaster renewal, without a comparative hearing, if he had served his community.

Wade Hargrove, executive director-general counsel of the North Carolina Association of Broadcasters, pointed out that the criteria established by the court in the Citizens Communications Center case now govern the FCC's consideration of every comparative renewal case. There are two aspects of the Citizens case, he said, that make corrective legislation necessary.

First, he said, the court ruled that an incumbent is not entitled to comparative preference for past program service unless the service is shown to be "superior." That, said Mr. Hargrove, could apply only to a few stations.

"If the commission or the courts took away the licenses of only two or three reputable stations where the controlling consideration turned on a finding that the station's past program services had been good, but not 'superior,' I believe there would be a massive exodus of licensees from the industry and a deterioration in over-all program service of staggering proportions," he asserted.

An "equally disturbing aspect" of the decision in the Citizens case, he said, is the application of the FCC's "standard comparative criteria" to renewal proceedings. The criteria in part provided that comparative preference should be given applicants on grounds including diversification of ownership, integration of ownership and management and local ownership.

"It is obvious," said Mr. Hargrove,



Helping hands. Three members of the Congressional Black Caucus helped focus attention last Thursday (April 5) on H. Carl McCall (r), president of WLIB(AM) New York, before he entered the stream of witnesses testifying before the House Communications Subcommittee on license-renewal legislation. Representatives Charles B. Rangel (D-N.Y.) and Ralph H. Metcalfe (D-Ill.) (l-r) appeared at a news conference with Mr. McCall to join him in criticizing the bill supported by the National Association of Broadcasters as one that would free a broadcaster of any enforceable responsibility to serve his community. However, Mr. McCall, who is chairman of the nine-station Association of Minority Broadcasters, supported the proposal for a five-year license period. Representative Shirley Chisholm (D-N.Y.), who arrived after the brief news conference had ended, sat with the principals for a picture-taking session.

"that application of standard comparative criteria to renewal proceedings could, on a case-by-case basis, completely restructure the broadcast industry."

Another witness, H. Carl McCall, president of WLIB(AM) New York, supported five-year renewals but opposed the provision, contained in most of the bills pending before the subcommittee, that would automatically renew an incumbent's license if he has made a "good-faith effort" to serve his community and has not demonstrated a "callous disregard" for law or the FCC's rules. Such a provision, said Mr. McCall, offers no assurance a broadcaster will be responsive to community needs and also casts "diligent licensees in the same mold as those who render little or no service."

Mr. McCall, who is also chairman of the Association of Minority Broadcasters, recommended what he called "a more reasonable alternative."

His proposal would provide five-year renewal terms and automatic renewal for an incumbent if the FCC finds it would be in the public interest. In a comparative hearing the incumbent (if he is legally, financially and technically qualified) would "receive a preference if his service during the preceding license period has been substantially attuned to meeting his community's needs and interest," and if his record of operation "has not otherwise been characterized by any serious deficiency." A competitor could not take over the license unless he "offers proposals for service which are clearly superior to those of the renewal applicant and the competitor demonstrates a high probability that his proposals can and will be implemented." The competitor would "be held strictly accountable" for any deviations from the proposals. . . .

Joseph L. Rauh Jr., counsel for the Leadership Conference on Civil Rights, charged that "these dangerous and anti-civil-rights bills" would "nail the feet of

the broadcasting industry to the floor for the indefinite future—the first step toward a closed society." Congress, he said, should consider measures that will make station owners more responsive to the public, particularly minorities and women, by reducing the license period to two years, giving preference at renewal time to new groups with innovative public-service proposals and directing the FCC to engage in an on-going scrutiny of licensees' performance under the fairness doctrine.

In a colloquy with subcommittee member Lionel Van Deerlin (D-Calif.), Mr. Rauh said: "I honestly believe that the threat of renewal challenges has had such a marvelous effect over the past few years, we ought to leave it [the present renewal system] alone."

He did, however, agree with a suggestion from Mr. Macdonald that perhaps the FCC should set up a quasi-mediation and conciliation service to negotiate differences between licensees and citizen groups.

Morton I. Hamburg, adjunct assistant professor of communications law at New York University, charged that "the right of citizens to freedom of expression has been almost entirely subverted to the property interests of those who control broadcasting." And "extending the term of licenses and eliminating criteria consideration," he said, "would only serve to destroy the exercise of citizens' rights. . . ."

The hearing will continue April 16, 17 and 19.

Video manufacturer buys Florida VHF

Photo Electronics Corp., West Palm Beach, Fla., will purchase WEAT-TV (ch. 12) there subject to FCC approval, it was announced last week. Gardens Broadcasting Co., the station's current licensee,

will receive approximately \$3.5 million for the ABC-TV-affiliated facility. It will retain WEAT-AM-FM West Palm Beach.

Gardens is owned 100% by Royal American Industries Inc., which in turn is controlled by Bankers Life & Casualty Co. of West Palm Beach. John D. MacArthur, president of the licensee, owns approximately 60% of the stock of Bankers Life.

Photo Electronics, a photographic and video equipment manufacturing firm, will acquire WEAT-TV through a new subsidiary, P.E.C. Communications Inc. Alex W. Dreyfoos Jr. is president of the parent company.

WEAT-TV operates with 288 kw visual, 56.2 kw aural and an antenna 980 feet above average terrain.

Rejecting protest, FCC affirms approval of Reynolds TV sale

It says intervention came too late and produced too little evidence

An attempt by Las Vegas Valley Broadcasting Co., competing applicant for the facilities of Don Reynolds's KORK-TV (ch. 3) Las Vegas, to thwart the sale of another Reynolds television station won no favor at the FCC last week. In authorizing Mr. Reynolds's sale of KFSA-TV Fort Smith, Ark., to Buford Television Inc. of Fort Smith, the commission stated

that arguments presented by Valley in a petition to deny the transaction "run counter to sound principles of administrative finality."

In filing against the \$4.16-million transfer last November (BROADCASTING, Nov. 6, 1972), Valley had claimed that Mr. Reynolds should not be permitted to benefit from the sale of an affiliated property when his character qualifications to remain a commission licensee are at issue in the Las Vegas proceeding. In addition to the competitive issues involved in that case, KORK-TV's renewal application is being questioned independently as a result of FCC allegations that the station had been guilty of illegally clipping network material by breaking away from certain NBC-TV programs prior to the presentation of sponsor credits. In designating KORK-TV's renewal application for hearing on June 9, 1972, the commission also levied a \$5,000 fine against KFSA-TV, which had also been implicated in the clipping investigation. Another Reynolds station, KOLO-TV Reno, had also been under investigation.

In addition to the charges stemming from the Las Vegas proceeding, Valley had also contended that Buford is not financially qualified to obtain KFSA-TV. It claimed that the buyer had not shown how it would be capable of repaying a \$1.4-million loan from a Fort Worth bank in light of the fact that its past annual income has never surpassed the sum Buford would be obligated to reimburse the lender each year.

The commission concluded that the

Valley's attempts to queer the sale on the basis of Mr. Reynolds's stewardship "constitutes a much-belated effort" to seek reconsideration of the commission's June 1972 order. That decision, it indicated, is final.

In absolving Buford of any questions pertinent to its financial qualifications, the commission noted that the firm had stated that combined profits from its four television stations—including KFSA-TV as well as KLTV-TV Tyler and KTRE-TV Lufkin, both Texas, and KORN-TV Mitchell, S.D. — would total \$1,093,270, while its first-year operating expenses would be only \$995,329, leaving the firm with a surplus of \$97,941. The sale, the commission added, would also increase the diversification of media ownership in the Fort Smith area by separating KFSA-TV from its sister station, KFSA(AM), which remains under Reynolds ownership.

KFSA-TV (ch. 5) is affiliated with NBC and ABC. It operates with 100 kw visual, 12.7 aural and an antenna 1,260 feet above average terrain.

Changing Hands

Announced

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

▪ WEAT-TV (ch. 12) West Palm Beach Fla.: Sold by Gardens Broadcasting Co. to Photo Electronics Corp. for approximately \$3.5 million (see story page 37).

▪ KVIL-AM-FM Highland Park-Dallas, Tex.: Sold by Carla Broadcasting Inc. to Fairbanks Broadcasting Co. for \$1.85 million. Richard M. Fairbanks is president and 93% owner of buying firm. Other Fairbanks stations include WIBC(AM)-WNAP(FM) Indianapolis, WKOX(AM)-WVBF(FM) Framingham, Mass., and WRMF-AM-FM Titusville, Fla. KVIL is daytimer on 1150 khz with 1 kw directional. KVIL-FM operates on 103.7 mhz with 100 kw and antenna 1,500 feet above average terrain. Broker: R. C. Crisler & Co.

▪ KRNT-AM-FM Des Moines, Iowa: Agreement in principle reached for Cowles Communications Inc., stations' owner, to sell to Tracy Locke Co., Dallas. Principals refused to disclose price. Negotiations were reported to center around figure in excess of \$1 million. Cowles, New York based diversified communications firm, is traded publicly on New York Stock Exchange. Tracy-Locke, whose primary business is in advertising and public relations, is also licensee of KJIM(AM) Fort Worth. Firm also owns KCNW(AM) Tulsa, Okla., which it has proposed to sell to Mays Investment Co. Morris Hite is president and largest stockholder of Tracy-Locke, which also trades shares publicly over counter. KRNT operates full time on 1350 khz with 10 kw day and 5 kw night. KRNT-FM is on 102.5 mhz with 100 kw and antenna 510 feet above average terrain.



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73-7

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 62):

▪ **KFSA-TV** (ch. 5) Fort Smith, Ark.: Sold by Don Reynolds to Buford Television Inc. of Fort Smith for \$4.17 million (see page 38).

▪ **WQFM(FM)** Milwaukee: Sold by Koeth Broadcasting Corp. to Shamrock Development Corp. for \$401,500. Shamrock is owned by Edward J. Lynett Jr., George V. Lynett, William R. Lynett and James J. Habberty and wives. It is licensee of **WDIZ(FM)** Orlando, Fla., and **WEJL-AM-FM** Scranton, Pa. Principals also own and publish Scranton (Pa.) *Times*. Several informal objections from public, taking issue with Shamrock's planned adjustments to **WQFM's** ethnic programing, were denied by commission, which noted that buyers had not reached final decision on future of that programing and that few parties contacted during Shamrock's community-needs ascertainment survey had indicated desire to see ethnic music continued. Commissioner Benjamin L. Hooks dissented to majority's action, saying such decisions could perpetuate "improper exclusion that minorities suffered during earlier days of the media, of which unfortunate vestiges remain today." **WQFM** is on 93.3 mhz with 30 kw and antenna 190 feet above average terrain.

▪ **WJMI(FM)** Jackson, Miss.: Sold by Rebel Broadcasting Co. of Mississippi to Tri-Cities Broadcasting Co. for \$141,103 (see page 40).

FM told to change ID

FCC says similarity of format, proximity on dial to area station precludes generalized 'Stereo 94'

FM broadcasters who refer to themselves on the air as, say, "Good Music 91" when they actually operate on 90.9 mhz might have to change their identification if another station in the market claims it could cause confusion.

That, at least, was the fate of NBC's **WRC-FM** Washington, after **WJMD(FM)** Washington complained to the commission about **WRC-FM**, on 93.9 mhz, referring to itself as "Stereo 94."

WJMD, on 94.7 mhz, complained after **WRC-FM** instituted a "beautiful-music" format, and began broadcasting the kind of music **WJMD** said it has been airing for more than a decade. **WJMD** said it is the only station in the Washington area operating between 94 and 95 mhz and that since there are no Washington area stations between 93.9 and 94.7 mhz, **WRC-FM** and **WJMD** are, in effect, adjacent on the dial.

Accordingly, it said **WRC-FM's** reference to "Stereo 94" is not appropriate and might cause confusion.

The commission's chief of complaints and compliance, William B. Ray, noted in his response that the commission has not previously objected to the use by an FM station of references to a whole num-

ber on the dial when the station's frequency was adjacent to it and when there were no other stations close enough on the dial to the whole number to cause confusion.

But, he added after the matter was discussed with the chief of the Broadcast Bureau, Wallace Johnson, the staff "believes it would not be in accord with commission policy for **WRC-FM** to continue" to use the "Stereo 94" identification. Mr. Ray cited the similarity of formats of the two stations and the absence of stations on the dial between 93.9 and 94.7 as well as the difficulty "on many FM receivers" to distinguish positions on the dial, even between whole numbers.

WRC-FM is back to identifying itself as "Stereo 93.9."

Storer says it bought KCST after ABC switch

It and seller say XETV is off base in seeking new crack at affiliation

Attorneys for Western Telecasters Inc. and Storer Broadcasting Co., which is proposing to purchase the former's **KCST(TV)** San Diego, were busy last week in an attempt to ward off further attacks from **XETV(TV)** Tijuana, Mexico, whose loss of its ABC-TV affiliation to the San Diego station will become a reality on July 1 unless the FCC displays a change of heart.

In separate pleadings filed with the commission last week, Storer and Western, a subsidiary of Bass Brothers Enter-

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prises Inc., requested that a March 19 XETV petition calling on the agency to reopen its five-year-old hearing on the San Diego affiliation matter be dismissed as unjustified and illegal.

XETV had complained to the commission that it was the victim of "fraud" and "deceit" when it signed a Feb. 21 "memorandum of understanding" with ABC and KCST, calling for the orderly transition of ABC-TV programming from the Mexican station to the San Diego facility. The agreement specified that KCST would begin carrying ABC's daytime programming on June 1 and all other network material on July 1. But according to XETV, which called that agreement null and void three weeks ago (BROADCASTING, March 26), Western had displayed unscrupulous conduct by failing to disclose at the time that it planned to sell KCST to Storer. Announcement of that \$12-million transaction was made on March 15 (BROADCASTING, March 19).

According to the Western and Storer pleadings last week XETV would have been well advised to check the facts before it made those allegations. The understanding between Western and Storer for the sale of KCST, according to the Western brief, was reached during the week of March 6-14—two weeks after the agreement with XETV was signed. Storer was even more specific. It told the commission that it had made an offer to purchase the station on March 13, and that its bid was accepted the following day.

XETV's argument, both firms claimed, is based on the incorrect premise that the commission had denied renewal of ABC's authority to deliver its programming to the Mexican station on the ground that KCST

could supply a superior local service to San Diego viewers—and that the question of who owns KCST is a pertinent issue. This is not the case, Storer and Western argued, claiming that the FCC decision was based on its determination that ABC should not be permitted to continue its 17-year relationship with the foreign station when an affiliation with a domestic station, KCST, was available.

In addition, Western argued, XETV's characterization of the KCST sale as a "\$10-million windfall" for its present owners is an "irresponsible" statement when it is considered that XETV, as a party to the affiliation proceeding, "was well aware of the magnitude of KCST's losses." XETV had successfully sought KCST's financial reports to the FCC (form 324) during that proceeding.

Meanwhile, the changeover of ABC-TV programming to KCST was reported to be already in progress last week. The San Diego station, sources said, began carrying two ABC daytime programs on April 1. Western announced that the Bass Brothers board of directors had approved the KCST sale plans on March 28. The Storer board gave its approval on March 19.

Local opposition fails to stop Jackson FM sale

FCC says rival station did not make strong enough case

The sale of WJMI(FM) Jackson, Miss., which a local competitor had opposed on the grounds that it would have an adverse effect on its own viability, has been approved by the FCC. In granting the \$141,103 transfer from Rebel Broadcasting Co. of Mississippi to Tri-Cities Broadcasting Co., the commission said the petition to deny by TAB Broadcasting Co., licensee of WKXI(FM) Jackson, did not raise issues substantial enough to justify a hearing.

TAB had accused Tri-Cities of several instances of unscrupulous conduct. It claimed that the buyer's proposal to change WJMI's format from primarily middle of the road to predominantly black-and-religious programming would have an anticompetitive effect on the operation of WKXI, also black-oriented. TAB had claimed that the situation is compounded by the fact that Tri-Cities also operates WOKJ(AM) Jackson—a black-programmed facility. In addition, the petitioner questioned WOKJ's promotional activities, stating that they had been lacking in candor in several instances, and had accused Tri-Cities, operator of several other radio stations in the Southeast, of trafficking in broadcast licenses and of perpetrating an undue concentration of media control.

The commission said it had not found any evidence of trafficking or concentration of control on the part of Tri-Cities and noted that the firm had assured it that it was terminating any advertising practices that might have been questionable. It also determined that TAB—which had told the commission that WKXI stood

to go out of business if the sale is approved—had presented no evidence in support of its claim that an economic threat exists.

WJMI operates on 99.7 mhz with 100 kw and an antenna 280 feet above average terrain.

Miami AM tells FCC it needs CMQ to live

Case involves withdrawn call letters once associated with Havana outlet

Radio WCMQ Inc., licensee of Spanish-language WCMQ(AM) Miami, has asked the FCC to reconsider its decision voiding the station's use of these call letters on the basis of what the commission said was a similarity between WCMQ and the call sign of a Cuban station, CMQ Havana. Radio WCMQ noted that the Cuban station was taken over by the government in 1960 and that it has been known as Radio Liberation since Feb. 24, 1968.

Radio WCMQ said that not only is the commission's order "arbitrary, contrary to the facts of record and erroneous on its face" but, if not reversed, will "destroy the viability" of the Miami station and possibly lead to the bankruptcy of its owner, Herbert S. Dolgoff.

The commission's Broadcast Bureau had originally approved Mr. Dolgoff's application for a change, from WLTQ to WCMQ, last October. Mr. Dolgoff sought the change at the time he acquired the station, which was already broadcasting a Spanish-language format to the large Cuban community in the Miami area, and which Mr. Dolgoff, according to the petition for reconsideration, hoped to transform "into a model Spanish-format station."

The Broadcast Bureau action overrode the objection of CMQ Corp., a program-producing company owned by a Cuban exile, Abel Mestre who, with members of his family, had owned CMQ before it was nationalized. The bureau rejected CMQ's contention that Radio WCMQ was attempting to traffic in CMQ Corp.'s corporate name, reputation and goodwill.

CMQ appealed to the commission on Nov. 24. This was about a month after the Miami station began identifying itself as WCMQ. And on Feb. 21, the commission granted CMQ Corp.'s application for review and set aside the bureau's action.

But, Radio WCMQ noted, the commission did not dispute the basis of the bureau's action—that the commission in the past has refused to protect trade names of nonlicensees—but on the ground of an alleged similarity between the call signs WCMQ and CMQ, even though the alleged similarity had not previously been at issue in the proceeding. CMQ had not advanced it as a reason for denying the call-sign change.

Radio WCMQ contends that there is no similarity of call signs, since the Havana station is now known as Radio Liberation. Furthermore, it said, there is no possibility of the Spanish-speaking public in Miami being led to believe there is a



Number five. Blair Radio was designated as the national sales representative for KQV(AM) Pittsburgh in this formal contract signing, an action that apparently scotched reports that ABC might set up a radio rep firm for its owned stations. Of the seven ABC-owned AM stations, KQV becomes the fifth now assigned to Blair (others are WABC New York, WLS Chicago, KGO San Francisco and WXYZ Detroit). L to r: Jack W. Fritz, president, John Blair & Co.; Charles A. DeBare (seated), president of ABC-owned stations, and Tom Harrison, president of Blair Radio.

link between WCMQ and Radio Liberation; "the public is well aware that Radio Liberation broadcasts from Cuba and is operated by the Cuban government."

The contention that the station and Mr. Dolgoff face severe economic hardship if the station is not permitted to continue using the WCMQ call sign is based on the investments Mr. Dolgoff has made in promoting the new call sign. If the commission's order stands, Radio WCMQ said, the funds spent on promotion since November will have been wasted, and new money will be needed to establish a new identity.

"Mr. Dolgoff and the station simply do not have the resources to accomplish this task," the petition says—"nor should they be forced to do so by the commission under these circumstances."

White House's Dean tied to UHF dispute

Unflattering report by first boss surfaces in civil-service file

John W. Dean III, President Nixon's chief counsel, who has been in the news because of the President's refusal to permit him to testify in Senate hearings on the Watergate affair, was in the news last week in a broadcast-related matter.

Columnist Jack Anderson on Thursday reported that in 1966 Mr. Dean had been forced from his first job after law school—with the Washington communications law firm of Welch & Morgan—because of a dispute over the young lawyer's activities in preparing, with several others, to apply to the FCC for channel 30 in St. Louis.

The Welch & Morgan partners in December 1965 had received a commission permit to operate on channel 24 in St. Louis. The Welch-Morgan company, Continental Summit Broadcasting Co., had originally been granted a permit for channel 30 but later asked that the authorization be switched to the lower-channel UHF.

Mr. Anderson, basing his column on a confidential 1967 Civil Service Commission form, said that one of the law firm's partners, Vincent B. Welch, had told the commission he regarded Mr. Dean's conduct as "unethical." Later he softened the charge, calling his original characterization "an overstatement."

In that follow-up letter, Mr. Welch said Mr. Dean's departure could be described as having "resulted from a basic disagreement over law firm policies regarding the nature and scope of an associate's activities." The White House used similar language last week in describing the incident.

The application in which Mr. Dean was involved in was filed by the St. Louis Television Corp. on March 18, 1966, about a month after Mr. Dean left the firm. The commission subsequently granted the application, but St. Louis Television eventually assigned the permit to Evans Broadcasting Corp., which put the station, KDNL-TV, on the air. The consideration was \$34,000.

The Welch-Morgan firm is not broad-

casting in St. Louis either. After granting it four extensions of time in which to build a station, the commission's review board in March 1971 refused a fifth extension and canceled the permit and call letters, KGSJ-TV.

Campus concept goes to the beach

Students will try carrier current to reach throngs on Maryland shore

Some time around Memorial Day, a new radio station will begin operating in the summer resort of Ocean City, Md. It will present a contemporary format aimed at the youth that each summer swell the city's population far above the 2,000 permanent inhabitants.

The station, WOCR(AM), will feature up-tempo, disk-jockey talk, a limited amount of local news and public-affairs programming, and a commercial-time allocation competitive with the area's existing media. There will, however, be a significant difference between it and other stations in the area. WOCR will not broadcast in the conventional sense. Nor will it be subject to the regulations of the FCC. And when Ocean City's summertime population returns to its homes in Washington and Baltimore, WOCR's staff will be part of the exodus, leaving the station dormant until the warm weather returns.

WOCR will operate on the low-power carrier current that for decades has been employed to provide short-range aural services to military bases, apartment houses and, most notably, college campuses. Essentially, the process works through the induction of a transmitted signal into the AC electrical system of a limited geographic area. The RF energy is carried along the electrical lines and can be picked up by an AM receiver tuned to a set frequency that is plugged into the system. The "bonus" for the carrier-current operator comes through leakage of the RF energy through electrical wires, making possible reception of the signal by AM radios (including transistor models) situated near the affected electrical wires. It is this leakage, according to WOCR's organizers, that will make the operation viable in Ocean City.

WOCR will operate on 650 khz, a clear channel, which, in compliance with FCC guidelines covering operations of this sort, will permit leakage to a point about 230 feet from the power source. That distance approximates the width of the beach at Ocean City, which will be WOCR's primary target area.

To relay its signal along the length of the beachfront, WOCR will employ a series of 11 compact 25-w transmitters which will be placed on existing utility poles. The signal will be fed via phone lines to the transmitters from a central studio location.

WOCR is the brainchild of Dan Mayer, a 23-year-old student of communications at the University of Maryland, who says he came upon the idea while researching a course project in which he was re-

quired to design a "paper" radio station. Together with two fellow Maryland students, Jerry Cesak and Greg McMurry, Mr. Mayer formed Maximedia Inc., the corporate entity that will operate WOCR. For the past several months, the three have been commuting regularly between Ocean City and College Park, site of the university, meeting with local businessmen, conducting engineering surveys. They have received the endorsement of Ocean City's city council and number among their more enthusiastic supporters Harry Kelly, the city's mayor,

Messrs. Mayer, Cesak and McMurry are not strangers to broadcasting. Mr. Mayer is currently a part-time announcer at WINX(AM) Rockville, Md., and Mr. Cesak formerly worked in the same capacity at WASH(FM) Washington. Both men have been associated with WMUC, the carrier-current station on the Maryland campus. Mr. McMurry has done production work at the university's radio-TV workshop. Mr. Mayer will act as WOCR's general manager, Mr. Cesak is program director and Mr. McMurry, business manager. They plan a staff of six and to transmit from 9 a.m. to midnight each day during the summer.

At WETT(AM) Ocean City, the only AM licensed to the community, Leonard Grazier, general manager, noted that his station, which employs a talk and MOR format, would not be in direct competition with WOCR's top-40 signal (although the carrier-current station apparently would compete with a new rock-music service recently introduced by WETT on Ocean City's Eastern Shore CATV; that service, perhaps by coincidence, is also being identified by the call letters WOCR.) "It's kind of a wait-and-see thing," Mr. Grazier said.

New man at PAF helm. Jack Rosenthal, executive vice president, Harriscop Broadcasting Corp., Casper, Wyo., and one of the original executive trustees of the five-person Political Action Fund of the National Committee for the Support of Free Broadcasting, has been appointed chairman of the industrywide group that solicits political contributions from individuals for congressional candidates. He succeeds Douglas L. Manship, president of the Manship stations, Baton Rouge, La., original chairman of the Political Action Fund started last year. Mr. Manship continues as executive trustee as well as chairman of the Political Education Fund, the other of the two-pronged operation of National Committee for the Support of Free Broadcasting. The Political Education Fund disseminates information about broadcasting to members of Congress (and can accept corporate contributions).



Mr. Rosenthal

Eaton told to light up two U's now off the air

FCC sets July 1 for reactivation, saying public is owed service

Richard Eaton faces the loss of two now-dark television stations unless he can get them back on the air by July 1. The prospect of evading the dilemma by selling the stations seems ruled out too.

The FCC last week denied requests by Mr. Eaton's United Broadcasting Co. for continued authority to suspend operations of WFAN-TV (ch. 14) Washington and WMET-TV (ch. 24) Baltimore.

The stations have been dark since February 1972, when the commission authorized them to suspend operations until 15 days after it acted on United's petition for reconsideration of an order designating WMET's renewal application for hearing.

The commission denied reconsideration in December, but United again sought permission to keep the stations off the air, pleading substantial financial losses. United asked that WFAN-TV be allowed to remain dark until the commission acted on an application to assign the station's license to B&F Broadcasting Inc.; WMET, until its renewal hearing is completed and the station can be sold.

The commission last week said that broadcast channels "are not a private domain" and that a licensee "has no right to control access to a channel which he does not intend to use." Since United merely wants to maintain possession until it can sell the properties, the commission said, "we are convinced the public interest will be best served" by directing United to resume operations at the two stations by July 1.

The WMET hearing involves the fate of two other Eaton stations—WMUR-TV Manchester, N.H. (license revocation), and KECC-TV El Centro, Calif. (application for a permanent license). At issue are the circumstances surrounding payments allegedly made to obtain network affiliations.

In addition, the renewal applications of five other Eaton stations are in hearing—WOOK(AM) as well as WFAN-TV Washington, WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio, and WFAB(AM) Miami. An administrative law judge in February recommended renewal of WFAN-TV's application but a denial of WOOK's in favor of a competing applicant for the 1340 khz frequency.

The commission cited the hearings in rejecting the request that WFAN-TV and WMET be allowed to remain dark. It said that each of the hearings is dependent on the favorable resolutions of the others and that United cannot assign its authorizations until the questions concerning its character qualifications have been resolved. And since that might take several years, the commission said, a grant of United's requests would allow the two channels to lie fallow for an extended period, contrary to the public's right to service from stations on them.

Programming



Sid and Imogene have movie goers in the aisles

'50 TV capers are box office draw, but theater distributors won't forget television material that flopped

New York movie goers are flocking to a small midtown art theater to see early 1950's kinescopes (blown up to 35 mm) of the Sid Caesar-Imogene Coca NBC-TV series, *Your Show of Shows*.

In six weeks at the 546-seat Festival Theater, "Ten from Your Show of Shows" has grossed \$90,000, and the Walter Reade Organization has decided to distribute the movie nationally, with Easter bookings already firmed up for theaters in Boston, Chicago and Philadelphia.

"I'd been approached before by people who wanted to show the kinescopes," said Max Liebman, who produced and directed all 160 episodes of the weekly 90-minute *Your Show of Shows* during its run on NBC from 1950 to 1954. "Syndication outfits wanted to chop it up into 30-minute or 60-minute segments for TV showing, and college-circuit distributors wanted to transfer it to 35mm or 16mm for campus showings."

What really made Mr. Liebman sit up and take notice, however, was the response to a 12-page spread on the show in the May 1972 issue of *Esquire*. "Esquire invited 500 people to a press party in the Rainbow Grill [Rockefeller Center] to publicize the story," he recalls. "When we showed some of the kinescopes at that party, the reaction of the audience was tremendous."

A Reade organization vice president, Julian Schlossberg, made a firm offer to distribute a sampling of the best of the series and together they spent more than \$50,000 in lab work before they came up with an acceptable 35mm print.

The result is "watchable," according to

the movie critic, Pauline Kael, although "it's rather like watching a Punch-and-Judy show on a furry, polluted day."

Mr. Schlossberg has become so "emotionally committed" to the series that he'd like to select 10 more skits from *Your Show of Shows* and put together another compilation film for release to theaters, with maybe a year's leeway to give the current compilation maximum impact. But Mr. Liebman is a bit more cautious. "On that score," he says, "we'll be guided by how well the current film does in theaters around the country."

If "Ten from Your Show of Shows" is as big a hit around the country as it is in New York, the industry is likely to consider it a freak because, as Henry H. Martin, the president of Universal Pictures, puts it: "Theaters in America are reluctant to play something that's already been on television." Mr. Martin speaks from a somewhat recent bitter experience—Universal's attempt to cash in on the rave reviews and giant audience (31.7 rating and 48 share) chalked up by a two-hour made-for-TV movie about interracial love called "My Sweet Charlie." NBC showed it Jan. 20, 1970. On the basis of this response, Universal decided to release it to theaters. But after a few disastrous test dates, including a brief run in New York, the company quietly scrapped its game plan for theatrical release.

Columbia Pictures had an equally disappointing experience when it tried to translate the small-screen success of "Brian's Song" into some quick theatrical box-office dollars. When the picture, about a pro football player, Brian Piccolo who died of cancer, was first aired on Nov. 30, 1971, on ABC-TV's *Movie of the Week*, it amassed a 32.9 rating and 48 share. But there was no carryover in audience enthusiasm when Columbia put it into theaters in Chicago, Los Angeles and Montreal, so the company ended up limiting its release to 23 Southern cities. (When it got a repeat showing on ABC's *Movie of the Week* a year later, though, the TV audience lapped it up again, to the tune of a 30.4 rating and 43 share.)

The reason for the theatrical failure of these two movies is that, as one ABC executive explains it, "they're just too intimate to make any impact on the big-theater screen. A theatrical movie simply has a perspective and a scope and a size that made-for-TV movies can't provide."

The success of "Ten From Your Show of Shows" may also be a freak in the sense that other stabs at trying to create a theatrical audience for episodes of old off-the-wall TV series like *The Lone Ranger* and *Star Trek* and *You'll Never Get Rich* have had almost no impact, even in college communities where camp interest might be expected to be high. "No big distributor is interested in drawing esoteric audiences," says Ben Halpern, an executive at Universal. "Commercially, that's a totally dead market." A spokesman for the Biograph Theater in Washington, which recently tried to program old TV for the midnight weekend crowd, said: "Audience response was so negligible I don't even want to talk about it."

Werner takes wraps off two projected series

Long-time NBC-TV programing executive Mort Werner—in one of the few indications of what he has been up to since being named to the newly created position of senior vice president, program planning, last June—has reported that the network will program a 1 a.m.-2:30 a.m., five-mornings-per-week, talk program under the title of *Tomorrow Show* beginning Labor Day, and also has in development *International Quiz*, a program with people meeting in face-to-face intellectual combat (via new technology). About *Tomorrow*, Mr. Werner, addressing an American Forces Radio and Television Service workshop in Washington, said "It's going to be an out-and-out gutsy talk show."

Elaborating, Mr. Werner said, "We intend to go into a gutsy talk show really very similar to the better radio talk shows that are on the air today."

The idea for *International Quiz*, which is the working title for the project, came from the *New York Times* front-page coverage of the Bobby Fisher-Boris Spassky chess matches, Mr. Werner explained. "It was a huge news story," he said, and indicated to NBC-TV officials that it may be feasible "by use of our technology" to pit people all over the world and at all levels of society against one another in intellectual matches.

What the Fisher-Spassky chess match amounted to, contended Mr. Werner, "was face-to-face combat, intellectual combat." Added the NBC executive, "We think that will happen now on a worldwide basis."

Lottery for candidates

Omaha AM has hopefuls draw for times of their free spots; companion TV sells political

Faced with the dilemma of 50 candidates running for the city council, WOW(AM) Omaha, Neb., brought many of them into the studio and had them draw slips of paper out of two boxes. One box was for prime time in the morning traffic hours. The other was for midday time. The slips were coded so that candidates could pick any number they desired but would not know what they were getting until the station converted the code to available time periods listed on a chart.

What the 40 of the 50 candidates who availed themselves of wow's facilities got for their draw March 17 were two free 90-second periods of time on the station to promote their candidacy. The idea was to provide them with opportunity for equitable exposure. It was the first time the station followed such a procedure for political candidates but apparently it's not to be the last. In the primary election for the city council, held on April 3, 14 candidates drew enough votes

to cause a runoff election in six weeks.

"I don't know how many exposures we'll give per candidate in the runoff," said wow General Manager Steve Shannon, "but I suspect something like four instead of two now that the list has been whittled down to 14."

The station stipulated that no political access spot would run before 6 a.m. and none would run after 3:30 p.m. The 90-second programs were called *Access*, and all started with a quick introduction and ended with an equally quick tag that said, "the opinions expressed are those of the candidate only."

Wow-TV, the TV adjunct in Omaha, did not offer free time. Instead, it accepted paid political for the election.

Some women miss the old Balance

The *Bill Balance Show*, ordered by licensee Storer Broadcasting, to take a new tack over KGBS(AM) Los Angeles (BROADCASTING, April 2), did so last week. The emphasis in the first few days was on such topics as "What are you doing to overcome the higher price of meat?" and "What are your anxieties and depressions?" Receiving telephone calls from women, Mr. Balance was still his friendly self, but less sexy than his *Feminine Forum* characterization.

Ray M. Stanfield, CBS general manager, said last week that the station had

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received more than 200 letters about the change in the Ballance show and that they were running 12 to one against it. Many, he said, criticized the station for "meekly submitting to implied censorship," as one correspondent wrote.

Meanwhile, Mr. Ballance and Mr. Stanfield have all but signed a new contract for his continued employment. This will come after lawyers agree on terms, expected well before May 15 when his current contract expires.

Program Briefs

26 take to 'Trail'. Three CBS-owned television stations and 23 other outlets represent initial sales for Metromedia Producer Corp.'s new prime-time access series, *Dusty's Trail*. Half-hour program purchasers include WCBS-TV New York, KNXT(TV) Los Angeles, WCAU-TV Philadelphia, WJBL-TV Detroit, WIIC-TV Pittsburgh, WAGA-TV Atlanta and WCPO-TV Cincinnati.

On his own. Howard G. Barnes has resigned as executive vice president of Group W Films, New York, where he was executive producer on 21 theatrical features over past seven years. Mr. Barnes will become independent producer and his first project will be development of 90-minute series in cooperation with Paramount Television.

'Without violence'. Allied Artists Television has acquired syndication rights to new animated children's series, *Choppy and The Princess*, consisting of 52 half-hour episodes. Produced by Oriolo Film Studios, New York, series devotes each episode to full story. It is described as adventure series "without violence."

Whitsunday special. Sacred Heart Program Inc., St. Louis, has produced half-hour radio program designed for broadcast Pentecost Sunday (June 10). Entitled *Windsong*, program features a gospel-style musical rendition of vision of Old Testament prophet, Ezechiel, along with passages from the Old and New Testaments. Rev. Bert Akers, production director for Sacred Heart Program, wrote script in conjunction with Sister Marti Tomas and radio personality John McCormick. Contact: *Sacred Heart Program, Dept. P-B, 3900 Westminster Place, St. Louis 63108.*

U.S. renews on Kangaroo. Children three to six years old are getting message about work from Captain Kangaroo. Series of four-minute animated film segments, being shown on CBS-TV's *Captain Kangaroo* series from April 2 to May 7, is designed to encourage "career awareness" in young viewers. Doing teaching are animated wizard and six other cartoon characters created by Sutherland Learning Associates, Los Angeles. Earlier Sutherland series for *Captain Kangaroo* is now syndicated by Viacom. Paying bill for new series—as it did for earlier one—is Office of Education of Department of Health, Education and Welfare. Cost: \$214,000 for 16 filmed segments.

Broadcast Journalism

Mammoth rap session on First Amendment set for Hill this week

Hughes coordinating two-day meet; broadcast, print set for Thursday; Cable, citizen-access up Friday

A two-day symposium on Capitol Hill this week will examine First Amendment problems involving broadcast and print media and cable television.

The April 12-13 meeting, sponsored by a number of senators and congressmen, is being coordinated through the office of Senator Harold Hughes (Iowa) and is a sequel to, and an outgrowth of, a March 7-8 Senate-House conference that dealt with the constitutional jurisdictions of Congress and the executive branch.

It is designed as a roundtable discussion by members of Congress, representatives of the media and media-related interests.

Former CBS Vice Chairman Frank Stanton has been invited to moderate the morning session on Thursday (April 12), which will deal with the broadcast media. Participants are to include John Lynch, ABC News; Washington communications lawyer and former FCC Commissioner Kenneth Cox; Richard Hughes, WPIX(TV) New York; lawyer and former FCC Chairman Newton Minow; Bill Monroe NBC News; the Rev. Everett Parker, United Church of Christ; Al Kramer, Citizens Communications Center; Robert Blanchard, American University; Thomas Curtis, board chairman of the Corporation for Public Broadcasting; Jack Harris, KPRC-TV Houston, and attorneys Marcus Cohn and Richard Schmidt.

An afternoon session on April 12 will focus on the print media and the following morning's session will be devoted to cable and citizen access with participants to include Tracy Westen, Citizens Communications Center; William Wright, Black Efforts for Soul in Television, and Bowman Cutter, Cable Television Information Center.

Among the many members of Congress slated to attend part of the symposium are Senate Commerce Committee Chairman Warren Magnuson (D-Wash.); Senate Communications Subcommittee Chairman John Pastore (D-R.I.); House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) and House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.).

News directors vote special defense fund

It's to help journalists in disputes over confidences; sites set for four conventions; outsiders can't pick up tabs

The creation of a fund to give financial assistance to broadcast newsmen involved in litigation stemming from freedom-of-

information controversies has been authorized by the board of directors of the Radio Television News Directors Association.

The fund, which would have no financial limit, was authorized by the RTNDA board at its midyear meeting in Seattle March 31, at the request of Charles Harrison (WGN-AM-TV Chicago), president of the association. Mr. Harrison said he requested the fund because "the insanity of the times makes it likely other newsmen will be jailed as they protect sources of information valuable to the public."

The fund, which will be drawn from RTNDA savings, will be made available to any broadcast journalist in need of assistance who contacts Mr. Harrison or Tom Frawley (Cox Broadcasting, Washington, chairman of RTNDA's Freedom of Information Committee.

At the same meeting, the RTNDA board also approved locations of its international conferences for the next four years. The 1973 meeting will be held Oct. 8-13 at Seattle's Olympic hotel. The 1974 meeting will be in Montreal, 1975 in Dallas and 1976, in commemoration of the nation's bicentennial celebration, in Washington.

Travis Linn (WFAA-TV Dallas), program chairman for the 1973 RTNDA convention, announced that no event within the convention hotel at this year's meeting will be permitted to be sponsored by a nonbroadcast or noncablecast organization. The move was a further refinement of a resolution passed by the RTNDA board in December 1972 at Nassau, Bahamas, forbidding commercial sponsorship of official convention events.

Mansfield formula: a live President equals live Muskie

Senate leader says TV exposure gives Nixon unfair weight in federal balance of power

The majority leader of the Senate charged last week that "threats by members of the executive branch" are having an adverse effect on the networks' news coverage.

Senator Mike Mansfield (D-Mont.) in a floor speech printed in the *Congressional Record* last Tuesday (April 3), said that the networks—responding to telegrams sent by him and House Speaker Carl Albert (D-Okla.)—refused to cover live a statement delivered last Monday by Senator Edmund Muskie (D-Me.) on behalf of Senate and House Democrats.

The Muskie speech, which was covered by the three networks in taped excerpts in their news programs, answered President Nixon's March 29 nationwide televised address on subjects such as the war and the budget. The networks had carried the President's 22-minute message live.

Noting the networks' refusal to provide live coverage of Senator Muskie, Senator Mansfield said "one network [which he did not identify] even raised questions about what was to be said. . . . No such

questions are asked when a President seeks time to address the American people simultaneously on all networks."

The refusal by the networks to grant Congress an equal opportunity to communicate with the public, said the senator, is "preventing the Congress from becoming again a coequal branch." The networks, he said, "appear to be responsive to threats by members of the executive branch, but show no appreciation for an attempt on behalf of Congress to be responsible in shaping the public perceptions and determining significant national decisions."

Senator Mansfield said the decisions made by the networks have an effect on the government system of checks and balances. "The whole notion of separation of powers has been significantly diminished by the inordinate input the executive branch . . . has on television," he said.

Digges berates newsmen who neglect objectivity

Advocacy journalism was attacked last week by Sam Cook Digges, president of the CBS Radio Division.

"Those who engage in it become participatory journalists rather than reporters," he charged. "Their bag is to make political, moral and social judgments and to work their personal philosophies into their stories. In addition to being corrupt, they are lazy. They are not interested in hard-hitting, factual, investigative reporting—that takes work. They would rather cut corners, thinking they are twisting minds by twisting facts."

Mr. Digges said that 99.44% of those working in journalism try to be fair and objective but "those few who would pervert their profession are like bacteria in a can of soup that causes botulism." He said there is "a place for personal opinion, but it does not belong in hard news stories."

Mr. Digges made his remarks during Journalism Week at the University of Missouri where he was awarded a Missouri Medal of Honor for his "distinguished contributions to radio journalism." Other winners of the Medal of Honor were Lawrence E. Spivak, creator of *Meet the Press* on NBC; Katharine Graham, publisher of the *Washington Post*; John E. Johnson, publisher, Johnson Publications; The Research Institute of the American Newspaper Publishers Association; Thomas Chorgherr, vice editor-in-chief, and James W. Brown Jr., publisher of the *Harrisonville Democrat-Missourian* and *Die Presse* of Vienna.

FM's tape subpoenaed for prison-revolt probe

The Rhode Island state attorney general's office is studying a tape obtained by subpoena from Brown University's WBRU (FM) Providence, R.I., in connection with its investigation of a recent prisoner revolt at the state's adult correctional institution.

Following the issuance of a grand jury

subpoena, WBRU officials on March 12 handed over to the attorney general an air check of a taped interview with Alfred Bishop, currently under indictment for murder, which had been broadcast by the station during its weekly *Prison Hour* program. The program, on which record requests are aired from inmates at the penal institution, regularly features discussions with prisoners. According to a spokesman for Attorney General Richard Israel, the tape was obtained in an attempt to ascertain whether remarks made by Mr. Bishop during the WBRU interview could be used as evidence in the state's case against him. The tape would apparently be admissible in court if the WBRU newsman who conducted the

interview testified as to its authenticity. The indictment against Mr. Bishop, who is also awaiting trial on several other felony charges, came as a result of an incident allegedly involving the inmate during a prisoner uprising at the correctional facility two months ago.

WBRU General Manager David Epstein said the tape was delivered to the attorney general three days after the subpoena was issued, following the station's determination that its First Amendment rights or purported rights of newsmen's privilege were not in question. He noted that the program was aired publicly and that the subpoena did not cover any material that was not broadcast.

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Burch engaged in secret try at compromise on copyright for cables

He says 'breakthrough' essential, reminds cable operators FCC rules were adopted on assumption copyright legislation would emerge

FCC Chairman Dean Burch has slipped quietly back into the mediation business, with the aim this time of resolving the differences over cable-television copyright legislation. The maneuvers involve not only the cable operators and copyright owners but also the powerful chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, John L. McClellan (D-Ark.).

Chairman Burch over the past several weeks has conferred with Senator McClellan and Jack Valenti, head of the Motion Picture Association of America Inc., as representative of the copyright owners on the problem. David Foster, president of the National Cable Television Association, is next on his list. The chairman has also promised to confer with Vincent Wasilewski, president of the National Association of Broadcasters.

The mediation effort is what the chairman had in mind when, in a speech to the Southern Cable Television Association, in Mobile, Ala., on Monday, he expressed concern about the impasse in negotiations over cable legislation, said a "breakthrough" was essential, and added: "I intend to do all in my power to effect a fair resolution of this knotty problem."

He also tried a little jawboning in the speech, appearing to lay the blame for the impasse at cable's door. "You must come to copyright terms," he said. "For that is what cable has agreed to do, that is what it is expected to do, and that is what it must do if it means to get into the fabric of American life.

"There is no other way to regularize your industry—to give yourselves the sound base for future growth."

(In a question and answer period following his speech, the chairman sought to downplay the importance of the copyright question when placed against the context of cable television's future possibilities. "Within five years, revenues from pay cable will make copyright funds look like peanuts," he said.)

Broadcasters and copyright owners have also been referring to what they said was cable television's obligation to come to terms on copyright legislation. So has Clay T. Whitehead, director of the Office of Telecommunications Policy. But cable interests have shown no response.

Chairman Burch's present mediation

efforts can be viewed as a continuation of those he made, in tandem with Mr. Whitehead, in persuading the three industry groups, in November 1971, to accept the consensus agreement that paved the way for the commission's adoption of a new package of cable rules. Mr. Whitehead is playing no role in the present mediation.

Like copyright owners, broadcasters and Mr. Whitehead before him, Chairman Burch, in his speech, cited the consensus agreement. He noted that a crucial element was the consideration that Congress would adopt copyright legislation assuring cable television's payment of royalties to copyright owners. And the three parties to the agreement, he recalled, said they would support legislation providing for arbitration if they could not agree on a schedule of fees.

But, the chairman said, negotiations have not led to agreement on a fee schedule, "nor have all sides been fully agreeable to arbitration." He did not point a finger directly at cable—"it would serve no useful purpose to try to assign blame at this point," he said—but that was not necessary. It has never been any secret that the cable industry alone among the three is balking at arbitration.

The cable industry is riding with the copyright bill that Senator McClellan introduced in the last two Congresses and, two weeks ago, in the current one (BROADCASTING, April 2). It includes a schedule of royalty fees for cable, but copyright owners say the scale is much too low, that it was not based on research. Cable industry spokesmen, nonetheless, say it is the only piece of copyright legislation likely to be enacted.

And Senator McClellan has stated repeatedly his view that Congress should set the initial fee schedule. His bill provides for subsequent periodic review and arbitration of the fee schedule.

As a result, subcommittee sources note, Chairman Burch has two problems. If he can persuade the cable and copyright owners to accept some form of arbitration, he would still have to contend with Senator McClellan.

None of the parties involved would disclose the basis on which Chairman Burch is seeking to resolve the dispute.

But one source pointed out that Chairman Burch, in a meeting on the subject with Senator McClellan in January, suggested a compromise solution calling for the parties to submit to arbitration when the top-100 markets are concerned, but to accept a legislated fee schedule for the small markets (BROADCASTING, Jan. 22).

The source noted that the proposal offered "all kinds of possibilities" for discussion. "It all depends on where you want to make the split," he noted—whether higher or lower than the 100-market level.

And although the chairman appeared to be putting the pressure on cable, in his speech in Mobile, his mediation efforts appear directed primarily at Mr. Valenti. He has met with Mr. Valenti twice—once two weeks ago, a second time last week—and is to meet with him again soon, possibly this week. Mr. Valenti was to contact the chairman after conferring

with motion picture producers among the copyright-owners' contingent.

Chairman Burch's plan of attack apparently is to reach some sort of an understanding with Mr. Valenti before moving on to Mr. Foster and the NCTA and then to the NAB. (However, the broadcasters do not figure to play an important role in the dispute, since it principally involves at this point the interests of the cable operators and copyright owners.) Mr. Burch explained the primary attention being given Mr. Valenti by noting that it is the copyright owners who are balking at Senator McClellan's bill.

Even allowing for a normal reluctance to discuss mediation efforts in progress, Mr. Valenti did not appear hopeful about their prospects. "I don't know if Mr. Burch will be any more successful" than the parties have been in attempting to iron out the dispute, he said. Asked whether he is optimistic, he said, "I've been optimistic before, but it hasn't worked out."

Mr. Valenti acknowledged that the chairman has offered several "definite proposals to think about," but made it clear he does not believe it is the copyright owners' place to make concessions. "The matter would be settled if cable would live up to the consensus agreement," he said. Furthermore, he said, "the copyright owners have made several moves toward compromise, but cable has not moved one jot."

Copyright owners are not shutting any doors, Mr. Valenti said, and will listen to any offer "we can live with." But, he added, in apparent reference to his last conference with Chairman Burch, "we don't feel we have a proposal we can live with."

Chairman Burch expects to know whether he has managed to end the impasse over cable copyright legislation in the next week or two. In the meantime, affected parties are holding their breath. A member of the Senate copyright subcommittee staff said that if the chairman's effort fails, there will be "two years of battling in Congress over copyright legislation and more years than that spent in court in copyright litigation."

As for the commission, it may feel compelled to reconsider the cable rules it adopted last year after years of work and controversy; Chairman Burch in February said that since the commission based its rules on the assumption that copyright legislation would be enacted reasonably soon, it would revisit those rules if legislation were not enacted within a year and a half (BROADCASTING, Feb. 26).

Considering those stakes, the subcommittee staffer said, "We wish Burch well."

Foote, Cone & Belding gets out of cable

Tele-Communications Inc., Denver, has acquired FCB Cablevision Inc., New York, the cable-TV subsidiary of Foote, Cone & Belding Communications Inc., New York. The acquisition, which ends Foote, Cone & Belding's six-years in

cable TV, was for an undisclosed amount of Tele-Communications Inc. shares.

TCI, which is a microwave common carrier as well as a cable-television company, was brought together in 1964 as consolidation of the cable-TV interests of Robert Magness and Copper Broadcasting Co. with those of The Standard Corp. and Kearns-Tribune Corp. The operating cable-TV division of TCI is Community Tele-Communications Inc., which with the FCB acquisitions, claims 22 cable systems in 26 states, with some 330,000 subscribers.

FCB Cablevision, based in Newport Beach, Calif., was operated as a subsidiary separate from the FCB advertising agency. It owned and operated five systems with about 40,000 total subscribers. The FCB systems are in Mission Viejo, Oceanside and Sunnyvale, Calif.; Pueblo, Colo. and Poughkeepsie, N.Y.

Whitehead sees looser reins for cable TV than broadcasting

He also says multitude of channels will diminish need for public TV

Clay T. Whitehead, director of the Office of Telecommunications Policy, feels the advent of pay TV on cable holds out promise for the resurgence of Hollywood as a film and program producer. Mr. Whitehead was one of a series of speakers at the third annual seminar on CATV sponsored by the Hollywood chapter of the National Academy of Television Arts and Sciences, held March 31.

Stressing prospects that CATV's inherent ability to provide a diversity of channels will diminish the need for government controls, Mr. Whitehead hit at the FCC for becoming too involved in detailed regulation. He mentioned prime-time access, the fairness policy and its interest in specified categories of programming.

He also said he saw the growth of CATV diminishing the need for public broadcasting, which, he said, was originally established as an alternative to commercial broadcasting. The growth of CATV, with its potential for many channels and the probability of several interconnected networks, means diversity without public broadcasting, he said.

Declining to particularize on the recommendations of the special, cabinet-level CATV committee that has been working with OTP for two years to recommend cable policy to the President, Mr. Whitehead said that one recommendation will deal with the extension of CATV to rural areas. He implied it would take the form of some sort of subsidy. And he also emphasized that service to rural areas need not mean cables; "there are other technologies available for this purpose," he said.

Mr. Whitehead's theme, that OTP was interested in lessening government regu-

lation, was challenged by Sol Schildhouse, chief of the FCC's Cable Bureau. Mr. Schildhouse charged that the OTP had imposed itself in the commission's final consideration of the cable rules, issued last year, and declared that they might have been more favorable for CATV except for the OTP interference. Mr. Schildhouse also questioned the OTP director's promise of less government interference in CATV matters by alleging that OTP engaged in "nitpicking" during the working out of the 1971 consensus agreement among cable, broadcast and film representatives.

On other matters, the FCC official termed the National Cable Television Association's concern over municipal ownership a tempest in a teapot; urged cable operators and the public to polish their performances so that the public-access channels will not be filled with "amateurishness"; and remarked that the copyright issue between CATV owners and film licensees was on the verge of being settled when the federal appeals court issued its decision in the CBS-versus-Teleprompter case. This ruling held that cable operators are liable for copyright payment for the distant signal they import. The decision, Mr. Schildhouse said, has made the copyright owners stiffen their demands on the prospect that they will now get better terms from the CATV industry.

David Foster, president of NCTA, objected to the antisiphoning rules that are being considered by the FCC. "Let us all bid for programs on the open market," he declared.

He noted, as did Burt I. Harris, former president of Cypress Communications Corp. (now part of Warner Communications), that 115 of the first 900 certificates of compliance issued by the FCC were for construction in major markets. Mr. Harris said that cable stock prices now are below their true worth. He predicted they would spring back soon.

William Bresnan, president of Teleprompter Corp. and chairman of NCTA, said his company has more than \$75

million committed for 1973, and that a substantial part of this is for programming. He pleaded with the film-oriented audience to be more flexible on the copyright issue and to move closer to the CATV position. It can mean more jobs for filmmakers in Hollywood, he said.

Walter Baer, who is in charge of the latest series of cable-TV studies at the Rand Corp., said he figures the first major interconnection of cable systems will come from microwave linkage of a number of headends to serve a single, large market. National interconnection will come, he said, through satellites. He warned, however, that the high cost of earth stations is a major problem. He also called for compatibility standards in the expanding pay-TV area.

Where pay cable is getting started

Early venturers give upbeat reports; some see co-production deals in films

El Segundo. Sarasota. Redondo Beach. Orlando. San Diego. Carpentersville. Wilkes-Barre. A train caller's litany? No. These are some of the places where cable TV systems are being used to test various services and technologies that are aimed at turning CATV into what cable entrepreneurs delicately call premium TV (pay TV).

These communities, and others, were mentioned prominently March 31 at a seminar sponsored by the Hollywood chapter of the National Academy of Television Arts and Sciences. The more than 500 in the audience also heard from Clay T. Whitehead, director of the Office of Telecommunications Policy; David Foster, president of the National Cable Television Association; William Bresnan, NCTA chairman and president of Teleprompter Corp., and Sol Schildhouse, chief of the FCC's Cable Bureau (see story, this page).

But the nuts and bolts of the seminar,



Social moment. These were four of the participants in the Hollywood NATAS's third-annual seminar on CATV. L to r: Clay T. Whitehead, director of the Office of Telecommunications Policy; Walter Baer, Rand Corp.; Burt Harris, Harriscope Broadcasting, and Monroe Rifkin, president of ATC.

the element that most of the program-oriented audience went to hear, concerned pay television. Samples:

▪ El Segundo, Calif., a suburb of Los Angeles, where Theta Cable Corp. of California's new system began early this year, now has more than 700 subscribers, with a potential of 6,000. There, Theta Cable and a sister manufacturing affiliate, Theta-Com, plan late this summer a 1,000-home test on two-way CATV with services including feature films and sports, as well as shopping, surveillance and polling. Theta Cable is jointly owned by Hughes Aircraft and Teleprompter; Theta-Com is wholly owned by Hughes Aircraft.

▪ In Sarasota, Fla., Theatrevision Inc. is testing its system of subscription TV on the Storer-owned CATV.

▪ In Redondo Beach, also in the greater Los Angeles area, as well as Burbank and Glendale, Home Theatre Network starts pay TV tests this summer.

▪ Orlando, Fla., is the site of one of the cable industry's most ambitious tests of interactive cable. Owned by American Television & Communications Corp., the Orlando system is still under construction in the main. But, late this summer, a full-scale test of almost a dozen services will be tried with 500 homes, equipped with RCA-developed terminals. Among these services: films, sports, surveillance, shopping, polling, instruction and medical services. The Orlando system now has about 4,000 subscribers.

▪ In Carpentersville, Ill., a burglary



Talking pay cable. This was one half of a panel session at the Hollywood NATAS seminar. L to r: William J. Butters, president of Transworld Communications; Dore Schary of Schary Productions Inc., and Stanley Sirotin, vice president-general manager of Creative Cine-Tel Inc. The other half (not pictured): Geoffrey Nathanson of Optical Systems, Gerald M. Levin of Home Box Office and Monroe Rifkin of ATC.

and fire alarm system has been undertaken by the cable system there and Oak Security Inc., Chicago, using equipment supplied by Scientific Atlanta.

▪ In Wilkes-Barre, Allentown, Hazleton, Mahanoy City and Bethlehem, Pa., Service Electric Co. is cooperating with Home Box Office Inc. (Time Inc.) in tests of its new system which charge subscribers a flat extra monthly fee for first-run movies and other programs.

This interweaving of pay TV and interactive cable was fundamental in the special panel discussion during the all-day academy meeting. Involved also as part of that same discussion were hotel movie services, with the only basic difference the question of whether a hotel guest should be charged separately for the service, or whether movies should be part of the service provided by the hotel under its room charge.

How are the pay TV tests doing, now that some of them have been under way for a month or more? Geoffrey Nathanson, president of Optical Systems, called the initial response in San Diego "tremendous." Nine out of 10 cable subscribers to the Cox Cable-owned system who ask for a demonstration of the Optical Systems service eventually subscribe, Mr. Nathanson said.

Mr. Nathanson noted that today's movie-goer is mostly under 21; pay TV's customers are older. Pay TV, he said, could become a significant supplemental market for feature-film producers and distributors.

Both Mr. Nathanson and Dore Schary, president of Theatrevision, said they could see pay TV firms entering joint ventures with Hollywood producers. Mr. Schary said he was ready now to talk co-venture deals.

Pay TV, said Mr. Schary, will never reach all CATV homes, "but there will be enough of them to make it a good business."

Citing the establishment of Schary Productions Inc., Mr. Schary called for the offering of more than film features on pay TV which, he said, needs other presentations such as concerts, ballet, opera, drama and educational courses. Theatrevisions' goal, he said, is to provide service to 100,000-125,000 homes. Theatrevision is a subsidiary of the Chromalloy Corp.

Gerald M. Levin, Home Box Office president, said his firm's goal is 10,000 homes through cable operators by next

month. Home Box Office does not lease channels from cable operators; it provides the programs to the operators who in turn operate the pay channels.

The Home Box Office arrangement was endorsed by Monroe M. Rifkin, ATC president, who opposes the leasing of channels to outsiders. "Our customers are very precious to us," he said. "They must not be approached by any third parties."

Pay TV, said Mr. Rifkin, is only one of many services that cable must provide. Pay cable, however, will bring in the immediate revenues that will be needed to wire major markets, he said.

Mr. Rifkin directed part of his remarks to the Hollywood audience, chiding distributors for seeking 40% and 50% of revenues for feature films. Cable, he said, is a new industry and needs a partnership arrangement with studios to develop a new market for films.

This theme also was sounded by Richard Lubic, president of Home Theatre Network. Addressing his remarks to Hollywood craft unions, Mr. Lubic warned that moves to have the federal government take action to alleviate alleged unemployment in Hollywood only open the door to possible government imposition of a voice in program content.

Although the discussion of pay TV took the form mainly of hopes and preliminary experiences, a discussion of the hotel movie scene was more detailed and specific. William J. Butters, president of Transworld Communications, subsidiary of Columbia Pictures, which is serving 29,000 rooms in hotels, told the audience that after 17 months in business, Transworld plans to serve 160,000 rooms in hotels in 25 cities this year or by the first quarter of 1974. Cable TV tests, he said, are scheduled to begin this summer on a half-dozen or more systems in various areas of the country.

Information based on its current hotel operations, Mr. Butters said, shows that 67% of all movie viewing in hotels occurs outside prime-time. And, he added, one in four hotel guests buys movies.

Mr. Butters emphasized the necessity of making a per-program charge for hotel movies; this was opposed by Stanley Sirotin, vice president-general manager of Creative Cine-Tel Inc., which is serving almost 2,500 rooms in hotels in five cities. Mr. Sirotin felt that hotels should provide movies as another service included in the hotel room rate.

The subject of R- and X-rated movies

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came up at this point; Mr. Butters said his firm made no distinction, because, from a business point of view, 80% of hotel guests are men, and most men want sex and action movies. Mr. Sirotin noted that some hotels don't want X-rated movies; he mentioned the Holiday Inn chain as one.

Athena gets bigger piece of the action

Others expanding cable holdings: Hawkeye, Liberty Communications, Communications Properties, Cable Video Communications

A whirlwind of franchising and merger activities has engulfed the cable television industry in recent weeks with Athena Communications Corp., a former subsidiary of Gulf & Western Industries Inc., the company most actively engaged. In separate actions, New York-based Athena acquired a cable-TV system in Corpus Christi, Tex., with more than 3,000 subscribers and, more important, was virtually assured an exclusive franchise to operate a cable-TV system in Memphis, a potentially large cable market with more than 210,000 TV homes.

Athena, of which 82% of the common stock was spun off by Gulf & Western last year, acquired the already-constructed system at Corpus Christi from Castel Corp., a local company, for 126,000 common shares and an undisclosed amount of cash. The system reportedly has a potential of 65,000 subscribers and 700 plant miles.

In Memphis, the city council rejected a multiple franchise approach to cable-TV operations in the city, by turning down competing applications filed by Teleprompter Corp., Communications Properties Inc. and a group of local citizens. Upheld was a franchise held by Athena's local subsidiary, Memphis CATV Inc. Athena, which has held the franchise in Memphis for seven years, received an FCC certificate of compliance last December, but delayed construction to allow for amendments to the franchise ordinance. A final reading of the amended ordinance is scheduled for tomorrow (April 10).

Concurrently with the action in Memphis, Hawkeye Cablevision, a company jointly owned by Athena with Cox Cable Communications Inc., Atlanta, and Hawkeye Communications Inc., Des Moines, Iowa, was confirmed as the cable-TV franchise-holder for Des Moines. The Des Moines city council completed adoption of an ordinance that gives Hawkeye Cablevision a 10-year franchise term, with a 10-year renewal option. Hawkeye will pay the city 5% of gross subscriber revenues based on rates to subscribers of \$5 per month in addition to \$1 per month as rental on a set-top selector.

Hawkeye Communications Inc., one of the three partners in the Des Moines franchise, won a franchise on its own to serve Wisconsin Dells, Wis., which has a population of about 2,500. The franchise,

granted to Vacationland Cablevision Inc., a wholly owned subsidiary of Hawkeye Communications, is for 15 years but on a nonexclusive basis.

Down south, in the central Florida city of Mulberry, Cable Video Communications, a Florida company with principal offices in Anna Maria, Fla., was awarded a 20-year franchise for the construction and operation of a cable system for the community that has a population of about 3,000. Mulberry, between Tampa and Orlando, is said to have the potential to double in size in the next several years. Cable Video Communications, recently awarded a cable TV franchise for North Charleston, S.C., is also seeking franchises in other southeastern U.S. areas.

Communications Properties Inc., Austin, Tex., which was one of the competing companies that apparently lost out in Memphis to Athena, won a city cable-TV franchise in Newark, Ohio, over four other applicants. The Newark franchise, granted to Tower Communications Inc., a wholly owned subsidiary of Communications Properties, is for 10 years and calls for completion of the system within a year after issuance of an FCC certificate of compliance. Tower, based in Coshoc-ton, Ohio, and which operates cable-TV systems in four states, plans to charge subscribers \$5.95 per month, a rate that would include the use of a converter with 30-channel capacity. Newark, in the Columbus market area, has a population of 42,000.

In Denver, Daniels and Associates, a major cable-TV systems broker based there, announced the sale of a system in Susanville, Calif., by Athena Vision Inc., Susanville, for an undisclosed sum to a partnership of Gordon Rock and Scot Bergren. Mr. Rock already has cable-TV interests in the California communities of Rio Vista (60% of Cable TV of Rio Vista) and Woodland (50% of Multi-View System of Woodland Inc.). The Susanville system passes 2,600 homes and serves 1,700 subscribers who pay a monthly rate of \$5.50 for service.

Another cable-TV interest to get bigger was Liberty Communications Inc., a major multiple owner based in Eugene, Ore. Liberty, which is licensee of KEZI-TV Eugene and owns 50% of KSYS(TV) Medford, Ore., acquired Gulfstream Cable TV Inc., Fort Lauderdale, Fla., which is seeking cable-TV franchises in several Florida markets.

One major cable-TV organization, however, failed to expand when a proposed merger agreement between Port Angeles Telecable Inc. into Viacom International Inc., entered into a year ago, was terminated. The acquisition of the system by Viacom from Jack Chapman and associates gave Viacom the cable system in Port Angeles, Wash., serving 4,500 subscribers. The deal was cancelled when the Port Angeles City Council failed to extend the term of the existing franchise. Such an extension was said to be a condition of the merger.

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Word from Hill. Cable TV "has an important and vital role to play in the free and uninterrupted flow of information" and "that role must be protected," Senator Birch Bayh (D-Ind.) told the National Cable Television Association's Great Lakes Region legislative conference in Washington last Wednesday (April 4). Government ownership of cable TV, among other media, would be contrary to the "basic precepts of freedom" to which the U.S. always has been committed. On copyright, Senator Bayh told this third in a series of NCTA legislative conferences that he has faith the problem can be worked out through the legislative process and eventually will be resolved equitably for all parties involved, including the cable TV industry.

Cable Briefs

Cable guide. Monograph of 47 pages on cable-television's educational uses and franchising provisions has been issued by ERIC Clearinghouse on Media and Technology out of Stanford University Center for Research and Development in Teaching, Palo Alto, Calif. Entitled "Education and Cable TV: A Guide to Franchising and Utilization," by Jon Shafer, freelance writer and teacher in cable communications from Minneapolis, new publication includes annotated bibliography on cable TV (including organizations) and glossary of cable TV terms. Stanford University's School of Education at Box E, Stanford, Calif. 94305 is making publication available for \$2.50.

CATV job market. Report containing 45 descriptions for technical positions in the cable-TV industry has been issued by Office of Telecommunications, U.S. Department of Commerce. Entitled, "Cable Television Manpower: Job Descriptions and Educational Requirements," report runs 110 pages and covers such jobs as technicians, designers, engineers, installers, cable splicers and draftsmen. Report, outgrowth of manpower-requirement survey undertaken in 1972 by consultant Edward J. Roth, was authorized as part of Office of Telecommunications' efforts to determine economic validity of the cable-TV business.

Equipment & Engineering

Two domsat venturers questioned on waivers

FCC wonders whether they complied with law in ordering equipment

With the race to become the first entrepreneur to put a domestic communications-satellite system in operation well out of the starting gate, some spectators have been on the watch for overzealous actions. Foremost among these has been the FCC, which last week questioned whether two of the domsat hopefuls—Western Union Telegraph Co. and American Satellite Corp.—had sidestepped the waiver process in their run for the sky.

In identical letters sent to the two firms, Asher Ende, acting chief of the commission's Common Carrier Bureau, questioned whether they had contracted for the procurement of ground-station equipment without first having requested a waiver of Section 319 of the Communications Act. The section states that, unless otherwise authorized by the commission, applicants for a certain construction permit may not purchase facilities pertinent to the proposed service prior to FCC action on their applications.

American Satellite, a joint venture of Fairchild Industries and Western Union International (no connection with Western Telegraph), reported on March 30 that it had contracted with ITT Space Communications for the construction of four earth stations to serve the proposed ASC domsat system in its initial phase of operation. The \$4.5-million contract covers construction of the four outposts—to be located near New York, Dallas, Los Angeles and Chicago—equipment installation and training of ASC personnel. ASC, whose system has not yet been approved by the commission, plans to be in operation by this fall, using leased transponders on the Telesat Canada satellite.

Western Union Telegraph's proposed system won a commission authorization—the first such proposal to be granted—at the start of 1973 (BROADCASTING, Jan. 8). It hopes to be in operation by the summer of 1974.

NABET stays on job at ABC, NBC despite wide gap in talks

Networks offer wage hikes, ask control over new gear; union holds out for more

The National Association of Broadcast Engineers and Technicians and ABC and NBC continued negotiations in San Diego last week beyond the March 31 expiration date of the old contract.

Though the union and management were reported to be far apart on provisions of a new pact, NABET officials elected to work without a contract for the time being. They have not sought a strike-authorization vote.

The principal issues in dispute are said

to be wages and jurisdiction. Management is understood to have offered a three-year contract giving technicians a \$9 weekly pay increase each year, raising salaries to \$324, \$333 and \$342 in the final year.

In addition, the companies are said to be demanding jurisdiction over new technological equipment, including input and output devices used with electronic character or graphic generator and/or free-hand display devices, such as vidifont, videograph, divcon and telestrator. This was a principal issue in the two-month strike by the International Brotherhood of Electrical Workers against CBS last fall and winter. CBS gained jurisdiction over the new technological devices with certain qualifications (BROADCASTING, Jan. 1).

Approximately 2,300 employees of ABC and NBC, primarily technicians, are covered in the NABET negotiations. They are employed by the networks in New York and Hollywood and in other cities where they have owned-and-operated stations.

NABET is reported to be pressing for larger wage increases; expansion of its jurisdiction; improvements in various fringe benefits, and a one-year contract.

A new competitor for auto audience?

Broadcasters worry over talk about federal 'roadside radio' using AM for traffic information

The California Broadcasters Association, which last year diligently worked to block a proposal—since tabled—by the California Highway Department to use low-power transmitters to transmit traffic information over an unused AM frequency to motorists on Los Angeles freeways, has written to the Office of Telecommunications Policy in concern over a similar project supposedly planned by the Federal Highway Administration. In a letter to OTP Director Clay Whitehead, CBA Chairman Kenneth R. Croes, vice president and general manager of KERO-TV Bakersfield, Calif., referred to the reported federal project as "roadside radio" and argued that the ramification of it "boggles" the mind.

"Aside from the intrusion into a field well covered by the commercial radio broadcasters," Mr. Croes wrote, "the burden of financing the hardware for such a grand scheme nationwide staggers the imagination."

Mr. Croes was given some solace in a reply sent on behalf of Mr. Whitehead by Wilfrid Dean Jr., OTP's assistant director for frequency management. "We do share your concern for having competitive, commercially supplied telecommunications service wherever appropriate and for reducing costs in telecommunications operations," wrote Mr. Dean, but "roadside radio" at this time "does not seem to present a potential threat to the broadcasting service." Mr. Dean pointed out that the Federal Highway Administration plan is currently "strictly on an experimental basis."

According to various reports, the fed-

eral plans for "roadside radio" call for the investigation of the feasibility of using frequencies either above or below the AM band to provide the motoring public with traffic advisories and weather information. Reception would be on existing or modified automobile receivers.

Stay off line 20

That's FCC warning to four networks that plan to put nonbroadcast matters on the vertical blanking interval

The FCC has warned ABC, CBS, NBC and the Public Broadcasting Service that a program-identification system they intended to use in September would violate commission rules. Stations involved in its use, the commission said, would be subject "to appropriate sanctions."

The system would employ line 20 of the vertical blanking interval. The blanking interval is the time consumed in the passage from the bottom to the top of the picture of an electron beam that produces the picture signal by scanning the image from left to right in a series of closely spaced lines moving from the top to the bottom of the picture. Under commission rules the lines are identified by number.

The networks wrote the commission last month announcing their intention to use the identification system. They said it would permit transmission clearance information between stations and networks on programs that have been broadcast, eliminate tedious bookkeeping procedures, improve the speed and accuracy



Replacement. Ever wonder what happened to all that spectrum space (channels 70-83) that FCC took away from the upper end of the UHF band? Here's one potential user. It's a portable, wireless telephone, unveiled by Motorola Inc. last week. The device, called the DYNATAC, could be used in every metropolitan area in which a Motorola-devised computerized interconnection system is in service, according to the firm. Operating on radio frequencies (channels 73-83) including much of the space reallocated by the commission to the land-mobile radio services, the unit will be capable of transmitting an aural signal to a central location in each service area, where connection with standard telephone lines will make possible the placement of a call on the portable unit to any conventional telephone outlet in the world. The system is subject to FCC approval. With the commission's blessing, Motorola hopes to have the first system installed in New York in 1976.

of network payments to stations and billings to agencies, compute information for FCC reports, enable cable-TV systems to comply automatically with the commission's program-nonduplication rules, and provide verification aid to network broadcast monitoring services.

The networks maintained that authority for such use was contained in a letter the commission sent to CBS in 1962 approving the transmission of program identification signals in the vertical interval and stating that the network might use "similar signals" without specific authority.

The commission disagreed. It said that CBS's program-identification system involved the operation of a television station and that any signal radiation, while permitted, was incidental and unnecessary. The commission said that the proposed system was not authorized by the rules and that it was "at a loss" to understand how the networks could have assumed they were free to develop it.

Any proposed nonbroadcast use of a broadcast signal is a matter of concern if the basic integrity of the broadcasting system is to be preserved, the commission said. It added that the uses to be authorized and the portion of the vertical interval to be devoted to specific uses cannot be undertaken informally or implemented by a simple interpretation of existing rules.

Technical Briefs

September in New York. Video Expo IV, to be held Sept. 18-20 at New York's Commodore hotel, features combined exhibition, conference and workshop for major industrial and institutional users of video programming and delivery equipment. Concurrently with video hardware and software exhibition, *Media & Methods* magazine will sponsor three-day workshop on operation and application of single-camera VTR system. in-camera production with Portapak, VTR feedback, and pre-production planning. International Industrial Television Association will sponsor workshops covering multi-camera systems. Annual video publishing conference, under auspices of Video Publisher newsletter, runs Sept. 19-21.

From Nortronics. Recorder care division, Nortronics Co., Minneapolis, has introduced broadcast alignment cartridge engineered to permit rapid testing and adjustment of head azimuth, program-frequency response, program-record level, stereo-head phasing, cue-tone sensitivity and tape speed. Alignment tape, series AT320, is designed for use with NAB type endless-loop mono and stereo cartridge recorders and players.

Delta accessory. Television Microtime Inc., Bloomfield, Conn., demonstrated in New York new product designed to correct video-picture instabilities present in low-cost video-tape recorders. Called Delta 14 Sync-Loc TM VTR Servo Interface Module, it is accessory to Delta 44 NTSC color time-base corrector introduced last year. Deliveries of Delta 14 unit, priced at \$900, will begin in early May. Corrector is priced at \$10,500.

Music

Beatles out with best-of collection as John fights deportation, rumors of reconciliation fly

On the eve of the release of the long-awaited, and first official, best-of-the-Beatles album collection: (1) John Lennon has been ordered to leave the United States, (2) Allen Klein has announced that his personal management contract with Mr. Lennon, Ringo Starr and George Harrison has not been renewed and (3) rumors are flying that the four Beatles may flock together again.

The two-record sets—titled "The Beatles 1962-1966" and "The Beatles 1967-1970"—were released last Monday April 2 (suggested retail price for both collections is \$9.95). There are 54 titles in the entire set. Up until last week, there had never been an official re-packaging of the Beatles' better-known works, although there have been reports of bootlegged Beatles collections from all over the country in recent years and the release of this set was admittedly designed to cut down the rising tide of bootlegs. The works of hit-status recording artists are usually collected in "best-of"-type packages much earlier in their careers; the group—which disbanded in early 1970—enjoyed the 10th anniversary of its first American hit, "I Want to Hold Your Hand," in January.

On the matter of John Lennon's deportation:

An Immigration Service judge ruled that Mr. Lennon be deported May 21 because of a 1968 British conviction for possession of hashish. Yoko Ono, his wife, was granted permanent-resident status at the same hearing. Mr. Lennon will appeal the deportation order, he said at a news conference last Monday (April 2). No matter what the outcome of his appeal, the Lennons said they would not be separated.

The uncertainty has fueled speculation of the last few months that the Beatles would soon record together again. One of the reasons cited for the Beatle breakup in 1970 was disagreement between Paul McCartney and the other Beatles over Mr. Klein's managership. But as late as last Wednesday, Ringo Starr told reporters that there was "hardly any chance at all of us appearing together again. We're still good pals, but it's just not on."

Who's on first in S.F.?

Breen, Stone, Trout out, Cane, Watson, Norman in

Both of San Francisco's AM top-40 stations—KFRC and KYA—lost their program directors within a two-day period. KYA's programmer of two years, Julian Breen, resigned March 27. And Sebastian Stone, with several RKO General stations as disk jockey and program director for five years and programming KFRC since

January 1972, left his position the next day.

Mr. Breen's replacement is KYA's afternoon drive personality, Christopher Cane, formerly with KCBQ(AM) and KGB-AM-FM, all San Diego. He assumed programming responsibilities on March 28. Bill Watson, national program director for RKO General, is filling the program director spot at KFRC until a permanent replacement to Mr. Stone is named.

Mr. Stone's resignation was reported to be the product of a "personality conflict" with newly appointed general manager Hap Trout, former general manager of KCBQ. Under nonrelated circumstances, Mr. Trout resigned as general manager of KFRC last Monday (April 2) and was replaced by Pat Norman, who had been general manager of RKO's San Francisco FM outlet, KKEE. Mr. Trout's departure from KFRC gave rise to speculation that Mr. Stone might return to the station. Mr. Stone could not be reached for comment last week.

Tracking the 'Playlist'

After his first hit ("Your Song") almost three years ago, Elton John was tagged "the first superstar of the '70's." This week, five hit singles later, Elton John's "Daniel" comes onto *The Broadcasting Playlist* at number 31, the highest first-time position yet achieved in that reckoning. And "Neither One of Us," the last record Gladys Knight and the Pips will make for Motown Records—the group, with Motown for almost 10 years, signed with Buddah last month—moves into number one. Breaking into *Playlist's* top 40 are The Faces' (featuring Rod Stewart) "Cindy Incidentally" (38), Jerry Lee Lewis's "Drinkin' Wine" (34), Gilbert O'Sullivan's "Out of the Question" (37) and the second tracks from both Carly Simon's and Loggins & Messina's current albums—respectively, "Loving You Is the Right Thing To Do" (40) and "Thinking of You" (39). Among the larger jumps this week was Stevie Wonder's "You Are the Sunshine of My Life," which received immediate airplay upon its release several weeks ago (it came on *Playlist* at 43 on March 19, is up to nine this week), also a second track from his current LP. Lobo occupies two positions on the *Playlist*. His "Don't Expect Me To Be Your Friend" is coming down (71) while his two-week-old single, "It Sure Took a Long, Long Time," comes on at 52 in its first chart week. And the disk-jockey tongue-twister of the month, "Hocus Pocus" by Focus, behind strong nighttime play, jumps to 50 from 67 in the chart rankings. New on the *Playlist* are Canada's Five Man Electrical Band's "I'm a Stranger Here" (61), the Blue Ridge Rangers' follow-up "Hearts of Stone" (originally a 1954 hit by The Charms which became a country standard) at 27, Sylvia's "Pillow Talk" (64), which has been fighting for more than a month to cross pop from R&B play, and Johnny Rivers's second oldies re-make in a row, "Blue Suede Shoes" (66). Also new this week are Scorpion's "Can't Get Blood from a Stone" and the Chet Atkins-produced "And I Love Her So" by Perry Como.

The Broadcasting Playlist

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
2	1	Neither One of Us (4:15) Gladys Knight & the Pips—Soul	1	1	1	2
1	2	Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	2	3	3	1
3	3	Ain't No Woman (2:59) Four Tops—Dunhill	3	2	2	4
6	4	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	4	5	5	5
12	5	Break Up to Make Up (4:00) Stylistics—Avco	6	4	4	7
11	6	Cisco Kid (3:47) War—United Artists	8	7	6	3
14	7	Tie a Yellow Ribbon (3:19) Dawn—Bell	5	8	7	8
4	8	Sing (3:20) Carpenters—A&M	7	6	12	10
28 •	9	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	9	9	16	6
15	10	Masterpiece (5:30) Temptations—Gordy	12	12	8	9
10	11	Call Me (Come Back Home) (3:03) Al Green—Hi	11	11	10	11
7	12	Last Song (3:15) Edward Bear—Capitol	10	10	9	15
19	13	The Twelfth of Never (2:40) Donny Osmond—Kolob/MGM	16	13	13	12
5	14	Love Train (2:59) O'Jays—Philadelphia Intl.	15	14	17	13
13	15	Danny's Song (3:06) Anne Murray—Capitol	18	16	11	14
9	16	Also Sprach Zarathustra (5:06) Deodato—CTI	13	15	15	19
16	17	Stir It Up (3:09) Johnny Nash—Epic	17	17	14	18
8	18	Dueling Banjos (2:10) "Deliverance" soundtrack—Warner Brothers	14	18	18	22
27	19	Stuck in the Middle With You (3:24) Stalers Wheel—A&M	20	21	19	16
21	20	Little Willy (3:13) The Sweet—Bell	19	20	20	20
17	21	Space Oddity (5:05) David Bowie—RCA	24	19	23	17
22	22	Drift Away (3:30) Dobie Gray—Decca	22	22	22	21
29	23	Peaceful (2:50) Helen Reddy—Capitol	21	24	21	24
30	24	Pinball Wizard (See Me, Feel Me) (3:23) New Seekers—MGM/Verve	23	23	24	23
26	25	Wildflower (4:08) Skylark—Capitol	27	26	26	25
31	26	Dead Skunk (3:08) Loudon Wainwright III—Columbia	26	27	27	26
24	27	Cover of Rolling Stone (2:53) Dr. Hook & the Medicine Show—Columbia	25	31	25	37
35	28	Reeling in the Years (4:35) Steely Dan—ABC	34	25	29	27
25	29	Hummingbird (3:30) Seals & Crofts—Warner Brothers	29	28	35	32
39	30	Cherry, Cherry (3:56) Neil Diamond—MCA	32	29	30	36
— •	31	Daniel (3:52) Elton John—MCA	33	32	33	29

Continued on page 54



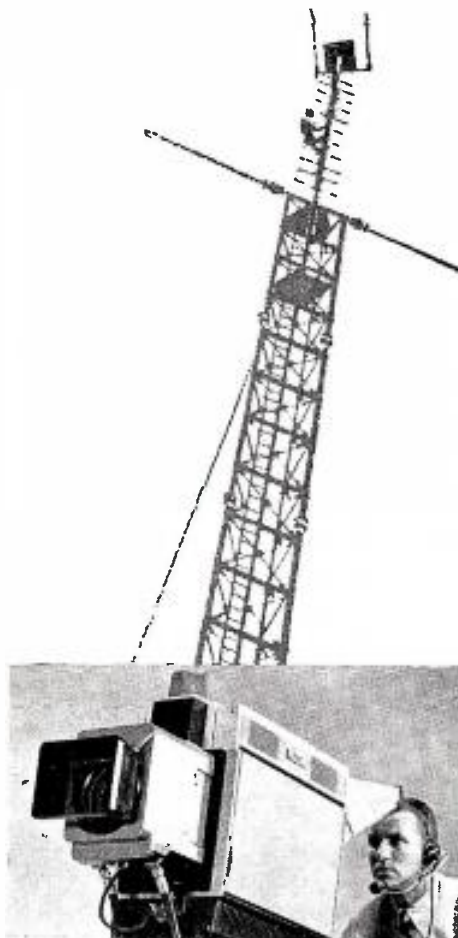
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RCA

The Broadcasting Playlist continued from page 52

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
37	32	Frankenstein (3:28) Edgar Winter Group—Columbia	35	39	28	33
18	33	Could It Be I'm Falling in Love (4:13) Spinners—Atlantic	30	33	32	39
47	• 34	Drinking Wine (3:37) Jerry Lee Lewis—Mercury	36	38	36	28
38	35	Walk on the Wild Side (3:37) Lou Reed—RCA	45	36	31	31
32	36	Aubrey (3:38) Bread—Elektra	28	35	37	57
45	37	Out of the Question (2:57) Gilbert O'Sullivan—MAM	31	30	46	44
43	38	Cindy Incidentally (2:34) Faces—Warner Brothers	37	37	39	45
46	39	Thinking of You (2:17) Loggins and Messina—Columbia	43	45	38	34
61	• 40	Loving You Is the Right Thing to Do (2:57) Carly Simon—Elektra	52	41	42	30
33	41	Daddy's Home (2:59) Jermaine Jackson—Motown	40	34	44	40
49	42	One Man Band (3:29) Ronnie Dyson—Columbia	39	43	41	47
40	43	Bitter Bad (2:30) Melanie—Neighborhood	49	42	43	41
41	44	Dancing in the Moonlight (2:57) King Harvest—Perception	53	44	48	35
34	45	Armed and Extremely Dangerous (2:49) First Choice—Philly Groove	38	57	45	42
36	46	Let Your Yeah Be Yeah (3:30) Brownsville Station—Big Tree	44	46	40	49
48	47	I'm Doin' Fine Now (2:48) New York City—Chelsea	48	40	50	48
20	48	I'm Just a Singer (4:16) Moody Blues—Threshold	54	48	47	46
44	49	Daisy a Day (2:48) Jud Strunk—MGM	41	47	51	61
67	• 50	Hocus Pocus (3:18) Focus—Sire	*	*	34	38
63	51	Hallelujah Day (2:53) Jackson Five—Motown	42	54	54	52
—	• 52	It Sure Took a Long, Long Time (3:12) Lobo—Big Tree	50	49	53	53
55	53	Step by Step (3:20) Joe Simon—Spring	61	52	55	54
53	54	Who Was It? (3:00) Hurricane Smith—Capitol	47	50	63	62
—	• 55	Jambalaya (3:06) Blue Ridge Rangers—Fantasy	56	58	57	51
52	56	Playground in My Mind (2:55) Clint Holmes—Epic	59	55	59	56
54	57	Goodbye T'Jane (3:30) Slade—Polydor	63	56	64	50
23	58	Crocodile Rock (3:56) Elton John—MCA	46	74	52	*
50	59	Do You Wanna Dance? (2:44) Bette Midler—Atlantic	65	53	*	43
68	60	O! La De Da (3:29) Staple Singers—Stax	66	51	67	58
—	• 61	I'm a Stranger Here (3:19) Five Man Electrical Band	60	64	58	64
—	• 62	And I Love Her So (3:14) Perry Como—RCA	57	60	65	73
42	63	Rocky Mountain High (4:39) John Denver—RCA	61	73	56	71
—	• 64	Pillow Talk (3:41) Sylvia—Vibration	62	65	60	72
65	65	Give It to Me (3:07) J. Geils Band—Atlantic	68	59	72	55
—	• 66	Blue Suede Shoes (2:48) Johnny Rivers—United Artists	55	70	70	67
58	67	I Knew Jesus (2:50) Glen Campbell—Capitol	64	60	74	59

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
60	68		Cook With Honey (3:29) Judy Collins—Elektra	71	62	61	65
62	69		Fortune Teller (2:16) Rolling Stones—London	70	63	68	60
64	70		Magic Woman Touch (3:17) Hollies—Epic	58	72	69	76
51	71		Don't Expect Me to Be Your Friend (3:38) Lobo—Big Tree	75	66	62	63
—	72		Hearts of Stone (2:10) Blue Ridge Rangers—Fantasy	67	69	71	69
—	73		Can't Get Blood from Stone (2:48) Scorpion—American	*	*	49	68
66	74		Let's Pretend (2:51) Raspberries—Capitol	72	71	*	66
75	75		Hello Hurray (3:01) Alice Cooper—Warner Brothers	*	75	66	70

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

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

Ain't No Woman (3), Also Sprach Zarathustra (16), And I Love Her So (62), Armed and Extremely Dangerous (45), Aubrey (36), Blitter Bad (43), Blue Suede Shoes (66), Break Up to Make Up (5), Call Me (11), Can't Get Blood from Stone (73), Cherry, Cherry (30), Cindy Incidentally (38), Cisco Kid (6), Cook with Honey (68), Could It Be I'm Falling in Love (33), Cover of Rolling Stone (27), Crocodile Rock (58), Daddy's Home (41), Daisy a Day (49), Dancin' in the Moonlight (44), Daniel (31), Danny's Song (15), Dead Skunk (26), Do You Wanna Dance? (59), Don't Expect Me to be Your Friend (71), Drift Away (22), Drinking Wine (34), Dueling Banjos (18), Fortune Teller (69), Frankenstein (32), Give It To Me (65), Gudbuy T' Jane (57), Hallelujah Day (51), Hearts of Stone (72), Hello Hurray (75), Hocus Pocus (50), Hummingbird (29), I Knew Jesus (67), I'm a Stranger Here (61), I'm Doin' Fine Now (47), I'm Just a Singer (48), It Sure Took a Long Time (52), Jambalaya (55), Killing Me Softly With His Song (2), Last Song (12), Let Your Yeah Be Yeah (46), Let's Pretend (74), Little Willy (20), Love Train (14), Loving You Is the Right Thing To Do (40), Magic Woman Touch (70), Masterpiece (10), Masterpiece (10), Neither One of Us (1), Nights the Lights Went Out in Georgia (4), Oh La De Da (60), One Man Band (42), Out of the Question (37), Peaceful (23), Pillow Talk (64), Pinball Wizard (24), Playground in my Mind (56), Reeling in the Years (28), Rocky Mountain High (63), Sing (8), Space Oddity (21), Step by Step (53), Stir It Up (17), Stuck in the Middle (19), Thinking of You (39), Tie a Yellow Ribbon (7), Twelfth of Never (13), Walk on the Wild Side (35), Who Was It (54), Wildflower (25), You Are the Sunshine (9).

Ruling in Pittsburgh music case bypasses Fortnightly precedent

A federal district judge in Pittsburgh has ruled that a local restaurant had infringed copyrights on music in programing picked up off the air from a Pittsburgh FM station and amplified on loudspeakers in its kitchen and dining room.

There was nothing to suggest that the station, WKJF-FM, was implicated in any way except that its programing had been picked up, and sources close to the case said the decision would have no legal effect at all on that station or others in similar situations. Thus to many it seemed a routine copyright case.

But the decision was also regarded as much more than routine, because it chose between two seemingly inconsistent Supreme Court interpretations of copyright law—one the 1968 cable-TV decision known as the Fortnightly case. The other, dating to 1931, is the Jewell-LaSalle case, which was also a landmark.

In Jewell-LaSalle, the Supreme Court held that reception of music furnished to hotel guests through loudspeakers or headphones wired to a master radio set amounted to a "performance" subject to copyright liability. In Fortnightly, however, the Supreme Court rejected the reasoning of Jewell-LaSalle (but did not explicitly overrule the decision) and held that CATV pickups—at least in that particular case—did not involve "perform-

ance" and therefore did not invoke copyright liability.

In the Pittsburgh case, District Judge Joseph F. Weis Jr. agreed with the plaintiffs—two members of the American Society of Composers, Authors and Publishers, which was itself prominently involved in prosecuting the case—that Jewell-LaSalle should apply. He said he did so for several reasons, including: "If the Supreme Court had meant to overrule Jewell-LaSalle, it would have said so"; ASCAP has been requiring music licenses since 1941 in situations similar to that of the Pittsburgh restaurant; and "consistency between the treatment of copyright as it applies to CATV and radio is not necessarily the just or only solution."

He ordered defendant George Aiken,

the restaurant operator, to pay the two plaintiffs \$250 each—statutory minimum damages per infringement—plus court costs.

Breaking In

Right Place Wrong Time—Dr. John (Atlantic) ■ Mac Rebenack—known professionally as Dr. John—may be white, but "Right Place Wrong Time" is as black a record as one can find today. It broke on the R&B stations first (about four weeks ago) and has quickly crossed pop, especially in the West.

Dr. John's own brand of Louisiana "gris-gris" music has been around since the late sixties, although his strongest following has been among progressive rock listeners and he's never had a top-40 hit. Much of the attention and supervision that Atlantic Executive Vice President Jerry Wexler had been directing toward Aretha Franklin has of late been turned to Dr. John. Although he did not produce this single—Allen Toussaint, a New Orleans brass artist and arranger, produced this one—Mr. Wexler's guidance has honed Dr. John's songwriting and performing to a crisp, clear-rhythmed product.

Stations playing "Right Place Wrong Time" last week included: WAYS(AM) Charlotte, WMAK(AM) Nashville, WIXY(AM) Cleveland, KFRC(AM) San Francisco, WKBW(AM) Buffalo, KJR(AM) Seattle, KGB-AM-FM San Diego and WRNO(FM) New Orleans.

"Woman from Tokyo"—Deep Purple (Warner Bros.) ■ Heavy FM progressive-rock airplay is promising Deep Purple another large-volume album—this one titled *Who Do We Think We Are*. Strong album sales in Boston and Seattle led top 40's in those markets to go on this single. Deep Purple has never had hit single, but a good word-of-mouth type reputation has sold a lot of albums for the group on both sides of the Atlantic. This high-energy single can only help to bring them above ground.

Stations on "Woman from Tokyo" include: WRKO(AM) and WMEX(AM) both Boston, KJR(AM) and KOL(AM) both Seattle, KGB-AM-FM San Diego, WING(AM) Dayton, Ohio, WKBW(AM) Buffalo, N.Y., WIBG(AM) Philadelphia.

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FCC urged to let insurance firms increase ownership

Aetna's plea to raise 1% limit cites higher level for banks, trust funds

The FCC, which has raised the permissible level of broadcast ownership from 1% to 3% for mutual funds and from 1% to 5% for banks, has now been asked to raise it from 1% to 5% for the Aetna Life and Casualty Co.

The insurance company, in a pleading that raises new issues in connection with the question of permissible ownership levels for institutional investors, also asked that it be allowed to own up to 5% of cable-television and telephone companies as well.

Aetna said that the higher benchmarks for mutual funds and banks place insurance companies at a serious competitive disadvantage and that the unequal treatment is unfair and discriminatory. It also said that the 1% limit restricts an insurance company's ability to invest in broadcasting and cable television.

Furthermore, it said that it will be required to divest substantial amounts of broadcast securities if the benchmark is not changed, although it says that is not the basis for its request. Either directly or

through subsidiaries Aetna owns more than 1% of Multimedia, Media General, Times-Mirror, Taft Broadcasting and CBS, as well as less than 1% of eight other broadcast companies.

The permissible ownership level—that is, the level at which the commission's multiple-ownership rules are brought into play—was raised for mutual funds to 3% in 1968 and for banks to 5% in 1972.

However, although the commission raised the permissible ownership level for cable to 3% for mutual funds, the level in that category remains at 1% for banks. The benchmark is critical in connection with commission rules barring cross-ownership of networks and cable-television stations and of television stations and cable systems in the same market.

Aetna said the request for a 5% benchmark in connection with telephone companies may seem "academic" since the commission has required telephone companies to divest themselves of cable-television systems in their service areas. However, Aetna said telephone companies may enter the cable field on a waiver basis in certain areas or outside their exchange areas. Aetna also noted that provision of channel service by telephone companies also invokes the ownership restrictions.

Aetna's request is not likely to be the last of its kind. The insurance company said it "is advised" that some mutual funds including Aetna Fund Inc., in which Aetna directly and through a subsidiary owns 35% interest, will petition

the commission for an increase in the broadcast-ownership benchmark for mutual funds to 5%.

And in arguing its case for a 5% benchmark in connection with cable ownership, Aetna put in a word for all institutional investors. "The symmetry of an across-the-board 5% level of ownership in the commission's ownership rules will provide administrative ease to the commission and the affected companies as well," it said.

The Aetna pleading asks the commission to take a new look at an issue it had disposed of in the actions in which it raised ownership benchmark for mutual funds and banks—that involving disclaimers of intention to control management. Funds and banks are required to file such disclaimers in order to take advantage of the higher benchmarks.

Aetna said it is time "to re-evaluate the question of institutional participation with respect to the holdings of broadcast licensees," and it asked the commission to institute a rulemaking proceeding on the issue if it grants the request for the 5% benchmarks.

The company said the commission should consider whether the "emasculatation of shareholders" that Aetna believes results from the present regulatory scheme benefits the public. It said the presence of a benchmark limiting concentration of control eliminates the basis for "silencing institutional shareholders."

Financial Briefs

Warner Communications Inc., New York, reported increases in revenues and earnings for 1972. TV distribution accounted for \$49,030,000 of company's revenue figure and \$5,025,000 of net income. Cable-TV accounted for \$24,306,000 of gross and \$1,871,000 of net income. For year ended Dec. 31, 1972:

	1972		1971	
Earned per share	\$	2.06	\$	1.60
Revenues	510,251,000		383,870,000	
Net income	50,118,000		41,888,000	

CCA Electronics Corp., Gloucester City, N.J., reported decreases in both sales and income for first quarter of fiscal 1972-73. For three months ended Jan. 31:

	1973		1972	
Earned per share	\$	0.05	\$	0.09
Revenues	1,518,336		1,675,295	
Net income	42,182		82,264	

Kansas State Network Inc., Wichita, reported increases in revenues and income for first half of fiscal 1972-73. For six months ended Feb. 28:

	1973		1972	
Earned per share	\$	0.29	\$	0.26
Revenues	4,072,875		3,906,960	
Net income	1,741,078		1,641,076	

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Blair agrees to buy majority in WHDH Corp.

John Blair & Co., TV-radio station representation company, has an agreement in principle to purchase 43% of the outstanding stock of WHDH Corp.—250,000 shares at \$33. If consummated, the \$8.2-million transaction, subject to FCC approval, would make Blair, which since

1964 has owned about 9% of the WHDH outstanding shares, the majority stockholder. The acquisition would for the first time put the Blair firm directly in broadcasting, a development Blair President Jack Fritz said would be a "natural extension" of the company's experience in station representation.

The company, previously known as Boston Herald-Traveler Corp., is licensee of WHDH(AM) and WCOZ(FM) Boston. Its asset base was weakened significantly after loss of Boston's ch. 5 and the subsequent closing of the *Herald-Traveler* newspaper. Blair, New York-based, in addition to representation, has substantial interests in the graphic arts field through printing subsidiaries in New York and Chicago. Both Blair and WHDH Corp. are publicly owned.

Deeper in the hole

WHDH Corp., Boston, showed loss of almost \$12 million in 1972, attributed to losses of more than \$2 million in suspension of *Boston Herald Traveler* and \$10.5 million in extraordinary items. Company had an income of \$449,955 from WHDH-TV until its operation was turned over to Boston Broadcasters Inc. For year ended Dec. 31:

	1972	1971
Earned (loss) per share	\$ (20.29)	\$ (0.53)
Revenues	4,306,527	4,076,051
Income from continuing operations	419,526	318,898
Net loss	(11,866,271)	(309,971)

Two Austin cable firms make public offerings

Communications Properties Inc., Austin, Tex., which though primarily engaged in cable TV, also is in the microwave business as a common carrier, is going to the public marketplace for additional capital to expand its operations and make acquisitions. With further acquisitions. With the major underwriting handled by the New York securities firm of Shearson, Hammill & Co., Communications Properties, which operates more than 35 cable systems, offered 500,000 common to the public at \$6.375 per share. At the same time, Communication Properties obtained a commitment to increase its \$8-million revolving line of credit to \$16 million through February 1975. The increased line of credit is subject to the company receiving net proceeds of \$6 million from its new issue of common shares.

Another Austin, Tex.-based cable TV-oriented firm, Commco Inc., also has registered a public offering. The company, which constructs, owns and operates cable-TV systems, offered 200,000 shares of common stock at \$7 per share for sale through a group of underwriters headed by Morgenstern, Levine & Weissman Inc., New York. Net proceeds of the offering, it was reported, will be used to purchase electronic equipment and coaxial cable to rebuild and update Commco's cable systems.

But successful cable-TV stock offer-

ings were not necessarily the rule of the time. Canadian Cablesystems Ltd., Toronto (formerly Famous Players Canadian Corp. Ltd.), a holding company with subsidiaries and affiliates involved in the operations of nine cable systems, withdrew its previously announced registration in Ontario, of the company's entire holdings of Famous Players Ltd., which owns and operates numerous Canadian motion-picture theaters. The withdrawal of the prospective offering, which was to be handled by Dominion Securities Corp., was said to have been caused by current unfavorable market conditions.

Canadian Cablesystems Ltd. owns a 48.8% interest in Famous Players, with Gulf & Western Industries owning the

majority 51.1% interest. Gulf & Western held a 60-day first right of refusal to buy Canadian Cablesystems' shares in Famous Players but allowed the option to expire. A decision on the method for disposition of Canadian Cablesystems' interest is pending.

A second abortive public offering during the last month was disclosed by American Television & Communications Corp., Denver. ATC said it was withdrawing a proposed secondary offering of 500,000 common shares because of time delays related to its proposed merger with Cox Cable Communications Inc., Atlanta. The merger is being held up pending the outcome of a U.S. Department of Justice civil antitrust suit.

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Broadcasting Stock Index

Weekly market summary of 139 stocks allied with broadcasting

	Stock symbol	Exch.	Closing April 4	Closing March 28	Net change in week	% change in week	High	1972-73 Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	23 1/2	24 1/2	- 1	- 4.08	31 1/2	23 1/2	16,836	395,646	
ASI COMMUNICATIONS			1	1		.00	5	1	1,815	1,815	
CAPITAL CITIES	CC8	N	48 3/4	49 1/4	- 1/2	- 1.01	64 1/4	47 1/2	6,991	340,811	
CBS	C85	N	37 5/8	38	- 3/8	- .98	63	36 7/8	28,096	1,057,112	
COX	COX	N	25 1/2	26 1/2	- 1	- 3.77	51	25 3/8	5,850	149,175	
FEDERATED MEDIA			3	3		.00	4 1/8	2	820	2,460	
GROSS TELECASTING	GGG	A	14 1/2	15	- 1/2	- 3.33	23 7/8	12 1/4	800	11,600	
LN	LINB	O	11	12 1/4	- 1 1/4	- 10.20	22 3/8	10 3/4	2,341	25,751	
MOONEY	MOON	O	7 3/8	7 1/2	- 1/8	- 1.66	11 5/8	4	385	2,839	
PACIFIC & SOUTHERN	PSOU	O	9 3/4	9 1/2	+ 1/4	+ 2.63	18 1/4	6 1/2	2,010	19,597	
RAHALL COMMUNICATIONS	RAHL	O	7 3/4	8 1/2	- 3/4	- 8.82	29	7 3/4	1,296	10,044	
SCRIPPS-HOWARD*	SCRP	O	19 1/4	19	+ 1/4	+ 1.31	27	18	2,589	49,838	
STARR*	S8G	M	16 1/4	16 7/8	- 5/8	- 3.70	30 1/2	15 1/2	1,061	17,241	
STORER	S8K	N	23 1/2	25	- 1 1/2	- 6.00	49 3/8	22	4,402	103,447	
TAFT	TF8	N	40 1/4	40 1/2	- 1/4	- .61	59 1/4	38 1/2	4,064	163,576	
Broadcasting with other major interests									TOTAL	79,356	2,350,952
ADAMS-RUSSELL	AAR	A	3 3/4	3 3/4		.00	8 3/4	3 5/8	1,259	4,721	
AVCO	AV	N	12 3/4	12 3/8	+ 3/8	+ 3.03	20 7/8	12	11,497	146,586	
BARTELL MEDIA	BMC	A	2 1/8	2	+ 1/8	+ 6.25	7 1/8	1 3/4	2,257	4,796	
CHRIS-CRAFT	CCN	N	5 1/2	5 7/8	- 3/8	- 6.38	8 3/4	4 5/8	4,008	22,044	
COMBINED COMMUNICATIONS	CCA	A	27 3/4	27	+ 3/4	+ 2.77	44 3/8	25 3/4	3,436	95,349	
COWLES COMMUNICATIONS	CWL	N	7 1/4	7 1/8	+ 1/8	+ 1.75	13 1/8	7	3,969	28,775	
DUN & BRADSTREET	DN8	N	78 3/8	77 1/2	+ 7/8	+ 1.12	81 3/8	63	13,021	1,020,520	
FAIRCHILD INDUSTRIES INC.	FEN	N	8 7/8	9	- 1/8	- 1.38	14 1/4	8 5/8	4,562	40,487	
FUQUA	FQA	N	14 3/8	13 7/8	+ 1/2	+ 3.60	27 7/8	13 1/4	9,587	137,813	
GABLE INDUSTRIES	GBI	N	16	15 7/8	+ 1/8	+ .78	32 1/4	15	2,551	40,816	
GENERAL TIRE & RUBBER	GY	N	23 5/8	23 3/4	- 1/8	- .52	32 5/8	22	20,651	487,879	
GLOBETROTTER COMMUNICATION INC	GLBTA	O	7 5/8	7 1/2	+ 1/8	+ 1.66	20 1/2	7	2,843	21,677	
GRAY COMMUNICATIONS			10	10		.00	14	6 1/2	475	4,750	
HARTE-HANKS NEWSPAPERS INC.	HMN	N	18 1/2	22	- 3 1/2	- 15.90	29 1/4	18 1/2	4,321	79,938	
ISC INDUSTRIES	ISC	A	7 1/4	7 1/8	+ 1/8	+ 1.75	9 1/4	6	1,658	12,020	
KAISER INDUSTRIES	KI	A	4 7/8	5	- 1/8	- 2.50	9 5/8	4 5/8	26,948	131,371	
KANSAS STATE NETWORK	KSN	O	5 3/8	5 1/2	- 1/8	- 2.27	7 7/8	5 3/8	1,741	9,357	
KINGSTIP INC.	KTP	A	8	8 1/2	- 1/2	- 5.88	17 3/4	8	1,155	9,240	
LAMB COMMUNICATIONS*			1 3/4	1 7/8	- 1/8	- 6.66	4 7/8	1 3/4	475	831	
LEE ENTERPRISES	LNT	A	17 5/8	18 3/4	- 1 1/8	- 6.00	30	17 1/2	3,340	58,867	
LIBERTY CORP.	LC	N	17 3/4	18	- 1/4	- 1.38	25 1/2	17 1/2	6,753	119,865	
MCGRAW HILL	MHP	N	11 1/2	11 3/4	- 1/4	- 2.12	20 7/8	10 7/8	23,518	270,457	
MEDIA GENERAL INC.	MEG	A	37 3/4	38	- 1/4	- .65	49 3/8	27 7/8	3,434	129,633	
MEREDITH CORP.	MDP	N	14 5/8	15 3/4	- 1 1/8	- 7.14	30 3/4	14 1/2	2,827	41,344	
METROMEDIA	MET	N	17 3/4	19 3/8	- 1 5/8	- 8.38	39	17 5/8	6,078	107,884	
MULTIMEDIA INC.			23	25 1/2	- 2 1/2	- 9.80	45	14	3,620	83,260	
OUTLET CO.	OTU	N	13 3/8	13	+ 3/8	+ 2.88	19 3/8	13	1,336	17,869	
PACIFIC SOUTHWEST AIRLINES	PSA	N	15 3/8	16 5/8	- 1 1/4	- 7.51	37 1/2	15 1/8	3,779	58,102	
POST CORP.	POST	O	14 1/4	14	+ 1/4	+ 1.78	30	9	942	13,423	
PUBLISHERS BROADCASTING CORP.	PUB8	O	1 1/8	1 3/8	- 1/4	- 18.18	4 7/8	1 1/8	919	1,033	
REEVES TELECOM	RBT	A	2	2		.00	4 1/4	2	2,294	4,588	
RIDDER PUBLICATIONS	RPI	N	22	23	- 1	- 4.34	34 1/2	21 7/8	8,327	183,194	
ROLLINS	ROL	N	24 7/8	19 1/2	+ 5 3/8	+ 27.56	43 1/4	19 1/4	12,916	321,285	
RUST CRAFT	RUS	A	20 1/2	20 5/8	- 1/8	- .60	39 3/8	20 1/2	2,350	48,175	
SAN JUAN RACING	SJR	N	15 3/4	16 1/2	- 3/4	- 4.54	34 3/4	15 3/4	2,153	33,909	
SCHERING-PLOUGH	SGP	N	145 1/8	149	- 3 7/8	- 2.60	151 1/2	82 5/8	25,471	3,696,478	
SONDERLING	SDB	A	10 3/4	11 1/8	- 3/8	- 3.37	30 3/4	10 3/4	1,005	10,803	
TECHNICAL OPERATIONS, INC.	TD	A	8 1/2	9 1/4	- 3/4	- 8.10	17 7/8	8 3/8	1,386	11,781	
TIMES MIRROR CO.	TMC	N	19 7/8	20 1/4	- 3/8	- 1.85	27 7/8	18 3/8	31,080	617,715	
TURNER COMMUNICATIONS*			5	5 1/8	- 1/8	- 2.43	7	2	1,486	7,430	
WASHINGTON POST CO.	WPO	A	25	25 1/4	- 1/4	- .99	38	23 1/2	4,818	120,450	
WHDH CORP.*			23	18 1/8	+ 4 7/8	+ 26.89	30	11	589	13,547	
WOMETCO	WOM	N	14 1/4	14 3/8	- 1/8	- .86	25 7/8	13	6,073	86,540	
Cable									TOTAL	272,908	8,356,602
AMECO	ACO	O	7/8	7/8		.00	12 3/4	7/8	1,200	1,050	
AMERICAN ELECTRONIC LABS	AELRA	O	2 7/8	2 1/2	+ 3/8	+ 15.00	9 3/4	2 1/2	1,726	4,962	
AMERICAN TV & COMMUNICATIONS	AMTV	O	33 3/4	32 3/4	+ 1	+ 3.05	47 1/4	17 1/4	2,856	96,390	
BURNUP & SIMS	BSIM	O	23 3/4	28 1/4	- 4 1/2	- 15.92	31 3/4	6 3/4	7,510	178,362	
CABLECOM-GENERAL	CCG	A	5 1/4	6 1/4	- 1	- 16.00	18 1/4	5 1/8	2,472	12,978	
CABLE FUNDING CORP.*	CFUN	O	7 1/4	7 1/2	- 1/4	- 3.33	15 1/4	5 3/4	1,233	8,939	
CABLE INFORMATION SYSTEMS*			1 1/2	1 3/4	- 1/4	- 14.28	4 3/4	1 1/2	955	1,432	
CITIZENS FINANCIAL CORP.	CPN	A	6 5/8	6 7/8	- 1/4	- 3.63	15 1/4	6 5/8	2,416	16,006	
COMCAST CORP.			4 5/8	4 5/8		.00	7	4 1/8	1,280	5,920	
COMMUNICATIONS PROPERTIES	COMU	O	6	5 3/4	+ 1/4	+ 4.34	27 3/8	5 3/4	1,917	11,502	
COX CABLE COMMUNICATIONS	CXC	A	24 3/4	25	- 1/4	- 1.00	41 3/4	20 1/4	3,556	88,011	
CYPRESS COMMUNICATIONS*	CYPR	O				.00	23	7	2,732	35,516	
ENTRON	ENT	A	2 1/2	2 1/2		.00	9 1/4	2 1/2	1,358	3,395	
GENERAL INSTRUMENT CORP.	GRL	N	18 3/4	19 1/8	- 3/8	- 1.96	32 7/8	17 1/4	6,503	121,931	
HAWKEYE COMMUNICATIONS INC.			11	10 1/2	+ 1/2	+ 4.76	17 1/2	7	345	3,795	
LVO CABLE INC.	LVOC	O	7 3/4	8 1/8	- 3/8	- 4.61	16 1/2	6 3/4	1,466	11,361	
SCIENTIFIC-ATLANTA INC.	SFA	A	10 1/2	10 7/8	- 3/8	- 3.44	15 3/4	8 1/8	917	9,628	
STERLING COMMUNICATIONS	STER	O	3 3/8	3 3/8		.00	7 3/4	2 7/8	2,162	7,296	
TELECOMMUNICATIONS	TCOM	O	11 3/4	12	- 1/4	- 2.08	35 1/4	11 3/4	3,866	45,425	
TELEPROMPTER	TP	A	22 3/8	25 3/4	- 3 3/8	- 13.10	44 1/2	22 3/8	16,513	369,478	
TIME INC.	TL	N	40 1/4	41	- 3/4	- 1.82	64 3/4	37 1/2	7,284	293,181	
TDCOM	TOCM	O	8 3/8	8 7/8	- 1/2	- 5.63	12 1/8	7	596	4,991	
UA-COLUMBIA CABLEVISION INC.	UACC	O	10 1/2	10 5/8	- 1/8	- 1.17	19	10 1/4	1,832	19,236	
VIACOM	VIA	N	14 1/2	15	- 1/2	- 3.33	28 1/2	12 1/8	3,931	56,999	
VIKOA	VIK	A	7	6 3/4	+ 1/4	+ 3.70	19 3/4	5 7/8	2,333	16,331	
TOTAL									78,959	1,424,115	

	Stock symbol	Exch.	Closing April 4	Closing March 28	Net change in week	% change in week	1972-73		shares Approx. out (000)	Total market capitalization (000)	
							High	Low			
Programming											
COLUMBIA PICTURES	CPS	N	6	6 3/8	- 3/8	- 5.88	14 7/8	6	6,335	38,010	
DISNEY	DIS	N	91 1/8	92 3/8	- 1 1/4	- 1.35	123 7/8	88 1/2	28,552	2,601,801	
FILMWAYS	FMY	A	3 3/4	4 1/4	- 1/2	- 11.76	8	3 1/4	1,877	7,038	
GULF + WESTERN	GW	N	24 1/4	27 5/8	- 3 3/8	- 12.21	44 3/4	24 1/4	16,387	397,384	
MCA	MCA	N	24	23 3/8	+ 5/8	+ 2.67	35 7/8	23	8,243	197,832	
MGM	MGM	N	19 3/4	19 5/8	+ 1/8	+ .63	27 1/2	16 3/4	5,958	117,670	
MUSIC MAKERS	MUSC	O		2 5/8		.00	3 3/4	1 1/8	534	1,401	
TELE-TAPE PRODUCTIONS*		O	1 1/2	1 5/8	- 1/8	- 7.69	2 7/8	1	2,190	3,285	
TELETRONICS INTERNATIONAL*		O	7 1/4	7 3/4	- 1/2	- 6.45	18 1/2	6 1/4	724	5,249	
TRANSAMERICA	TA	N	14	14 3/4	- 3/4	- 5.08	23 1/2	13 7/8	67,413	943,782	
20TH CENTURY-FOX	TF	N	8 1/4	8 7/8	- 5/8	- 7.04	17	8 1/4	8,562	70,636	
WALTER READE ORGANIZATION	WALT	O				.00	4 1/8	7/8	2,203	1,927	
WARNER COMMUNICATIONS INC.	WCI	N	21	25 1/8	- 4 1/8	- 16.41	50 1/4	21	18,883	396,543	
WRATHER CORP.	WCO	A	12 1/2	13 1/4	- 3/4	- 5.66	17 7/8	7 1/8	2,164	27,050	
									TOTAL	170,025	4,809,608
Service											
JOHN BLAIR	BJ	N	8 7/8	9 1/8	- 1/4	- 2.73	22 3/8	8 1/2	2,606	23,128	
COMSAT	CO	N	53 3/8	54	- 5/8	- 1.15	75 3/8	51	10,000	533,750	
CREATIVE MANAGEMENT	CMA	A	7 3/8	8 1/8	- 3/4	- 9.23	15 1/2	6 3/4	975	7,190	
DOYLE DANE BERNBACH	DOYL	O	14	13 3/4	+ 1/4	+ 1.81	34 3/4	13 3/4	1,984	27,776	
ELKINS INSTITUTE	ELKN	O	3/4	7/8	- 1/8	- 14.28	16 3/8	3/4	1,664	1,248	
FOOTE, CONE & BELDING	FCB	N	10 3/8	9 7/8	+ 1/2	+ 5.06	14	9 1/8	2,152	22,327	
CLINTON E. FRANK INC.*		O	8 3/4	8 1/2	+ 1/4	+ 2.94	20	8 1/2	720	6,300	
GREY ADVERTISING	GREY	O	12 1/2	11 1/4	+ 1 1/4	+ 11.11	18 1/8	9 1/4	1,200	15,000	
INTERPUBLIC GROUP	IPG	N	19 5/8	19 5/8		.00	36 1/8	17 1/4	2,587	50,769	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	13 1/2	14 1/4	- 3/4	- 5.26	18 1/2	5 7/8	825	11,137	
MCCAFFREY & MCCALL*		O	9 1/4	8 1/2	+ 3/4	+ 8.82	16 1/2	7	585	5,411	
MCI COMMUNICATIONS	MCIC	O	6 1/8	6 1/4	- 1/8	- 2.00	12 3/4	6 1/8	11,810	72,336	
MOVIELAB	MOV	A	1 1/4	1 1/8	+ 1/8	+ 11.11	3 1/8	1 1/8	1,407	1,758	
MPO VIDEOTRONICS	MPO	A	3 7/8	4 5/8	- 3/4	- 16.21	7 1/8	2 1/2	540	2,092	
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O	19 1/4	19	+ 1/4	+ 1.31	34 1/8	19	911	17,536	
A. C. NIELSEN	NIELB	O	36 1/2	37 3/4	- 1 1/4	- 3.31	78 1/8	36 1/2	10,598	386,827	
OGILVY & MATHER	OGIL	O	25 1/4	27 1/2	- 2 1/4	- 8.18	48 1/2	16	1,716	43,329	
PKL CO.*	PKL	O	1 3/8	1 5/8	- 1/4	- 15.38	9 1/2	3/4	778	1,069	
J. WALTER THOMPSON	JWT	N	15 3/4	16	- 1/4	- 1.56	49 1/4	15 1/2	2,694	42,430	
UNIVERSAL COMMUNICATIONS INC.*		O	6 1/2	6 1/2		.00	17	6 1/2	715	4,647	
WELLS, RICH, GREENE	WRG	N	12 1/2	15	- 2 1/2	- 16.66	27 7/8	12 1/2	1,568	19,600	
									TOTAL	58,035	1,295,660
Electronics											
ADMIRAL	ADL	N	12	13 5/8	- 1 5/8	- 11.92	27	11 1/2	5,813	69,756	
AMPEX	APX	N	5 1/8	5 1/4	- 1/8	- 2.38	15 1/8	5	10,875	55,734	
CARTRIDGE TELEVISION INC.		O	7 1/4	7 3/4	- 1/2	- 6.45	43 1/2	7 1/4	2,083	15,101	
CCA ELECTRONICS	CCAE	O	1 1/2	1 1/4	+ 1/4	+ 20.00	6 1/4	1 1/4	881	1,321	
COLLINS RADIO	CRI	N	23 1/2	24 3/4	- 1 1/4	- 5.05	27 1/4	13 1/4	2,968	69,748	
COMPUTER EQUIPMENT	CEC	A	2 3/8	2 3/8		.00	4 5/8	2	2,421	5,749	
CDNRAC	CAX	N	23 3/8	23	+ 3/8	+ 1.63	39 3/8	22 1/4	1,261	29,475	
GENERAL ELECTRIC	GE	N	60 3/4	64 5/8	- 3 7/8	- 5.99	75 7/8	58 1/4	182,123	11,063,972	
HARRIS-INTERTYPE	HI	N	34 1/2	36	- 1 1/2	- 4.16	59	33 1/8	6,301	217,384	
INTERNATIONAL VIDEO CORP.*	IVCP	O	10 3/4	10 3/4		.00	15	10 1/2	2,745	29,508	
MAGNAVOX	MAG	N	15 5/8	15 1/4	+ 3/8	+ 2.45	52 1/4	15	17,685	276,328	
3M	MMM	N	80 5/8	84 5/8	- 4	- 4.72	88 7/8	74 1/4	113,009	9,111,350	
MOTOROLA	MOT	N	100 1/2	110 1/8	- 9 5/8	- 8.74	138	80	13,648	1,371,624	
OAK INDUSTRIES	OEN	N	14 1/2	15	- 1/2	- 3.33	21 3/4	9 5/8	1,638	23,751	
RCA	RCA	N	25 7/8	27 7/8	- 2	- 7.17	45	25 3/4	74,432	1,925,928	
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8		.00	4 3/8	1 5/8	3,458	6,483	
SDNY CORP	SNE	N	46 3/8	46 7/8	- 1/2	- 1.06	57 1/4	40 1/2	66,250	3,072,343	
TEKTRONIX	TEK	N	35 7/8	40 1/4	- 4 3/8	- 10.86	65 1/2	32 3/4	8,162	292,811	
TELEMATION	TIMT	O	4 1/4	4	+ 1/4	+ 6.25	13 3/4	3 1/2	1,050	4,462	
WESTINGHOUSE	WX	N	36 3/8	36 1/2	- 1/8	- .34	54 7/8	36 1/8	88,235	3,209,548	
	ZE	N	40	42 1/8	- 2 1/8	- 5.04	56 5/8	39 3/4	19,040	761,600	
									TOTAL	624,078	31,613,976
									GRAND TOTAL	1,283,361	49,850,913
Standard & Poor's Industrial Average			121.80	125.17	-3.37						

Stock Index footnotes

- A—American Stock Exchange
- M—Midwest Stock Exchange
- N—New York Stock Exchange
- O—Over the counter (bid price shown)

A blank in closing price columns indicates no trading stock.

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

*Closing prices are for Tuesday.

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Media



Mr. Powell

W. Clinton Powell, counselor of embassy and deputy chief of mission, U.S. embassy in Niger, joins Corporation for Public Broadcasting as special assistant to Henry Loomis, president. In new position, Mr. Powell will be involved with minority affairs related to public broadcasting. Prior to entering foreign service in 1955, Mr. Powell was producer at WISH(AM) and WIRE(AM), both Indianapolis.

Edward R. Tabor, general manager, KSHO-TV Las Vegas, elected VP.



Mr. Moffitt

Jack Moffitt, general sales manager, WAUB-TV Cleveland, appointed general manager, succeeding William A. Schwartz (see page 61).

Larry Keenan, account executive, KGNC-TV Amarillo, Tex., joins KGLD-TV Garden City, Kan., as station manager.

Joe Kelly, operator of own creative house and freelance booking agency, Kelly Agency, Milwaukee, joins WQFM(FM) there as general manager. Mr. Kelly will continue with agency, but has appointed **Jerry Bears**, with firm, to take over general operation duties.



Mr. Casciani

John Casciani, general sales manager, WBEN-AM-FM Buffalo, N.Y., joins WBNY-FM there as VP and general manager. **Lee Vogel**, with WLIF(AM) Baltimore, joins WBNY-FM as operations manager.

Dennis L. Hall, formerly with KXOA Sacramento, Calif., and most recently consultant with telephone company there, joins KHYT(AM) Tucson, Ariz., as VP and general manager.

Rome Hartman, commercial manager, WIRK-AM-FM West Palm Beach, Fla., named VP and general manager.

Vincent Beckey, sales manager, KWPC(AM)-KFMH(FM) Muscatine, Iowa, assumes additional post, VP-station manager.

Thomas E. McGinn, operations supervisor, and **George F. Schweitzer**, operations coordinator, broadcast operations department, CBS Radio, New York, ap-

pointed senior operations supervisor and operations supervisor, respectively.

Bill Jay Bumpus, operations manager, WLAC-TV Nashville, named VP-operations.

John Roberts, newscaster, WRKO(AM) Boston, joins WROR(FM) there as operations manager. Both are RKO General stations.

Keith Huetson, assistant controller, King Broadcasting Co., appointed controller; **John Orose**, assistant controller, appointed assistant VP-finance, and **Frank Yanagimachi**, property accountant, appointed assistant treasurer. King is owner of KING-AM-FM-TV Seattle, KGW-AM-TV, KINK(FM) Portland, Ore., and KREM-AM-FM-TV Spokane, Wash.

Thomas J. Hamilton, coordinator for labor relations, NBC-owned WMAQ-TV Chicago, appointed manager, personnel administration, West Coast, NBC, Burbank, Calif.



Mr. Perry

Ben Perry, community affairs director, WQXI-TV Atlanta, appointed director of community relations, Pacific & Southern Broadcasting Co., Atlanta.

Jeri Warrick, senior policy editor, WNBC-TV New York, appointed manager of community affairs, WNBC(AM) New York.

Robert M. Adams, director of information services, noncommercial WQED(TV) Pittsburgh, joins WKBD-TV Detroit as promotion manager.

Robert S. Mehrman operations manager, WLYN-AM-FM Lynn, Mass., appointed public affairs director, WJIB(FM) Boston.

Jay E. Gerber, attorney with Cravath, Swaine & Moore, New York, for past seven years, named senior counsel, NBC.

Broadcast Advertising

Kurt R. Willinger, VP-creative supervisor, Compton, New York, elected senior VP.

Anthony Hilliard, creative supervisor, Compton, elected senior VP. **Arthur T. Sutherland**, associate advertising sales manager, LIFE magazine, New York, joins Compton as VP.

Ron Sugarman, executive VP, Marchalk, New York, appointed vice-chairman, Communications Counselors Network, New York division of Interpublic Group of Cos.

John R. Pelkan, VP-managing director, Botsford Ketchum International, Tokyo, named senior VP and is transferred to BKI's Pittsburgh headquarters.

Edward A. Grey, one-time vice chairman, McCann-Erickson, and special assistant



Choice at the polls. Barbara Impellittere, broadcast assistant in spot department, J. Walter Thompson Co., New York, is congratulated on her election as mayor and police chief of Cold Spring, N.Y. by Wyatt Hicks, managing director of agency. Ms. Impellittere first woman named to post in Putnam county, will supervise three-man police force as well as assuming mayoral functions for town of 2,083.

to Interpublic president, Marion Harper, in New York, joins S. Jay Reiner Co., media service in Carle Place, N.Y., as senior VP.

Albert J. Bouchard Jr., senior VP, Coordinated Communications, New York, appointed executive VP.

Patrick Beece, VP-management supervisor, Carl Ally, named VP, Geer, DuBois Advertising, both New York.

Francis J. Friedman, account supervisor, Cunningham & Walsh, New York, elected VP. **Lars Anderson**, art director, Marchalk Co., named senior art director, C & W, New York. **Michael D. Cotter**, senior art director, C&W, appointed executive art director.

Joan Rothberg, VP-account supervisor, SSC&B, New York, named account supervisor, Ted Bates & Co. there. **Victoria Baird**, account executive, J. Walter Thompson, New York, joins Bates in similar capacity.

Anthony M. Lavelly, account executive, Needham, Harper & Steers, Chicago, appointed account supervisor. **David P. Christman**, account executive, Foote, Cone & Belding, Chicago, joins NHS, Chicago, in similar position. **Jeffrey Z. Anthony**, art director, Leo Burnett Co., Chicago, joins NHS, Chicago, in similar capacity.

William Watson, VP and account supervisor, Gardner Advertising, joins Kenyon & Eckhardt, New York, as account supervisor. **Lee Zimmerman**, TV producer, K&E, New York, elected VP. **Ron Salzburg**, associate creative director, Paccione International, New York, named group head, K&E, New York.

Kenneth R. Harris, account executive,

Gardner Advertising, St. Louis, appointed account supervisor.

William G. Botsford, Northern regional sales manager, Miller Brewing, Milwaukee, appointed Northern regional manager. **J. Charles Kapp**, area manager—major market. Miller Brewing Co., Milwaukee, named Midwest regional sales manager with headquarters in Des Plaines, Ill.

William H. Dickey, director of marketing and research, Byer & Bowman Advertising, Columbus, Ohio, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as account supervisor for Burger Chef account.

William M. Cochran Jr., executive VP, Tele-Research, Los Angeles, named VP-research director, Ketchum, MacLeod & Grove, New York. **William S. Harrington**, VP-account manager, KMG, Houston, joins agency's Washington office in same post.

Willard Benner, VP, creative coordinator and general manager, Foote, Cone & Belding, Brussels, returns to New York office as VP-creative administration.

Robert S. Allison, VP, Doe-Anderson Advertising, Louisville, Ky., elected president and chief executive officer succeeding **Larry Barker**, elected chairman.

William A. Schwartz, VP and general manager, WUAB(TV) Cleveland, joins Tele-Rep, New York, as VP-operations for rep firm. **Ron Hrovat**, local sales manager, WUAB, appointed general sales manager there and **Bob Hartman**, account executive, becomes national sales manager.



Mr. Roversi

William P. Roversi, local sales manager, Avco Broadcasting's WLWD(TV) Dayton, Ohio, joins Avco's WLWC(TV) Columbus, Ohio, as general sales manager. He succeeds **Lloyd R. Forrest**, namely to newly created post, national sales manager, WLWC.

Charles Kennedy, national sales manager, WJAR-TV Providence, R.I., appointed sales manager.

Neil Randell, general sales manager, WHOM-AM-FM New York, joins WXTV(TV) Paterson, N.J., as general sales manager.

Ramon Espinoza, account executive, KMEX-TV Los Angeles, named West Coast sales manager, Spanish International Network, Hollywood.

James P. Fox, VP and director of sales, WIP(AM) Philadelphia, named VP, radio division of Metromedia, owner of station.

Jeffrey Poll, account executive, WPLJ(AM) New York, joins WIFJ(FM) Philadelphia as general sales manager.

Steve Goldman, account executive, Metro TV Sales, New York, appointed sales manager/Red Group. **David P. Grigsby**, Chicago market specialist, NBC owned and operated stations division, named



Mr. Hangen

senior research analyst, Metro TV Sales, New York.

Linda Howard, senior writer, Kenyon & Eckhardt, named VP, associate creative director, Clyne Maxon, both New York.

John Russell, formerly regional sales manager, WPTV(TV) West Palm Beach, Fla., has formed new agency, J. W. Russell Advertising, located at 2720 Forest Hill Boulevard, West Palm Beach.

Carol Clemens, media supervisor, Knox Reeves Advertising, Minneapolis, appointed associate media director. **David F. Maiser**, director of marketing services, National Car Rental there, joins KR as account executive. **Betty Kuphal**, assistant media buyer, KR, named media buyer.

Walter F. Grimme Jr., media director, W. B. Doner and Co., Detroit, joins Grey Advertising there as associate media director.

Libbie E. Zalkin, president, Rollband, media & marketing services firm, Camden, N.J., joins N. W. Ayer & Son, Philadelphia, as media supervisor.

Judy McLaughlin, media buyer, Cargill, Wilson & Acree, Atlanta, joins McDonald & Little there as senior media buyer.

William P. Croasdale, VP-network TV executive, McCann-Erickson, New York, appointed associate manager-network programming.

Robbie Capp, public relations director, Dana Perfumes, New York, appointed director, advertising and public relations.

Richard J. Dixon, formerly executive VP, Garner-Lyon, Greensboro, N.C., joins Cargill, Wilson & Acree, Atlanta, as account executive.

Joseph F. Bardsley Jr., formerly national advertising manager, Merrill Lynch, Pierce, Fenner & Smith, New York, joins Hume - Smith - Mickelberry Advertising, Miami, as advertising and marketing supervisor on Family Finance Management Corp. account.

William Badger and **Charles Balestrino**, account managers, and **Luisa Robinson**, creative personnel director, elected VP's, J. Walter Thompson Co. New York.

Welles Hangen, NBC correspondent who disappeared May 31, 1970, while covering war in Cambodia, was reported by State Department last week to be only broadcast correspondent among five U.S. and 14 other newsmen still unaccounted for in Southeast Asia. NBC News officials said shortly after he disappeared they had been informed by Cambodian driver, who escaped, that Mr. Hangen was captured by Communist forces (*Broadcasting*, June 8, 1970). They said last week they were still hopeful for his safe return.

Brendan Hawk, account executive, William Esty, New York, joins Needham, Harper & Steers there in similar position.

Programing

John Newland, executive in charge of production, Four Star International, Beverly Hills, Calif., elected VP-production.

Jack Swindell, southern division sales manager, Allied Artists Television, appointed Southern regional sales manager, Group W Productions, operating out of Irving, Tex.

Nathan Kingsley, deputy chief, office of news and current affairs, Voice of America, named deputy director-programs.

Donald E. Holley, news director, KFPW-AM-TV Fort Smith, Ark., joins KFSA-TV there as program/operations director.

Larry O. Cazavan, program director, KMBC-TV Kansas City, Mo., joins WLS-TV Chicago as assistant program director.

Scott Burton, with WWDC-AM-FM Washington, joins KSD(AM) St. Louis as program operations manager.

Bob Ward, with WWVA-AM-FM Wheeling, W. Va., appointed program director.

S. Terry Kleger, acting program director, WBOC-AM-FM Salisbury, Md., appointed director, programing and production.

Dave Barker, with WTRL(AM) Bradenton, Fla., appointed program director.

T. Cal Crowell, producer-director, WREC-TV Memphis, appointed production director.

Gregory A. Betts, with Cuyahoga County welfare department, joins WKYC-TV Cleveland as associate director.

Edward L. Frank, marketing manager, cartridge television, Avco precision products division, appointed sales manager, Avco Film Productions.

Broadcast Journalism



Mr. Miller

Bernard J. Miller, newscaster and reporter, WLS(AM) Chicago, appointed news director.

Harry Homewood, executive news director and news analyst, WAIT(AM) Chicago, resigns.

Gerald Ackley, with KRUX(AM) Glendale, Ariz., appointed news and public service director.

Royal Kennedy, news reporter and anchorwoman, WDSU-TV New Orleans, joins NBC News bureau, Cleveland, as urban affairs reporter.

Gail Harris, writer, reporter and air personality, WCTV(TV) Tallahassee, Fla., joins WBTV(TV) Charlotte, N.C., as reporter.

Steen King, news reporter and community affairs director, WNDU-AM-FM South Bend, Ind., joins WCKY(AM) Cincinnati, as general assignment news reporter.

Kirk Knight, newsmen and program host, WWJ-TV Detroit, retires.

Carole Knaul, with KMPC(AM) Los Angeles, joins stations news department.

Don Harness, reporter/executive producer, KNTV(TV) San Jose, Calif., joins news department, KNBC-TV Burbank, Calif.

Music

Corrine Baldassano, music director, WHN(AM) New York, joins WPLJ(FM) there in similar post.

Cable

Nathan Levine, VP-engineering, Sammons Communications Inc., Dallas, named executive VP, with responsibility for operation of Sammons 51 CATV systems.

Joel Efrein, program director and production manager, Orange Cablevision, Orlando, Fla., appointed Southeast regional director, cablecasting, American Television & Communications Corp. **John D. Evans**, formerly director of television production, U. S. Navy, appointed manager, ATC's Charleston, W. Va. system. **Woodrow W. Gossom Jr.**, in Signal Corps operations and maintenance positions, U.S. Army, appointed manager, ATC's Ormond Beach, Fla., system. **Gene Edmondson**, formerly manager, ATC's Arvin, Calif., system, appointed manager, Bartlesville, Okla., system. **Ken Fields**, technician in Stillwater, Okla., appointed chief engineer, Bartlesville system.

Equipment & Engineering

John Frishette, supervisor, video tape, West Coast, NBC-TV, Los Angeles, appointed manager, technical systems, maintenance and plant engineering there.

Harris Sullivan, broadcast field engineer, RCA, joins WTOP-TV Washington as supervisor of engineering. **Jack Lepine**, assistant chief engineer, WTOP-TV, assumes new title, assistant chief engineering-technical director, studio operations, and

William Jones, transmissions engineer, appointed assistant to VP for engineering. **Ralph Mlaska** continues as chief engineer.

Gary Thompson, chief engineer, Vidronics, joins Consolidated Film Industries, Hollywood, as video-tape chief engineer.

Allied Fields

Rhett Austell, group VP, Time Inc., elected chairman, Home Box Office Inc., New York. **Gerald M. Levin**, VP-programing, named president and chief executive officer, Home Box Office. **Charles F. Dolan**, president, continues as member of board.

Richard D. Erickson, marketing specialist, Bank of Commerce, New York, and at one time staff writer with BROADCASTING magazine, has formed Stampede Marketing Co., New York marketing, publicity and public relations firm.

K. C. Jones, program director, WGMA(AM) Hollywood, Fla., joins International Media Ltd., Miami-based media broker and specialist in reciprocal trade, as media director.

Deaths

Harold Clements Fair, 69, former executive VP in charge of radio and TV departments of Bozell & Jacobs, New York, and one-time director of programing for National Association of Broadcasters, died March 30 in New London, Conn., of heart attack, preceded by siege of pneumonia. Mr. Fair began as announcer for KOIL(AM) Omaha. He was manager of radio department at Bozell & Jacobs Omaha, from 1932 to 1934 when he became program director of WHO(AM) Des Moines, Iowa. In 1947 he became director of programing department of NAB. In 1949 Mr. Fair was named program director, WHAS(AM) Louisville, Ky. He also helped put WHAS-TV on the air in March 1950, at which time he also became program director for TV outlet. In 1952 he went to New York office of Bozell & Jacobs where he remained until

retirement in 1966. He is survived by his wife, Ruth Gregerson Fair; two brothers and one sister.

Delmar C. Woodcock, 45, corporate secretary, American Association of Advertising Agencies, New York, died March 26 at his home in Westport, Conn. He joined AAAA in 1971 after 17 years with the Business Publications Audit of Circulations (BPA), which he left as VP and corporate secretary. Earlier he had been with the Advertising Research Foundation. He is survived by his wife, Dorothy, two daughters and one son.

Edward S. Whitlock, 72, executive VP, WRNL-AM-FM Richmond, Va., until his retirement in 1963, died March 3 in a Richmond hospital. Prior to his appointment as executive VP, Mr. Whitlock served as general manager with station for 11 years. He also was president, Virginia Association of Broadcasters, 1947-48. He is survived by his wife, Elsie, one daughter and one son.

James Hicklin, 34, pilot-reporter for KMPC(AM) Los Angeles, was shot to death April 2 in a stateroom aboard a cruise ship in Los Angeles harbor. Police have arrested a suspect, identified as Edward E. Taylor, and booked him on suspicion of murder. Station sources said Mr. Hicklin had filed criminal libel action against the suspect, who reportedly had harassed the KMPC traffic reporter in letters to the station and city officials, charging Mr. Hicklin with moral and other offenses. Mr. Hicklin had been with the station since 1966. He is survived by his wife, Dolly.

Fred A. Weber, former Detroit manager, Branham Radio & Television, and its successor, Advertising Time Sales (now defunct), until his retirement in 1965, died March 18 in St. Joseph, Mo., while returning from a California vacation. Mr. Weber was involved in broadcast sales work in Detroit and Chicago, starting his career with WGN(AM) Chicago. Mr. Weber is survived by two sisters.

For the Record®

As compiled by BROADCASTING March 28 through April 3, and based on filings, authorizations and other FCC actions.

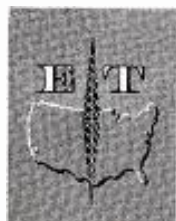
Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated

power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

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Exiting TV stations

Final actions

■ FCC granted ABC, CBS and NBC and their affiliates in top-50 markets waivers of prime-time access rule through Aug. 31 to permit them to continue to present one-time-only network news and public affairs programs without counting these shows toward permissible three hours of network programing allowed during prime time. Action March 29.

■ WMAQ-TV Chicago—Arthur L. Ginsburg, acting chief, complaints and compliance division, informed National Broadcasting Co., licensee, that it had failed to comply with fairness doctrine in responding to complaint by Richard F. Kelly Jr., candidate for

Illinois House of Representatives from ninth district. Ann. March 29.

■ **WBZ-TV Boston**—FCC denied Randy Engel review of Jan. 17 ruling by Broadcast Bureau refusing her fairness complaint against WBZ-TV. Action March 29.

■ **WSMW-TV Worcester, Mass.**—Broadcast Bureau granted mod. of license covering change in name to The America Group Management Corp. Action March 27.

■ **WNBC-TV New York**—William B. Ray, chief, complaints and compliance division, ruled that NBC, licensee, was not unreasonable in deciding that remarks on Catholic Church abortion views by William Baird on WNBC-TV interview program did not represent personal attack. Ann. March 29.

■ ***WQOL(TV) Lima, Ohio**—Broadcast Bureau granted request for waiver of rules to identify as Lima-Bowling Green, Ohio. Action March 19.

■ **WHTN-TV Huntington, W. Va.**—Broadcast Bureau granted authority to operate trans. by remote control from 625 Fourth Avenue, Huntington. Action March 23.

Actions on motions

■ Chief, Broadcast Bureau, on request of Viewers Intent On Listing Violent Episodes on Nationwide Television, extended through May 18 time to file responses to petition for rulemaking filed by Viewers in matter of revision of forms of renewal application to require violence listing system submitted by licensee. Action March 28.

■ Chief, Office of Opinions and Review, in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted request by Western Communications Inc. and extended through April 11 time to file oppositions to application for review filed by Las Vegas Valley Broadcasting (Docs. 19519, 19581). Action March 29.

■ Chief Administrative Law Judge Arthur A. Gladstone in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV], Central Florida Enterprises Inc.), TV proceeding, granted request by Cowles Broadcasting Inc., and extended time for filing proposed findings to April 30 and time for filing replies to May 29 (Docs. 19168-70). Action March 26.

■ Administrative Law Judge Isadore A. Honig in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted March 26 letter request by Southern Broadcasting and dismissed Feb. 23 petition to amend application and amendment (Docs. 18906-7). Action March 27.

■ Administrative Law Judge Jay A. Kyle in Home-wood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, scheduled oral argument on motion by Birmingham Television Corp. [WBMG] for summary decision for April 3 (Docs. 15461, 16761, 16758). Action March 29.

Fine

■ **KXJV-TV Valley City, N.D.**—FCC notified North American Communications Corp., licensee, that it has incurred apparent liability of \$1,000 for willful violation of rules by broadcasting editorial endorsing candidate on eve of Sept. 5, 1972, primary election without notifying opposing candidate, Robert McCarney, of endorsement in advance and without offering him any opportunity to respond before election. Action March 29.

New AM stations

Final action

■ **Clare, Mich.**—Mid-Michigan Broadcasting Corp. Broadcast Bureau granted 990 khz, 250 w. DA-D, P.O. address 504 John Street, Clare 48617. Mid-Michigan has applied to take over physical assets of WCRM-AM-FM Clare, now off air, for \$54,940. Principals: Robert Schwartz, Harold B. Gunn (each 45%), et al. Mr. Schwartz is attorney. Mr. Gunn owns interest in farm in New Jersey. Action March 22.

Actions on motions

■ Chief, Office of Opinions and Review, in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM-FM proceeding, on motion of Star Stations, Central States Broadcasting Inc. and Star Broadcasting Inc., extended time to file exceptions to initial decision to April 23 (Docs. 19122-5). Action March 15.

■ Administrative Law Judge Frederick W. Denniston in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), reopened record; granted petition by Braverman to amend application to incorporate new survey of community leaders conducted between Jan. 1 and Feb. 9, and proposed programing in response thereto;

accepted amendment to application; closed record (Docs. 19596-7). Action March 15.

■ Chief Administrative Law Judge Arthur A. Gladstone in Wagoner, Okla. (Charles R. Ingram and Robert R. Toon [Neo Broadcasting Co.] and William Haydon Payne), AM proceeding, designated Administrative Law Judge John H. Conlin to serve as presiding judge and scheduled prehearing conference for April 26 and hearing for June 18 (Docs. 19713-4). Action March 22.

■ Administrative Law Judge Jay A. Kyle in Pineville, La., and Dermott, Ark. (Robert Cowan Wagner and Southeast Arkansas Radio Inc.), AM proceeding, on own motion, scheduled further hearing conference for March 28 (Docs. 19473-4). Action March 23.

■ Administrative Law Judge Jay A. Kyle in Bay Saint Louis, Gulfport and McComb, all Mississippi (Michael D. Haas, et al.), AM proceeding, scheduled oral argument on joint request for approval of agreement by Mr. Haas, Gulf Broadcasting Co. and HWH Corp. providing for dismissal of application of Mr. Haas and payment to him by Gulf and HWH sum not to exceed \$10,000 in consideration of dismissal, for April 6 (Docs. 19465-7). Action March 29.

■ Administrative Law Judge Jay A. Kyle in Humble, Houston and Nassau Bay, all Texas (Albert L. Crain, et al.), AM proceeding, granted request by Atllite Broadcasting Co. and scheduled further hearing conference for April 5 (Docs. 19186-9). Action March 29.

Other actions

■ Review board in Iowa City, AM proceeding, denied petition by Johnson County Broadcasting Corp., licensee of KXIC-AM-FM Iowa City, for addition of issues to determine whether applications of Burns, Rieke and Voss Associates and Braverman Broadcasting Co. for new AM at Iowa City are consistent with commission rules (Docs. 19596-7). Action March 28.

■ Review board in Ellwood City, Pa. and Youngstown, Ohio, AM proceeding, directed Jud Inc., applicant for new AM in Ellwood City, to make within 10 days, full and complete explanation concerning questions raised by signature of Jay L. Sedwick as treasurer on three recently filed amendments to update application (Docs. 18768-9). Action March 26.

Existing AM stations

Final action

■ **WACO Waco, Tex.**—FCC denied application by David B. Ferris, Kaufman, Tex., for review of FCC staff denial of his complaint that WACO violated fairness doctrine by broadcasting programs supporting U.S. involvement in Vietnam war without providing reasonable opportunity for presentation of opposing views. Action March 29.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Del Rio, Tex. (Don Renault tr/as Green Valley Radio [KWDR]), AM proceeding, designated Administrative Law Judge Basil P. Cooper to serve as presiding officer and scheduled prehearing conference for April 26 in Washington and hearing for June 4 in Del Rio (Doc. 19704). Action March 15.

■ Administrative Law Judge Byron E. Harrison in Miami (United Broadcasting Co. of Florida Inc.), in matter of renewal of license for WFAB, dismissed motion by Broadcast Bureau for order directing United to produce certain documents for inspection and copying, since United had voluntarily furnished bureau with requested documents (Doc. 19664). Action March 28.

Fines

■ **WLOE Eden, N.C.**—FCC notified SoCom Inc., licensee, that it has incurred apparent liability of \$1,000 for violation of rules, by operating station with power in excess of that authorized. Action March 29.

■ **WSHB Raeford, N.C.**—FCC ordered Friendly Broadcasting Co., licensee, to forfeit \$1,000 for willful or repeated violation of rules by operating with excessive power. Action March 29.

■ **WGTM Wilson, N.C.**—FCC notified Campbell Broadcasting Inc., licensee, that it has incurred apparent liability of \$1,000 for violation of rules by making entries in operating log without regard to meter indications and by failing to cease operation by remote control when remote meter indicated inaccuracies. Action March 29.

New FM stations

Final actions

■ **Clare, Mich.**—Mid-Michigan Broadcasting Corp. Broadcast Bureau granted 95.3 mhz, 3 kw. HAAT 162 ft. P.O. address 504 John Street, Clare 48617. Mid-Michigan has applied to take over physical assets of WCRM-AM-FM Clare, now off air, for \$54,940. Principals: Robert G. Schwartz, Harold B. Gunn (each 45%), et al. Mr. Schwartz is attorney. Mr. Gunn owns interest in farm in New Jersey. Action March 22.

■ ***Pittsburgh—Pittsburgh Community Broadcasting Corp.** Broadcast Bureau granted 91.5 mhz, 840 w. HAAT 519 ft. P.O. address: Box 10250, Pittsburgh 15232. Estimated construction cost: \$13,350; first-year operating cost: \$28,100; revenue: none. Principals: Ellory Schemp, interim president, et al. Action March 20.

■ **Yankton, S.D.**—Oyate Inc. Broadcast Bureau granted 104.1 mhz, 100 kw. HAAT 430 ft. P.O. address Box 412, Broadway and Airport Roads, Yankton 57078. Estimated construction cost \$80,538; first-year operating cost \$101,200; revenue \$105,000. Principals: Willis F. Stange, Ron L. Heuer and Bruce Krause (each 33⅓%). Mr. Stange and Mr. Heuer own Willow Corp., motel and restaurant firm. Mr. Stange is also treasurer and 20% owner of Yankton Clinic. Mr. Krause is director of KUSD(FM) Vermillion, S.D. Action March 16.

■ ***Olive Hill, Tenn.**—Rural Life Foundation. Broadcast Bureau granted 89.1 mhz, 1.5 kw. HAAT 218 ft. P.O. address Route 1, Olive Hill 38475. Estimated construction cost \$8,000; first-year operating cost \$2,375; revenue none. Principals: Lester L. Dickman, president of board, et al. Action March 22.

Actions on motions

■ Chief, Broadcast Bureau, on request of Clinch Valley Broadcasting Corp., extended through April 9 time for filing reply comments in matter of amendment of FM table of assignments in Richlands, Va., and Welch, W. Va. (Doc. 19677). Action March 26.

■ Administrative Law Judge Frederick W. Denniston in Reno (BBC Inc. and Kidd Communications Inc.), FM proceeding, ordered hearing postponed from May 7 to May 8 (Docs. 19694-5). Action March 26.

■ Administrative Law Judge Frederick W. Denniston in Reno (BBC Inc. and Kidd Communications Inc.), FM proceeding, granted petition by Kidd Communications to amend application to show withdrawal from ownership of Betty Hamlin (Docs. 19694-95). Action March 26.

■ Administrative Law Judge Frederick W. Denniston in Reno (BBC Inc. and Kidd Communications



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Summary of broadcasting

Compiled by FCC, Feb. 28, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,363	5	18	4,386	44	4,430
Commercial FM	2,379	2	48	2,429	106	2,535
Commercial TV-VHF	504	1	6	511	10	522
Commercial TV-UHF	185	0	4	189	45	246
Total commercial TV	699	1	10	700	55	768
Educational FM	548	0	25	573	79	652
Educational TV-VHF	86	0	6	92	0	92
Educational TV-UHF	123	0	9	132	5	138
Total educational TV	209	0	15	224	5	230

* Special temporary authorization.

Inc.), FM proceeding, scheduled prehearing conference for April 4 (Docs. 19694-5). Action March 30.

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (California Stereo Inc., et al.), FM proceeding, denied Mediacast's motion opposing taking of depositions upon written interrogatories and request for protective order and McClatchy's motion to limit and suppress depositions upon interrogatories; approved Intercast's proposed use of depositions at hearing (Docs. 19515-6), 19611). Action March 23.

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (California Stereo Inc., et al.), FM proceeding, granted two unopposed petitions by Edward Royce Stolz II to amend application (Royce International Broadcasting) to change proposed trans., ant., transmission line and financing; and submit new survey to ascertain community needs, analysis of this survey, and revised program proposal (Docs. 19515-16, 19611). Action March 26.

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (California Stereo Inc., et al.), FM proceeding, granted opposition motions by Central California Educational Television [KVIE-TV], McClatchy Newspapers [KQVR-TV], and Great Western Broadcasting Corp. [KXTV-TV], and ordered that Intercast's depositions upon written interrogatories shall not be answered by KVIE-TV, KQVR-TV and KXTV-TV; on own motion, quashed those subpoenas issued to KTXL-TV and KCRA-TV in Sacramento, at Intercast's request when time had passed in which stations might have filed objections, and directed that depositions upon written interrogatories shall not be answered by KTXL-TV and KCRA-TV; and granted Intercast's further application and notice of intention to use depositions at hearing insofar as two additional radio stations are concerned, and denied with respect to five Sacramento television stations (Docs. 19515-6, 19611). Action March 28.

■ Chief Administrative Law Judge Arthur A. Gladstone in Geneva, N.Y. (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.), FM proceeding, designated Administrative Law Judge Jay A. Kyle to serve as presiding officer and scheduled prehearing conference for April 18 and hearing for May 30 (Docs. 19709-10). Action March 15.

■ Administrative Law Judge Byron E. Harrison in Bethany, W. Va. and Paris, Ohio (Bethany College, Calvary Christian College), noncommercial FM proceeding, granted motion for continuance by Bethany and extended hearing to May 3; certain other procedural dates (Docs. 19573-4). Action March 27.

■ Administrative Law Judge Isadore A. Honig in Laurel and Ellenville, both Mississippi (Southland Inc., South Jones Broadcasters Inc.), FM proceeding, granted petition by South Jones to amend application to reflect current financial position and availability of additional funds necessary to cover increased costs of \$9,000 to be paid to Southland Inc. pursuant to terms of joint agreement for withdrawal of Southland's application (Docs. 19415-6). Action March 16.

■ Administrative Law Judge Isadore A. Honig in Laurel and Ellenville, both Mississippi (Southland Inc. and South Jones Broadcasters Inc.), FM proceeding, granted petition by both parties for approval of dismissal agreement; approved in all respects dismissal agreement; waived publication requirements of rules; dismissed with prejudice Southland application; retained South Jones application in hearing status (Docs. 19415-6). Action March 19.

■ Administrative Law Judge Jay A. Kyle in Duncan, Okla. (Duncan Broadcasting Co. and William S. Hagara), FM proceeding, granted petition by Mr. Hagara to amend application to incorporate employment agreements with Eugene A. Gunn, Melvin Bruner and Charles E. Timmons, and closed record (Docs. 19651-2). Action March 29.

■ Administrative Law Judge James F. Tierney in Fort Collins, Colo. (Gilroy Broadcasting Co., Beef Empire Broadcasting Co.), FM proceeding, granted motion by Beef Empire Broadcasting Co. for production of documents filed March 12 and denied request by Gilroy Broadcasting for protective order filed March 19; ordered proposed depositions be taken at appointed time and place, unless different arrangements are otherwise mutually agreed among parties (Docs. 19681-2). Action March 23.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), noncommercial FM proceeding, ordered, upon request by Greater Washington Educational Telecommunications Association Inc. and WETA-FM, seeking permission to broadcast hearings in proceeding scheduled for April 2, not to disturb disposition made on another occasion in order released Feb. 22 for similar request (Doc. 18634). Action March 16.

■ Administrative Law Judge James F. Tierney in Oklahoma City, Okla. (All American Broadcasting Corp. and KTOK Radio Inc.), FM proceeding, upon petition by All American Broadcasting, ordered date for exchange of affirmative cases continued from March 27, to April 13 and hearing date continued without date, pending disposition of expected proposed amendments by petitioner (Docs. 18954-5). Action March 27.

Other actions

■ Review board in Sacramento, Calif., FM proceeding, in response to petition by Intercast Inc. to enlarge issues against Edward Royce Stolz (Royce International Broadcasting), added issue to determine whether Mr. Stolz has sufficient and suitable technical equipment to operate proposed station, and if not, effect on technical qualifications. Action March 27.

■ Review board in West Palm Beach, Fla., FM proceeding, granted motion by Sun, Sand and Sea Inc. for extension of time through April 16 to file responsive pleadings to oppositions to interlocutory appeal of administrative law judge's adverse decision, filed by Guy S. Erway and Sandoiper Broadcasting Co. (Docs. 19601-4). Action March 27.

■ Review board in Cayce, S.C., noncommercial FM proceeding, in response to petition by William D. Hunt, added ascertainment and other issues against Lexington County Broadcasters Inc., in proceeding involving mutually exclusive applications by Hunt and Lexington for new noncommercial FM at Cayce (Docs. 19568-9). Action March 27.

■ Review board in West Columbia and Columbia, both South Carolina, FM proceeding, denied petition by Statesville Broadcasting Co., applicant for new FM at Columbia, to add issues against Congaree Broadcasters Inc., competing applicant for facilities at West Columbia (Docs. 19624, 26). Action March 27.

■ Lancaster, N.Y.—FCC waived rules and accepted application of St. Mary's High School for new noncommercial FM on ch. 217 (91.3 mhz) with power of 10 w, at Lancaster. Action March 21.

Rulemaking actions

■ Tuskegee, Ala.—FCC amended FM table of assignments with assignment of ch. 240A to Tuskegee (Doc. 19628). Action March 29.

■ Kernville, Calif.—FCC amended FM table of assignments to assign ch. 272A to Kernville (Doc. 19598). Action March 29.

■ Yakima, Wash.—FCC proposed, in notice of rulemaking, assignment of ch. 252A to Yakima as fourth FM channel. Action March 29.

Call letter actions

■ Newell Broadcasting System Inc., San Bernardino, Calif.—Granted KQLH(FM).

■ Talley Broadcasting Co., Fort Madison, Iowa—Granted KXGI-FM.

■ Bob McRaney Enterprises Inc., Armory, Miss.—Granted WQHY(FM).

■ Bob McRaney Enterprises Inc., West Point, Miss.—Granted WQLH(FM).

■ Kenyon College, Gambier, Ohio—Granted WKCO(FM).

■ Seacoast Broadcasting Corp., Georgetown, S.C.—Granted WSHG(FM).

Existing FM stations

Final actions

■ KVFS(FM) Vacaville, Calif.—Broadcast Bureau granted request for waiver of rules to identify as Vacaville-Fairfield, Calif. Action March 19.

■ WQST(FM) Sarasota, Fla.—Broadcast Bureau granted CP to change trans. location to off 13th Avenue, near 27th Street, near Bradenton, Fla.; change trans.; change ant.; make change in ant. system; ERP 100 kw; ant. height 570 ft.; remote control permitted; condition. Action March 23.

■ WBLM(FM) Lewiston, Me.—Broadcast Bureau granted request for waiver of rules to identify as Lewiston-Auburn, Me. Action March 23.

■ WLYN-FM Lynn, Mass.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location to be operated on ch. 269 (101.7 mhz); ERP 710 w; ant. height 180 ft.; for aux. purposes only. Action March 26.

■ WMNB-FM North Adams, Mass.—Broadcast Bureau granted CP to install new trans. Action March 20.

■ WMUZ(FM) Detroit—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 115 kw horiz., 89 kw vert.; ant. height 300 ft. Action March 26.

■ WOAL(FM) Cleveland—Broadcast Bureau granted CP to install new trans.; ERP 29 kw; condition. Action March 20.

■ WDBN(FM) Medina, Ohio—Broadcast Bureau granted CP to install new trans.; install new ant.; operate by remote control from studio location; Route 55, ½ mile north of route 118, Medina. Action March 26.

■ WLKR-FM Norwalk, Ohio—Broadcast Bureau granted CP to install new ant.; ERP 2.5 kw; ant. height 125 ft. Action March 26.

Call letter actions

■ KJKL(FM) Shreveport, La.—Granted KRMD-FM.

■ WASA-FM Havre de Grace, Md.—Granted WHDG(FM).

■ WWSW-FM Pittsburgh—Granted WPEZ(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and STA's where appropriate: KXEL Waterloo, Iowa; WAMR Venice, Fla.; WCSC Charleston, S.C.; WDJ5 Mount Olive, N.C.; WEAV Pittsburgh, N.Y.; WFMO Fairmont, N.C.; WGMW(FM) Riviera Beach, Fla.; WGOG Walhalla, S.C.; WKFE Yauch, Puerto Rico; WLCM-AM-FM Lancaster, S.C.; WLEO Ponce and WLEY Cayey, both Puerto Rico; WLNC Laurinburg, N.C.; WMD-AM-FM Fajardo and WORO(FM) Corozal, both Puerto Rico; WOWI(FM) Norfolk, Va.; WOYE-FM Mayaguez, Puerto Rico; WRHY(FM) Starview, Pa.; WRKB-AM-FM Kannapolis, N.C.; WSCM Panama City Beach, WTOG(TV) St. Petersburg and WXOS(FM) Plantation Key, all Florida; WZAR(FM) Ponce, Puerto Rico; WDIZ(FM) Orlando, Fla. Actions March 29.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: WAAO Andalusia, Ala.; WACL-AM-FM Waycross and WACX Austell, both Georgia; WANA Anniston, WAOA Opelika and WARF Jasper, all Alabama; WBAF Barnesville and WBBT Lyons, both Georgia; WBIL Tuskegee, Ala.; WBIT Adel, WBLW Royston, WBML Macon, WBRO Waynesboro, WBSG Blackshear and WBTR-FM Carrollton, all Georgia; WBTS Bridgeport and WBYE Calera, both Alabama; WBYG Savannah, WCLA Claxton, WCUG Cuthbert, WDAK Columbus and WDGL Douglasville, all Georgia; WDJC(FM) Birmingham, Ala.; WDXV Buford and WEBS Calhoun, both Georgia; WELB Elba, WERC-AM-FM Birmingham, WFM(FM) Montgomery, WFFA Ft. Payne and WFR(FM) Auburn, all Alabama; WFGA Cedartown, WGCO(FM) Buford, WGF5 Covington, WGKA Atlanta, WGTA Summerville, WGUS-FM Augusta and WHCC(FM) Metter, all Georgia; WHEP Foley, Ala.; WHIE Griffin, Ga.; WHIY Moulton, Ala. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: WHMA-FM Anniston and WHRT Hartselle, both Alabama; WJAT-AM-FM Swainsboro, WJCL-FM Savannah, WJGA-AM-FM Jackson, WKAC Athens and WKIG Glenville, all Georgia; WLIQ Mobile, Ala.; WLOR Thomasville

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and WLOV-AM-FM Washington, both Georgia; WLTV Laverne, Ala.; WMAC Metter, WMAZ-AM-FM Macon, WMJ Cordele, WMLT Dublin, WMNZ Montezuma, WPCF(FM) Decatur, WPEH-AM-FM Louisville and WPLO-FM Atlanta, all Georgia; WQTY Montgomery, WRMA Montgomery and WRMG Red Bay, all Alabama; WRNG North Atlanta, WRWH Cleveland and WSB-AM-FM Atlanta, all Georgia; WSGN Birmingham, Ala.; WSI2 Ocala, WSN2 Cumming, WSN2 Sandersonville, WSSA Morrow, WSYL Sylvania and WTHO Thomson, all Georgia; WTL2 Tallahassee, Ala.; WTOG-AM-FM Savannah and WTUF(FM) Thomasville, both Georgia; WUNJ Mobile, Ala.; WVMG-AM-FM Cochran, Ga. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: WJOI Florence, Ala.; WKEU-AM-FM Griffin, Ga.; WKLD(FM) Oneonta, Ala.; WKLY Hartwell, WKOG Gordon, WKUN Monroe and WLET-AM-FM Toccoa, all Georgia; WLPR(FM) Mobile, Ala.; WLTA-FM Atlanta; WMCD(FM) Statesboro, Ga.; WMFC-AM-FM Monroeville, Ala.; WMOG Brunswick, WMTM-AM-FM Moultrie, WNEK Macon, WNRJ Gainesville, WOKA-AM-FM Douglas and WPPL(FM) Blue Ridge, all Georgia; WPKC Prattville, Ala.; WQDE Albany, Ga.; WOLT(FM) Florence and WRAB Arab, both Alabama; WSFT Thomaston and WTJH East Point, both Georgia; WTVY-FM Dothan, Ala.; WULF Alma, WWNS Statesboro and WWRH(FM) Columbus, all Georgia; WWWF Fayette, Ala.; WAGA-TV Atlanta, Ga.; WALA-TV Mobile, WCOV-TV Montgomery, WKAB-TV Montgomery and WMSL-TV Huntsville, all Alabama; WRBL-TV Columbus and WSAV-TV Savannah, both Georgia; WWSA-TV Montgomery, Ala.; *WETV-TV Atlanta. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: WAAY Huntsville, WABF-AM-FM Fairhope, WAGC Centre and WAHR(FM) Huntsville, all Alabama; WALG Albany, Ga.; WAMI Opp, WATV Birmingham and WAYD Ozark, all Alabama; WBHB Fitzgerald, Ga.; WBIB Centreville, Ala.; WBIE-AM-FM Marietta and WCLS Columbia, both Georgia; WCNA-FM Scottsboro, WCOV Montgomery, WCRL Oneonta, WCRT-AM-FM Birmingham and WDRM(FM) Decatur, all Alabama; WDWD-AM-FM Dawson, Ga.; WELR-AM-FM Roanoke, WERH-AM-FM Hamilton, WEPH Huntsville and WEZQ Winfield, all Alabama; WFA(FM) Cordele, Ga.; WFIX Huntsville, Ala.; WGAC Augusta and WGLM Hinesville, both Georgia; WGOK Mobile, Ala.; WGPC-AM-FM Albany, Ga.; WGST Atlanta; WGYV Greenville and WHOS Decatur, both Alabama; WIGO Atlanta; WIMO Winder, Ga.; WJBB Haleyville and WJDB Thomasville, both Alabama. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: WVOH Hazelhurst and WVOP-AM-FM Vidalia, both Georgia; WYSA Vernon, WWSM Rainsville, WWSM(FM) Bay Minette, WVWB-AM-FM Jasper and WXLE(FM) Phoenix City, all Alabama; WXLN(FM) Savannah, Ga.; WYDE Birmingham and WYLS York, both Alabama; WYNR-AM-FM Brunswick, WYNY Smyrna, WYTH Madison, WZAT(FM) Savannah, WZGC(FM) and *WABE(FM) both Atlanta, all Georgia; *WGL(FM) Auburn, Ala.; *WRAS(FM) and *WREK(FM), both Atlanta; *WUAL-FM Tuscaloosa and *WVSU-FM Birmingham, both Alabama; WALB-TV Atlanta; WBMG(TV) Birmingham and WCFT-TV Tuscaloosa, both Alabama; WCWB-TV Macon, Ga.; WHMA-TV Anniston and WHNT-TV Huntsville, both Alabama; WJBF(TV) Augusta, WJCL(TV) Savannah, WMAZ-TV Macon, WRDW-TV Augusta, WSB-TV Atlanta, WTOG-TV Savannah and WTVM(TV) Columbus, all Georgia; WTVY(TV) Dothan, Ala.; WYEA-TV Columbus, *WABW-TV Pelham, *WACS-TV Dawson, *WCES-TV Wrens, WCLP-TV Chatsworth, *WDCO-TV Cochran, *WJSP-TV Columbus, *WVAN-TV Savan-

nah and *WXGA-TV Waycross, all Georgia; WAPI-AM-FM Birmingham, Ala. (conditioned on outcome of now pending civil anti-trust action in which Samuel I. Newhouse, principal of licensee, is party defendant and that licensee shall immediately notify commission of final disposition of case); K78CD Randle and Morton, both Washington; K09KD Allen logging camp, 15 miles southeast of Forks, Wash. Actions March 30.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: K78AR Lihue and Kauai, K70BS Naalehu and volcano area, K74BA Naalehu and Pahala, K74BC Lihue and Kauai, K76BB Honohina and K83AZ Pepeekeo, all Hawaii; K08EX Metlakatla, K09HO Thorne Bay, K03DF Happy Valley and Anchor Point, K03DG Wildwood Military Base, K04DL Gastineau Channel, Airport area, Auke Bay and Mendenhall Glacier, K04DS Upper Kenai River area and Cooper's Landing, K04FO Cooper Center, K04FQ Glennallen, Richardson highway area north and south of Glennallen, K04GH Nikiski, K04GP Alyeska, K07IN Glenn Highway west and east of Tolsona, K08GX Kaslof and Ninilchik, K09CW Healy and Suntrana, K09GC Soldotna and Kenai, K09GZ Sutton, K09HG Girdwood and Mile 100 area Seward Highway, K09IZ Richardson Highway community south of Copper Center and Kenny Lake, K09JE Palmer, K12HU Homer and Seldovia, K13JW Gakona, K13KI Paxson and Paxson Lake, K13KS Nenana, K13KU Delta Junction, K12GF North Tongass Community, K03AB Delta Junction, K04CO Usibelli and Suntrana, K04CP Sutton, K04DO Talkeetna, K07EU Nenana, K07GA Soldotna, Kaslof and Kenai and K13GQ South Wildwood and rural area & North Wildwood and rural area, all Alaska. Actions March 30.

Modification of CP's, all stations

■ KSFJ(FM) San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to July 15. Action March 26.

■ WMAG Forest, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 15. Action March 20.

■ WCBT Roanoke Rapids, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 6. Action March 20.

■ WEGG Rose Hill, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to May 19. Action March 20.

■ KBJH(FM) Tulsa, Okla.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 14. Action March 26.

■ WALO Humacao, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 10. Action March 20.

■ WHFV(TV) Fredericksburg, Va.—Broadcast Bureau granted mod. of CP to change ERP to vis. 126 kw, aur. 12.6 kw; change type trans.; change type ant. Action March 23.

■ KXLY-TV Spokane, Wash.—Broadcast Bureau granted mod. of CP to change type trans. Action March 23.

Translators

Applications

■ FCC accepted for filing application of Baca county, Colorado, for two new VHF translators in rural area of southwest Baca county and in Mount Carmel and rural area, all Colorado, on ch. 6, 82-88 mhz. and on ch. 10, 192-198 mhz; primary station KRDO-TV Colorado Springs. Ann. March 26.

■ FCC accepted for filing application of Kentucky State Board of Education for two new VHF translators in Augusta, Jackson, Elkatawa and Wolverine, all Kentucky, on ch. 4, 66-72 mhz, and on ch. 7, 174-180 mhz; primary station WKHA(TV) Hazard, Ky. Ann. March 26.

■ FCC accepted for filing application of University of Maine for new VHF translator in Allagash, Me., on ch. 4, 66-72 mhz; primary station WMEM-TV Presque Isle, Me. Ann. March 26.

Actions

■ Broadcast Bureau by letters, notified Pacific Broadcasting Corp., licensee of K06HO Merizo, K06HA Anderson Air Force Base, K07HQ Umatac and K13HV Apra Heights, all Guam, that it has incurred apparent liabilities of \$100 each for violations of rules, by failing to file renewal applications within time specified. Action March 20.

■ K74AC and K77AA, both Bayfield and Ignacio, both Colorado—Broadcast Bureau granted CP's to replace expired permits for changes in UHF translators. Action March 23.

■ K68AB and K82BI, both Preston, Idaho—Broadcast Bureau granted licenses covering two new UHF translators. Action March 28.

■ K13KZ Glide, Ore.—Broadcast Bureau granted license covering new VHF translator. Action March 23.

Other actions, all services

■ FCC instituted non-public inquiry to determine whether any broadcaster or cablecaster has broadcast "obscene, indecent or profane material," in violation of United States Code (Doc. 19716). Action March 22.

■ FCC ruled that in situations where state has established betting operation for purposes of raising revenues and combatting illegal gambling, broadcast licensees may air appropriate advertisements. Action was in response to petition by New York City Off-Track Betting Corp. for reconsideration of commission's Dec. 17, 1971, declaratory ruling on broadcast of horse racing information. Action March 29.

■ FCC denied application by Madeline S. Large, West Hartford, Conn., for review of commission staff action, denying her request to rescind FCC public notice urging licensees to review records before broadcast to determine whether lyrics promote use of drugs. Action March 29.

■ William B. Ray, chief, complaints and compliance division, in response to request by Corporation for Public Broadcasting, extended time for submitting views on commission jurisdiction over public broadcasting under Communications Act, which requires CPB to adhere strictly to objectivity and balance when presenting controversial programming. Time for filing comments was extended to April 5 and time for submission of reply comments was extended to April 23. Action March 29.

Ownership changes

Application

■ WBAP-TV Fort Worth—Seeks assignment of license from Carter Publications Inc. to North Texas Broadcasting Corp. for \$35 million. Carter Publications, owned by Amos G. Carter Foundation, et al., is also selling its other broadcast properties, WBAP(AM) and KSCS-FM, both Fort Worth, to Capital Cities Broadcasting Corp. Buyers: LIN Broadcasting Corp. (100%). LIN Broadcasting, publicly held broadcast group owner, is licensee of WAKY(AM) Louisville, Ky.; WIL-AM-FM St. Louis; KILT-AM-FM Houston; KEEL(AM)-KMBQ(FM) Shreveport, La.; WBBF(AM)-WBFB(FM) Rochester, N.Y.; WFIL(AM) Philadelphia; KAAY(AM) Little Rock, Ark.; WAND-TV Decatur, Ill., and WAVY-TV Portsmouth, Va. Ann. March 22.

Actions

■ KADX(FM) Denver—FCC granted assignment of license from Gordon S. Rosenblum to Columbine Broadcasting Co. for \$300,000. Petition by Mission Denver Co., licensee of KBTR(AM) Denver, was denied. Buyers: Kenneth B. Lange, Peter D. Smythe and Jordan M. Iserman (each 20.49%), et al. Mr. Lange is time salesman for KADX. Mr. Smythe is freelance writer in Denver. Mr. Iserman is attorney in Huntington, N.Y. Action March 21.

■ WGNR(FM) Oneonta, N.Y.—Broadcast Bureau granted transfer of control of Tryon Broadcasting Inc. from Melvin Farmer, et al. (500 shares before, none after) to Frank W. Boyce Jr. (none before, 500 shares after). Consideration \$181,348. Principal: Frank W. Boyce. Mr. Boyce is owner of Delhi Paint & Paper Store, in Delhi, N.Y. Action March 23.

■ KGPC(AM) Grafton, N.D.—Broadcast Bureau granted relinquishment of negative control of KGPC Co. by Gary L. Hanson (50% before, 25% after) through sale of stock to Rodney S. Webb

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Broadcasting

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- 1973 Yearbook \$14.50 (If payment with order: \$13.50)
- Payment enclosed
- Bill me

(none before, 25% after). Consideration: \$38,750. Principal: Mr. Webb is attorney in Grafton. Action March 16.

■ **WL0M(FM) Chattanooga**—Broadcast Bureau granted assignment of license from Rock City Broadcasting Inc. to Turner Communications Corp. for \$160,000. Sellers: E. Y. Chapin IV, vice president and general manager, et al. Rock City has application for new AM at Chattanooga. Buyers: Charles E. Smith is director of Turner, whose stations are WGOW(AM) Chattanooga, WJRJ-TV Atlanta, WTMA-AM-FM Charleston, S.C., and WMBR(AM) Jacksonville, Fla. Action March 26.

■ **KBGO(AM) Waco, Tex.**—Broadcast Bureau granted assignment of license from Audiocasting of Texas Inc. to KBGO Radio Inc. for \$250,000. Sellers: Charles M. McDonald, president, et al. Buyers: Herb Harding, president and general manager, and Jack M. Rosen, vice president (each 23 1/3%), et al. Mr. Harding is station manager of KEND(AM) Lubbock, Tex. Mr. Rosen owns Rosen Wholesale Inc., Lubbock. Action March 16.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced March 27 (stations in parentheses are TV signals proposed for carriage):

■ **Cypress Cable TV of Kern County Inc., Bakersfield, Calif.** (Add KMPH Tulare, Calif.).

■ **Riverside Cable Corp., Perris, Calif.** (KNXT, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP, KWHY-TV, KCET and KMEX-TV, all Los Angeles; KVCN and KHOF-TV, both San Bernardino, KLXA-TV Fontana, KOCE-TV Huntington Beach and KBSC-TV Corona, all California).

■ **Leacom Inc., Frisco, Colo.** (Add KTVS Sterling and KFBC-TV Cheyenne, both Wyoming).

■ **Leacom Inc., Silverthorne and Dillon, both Colorado** (Add KTVS Sterling, Colo.; KFBC-TV Cheyenne, Wyo.).

■ **North Georgia Cablevision Co., Blairsville, Ga.** (WSB-TV, WAGA-TV, WQXI-TV and WTGG, all Atlanta; WRCB-TV, WTVC-TV and WDEF-TV, all Chattanooga; WFBC-TV Greenville, S.C.).

■ **Savannah TV Cable Co., Garden City, Ga.** (Add WTGG Atlanta).

■ **Savannah TV Cable Co., Savannah, Thunderbolt, Chatham county and Port Wentworth, all Georgia** (Add WTGG Atlanta).

■ **Total Cable TV of Delphi Inc. Delphi, Ind.** (Add WFI, WISH-TV and WURD, all Indianapolis; WNSN-TV Chicago.).

■ **Total Cable TV of Fowler Inc., Fowler, Ind.** (Add WCIA Champaign, Ill.).

■ **Anthony Cable TV Anthony, Kans.** (WKY, KOCO-TV, KWTV-TV and KETA-TV), all Oklahoma City; KARD-TV and KAKE-TV, both Wichita and KPFS-TV and KTVH-TV, both Hutchinson, all Kansas).

■ **R-V Cable-Vision Inc., Junction City, Ky.** (WLEX-TV, WKYT-TV, WBLG-TV and WKLE, all Lexington and WAVE-TV, WHAS-TV, WLKY-TV, WDRB-TV and WKPC-TV, all Louisville, all Kentucky).

■ **Central Kentucky Cable Vision Inc., Midway, Ky.** (WAVE-TV, WHAS-TV and WDRB-TV, all Louisville and WLEX-TV, WKYT-TV, WBLG-TV and WKLE, all Lexington, all Kentucky).

■ **Tel-Tech Cable TV Inc., Washburn, Mars Hills and Blaine, all Maine** (WAGM-TV and WMEM-TV, both Presque Isle, Me.; CHSJ-TV Bon Accord, Canada; WEMT, WLBZ-TV and WABI-TV, all Bangor, Me.).

■ **Metro Cable Inc., Apple Valley and Rosemont, both Minnesota** (KTCI-TV, KICA-TV, WCCO-TV, KSTP-TV, KMSP-TV and WTCN-TV, all Minneapolis; WGN-TV Chicago; WVTV-TV Milwaukee).

■ **Teleprompter of Newark, Newark, N.J.** (WLIW Garden City, N.Y.; WNET Newark, WNJU-TV Linden and WXTV Paterson, all New Jersey; WNYE-TV, WNYC-TV, WABC-TV, WCBST-TV, WNBC-TV, WNEW-TV, WOR-TV and WPIX, all New York; WNJT Trenton, N.J.).

■ **Warner Cable Transmission Corp., Upper Township, Middle Township, Stone Harbor, Sea Isle City and Avalon borough, all New Jersey** (Add WNJS Camden, N.J.).

■ **KWR Systems Inc., Oneida, Oneida Castle, Sherrill and Vernon, all New York** (Add WOR New York; delete WUTV Buffalo, N.Y.).

■ **Cablevision of Alanance County Inc., Burlington, N.C.** (Add WRET-TV Charlotte, N.C.; WTTG and WDCA-TV, both Washington).

■ **Cablevision of Charlotte, Charlotte, N.C.** (Add WTTG Washington; WTCG Atlanta).

■ **Cable Television Co., Charlotte, N.C.** (Add WTTG Washington; WTCG Atlanta).

■ **Cablevision Inc., Gastonia and Bessemer, both North Carolina** (Add WTCG Atlanta).

■ **Cablevision of Greensboro, Greensboro, N.C.** (Add WRET-TV Charlotte, N.C.; WTTG and WDCA-TV, both Washington; WUNL-TV Winston-Salem, N.C.).

■ **Southeastern Cable Co., Raleigh, N.C.** (Add WRET-TV Charlotte, N.C.; WTTG Washington).

■ **Cablevision of Salisbury Inc., Salisbury, N.C.** (Add WTTG Washington; WTCG Atlanta).

■ **Lee Cable-Vision Co., Sanford, N.C.** (Add WBT, WCCB-TV, WSOC-TV and WRET-TV, all Charlotte, N.C.; WITN-TV Washington, N.C.; WBTW Florence, S.C.).

■ **Continental Cablevision of Ohio Inc., Fairborn, Ohio** (WCPO-TV, WKRC-TV and WCET-TV, all Cincinnati; WLWD-TV, WHIO-TV and WKCF-TV, all Dayton, WOSU-TV Columbus, WMUB-TV Oxford, WOET-TV Kettering and WSWO-TV Springfield, all Ohio; WXIX-TV Newport, Ky.).

■ **Armstrong Utilities Incorporated, Ellwood City, Wayne township, Eilport borough, Perry township, Wampum borough, Koppel borough, North Sewickley township and Franklin township, all Pennsylvania** (Add WKBF-TV and WUAB, both Cleveland).

■ **Cnmcast Corp., Philadelphia and Upper Darby, Pa.** (Add WNJU-TV Linden and WXTV Paterson, both New Jersey).

■ **Brownwood Television Cable Service Inc., Electra, Tex. (KFDX-TV and KAUZ, Wichita Falls, Tex.; KSWO-TV Lawton, Okla.; KTVT Fort Worth, Tex.; KERA-TV Dallas).**

■ **Teleprompter of Virginia Inc., Big Rock, Va.** (Add WKPT-TV Kingsport, Tenn.; WSVN-TV

Norton, Va.; WHTN-TV Huntington, WCHS-TV Charleston and WSWP-TV Grandview, all West Virginia).

■ **Teleprompter of Virginia Inc., Deel and Deskins, both Virginia** (Add WKPT-TV Kingsport, Tenn.; WSVN-TV Norton, Va.; WOAY-TV Oak Hill, WCHS-TV Charleston and WSWP-TV Grandview, all West Virginia).

■ **Teleprompter of Virginia Inc., Grundy and Vasant, both Virginia** (Add WKPT-TV Kingsport, Tenn.; WSVN-TV Norton, Va.; WOAY-TV Oak Hill, WCHS-TV Charleston and WSWP-TV Grandview, all West Virginia).

■ **Teleprompter of Virginia Inc., Keen Mountain and Mt. Heron, both Virginia** (Add WKPT-TV Kingsport, Tenn.; WSVN-TV Norton, Va.; WHTN-TV Huntington, WCHS-TV Charleston and WSWP-TV Grandview, all West Virginia).

■ **Teleprompter of Virginia Inc., Maxie and Harman, both Virginia** (Add WKPT-TV Kingsport, Tenn.; WSVN-TV Norton, Va.; WOAY-TV Oak Hill, WCHS-TV Charleston and WSWP-TV Grandview, all West Virginia).

■ **Teleprompter of Virginia Inc., Oakwood and Mavisdale, both Virginia** (Add WKPT-TV Kingsport, Tenn.; WSVN-TV Norton, Va.; WHTN-TV Huntington, WCHS-TV Charleston and WSWP-TV Grandview, all West Virginia).

Final actions

■ **CATV Bureau granted following operators of cable television systems certificates of compliance:** Blue Ridge Cable TV Inc., Polk township, Pa.; Oklahoma CATV Inc., Eufula and Checotah, both Oklahoma. Actions March 26. North Brevard Cable TV Co., Titusville and portions of Brevard county, both Florida; Brownwood TV Cable Service Inc., Rising Star, Tex. Actions March 27.

■ **FCC authorized Dubuque TV-FM Cable Co., Dubuque, Iowa, and East Dubuque, Ill., to substitute signal of WNSN-TV Chicago for WFLD-TV Chicago.** Action March 29.

■ **FCC authorized Mahoning Valley Cablevision Inc., Austintown and Coitsville townships, both Ohio, to carry following Ohio television signals:** WFMJ-TV, WKBN-TV and WYTV, all Youngstown; WUAB Lorain and WKBF and *WVIZ-TV, both Cleveland. Action March 29.

■ **FCC granted certificate of compliance and authorized Eastern Connecticut Cable Television Inc., New London, East Lyme, Montville and Waterford, all Connecticut to carry following television signals:** WVIC-TV and WHCT, both Hartford, WHTN-TV New Britain, WTNH-TV New Haven and *WEDN Norwich, all Connecticut; WTEV, WJAR-TV and WPRI-TV, all Providence, R.I.; WNAE-TV, *WGBH-TV and WSKB-TV, all Boston; WKBG-TV, Cambridge, Mass.; WSMW-TV Worcester, Mass.; WNEW-TV, WOR-TV and WPIX, all New York. Oppositions by Broadcast Plaza Inc., licensee of WVIC-TV Hartford, and Connecticut Television Inc., licensee of WHTN-TV New Britain, were denied. Action March 29.

■ **FCC authorized Universal Cable Vision, Winter Haven, Lake Alfred, Auburndale, Eagle Lake and unincorporated Eagle Lake-West Winter Haven and Auburndale census divisions of Polk county, all Fla. to add following Florida television signals:** WXLT-TV Sarasota; *WMFE-TV and WSWB-TV both Orlando; WCIX-TV, WLTV, *WPBT, WCKT, WPLG-TV and WTVJ, all Miami; and WBBH-TV and WINK-TV, both Ft. Myers. Action March 29.

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Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted by letter. No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted, 40¢ per word—\$5.00 minimum.
- Situations Wanted, 30¢ per word—\$5.00 minimum.
- All other classifications, 50¢—per word—\$5.00 minimum.
- Add \$1.00 for Box Number per issue.

RADIO

Help Wanted Management

Sales Manager. AM Contemporary. Eastern seaboard. Need a leader, a driver, a tyrant and a humanitarian. A real producer. \$25,000 plus exciting sales percentage. EOE. Immediate opening. Send resume and references as soon as possible. Box D-63, BROADCASTING.

Multi-station operation in northern Michigan has opening for Station Manager with emphasis on sales and working knowledge of programing and FCC regulations. Five figure income plus fringe benefits. Good references required. Send resume to Box D-69, BROADCASTING.

Station Manager for Michigan upper peninsula. Sales oriented small market. 5000 watt AM. Call days 517-482-9695 or evenings 517-484-0702.

Help Wanted Sales

Major market AM/FM has fantastic opportunity for real hot shot willing to sell on commission only. Up to 40% commissions. Huge earnings possible. Box D-9, BROADCASTING.

Beautiful western state! Solid AM operation has opportunity for successful, enthusiastic sales person with broadcast career in mind. Outstanding city and excellent climate. By absorbing our techniques and philosophies the person selected will earn a good living in a modern, smog-free community. EOE. Box D-47, BROADCASTING.

Aggressive salesman or salesman-announcer. Good potential. Contact General Manager KGEK, Sterling, Colo.

Country giant in Iowa's 2nd city needs energetic professional addition to sales staff. Progressive six station group ownership with excellent fringe benefits. Send resume, etc. to KHAK, Box 1363, Cedar Rapids, Iowa 52406.

Help Wanted Sales Continued

Top rated Stereo FM Rock station, WHVY in major New England market of Springfield, Mass., seeks services of aggressive salesman—above average salary with future management position and override based upon results. Be willing to do street work, agency solicitation and work with our national representatives. Must have proven track record. Write Jon Goodman, Manager, WHVY, 101 West St., Springfield, Mass. to arrange interview or telephone 413-737-1414.

Due to company transfer an opening will soon be available in America's fastest growing market, Orlando, Fla. Experienced professionals only. Call Bill Kirk, WKIS Radio, 305-295-0740.

Tired of being 4th man on the staff, want to be number two man. Top rated station in market in Pulse, ARB numbers. No pansies, be hip on radio but not hippie. No fancy resume, call me direct for face-to-face meeting, James Hallas, WLTN, Gary 219-884-9409.

You are #2 man and want the big job or you are #1 man want a bigger market. Take charge of two stations and prove you can grow with our public chain. Opportunity is now open. John Woods, WRUN, AM/FM, Utica, New York.

Sales Manager for a Progressive Rock 50 KW station. A good knowledge of the concerts and records industry would be an asset as would production capability. Send resume to the Business Manager, Box 1149, Providence, R.I. 02912.

Media broker trained for Midwest. Chapman Associates, 5 Dunwoody Park, Atlanta, Ga. 30341.

Help Wanted Announcers

Growing Florida group needs 1st ticket men/women. All airshifts. Engineering, sales, for future expansion. All fringes with a straight company. Write Box C-162, BROADCASTING.

Strong air personality for #1 top 40 station in Western medium market. Must have good personal character, creative talent, production ability and willingness to take direction. Send air check and resume to Box C-179, BROADCASTING.

Immediate opening for morning announcer with first phone. 5,000 watt fulltime Contemporary station, medium market, Mid-Atlantic Coast. Salary depends on qualifications. Send tape, resume and salary requirements. Box D-57, BROADCASTING.

Top Rated Country AM/FM in Midwest needs experienced, mature personality, some production. Tape and resume to Box D-65, BROADCASTING.

1st phone, drive time, NE AM/FM, strong personality. Experience a must. Good starting salary. EOE. Tape and resume to Box D-66, BROADCASTING.

Medium and top ten market, Progressive MOR and Top 40 jock. \$200 to \$300 per week to start. Send tapes and resume for promising position with established chain to Box D-86, BROADCASTING.

\$200+ weekly for vivacious rock jock. Q format. Major market. Experience required. Tape and resume to Box D-87, BROADCASTING.

Wanted maintenance engineer for AM 5KW, FM 2 KW not interested in first phone. Doesn't have to have third. Box D-88, BROADCASTING.

Metropolitan area, 50,000 watt Stereo 24-hour operation looking for mature voice for airshift following top New York morning man. 35 miles from New York City. Pleasant surroundings. Hospital-insurance and pension plan. Five years experience. Permanent position. Five-day week. An Equal Opportunity Employer. Mail tape and resume to Box D-93, BROADCASTING.

Announcer for midnight to 7 A.M. shift with first ticket Florida east coast. Box D-105, BROADCASTING.

Announcer: bright afternoon drive time with production and sports experience for Midwest MOR-Contemporary. Box D-107, BROADCASTING.

Young pro to join progressive six station group. Thorough knowledge of Modern Country a must. Send air check, resume and salary requirements to KHAK, Box 1363, Cedar Rapids, Iowa 52406.

Immediate opening for a professional broadcaster-announcer-commercial production man. Stable operation, good pay. New "C" FM going on air in May. 5KW AM MOR-ABC, adult programmed. Resume, tape, references required. Q. P. Coleman, KOLY, Box 1300, Moberge, S.D.

Vacation relief—Phoenix—starting mid-May for 14 consecutive weeks on top-rated Beautiful Music FM station. \$200 per week. Send audition tape and resume to Tom Churchill, Mgr., KRFM, Box 10098, Phoenix, Ariz. 85064.

Help Wanted Announcers Continued

Needed: Good announcer. Excellent opportunity. Lively professional sound. Programmed Modern Country-Gospel. Prosperous, like new, operation. Tight format. Production. Top salary for right man. Advancement for an energetic, dedicated man of ability. No beginners. References required. Rush air check and resume to XKOW Radio, Box 579, Hot Springs, Ark. 71901. No Collect calls, please.

Need resonant personality, adult voice for Contemporary MOR format. Must know music/news. Send air check, resume, photo, salary requirements. Bob Roberts, WAVS, WX 1261, Fort Lauderdale, Fla. 33301. No tapes returned.

Orlando, Florida. Daytime pro wanted by top MOR-Contemporary station. No beginners. Great station in great market of Disney World. Send audition tape and complete info to Glenn Lewis, PD, WDBO Radio, Box 1833.

Morning personality with experience, ideas, original wit. Salary commensurate to ability. Medium market offers ideal living conditions. Send tape, resume, salary expected, WFON, Fond du lac, Wisc. 54935.

Experienced dj-announcer with play-by-play ability. Top 40 Contemporary. \$115, talent, merit raises, generous fringe benefits. No phone calls. Resume and air check including play-by-play. WFVA, Fredericksburg, Va.

Top 40 central Florida daytimer needs experienced jock, above average production, salary commensurate with ability in growing market. Send tape, resume, photo—attention John Terry, WIPC, Box 712, Lake Wales, Fla. 813-676-1486.

Immediate opening for personality on top-rated Progressive Rocker. If you're a pro with know how, ambition and ready for a major market, call me. Carl Brenner, Vice President, WKTK, Baltimore, Md. 301-485-2400.

Personality on-and-off air for highly promotional, top-rated, 50,000 watt, Progressive Rock station. Must be pro, good production, knowledge of music (no Soul, R&B). Minority group members encouraged to apply. Send tape, pix, resume to WKTK, 5200 Moravia Rd., Baltimore. 301-485-2400. Barry Richards.

Personality, preferably morning man needed for Adult Contemporary format. Mature, experienced and friendly. Need by May 1, latest. Good salary, benefits. Tape and reference to John Duncan, WOIO, Canton, Ohio 44708.

Massachusetts-Berkshires. Growing MOR FM needs friendly, relaxed evening announcer. Ideal first job. Send tape, resume to Alan Vaber, WQRB, 211 Jason St., Pittsfield, Mass. 01201.

Top announcers and production men Gulfcoast Modern Country giant needs your talents. Only top men apply with air check, resume and salary requirements. Prepaid calls will be accepted. Bob Lima, WVMI AM/FM, Biloxi, Mississippi. 601-388-2323.

Philadelphia Beautiful Music FM wants an Easy Talker with smooth, mature voice and relaxed delivery. Experience plus third ticket required. Call Mr. Wachs, 1-215-839-7832.

Help Wanted Technical

Chief Engineer: Leading communications firm seeks chief engineer for 50,000 watt AM station in Midwest. Strong technical background and directional array experience will guarantee this engineer top salary, good benefits, and an opportunity for professional advancement with an aggressive and growing company. Send complete resume and photo to Box C-264, BROADCASTING.

Major market Midwest directional AM and Stereo FM combination needs chief engineer. Excellent working conditions. Box D-10, BROADCASTING.

Chief for 5,000KW Directional near East Coast. Up to \$17,000 for right person. EOE. Excellent equipment. Immediate opening. Please send resume and references to Box D-62, BROADCASTING.

Chief engineer for AM and automated FM in South-west tourist city. Fishing, hunting, great climate. \$10,000 a year for qualified engineer who can also program automation, do news and some production. Box D-90, BROADCASTING.

Experienced sportscaster needed. Heavy college, high school football, basketball bpb. Generous salary, benefits. Tape, resume, snapshot to Box D-102, BROADCASTING.

First phone man to read transmitter meters. Age no barrier. WAMD, Aberdeen, Md. 21001.

Chief Engineer: Maintenance responsibility for full time AM local station and FM Stereo with automation. Community of approximately 25,000, within 75 miles of Atlanta. Permanent. Salary above average. WLAG AM/FM, LaGrange, Ga. 404-882-3506. Ed Mullinax, President.

Help Wanted News

Las Vegas news director is moving up in our organization. Replacing him is a tough act to follow. Must have news hunger, experience, voice and a lot of ambition. It's an ambitious company. Send complete tape and resume to Box D-64, BROADCASTING.

Needed, one newsmen who can dig, write and deliver news in a professional manner, which will not put an audience to sleep. Our news is contemporary in style and applicants must have good writing abilities as well as the ability to work with and gather sound. Send tape, resume and picture to WGOM, c/o Victor Locke, Box 538, Marion, Indiana 46952.

News Director for Indiana AM/FM. Send tape, resume, references, salary requirements to WITZ, Box 167, Jasper, Indiana 47546.

Glorious Guadalajara. Once in a lifetime opportunity for the right man who can write and air news on English language station. Airmail resume, tape and personal information: Action Radio, Ruben Dario 260, Guadalajara, Mexico.

Help Wanted Programing, Production, Others

Copy/production. Wisconsin radio station needs creative copy/production person with emphasis on production. Copy must be top calibre and sell. Send resume, sample copy and own production tape to Box D-58, BROADCASTING.

Suburban Philadelphia news, talk and sports station needs dynamite pd. Incredible opportunity to become creative hero. Rush resume to Bill Gallagher, WEEZ, Chester, Pa. 19015.

Situations Wanted Management

Seek final move. 27 years sales and management. College. Clean cut. Dependable, honest. Top references. Box D-8, BROADCASTING.

Situations Wanted Sales

Give a guy a break into sales. See TV situations wanted, production; college, BA, AA. Box D-33, BROADCASTING.

Washington, D.C. or area. Young professional. One year successful medium market sales experience. Expertly trained. Six years R-TV, degree, desire. Box D-98, BROADCASTING.

Situations Wanted Announcers

Very hard worker, reliable, experienced announcer, tight, 1st phone, degree. Presently working in small TV radio market. Box C-117, BROADCASTING.

Announcer experienced, music and news, small and medium market, loose and structured format, tight board, 1st phone. Brown graduate. Will relocate. Box C-223, BROADCASTING.

Creative Rock or Soul personality. 2 1/2 years experience on air. First phone. DC, Baltimore or Canada preferred. Box C-278, BROADCASTING.

Creative pro with humor looking for Uptempo MOR or Top 40. 5 years experience in major market. Anxious to relocate. Married, 1st phone. Currently employed. Box D-110, BROADCASTING.

Personality. Experienced, asset, ask current employer. First phone, available May. Write: William Daemke, WIVI Radio, Christiansted, St. Croix, US Virgin Islands 00820.

Attention Midwest major MOR's or Modern Country. Communication my forte. Twelve years. Mostly large markets. First phone, married, family. Seek salary, stability and advancement opportunity. Jack Hansen, 7118 Fitzgerald, Tampa, 33616. 813-837-6021.

DMS graduate, first phone, anywhere in Florida. News experience, reliable. Lee Bensley, 314 Harmony Lane, Henderson, Kentucky.

First phone, 1 year of experience 4 years of training. DJ, news can follow direction. Write: Frank Potter, 431 Broadway, Tacoma, Wash. Call weeknights 6-11 P.M., 206-383-5444.

First class license radio announcer with 15 months experience under 3rd class license in North Dakota, public relations work in U.S. Army one year. Prefer Minnesota, Dakotas, Wisconsin. John McCinty. 612-938-6976.

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

Summer job. Sweep floors, etc. Actually, 3rd endorsed, MOR or Contemporary, Pa. or North. Box D-25, BROADCASTING.

Personality—MOR to Top 40. 10 years radio and television announcing experience. Married, vet, BA, 3rd. Minimum \$175 weekly. Box D-44, BROADCASTING.

Announcers Continued

Dee Fontaine is ready! Third phone, experience, MOR, Top 40 no sweat. Will relocate. References and dependable. Box D-71, BROADCASTING.

Who's gonna give this number one dj of the future his first job? Graduate, 3rd phone. Box D-83, BROADCASTING.

Florida preferred. Top 40 jock 1 1/2 years experience 3rd phone. Have been exposed to every aspect of radio. Tight board, easy voice. 2223 Duitman Rd., Albany, Ga. 31705. 912-432-7910.

Add a woman's touch to your station! Single, ambitious dj/announcer. Experienced, dependable, creative. Third endorsed, tight board. Interested in sales. Will relocate. Write Syheeda Thompson, 9 Fessenden Place, Newark, N.J. 07112.

Recent Columbia School of Broadcasting graduate seeks a first position. Desire to settle down with your station and gain experience. Professional, mature and smooth delivery. DJ work in mild, warm climate. 3rd endorsed. All formats. Randal Corell, 7336 Sanderson Pl., Cincinnati, Ohio 45243. 1-513-561-6790.

Three years experience, theatre background, third, some college. Room 25, Strasburg Hotel, Strasburg, Va. 22657.

Save your chicken with this recipe. Three years experienced in broadcasting, college and commercial. Employed now. College broadcasting graduate this May. Cooking time: personality, news, MD, APD, production, writer and single. Box D-45, BROADCASTING.

Broadcast pro PD personality seeks combo dj sales at stable operation. Some sales experience. Family man. Box D-67, BROADCASTING.

Announcer 7 years experience looking to make that final move to stable MOR station. \$140/wkly. South-east or West. Box D-68, BROADCASTING.

On mike, off mike, on camera, off camera, nine years diversified experience looking for Florida opportunity. Prompt, complete reply assured. Box D-84, BROADCASTING.

DJ, tight board, good news, commercials, willing to go anywhere. Ready now. Box D-97, BROADCASTING.

Top pro seeks NY metro area early morning spot. Extremely able, articulate, sophisticated humor. Unusual circumstances make this man available for early morning only. A chance to get major market talent at modest cost. This is something special. Box D-104, BROADCASTING.

Experienced, articulate, versatile and black. Young, happy sounding soul jock now available. For tape and resume write Box D-113, BROADCASTING.

Available now. Go anywhere. CW Stations. Call Windy 816-BE 1-1346.

Want that first break! Tape and resume available. Robert Wolf, 4507 W. 3rd, Amarillo, Texas. 806-372-9234.

Situations Wanted Technical

Chief engineer. 25 years experience in FM, Stereo, AM, DA, proofs, automation, construction. Own proof equipment. 303-596-8982. 3770 E. Vintah St., A-B, Colorado Springs, Colo. 80909.

Situations Wanted News

Newsman, 36, rich reportorial and air experience. Demonstrable leadership ability. Box D-7, BROADCASTING.

Experienced sports announcer, excellent play-by-play. Willing to relocate for right opportunity. Box D-12, BROADCASTING.

RTV grad, University of Illinois, heavy on sports, seeks play-by-play position in any size market. Can also handle news. Married, 26. Excellent references. Tape, resume available. Box D-23, BROADCASTING.

Bright, conscientious, Masters Degree in RTV from Indiana University, some experience. Just discharged from military. Seeks solid position in RTV news. Resume, tape available. Box D-73, BROADCASTING.

Newsman, experienced, New York and Los Angeles radio and TV. Four years News Director, university honors graduate. Competitive, innovative, seeks challenge, salary open. Box D-77, BROADCASTING.

Professional, hard-working, aggressive, young, articulate, creative, newsman who feels stifled in present position, wants to grow with organization that cares about news as much as I do. Four years experience in medium market. Solid newsman both inside and outside. Journalism degree. Currently employed. Prefer Northeast, but will consider anything. Box D-81, BROADCASTING.

News Continued

Six years experience, major college sports. Masters degree, Broadcast Management, Michigan State University. Have interviewed top athletes in America, including Mark Spitz. Play-by-play strongest point. Winner of WGN National Sports-casting Contest. Conscientious, aggressive. Box D-82, BROADCASTING.

I'd like to join a multiple-man news department under a man who really knows his business. Operations experience in suburban top 5 market. Morning drive news in major market. Part-time news at network O & O. Box D-96, BROADCASTING.

Have no experience reporting, but have done some writing and investigative research at major news broadcast operation. Want to write news in New York, Conn., or New Jersey. BA, English. Box D-111, BROADCASTING.

News editor/writer. NYC experience. BA. Box D-115, BROADCASTING.

Experienced, opinionated, creative talk host, newsman. Broad background and interests. Frank Belsky, 105 Chestnut St., Foxboro, Mass. 617-327-6741 or 543-2620.

15 year broadcast veteran. Seeking news director or operations manager position in major medium market. Have 1st ticket and will consider telephone talk show. Charles Beach, 7271 Ferguson, Apt. 1086, Dallas, Texas. 1-214-321-0001.

Would like sports, news or both. I'm experienced in all facets of radio, no rookie. 1st phone, married, will relocate. Steady and reliable. Call Ron Finstad, 1-507-288-3017.

Situations Wanted Programing, Production, Others

Bright, eager young woman seeking new opportunities and responsibilities in radio production. Experienced news, sports, public affairs producer/director. Excellent references. Box D-15, BROADCASTING.

Major Country programmer: available for Ops/Pgming position major market or group operations head. All facets. If you know Country radio you know who I am. Box D-74, BROADCASTING.

Experienced public broadcaster desires position as production manager, program director or assistant station manager in a CPB qualified radio station. Reply to Box D-79, BROADCASTING.

Eight year vet in radio seeks position with advertising agency writing and producing commercials. Background encompasses all phases of radio broadcasting. Handled radio advertisements for current Ohio state senator. Have developed excellent voice for sale. Tapes and resume available on request. Ken Gray, 122 C Andover, Heath, Ohio 614-522-2944.

TELEVISION

Help Wanted Management

Director of Marketing. Group broadcaster needs 5 MBA graduates to fill newly created positions at our 5 television stations. Station sales experience desirable. Candidates selected will be in charge of all marketing services at each station and be groomed for top level management positions. Send resume to Box D-53, BROADCASTING.

General Sales Manager. Top 10 market VHF network affiliate. Income range \$45,000 to \$50,000 per year. Rush resume to Box D-54, BROADCASTING. Completely confidential.

Communications Analyst for growing behavioral understanding research firm with emphasis in television programing. Required: advanced degree in mass communications, radio/television, journalism, marketing, sociology or psychology; imagination, communication skill, attractive personality. Box D-108, BROADCASTING.

Aggressive type with experience and formal training backup to manage growing Southeastern station, BS Telecommunications or equivalent, MA Business Administration. Contact: R. Johnson, Box 1528, Dothan, Ala.

Help Wanted Sales

Large market Ohio television station. Excellent numbers. Major group offers advancement possibilities. Reply to Box D-55, BROADCASTING.

Highly motivated salesman needed at top-rated major West Coast television station. Entire sales staff earned 35 to 45K in 1972. Mail resume to Box D-56, BROADCASTING.

Account executive for WGNO-TV New Orleans, La. This independent UHF is fast growing and has developed a good track. What about you? Write WGNO-TV, New Orleans, La. 70130.

Sales Continued

Media broker trained for Midwest. Chapman Associates, 5 Dunwoody Park, Atlanta, Ga. 30341.

Help Wanted Technical

Television maintenance engineer. Come to Florida and join one of the top public television and FM broadcast operations. Latest equipment needs your tender, experienced care. Good pay and living conditions. Phone Chief at 904-354-2806 or write Box D-70, BROADCASTING.

Immediate opening experienced studio technician, GE, IVC, Visual VTR. Age no barrier. East Texas, near 3 large lakes, good fishing. Send resume to Tom Perryman, Chief Engineer, KTRV-TV, Box 729, Lufkin, Texas 75901.

Chief engineer, BSEE or equiv. Top technical position in major cable system to be built in Hartford, Conn. Suburban area. Looking for CE/Asst. CE with proven TV experience to direct all technical operations. Career opportunity with great growth potential. Send resume to LVO Cable of Conn., 61 E. Main St., Forestville, Conn. 06010.

TV technician with first class license for operation of transmitter and studio equipment. Equal Opportunity Employer. Send resume Assistant Chief Engineer, WJKS-TV, Box 17000, Jacksonville, Fla. 32216.

Engineering Supervisor to help construct and operate new public radio station. At least 2 years experience in radio operations and maintenance required. Salary open. Send resume to Business Manager, WXXI, 410 Alexander Street, Rochester, New York 14607.

Television Engineer. Experienced in handling master control TV Switcher, Ampex VTR 1100 and 1200 B machines, film projectors and audio board. Maintenance and some transmitter experience helpful. First phone license preferred. Salary depends on experience. Write Channel 21, 410 Alexander Street, Rochester, New York 14607.

Chief engineer: move to sunny Florida and take over the top spot with an independent UHF television station. Salary open. Contact S. M. Schermer, 305-920-7804.

Help Wanted News

Wanted experienced TV weather caster for medium sized Western market. Send audition tape and references. Prime recreational area, good salary. Equal Opportunity Employer. Box D-18, BROADCASTING.

Experienced TV field reporter-air man for medium sized Western market. Audition tape and references. Prime recreation area, good salary. Equal Opportunity Employer. Box D-19, BROADCASTING.

Medium market television station in dynamic South-east seeks director of news and public affairs. Looking for experienced and aggressive news person with ability to write, anchor and direct news team. Liberal salary, fringe benefits, auto. Send resume and photo to Box D-80, BROADCASTING.

WFRV-TV, Green Bay, needs co-anchorman early and late news. Working newsmen for fast-paced number one news team. You may now be stand-up reporter or weekend back-up waiting for that big break. Excellent opportunity with news conscious group operation. VTR and resume necessary. Charles Leonard, WFRV-TV, Box 1128, Green Bay, Wisc. 54305.

Help Wanted Programing, Production, Others

Creative Promotion Manager. Large Southeastern independent. Prior TV promotion experience desired. Box D-5, BROADCASTING.

Promotion manager. Manage going department for #1 station in 3 VHF, top 50 Midwest market. Creativity in on-air promotion a must, plus experience in print layout and general publicity. Resume to Box D-92, BROADCASTING.

Promotion Manager. Independent top ten. Must be brilliant and creative in on-air, audience and sales promotion. Opportunity as big as your ability. Box D-116, BROADCASTING.

Director of Radio Services for a new public radio station. At least 2 years experience in a radio management position. BA required. Salary open. Send resume to Business Manager, WXXI, 410 Alexander Street, Rochester, New York 14607.

TV Production Manager. Must have at least 2 years supervisory experience at a Public Television station. Responsible for high TV production standards and training programs. MA preferred. Salary negotiable. Write to Business Manager, Channel 21, 410 Alexander Street, Rochester, New York 14607.

Situations Wanted, Management

Program Director presently employed in top management seeking similar challenge of #1 or #2 spot in top 50. Solid experience in all phases of management and operations. Box D-109, BROADCASTING.

Situations Wanted Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701 214-592-6280.

Situations Wanted Technical

Experienced hard working switcher/director, first phone, quality workmanship, desires to settle down for job with future. Box C-203, BROADCASTING.

University or college television or audio visual position desired. First phone, BA, 4 years experience troubleshooting and maintenance. Box D-78, BROADCASTING.

Situations Wanted News

Newsman, 36, rich reportorial and air experience. Demonstrable leadership ability. Box D-7, BROADCASTING.

Newsman/sportscaster. Young but good. Does TV or radio equally well. BA Broadcast-Journalism. TV radio experience. Resume, tape, VTR. Box D-60, BROADCASTING.

Young reporter, 14 years broadcasting with top 25 experience. Masters Degree: TV-Documentary Film. Box D-72, BROADCASTING.

Award winning broadcast journalist, 5th year in news. Presently employed as anchorman/assistant news director. Can report, assign, produce and/or air your television news. Heavily film oriented with solid administrative background. Will coordinate news, production, promotion and public affairs for maximum community impact and conduct daily news operation. Excellent references. Box D-85, BROADCASTING.

To the point, I need a break. I have a degree in broadcasting and a year's experience in television news. Let me tell you what I can do for you. Box D-99, BROADCASTING.

Experienced reporter-photographer seeks job in TV news. BJ broadcasting, BA-speech. Send for resume. Box D-112, BROADCASTING.

Experienced as reporter, political correspondent, producer-anchorman. Writes well. Shoots and edits. Young, enthusiastic, innovative. Call Greg Brumley, 314-334-6120.

Experienced newspaper photographer-reporter seeks TV opportunity. BSJ-Broadcasting, Wigodsky, 310 North Ninth, Norfolk, Nebr. 68701.

Stations merge. Radio news director gets television news shot. Falls in love. Ready for television full time. BA Journalism, MA English. Walk Noon, 3239 High St., Eureka, Calif. 95501. Call 707-443-9096.

Situations Wanted Programing, Production, Others

Producer, director or production management. Experienced all phases television and film. Strong news and public affairs background. Box C-198, BROADCASTING.

Peace Corps vet. Associate producer desires stateside career. Internationally experienced. Heavily creative. Presently working in DC market. Contact Box C-237, BROADCASTING.

Top 60 market, producer director looking for similar position. Professional and experienced in all phases of broadcasting from radio to television. Box C-247, BROADCASTING.

Young director with 7 years diverse production experience seeks medium market position. Box D-26 BROADCASTING.

College graduate, BA, AA in broadcasting and political science desires position in broadcasting industry. Four years experience in TV production, master control technician and film. Third phone. Ability to take direction and carry out orders. Will consider news or sales position. Box D-34, BROADCASTING.

Network producer/director (NYC). Heavy news background, sports and play-by-play. Creative, professional, ambitious and single. Willing to travel and relocate. Box D-75, BROADCASTING.

Situations Wanted, Programing, Production, Others Continued

Talented director seeks to work with tight crew and solid programming. Currently Production Manager of top 50 UHF. Box D-100, BROADCASTING.

Experienced female producer, director, writer seeks major market position. Experience includes commercial network and public television; film production, engineering, news, public affairs. Masters degree. Box D-106, BROADCASTING.

Free lancing producer/director, Washington, D.C.-based. Call 301-794-8274.

Experienced announcer, producer, director, commercial creativity, news. Mike Shrigley, 12039 S. Saginaw Rd., Grand Blanc, Mich. 48439. 313-694-5864.

Producer-Director/Prod. Dir. 3 years experience with network affil. news and commercials. Artistic background, photography and TV promotion experience. Ambitious, professional, personable. Excellent references. Call 203-688-3886 after 5. Relocate.

CABLE

Help Wanted Sales

Sales Representative Midwest location. Major program distributor needs neat, articulate salesman for expanding CATV sales. Prior sales experience in UHF television or FM radio a must. Background in TV programming or production helpful. Position involves heavy travel through Midwest. Successful applicant will be based in Chicago. Salary, commission, plus expenses. Send resume to Box D-95, BROADCASTING.

If you have sales experience and a strong interest in CATV, here is your opportunity to be considered for a System Manager position. Candidates must have a college degree and be from the Midwest. \$18-20 K plus fringe. Call Fred Harms at 312-693-6171.

Situations Wanted Programing, Production, Others

Candidate with BA and MA in Telecommunications and an excellent programming-production background seeks a position with MSO or other cable organization. Location and salary open. Please contact: Julian Young, 2312-32 Ave., San Francisco, Calif. 94116. 415-681-6321.

Manager, program director, producer-director, host, sales, first phone. BA, CATV tec., one or all. 315-478-8896. Box D-94, BROADCASTING.

WANTED TO BUY EQUIPMENT

Gates BC-1J transmitter or comparable type. Operable or non-operable. WMOV, Ravenswood, W. Va.

Spotmaster and Tapecaster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

We need your help in equipping Nevada's first independent public FM station. We need everything but especially a transmitter, antenna and monitors. Donations are tax deductible, but if necessary, we can't pass a good buy. Contact Nevada State Public Radio Association, c/o Bill Motley, Box 1425, Alhambra, Calif. 91802.

FOR SALE EQUIPMENT

Marti-Used, reconditioned and new Marti equipment in stock. Immediate delivery. Terms available. BESSCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

RCA TT258H aural and visual high band power amplifiers. Contact Chief Engineer, WKBW-TV, 1420 Main St., Buffalo, N.Y., 14209. 716-883-0770.

For Sale RA-1, latest model of Gates single random access unit. Has no stepping relays—all solid state. Used seven months. In perfect condition. \$1200. WACL, Waycross, Ga.

For Sale: Automatic Film Processor Type A-11 designed for daylight processing black and white 16mm film. Unit is completely self contained in good operating condition. Overall dimensions 6 1/2 inches long, 2 1/4 inches wide, 6 1/2 inches high. Only \$1,000 FOB, Redding, California. Station converted to color film processing. Contact Chief Engineer, KRCR-TV, 2770 Pioneer Drive, Redding, California, 96001, area code No. 916-243-7777.

1 250' Lehigh tower. 4-leg, self supporting galvanized, for 12-bay FM antenna, TV. Immediately available. \$7,500. Broadcast Automation Associates, 5199 NE 12th Ave., Ft. Lauderdale, Fla. 33308. Call collect 305-776-4762.

COMEDY MATERIAL

Michael Lefkowitz Comedy Service, 954 56th St., Brooklyn, NY 11219. Weekly sheet 25 one liners per sheet \$10.00 per month.

Funny! Professional comedy, 3 samples only \$2. Sunshine Comedy Service, Room 23, Box 4636, Jax, Fla. 32201.

Professional comedy material! Servicing the Stars for 30 years. "The Comedian" Monthly \$45 yr. "Anniversary Issue" \$30. 35 Fun-Master gag files \$45. Billy Glason, 200 W. 54th St., New York, N.Y. 10019.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date April 11, June 27, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

Need FCC license or announcer training? We've trained thousands. Call: R.E.I. 813-955-6922 or write: R.E.I., Box 806, Sarasota, Fla. 33578.

FCC practice exams. Over 300 current questions and answers. Covers everything, even radar \$26.50. Current exams for third with Broadcast Endorsement \$14.50 R.E.I., Box 806, Sarasota, Fla. 33578.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. \$10.00 with broadcast endorsement) 2nd. (\$12.00), and 1st. (\$16.00), phone exams; complete package, \$25. Research Company, Dept. B, 1630 Woodfern Dr., Homewood, Alabama 35209.

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.

Elkins Institute in St. Louis. 314-752-4371. First Class FCC license.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Chesterdale Rd., Cincinnati, Ohio 45246. 513-771-8580.

Need 1st phone fast. Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin April 30, 1973. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (Formerly Elkins Institute), 3443 N. Central Ave., Chicago, Ill. 60634. 312-286-0210.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Cartridges spotlessly cleaned, rebuilt and reloaded with Scotch 157. Like new at approximately half price. Also, best prices anywhere—new Fidelipac carts, 3M professional tape and other studio supplies. Your order is your charge account! Full guarantee. Free catalogue. Lauderdale Electronic Labs, 135W 13th St., Ft. Lauderdale, Fla. 33315, Dept. B. 305-525-0478.

Miscellaneous Continued

Free Easter Special. Starlight Chapel Broadcast, 28 minutes, Contemporary Folk-Rock and/or Traditional. Send request to: Starlight, Box 2401, Paterson, N.J. 07509.

Add new life to your station. Modern, low cost production methods allow us to produce high quality spots and promos at low cost. Send for our brochure. Information available from Timberline Advertising/Productions, 102 N. Perkins St., Rushville, Ind. 46173. Phone 317-932-3983. Try us once and you'll use us again and again.

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RADIO

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We will not contact previous employers without your permission.

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ORDER FORM

— NEXT PAGE —

TELEVISION

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Applicants From All Races Desired

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| <input type="checkbox"/> Sales | <input type="checkbox"/> Sales | <input type="checkbox"/> Stations | <input type="checkbox"/> Stations |
| <input type="checkbox"/> Announcers | <input type="checkbox"/> Announcers | | |
| <input type="checkbox"/> Technical | <input type="checkbox"/> Technical | ADDITIONAL CATEGORIES | |
| <input type="checkbox"/> News | <input type="checkbox"/> News | <input type="checkbox"/> Instruction | |
| <input type="checkbox"/> Programing | <input type="checkbox"/> Programing | <input type="checkbox"/> Comedy Material | |
| <input type="checkbox"/> Production, Others | <input type="checkbox"/> Production, Others | <input type="checkbox"/> Miscellaneous | |

Insert _____ time(s). Starting date _____ . Box No. Yes No (\$1 Additional)

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See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.

Profile

The spirit of independents: it's epitomized by Bob Glaser either beating the drum or carrying the flag

"By the 1980's, mores, values, national priorities will have changed so much, that you won't be able to recognize the times we live in. TV audiences will be smaller. Greater leisure time will allow people to be out more. There'll be greater specialization in programming; it'll become more vertical. Each station will have to find a niche in its market and each will take on a different identity. We won't be able to compete on a 'me-too' basis any more," Bob Glaser says, going from the general to the specific.

As the manager of one of New York's three independent VHF facilities (WOR-TV) and head of RKO General's independent TV stations (KHJ-TV Los Angeles and WOR-TV) as well as its sales firm, RKO Television Representatives, Bob Glaser has no vested interests in the viability of over-the-air TV networking. With an independent's eye to the future, he believes that cable television technology will strip the present networks of their program-supplying functions. "Just as horizontal magazines have begun to die [i.e. *Life*, *Look*, etc.], TV networks will ultimately come to the same end."

And independent TV, according to this master plan, works in quite integrally. Cable systems, and regionalized cable networks, will look to independent TV as a program supplier, he believes. "The networks can provide only so much for a limited period of time. And cable is looking at the independents for diversity and local public affairs. We're now in Philadelphia [via cable]. I think cable will change local stations like WOR-TV into regional stations too," he explained.

Perhaps much of the kinship Mr. Glaser feels for CATV stems from the fact that both have large amounts of air time available without any strictly established program source to draw from. WOR-TV must program 130 hours a week "from scratch." Most of WOR-TV's programming comes from off-network syndicators. ("Until we get a more sophisticated rating system, strip programming will be a staple of independent TV." Mr. Glaser says.) And heavy coverage of New York sports—the Mets, Nets, Rangers, Islanders and Knicks. Mr. Glaser has, in his programming philosophy, attempted to give WOR-TV an "adult" image. Its large sports commitment and movie offerings (*Million Dollar Movie* has been a New York tradition for prime-time films since long before the networks came up with their "Nights at the Movies") and the absence of any children's programming has fostered that discernible "adult" image as well as any TV station has been able to stake a claim on specialization.

The 14½ hours of locally produced



Robert Lenard Glaser, VP, RKO General (independent) TV stations, general manager, WOR-TV New York, and president of RKO Television Representatives; b. Chicago, Jan. 4, 1929; BA, history, University of Miami (Fla.), 1950; U.S. Army, first lieutenant, 1950-53; salesman, *Chicago Sun-Times*, 1953-55; salesman, Max Cooper & Associates (syndication firm), 1955-58; midwest sales manager, ABC Films, 1959; account executive, CBS Films, 1960-61; account executive, Metromedia TV sales, 1961-64; midwest daytime sales manager, ABC-TV, 1964-66; midwest sales manager, RKO Television Representatives, 1966-68; general sales manager, WOR-TV, 1968-70; general manager, WOR-TV, 1970-; vice president in charge of independent TV stations and president of RKO Television Representatives, 1972-; m. Nancy Field, Peoria, Ill., 1959; children: Robert Jr., 13; Geoffrey, 10; Douglas, 6.

programming that WOR-TV does every week are primarily public affairs. And a major contest in any market with three independent V's, aside from ratings, is going to be "my local public affairs can out-localize your public affairs."

"But there's nothing wrong with that kind of competition," Mr. Glaser says. "In fact, it's really good, if there is a certain amount of intellectual honesty to it." But he is quick to shun what he calls "me-too" programming. "One has to go beyond having a cash register with a TV station."

Bob Glaser characterizes himself as a "street haunter." Born on Chicago's Northwest Side, he calls New York "the most exciting city in the world. I am totally enamored of it. I really want to be part of the life-force of this city."

WOR-TV's New York, Connecticut and New Jersey *Reports* (three half-hours a

week), *Straight Talk* (a daily hour hosted by two women), *Meet the Mayors*, *District Nine* (centering on the New York school system) and a one-hour special public-affairs show every week are part of the bill of fare Bob Glaser's four years of New York "street haunting" has produced. WOR-TV is also gaining a reputation in the market for its hard-hitting consumer reporting. The title of the Betty Furness-hosted two-hour special, *Consumer on the Warpath: or How to Get the Business Without Buying It*, in December, tells a story all by itself. "And the next consumer show we're doing is called *The Consumer Guerrilla—How to Beat the High Prices and Short Weights*," he said, grinning and puffing on his first cigar of the day.

Looking out his office window above Times Square, Bob Glaser spoke quietly about how much he relishes the time he has away from his job. "What would I really like to be?" he said at one point. "I really want to be a bum, that's all. Just lounge around the cafes in Paris."

He spends at least part of his vacation every year in France. He calls himself a "Francophile." "I love the intellectual ferment of France," the former history major says. "It's the home of so many of the intellectual men of action of this century—Malraux, Sartre. France is also one of the great battlefields of Europe. I always visit the war monuments in the small countryside towns I travel through. They're usually World War I things and you can see where families lost four sons in the war. A total waste," he shook his head.

"The political climate in France is fascinating too. You have the whole spectrum of Western politics, all at their most extreme, in one place."

The several nights a week and weekends he spends in town (the Glasers live in Green Farms, Conn.) are spent largely at art galleries and the theater. At other times he frequents the foreign markets that are tucked in Manhattan's ethnic neighborhoods.

"I don't think of the time I spend away from work as escape," Mr. Glaser points out. "It's more like recharging your batteries, a refreshing change. It's important for executives to take time away from work. You learn a lot of things that translate to business."

Perhaps a man with extensive TV syndication experience — Mr. Glaser sold programming for three different companies from the middle fifties to early sixties—is logically suited for the general managership of an independent television station. But could one say the same for a man who secretly yearns to be a history professor or an expatriate "bum"? Bob Glaser is an intriguing blend of several different kinds of people. And, perhaps most intriguing of all, there are no seams showing where the different types join.

Editorials

Inner sanctum

The FCC has scheduled special audiences for special interests. It has reserved the third Monday of every third month for discussions such as those it recently held with women's liberationists and ethnic minorities.

There may be salutary purposes in this sort of thing, but they elude us. No special meetings with the women and minorities were needed to acquaint the FCC with aspirations and complaints that had been recited at exhaustive length in scores of formal pleadings. Future audiences, it is only reasonable to assume, will be sought primarily by those with stakes in matters pending at the agency.

This introduces a new element to the adjudicatory process, the private audience for one adversary with the other excluded. It is not enough for the FCC to say that no specific cases will be discussed in chambers. Every broadcaster who is the object of, say, a petition to deny renewal of his license is put at some disadvantage if the petitioners get in to talk to the FCC with the door shut.

If there are to be sessions of this kind, they must be conducted in the open.

All for one, sometimes

Senator Mike Mansfield (D-Mont.), the majority leader, was following a well worn script last week when, in a Senate speech, he deplored the networks' rejection of a request for live, prime-time coverage of a speech by Senator Edmund S. Muskie (D-Me.). Senator Muskie had been deputized to present the Democrats' answer to the latest prime-time appearance of President Nixon on all television networks.

Ever since there has been prime-time television the opposition party has complained about presidential access to it.

There is no doubt that Presidents have unique power to commandeer practically the entire television system with three phone calls from the White House. It is a power that has rarely been abused, all Presidents so far having been canny enough to realize that abuse could end it. Still it gives the President an undeniable edge in reaching a national television audience.

It was a journalistic decision by the networks to avoid full-text, live coverage of Senator Muskie's speech. The other side of Mr. Nixon's position on the several matters he discussed has been fully presented in all kinds of news programs, including the Sunday interview shows that have thoroughly explored the Muskie, Mansfield and related views.

As long as it remains a journalistic decision whether the networks go to the White House live, the system, however imperfect, is to be preferred over one that would expand the practice of capturing the audience by simultaneous coverage.

Reaffirmation

There is little to surprise TV broadcasters, though much to please them, in the findings, reported here a week ago, of the latest opinion study conducted by the Roper Organization for the Television Information Office. Once again, the public voted television its main and most believable source of news, overwhelmingly credited it with fairness and balance and, among other things, rated it ahead of newspapers, schools and local governments in terms of good or excellent performance.

One change that was turned up and bears watching was in attitudes toward government control over TV programing. Two

years ago 48% said they thought existing levels were about right; this time that figure dropped to 38%, and the groups at the extremes—those favoring more control and those favoring less—both increased. Presumably the attacks that government figures and other critics have been making were an influence in this polarization.

On the issue of government control over news, the ratio was much higher—better than five to one against. And some other findings suggest why: Aside from crediting TV with an overall credibility factor unapproached by other media, viewers predominantly found no fault with TV's presentation or opinions; and perhaps even more to the point, those who did think it unfair were almost equally divided as to whether the opinions it presented were "too extreme" or "too conventional."

False advertising

The Senate Commerce Committee resorted to legislative blackmail last week by suddenly approving a bill to include little cigars in the law prohibiting cigarettes from using radio and television advertising. The committee acted after Consolidated Cigar, defying threats of senatorial reprisal, declared its intention to put its Dutch Treats on television.

Only a few days earlier, Dr. Arthur G. James, president of the American Cancer Society, decried the record consumption of cigarettes in 1971, a year he neglected to identify as the first of cigarette exclusion from broadcasting, and the estimated consumption of still larger quantities in 1972. Dr. James wants more broadcast exposure of antismoking messages to counter "the glamorous appeals of the cigarette and advertising industries who moved into the print media with apparently telling effect."

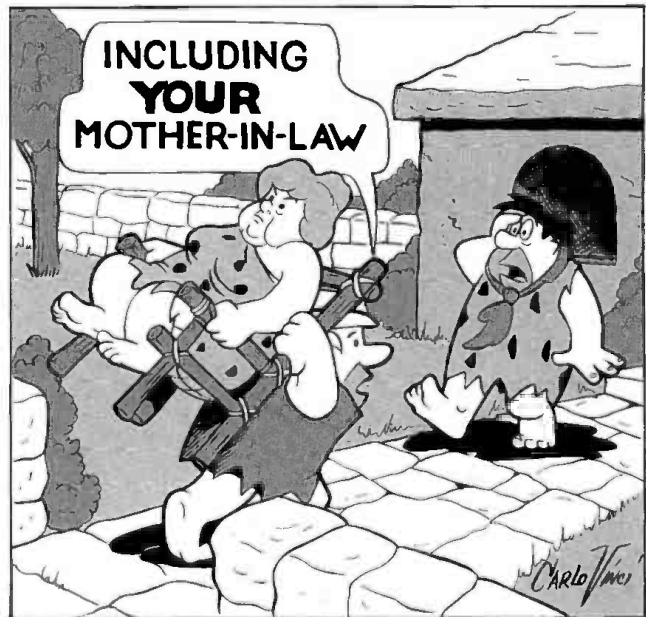
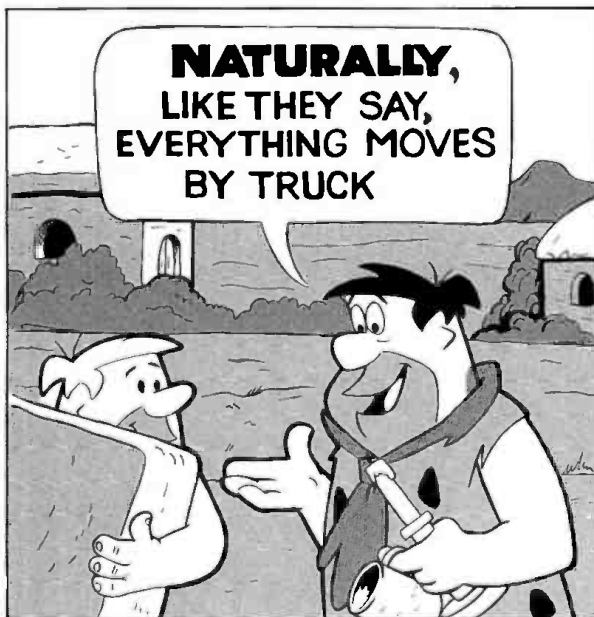
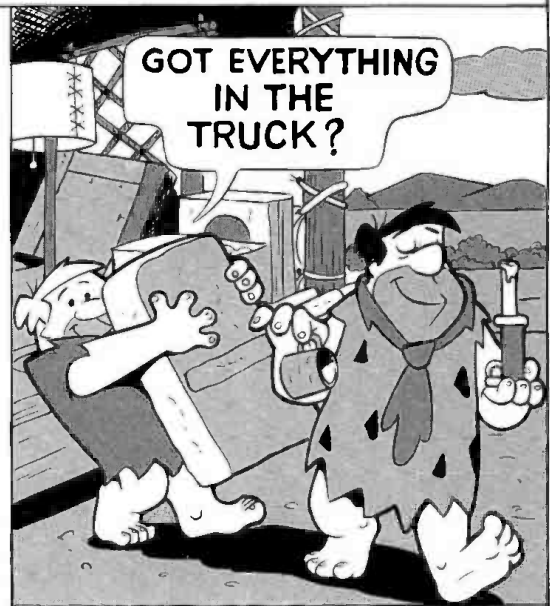
What is going on in the senators' minds? The cigarette bill has utterly failed in its intended mission of reducing smoking. Nonbroadcast media fatten on revenue taken from the air. The incidence of lung cancer keeps rising. And the senators wrap themselves in the phony trappings of a bill against little cigars on radio and television.



Drawn for BROADCASTING by Sid Hix

"I called the Amazing Murdock, foreteller of the future, to book him for your talk show next month . . . But he predicts you'll be off the air by then."

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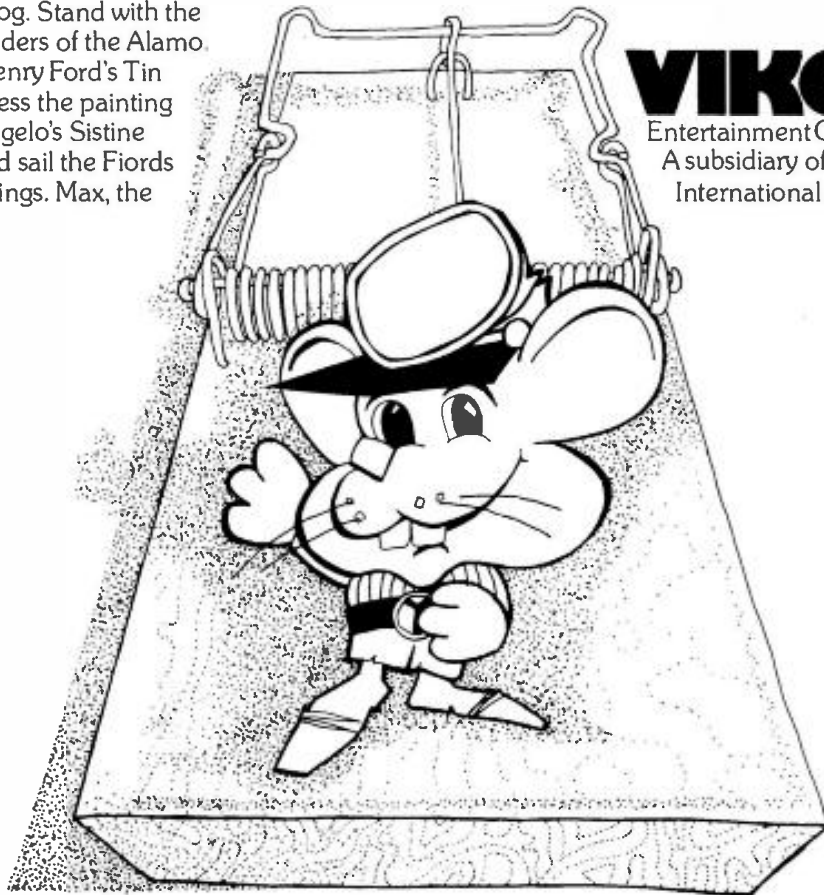
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