

**Burch, producers rate prime-time access a flop  
TV's dominant mainstay: every night at the movies**

# Broadcasting Jan 15

The newswweekly of broadcasting and allied arts

Our 42nd Year 1973

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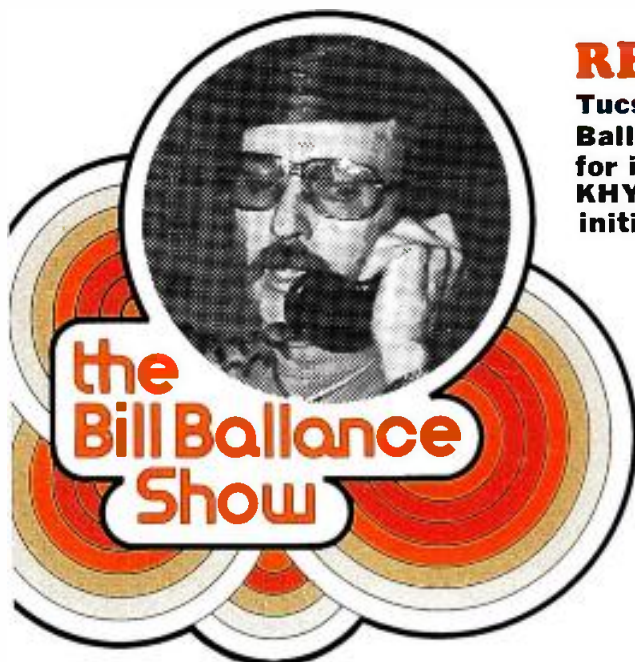
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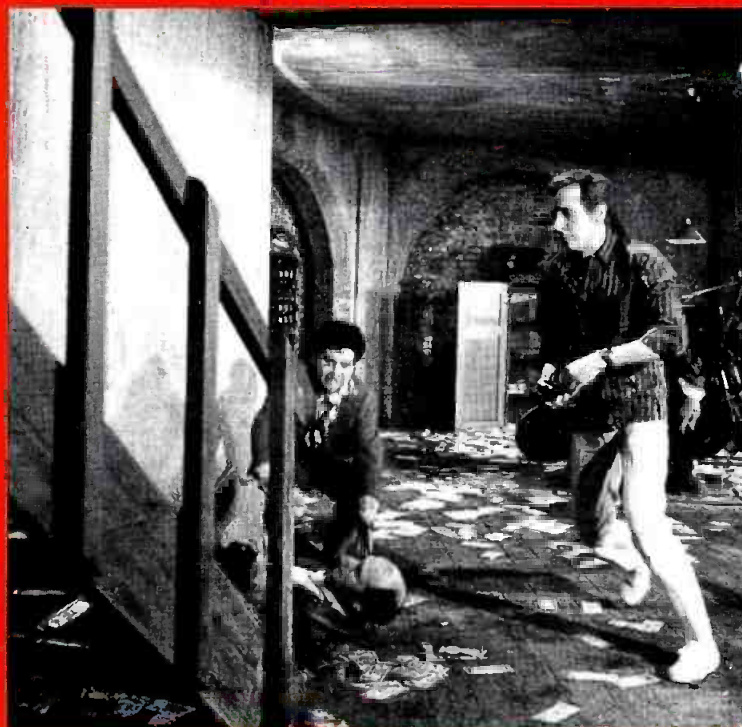
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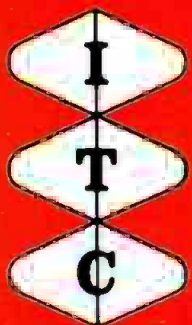
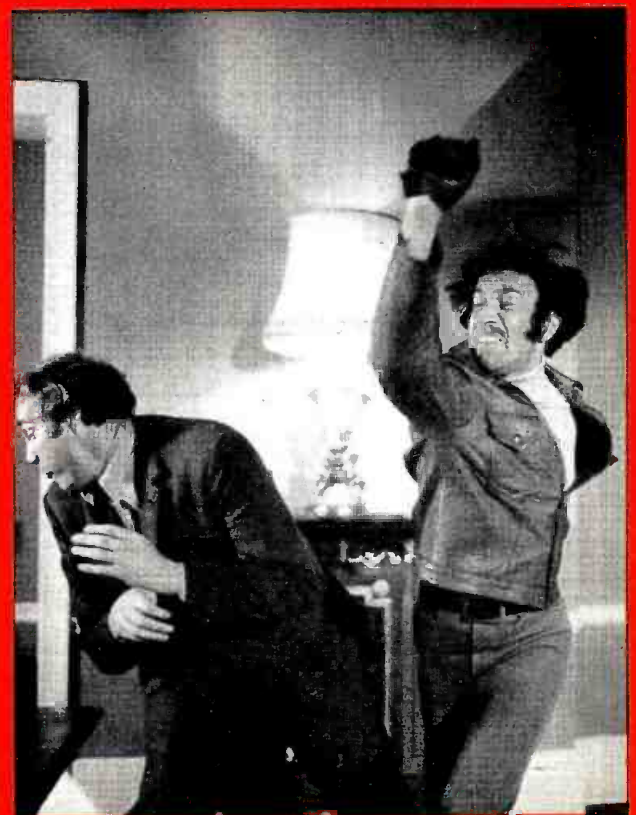
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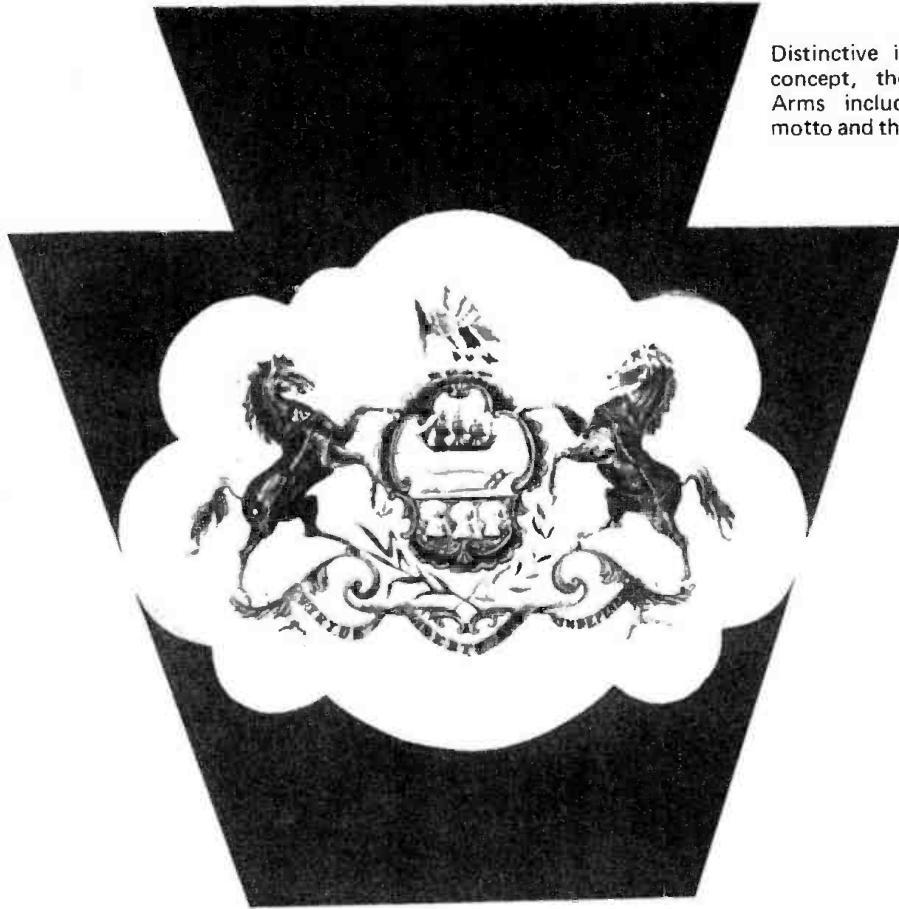
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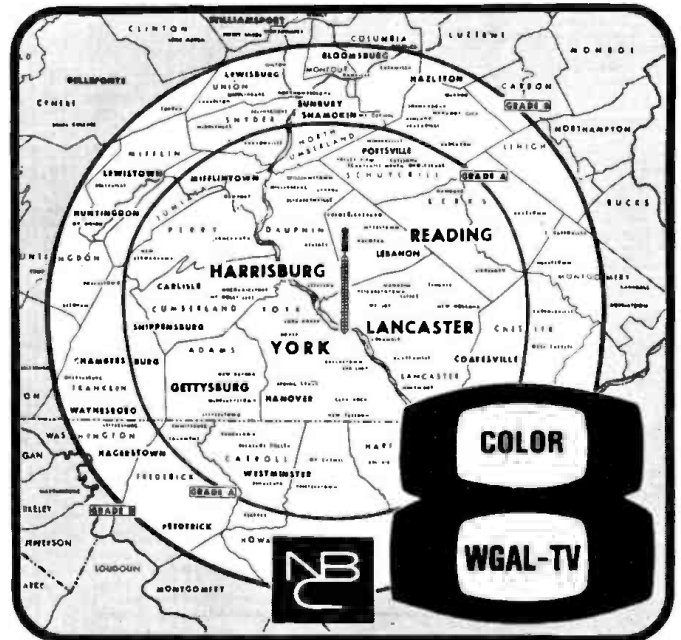
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# Closed Circuit®

## Peachy

Consensus among directors of National Association of Broadcasters at board meetings in Palm Springs, Calif., last week was that association is in trim shape to fight battles in Washington. Reorganization under Vincent T. Wasilewski, president, that followed board meetings year ago was credited with beefing up association. Big test, all admit, will be what happens on license-renewal legislation in this session of Congress (see page 31).

Directors are pleased by elevation of Grover Cobb into number-two spot as executive vice president for government relations and hiring of station operator, Burns Nugent, as executive vice president, station relations. James Hulbert, executive vice president for public relations, is credited with innovations on his front, though criticized by two radio-board members who wanted him to hire administrator to run PR and spend more time himself ghosting speeches for NAB brass. Mr. Hulbert intends to continue directing department and to hire speech-writer-researcher.

## Fast action

FCC Chairman Dean Burch is wasting no time in attempting to come to grips with issues raised in lengthy inquiry into children's television. Within hours after two-and-a-half-day oral argument ended last Wednesday (see page 35) he persuaded commission to set Jan. 30 as date for special meeting on subject. Staff in meantime will prepare series of alternative approaches for commission to consider. Pace being set indicates Chairman Burch's estimate of final action by summer may not be far off.

Acting as spur is knowledge that commission will go before Senate and House Communications Subcommittee hearings in next few months for review of its activities; and both panels have expressed interest in children's programming. One proposal already being considered by commission is modification of license renewal application to seek information on programming and advertising directed to children.

## Medium vs. medium

Should chairmanship of NAB's joint board alternate between representatives of radio and television? Number of radio-board members indicated last week they might break with tradition at next June's election and vote to elevate Andrew Ockershausen, now radio-board chairman, to succeed Richard Chapin, of Stuart radio stations, in top job. Peter B. Storer, of Storer Broadcasting, Miami, now television-board chairman, has support of majority on his 15-member board and of some on 29-member radio board for chairmanship of joint board and is conducting active campaign.

Portents of serious contest evolved at caucus of radio board last Monday in advance of NAB board meetings. Mr. Ockershausen, of Evening Star Broadcasting, Washington, which is in both radio and TV, solicited radio directors' support to run at joint-board chairmanship.

## Corporate thanks

It was bonus time last week for CBS employes who substituted for International Brotherhood of Electrical Workers members during eight-week strike that ended late last month (BROADCASTING, Jan. 8). Though CBS officials would not discuss bonus details on grounds it might antagonize organized labor, goodly number received checks in \$700-\$800 range and others received less or more. All told, about 1,000 supervisory and non-union personnel filled in for 1,200 IBEW strikers, though part of total worked only few days and many worked only part time at technical assignments and rest at their regular jobs.

## Just the facts

National Football League's assertion that lifting of television blackouts on home games would wreck box office is about to be put to test. House Investigations Subcommittee, headed by Harley O. Staggers (D-W. Va.), is sending questionnaire to some 9,000 NFL season-ticket holders who are asked whether they would still buy seats if games were on television. There are also questions on distance traveled to games, cost of attendance, etc.

## Moving in

FCC staff is having second thoughts about role Congress intended FCC to play in enforcing fairness on noncommercial-television system. General counsel's office is reconsidering item that had been on agenda to deal with complaints by watchdog of the right, Accuracy in Media, against Public Broadcasting Service programs. Staff originally held that Congress intended to reserve to itself, through power of appropriation, enforcement of public-broadcasting act's provision that programs must be balanced and objective.

Now, however, commission lawyers are arguing that act could be construed to authorize FCC enforcement of balance and objectivity. In addition, staff is no longer certain, as it once was, that FCC, in such matters, lacks authority to deal with PBS as a network.

## Men who

Total of 23 nominees were recommended by mail ballots to selection committee for 1973 National Association of Broadcasters distinguished service award, including one for man committee picked, Ward L. Quaal (see page 30). Roone Arledge,

president of ABC Sports, received 31 separate mailed nominations. Convention committee was influenced by this popularity to select ABC-TV's coverage of 1972 summer Olympics for special citation. Only other individual to receive more than one nomination was Jack Benny, with three.

There were single nominations for posthumous awards to three broadcasters now deceased: Powel Crosley Jr., founder of WLW(AM) Cincinnati and of Crosley Radio Corp. (now part of Avco); Pat Bishop, newsman for some 37 years with KFI(AM) Los Angeles, and Harold P. See, board chairman of KRON-TV San Francisco.

## Leaving the aerie

CBS Vice Chairman Frank Stanton, scheduled to retire March 31, is looking for new office space outside 51 West 52d Street headquarters, where he will base both CBS consultancy (which runs to 1987) and other business interests. He has narrowed choice to two locations within easy hail of Black Rock.

CBS Chairman William S. Paley, whose contract as senior executive expires same day, and who has option to stay where he is on 35th floor or go outside, is not looking. Same CBS insiders who are convinced Dr. Stanton will leave precisely on time believe Mr. Paley may again renege, as he did in 1966.

## First things first

Two current members of television board of National Association of Broadcasters—Robert F. Wright, WTKR-TV Meridian, Miss., now vice chairman, and Wilson C. Wearn, Multimedia Corp., Greenville, S.C.—are probable candidates for chairmanship. But before they can formally announce candidacies, both must be re-elected directors at general membership convention in Washington next March.

## Client

Robert Rawson, now in private law practice after retiring as deputy chief of FCC Broadcast Bureau last June, has been retained to represent NBC-TV affiliates in Washington. Arrangement was negotiated by Robert Ferguson, WTRF-TV Wheeling, W. Va., chairman of affiliates' board of delegates.

## Firing up

Torbert H. Macdonald (D-Mass.), chairman of House Communications Subcommittee, is preparing blistering speech against White House efforts to shape network news. He'll deliver it next Friday (Jan. 19) at annual meeting of California Broadcasters Association in Palm Springs. His advice to broadcasters will be to ignore Clay T. Whitehead's criticism of liberal tilt to network television and go about their business as they wish.

**A father and son  
are involved in an auto  
accident.**

**The father is killed.**

**His son is  
rushed to the hospital.**

**The surgeon called in  
refuses to operate  
on the child  
with the explanation,  
“I cannot operate on  
my own son.”**

**How is this possible?**



**E**asy. The surgeon is a woman.

And if you couldn't figure it out, you're a male chauvinist. Even if you're a female.

But don't be upset. Because most people still feel that men grow up to be doctors and women grow up to be nurses.

And that Dad goes to work while Mom stays at the baby factory.

And that men are the

doers and women are the servers.

All of which led the WMAL stations to take on the struggle for women's rights. Head on. With a 15-part series, "Women are People."

(The name itself suggests we started with the basics.)

This series of frank, give-and-take took on all angles of the movement. Like abortion. Work-sharing roles in marriage.

Rape — from the humiliating act itself to the way police question victims. And even some weakness among the ranks of the movement's leaders.

Now when you get hot questions like these out in the open, nobody stays neutral.

And the bigger issue of women's rights is a bit easier to figure out.

And eventually, so is the riddle.

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

# At Deadline

## NAB board throws weight behind move for newsmen shield

Meeting in Palm Springs also calls for renewed fight against attacks on proprietary-drug advertising

Two firmly worded resolutions—one endorsing legislation to give broadcast journalism full First Amendment protection, other approving full-scale effort to fight off attacks against proprietary-remedies advertising—highlighted closing session Friday (Jan. 12) of National Association of Broadcasters board meetings in Palm Springs, Calif. In briefing joint board on newsmen's-privilege legislation, subcommittee that drafted resolution emphasized previous actions taken by Radio Television News Directors Association and allied media in forcefully rejecting government interference with press freedom.

Resolution, adopted unanimously, affirms ideals that broadcast journalism is fully protected under First Amendment and that freedom from government interference at any level is fundamental. Resolution directs NAB government-relations staff "to exert every effort at their command" to get legislation passed that "will most nearly approach or achieve" full protection and freedom from interference.

(FCC Chairman Dean Burch, at news conference Thursday after speech to Hollywood Radio and Television Society [see page 19] expressed his personal opinion that newsmen should be granted complete immunity from compulsion to reveal sources.)

Resolution on proprietary remedies, proposed by Leslie G. Arries, WBEN-TV Buffalo, N.Y., directs NAB staff "to make use of such additional funds as may be necessary for research, additional staff or outside help so as to mount a continuing effort to blunt the trend toward having proprietary-remedies advertising removed from broadcasting." Richard W. Chapin, president of Stuart Broadcasting Co., Lincoln, Neb., who chairmanned joint board meeting said: "We're giving this issue the same kind of task force status as license renewal—it's that important." Added NAB staff member: "This resolution summarizes a big concern at this board meeting. It says, in effect, if you have to go into a deficit situation to win this fight, do it."

As if to underscore research effort that may be used in campaign to protect proprietary-remedies advertising, joint board restored \$5,000 in research grants that have been cut from NAB research budget by executive committee. Otherwise, NAB budget was adopted as submitted.

Special committee was appointed to work on what amounts to proprietary-remedies task force (with additional members and chairman still to be selected). Chosen so far: Albert J. Gillen, Poole Broadcasting, Flint, Mich.; Larry Bentson, WLOL-AM-FM Minneapolis; Mark Smith, KLAS-TV Las Vegas; Charles B. Brakefield, WREC-TV Memphis; T. Ballard Morton, WAVE-TV Louisville; and Wendell Mayes Jr., KNOW(AM) Austin, Tex.

In separate action taken at joint board meeting, Richard W. Jencks, CBS Washington, was named as network representative from NAB board who will sit on executive committee meetings for current year as nonvoting member. Practice, which was started last year with Peter B. Kenney, NBC Washington, as first network representative on executive committee, will be continued each year with various network representatives participating on rotating basis.

## \$150-million credit line set up for Teleprompter

Teleprompter Corp., New York, has arranged an agreement in principle with First National Bank of Boston to provide \$150-million line of credit to finance construction of cable-TV systems and to refinance Teleprompter's existing bank loans of \$40 million.

Raymond P. Shafer, board chairman

### In Brief

**Scott to Nixon.** Stanley Scott, former Westinghouse Broadcasting Co. newsmen, is expected to become special assistant to President Nixon. Mr. Scott, now assistant to Herbert Klein, White House director of communications, would become highest ranking black on White House staff. He would replace Robert J. Brown who served as President's link to black community for four years. ■ **For pay cable.** Teleprompter and Magnavox have entered into cooperative agreement for development by Magnavox research laboratories of equipment permitting cable subscribers to select and pay for TV programming on per-program basis.

Demonstrations of equipment to be held next month, with Teleprompter to conduct field tests in late spring. ■ **Leaves TVB.** Dr. Leon Arons, vice president for research, Television Bureau of Advertising, has left TVB to become independent research consultant in broadcasting and mass communications. Dr. Arons had been with the bureau 18 years. ■ **More on San Antonio.** Bilingual Coalition on Mass Media Inc., community group, has asked U.S. Court of Appeals in Washington to review FCC action renewing KSAT-TV San Antonio, Tex. Group had asked commission to deny renewal. Two weeks ago, it filed similar appeal in case involving WOAI-TV San Antonio.

of Teleprompter, said First National has agreed to form group of banks to supply funds. He noted that proposed credit line is more favorable to the corporation than other borrowings previously discussed. He said borrowing against proposed line of credit will be converted into five-year term loan with final maturity on Dec. 31, 1979.

William J. Bresnan, Teleprompter president, reported that preliminary estimates for capital expenditures for 1973 are in excess of \$75 million and do not include expenditures for existing, or potential new franchises.

## Combined Communications, P&S want to get together

Pacific & Southern Broadcasting Co., New York, and Combined Communications Corp., Phoenix, have held preliminary discussions about possible merger of companies.

Additional discussions will continue over next month, companies said last week. Any agreement by executives of firms would be subject to approval of boards of directors, stockholders and of FCC.

Pacific & Southern owns and operates WQXI-AM-TV Atlanta and WQXI(FM) Smyrna, Ga.; WSAI-AM-FM Cincinnati; WWDJ(AM) Hackensack, N.J.; KKDJ(FM) Los Angeles; KIMN(AM) Denver; KYXI(AM) Oregon City, Ore., and KHON-TV Honolulu. KYXI and KHON-TV have been sold, subject to FCC approval.

Combined Communications owns and operates KTAR-AM-FM-TV Phoenix and KBLU-AM-TV Yuma, all in Arizona; KOCO-TV Oklahoma City; KBTB(TV) Denver, and KARK-TV Little Rock, Ark.

## OTP's Whitehead ticks off four major virtues of license-renewal bill

Clay T. Whitehead, director of Office of Telecommunications Policy, has defended administration's license-renewal bill as measure that would ease—not tighten—government regulation of broadcasters and strengthen their ties to local communities.

Mr. Whitehead discussed proposal in two forums last week—before Academy of Television Arts & Sciences, in New York on Thursday, and in interview with editors and reporters of *New York Times*, published that morning.

Bill has become enmeshed in criticism being leveled at administration by those who accuse it of launching effort to punish broadcasters who fail to curb allegedly biased network news. Mr. Whitehead precipitated criticism with speech last month disclosing existence of bill and at same time criticizing network news and chiding broadcasters for not

asserting more control over network fare they carry (BROADCASTING, Jan. 1).

Mr. Whitehead, in *Times* interview, said bill would leave it up to local stations to decide what he meant by "elitist gossip" on networks and, in response to question as to what action government would enable government to take in event networks continued practices of which he disapproved, said: "Absolutely nothing."

Mr. Whitehead, in response to questions at ATAS, where audience numbered in hundreds and was often hostile, said that ultimate decision on license renewal would be made by FCC, though not according to standards of its devising.

Mr. Whitehead said in his speech that the bill would "restore equilibrium to the broadcasting industry" and that it constituted effort to balance competing goals of Communications Act—one that requires broadcasters to operate in public interest, other that denies FCC power to censor licensees.

Bill, he said, does not change broadcaster's present obligations to be responsive to his community and to deal fairly with controversial issues of public importance. These long-standing obligations, which constitute two principal criteria for license renewal in measure, "represent a distillation of what the public interest standard means in the context of license renewal, as stated by the Congress and the FCC," Mr. Whitehead said.

(Mr. Whitehead, who has in past urged repeal of fairness doctrine, offered another reason for including fairness requirement, when asked about it after his speech: "We can never sell it [repeal of doctrine] to country, and we can't sell it to Congress.")

Mr. Whitehead said bill would improve license-renewal process in four ways: extend license term from three to five years, eliminate requirement for comparative hearing whenever competing application is filed against renewal (would-be contender would get hearing only if he raised substantial question regarding licensee's performance), prohibit ad hoc restructuring of broadcast industry through manipulation of broadcast-renewal criteria, and prohibit commission from considering its own predetermined program criteria in applying ascertainment and fairness standards.

## ABC, Tijuana affiliate to keep fighting FCC order

ABC and XETV(TV) Tijuana, Mexico, are going back to court in an effort to upset an FCC decision that would sever their 17-year affiliation. But they are going into different courts, at least initially.

XETV last week petitioned the U.S. Court of Appeals in Washington, which had affirmed the commission's decision (BROADCASTING, Jan. 8), to rehear the case and to set aside its judgment.

ABC plans to ask the U.S. Supreme Court to review the appeals court's decision.

If the lower court grants the request

for rehearing—and it rarely grants such petitions—the matter would be disposed of there before the Supreme Court would consider review. Otherwise, XETV will join ABC in petitioning the Supreme Court.

XETV, in seeking rehearing, said the appeals court made four errors in the two and one-half page order in which it explained its decision.

One alleged error was conclusion that the "principal" consideration prompting the commission to deny renewal of ABC's authority to feed its programming to the Mexican station serving the San Diego market was "deficiencies" in the station's programming performance. XETV said that is not based on a reasonable reading of the commission's decision.

Another alleged error is that the com-

mission weighed the advantages and disadvantages of having a U.S. station as the ABC network affiliate in San Diego against the loss of ABC network service that would result from a denial of renewal of ABC's authority to feed the Mexican VHF. XETV said that is not based on the commission's decision, either, but appears to be based on the brief of the commission's counsel in the case and on remarks he made in oral argument.

## CPB moves to take over programing from PBS

Power struggle for control of public broadcasting programing continued Friday (Jan. 12)—day after Corporation for Public Broadcasting announced it was taking over jurisdiction in programing field that, in large measure, has been exercised since 1969 by station-elected Public Broadcasting Service board.

As week ended, Henry Loomis, CPB president, flew to Dallas to talk to group of 40-odd chairmen of educational TV entities at previously scheduled meeting. This was day after Mr. Loomis and CPB Chairman Thomas B. Curtis announced CPB board's decision to assume authority over public TV programing and scheduling.

Meanwhile, Robert F. Schencken, KLRN-TV Austin, Tex., chairman of PBS board, called emergency meeting for San Diego Jan. 24. This is day before already-scheduled meeting of Educational TV Division of National Association of Educational Broadcasters, also in San Diego. PBS board members expressed shock at extent of CPB assumption of authority. Many had hoped compromise could be worked out. Point of controversy obviously is interpretation of congressional intent when it established CPB in 1967. PBS was established in 1969 and gets most of its financial support from CPB.

CPB decision to assume functions of PBS relating to programing and other areas left technical operation of public broadcasting interconnection to PBS.

Stressed by both Mr. Loomis and Mr. Curtis was establishment by CPB of decision-making mechanism dealing with choosing, funding, and scheduling of programs, to be formulated in next few months that would, according to Mr. Loomis, include advisory input from station managers, educational TV boards, public and others. Mr. Curtis admitted that some White House staffers were unhappy about some programs, but, he said, so were some congressmen and senators. Mr. Loomis underscored responsibility of CPB for "strict adherence to objectivity and balance" in programs of controversial nature. Mr. Loomis also said all program choices, tentatively announced last year, were off, since funding is unknown until President's budget message is relayed to Congress. Both CPB officials said they felt public affairs programs must be more "scholarly" (Mr. Curtis's description) and more "in depth" (Mr. Loomis's term).

### Headliners



Mr. Wald



Mr. Frank



Mr. Sheehan



Mr. Quaal

**Richard C. Wald**, executive VP, NBC News, named president, succeeding Reuven Frank, who has been named executive producer. Mr. Wald has been with NBC News since 1968 and Mr. Frank since 1950 (see page 52).

**William Sheehan**, VP and director of TV news, ABC, named senior VP, ABC News, New York. Mr. Sheehan becomes chief operating officer, reporting to Elmer Lower, ABC News president and chief executive officer. All ABC News departments now report to Mr. Sheehan (see page 52).

**Lewis Engman**, assistant on domestic staff of White House, named to succeed Miles W. Kirkpatrick as chairman of Federal Trade Commission (see page 22).

**Ward L. Quaal**, president and chief executive officer of WGN Continental Broadcasting Co., Chicago, selected to receive distinguished service award of National Association of Broadcasters (see page 30).

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Rufus Crater, *chief correspondent*.  
David Berlyn, Rocco Famighetti, *senior editors*.  
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**HOLLYWOOD:** 1680 North Vine Street, 90028. Phone: 213-463-3148.  
Earl B. Abrams, *senior editor*.  
Bill Merritt, *Western sales manager*.  
Sandra Klausner, *assistant*.

**TORONTO:** John A. Porteous, *contributing editor*, 3077 Universal Drive, Mississauga, Ont., Canada. Phone: 416-625-4400.

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■ Indicates new or revised listing.

### This week

Jan. 12-16—Consumer Electronics Show, sponsored by *Electronic Industries Association*. To be shown: TV, radio, phonograph, tape and audio equipment. Conrad Hilton hotel, Chicago.

Jan. 15—Deadline for entries in annual television newsfilm competition sponsored by *National Press Photographers Association* and *University of Oklahoma School of Journalism*. Contact: Bruce Hinson, School of Journalism, 860 Van Fleet Oval, University of Oklahoma, Norman.

Jan. 15—Final date for filing comments on FCC notice of inquiry and notice of proposed rulemaking considering operation of, and possible changes in, prime-time access rule.

Jan. 15-16—Open meetings of steering committee, *Cable Television Federal/State-Local Advisory Committee*. San Diego City Administration building, room 2000, 202 C Street, San Diego.

Jan. 15-17—Ninth annual convention, *Illinois-Indiana CATV Association*. Featured speaker: David Foster, NCTA president. Indianapolis Hilton. Contact: Tom Wendt, manager, Marion Cable Television, Marion, Ind.

■ Jan. 18—Meeting between National Cable Television Association staff and small operators in four-state area, Virginia, West Virginia, Maryland and Delaware. Old Budapest, Martinsburg, W. Va.

■ Jan. 17—Winter meeting, *New England Cable TV Association*. Margate inn, Lakeport, N.H.

Jan. 18-19—Annual winter meeting, *California Broadcasters Association*. El Mirador hotel, Palm Springs.

Jan. 18—Luncheon meeting, *Pacific Pioneer Broadcasters*. Empire room, Sportsmen's Lodge, North Hollywood, Calif.

Jan. 19-20—*Society of Motion Picture & Television Engineers* seventh annual winter television conference. Sonesta Beach hotel, Key Biscayne, Fla.

■ Jan. 20—Annual meeting, *United Press International Broadcasters of Oregon*. School of Journalism, University of Oregon, Eugene.

Jan. 21-23—Midwinter meeting, *Idaho State Broadcasters Association*. Downtowner hotel, Boise.

### Also in January

■ Jan. 22—Meeting between *National Cable Television Association* staff and small operators, Kentucky area. Continental inn, Lexington.

■ Jan. 23-25—Annual radio-TV institute, sponsored by *Georgia Association of Broadcasters*. Featured speakers: Frank Stanton, vice chairman, CBS; Norman E. Cash, *Television Bureau of Advertising*; Gerald Thain, *Federal Trade Commission*, and Senator Herman Talmadge (D-Ga.). University of Georgia, Athens.

■ Jan. 24—Seminar on licensing and license renewal of radio and television stations, sponsored by *New England Broadcasting Association*. Suffolk University Law School, Boston.

Jan. 24-25—Annual consumer assembly, *Consumer Federation of America*. Keynote speaker: Senator Charles Percy (R-Ill.). Statler Hilton hotel, Washington.

Jan. 25-27—Annual winter conference, *Alabama Broadcasters Association*. All American inn, Auburn.

Jan. 28-29—Meeting, *Oklahoma Broadcasters Association*, Lincoln Plaza, Oklahoma City.

Jan. 28-30—Annual Golden Globe Awards of *Hollywood Foreign Press Association*. Presentations in motion picture and TV categories. Century Plaza hotel, Los Angeles.

Jan. 28-31—Annual convention, *National Religious Broadcasters*. Featured speakers include: FCC Chairman Dean Burch and Commissioner Benjamin Hooks; Vincent Wasilewski, NAB president; David Foster, NCTA; W. Clement Stone, philanthropist and insurance executive, and the Rev. Billy Graham. Washington Hilton, Washington.

Jan. 28-31—Annual public affairs conference, *American Advertising Federation*. Major speakers: Richard E. Wiley, FCC commissioner; Michael Pertschuk, chief counsel, Senate Commerce Committee; Gerald Thain, *Federal Trade Commission*; Robert Tallman Jr., *Young & Rubicam International*; Lee Loevinger, *Washington lawyer*; Barton A. Cummings, *Compton Advertising (AAF) chairman*; Charles W. Yost, *National Advertising Review Board*; Stockton Helffrich, *National Association of Broadcasters Code Authority*, Statler Hilton hotel, Washington.

■ Jan. 29—Meeting between *National Cable Television Association* staff and small operators, Tennessee area. Master Hosts inn, Nashville.

■ Jan. 29-30—1973 *Radio Advertising Bureau* management conference. Riviera Hyatt House, Atlanta.

■ Jan. 31—Seminar on contracts by radio and television stations, sponsored by *New England Broadcasting Association*. Featured speaker: Thorton Wierum, director of media services, J. Walter Thompson Co. Suffolk University Law School, Boston.

■ Jan. 31 - Feb. 2—Convention, *Rocky Mountain CATV Association*. Stoufflers Denver inn, Denver.

### February

Feb. 1—Meeting, *Minnesota Associated Press Broadcasters*. Minnesota Press Club, Minneapolis.

Feb. 1—Deadline for entries in fifth annual *Robert F. Kennedy Memorial Journalism Awards* for coverage of problems of poverty and discrimination in America. Categories include radio and television. Robert F. Kennedy Journalism Awards Program, 1054 31st Street, N.W., Washington 20007.

Feb. 1—Deadline for entries in 41st annual *Sigma Delta Chi Distinguished Service Awards* contest. Awards are offered for notable performance in print and broadcast journalism. Entry blanks may be obtained from Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Feb. 2-3—25th annual radio-TV news seminar, *Northwest Broadcast News Association*. University of Minnesota School of Journalism and Mass Communication and Hotel Dyckman, Minneapolis.

Feb. 2-4—"The People's Right to Know," symposium on freedom of speech and press, sponsored by student chapter, *Women in Communications*. Featured speakers include: Bill Farr, jailed *Los Angeles Times* reporter; Anthony Russo, co-defendant in Pentagon Papers trial, and George Reedy, former press secretary to President Johnson. University of Iowa, Iowa City.

Feb. 5-9—Annual engineering-management seminar sponsored by *National Association of Broadcasters*. Limited to 20. Contact: George W. Bartlett, VP for engineering, NAB, Washington. Purdue University, West Lafayette, Ind.

■ Feb. 6—Annual managers meeting, *New Jersey Broadcasters Association*. Featured speakers: Louis Schwartz, communications attorney and Peter Bridge, newsmen. Rider College, Trenton.

Feb. 7—Extended deadline for entries in annual *Edwin H. Armstrong Awards* for best FM programs broadcast in 1972. Awards will be presented at National Association of FM Broadcasters convention, March 22-25 in Washington. Entry forms may be obtained from Kenneth K. Goldstein, room 510, Mudd building, Columbia University, New York.

■ Feb. 7—Annual mid-winter meeting, *Michigan Association of Broadcasters*. Featured speaker will be Richard W. Chapin, *Stuart Enterprises*, Lincoln, Neb., chairman of the National Association of Broadcasters. Olds Plaza hotel, Lansing.

■ Feb. 7—Seminar on laws relating to community-antenna television, sponsored by *New England Broadcasting Association*. Featured speaker: Alan C. Campbell, partner in *Dow Lohnes & Albertson*, Washington

### Major meeting dates in 1973

Feb. 13-16—Convention, *National Association of Television Program Executives*. Royal Sonesta hotel, New Orleans.

March 22-25—Annual convention, *National Association of FM Broadcasters*. Washington Hilton hotel, Washington.

March 25-28—Annual convention, *National Association of Broadcasters*. Sheraton-Park and Shoreham hotels, Washington.

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

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

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

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

Feb. 8—Fourth national Abe Lincoln Awards, presented by Southern Baptist Radio and Television Commission to honor broadcasters for outstanding community service. Featured speaker: Julian Goodman, president, NBC. Tarrant county convention center, Fort Worth.

■ Feb. 8-9—1973 Radio Advertising Bureau management conference. Burlingame Hyatt house, San Francisco.

Feb. 8-9—Semiannual convention, Arkansas Broadcasters Association. Ramada Inn, North Little Rock.

Feb. 9-11—Annual convention of New Mexico Broadcasters Association. La Fonda. Santa Fe. law firm. Suffolk University Law School, Boston.

Feb. 10-23—National Academy of Television Arts and Sciences overseas tour to four African countries visiting television installations and cultural sites. Contact: Orbitair International Ltd., 20 East 46th Street, New York 10017.

Feb. 11-14—Third annual seminar, International Tape Association. Tucson, Ariz.

Feb. 11-22—Legislative meeting, Texas Association of Broadcasters. Sheraton-Crest hotel, Austin.

Feb. 12—Final date for filing reply comments on FCC notice of inquiry and notice of proposed rule-making considering operation of, and proposed changes in, prime-time access rule.

■ Feb. 12-13—1973 Radio Advertising Bureau management conference. Marriott Inn, Dallas.

Feb. 13—Final date for filing comments on proposed FCC fee schedule increases.

Feb. 13—Hollywood Radio and Television Society luncheon meeting with Ms. magazine editor Gloria Steinem as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

Feb. 13-14—Annual faculty-industry symposium, sponsored by International Television and Radio Society. Tarrytown conference center, Tarrytown, N.Y.

Feb. 13-15—Winter meeting, South Carolina Broadcasters Association. Wade Hampton hotel, Columbia.

## Open Mike<sup>®</sup>

### Right light

EDITOR: Thank you for putting the Whitehead speech in perspective [see editorial, Jan. 1]. What he's offering is basically what we need to stabilize the renewal process. What he's asking is what we've always accepted: "final responsibility for what we broadcast."—Bill McKibben, president, WEBR(AM) Buffalo, N.Y.

EDITOR: Permit me to congratulate you on BROADCASTING's calm and sober summation of the facts behind the fire following the Whitehead speech.

I fail to see how administration belly-aching about alleged network bias can be effectively translated into legislation; on the other hand, everything we now do or say is subject to government review regardless of the Communications Act.

The paramount right of the people to know, it seems to me, is in nowhere near as much danger from political saber-rattling as it is from the jailing of reporters for refusal to disclose sources. I can't get as exercised over OTP pronouncements as I can over the Supreme Court's rewrites of the First Amendment in the matter of privileged news sources.

Of course I am for a strong new license-renewal bill; but we will all survive even if we don't get it. What we really cannot go on without is a legislative shield for our news media, electronic as well as print, to give them 20th century protection from not only the White House and Congress but now the courts as well.—Lawrence H. Rogers II, president, Taft Broadcasting Co., Cincinnati.

### Minority program

EDITOR: We are all aware that today's broadcasters are being urged to hire more blacks and other minorities to fill responsible, nontechnical media positions. As an educator who has spent the past four years as a liaison between the industry and black college youth preparing for such jobs, may I recommend that broadcasters who are interested in finding blacks and other minorities prepared to fill responsible media positions consider the following three activities:

First, to fill immediate employment

needs, seek the best minority students currently ready to graduate from a respected area college with a satisfactory program in broadcasting and/or journalism. Such potential employees will be educated, aware of media responsibilities, and ready to adapt to the local station's needs at minimum expense to the employer.

Second, to mine future talent, present an exciting career-education program in high schools with large minority populations. Such a production would be more effective if offered by an appropriate minority spokesman already holding a responsible media position. Here is where they should be informed that most of the important jobs are *not* in performance, and that they will need courses in business, psychology, and law as well as those related specifically to the media.

Third, to support future minority media specialists, broadcasters and their associates could develop scholarship funds to aid the most promising underprivileged minority members to complete college educations, which would make them more immediately valuable to the profession. Training programs are fine for those with technical inclinations, but more important are the educational needs of those blacks and minority members who possess the capability to succeed in media creative and decision-making positions.—Elizabeth Shimer Czech, associate professor, University of Kansas, Lawrence.

### Last straw

EDITOR: I was shocked to read the story in your Dec. 18 issue on the FCC upping the ante on fees. Ever since there has been an FCC, we have been told that we had to do various things because we're given a "free license" to use the airways. Now we find that they not only want to get all their money back, but they continue to pile regulations on us such as noncigarette advertising to prevent us from making money.

To my mind it is time the entire industry got on its feet to see whether we can have Congress support the broadcasters.—Victor C. Diehm, president, WAZL(AM)-WVCD(FM) Hazleton, Pa.

# M&H

## WHEN YOU SLIP, IT HURTS . . .

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally know it, the reaction is often panicky, and the changes that are made accelerate the decline.

If you study your audience in-depth every year, you know just what's going on, and we harass you to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

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McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

7900 Westpark Drive  
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# Monday Memo

A broadcast advertising commentary from Joseph A. Hannan, senior vice president, Benton & Bowles, New York

## Two cheers for sports on television

I want to say first that I am an enthusiastic fan of televised sports. I am for two reasons: the excellence of sports programming and its usefulness as an advertising medium.

Major live sports coverage is an ideal use of television. It expands the stadium and arena to include millions of interested fans who would otherwise not be able to witness the events. By making sports available to these people, television has also made these people fans.

In addition, sports are live—with all the honest suspense and minute-by-minute thrills. Another obvious reason for television's success in sports coverage is that through ever more clever use of cameras, the average viewer has been treated to an intimate look at sports, the players, their emotions and the details of their performances.

In content, sports are essentially prestige programming of a noncontroversial type. That's almost a contradiction in terms. Prestige programming frequently conjures up penetrating analyses of topical, relevant, controversial subjects. In fact, the audience characteristics of some such programs are markedly similar to the audience characteristics of many sports events. Sports, however, seem to be able to deliver an upscale audience without the negatives that the coverage of controversial subjects seems to deliver. Major sports today are something that businessmen appear to be delighted to become involved in and even discuss as fans. It is topical but noncontroversial. It's empathetic but not business-related. And it's colorful.

It's easy to discover the facts about the audience TV sports reach. It is generally quite upscale and includes many otherwise low television viewers. The dual audience characteristics also demonstrate that many women are television sports fans as well as their husbands.

In addition, the over-all efficiencies are reasonable and the cost-per-thousand upscale homes reached can be negotiated to be quite efficient in comparison to other alternatives.

The full advertising benefits of television sponsorship of live sports events can be maximized through the full exploitation available to the advertiser who can and does tailor his copy to the medium and who merchandises his sponsorship. The adaptation of copy so that it fits into the programming environment has been a recognized opportunity for many years and includes the traditional, integrated or cast commercials used for years on general entertainment shows with much success. Similar advantages



Joseph A. Hannan is a graduate of the U.S. Military Academy at West Point (1952) and served as a captain in the infantry before joining Benton & Bowles in 1957 as a trainee in account management. He became assistant account executive in 1959, account executive in 1960, account supervisor in 1964, vice president and management supervisor in 1965 and senior vice president in 1970. In addition, he is management supervisor principally on Texaco while also active on other accounts.

accrue to the advertiser who finds ways to accommodate his basic selling messages to fit smoothly and naturally into the sports programs he sponsors. He can use sports figures for endorsements or simply as announcers, he can use the metaphors of sport to make his copy points, he can offer sports-oriented merchandise, etc.

In addition, he can carry his sponsorship through via appropriate promotion and merchandising at the point of sale. All of which attracts the eye and, hopefully, the dollars of the sports fans who might even cast a vote of appreciation for the sponsorship by buying the advertiser's products.

Another obvious merchandising opportunity lies in the internal operations of the sponsoring company. Personal appearances by sports stars and sportscasters, tickets to events for key customers or prize-winning salesmen, rounds of golf with known pros, etc., can all be used to advantage to attract major customers and stimulate sales force effort. After all, the principles on which out-

standing sports performances are based are quite similar to the principles on which good selling techniques are founded—as a lot of sports stars have learned to reveal in some fairly high-priced after-dinner speeches.

It's curious to me at times that more advertisers with either corporate or sales messages don't use televised sports with their advantageous audience characteristics and excellent programming environment. There are some large airlines, some important insurance companies, some major corporate messages that don't seem to be capitalizing on these advantages.

But I feel obligated, after saying so much that's obviously favorable, to reveal why I haven't awarded a third cheer for television sports coverage. It's because of what I see as the other side of the coin—the impact of television coverage on sports.

Television coverage has had a unique impact on major sports events as well as vice versa. A major part of the impact is, of course, the financial success of major sports franchises and of individual players due to escalating rights charges and the gravy of personal endorsements. In addition, however, it must be said that the scheduling of televised sports events is being done with an eye for the TV audience. For example, each of the games in the World Series telecast from Oakland began at the unlikely time of 5:15 p.m. in order that they could be telecast in the East—the major television viewing area—starting at 8:15 p.m. when sets in use could be maximized. It means that one game in professional football per week is played at the relatively unlikely time of Monday evenings. Seven or eight years ago the very thought of having one of the weekly professional football games on Monday night would have been considered somewhat bizarre. Tennis players now wear colors other than the traditional white in order to make telecasts more colorful and to make it easier for the viewer to tell which player is which. The Olympics have become a political forum as much as they are an international sports event largely because of the increased attention that television has made possible.

Some of the trends can be destructive if they are carried beyond the public's willingness to tolerate them and the sport's ability to absorb them. Based on our habits now, it would be unthinkable to have most of the professional football games on a weekday night and only a few on the weekend. The handling, staging and telecasting of the Olympics for 1976 will certainly be a challenging assignment.

Maybe at a later date I'll be able to give my third cheer for television sports coverage. I hope so. I like it that well.

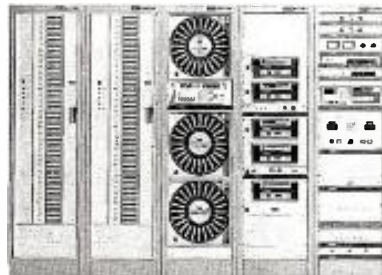
# Gates' new Touch-Control Program Automation is custom-tailored to improve your operating efficiency. And profits.



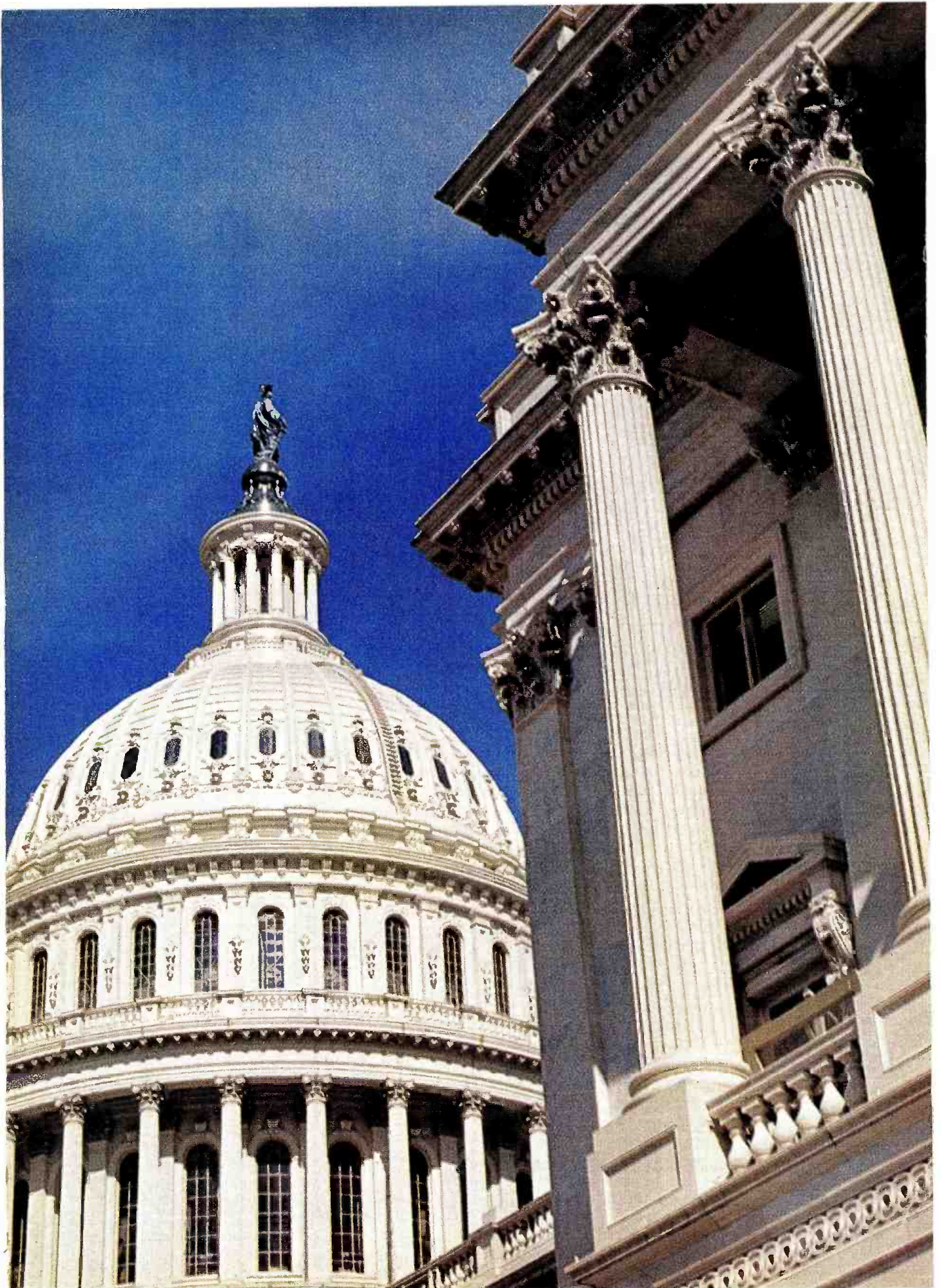
Using advanced digital technology with MOS memory, Gates has developed a flexible program automation system. Custom-tailored to *your* needs.

The Gates system features keyset controls and numerical readouts for fast, easy operation and immediate verification of upcoming events. A new KSP-10 programmer that allows expansion of the number of possible events. And a touch-control system that is easy to use and understand (no special computer language is required). And that enables you to change programming, or correct entry errors, without reprogramming the entire memory.

These are just a few of the advantages. Write us for more details. Gates Division, Harris-Intertype Corporation, Quincy, Illinois 62301.



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





There is more than a little evidence that Americans tend to make sound political decisions. We have had some success with democracy for nearly two hundred years.

The Corinthian Stations give highest priority to the full and impartial presentation of facts and issues. And we are rather fond of our own recurrent suspicion—that our eleven million enlightened viewers are among those Americans who make the right choices at the right times.

**"DEMOCRACY IS THE RECURRENT SUSPICION  
THAT MORE THAN HALF OF THE PEOPLE ARE RIGHT  
MORE THAN HALF OF THE TIME"**

E. B. White

In 1793, President George Washington laid the cornerstone for the building that would house the government of the world's newest democracy. And enhancing the classic architecture of the Capitol Building would be an echo of the world's first democracy—handsome Corinthian capitals, conceived in ancient Greece nearly 2,300 years earlier.

Though the original structure has been enlarged, remodeled and restored many times, its style and character have been generally preserved. Today there are 196 Corinthian capitals on the building.

The bronze statue atop the dome is Thomas Crawford's *Freedom*, placed there during the Civil War, even as Union and Confederate forces clashed not far from Washington.



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**THE  
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RESPONSIBILITY  
IN BROADCASTING

① KHOU-TV

Houston

② KOTV

Tulsa

③ KXTV

Sacramento

④ WANE-TV

Fort Wayne

⑤ WISH-TV

Indianapolis

CBS Affiliates

**To: Newspapers  
Radio Stations  
TV Stations**

**From: The Scripps-Howard Foundation**

**Subject: 1972 Roy W. Howard Public Service Award**

What has been your greatest public service achievement this year? The Scripps-Howard Foundation is sponsoring the sixth annual Roy W. Howard Public Service Award to recognize newspaper, radio, or tv stations for outstanding public service as well as urban reporting.

Public service is defined as stories or broadcasts that expose and/or correct situations that directly or indirectly influence the lives of readers, listeners, or viewers. For example, it could include such topics as political chicanery, street crimes, dope addiction, urban renewal, mass transportation, old age, etc.

First prize is a plaque and \$2500 to be distributed to the individual or among the individuals at the newspaper, radio, or tv station, who in the opinion of the editor or station manager, contributed significantly to the winning entry. Runnerup prizes of \$1000 and \$500 may also be awarded.

1. The contest is open to any U.S. newspaper, radio, or tv station.
2. No entry blank is required.
3. Nominations are made by sending a portfolio of clippings, a tape of a broadcast, or a reel and soundtrack of a tv program, with a brief history of the endeavor.
4. Submitted material must have been published or broadcast in 1972.
5. Entries must be postmarked no later than March 1, 1973, and received by the Awards Committee no later than March 8, 1973.

We request your participation—believing that the greater the media representation, the more encouragement to all.

Send nominations or inquiries to:

**Scripps-Howard  
Foundation**  
200 Park Avenue, New York, N.Y. 10017



## Dean Burch writes off access rule as failure

**That promise of program diversity turns out to be myth, he says, and he predicts repeal or change**

FCC Chairman Dean Burch traveled to Hollywood last week to deliver the kind of speech designed to perk up the spirits of a depressed industry. It was a statistic-laced attack on the commission's prime-time-access rule—the regulation on which Hollywood blamed many of its problems before it began focusing on the rerun issue.

The rule, if not a failure, has not achieved the goals set for it when it was adopted in 1970, the chairman told the Hollywood Radio and Television Society. "It has not given much impetus to genuine first-run syndication, has not given a shot in the arm to domestic production (not of the Hollywood variety, at any rate), and has not had the byproduct of increasing program diversity.

"Perhaps in time a new order will begin to take shape," he added. "But for now it looks more like chaos—unplanned, unanticipated, and irrational."

The chairman spoke on Thursday, four days before comments were due in the notice of inquiry and rulemaking the commission initiated in October to determine how the rule is working and, possibly, to make changes in it (BROADCASTING, Oct. 30, 1972).

The rule bars television stations in the top-50-markets from taking more than three hours of network programing in prime time. Hollywood producers had opposed its adoption, contending it would close off part of the market for their product, without stimulating the growth or development of new sources of quality programing.

Chairman Burch's speech was not the only piece of evidence last week supporting the producers' position. An early comment in the commission proceeding, filed by Warner Brothers Television and buttressed by research it sponsored along with MCA Inc., Paramount Pictures Corp., and Screen Gems, provides extensive data in backing the contention that the rule, in effect since October 1971, is not achieving its goals (see page 20).

Chairman Burch is not a convert. He opposed adoption of the rule, in May 1970, and was in the minority the following August when the commission voted to deny reconsideration of the action.

He had said then that real-life economic factors would work against the success of the rule. And, he said last week, "it begins to look as if I was right." Furthermore, he cheered HRTS members in a question and answer session following his speech with a flat-out prediction that the rule will either be different or rescinded this year.

In his speech, he offered this "partial checklist of the rule's progeny" in the less than two years it has been in effect:

- "A considerable number of bucks have been transferred from the pockets of network affiliates to those of independent stations in the top-50 television markets.

- "In the markets below 50, many affiliates (UHF's included) have taken a substantial financial bath.

- "The game show, once consigned to the prime-time outer darkness, has been given a new lease on life.

- "The commission has been able to perfect its powers of qualitative discrimination to the point that it can distinguish

*Mr. Burch to press last week:*

"The commission has simply got to get out of this business of deciding which program may run in the prime-time period and which program may not."

worthy programing (like *Wild Kingdom* and the *Six Wives of Henry the Eighth*) from unworthy programing (like *Lassie* and—almost—*National Geographic*).

- "The American family audience has been saved from overexposure to the 1972 Olympic Games.

- "The waiver request has challenged the coffee break as a principal time consumer among the FCC bureaucracy.

- "And, last but surely not least, both Canadian and British production sources have been given a much-needed shot in the arm.

"You may think I'm pulling your leg," the chairman added. "I only wish I were."

The problem, as Chairman Burch sees

it, is that it simply costs money to produce quality programing and that, in turn, requires "all but guaranteed clearance in virtually every television market. . . . All of which brings us face to face with the fact that networks are not just fortuitous."

So while one may "hope" for new first-run programing and independent production of greater diversity, it will not happen "unless the entrepreneurial bucks are forthcoming, and on the record so far, it has not happened," he said.

What has happened, he added, "is a significant shift in viewing habits during the 7:30-to-8 o'clock prime-time access slot—from network affiliates to independents." He said that early in the first prime-time access season, 1971, network ratings were up an average of three points over the previous year—though not in the prime-time slot; there, affiliates lost three ratings points while independents were increasing theirs by an average of 7.5%. And as the season developed, he said, the audience shift became more marked.

The chairman said he was not opposed to independent stations—particularly independent UHF's—getting a larger share of the audience. "But what this recarving of the pie has to do with the stated purposes of the prime-time access rule is quite another matter. And the answer to that is, nothing whatever."

As for the programing filling the prime-time slot, that apparently would not offer much encouragement to the rule's backers. Chairman Burch said commission records show "12 major new programs" being offered—three of them produced in Canada and three in Great Britain; three are game shows, two are animated, and one is produced by a major Hollywood company (MGM)—"and even this one is on tape not film."

Of the top-20 prime-time-access programs over the last two seasons, the top three (in terms of clearances in major markets) are game shows—the top two, "new editions of old network standbys," *Let's Make a Deal* and *Hollywood Squares*, according to the chairman. He also said that Numbers 7 and 8 on the list are also replays of old network shows, slightly modified, *Hee Haw* and *Lawrence Welk*.

"I make no qualitative evaluations," the chairman added parenthetically. "I'm just reciting facts."

The chairman also said that the commission's records indicate that there are more programs available for the prime-time access slot than the market can accommodate, with the result that the shows, on average, are not clearing

enough markets to warrant the kind of budget needed to assure the viability of a show's producer.

Although money and program quality may not always be equitable, he said, "there's a high degree of coincidence. And I would suggest the appearance on the list of so many game shows (relatively cheap to make) and slightly modified network standbys (relatively safe) is not just happenstance."

The chairman made it clear that his critiques of the prime-time-access rule as it has worked in practice do not fault the commission for attempting to break the network domination in programming. He noted that the networks "do dominate upwards of 95% of the prime-time viewing hours of the American public."

But, the chairman said, the commission should have sought—and should still be seeking—"ways directly to cut back on network dominance of the television schedule and to encourage vehicles for diversifying the public's diet of programming." He mentioned subscription television, cable, and noncommercial broadcasting as possible ways of accomplishing the goal.

## Major producers say FCC plan backfired

**They produce study that traces declines in domestic production, stagnation in local origination, gains in imports from abroad**

When the FCC put into force its prime-time-access rule two years ago, its intentions were three-fold: to increase diversity in programming, to aid a foundering domestic TV-production industry and to encourage local stations to produce their own community-oriented programming. Four major program producers are now claiming that the access rule in its first two years of operation has achieved none of these objectives.

Indeed, the producers are contending, those two years have resulted in the creation of a situation that is absolutely opposite to what the commission had in mind. Program sources and types have declined. A stronger market for foreign-made material has been created. And the amount of locally produced programming that can be directly attributed to the access rule has been so unsubstantial that it is hardly worth mentioning.

Those are the conclusions of an extensive study on the ramifications of the access rule that was submitted to the FCC last Friday by Warner Brothers Television, MCA Inc., Screen Gems and Paramount Pictures Corp. The joint study is designed to document the four firms' contention that the rule—which limits network affiliates in the top-50 markets to three hours of prime-time network programming per evening and bars the showing in cleared access periods of off-network programs and recently shown feature films should be immediately scrapped.

Among the study's findings:

- Ninety-eight percent of all syndicated

## A genealogical track on the access stars

**The shows that account for most of network-vacated half-hours are no strangers to TV public, study by four producers tells FCC**

The four production companies that prepared last week's massive research study on effects of the prime-time access rule singled out 24 shows for special analysis—the 24 in greatest air play in the vacated prime-time access half-hour, which itself displaced 24 network half-hour series. Their point was to emphasize how many of those 24 (actually 25, due to ties) came from network origins, and to demonstrate how many earlier opportunities the American TV public had to see them—albeit in earlier and different incarnations.

The list was headed by *To Tell the Truth*, a Goodson-Todman game show that accounts for 12.1% of the total access half-hours of syndicated entertainment programming. It is cleared in 70% of the top-50 markets, and had an aggregate 15.3 years exposure (approximately 1,650 episodes) on CBS before being revamped for access stripping. The other 23:

*Truth or Consequences*, Ralph Edwards game show with 68% clearance for a 12% access time total, previously on CBS, NBC and in syndication for 18.1 years, 3,950 episodes; *What's My Line*, Goodson-Todman game show with 42% clearance, 6.7% of access total, previously on CBS and in syndication for 20.4 years, 1,730 episodes; *Hee Haw*, Youngstreet variety show with 70% clearance, 4.8% of access total, previously on CBS for 2 years, 50 episodes; *Lewrance Welk*, Telekeew variety show with 66% clearance, 4.6% of total, previously on ABC and locally in Los Angeles for 20.5 years, 925 episodes; *UFO*, ATV (British network) adventure program with 70% clearance, 4.5% of total, not previously available; *Let's Make a Deal*, Hatos-Hall game show with 64% clearance, 3.5% of total, previously on ABC (still running as daytime strip) and NBC for 11.8 years, 2,390 episodes; *Hollywood Squares*, Heatter-Quigley game show with 96% clearance, 3.5% of total, previously on NBC for 6.5 years, 1,530 episodes; *Parent Game*, Chuck Barris game show with 92% clearance, 3.3% of total, a spin-off of five similar shows on ABC for a total of 23 years, 4,020 episodes; *Wild King-*

*dom*, Don Meier animal show with 82% clearance, 3% of total, previously on NBC and in syndication for 9.3 years, 240 episodes; *The Protectors*, ATV-Brut (British network) adventure show with 78% clearance, 2.8% of total, not previously available; *Circus*, Cates-20th Century-Fox variety show with 74% clearance, 2.7% of total, spin-off of series on NBC for 4 years, 200 episodes; *New Price Is Right*, Goodson-Todman game show with 70% clearance, 2.5% of total, previously on ABC and NBC and still running as daytime strip on CBS for 16.2 years, 2,660 episodes; *Young Dr. Kildare*, MGM dramatic show with 64% clearance, 2.3% of total, remake of series that was on NBC and in syndication for 11 years for 550 episodes plus reruns; *Walt Till Your Father Gets Home*, Hanna-Barbera cartoon with 62% clearance, 2.2% of total, previously on ABC (one episode) as segment of another cartoon program; *Police Surgeon*, Four Star-CTV (Canadian network) dramatic series with 60% clearance, 2.2% of total, not previously available; *Beat the Clock*, Goodson-Todman game show with 12% clearance, 1.9% of total, previously on ABC, CBS and in syndication for 15 years, 2,045 episodes; *Merv Griffin*, Griffin-Metromedia Producers Corp. variety show with 6% clearance, 1.7% of total, previously in Westinghouse and Metromedia syndication and on CBS for 7.3 years, 1,785 episodes; *I've Got a Secret*, Goodson-Todman game show with 48% clearance, 1.7% of total, previously on CBS for 15 years, 750 episodes; *This Is Your Life*, Ralph Edwards game show with 46% clearance, 1.7% of total, previously on NBC and syndication for 11 years, 550 episodes; *Amazing World of Kreskin*, Bushnell-Viacom (Canadian network) audience participation show with 40% clearance, 1.4% of total, not previously available; *The Adventurer*, ATV-Brut (British network) adventure program with 38% clearance, 1.4% of total, not previously available; *Mouse Factory*, Disney cartoon-variety show with 38% clearance, 1.4% of total, spin-off of five similar series previously on ABC, NBC and in syndication for 24.05 years, 4,865 episodes plus reruns; *Lassie*, Wrather animal show with 32% clearance, 1.2% of total, previously on CBS and in syndication for 29 years, 1,450 episodes plus reruns, and the *Half George Kirby Hour*, Winters/Rosen-CTV variety-comedy series with 32% clearance, 1.2% of total, not previously available.

programming shown in access periods is made up of material that existed prior to the implementation of the rule. Those programs constitute either continuations or revivals of network programs.

- The number of program sources filling access-time periods has declined by 20% within the past two years. Prior to the rule, 53 independent production companies were involved in those periods to some degree. Now there are 34 such companies.

- There has been a dramatic shift of emphasis in program subject matter away from dramatic and comedy series and toward less costly programs. Game shows now take up 48.6% of total access time—an increase of 35%. Dramas, meanwhile, have declined 30% and comedies 20%.

- The percentage of foreign-produced series in those periods has increased from 0.1% to 20%, and foreign product now makes up 75% of all dramatic shows presented in those periods.

- Film features have been largely supplanted by taped product. The percentage of taped programs in access periods has increased from 26% to 72%. Less than 6% of all domestic features currently shown in those periods are produced on film. Two years ago, they accounted for 72% of the total.

The bulk of the study was devoted to the 24 most popular syndicated programs offered in access time. The producers

gave two reasons for this emphasis—because they may be measured against the 24 half hours of weekly network programming that were eliminated by the access rule and because they account for roughly 86% of total access time.

Significantly, of the top-24 syndicated programs, only six have not been on the networks in some form on a continuing basis. But five of those programs were produced by foreign sources—three British and two Canadian—and the remaining feature, *Half the George Kirby Hour*, originated from a 60-minute network special. Ten of the top-24 programs are game shows, including the three top-ranking series. Of the five dramatic series present, four were produced outside of the U.S.

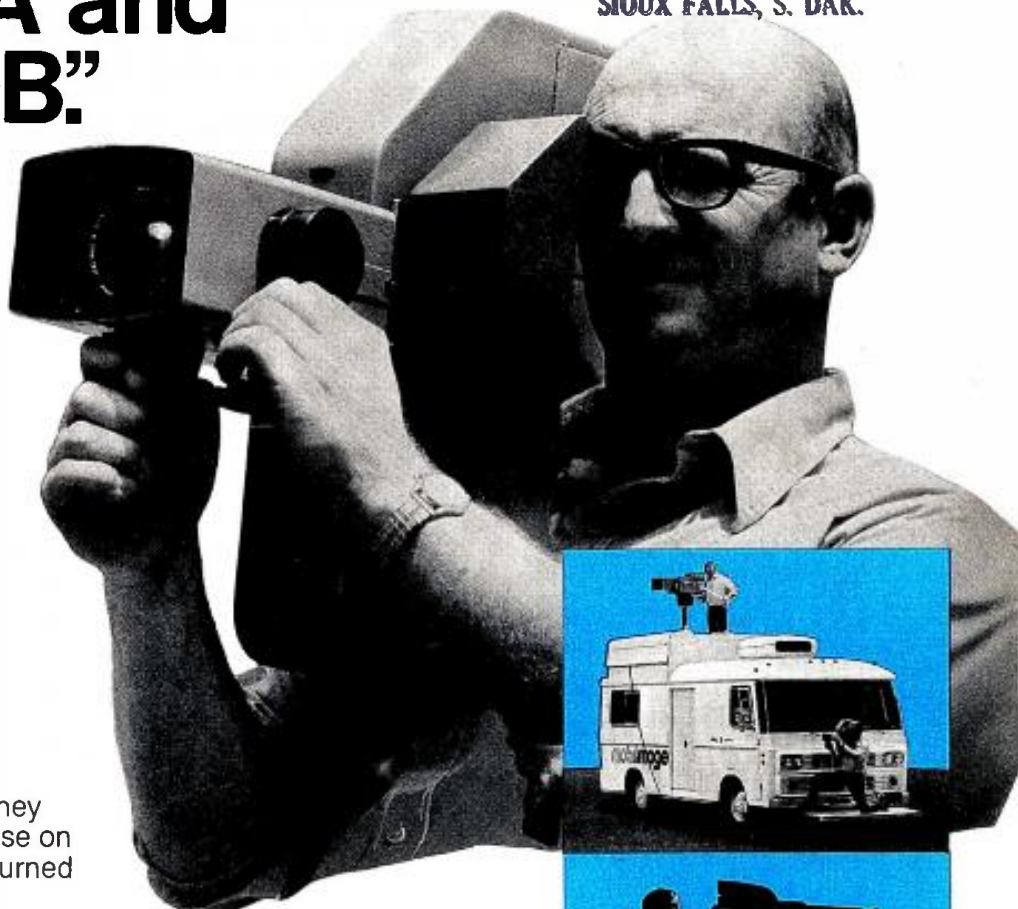
The study also indicates that the amount of locally produced programs that were initiated by affiliates to replace network series in access periods is negligible—a mere 6% of the total program allocation. That figure does not include locally produced news programs. The study pointed out that the two top-rated syndicated programs, *To Tell the Truth* and *Truth or Consequences*, together have garnered nearly four times as much access time as all those local efforts combined. Even more disturbing, the study asserted, is the amount of access programming that could be considered relevant to minority viewers. Currently, it noted, 15 network

# "Video becomes as mobile as film with the Norelco PC-100A and PCP-90B."

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Corporation, Hollywood,  
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*Warren G. Stitt*



When Mobilimage put a complete TV production studio into a small van, they didn't want to compromise on picture quality. So they turned to Norelco.

First for the PCP-90B . . . the world's first and finest hand-held color television camera. Its three-Plumbicon\* design produces uncompromised studio-quality color pictures. Operating with pencil-thin triax cable, it weighs just 18 lbs. It can operate anywhere, self-powered from a battery back-pack; and can transmit direct live broadcast by microwave . . . no cables needed.

Second, Mobilimage chose the Norelco PC-100A. It's today's most advanced studio and field camera.

Naturally the PC-100A uses triax cable too. Our exclusive ACT (anti-comet-tail) Plumbicon tubes eliminate the comet-tailing so commonly encountered in remote work.

Warren Stitt says, "Both cameras give immediate registration. They eliminate costly set-up and strike time. They enable Mobilimage to meet the strictest requirements for perfect tape-to-film transfer. And they produce the best color pictures in television today."

Now you can combine the go-anywhere versatility of film with the instant replay, crisp imagery, and electronic control advantages of videotape.

For information on how you too, can get aboard the new-generation mobile TV production band wagon, call your nearest Norelco field representative, or write, today.



\* Reg. T.M. N.V. Philips of Holland



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## White House sends its Engman to FTC

Midwesterner leaves Nixon staff after 31 months to succeed Kirkpatrick at trade commission

Lewis A. Engman, 37, an assistant on the domestic-council staff of the White House, is President Nixon's choice to succeed Miles W. Kirkpatrick as chairman of the Federal Trade Commission. Confirmation came from White House sources late Wednesday (Jan. 10), the same day that President Nixon announced acceptance "with regret" of Mr. Kirkpatrick's resignation from the post he took in September 1970.

Mr. Engman joined the White House staff as counsel for the President's Office of Consumer Affairs in June 1970. One year later, he switched to the staff of John D. Ehrlichman, the President's assistant for domestic affairs.

He is a native of Grand Rapids, Mich., practiced law there with the city's largest law firm. He was president of the Grand Rapids Symphony Association, a director of Action Unlimited (a nonprofit group that worked to help inner-city businessmen), secretary of the board of trustees of the local hospital, and a director of a Grand Rapids foundation. He also was chairman of the regional health-planning unit and appeared as spokesman for that organization over a number of Grand Rapids TV and radio stations. Broadcasters recall that he was impressive, incisive in presentation and personable in appearance.

He was graduated from the University of Michigan, attended the London School of Economics and took his law degree at Harvard University.

At a news conference last Thursday (Jan. 11) Mr. Kirkpatrick said he had agreed to stay until his successor was confirmed by the Senate, but no later than March 1. He is returning to his law practice in Philadelphia, although, it is

understood, he will spend part of the time at his firm's Washington office.

The retiring chairman said he was most proud of the advertising substantiation program. He added that while it was not as effective as he had hoped, in the long run it would be a help to consumers. Consumers, he said, are not as well organized as trade associations, but some day, he declared, they will have equivalent clout.

He said he still supported the FTC's counteradvertising proposal, made to the FCC last year. However, he noted, it is up to the FCC to work out the details and that over-all such a move might take some of the workload off the FTC's back. He likened the counteradvertising idea to the antimoking spots that stations were required to carry as a balance to cigarette advertising, before cigarette advertising was legislated off the air in 1971.

He said the FTC needs more muscle from Congress, mentioned among other things the need for authority to issue trade regulations, to issue temporary injunctions, to impose civil penalties and to issue subpoenas. And, he stressed, to receive larger appropriations.

Mr. Kirkpatrick, a leading member of the Philadelphia bar before going to Washington, was chairman of a special committee of the American Bar Association that studied the FTC in 1969 at the request of President Nixon. This followed a scathing report the year before on the trade agency by Ralph Nader. Counsel to that ABA group was Robert Pitofsky, a New York University law professor. The ABA committee's recommendation was succinct: Revitalize the FTC or abolish it.

President Nixon chose the former course. His first chairman was Casper W. Weinberger, a California lawyer, who spent only a few months on that job before being shifted to the Office of Management and Budget in the executive office. Mr. Weinberger is now the secretary-designate of the Department of Health, Education and Welfare.

For the second FTC chairman, the President chose the author of that ABA report, Mr. Kirkpatrick. And Mr. Kirk-

prime-time programs feature blacks or other representatives of minorities in starring roles and another 17 have minority representatives in supporting parts. In contrast, only one access program, the Kirby show, has a minority-group member in a leading role. And, the study asserted, only 0.2% of the access features appear to be directed at issues of particular importance to minorities.

While diversity in programming appears to have faltered under the access rule, the study emphasized that commercial time has essentially doubled. A standard network program, it noted, contains three commercial minutes per half hour. But the average access feature, in contrast, allocates five or six minutes for commercial interruptions. Further, they allow for some 90 seconds of station-break time following the program, while network fare permits an average of only 45 seconds.

Although the study conceded that there is no sufficient statistical tool for comparing the quality of access features against that of their network predecessors, it suggested that two factors—minimal production costs for the access features and declining audience measurements during access periods—point to the conclusion that television has suffered esthetically as well as quantitatively under the rule. While the average network program is budgeted at around \$100,000 per half hour, it said, the top-three game shows in the access periods have a per-program expenditure of between \$5,000 and \$10,000. And it noted that in the Washington market alone, viewing levels during access periods have declined by 30% since the rule went into effect. It said that the TV-Q national audience survey shows a decline in viewing during those periods of some 25%.

But perhaps the most ironic repercussion of the access rule, according to the study, has been its failure to open up prime time to new independent program sources. Noting that the number of producers placing material in access periods has decreased 20% in the past two years, the study emphasized that few of the 43 firms now represented are new to television. Indeed, it said, all producers of the top-24 access programs were placing material on the networks before the rule was implemented. Instead of generating a greater potential for access to the airwaves by new and diverse production sources, the study claimed, the rule has concentrated production in a smaller group of firms whose primary business is the production of game shows. Two of those companies—Goodson-Todman Productions and Ralph Edwards Productions—pre-empt 24.9% and 13.7%, respectively, of all access time. And one foreign producer—London-based ATV—has taken another 8.7% of the total time. Together, those three firms dominate nearly 50% of the entire access-time schedule.

For a domestic entertainment industry that within the past 12 years has seen its quota of original prime-time programming sliced in half (from 3,060 half-hour units in 1960 to 1,471 last year), that report seems far removed from what the FCC had hoped for two years ago.

## BAR reports television-network sales as of Dec. 17

CBS \$643,198,400 (36.6%); NBC \$572,290,700 (32.6%), ABC \$540,741,300 (30.8%)\*

Day parts	Total minutes week ended Dec. 17	Total dollars week ended Dec. 17	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	97	\$ 553,200	3,954	\$ 23,664,200	\$ 23,708,000
Monday-Friday 10 a.m.-6 p.m.	882	6,977,800	48,669	361,645,400	320,165,200
Saturday-Sunday Sign-on-6 p.m.	302	6,025,300	15,547	214,531,800	173,448,900
Monday-Saturday 6 p.m.-7:30 p.m.	102	2,351,600	4,729	90,302,100	76,043,300
Sunday 6 p.m.-7:30 p.m.	14	441,500	663	15,392,400	19,163,500
Monday-Sunday 7:30 p.m.-11 p.m.	403	23,364,900	19,829	946,622,200	895,497,900
Monday-Sunday 11 p.m.-Sign-off	182	2,928,800	7,598	104,072,300	72,462,400
<b>Total</b>	<b>1,982</b>	<b>\$42,643,100</b>	<b>100,989</b>	<b>\$1,756,230,400</b>	<b>\$1,580,489,200</b>

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

## National health care reform— a challenge for the 93rd Congress.

The enactment of realistic, long-term health care legislation is a complex, but essential task for the 93rd Congress. Present programs are not working. They're inadequate, inefficient and archaic. Major administrative and legislative changes are urgently needed if our entire medical care delivery system is not to collapse.

Health care costs are skyrocketing. There's been a fivefold increase over the past two decades. During a four-year period the average expenditure per patient day in general hospitals climbed from \$48 in 1966 to \$81 in 1970. Americans paid out \$75 billion for medical care in fiscal 1971. That's 7.4 percent of the Gross National Product!

The root problem is to be found in two areas: the orientation of our present system—both in treatment and reimbursement mechanisms; and a reluctance by physicians and patients to use available alternative facilities. About 25 percent of the patient population are treated in facilities which are excessive to their needs. The practice is estimated to have represented an economic waste of \$3 billion in 1970.

Our present health care system is geared to handling short-term, or acute illness. There is almost a total lack of insurance—government or commercial—that provides adequate coverage for comprehensive, long-term health care. *Medicare* and *Medicaid* are both ineffective and inadequate. Due to the design of their reimbursement mechanisms they promote the use of costly acute care facilities.

More than 700,000 Americans are long-term hospital patients. Over one million more are patients in nursing homes. Tragically, nearly 20 million additional people in the United States are not receiving adequate care, even though they have disabilities severe enough to restrict or prohibit their major activities. Four out of five of these persons are over age 65. This segment of the population, with their increased vulnerability to chronic diseases, is growing. In 1900 the ratio of persons in the U.S. aged 65 or older was one in 25. Today, it's one in 10. This group represents the nation's current major health problem.

In recognizing the nation's need of a new policy for long-term health care, the American Nursing Home Association is recommending to the Congress a bold, new program called CHRONICARE. We believe it can make a major contribution to a revitalized and redirected national health care system.

CHRONICARE is not merely a new type of payment program, but rather a comprehensive system of health services. Its concept envisions the use of modern nursing homes as health care centers to provide a broad range of services to a specific population in a defined geographic area.

A CHRONICARE center would offer services especially designed for the chronically ill and disabled, including comprehensive diagnostic, medical treatment, day care, rehabilitation, supportive, and community outreach services.

A key component of a CHRONICARE center would be the therapeutic service team of professional personnel in the fields of medicine, psychiatry, social work, and physical therapy, which would establish a total care plan for each patient.

We believe that with Congressional approval of the CHRONICARE plan—with its expanded mission for nursing homes and additional health services—America can end its historic and tragic neglect of the chronically ill and disabled.

We care!

---

*We'd like to tell you more about CHRONICARE. To do this we've produced reprints of our earlier messages in this continuing advertising series and an informative booklet: "CHRONICARE—A National Plan For Long-Term Health Care." They are available upon request, free of charge.*

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AMERICAN NURSING HOME ASSOCIATION



Suite 607  
1025 Connecticut Avenue, N.W.  
Washington, D.C. 20036

patrick took along Mr. Pitofsky to be director of the Bureau of Consumer Protection—which is where all the action on advertising has been centered.

It was during the Kirkpatrick tenure that the FTC surged into a number of new activities, many bringing alarm, not to say consternation, to the advertising world. Among them: corrective advertising, counteradvertising and substantiation of copy claims.

A highlight of the Kirkpatrick FTC was the month-long exploratory hearing in the fall of 1971 on the practices of modern-day advertising. This is said to have opened the eyes of more than one FTC commissioner but to have raised more questions than it answered. Some 2,000 pages of testimony were turned over to a Columbia University economist, John Howard, who late last month submitted his 300-odd page analysis to the commission.

Mr. Kirkpatrick has been loyal to the ideas promulgated by the commission or suggested by the staff. He has never retreated from any of them, even when leading administration spokesmen such as Clay T. Whitehead, director of the Office of Telecommunications Policy, or Herbert Klein, President Nixon's director of communications, castigated the counteradvertising idea.

The retired FTC chairman publicly has spoken in favor of self-regulation by the advertising industry, but has coupled this proposal with a warning that any industry code that imposes sanctions hovers close to violating the antitrust laws. He has agreed, both publicly and privately, with such staff views as that of Gerald J. Thain, assistant director for national advertising of the Bureau of Consumer Protection, that advertising practices that are acceptable in print are intolerable in TV because TV's impact is so much stronger: or that of Mr. Pitofsky, who commented not long ago that the definition of "puffery," formulated for print, should be redefined in the light of TV.

Mr. Kirkpatrick also has expressed publicly chagrin that the advertising substantiation program has, in many instances, failed to produce clearcut documentation, and that the voluminous reports provided by the firms that have been tapped for this proof have largely been unread and unheralded by those the program was designed to serve, consumers.

Perhaps the real tenor of the FTC during the Kirkpatrick administration is best summed up by remarks of Mr. Pitofsky several weeks ago in a private conversation about counteradvertising with BROADCASTING. Mr. Pitofsky, who returns to his teaching post today (Jan. 15), first dismissed the idea that counteradvertising is discriminatory. TV and radio, he shrugged, are under federal regulation. The application of counteradvertising to other media, he said, involves constitutional questions and does not seem viable. Anyway, he added, TV is the principal advertising medium today: it's where the action is, and must bear the brunt of new restrictions.

## NAB board votes to curb split 30's, rejecting appeal by Alberto-Culver

**New rules for integrated messages are intended to clean up clutter**

Despite what was termed "a mighty persuasive argument" made by a team of four representatives of Alberto-Culver Co. in opposition to the action, the television board of the National Association of Broadcasters last week adopted stringent guidelines on the advertising of multiple products in a single commercial. Meeting in Palm Springs, Calif., the board took dead aim at the sort of split 30's that Alberto-Culver has used. The changes were proposed by the television code review board. They become effective Sept. 1, 1973.

The new language deals with part five of section 14 of the NAB TV code, under the heading of "time standards for nonprogram material—program interruptions." Among the changes, a new clause is added that says a multiple-product announcement is counted as a single announcement and considered integrated if "the products or services are related and interwoven within the framework of the announcement." The new language notes that related products or services are those that "have a common character, purpose and use."

Previously, the code's only stipulation for counting a multiple-product announcement as a single announcement was for the same voice or voices, setting, background and continuity to be used consistently so that the announcement appeared to the viewer as a single announcement.

Another change is the substitution of the word "message" for the word "announcement" in two instances. As a result of the changes, the language now stipulates that a multiple-product announcement must consistently appear to the viewer as a single "message" instead of a single "announcement" and a multiple-product announcement cannot be scheduled in a unit of less than 60 seconds unless it is integrated to appear

to the viewer as a single "message."

Arguing against the adoption of these changes were Leonard H. Lavin, president of Alberto-Culver; George Polk, group vice president, toiletries division; Henry Whittmann, vice president of advertising services; and Ted Loughlin, an attorney. These representatives of the toilet-requisites advertiser, which is based in Melrose Park, Ill., asked for the opportunity to appear personally before the NAB's TV board to present their case for multiproduct advertising. They made a visual presentation and engaged in question-and-answer and discussion sessions with the TV board.

According to an NAB official, the Alberto-Culver appearance lasted for about an hour and included a review of the company's use of television advertising in the past, an analysis of different types of integrated commercials, and an examination of research conducted by the advertiser on the subject. The presentation also made a point of stressing the possible legal ramifications of any code action that would restrict integrated commercials, with the emphasis on antitrust consequences. Mr. Loughlin, the attorney appearing for Alberto-Culver, was identified by the NAB as an antitrust counsel.

After the changes had been unanimously adopted (the Alberto-Culver people left before the decision was announced), Peter Storer, chairman of the TV board, explained that "the board felt that its responsibilities to TV viewers demanded that the code maintain, particularly at this time, rules that would prevent increased clutter on television."

There was other code action taken at the TV board meeting, which lasted for nearly five hours (going through lunch) on Jan. 10. The board adopted a motion directing both the radio and TV code boards to draft provisions, by June, that would extend to all advertised medicines guidelines similar to those now applying to mood-changing drugs.

The TV board also approved the deletion from the code of the present stipulation that advertising should refrain from identifying competitors. The purpose is to permit the naming of competing products for comparison purposes.

Also approved at the meeting was an addition to the TV code calling for broadcast advertisers to make available documentation of all claims at the request of the Code Authority.

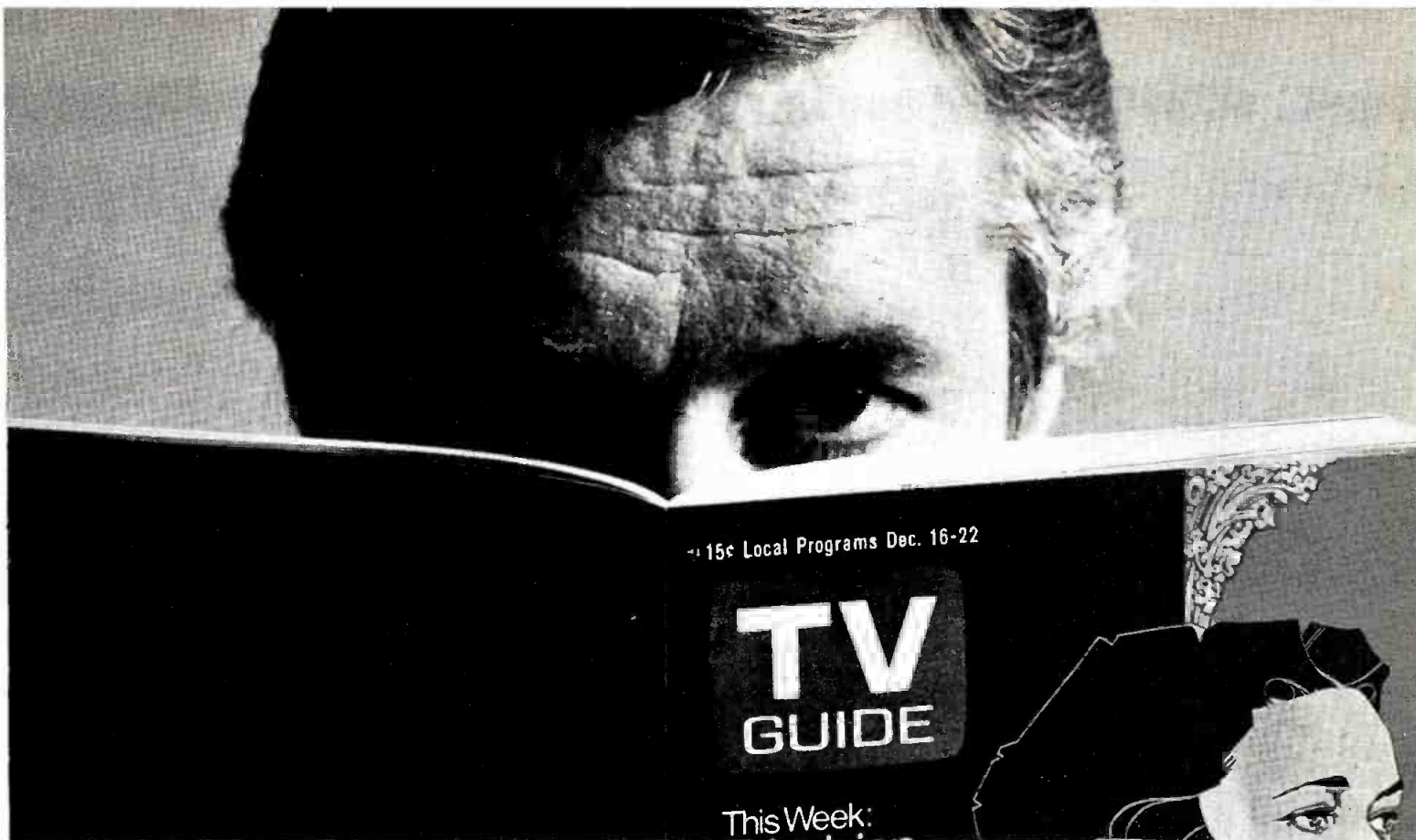
In still another action, the board authorized a rewriting of the television code preamble. The objective is to update the preamble to reflect the current scene.

A proposal before the TV board to accept institutional advertising for off-track betting was turned down. The board rejected a recommendation that two members of the NAB TV board serve also on the TV code board to improve liaison between the two groups.

Also deferred was the appointment by the chairman of a special committee to recommend changes and increases in TV code fees. The appointment of such a committee was recommended by a special evaluations committee.

**Trade groups, please copy.** Television Bureau of Advertising says it's claim-staking, hopefully, 10 months before its 19th annual meeting. Reason, according to TVB, is that it hopes to avoid conflicts and the usual industry meeting crush that comes with November. The TVB date: Nov. 26-29 in Houston's Hyatt Regency hotel. In 1972, TVB's meeting ran headlong into others, including such major gatherings as Advertising Research Foundation in New York, Broadcasters Promotion Association in Boston, Sigma Delta Chi in Dallas and several National Association of Broadcasters fall conferences.





## **This is not the only book we care about.**

We recently helped put millions of library books in the hands of our citizens. The Miami electorate just approved a library bond issue. And the mayor and city officials give our station, WTVJ, and our News Director Ralph Renick, most of the credit.

Besides appearing before civic and service organizations and rounding up free billboards, we printed and distributed 200,000 brochures urging approval of the measure. It passed by a winning margin of only 3.5%.

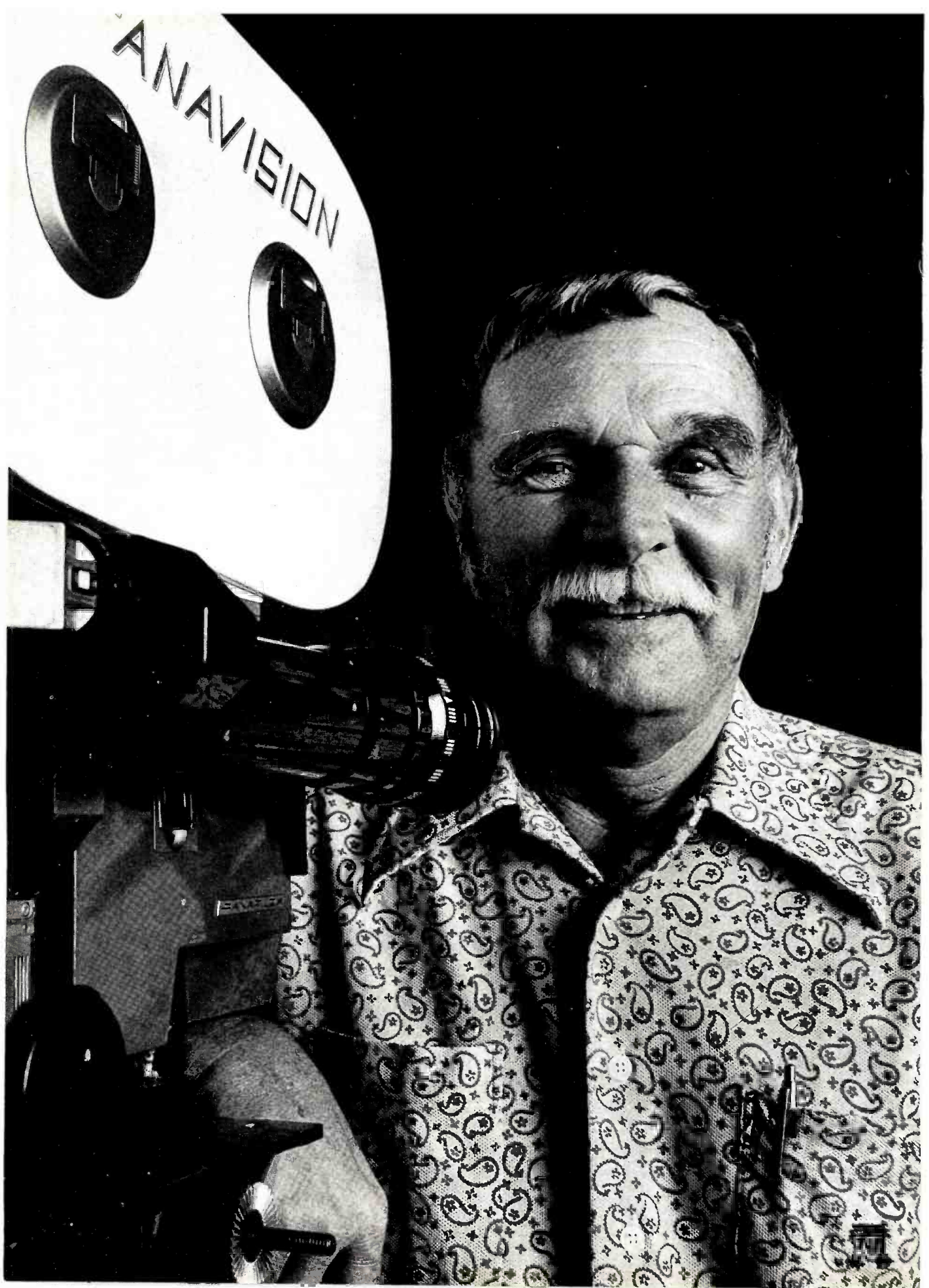
It might seem unusual for a television station to work so hard to sell people on reading. (The same time and effort could have been used to sell them on watching our station.)

But the way we see it, the library's job is to inform, entertain, educate, and inspire. And so is ours.

**WTVJ/Miami**

A Wometco Enterprises, Inc. Station/CBS Affiliate

ANAVISION



“I knew it the moment the producer showed me the script.

“But more important than the Emmys and other awards that ‘Brian’s Song’ won was the fact that it was the highest-rated made-for-tv movie ever. I mean, people wanted to see this movie. Maybe even needed to.

“That’s why thousands of them packed Chicago theaters to see ‘Brian’s Song’ just a few weeks after it had been on television.

“And, as a cameraman who has been in the business for fifty years, working on ‘Brian’s Song’ made me feel good. You know, jumping from one medium to another without a hitch.

“That’s why I like the flexibility and freedom of something like Eastman film. And why I’ll stick with it.

“After all, I never know when another ‘Brian’s Song’ might come along.”

---

Joseph Biroc. Award winning  
Director of Photography, “Brian’s Song.”



EASTMAN KODAK COMPANY

Atlanta: 404/351-6510/Chicago: 312/654-5300/Dallas: 214/351-3221/  
Hollywood: 213/464-6131/New York: 212/262-7100/San Francisco:  
415/776-6055/Washington, D.C.: 202/554-9300.

## NAB board members carried spades as well as putters

Changes in TV code part of sessions in Palm Springs that saw ground work laid for association goals in '73

The weather was at times unusually chilly, but otherwise there did not seem to be any reason why broadcasters at last week's four days of National Association of Broadcasters board of directors meetings (Jan. 9-12) in Palm Springs, Calif., couldn't enjoy the golf course at the Canyon hotel and country club, where the sessions were held. "The going was smooth," a top NAB official observed. There were no dissenters or dissensions in evidence.

Major activity during the four days centered on significant changes in the TV code (see page 24) and the NAB stance on newsmen's privilege (see "At Deadline").

In another action the joint NAB board passed a resolution reaffirming approval of the cable-TV compromise negotiated by the Office of Telecommunications Policy and the FCC in 1971. This board vote was taken as a sign that the broadcasters wanted action on copyright legislation, which was outlined in principle in the compromise but which is a matter of dispute now between copyright owners and cable-television interests (see editorial, page 74). Two weeks ago Jack Valenti, president of the Motion Picture Association of America, announced that copyright owners had despaired of reaching an agreement with cable operators on copyright fees and would beseech the Congress for legislation creating a system of arbitration (BROADCASTING, Jan. 8.).

NAB staff member Elbert Sampson, in reporting to the joint board on minority affairs asked for consideration of more research to be conducted on minorities and how they relate to the broadcasting industry. Mr. Sampson, public affairs coordinator with NAB since last May, called attention to the "constant requests" he has received for greater information about black and hispanic-oriented programming, the impact of television on minority children and the posture of the rating services to the minority communities, among other requests. He also noted that a number of black executives in broadcasting have expressed interest in forming a professional association and Mr. Sampson indicated that this, too, was a minority concern that deserves more exploration.

The NAB convention committee, also meeting in Palm Springs, decided that a government workshop session, scheduled for the first afternoon of the NAB convention this year (on Monday, 2:30-4 p.m., March 26), would be changed to a panel discussion on community responsibility. The government workshop was to consist of a question-and-answer

session on government relations and legislation between the executive committee of the NAB and NAB members.

At the TV board meeting, a report was heard on election procedures, with a suggestion made that board members be chosen by mail ballot instead of the normal procedure of nominations and elections held at the NAB convention. This motion was defeated. Approved, though, was a plan to have each board member—while still elected on an at-large basis—assigned to represent one of nine specific geographic areas of the country. Not included in this geographic representation would be the three network board members and the chairman of the board.

Approval also was given at the TV board meeting to the continuation of the so-called "mini-conferences" between NAB staff and NAB members in various parts of the country. In the future, the NAB will concentrate on major urban areas for the conferences, with preferential invitations going to NAB members active in government-relations.

Roy Danish, director of the Television Information Office, reported to the TV board on a new newspaper advertising campaign, with the first ad covering counteradvertising, a second ad discussing the question of drugs, and a third ad noting the adverse effects of siphoning by such as pay TV and cable TV.

### Proposal to make mandatory membership in radio code headed off by opposition

A proposal that would have made radio code membership automatic for all radio members of the NAB was turned aside at last week's board meeting in the face of strong opposition. The plan not only would make code membership mandatory but, by eliminating fees for code subscribers, would cost the association \$200,000 each year. Instead, the radio

board suggested that the code board and a special re-evaluation committee jointly draft a new proposal for consideration at the June meeting of the radio board.

Daniel W. Kops, WAVZ(AM) New Haven, who heads the six-member re-evaluation committee, reported that most radio broadcasters feel the code is cumbersome. Only 37% are subscribers, although a higher percentage favor the general standards. Decision to defer action was taken by voice vote after William W. Hansen, WJOL(AM) Joliet, Ill., chairman of the 11-member code board, reported virtually unanimous opposition.

Money was a concern in still another radio area Thursday. NAB staff executives Burns Nugent, for station relations, and John Dimling, for research, reported on dues-collection problems they traced to an inequity in assessments. Dues now are based on a fixed percentage of gross income, and nearly 40% of the membership has not reclassified its gross as required. Mr. Dimling suggested an alternative dues structure based on three-and-a-quarter times the highest one-minute rate. Mr. Nugent, however, suggested that more stringent reclassification measures might be tried before changing the system.

Income for NAB's current fiscal year was estimated at \$3.6 million, with expenses of \$3.5 million. Revenues are expected to remain the same in the next fiscal period, although expenditures are projected at \$3.7 million. Radio membership income currently is \$1.2 million. TV accounts for \$950,000. The TV code brings in \$600,000 and the radio code \$200,000. Other income is derived from convention exhibits, headquarters building rentals and miscellaneous sources.

Concern over threats to the \$300 million in revenues radio and television now receive from drug advertising was voiced by a research committee meeting directed by Richard Dudley of WSAU(AM) Wausau, Wis. NAB President Vincent T.



**Leadership-bound.** These members of the board of the National Association of Broadcasters got together at last week's joint board winter meeting. All are announced or expected candidates for higher NAB board positions. They are (l to r): Phillip Spencer, president and general manager, WCSS(AM) Amsterdam, N.Y., radio board member up for radio board vice chairmanship; Peter Storer, executive vice president, Storer Broadcasting Co., Miami Beach, TV board chairman who is a candidate for joint board chairman; Andrew M. Ockershausen, secretary-treasurer and assistant general manager, WMAL-AM-FM Washington, radio board chairman, also a candidate for joint board chairman; Harold R. Krelstein, president, Plough Broadcasting Co., Memphis, radio board member hoping to move up to vice chairman position; and Daniel W. Kops, president, WAVZ(AM) New Haven, Conn., radio board member looking towards the chairmanship.



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Wasilewski advised the group of his feeling that a definite research program on the problem is still premature, and said the staff is working with proprietary groups and advertising-agency trade associations on ways to combat this new consumerist movement. NAB has authorized what amounts to seed money of \$22,500 (cut from a suggested \$35,000) for a drug advertising awareness study until more definitive action is taken.

## Chapin lauds NAB for mending fences

**Board chairman cites stronger unity that followed last year's problems, urges even greater effort, but warns of dangers from being thin-skinned**

In what could pass as the keynote speech of the winter meeting of the National Association of Broadcasters board of directors, Joint Board Chairman Richard W. Chapin said in effect that the NAB has come a long way in posture and effectiveness since the dissension and disunity of last year's winter meetings. It still has a long way further to go before the association's direction and goals are completely compatible with its entire constituency. "I sincerely believe that NAB has begun to improve its position and attain the stature it deserves," was his evaluation.

Speaking before the opening joint board session of the four-day meetings

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**Host.** Gene Autry (l), chairman of the board and chief executive officer of Golden West Broadcasters, receives congratulations from National Association of Broadcasters president Vincent T. Wasilewski for successful staging of first social function in conjunction with last week's NAB joint board meetings in Palm Springs. Cocktail reception for NAB board members was held at the Gene Autry hotel with Golden West Broadcasters as host.

in Palm Springs (Jan. 9-12), Mr. Chapin, president, Stuart Broadcasting Co., Lincoln, Neb., called for broadcasters and the NAB to rid themselves "of the apathy, the procrastination, the indolence, the indifference that has plagued us in the past." He emphasized that the industry "must be willing to collectively fight our common problems with new vigor and understanding . . . to work as hard for our common interests at large as we do for the local advertising budget at home."

Turning to the responsibilities of the NAB, Mr. Chapin, whose business interests include seven essentially small-market radio stations in the Midwest, called attention to criticism that the NAB is preoccupied with television and big-market problems. He noted, however, that the NAB is making tangible efforts to better understand and handle small-market problems and put himself personally on the record as being satisfied that "substantial progress" is being made.

Mr. Chapin also stressed the necessity of increased dialogues among NAB staff people and NAB members. "The NAB leadership must never be afraid to point out our frailties and inconsistencies," he said, emphasizing that the industry's "indignation about being criticized must come to an end." Making clear the need for constructive criticism, Mr. Chapin explained that broadcasting's "belligerent attitude" of the past has "seriously impaired" its stature.

## More action urged on political front

**Campaign committee didn't spend all it collected, Manship reports**

Political education as well as political action should be encouraged among the nation's broadcasters, Douglas L. Manship,

president of the Manship stations, Baton Rouge, suggested last week to the opening session of the National Association of Broadcasters' joint board of directors meeting in Palm Springs, Calif. Mr. Manship, chairman of the National Committee for the Support of Free Broadcasting, appearing as an invited guest, explained that while corporate contributions may not be accepted for use in supporting candidates for political office, such funds can be used for political education. He recommended that political funds be earmarked for such purposes in the future.

During his presentation (which amounted to a stewardship report), Mr. Manship, petitioned last year by the NAB board of directors to head the new political-action committee, noted that some \$50,000 was collected from individual broadcasters in support of candidates for the U.S. Senate and House in the 1972 general elections. He pointed out, however, that contributions were made only to incumbents and not to candidates aspiring to congressional seats. According to the Manship report, the political-action committee currently has about \$12,000 in unexpended funds.

There was discussion after Mr. Manship's report about the possibility of retaining a seasoned broadcaster who could devote part-time service to furthering the committee's activities, particularly in soliciting and disbursing funds. It also was suggested that a professional fund-raiser might be retained.

The Committee for the Support of Free Broadcasting has the NAB's approval but cannot legally function as a part of the trade association. Mr. Manship, president of WBRZ(TV) and WJBO-AM-FM, all Baton Rouge, as well as of KRGV-AM-TV Weslaco, Tex., is a former NAB board member and also is spokesman for an informal group of newspaper owners who are resisting anti-newspaper-ownership pressures. Among his interests are the *Baton Rouge Advocate* and *Baton Rouge Star-Times*.

## NAB's man-of-year award will go to WGN's Quaal

**Selection committee also picks ABC-TV for special Olympics award**

Ward L. Quaal, president and chief executive officer of WGN Continental Broadcasting Co., Chicago, has been selected to receive the distinguished service award of the National Association of Broadcasters. The award, the top honor bestowed by the trade association, is to be presented at the 51st annual NAB convention in Washington, March 25-28.

The 53-year-old Mr. Quaal, a broadcaster since 1936, was the unanimous choice of the NAB's convention committee. The selection was made at the NAB board meetings in Palm Springs, Calif. Mr. Quaal was nominated by Earl W. Hickerson, vice president and general manager, WCEE-TV Rockford, Ill., and seconded by Leonard J. Patricelli, presi-

dent, WTIC-TV Hartford, Conn. WGN Continental's broadcasting interests include WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., and KWGN-TV Denver.

In an unusual move, the NAB's convention committee also voted to present a special citation to the American Broadcasting Co. in recognition of ABC-TV Olympics coverage last summer. Particularly considered in making this selection was the network's spontaneous effort in providing coverage of one of last year's top news stories—the kidnapping and shooting of Israeli athletes by Arab guerrillas. This presentation also is to be made at NAB's Washington convention, with an ABC executive, possibly Boone Arledge, president, ABC Sports Inc., accepting.

Andrew M. Ockershausen, secretary-treasurer and assistant general manager, WMAL-AM-FM Washington, ABC affiliate, proposed the special citation. Mr. Ockershausen is chairman of the NAB's radio board.

## Renewal relief gains new favor in new Congress

**NAB-backed bills lead the list of broadcast-related legislation introduced in Senate and House**

The license-renewal bill endorsed by the National Association of Broadcasters is beginning to pick up broad support in the 93d Congress—particularly in the House—where more than 20 bills have been introduced thus far.

The NAB-backed measure would extend the present three-year renewal term to five years and assure a broadcaster that the FCC would renew his license if he had made "a good-faith" effort to serve his community during the preceding license period and had not "demonstrated a callous disregard for law or the commission's regulations."

Following is a scorecard of the NAB-type renewal bills and their sponsors:

Introduced on Jan. 3: H.R. 121 by Bill Alexander (D-Ark.); H.R. 162 by John Davis (D-Ga.); H.R. 265 by Frank Annunzio (D-Ill.); H.R. 311 by Tom Beville (D-Ala.); H.R. 370 by Charles Chamberlain (R-Mich.).

Mr. Chamberlain also introduced H.R. 369, which provides for five-year renewals and states that the FCC may not consider a competing application for a broadcast facility until the commission first finds, after a hearing, that renewal of the incumbent licensee would not be in the public interest.

Also introduced on Jan. 3: H.R. 472 by William Jennings Bryan Dorn (D-S.C.); H.R. 511 by John J. Flynt Jr. (D-Ga.); H.R. 540 by Don Fuqua (D-Fla.); H.R. 565 by Sam Gibbons (D-Fla.); H.R. 801 by William Mills (R-Md.); H.R. 940 by William Randall (D-Mo.); H.R. 1066 by Fred Rooney (D-Pa.); H.R. 1170 by William Scherle (R-Iowa); H.R. 1178 by George Shipley

(D-Ill.); H.R. 1205 by Samuel Stratton (D-N.Y.), and H.R. 1294 by C. W. Bill Young (R-Fla.).

On Jan. 4: S. 16 by Richard Schweiker (R-Pa.).

On Jan. 6: H.R. 1385 by Jack Brinkley (D-Ga.); H.R. 1430 by Burt Talcott (R-Calif.), and S. 247 by Frank Moss (D-Utah) and Frank Church (D-Idaho).

On Jan. 9: H.R. 1619 by John Rarick (D-La.) and S. 272 by Howard Cannon (D-Nev.).

Last Thursday (Jan. 11), Representative Paul Rogers (D-Fla.), introduced a measure providing that if a licensee has made a good-faith effort to serve his community and if there are no serious deficiencies on his record, the burden of proof would be on the competing applicant for his facility. The Rogers bill, however, does not contain a five-year renewal provision.

Here are summaries of other broadcast-related bills introduced early in the 93d Congress:

H.R. 1057 by Representative Paul Rogers (D-Fla.) would prohibit television blackouts of professional sports events when games are sold out 48 hours in advance or when the game times of a home professional game and a home college game differ by five hours or more.

H.R. 803 by Representative William Minshall (R-Ohio) would prohibit licenses from broadcasting any program containing "staged, edited or altered" portions unless such material is "explicitly labeled throughout its entire showing."

H.R. 1431 by Representative Burt Talcott (R-Calif.) would repeal the lowest-unit-rate provision of Section 315 of the Communications Act. The provision, as amended last year by the Campaign-Spending Act, states that broadcasters cannot charge federal office candidates more than "the lowest unit charge . . . for the same class and amount of time for the same period" during the 45 days before a primary and the 60 days before the general election.

H.R.'s 14, 21, and 1488 by Democratic Representatives Benjamin Rosenthal (N.Y.), Chet Holifield (Calif.) and eight co-sponsors and George Danielson (Calif.), respectively, would set up an office of Consumer Affairs in the White

House and establish a Consumer Protection Agency to represent the interests of consumers before government agencies.

H.R. 1535 by Representative Henry Helstoski (D-N.J.) would make it a federal crime to kill, assault or intimidate an FCC employe "performing investigative, inspection, or law enforcement functions."

H.R. 1573 by Representative James J. Howard (D-N.J.) would permit the broadcasting of lottery information and advertising if the lottery is conducted by a state agency.

H.R. 334 by Representative James T. Broyhill (R-N.C.) would authorize funds for fiscal 1974, 1975, and 1976 for the FCC. Other bills would do the same for the Federal Trade Commission and other regulatory agencies. Mr. Broyhill said the measures "would insure a greater degree of congressional oversight by controlling the budgets of these agencies." He said they "would permit the Congress to conduct an in-depth study of each regulatory agency every three years."

S. 260 by Senator Lawton Chiles (D-Fla.) and 14 cosponsors would, with a few exceptions, require all meetings of congressional committees and federal agencies to be open to the public and the media.

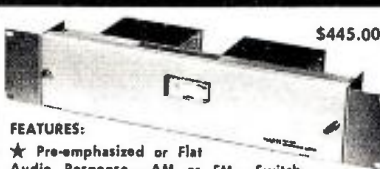
## U.S. satellite stance at UN called altruistic

**Whitehead discloses OTP's role in opposing restrictions, says purpose was to preserve freedom-of-information flow**

Clay T. Whitehead, director of the Office of Telecommunications Policy, last week sought to defend and explain the U.S. position opposing restrictions by receiving nations on the content of international broadcasts by satellite—and disclosed that his office played a key role in developing that policy.

Speaking to the American Institute of

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It's final. FCC okay of the sale of WJIB(FM) Boston to General Electric Broadcasting (*Broadcasting*, Jan. 1) set the stage for this ceremony at the First National Bank of Boston. A. Donovan Faust (r), vice president for station operations of GE Broadcasting, presents a check for the \$3.6 million purchase to Richard C. Block (second from l), vice president and general manager of Kaiser Broadcasting. Looking on are John I. Taylor (l), chairman of the board of Kaiser/Globe Broadcasting, and Reid L. Shaw, president of GE Broadcasting. Seller Kaiser/Globe is 90% owned by Kaiser Broadcasting and 10% owned by the *Boston Globe*.

Aeronautics and Astronautics in Washington, Mr. Whitehead said CTP "is the focal point for formulating U.S. policy for the President" on the issue, which has been before UNESCO and the United Nations for the past several years—as it is on "other issues dealing with satellite communications."

Thus far, the U.S. is on the defensive in both forums. UNESCO last fall adopted a resolution which said nations should reach agreements concerning direct satellite broadcasting to countries other than the one where the transmission origi-

nates (*BROADCASTING*, Nov. 13, 1972). The declaration is not binding but reflects a feeling among nations that there are special problems in the use of direct broadcast satellites, Mr. Whitehead noted.

And while the UN, in its last session, did not endorse a Soviet Union proposal which would have been legally binding, it did adopt a resolution reflecting the belief that some restrictions on direct television broadcasting are necessary. The matter is expected to come up before the General Assembly next fall.

Mr. Whitehead said the crux of the

U.S. opposition to both resolutions derived from the nation's "commitment for over 200 years to the principle of freedom of information or the unimpeded flow of information and actions." He also said the reasons involved the view that the resolutions "left unresolved the complex question of how to achieve a balance between the expansion of communications obtainable through direct satellite broadcasting and legitimate sovereign interests while protecting the freedom-of-information principle."

"Most importantly, the resolutions simply did not sufficiently recognize the positive potential of this new technology in helping to better understanding among peoples, in expanding the information flow, and in promoting cultural exchanges, but rather spoke primarily in negative terms regarding possible misuse of this future technology."

Mr. Whitehead noted that the U.S. has been criticized for its opposition by countries that feel that the U.S. wants to use satellite systems for disruptive purposes and that it might not be sensitive to other countries' attitudes. But, he added, "the United States has a proud record on the rights of self-determination and always will." He also pointed out that the U.S. is a party to the Outer Space Treaty of 1967, which binds signatories to "be guided by the principle of cooperation and mutual assistance" and to "conduct all their activities in outer space . . . with due regard to the corresponding interests of all . . . parties to the treaty . . ."

Mr. Whitehead said the U.S. is concerned over the danger that restrictions on direct-satellite broadcasting would be applied to community-satellite systems, "closed" technological systems in which the transmitted signal is received at a central point and then retransmitted to homes. They are expected to be developed for less-developed countries, but, Mr. Whitehead said, they "could be damaged irreparably by any binding precedents set for direct broadcast satellites."

Mr. Whitehead—currently under criticism for his speech accusing network-news operations of bias and elitism (*BROADCASTING*, Jan. 11)—said, "This administration is firmly committed to free and unfettered flow of information worldwide and at home without the stifling effect of government intervention and censorship."

"The United States is willing to study and explore this whole question of satellite broadcasting," he added. "The potential benefits of broadcast-satellite systems should not be retarded out of fear of the chance of misuse."

### Changing Hands

#### Announced

■ WCGR (AM) Canandaigua, N.Y.: Sold by Mrs. John Douglas and the estate of the late Wesley Kimble to Morris and Ann Genthner for \$175,000. Mr. and Mrs. Genthner own WIGS-AM-FM Gouverneur, N.Y. WCGR is a daytimer on 1550 khz with 250 w. Broker: Keith W. Horton Co., Elmira, N.Y.



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### Approved

▪ **WNON(FM)** Lebanon, Ind.: Sold by Charles R. Banks to Warren A. and Vivian G. Wright for \$135,000. Mr. Wright was formerly general manager of noncommercial **WFYI-TV** Indianapolis. Mrs. Wright is a housewife. **WNON** operates on 100.9 mhz with 3 kw and an antenna 300 feet above average terrain.

## Johnson tees off on FM short-spacing

**Commissioner disputes reasoning behind Indiana waiver, fears FM interference akin to AM**

FCC Commissioner Nicholas Johnson has expressed concern that further waivers to FM stations of the short-spacing requirements could bring about "confusion and chaos."

"We've always had a lot of AM short-spacing," Mr. Johnson noted. Just take a little drive in the country some evening with your AM radio switched on—all the interference you hear is there because the FCC has engineered it to be there." Commissioner Johnson has been a consistent foe of short-spacing waivers to AM facilities; since joining the agency, he has dissented to every grant made in this area.

"If we wished to plead ignorance," he said, "we could at least urge that AM radio was our first effort at broadcast-system engineering, and we just botched it. No such facile defense is available the second time."

Mr. Johnson was referring to an FCC action on Dec. 14, in which it waived the mileage-separation requirements to permit **WLHN(FM)** Anderson, Ind., to relocate its transmitter to the tower site formerly used by **WAFM(FM)** Anderson. The site is presently used by **WLHN's** sister AM station, **WHUT**, and Mr. Johnson, who dissented on the waiver grant, claims the **WLHN** move will cause interference to at least two other FM's in the area. The commission had never before waived its rules to create a short-spacing situation of the magnitude of this case.

Mr. Johnson disagreed with the majority's contention that the **WHLN** waiver was justified because the interference problem that would ensue would be less severe than when **WAFM** used the site. This reasoning, he said, is "as if an entrepreneur sought to justify the use of his house as a gambling casino on the grounds that it was less destructive than its former use as a heroin laboratory."

**Correction.** A sidebar to *Broadcasting's* Jan. 8 lead story stated that stations in Columbia, S.C., had been accused, in a petition to deny filed by two women's groups, of "ignoring the needs of the female audience" in that city. It should have read that the stations had been accused of discriminating against women in employment.



**\$115-million smiles.** On hand when Carter Publications Inc. officials signed to sell **WBAP-AM-FM** Fort Worth and *Fort Worth Star-Telegram* to Capital Cities Broadcasting Corp. for \$80 million and **WBAP-TV** to LIN Broadcasting Corp. for \$35 million (*BROADCASTING*, Jan. 8) were (l to r): Seated, Thomas S. Murphy, chairman, Capcities; Bert N. Honea, chairman, Carter Publications; Donald A. Pels, chairman, LIN, and Amon G. Carter Jr. Standing, A. M. Herman, Carter attorney and minority stockholder; John S. R. Shad, vice chairman of E. F. Hutton & Co., Wall Street investment firm that represented Carter; Robert R. Pauley, former president of ABC Radio and MBS, now vice president of E. F. Hutton; Daniel B. Burke, Capcities president, and Charles A. Dunbar, media broker.

### WHBI in hot water

The FCC has ordered a hearing on the license-renewal application of **WHBI(FM)** Newark, N.J., to investigate 15 separate issues of alleged misconduct on the part of the licensee, Cosmopolitan Broadcasting Corp. Included in the list of issues

against Cosmopolitan were questions as to whether the firm exercised proper control over its foreign-language programming (which constitutes 40% of **WHBI's** total programming), whether it permitted deceptive advertising by a contracted time broker and failed to file on time a time-brokerage contract with the

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**Changes.** The connection between the Stern family's Royal Street Corp. and the broadcast industry—a successful combination for more than 24 years—officially ended Jan. 4 with the execution of contracts for the purchase of the firm's WDSU-AM-FM-TV New Orleans. WDSU-TV went to Cosmos Broadcasting Corp., a subsidiary of the Liberty Corp., Columbia, S.C., for \$16 million. The radio outlets were purchased for \$1.5 million by Broad Street Communications Corp., New Haven, Conn., which will operate the stations through its wholly owned Covenant Broadcasting Corp. of

Louisiana. At left are the principals in the WDSU-TV transaction (l-r) Liberty Executive Vice President Herman N. Hipp; Royal Street President Edgar B. Stern Jr. (standing); Dwight W. Martin, Royal Street secretary-treasurer; Charles A. Batson, president and chief executive officer of Cosmos, and WDSU-TV President A. Louis Read. At right, Broad Street Chairman Richard L. Geismar (r) passes a check for WDSU-AM-FM (now WGSO-WQUE[FM]) to Mr. Stern. Looking on is Broad Street President Fred E. Walker (l). The FCC approved the two transactions last November.

FCC, whether it failed to log the party affiliations of certain political candidates promoted on the station and whether it was guilty of favoritism in billing certain candidates, and whether it had violated the commission's lottery rules. The commission ruled that if the administrative law judge assigned to the WHBI case fails to find renewal denial an appropriate sanction, he may order a fine in the maximum amount of \$10,000.

## FCC gets expected slap on its wrist

**Hill subcommittee adopts earlier report on bugging incident, but recommends no action be taken**

The House Investigations Subcommittee has adopted a subcommittee staff report that sharply criticized the FCC for monitoring the phone of an employe (BROADCASTING, Jan. 1).

The report, made public last week, said the subcommittee's investigation "conclusively revealed that the [FCC] had, without legal authority, and in direct contravention of the law and its own regulations, secretly monitored some employe telephones during a five-week period in 1970, in an attempt to identify an alleged leak of information. . . ."

"More astonishing," the report said, was the fact that when the bugging was uncovered FCC Chairman Dean Burch, General Counsel John Petit and former General Counsels Max Paglin and Henry Geller defended the activity and "advanced a purportedly legal argument

which, if accepted, would stamp an imprimatur on widespread wiretapping."

The commission should have been particularly sensitive to wiretapping, it said, "because that is where the law forbidding it began." Wiretapping prohibitions were part of the Communications Act before they were transferred to the criminal code, it was noted.

No other agencies under the subcommittee's jurisdiction engage in secret telephone monitoring, the report said.

The report did not recommend that any action be taken against the commission, but it said it is "imperative" that the FCC keep its pledge that it will not engage in the practice in the future.

## Irving Kahn loses appeal

The U.S. Court of Appeals for the Second Circuit in New York last week upheld the convictions of Irving B. Kahn, former board chairman of Teleprompter Corp. and the company itself on various charges resulting from the award of an exclusive cable-TV franchise in Johnstown, Pa., to Teleprompter almost seven years ago.

Mr. Kahn was sentenced to five years in prison more than a year ago on charges of conspiracy, bribery and perjury, and Teleprompter was fined \$10,000 on charges of conspiracy and bribery (BROADCASTING, Dec. 6, 1971).

Counsel for Mr. Kahn said that an appeal to the U.S. Supreme Court is a possibility.

A spokesman for Teleprompter noted that Mr. Kahn had resigned more than a year ago and has no connection with the

company. Since that time, Teleprompter has installed a new chairman, the former governor of Pennsylvania, Raymond Shafer, a new board of directors and a new management team.

## Stevenson joins Commerce

Senate Democrats last week added one member to the Commerce Committee, bringing to 11 the number on that committee's majority side.

The new member is Senator Adlai E. Stevenson III (D-Ill.), a 42-year-old lawyer from Chicago. Senator Stevenson served in the Illinois House from 1965 to 1967 and was Illinois state treasurer from 1967 to 1970, when he was elected to the Senate to fill the four-year unexpired term of the late Senator Everett M. Dirksen.

## Media Briefs

**More MBS affiliates.** Six stations have joined Mutual radio networks, bringing total of Mutual Broadcasting System affiliates to 568; Mutual Black Network affiliates to 68. Joining MBS are KACE-AM-FM Riverside, Calif.; WGSY(FM) Peru, Ill.; KAAA(AM) Kingman, Ariz., and KNND(AM) Cottage Grove, Ore. WTTB(AM) Vero Beach, Fla., is carrying MBN programming at special time periods.

**CBS Radio joiner.** KSDO(AM) San Diego has affiliated with CBS Radio. Station, owned by Generation II Radio Inc., operates on 1130 khz, with 5 kw days and 1 kw nights.

## Now what's FCC going to do about children's TV?

**That's problem it must face after getting no end of suggestions; Burch decries network snubs**

The FCC concluded the advocacy phase of its three-year-old inquiry into children's programing last week, and turned to the awesome task of digesting what has been argued and attempting to fashion a commission position.

Chairman Dean Burch, talking to reporters after listening to two and a half days of argument, said the commission could possibly finish its work by summer, but conceded that it could take longer.

He also noted that the commission was not limited to considering the proposal by Action for Children's Television, which sparked the proceeding—it would ban commercials from children's television and require all television stations to carry at least 14 hours of such programing weekly, to be divided among specific age groups.

The inquiry is the "most open ended" the commission has undertaken since he joined it, in October 1969, he said. And while he does not yet know "where I want to go," he ticked off several possible resolutions of the issue—"change the renewal form [presumably to take into account the needs and interests of children, a point advanced by several speakers], issue a policy statement, jawboning, raised eyebrow."

One comment volunteered by Chairman Burch suggested that the networks, which have been opposing any government response to the ACT petition, may have committed a tactical error in government relations. "I was disappointed that the networks didn't cover these hearings by decision-making personnel," he said. "It would have been an illuminating experience for people in the networks to learn what people think of their programing."

That, he said, would have been better than "having some kid come down and tell them what was going on."

NBC's position was expressed by its Washington counsel, Howard Monderer, and ABC's by Thomas Frohock, a member of the Washington law firm that represents the network. CBS sent a member of its general counsel's office from New York, Michael Goldey. Some Washington network personnel monitored parts of the oral argument.

However, as Chairman Burch also said, nothing "devastatingly new" was said in the two and a half days, during which some 45 speakers expressed a wide variety of views. Much of it echoed the comments expressed in three days of panel discussions on the subject in October (BROADCASTING, Oct. 9, 1972).

Consumer citizen-group representatives expressed concern about what they felt

was the lack of imaginative programing for children and the amount and "hard-sell" nature of commercials aimed at children, called for government action, though there was not universal support for a complete ban on commercials. The problems they saw were frequently attributed to the economic structure within which children's programing is produced.

Representatives of the broadcasters and advertisers argued that the ACT proposals were impractical if not illegal and that improvements were being made in both the programing and commercials area, and urged the commission to let self-regulation operate. Some, including Mr. Frohock and James Freeman, a Washington attorney representing five licensees,

acknowledged that the pressure brought by ACT had induced the industry to respond—through reductions in violence in children's programing and amendments to the National Association of Broadcasters code cutting back the number of commercials that can be broadcast on Saturdays and Sundays and in banning host selling on children's programs.

(However, that ban was seen by Larry Harmon, producer-creator of the franchised *Bozo's Big Top*, as spelling doom for local shows like his in smaller markets. He said that the NAB, big business, the

*(The "Programing" department continues on page 47. On the following pages is a "Special Report" on movies on television.)*

## Well, they tell me, Kaymeg's growing faster than anyone in Sioux City.

Check out the ratings\*. Audience levels go up or go down but KMEG-TV's shares keep rising. Local News up 100% at 6 o'clock. Prime up 33%. Late fringe up 40%. We're the station that keeps gaining over the year before. It's the area growth station.

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\*All figures based on ARB ADI Data, Nov. 1971-Feb./Mar. 1972.



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## By anybody's definition it's every night at the movies

In ratings and numbers, made-for-TV films and theatrical features are king of the format mountain

Rumpled, trench-coated and cigar-plugged Lieutenant Columbo of the San Francisco police department has one thing in common with Agent 007, James Bond: Both characters are featured in what is loosely defined as "movies on television"—the dominant programming format of this season.

Movies on television—those that were initially produced for theatrical exhibition as well as the 90-minute and two-hour television originals—the networks designate as movies—have so far dominated the national television ratings, helping to destroy CBS on Sunday nights, NBC on Tuesday nights and ABC on Saturday nights and being the variable yet determining difference in the week-to-week prime-time competition.

The rating results of the early months of the current network prime-time season show how conclusively movies are controlling the standings:

- Through Dec. 3, all 10 network movie programs were among the top-35 shows in average ratings in the prime-time total of 66 shows on the air.

- *ABC Sunday Night Movie* was the third highest rated program on the average (after *All in the Family* and *Marcus Welby, M.D.*) with a 26.3 rating.

- *NBC Sunday Mystery Movie* was tied for eighth with a 23.8 average.

- *ABC's Tuesday Movie of the Week* was 10th with a 23.4 average.

- *NBC Saturday Night at the Movies* was 15th with a 22.5 average.

- *NBC Monday Night at the Movies* was 19th with a 21.7 average.

- *CBS Thursday Night Movies* was 21st with a 21.0 average.

- *ABC's Wednesday Movie of the Week* was 22d with a 20.6 average.

- *NBC Wednesday Mystery Movie* was 23d with a 20.5 average.

- *New CBS Friday Night Movies* was 26th with a 20.1 average.

- *New CBS Tuesday Night Movies* was 34th with a 17.8 average.

- For the first rating week of the new season, ending Sept. 17, seven of the highest rated programs were movies. There were the same number of movie programs in the top 20 for the week ending Nov. 19. And for the weeks ending Oct. 8, Oct. 15 and Oct. 29 there were six movies each week in the top 20.

- Most striking, of the top-10-rated movies ever shown on network television, four—"Love Story," "True Grit," "Patton" and "Goldfinger"—were presented

during the first 11 weeks of the 1972-73 season. And of the all-time top-20 movies on television, six were shown in this last season alone.

The only seasonal statistics more staggering than the movie ratings is the mounting volume of movies being presented. The season began with 10 movie programs—five theatrical, five made-for-TV. Four were on NBC-TV; three each on ABC-TV and CBS-TV. They were spread over seven days of the week, encompassing 17 hours and 30 minutes of network prime time. And in January, ABC-TV is scheduled to add the two-hour *ABC Monday Night Movie* and NBC-TV the two-hour *NBC Tuesday Night at the Movies* to the list, bringing the total to 12 weekly movie time periods, an all-time high. There will be two movies of some kind on Sundays, two on Mondays, three on Tuesdays, two on Wednesdays, and one each on Thursdays, Fridays and Saturdays for an aggregate of 21 hours and 30 minutes, 14 hours of which will be theatrical movies. (There is also the two-hour-or-more *CBS Late Movie* out of prime time that airs five nights a week.) Tuesday nights should be the killing ground, with NBC-TV's added theatrical movie starting the evening at 8, doing battle at 8:30 with ABC-TV's established *Movie of the Week* and joined in the fray at 9:30 by the CBS 90-minute made-for-TV movies for a three-way competition from 9:30 to 10.

There's no arguing, of course, the validity of theatrical productions as "movies." But are the made-for-television movies really movies? Or stated another way, what makes a movie a movie? The answer apparently is at the discretion of the prescner and, perhaps, in the eye of the beholder.

"A feature film is a function of how it's made and where it's made," says

Philip Barry, executive producer of *New CBS Tuesday Night Movies*. "A feature film is one of a kind."

Adds ABC-TV's vice president for feature films, Barry Diller: "The only thing that makes a movie a movie is that it's a different production every week."

Both agree—as do many others in the industry—that the made-for-television movie is a separate breed from the theatrical production and should be evaluated differently. "It really is two different situations," says Phil Barry. "The difference in the TV movies is the way the story is told, the cost involved and the way the commercial break is planned."

Yet in at least one important area Mr. Barry won't concede a difference. "The technical quality is every bit as good as in theatrical films," he contends.

Even more debatable is whether or not NBC-TV's so-called *Mystery Movie* programs on Sundays and Wednesdays really qualify as movies. Almost everyone outside the network who has an opinion charges that NBC has merely used the magic of the movies in a generic sense to boost its police anthology series. Stanley Robertson, NBC-TV's West Coast vice president of feature films, explains the network's position: "Our *Mystery Movies* are both series and feature films," he says. "They have the same production values as motion pictures. It's just that we can tell a story faster with recurring characters."

An executive at a competing network hotly contests this logic. "The NBC mystery nights have nothing to do with movies," he argues. "They are 90 minutes in length with a continuing character, a continuing format and a serial nature. And one is not a sequel to another as the 'Andy Hardy' or 'Blondie' or 'Francis, the Talking Mule' pictures were sequels. No one would refer to the second episode



Made for. NBC *Mystery Movie* segment "Columbo" (1) is a ratings success for that network, while such made-for-TV product as "Gargoyles" (top r) scores for CBS and the controversial "That Certain Summer" (bottom r) ranks high for ABC.

of *Columbo* as the sequel to the first."

Yet there's no denying that the mystery presentations are doing excellently and seem to be accepted by the audience as movies. NBC-TV's slight early-season leadership in over-all average prime-time ratings has been aided considerably by the strong performances of *Columbo* in the Sunday mystery time slot. Three *Columbo* episodes are among the top-five-rated made-for-TV movies presented this season.

On the broader canvas, NBC-TV, which has the most movie presentations (beginning in January, five programs weekly that take in six hours of theatricals and three hours of mystery nights), is showing improved ratings based largely on movies. The network has an impressive theatrical-movie inventory as reflected by the ratings to date which point to such NBC motion pictures as "The Green Berets," "Cactus Flower," "Firecreek" and "Giant" being among the top-10 theatricals this season.

But if the big story in the 1972-73 prime-time season is movies, ABC-TV deserves the headline. Its movies—theatricals and TV originals—have compiled an unprecedented record. The three highest rated movies ever shown on network television were presented by ABC-TV during the first 11 weeks of 1972-73. "Love Story," "True Grit" and "Patton" each attracted more than 60% of the audience and reached some 25-million or more U.S. television households. Another ABC-TV blockbuster of this season, "Goldfinger," gained a 49% share and was seen by more than 20-million households. It's ninth on the all-time movies-on-TV list. In addition, among the highest rated made-for-television movies shown this season, six of the top 10 are ABC-TV movies-of-the-week.

Over-all, it has been a banner season for movies on ABC-TV. The *Tuesday Movie of the Week*, now in its fourth season, has consistently been among network television's top-rated shows. This time period has gone a long way in establishing Tuesday as ABC-TV's strongest night on the prime-time schedule. And the network's theatrical film line-up is unsurpassed in attracting audiences.

"We have the strongest package of theatrical feature films ever assembled for one television season," Martin Starger, vice president in charge of programming for the network, told an ABC-TV affiliates meeting last April. With "Law-



Made on. Theatrical features that performed well at the box office generally follow the same pattern on TV. "Valley of the Dolls" (top l) on CBS, "Cactus Flower" (bottom l) on NBC and "True Grit" (r) on ABC all rank in the top-10 movies on TV this season.

rence of Arabia," "Paint Your Wagon," "Plaza Suite," "Z," "Dr. Dolittle" and "The Taming of the Shrew" still to come in ABC-TV theatrical time periods this season, Mr. Starger is not likely to be embarrassed by his outspoken optimism.

At CBS-TV, so far this season, movies have achieved relatively modest results. "Valley of the Dolls," "Guess Who's Coming to Dinner" and "Chitty Chitty Bang Bang," among theatrical presentations, all scored impressively, with the first mentioned movie attracting a 50% share of audience. But "Around the World in 80 Days," which led off CBS-TV's season in the theatrical slots on Thursday and Friday as a two-parter, was a disappointment, winding up near the bottom of the ratings. The audience successes, too, for the CBS made-for-TV movies on Tuesdays have been few. As of the week ending Nov. 26, "Sandcastles," shown on the *New CBS Tuesday Night Movies* on Oct. 17, was the highest rated of the network's 90-minute productions, lagging behind 27 other made-for-TV movies on the other two networks.

Still, CBS-TV already is committed to another season of production of the TV movies and Phil Barry, in charge of the project, doesn't appear to be running scared. "The audience levels of our TV

movies are holding up but they're not as high this year," he acknowledges.

What's the price that's paid for this movie dominance? Is it too steep for the returns achieved?

A 90-minute movie made for television averages about \$450,000 in costs. A two-hour TV movie costs maybe \$1 million. Most of these television originals have to be deficit-financed. There's always the dependence on a second run and then syndication to amortize the costs. Also TV movies have become a commonly used and more economical vehicle for program development with production companies selling such current series as *The Rookies*, *Assignment Vienna*, *Delphi Bureau*, *Ghost Story* and *The Waltons* off pilot feature-film productions.

When ABC-TV's *Movie of the Week* started it was strictly experimental. Still it had an initial one-year investment of \$7.5 million for 24 productions—more than ABC-TV had ever committed to a single series. Now, more than four years later, its investment reportedly is what is felt to be a reasonable 33% higher.

"You've got to stick to budget," says Barry Diller, who supervises the movie series for ABC-TV. "You set a level and say, 'This is the way it's going to be.'" Supposedly Mr. Diller works by calling

### The top-10 movies on network TV this season

Title	Network	Rating
1. Love Story	ABC	42.3
2. True Grit	ABC	38.9
3. Patton	ABC	38.5
4. Goldfinger	ABC	31.1
5. Brian's Song (repeat)*	ABC	30.4
6. Columbo (11/26)*	NBC	29.0
7. The Green Berets	NBC	28.9
8. Valley of the Dolls	CBS	28.7
9. Cactus Flower	NBC	28.1
10. Columbo (10/15)*	NBC	28.0

\*Made for TV.

### Television's 10 most-watched movies, 1961-72

Title	Network	Households reached (000)
1. Love Story	ABC	27,410
2. True Grit	ABC	25,210
3. Patton	ABC	24,950
4. Ben-Hur	CBS	22,300
5. The Birds	NBC	21,780
6. Bridge on the River Kwai	ABC	21,030
7. The Night Stalker*	ABC	20,629
8. Brian's Song (original showing)*	ABC	20,430
9. Goldfinger	ABC	20,150
10. Women in Chains*	ABC	20,060

\*Made for TV.

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DIFFERENT WORDS  
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for a budget that is 10% less than what film producers propose, basing this strategy on the conviction that certain cushions are built into production budgets. After the inevitable give-and-take compromises, ABC-TV reportedly has been averaging 7½% less for its TV movies than the budgets initially requested by producers.

And there's no question that the TV movies have paid off—certainly for ABC-

TV. In its first season, *Movie of the Week* finished with an average 33% share of audience, followed with a 35% share the second season and a 38% share last season. If any one development has spurred ABC-TV into the midst of the prime-time competition it's the 90-minute weekly movie concept.

CBS-TV's Phil Barry makes it plain that the TV movie is here to stay, if for no other reason than there is maybe only

a two- or three-year supply of theatrical movies left. "The number of films made for TV is approaching the number of theatrical films produced," he points out. "The time is creeping up on us to get good product."

He also thinks that the average audience response indicates that movies made for television will generate more viewing than the ordinary theatrical film shown on television. "The television audience

## Behind the scenes: Diller, Robertson and Barry

Who are the key executives at the networks responsible for the movies on television?

At CBS-TV it's Philip Barry, nurtured in the theater, yet still a veteran of television and motion-picture production. At NBC-TV it's Stanley Robertson, a one-time newspaper reporter who worked his way up the network's ranks from page boy. At ABC-TV it's 30-year-old Barry Diller, a would-be talent agent who these days has the Midas touch. In essence, their jobs are today's counterparts to yesterday's movie moguls: they are the heads of production of small movie studios.

CBS-TV's Phil Barry has been involved in the production of television drama since 1948 as well as producing such theatrical features as "The Mating Game" and "Sail a Crooked Ship." He went to CBS-TV from ABC-TV, where he worked with the *ABC Movie of the Week* series, produced *The Silent Force* series, and, from 1966-68, was the network's director of current programing.

Mr. Barry is directly responsible for those made-for-TV movie projects that are in-house CBS-TV productions (amounting to about one-third of all the movies made for the network). On these he's executive producer.

Mr. Barry doesn't get involved in the budgetary function of the TV movies. Instead he makes the creative appraisals for the network and is involved in every step of the creative process. His staff includes William Kayden, a program executive with principal responsibility for story development, and Richard Marx, production assistant to Mr. Barry.

Phil Barry reports to Perry Lafferty, CBS-TV's vice president for programs in Hollywood. They have weekly meetings, with the discussions often focusing on future projects. The network develops roughly three projects for every movie that is presented on television.

Mr. Barry's *New CBS Tuesday Night Movies* which had its premiere, as a series of original 90-minute film dramas made expressly for television, on Sept. 17, 1971 (on Friday nights), is now in its second season and as early as last October was renewed for the 1973-74 season. The series is in year-round production of 15 new movies, five 90-minute programs that will serve as pilots for potential series and three programs that consist of three-in-one half-hour pilots for possible series consideration. That makes a total of 23 programs for Mr. Barry to supervise.

"Suspense story-telling is best for movies for television," notes Phil Barry.

"And comedy is the toughest thing to do in a 90-minute form."

Stanley Robertson, involved in film program operations for NBC-TV for about half of his 15 years with the network, gave up a going career as newspaperman and magazine editor (with the *Los Angeles Sentinel* and *Ebony* magazine) to start on the bottom rung of television. Promoted four months ago to vice president, film programs for NBC-TV, Mr. Robertson has over-all supervision of all the movies shown on the network. His emphasis today is on the features made for television, or "World Premieres," and the *Mystery Movie*. There now are maybe a dozen people in his department; until recently there were only two.

There's never going to be an X-rated movie made for or shown on television if Mr. Robertson has his way. Questions about good taste and editing seem to be much on his mind. "We're not going to lower our standards," he assures. "We can do bold material without being absolutely explicit. We must be responsible to people watching our programs in their homes."

He's all for the presentation of controversial movies, particularly those that are made expressly for television. But he's not against editing a theatrical film for television if the subject matter is overly explicit and doesn't think this is an exercise in censorship. "It's an act of public responsibility," he says. "It's the responsibility on the part of broadcasters to use good taste and judgment in the kind of material that's presented."

Stanley Robertson says he's always guided by the kind of story that is being offered and whether it's handled in good taste. "I try to remember," he says, "that

we in television come into the home as guests."

Barry Diller, who before joining the network spent four years at the William Morris Agency in Hollywood, is certainly one of the principal reasons ABC-TV has experienced an impressive growth in programing. He's responsible both for the production of made-for-television movies and the acquisition of theatrical features for television. For the current season, he has put together what is generally acknowledged to be the finest package of theatrical movies ever presented on television. He's also been associated from the start with the 90-minute *Movie of the Week* concept, which more than any other program has been the foundation for ABC-TV's competitive challenge to the previously traditional rating dominance of CBS-TV and NBC-TV.

Trade talk has it that Mr. Diller is a particularly able negotiator—a man who plans ahead, who can see the payoff in what seems a risky venture. He also, apparently, can be tough.

"I wouldn't like to work for him because he's sometimes too authoritarian," comments one of his associates, "but I like to work with him because he's got so many fresh and exciting ideas."

Barry Diller seems to be most motivated by a desire to continue growing. He wants to make TV movies better by trying new forms, by stretching within the broad boundaries of what is termed a movie.

"It doesn't cost more money, really, to make anything better," he says. "I don't think it's an excuse of ours that we don't have enough money. We have more than enough money to make our movies better. It's a matter of the people involved growing—that's what it takes to make them better."



Mr. Diller

Mr. Barry

Mr. Robertson



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October 16, 1972

Mr. Donald V. Kleffman  
Marketing Manager  
Audio-Video Systems Division  
Ampex Corporation  
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Redwood City, California 94063

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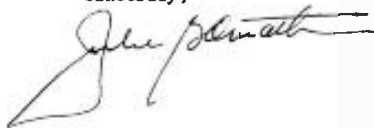
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likes the idea of seeing a movie the first time it's being presented," he contends.

The costs of theatrical films are more extravagant and more complex in their relationship to television. It is not simply a matter of taking the cost of producing a theatrical movie and the gross it generated at the box office and translating these figures into the kind of rating the film can expect on television. Often a low grossing film will achieve extraordinary ratings and high grossing films will wind up with low ratings.

There seem to be certain keys to

whether or not a theatrical film will be successful on television. The stronger the merchandising potential of a film and the sooner the film can play television after its theatrical showing, the more promising it is as a TV entity and the higher its TV circulation. The broadness of the film's intrinsic appeal may be another key to its television success.

Some film buyers use a point system to evaluate a theatrical film for television. The film's star, for example, is awarded so many points, the budget of the film rates so many more points and its box-

office gross accounts for still more. All the points are added and the total is supposed to indicate how valuable a movie will be for television.

"If I began to do this I think that I'd turn it into chaos," says Barry Diller. "I think I would probably make all the wrong buys. For me there's no system. The system is simply a general knowledge of the business. I can't tell you there's any science involved."

This season's theatrical-movie buys came about as a result of a combination of deals. It used to be that the networks

### How theatrical movies rated for the first 11 weeks

Title	Date presented	Network	Rating (%)	Households reached (000)
Love Story	10/1	ABC	42.3	27,410
True Grit	11/12	ABC	38.9	25,310
Patton	11/19	ABC	38.5	24,950
Goldfinger	9/17	ABC	31.1	20,150
The Green Berets	11/18	NBC	28.9	18,730
Valley of the Dolls	9/22	CBS	28.7	18,600
Cactus Flower	9/30	NBC	28.1	18,210
Firecreek	10/9	NBC	26.2	16,980
Giant, Part II	11/13	NBC	25.9	16,780
Guess Who's Coming to Dinner	10/26	CBS	25.7	16,650
Chitty Chitty Bang Bang	11/23	CBS	25.5	16,520
In the Heat of the Night	9/16	NBC	24.7	16,010
It's a Mad, Mad, Mad, Mad World	10/28	NBC	24.6	15,940
With Six You Get Eggroll	9/18	NBC	24.0	15,550
Whatever Happened to Aunt Alice	10/29	ABC	23.9	15,490
Barefoot in the Park	11/20	NBC	23.9	15,490
El Dorado	10/8	ABC	23.8	15,420
The Way West	11/4	NBC	23.8	15,420
They Call Him Mister Tibbs	10/13	CBS	23.1	14,970
The Professionals	9/21	CBS	23.0	14,900
The Anderson Tapes	9/11	NBC	23.0	14,900
In Cold Blood	11/16	CBS	22.7	14,710
The Odd Couple	10/15	ABC	22.4	14,520
Wait Until Dark	11/9	CBS	22.4	14,520
McLintock	11/17	CBS	22.3	14,450
See No Evil	9/25	NBC	22.2	14,390
Change of Habit	10/30	NBC	22.2	14,390
Giant, Part I	11/11	NBC	22.1	14,320
To Sir, with Love	10/6	CBS	22.1	14,320
The Undefeated	10/5	CBS	22.0	14,260
Marlowe	10/12	CBS	21.6	14,000
The Thomas Crown Affair	9/23	NBC	21.5	13,930
Beguiled	10/2	NBC	21.2	13,740
Devil's Brigade	10/14	NBC	21.1	13,670
Fool's Parade	10/21	NBC	21.1	13,670
Hornets' Nest	11/10	CBS	20.8	13,480
The Dirty Dozen, Part II (repeat)	11/3	CBS	19.8	12,830
Marooned	10/7	NBC	19.8	12,830
The Out of Towners	9/24	ABC	19.7	12,770
The Adventurers	10/22	ABC	19.5	12,640
...Tick...Tick...Tick...	9/29	CBS	19.4	12,570
Von Ryan's Express	11/5	ABC	19.3	12,510
Once Upon a Time in the West	11/26	ABC	19.2	12,440
Mackenna's Gold	9/28	CBS	19.0	12,310
Live a Little, Love a Little	11/24	CBS	18.4	11,920
The Dirty Dozen, Part I (repeat)	11/2	CBS	17.4	11,280
They Might Be Giants	10/23			
Around the World in 80 Days (Part I)	9/14	NBC	17.0	11,020
The McKenzie Break	10/27	CBS	16.8	10,890
The Yellow Submarine	10/29	CBS	16.5	10,690
How to Succeed in Business Without Really Trying	11/25	NBC	14.7	9,530
Around the World in 80 Days (Part II)	9/15	CBS	14.7	9,530
The Legend of Lylah Clare	10/19	CBS	13.8	8,940
West Side Story (repeat)	11/21	NBC	11.4	7,390

### How made-for-TV movies rated for the first 11 weeks

Title	Date presented	Network	Rating (%)	Households reached (000)
Brian's Song (repeat)	11/21	ABC	30.4	19,700
Columbo	11/26	NBC	29.0	18,790
Columbo	10/15	NBC	28.0	18,140
The Victim	11/14	ABC	27.2	17,630
Columbo	11/5	NBC	26.7	17,300
Playmates	10/3	ABC	26.1	16,910
All My Darling Daughters	11/22	ABC	25.9	16,780
Short Walk to Daylight	10/24	ABC	25.5	16,520
The Daughters of Joshua Cade	9/13	ABC	25.0	16,200
Hec Ramsey	10/29	NBC	24.3	15,750
Moon of the Wolf	9/26	ABC	23.8	15,420
McMillan and Wife	10/22	NBC	23.5	15,230
That Certain Summer	11/1	ABC	23.5	15,230
Banacek	11/15	NBC	23.5	15,230
Night of Terror	10/10	ABC	23.3	15,100
Banacek	9/27	NBC	22.3	14,450
McMillan and Wife	9/24	NBC	22.0	14,260
Hec Ramsey	10/8	NBC	21.9	14,190
Madigan	9/20	NBC	21.8	14,130
The Longest Night	9/12	ABC	21.8	14,130
The Bounty Man	10/31	ABC	21.5	13,930
Columbo	9/17	NBC	21.5	13,930
Family Flight	10/25	ABC	21.4	13,870
Banacek	9/13	NBC	21.2	13,740
Banacek	10/11	NBC	20.9	13,540
Cool Million	10/16	NBC	20.4	13,220
McMillan and Wife	11/19	NBC	20.2	13,090
Sandcastles	10/17	CBS	20.1	13,020
Lt. Schuster's Wife	10/11	ABC	19.8	12,830
Madigan	10/4	NBC	19.8	12,830
The Woman Hunter	9/19	CBS	19.8	12,830
Madigan	11/8	NBC	19.5	12,640
Gargoyles	11/21	CBS	19.5	12,640
Banacek	11/1	NBC	19.4	12,570
Deadly Harvest	9/26	CBS	19.4	12,570
Say Goodbye, Maggie Cole	9/27	ABC	19.2	12,440
Cool Million	10/25	NBC	19.0	12,310
Rolling Man	10/4	ABC	18.7	12,120
Visions	10/10	CBS	18.6	12,050
McCloud	10/1	NBC	18.3	11,860
Goodnight, My Love	10/17	ABC	18.3	11,860
The Dunwich Horror	10/31	CBS	18.2	11,790
Haunts of the Very Rich	9/20	ABC	18.1	11,730
Cool Million	11/22	NBC	17.5	11,340
The Strangers in 7A	11/14	CBS	17.0	11,020
No Place to Run	9/19	ABC	16.9	10,950
The Crooked Hearts	11/8	ABC	16.8	10,890
A Great American Tragedy	10/8	ABC	16.5	10,690
Footsteps	10/3	CBS	15.0	9,720
Magic Carpet	11/6	NBC	14.5	9,400
The Family Rico	9/12	CBS	14.0	9,070

Source: National Nielsen TV Ratings Reports, A. C. Nielsen Co., Chicago.

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Because they're *inside* the TV program logs — the most referred-to space in the newspapers.

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<p>CONSEQUENCES:  <b>9</b> IT TAKES A THIEF.  <b>11</b> I DREAM OF JEANNIE.  <b>13</b> ASSIGNMENT NEW JERSEY.  <b>21</b> GRANDMASTER CHESS.  <b>(4)</b> XEROX PRESENTS  <b>★</b> "AMERICA" Episode 2:          The troublemakers who started it all.  <b>5</b> THAT GIRL.  <b>7</b> ANIMAL WORLD.  <b>8</b> YOU ASKED FOR IT.  <b>11</b> COURTSHIP OF EDDIE'S FATHER.  <b>13</b> 51ST STATE.  <b>3:00</b> <b>(2)</b> SEE BIG FIG  <b>★</b> DO THE "NEWTON" ON "CAT IN THE HAT".  <b>4</b> EMERGENCY!          Gage (Randolph Mantooth)          sets out to do something</p>	<p>Part II, tomorrow night  <b>(7)</b> GOLDFINGER!  <b>★</b> JAMES BOND AT HIS BEST. PRESENTED BY CHEVROLET.  <b>9:30</b>  <b>10:00</b>  <b>2</b> <b>3</b> BOB NEWHART SHOW. Bob and Emily decide to get away from it all and end up vacationing at a ski lodge that's nearly deserted except for the annoying couple with whom they share a bathroom.  <b>(9)</b> John Wayne Battles!  <b>★</b> Lee Marvin Brawls! Blazing Adventure! THE COMANCHEROS!  <b>11</b> I DREAM OF JEANNIE.  <b>21</b> COMMUNITY ADVOCATES.          starring Carol and guests Cassidy and Tim</p>
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## National TV Log Inc.

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 One East Wacker Drive, Chicago, Ill. 60601 (312) 644-1655  
 1717 N. Highland Ave., Los Angeles, Calif. 90028 (213) 466-5375

bought packages of features from the movie producers with mixed first-rate, second-rate and even third-rate titles. The total package price, in recent times, averaged out to some \$800,000 per feature film.

There were exceptions. ABC-TV, as far back as 1966, reportedly paid \$5 million for two showings of "Cleopatra." This was supposed to have been the most ever paid for a single theatrical feature to be shown on television. Indeed, it was said to have been enough to push the super-extravaganza, which 20th Century-Fox Pictures produced for more than \$30 million, into the black.

Now, though some theatrical films are still bought in a group with other films, others are bought individually or in a special group of films of similar quality or theme. Thus, among this season's more publicized films, "Patton" was an individual single-picture, single-showing purchase (for nearly \$2 million, it's estimated), while "Love Story" was part of an over-all agreement on a number of films with Paramount Pictures (for about \$3 million and more than one showing).

Again as evidence of the diversity of today's theatrical-movie buys, NBC-TV spent a reported \$3 million for "My Fair Lady"; while ABC-TV spent possibly as much as \$5 million on "Lawrence of Arabia" and \$18 million on seven James Bond movies.

"Individual deals have existed for a number of years," says Mr. Diller, "but they usually existed in special circum-



Champ. The all-time, number-one rated movie on television was this theatrical feature, "Love Story," presented by ABC.

stances. I think the future will make this, more and more, the way to buy films."

The trick in making these cream-of-the-crop buys at top-dollar prices pay off is the number of plays that go along with the deal. Mr. Diller, who has made more of these deals than anyone, explains:

"A lot of figures have been printed and a lot of things have been said, but the fact of the matter is that when you break all of them down into two-hour units—which is the way we buy films—these films' average price per unit is the same as the average price we pay for any film." Mr. Diller cites as an example "Lawrence of Arabia," a 300-minute movie to which ABC-TV reportedly has the rights to five plays over a number of years. "If you take the gross number of units of 'Lawrence of Arabia,'" suggests Mr. Diller, "and you straight line that

average against a standard, normal, average film, the price is the same for the comparable unit."

According to this unit-price basis, the only movie that will not pay off for ABC-TV is "Patton," which was a single film buy for a single play for a lot of money. Yet using the same unit standard, the seven James Bond movies from United Artists cost ABC-TV \$2.5 million each for a single buy, but only about \$800,000 each for the three plays they are expected to receive.

Movies on television have become big business not only in terms of product buys and production costs but, most important, in time sales. Advertising industry sources estimate that the aggregate of theatrical and made-for-TV movie programs will account for more than \$30 million in advertising revenues for the three networks from mid-September through December.

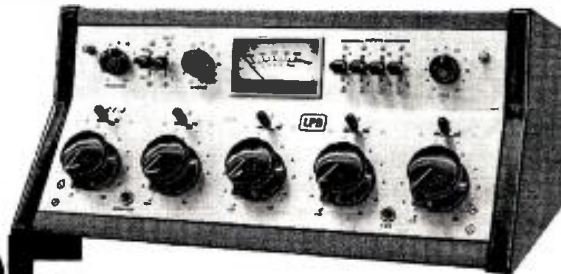
The cost of advertising in movies on television, on average, ranges from \$50,000 to \$65,000 per commercial minute, with \$150,000 per commercial minute charged for ABC-TV's "Goldfinger" said to be the highest price ever charged. Chrysler Corp., through Young & Rubicam Inc., and Chevrolet, through Campbell-Ewald Co., are thought to be the advertisers spending the most money for movie programming time.

It's most evident that movies on television are at a peak this season. Is there a higher peak after this one? NBC-TV's Stanley Robertson doesn't see how "there's ever going to be more movies than now." He thinks the opposite possibility is much more likely—that there will be fewer movie programs on the air. And despite the fluctuations in the use of movies, he's confident that there will always be some sort of coexistence between series and movies on television.

ABC-TV's Barry Diller has definite thoughts that coincide with Mr. Robertson's. "I think we have enough movies now," he says. "Should we increase the number, I think that there will be some attrition. I think that this would be a healthier business with fewer movies. It will certainly not be healthier, in my opinion, with more movies." As movies become less special in the way of programming, he points out, "I think they'll also become less of an alternative to series programming."

The impact of movies on television may be the result of what CBS-TV's Phil Barry calls the "seesaw effect." According to this theory, lots of moviegoers, in the early days of television, became dissatisfied with theatrical features. Routine movie fare took a whipping from television. To offset this, theatrical production in the 1960's and early 1970's became better and better, really exceptional in some instances. Meanwhile TV audiences became dissatisfied with routine TV series and turned to movie presentations for diversion.

"Both the TV and motion-picture industries serve each other," says Mr. Barry. "Both work to each other's benefit."



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little cutting, CBS decided to flash a carefully written notice on the screen at the beginning of the movie and at the midway point, warning people that the picture contained scenes and dialogue that some might find offensive. The movie finished in the Nielsen top 20 for the week and, as one CBS executive put it, "the complaints were negligible."

Prior to taking on the job of director of feature films, Mr. Marden spent five years at Benton & Bowles as programing supervisor on the Proctor & Gamble account and then four years at CBS as "general program executive" responsible for corporate liaison with series like *The Ed Sullivan Show* and *The Garry Moore Show*. "Movies on television can't be separated from the kinds of things that are being done on some of the regular series," he says. "Shows like *All in the Family* and *Laugh-In* have broadened things considerably." And, when it comes to censoring scenes or dialogue in a movie, he tries to look at the over-all context of the picture, at things like plot structure, character development, dominant theme. "If any of these elements are likely to be hurt by a proposed cut, I'll argue against the cut," he says. "I want to be as faithful to the original film as I can be."

Two feature films recently bought by CBS may cause some editing headaches for Mr. Marden: "Woodstock," with its sprawling wide-screen composition and doses of nudity, and "Who's Afraid of Virginia Woolf," which is full of gamey dialogue.



Mr. Ludington

Mr. Massey

Mr. Marden

When a major studio is offering a new package of theatrical movies to NBC, the people who are on deck at the first screening of each title are Perry Massey, the director of film-program administration, someone from broadcast standards, and someone from the research department, where predictions are made, based on a wide variety of factors, about how big a potential audience there is for the movie under consideration.

"If the movie looks as though it might give us some trouble, we may look at it again, we'll each write separate reports on it, and there may be a lot of bull ses-

sions about it," says Mr. Massey, a relaxed, good-humored redhead. "But if the supplier thinks it's fixable, we'll give him a chance to prove it—prove that he can tidy it up and still keep the basic qualities of the movie intact."

Mr. Massey offered Columbia Pictures' "The Anderson Tapes" as an example. "The robbery of the apartment building was the key element in 'The Anderson Tapes' but it was threaded through with sex, violence and bad language," he says. So NBC made up a detailed list of all the stuff that would have to be cut out of the movie and left it up to Columbia to keep the patient alive while performing the needed editorial surgery. The patient not only recovered but went on to win its Monday night 9-11 p.m. time slot and finish in the top 10 Niensens for the week.

"Until fairly recently, we'd been doing difficult editing like that ourselves," Mr. Massey says. "But we've come to the conclusion that the major studios are better equipped than we are to do this sort of cutting." All of NBC's latest contracts for film packages specify that the supplier must undertake any extensive editing of a given movie.

Film editing is one of the many jobs Mr. Massey has held since he joined NBC in 1950. He has also been a film librarian, stage manager, director, and a commercial producer. Six weeks ago, NBC added the title "director of special programs" to his nameplate but he's continuing to function in the film-program department as well.

Mr. Massey sees NBC as "consistently tight" in refusing to bend in the wake of the anything-goes permissiveness of many of the theatrical movies made over the last decade. "It's one thing to plunk down three dollars to see a movie in a theater," he says. "There it's a conscious decision on your part—you're doing the selecting, you're the one responsible for how you're spending your time. But it's quite another thing to be sitting in your home watching the same movie free on television. In that case, we're the ones who are responsible—we have to exercise the control, we have to do the selecting, because there's such a huge mass audience out there."

### The Colonel's quote...

"Who is to tell the American people what they should watch and what they should not? What is a good program and what is a bad one? I should not like to be judged on a choice of television programs which I think are best for the people of Iowa. And, fortunately, I am not. The people of Iowa vote for their own television programs every time they turn on the television set. That is the democratic process, providing that there is a sufficient choice of different types of programs...so that viewers can make meaningful selections."

Honorable Robert D. Ray, Governor of Iowa, from remarks prepared for delivery at the Des Moines Club, Des Moines, Iowa, 1972.

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(The "Programing" department continues from page 35.)

ACT organization and its sister groups are "smashing local live children's TV to the ground." He contends that shows like *Bozo* cannot survive without host selling.)

There was no paucity of suggestions and proposals. Peggy Charren, president of ACT, and Evelyn Sarson, executive director, reaffirmed ACT's call for a ban on commercials in children's programing. But this time they cited a study by Dr. William Melody of the University of Pennsylvania's Annenberg School of Communications which held that commercials could be phased out of children's television with no hardship to broadcasters over a five-to-seven-year period (BROADCASTING, Jan. 8).

The ACT representatives were scornful of the self-regulatory steps taken by the industry. The new NAB code provision limiting commercials to 12 minutes per hour on weekends (instead of 16) was "minimal," even as a first step—if indeed it was a first step, they said in a joint statement. "Where is the protection of the child on Monday through Friday?" The 12 minutes, they noted, is still two and a half minutes more per hour than the code permits in "adult prime time."

Dr. Melody—who in his appearance was one of those who said children's programing was "explicable in terms of the economics; it's not that broadcasters are bad guys"—suggested that government as well as foundation funds and commercial underwriting could be used to replace commercial sponsorship. However, he also pointed out that his proposal envisages the creation of machinery outside the networks and the FCC for the selection of children's programing.

CBS's Mr. Goldey saw the ACT proposal and the Melody study as resting on a number "of fallacious assumptions"—among them, that advertising to children is bad, that unsponsored programs will attract children, that sufficient funds from alternative sources would be available to replace sponsorship financing, and that the networks and licensees would carry such programs and relegate themselves "to the role of the common carrier in derogation of their statutory responsibilities."

And representatives of advertising agencies and advertisers defended commercials not only as not oppressive to Americans but, so far as children are concerned, not all-powerful. Dr. Seymour Banks, of the Leo Burnett Co., speaking for the American Association of Advertising Agencies, cited public opinion studies indicating that the public is "predominantly in favor of the principle of advertising to children." And Aaron Lock, speaking for the Toy Manufacturers of America Inc., said that the association has learned that, "in connection with our merchandise and our advertising, children are often less gullible and more perceptive than parents."

Some former staffers of the NAB code apparatus appeared and urged the commission not to rely on self-regulation. Warren Braren, new associate director of the Consumers Union, said, "Self-



ACT acts. Peggy Charren (l) and Evelyn Sarson, of Action for Children's Television, testify at FCC oral argument on children's television programing. Earl K. Moore, counsel for organization, is seated.

regulation is not working. That structure does not work. I say that from the depths of my heart, from eight and a half years of pain."

Various suggestions were offered for bringing the public into a larger role in program decisions. Robert Choate, chairman of the Council on Children, Media and Merchandising, proposed the creation of two "corrective" processes: a Children's Television Broadcast Center and a Children's Television Code Board.

The broadcast center would be a quasi-public corporation, with a mixed public/private board of directors, funded by a mandatory tithe on all national sponsors who advertise on regular commercial shows where the under-12 audience exceeds a million. The center would finance and make available at a nominal fee quality programs for broadcast.

The children's code board would set minimum standards for all commercial programs as well as for commercials themselves, and violations of the code would be met with aired disclaimers that the material involved had not met the code board's standards.

"I fear nothing short of this will work," Mr. Choate said. "The NAB Code Authority is an industry front. The new National Advertising Review Board is a farce."

The general secretary of the division of Christian education of the United Church of Christ urged—as an alternative to commission action in the field of children's programing, which he favors—that the commission lay out the guides for industry self-regulation. And those guides, the Rev. Edward A. Peters, of Philadelphia, said, should provide for the addition of "public members to evaluate children's programing and to act as advisers to the NAB board of directors with respect to the needs of children and how they should be fulfilled."

Several groups from the San Francisco Bay area urged the commission to require broadcasters to ascertain and meet the needs of children, specifically including nonwhite children. Paul J. Mundle, general counsel and secretary of the Committee on Children's Television, which has done studies indicating that the local programing for children done by Bay-area stations is on the decline, said such a requirement "will produce greater community participation and a more effective use of community resources."

And Robert Stein, of the Citizens Communications Center, who took a similar position, proposed four steps he said were "preordained" by the commission en banc programing inquiry, issued in July 1960. That document listed "programs for children" as one of "the major elements usually necessary to meet the public interest, needs and desires of the community."

The four steps: Reaffirm the requirement suggested in that statement that licensees inform themselves of the needs and interests of children; amend the license application to include information about children's programs designed to meet children's needs; work with industry representatives and citizens to plan a test marketing of local children's programing designed to meet local needs; and "unequivocally endorse the licensee's affirmative obligation to continually seek the guidance of its community in matters relating to children's programing."

In its deliberations, the commission was advised to keep in mind that good programing, at least good programing that is successful in the market place, cannot be legislated. NBC's representative, Mr. Monderer, made that point in relating the network's efforts over the past several years to do the kind of quality programing that groups such as ACT are asking the commission to force the networks to provide. The result, he said, was that children's viewing on the weekend declined 25% (while that of CBS and ABC rose, by 15% and 30%, respectively), and advertising rates were dropped 10% to 15% in an unsuccessful effort to maintain the level of sponsorship.

Chairman Burch may have had that kind of problem in mind in his talk with reporters when he said that, in considering various proposals for dealing with the children's programing issue, he would remember a suggestion of one of the last day's speakers, Dr. Frederick Green, of the Office of Child Development, in the Department of Health, Education and Welfare: "At least do no harm."

## ITC plans five productions for fall

Five new program series will be distributed by Independent Television Corp., New York, during the 1973-74 season.

Abe Mandell, ITC president, said three of the projects will be co-produced by Associated Television, London, ITC's parent company, with RAI of Italy, and one with the French Broadcasting System (O.R.T.F.). Mr. Mandell noted that the international co-production agreements

will be the first made by ATV/ITC since Great Britain's entry into the European Common Market and will help in below-the-line production costs.

The three ATV-RAI co-productions are *Moses*, six one-hour dramas based on the Book of Exodus; *The Origins of the Mafia*, five one-hour dramas tracing the beginnings of the underworld organization, and *The Count of Monte Cristo*, a group of half-hour animated cartoons based on the classic story.

With O.R.T.F., ATV is planning a series based on the life of composer Jacques Offenbach. The fifth series is an ITC/ATV one-hour action-adventure series to be produced in Great Britain.

## Theater group bucks pay-cable hopeful

**NATO questions need for waiver to make Wilkes-Barre system viable**

The National Association of Theater Owners, an avowed foe of pay cablecasting, last week requested that the FCC deny a waiver of the antisiphoning rules to a Pennsylvania CATV operator who intends to start pay-cable transmissions.

NATO opposed an antisiphoning-waiver request by Service Electric Cable TV in connection with a proposed pay-cable service at the firm's Wilkes-Barre, Pa., systems. Service Electric has asked the commission to waive a provision of the antisiphoning rules that prohibits systems from showing feature films more than 10 years old other than on a weekly basis. The firm contends that more frequent showings of older films is necessary to make its pay-cable venture viable, and, in turn, to encourage the growth and increase program diversity of its systems in general.

But that claim, according to NATO, is both erroneous and ironic when it is considered that eastern Pennsylvania was "one of the main seed beds for the growth of the CATV industry." It noted that several Service Electric systems in that area have been established entities for more than two decades.

NATO emphasized that Service Electric has already conceded that many of the older features it proposes to carry are

**CBS ups shares.** CBS-TV sources reported last week that the first set of their midseason program changes—moves of three shows into new time periods as of last month—had yielded a net gain of eight and a half share points in the first available ratings. They said the *Carol Burnett Show* got a 36.5 share in the Saturday 10-11 p.m. NYT slot where *Mission: Impossible* had been averaging a 30.0, and *Sonny and Cher* got a 36.0 in the Wednesday 8-9 period where *Carol Burnett* had been getting a 28.0. That's 14.5 on the plus side. But *Mission: Impossible* dropped to 22.0 in the Friday 8-9 slot where *Sonny and Cher* had been doing 28.0. The new ratings were for the week (two weeks in the case of *Burnett*) ended Dec. 24, 1972. There were no further ratings last week because the week ended Dec. 31 was a Nielsen black week.

either available to conventional TV or have already been viewed over the air. And in response to the cable firm's contention that a subscription offering of those films would be justified anyway since they would be shown without commercial interruption, NATO claimed that this argument is without merit since the FCC requires all pay-cable transmissions to be free of commercials.

## Paar strong in N.Y., but a loser in L.A.

Jack Paar returned to network television last Monday night (Jan. 8) for his inaugural week in ABC-TV's late-night rotating series, and the initial ratings were mixed.

ABC said the only ratings available—the Nielsen overnights for New York and Los Angeles—showed he "premiered very strongly in New York and not so strongly in Los Angeles." NBC, carrying the rival Johnny Carson, agreed with the Los Angeles assessment but contended his New York audience dwindled as the show went along. The Paar show originates in New York, the Carson show in Los Angeles.

For the full 11:30 p.m.-to-1 a.m. period Monday night, the New York Niel-

sens gave the Paar show a 9.8 rating and a 33 share to the NBC Carson show's 6.4 and 22, and the CBS movie's 6.0 and 20. ABC said this "excellent performance" was achieved despite a relatively weak lead-in from the *ABC Monday Movie* and a strong lead-in for the Carson show from NBC's movie.

On the second night (Jan. 9) the Carson show was back on top in New York by a fraction, with a 6.8 rating and 25 share to the Paar show's 6.7 and 24 and the CBS movie's 5.4 and 20. The Carson show had the edge in the first two quarter-hours, but the Paar program matched it fraction for fraction after that.

In the Los Angeles Niensens it was no contest both nights, with the Carson show equalling or exceeding the combined CBS and ABC ratings and with the Paar show third by a fraction on Monday and by a full point on Tuesday.

## Changing Formats

KRTH(FM) Los Angeles (formerly KHJ-FM) accompanied its Oct. 16 call letter change with a format change to golden oldies. Now calling itself "nostalgia radio," the station replaced its solid-gold sound with a format featuring hits popular between 1953 and 1963. Interspersed between musical selections are vignettes of the culture and happenings of the era as well as newscasts sporting fifties datelines and headlines. The new format, geared to appeal to the 25-38-year-old age group, was developed by RKO's vice-president of programming, Bill Drake.

WHOT(FM) Campbell, Ohio, has adopted a daytime contemporary format with emphasis on oldie selections. The change, effective Oct. 16, replaces the station's country programming.

WVOD-FM Lynchburg, Va., now known as "The Gospel Truth" station, ushered in the New Year with a complete format change to religious programming. The station, formerly programming "easy listening" selections, now features 19 hours a day of gospel music and national religious programs in addition to half-hour segments of the *Lone Ranger* series (a hold-over from earlier contract obligations). According to general manager, J. Rick Hall, the new format is the first such religious effort in the Lynchburg area and only the second religious station in central Virginia. Overseeing the change is a new program director, Herb Scott, who joins WVOD-FM after working with several Richmond stations.

## Program Briefs

**Back on network TV.** Annual Golden Globe Awards, presented by Hollywood Foreign Press Association for achievements in motion-picture and television categories, is to be carried on TV for first time since 1968. Metromedia Inc. will telecast presentations live on its six owned stations, including KTTV(TV) Los Angeles, WTTG(TV) Washington, WNEWTN New York, WTCN-TV Minneapolis-St. Paul, WXIX-TV Newport, Ky.-Cincin-

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nati and KMBC-TV Kansas City, Mo. Metromedia also is making telecast available to other stations. Planned as 90-minute program, awards show is to originate at the Century Plaza hotel in Los Angeles, Sunday, Jan. 28, and will be fed to stations by KTTV starting at 6 p.m., PST.

**Dandy's partner returns.** ABC-TV has slated new *Howard Cosell Sports Magazine*, 15-minute Sunday series of live, taped and filmed sports sequences, commentary and features. Show will run from

Feb. 11 through May 6, with exact time slot dependent on length of National Basketball Association games.

**Opens doors.** Jack Holden and Glen E. Siewert have formed new Associated Broadcast Services Inc. to produce and syndicate programs and advertising for cable and on-air TV. *Box 61, Cottage Grove, Ore. 97424.*

**Talent deals.** Paramount Television, Hollywood, in unusual move, has completed deals for services of television performers Peter Graves, Sandy Duncan and

Mike Connors. Arrangements cover exclusive use of these performers in television series. All three are currently featured in Paramount Television-produced network prime-time series. Paramount said deals should not be construed to mean that either *Mission: Impossible* with Mr. Graves or *Mannix* with Mr. Connors will be canceled. The *Sandy Duncan Show* already has completed production. Indications are that new properties are to be developed by Paramount to suit particular talents of each of contracted performers.

## Broadcasting Stock Index

## Weekly market summary of 139 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Jan. 10	Closing Jan. 3	Net change in week	% change in week	High 1972-73	Low	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	ABC	N	78 1/8	79 1/4	- 1 1/8	- 1.41	81 1/2	51 1/4	8,418	657,656	
ASI COMMUNICATIONS	ASIC	O	1	1		.00	5	1	1,815	1,815	
CAPITAL CITIES	CCB	N	59 1/4	61 5/8	- 2 3/8	- 3.85	64 1/4	48	6,496	384,888	
CBS	CBS	N	51 5/8	51 7/8	- 1/4	- .48	63	45 1/2	28,096	1,450,456	
CDX	CDX	N	39 3/4	36 3/4	+ 3	+ 8.16	51	32 5/8	5,838	232,060	
FEDERATED MEDIA		O	2 3/4	2 3/4		.00	4 1/8	2	820	2,255	
GROSS TELECASTING	GGG	A	17 1/2	16 3/8	+ 1 1/8	+ 6.87	23 7/8	12 1/4	800	14,000	
LIN	LINB	O	14 3/4	12	+ 2 3/4	+ 22.91	22 3/8	10 3/4	2,341	34,529	
MODNEY	MODN	O	9	9 1/8	- 1/8	- 1.36	11 5/8	4	250	2,250	
PACIFIC & SOUTHERN	PSOU	O	10 1/2	8 3/4	+ 1 3/4	+ 20.00	18 1/4	6 1/2	2,010	21,105	
RAHALL COMMUNICATIONS	RAHL	O	12 1/4	11 3/4	+ 1/2	+ 4.25	29	8	1,037	12,703	
SCRIPPS-HOWARD*	SCRP	O	21 1/4	20 1/2	+ 3/4	+ 3.65	27	18	2,589	55,016	
STARR*	SBG	M	23	24 1/8	- 1 1/8	- 4.66	30 1/2	15 1/2	1,042	23,966	
STORER	SBK	N	40 1/8	43	- 2 7/8	- 6.68	49 3/8	31	4,392	176,229	
TAFT	TFB	N	57 3/8	57 7/8	- 1/2	- .86	59 1/4	41 3/4	4,064	233,172	
									TOTAL	70,008	3,302,100
<b>Broadcasting with other major interests</b>											
ADAMS-RUSSELL	AAR	A	4 7/8	5 1/8	- 1/4	- 4.87	8 3/4	4 1/2	1,250	6,093	
AVCO	AV	N	15	15 7/8	- 7/8	- 5.51	20 7/8	13 7/8	11,497	172,455	
BARTELL MEDIA	BMC	A	3 1/2	3 1/8	+ 3/8	+ 12.00	7 1/8	2 1/2	2,257	7,899	
CHRIS-CRAFT	CCN	N	6 1/8	6 1/2	- 3/8	- 5.76	8 3/4	4 5/8	4,007	24,542	
COMBINED COMMUNICATIONS	CCA	A	42 3/8	42	+ 3/8	+ .89	44 3/8	28 1/2	3,405	144,286	
COWLES COMMUNICATIONS	CWL	N	9 3/8	9 3/8		.00	13 1/8	8 5/8	3,969	37,209	
DUN & BRADSTREET	DNB	N	79 3/8	77 1/2	+ 1 7/8	+ 2.41	81 3/8	63	12,998	1,031,716	
FAIRCHILD INDUSTRIES INC.	FEN	N	11 1/4	10 1/8	+ 1 1/8	+ 11.11	14 1/4	9	4,562	51,322	
FUQUA	FQA	N	18 1/2	20	- 1 1/2	- 7.50	27 7/8	16 3/8	9,587	177,359	
GABLE INDUSTRIES	GBI	N	24 1/2	23 3/4	+ 3/4	+ 3.15	32 1/4	22 3/4	2,551	62,499	
GENERAL TIRE & RUBBER	GY	N	27 5/8	28 5/8	- 1	- 3.49	32 5/8	24 5/8	20,195	557,886	
GLOBETROTTER COMMUNICATION INC	GLBTA	O	7 7/8	8 1/8	- 1/4	- 3.07	20 1/2	7 1/2	2,843	22,388	
GRAY COMMUNICATIONS		O	12 5/8	12 5/8		.00	14	6 1/2	475	5,996	
HARTE-HANKS NEWSPAPERS INC.	HNK	O	28 1/8	27 1/2	+ 5/8	+ 2.27	33 1/4	21	4,321	121,528	
ISC INDUSTRIES	ISC	A	6 3/4	7 1/8	- 3/8	- 5.26	9 1/8	6	1,655	11,171	
KAISER INDUSTRIES	KI	A	6 3/8	6 5/8	- 1/4	- 3.77	9 5/8	5 1/2	26,948	171,793	
KANSAS STATE NETWORK	KSN	O	5 5/8	5 5/8		.00	7 7/8	5 5/8	1,621	9,118	
KINGSTIP INC.	KTP	A	13 1/4	14 1/8	- 7/8	- 6.19	17 3/4	10 7/8	1,154	15,290	
LAMB COMMUNICATIONS*		O	2 5/8	2 5/8		.00	4 7/8	2	475	1,246	
LEE ENTERPRISES	LNT	A	23 7/8	23 5/8	+ 1/4	+ 1.05	30	17 1/2	3,472	82,894	
LIBERTY CORP.	LC	N	22 3/4	23 3/8	- 5/8	- 2.67	25 1/2	17 1/2	6,753	153,630	
MCGRAW HILL	MHP	N	16 1/2	16 1/4	+ 1/4	+ 1.53	20 7/8	13 1/4	23,327	384,895	
MEDIA GENERAL INC.	MEG	A	37 1/4	39 1/8	- 1 7/8	- 4.79	49 3/8	27 7/8	3,434	127,916	
MEREDITH CORP.	MDP	N	18 5/8	20	- 1 3/8	- 6.87	30 3/4	18	2,820	52,522	
METROMEDIA	MET	N	30 3/8	31 5/8	- 1 1/4	- 3.95	39	27 1/4	5,959	181,004	
MULTIMEDIA INC.		O	30 1/4	27 3/4	+ 2 1/2	+ 9.00	45	14	2,408	72,842	
OUTLET CO.	OTU	N	17 3/8	17 1/4	+ 1/8	+ .72	19 3/8	13	1,336	23,213	
PACIFIC SOUTHWEST AIRLINES	PSA	N	20 1/4	21 3/4	- 1 1/2	- 6.89	37 1/2	18 1/4	3,771	76,362	
POST CORP.	POST	O	17	17		.00	30	9	942	16,014	
PUBLISHERS BROADCASTING CORP.	PUBB	O	2	2		.00	4 7/8	1 5/8	919	1,838	
REEVES TELECOM	RBT	A	2 3/8	2 1/2	- 1/8	- 5.00	4 1/4	2 1/8	2,294	5,448	
RIDDER PUBLICATIONS	RPI	N	27 3/4	25 5/8	+ 2 1/8	+ 8.29	34 1/2	21 7/8	8,327	231,074	
ROLLINS	ROL	N	34 3/4	36 1/2	- 1 3/4	- 4.79	43 1/4	33	12,146	422,073	
RUST CRAFT	RUS	A	31 3/8	33 1/2	- 2 1/8	- 6.34	39 3/8	24	2,318	72,727	
SAN JUAN RACING	SJR	N	22 5/8	20 3/4	+ 1 7/8	+ 9.03	34 3/4	18 3/4	2,153	48,711	
SCHERING-PLOUGH	SGP	N	136 3/4	136 1/2	+ 1/4	+ .18	140 1/4	82 5/8	25,471	3,483,159	
SONDERLING	SDB	A	15 1/4	14 3/4	+ 1/2	+ 3.38	30 3/4	11	1,005	15,326	
TECHNICAL OPERATIONS, INC.	TO	A	11 5/8	12 1/4	- 5/8	- 5.10	17 7/8	9	1,386	16,112	
TIMES MIRROR CO.	TMC	N	24 5/8	24 5/8		.00	27 7/8	21 7/8	30,790	758,203	
TURNER COMMUNICATIONS*		O	5 3/4	5 3/4		.00	7	2	1,328	7,636	
WASHINGTON POST CO.	WPD	A	33 1/2	35	- 1 1/2	- 4.28	38	23 1/2	4,818	161,403	
WHDM CORP.*		O	15 1/2	15 1/2		.00	30	11	589	9,129	
WOMETCO	WOM	N	18	18 7/8	- 7/8	- 4.63	25 7/8	17	6,001	108,018	
									TOTAL	269,537	9,143,945
<b>Cable</b>											
AMECO	ACO	O	2 7/8	3	- 1/8	- 4.16	12 3/4	1 1/2	1,200	3,450	
AMERICAN ELECTRONIC LABS	AELBA	O	3 3/8	3 5/8	- 1/4	- 6.89	9 3/4	3	1,726	5,825	
AMERICAN TV & COMMUNICATIONS	AMTV	O	38 1/2	39	- 1/2	- 1.28	47 1/4	17 1/4	2,670	102,795	
BURNUP & SIMS	BSIM	O	30 1/4	29	+ 1 1/4	+ 4.31	30 1/4	6 3/4	7,510	227,177	
CABLECOM-GENERAL	CCG	A	8 1/8	8 7/8	- 3/4	- 8.45	18 1/4	7 1/2	2,472	20,085	
CABLE FUNDING CORP.*	CFUN	O	8	8 1/8	- 1/8	- 1.53	15 1/4	8	1,233	9,864	
CABLE INFORMATION SYSTEMS*		O	2 1/2	2	+ 1/2	+ 25.00	4 3/4	1 3/4	955	2,387	
CITIZENS FINANCIAL CORP.	CPN	A	8 3/8	7 7/8	+ 1/2	+ 6.34	15 1/4	7 1/2	2,416	20,234	

	Stock symbol	Exch.	Closing Jan. 10	Closing Jan. 3	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitali- zation (000)	
							High	Low			
COLUMBIA CABLE	CCAB	O	14 3/4	15	- 1/4	- 1.66	21 3/4	14 3/4	900	13,275	
COMCAST CORP.	O	5 3/8	5 3/8			.00	7	4 1/8	1,280	6,880	
COMMUNICATIONS PROPERTIES	COMU	O	9 3/4	9 3/8	+ 3/8	+ 4.00	27 3/8	8 3/8	1,917	18,690	
COX CABLE COMMUNICATIONS	CXC	A	29	31	- 2	- 6.45	41 3/4	23 1/4	3,556	103,124	
CYPRESS COMMUNICATIONS*	CYPR	O		18 1/4		.00	23	7	2,732	49,859	
ENTRON	ENT	A	3 1/8	3 3/8	- 1/4	- 7.40	9 1/4	2 1/2	1,358	4,243	
GENERAL INSTRUMENT CORP.	GRL	N	28 3/4	25 5/8	+ 3 1/8	+ 12.19	32 7/8	20 3/4	6,501	186,903	
LVO CABLE INC.	LVOC	O	11	11 1/4	- 1/4	- 2.22	16 1/2	6 3/4	1,466	16,126	
SCIENTIFIC-ATLANTA INC.	SFA	A	14 7/8	15 1/8	- 1/4	- 1.65	15 3/4	8 1/8	914	13,595	
STERLING COMMUNICATIONS	STER	O	4 1/8	4 1/4	- 1/8	- 2.94	7 3/4	3 1/2	2,162	8,918	
TELE-COMMUNICATIONS	TCOM	O	21	19	+ 2	+ 10.52	35 1/4	15 1/2	3,866	81,186	
TELEPROMPTER	TP	A	30 7/8	33 3/8	- 2 1/2	- 7.49	44 1/2	28 1/8	16,381	505,763	
TIME INC.	TL	N	58 1/8	62 1/2	- 4 3/8	- 7.00	64 3/4	44 5/8	7,284	423,382	
TOCOM	TOCM	O	12 1/8	9 1/2	+ 2 5/8	+ 27.63	12 1/8	7	596	7,226	
UA CABLEVISION INC.	UACV	O		15		.00	24	13	750	11,250	
VIACOM	VIA	N	19	20	- 1	- 5.00	28 1/2	15 1/2	3,931	74,689	
VIKOA	VIK	A	8 1/8	8 7/8	- 3/4	- 8.45	19 3/4	8	2,333	18,955	
<b>Programing</b>									<b>TOTAL</b>	<b>78,109</b>	<b>1,935,881</b>
COLUMBIA PICTURES	CPS	N	9 1/4	9 1/2	- 1/4	- 2.63	14 7/8	8 7/8	6,335	58,598	
DISNEY	DIS	N	222 5/8	243 5/8	- 21	- 8.61	247	132 3/4	13,918	3,098,494	
FILMWAYS	FMY	A	5	4 1/4	+ 3/4	+ 17.64	8	3 5/8	1,868	9,340	
GULF & WESTERN	GW	N	34	34 3/4	- 3/4	- 2.15	44 3/4	28	16,387	557,158	
MCA	MCA	N	32 1/2	33 5/8	- 1 1/8	- 3.34	35 7/8	23 1/8	8,243	267,897	
MGM	MGM	N	22	23 3/8	- 1 3/8	- 5.88	27 1/2	16 3/4	5,905	129,910	
MUSIC MAKERS	MUSC	O	1 3/4	1 7/8	- 1/8	- 6.66	3 3/4	1 1/8	534	934	
TELE-TAPE PRODUCTIONS*	O	1 3/4	1 3/4			.00	2 7/8	1	2,190	3,832	
TELETRONICS INTERNATIONAL*	O	10 1/2	10 1/4	+ 1/4	+ 2.43	18 1/2	6 1/4	724	7,602		
TRANSAMERICA	TA	N	17	17 3/8	- 3/8	- 2.15	23 1/2	16 1/4	67,413	1,146,021	
20TH CENTURY-FOX	TF	N	11 1/2	12 3/8	- 7/8	- 7.07	17	8 5/8	8,562	98,463	
WALTER READE ORGANIZATION	WALT	O	1 3/8	1 3/8		.00	4 1/8	1 1/4	2,203	3,029	
WARNER COMMUNICATIONS INC.	WCI	N	37	38 1/4	- 1 1/4	- 3.26	50 1/4	31 1/4	18,883	698,671	
WRATHER CORP.	WCO	A	12 1/8	11 7/8	+ 1/4	+ 2.10	17 7/8	7 1/8	2,164	26,238	
<b>Service</b>									<b>TOTAL</b>	<b>155,329</b>	<b>6,106,187</b>
JOHN BLAIR	BJ	N	12 1/2	12 1/2		.00	22 3/8	11	2,606	32,575	
COMSAT	CO	N	56	63 1/4	- 7 1/4	- 11.46	75 3/8	52	10,000	560,000	
CREATIVE MANAGEMENT	CMA	A	7 5/8	8 5/8	- 1	- 11.59	15 1/2	7 5/8	975	7,434	
DOYLE DANE BERNBACH	DOYL	O	23 1/4	23 1/2	- 1/4	- 1.06	34 3/4	21 1/2	1,945	45,221	
ELKINS INSTITUTE	ELKN	O				.00	16 3/8	1 1/4	1,664	2,080	
FDDTE, CONE & BELDING	FCB	N	12 1/2	13	- 1/2	- 3.84	14	10 5/8	2,152	26,900	
CLINTON E. FRANK INC.*	O	11 1/2	10 3/4	+ 3/4	+ 6.97	20	10 3/4	720	8,280		
GREY ADVERTISING	GREY	O	16 3/4	17 1/4	- 1/2	- 2.89	18 1/8	9 1/4	1,200	20,100	
INTERPUBLIC GROUP	IPG	N	24 1/8	24 1/4	- 1/8	- .51	36 1/8	22 3/4	2,130	51,386	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	17 1/4	18	- 3/4	- 4.16	18	5 7/8	825	14,231	
MCCAFFREY & MCCALL*	O	9 3/4	9 1/4	+ 1/2	+ 5.40	16 1/2	7	585	5,703		
MCI COMMUNICATIONS	MCIC	O	8 1/4	8 3/4	- 1/2	- 5.71	12 3/4	6 5/8	11,257	92,870	
MOVIELAB	MOV	A	1 7/8	1 7/8		.00	3 1/8	1 3/8	1,407	2,638	
MPD VIDEOTRONICS	MPO	A	3 1/2	3 1/2		.00	7 1/8	3 1/4	547	1,914	
NEEDHAM, HARPER & STEERS INC.*	NDHMA	D	26 1/4	23	+ 3 1/4	+ 14.13	34 1/8	21 1/2	911	23,913	
A. C. NIELSEN	NIELB	O	74 1/8	71 1/2	+ 2 5/8	+ 3.67	74 1/8	37 5/8	5,299	392,788	
OGILVY & MATHER	DGIL	D	32 1/2	31 3/4	+ 3/4	+ 2.36	48 1/2	16	1,716	55,770	
PKL CO.*	PKL	D	2 5/8		+ 1/4	+ 10.52	9 1/2	3/4	778	2,042	
J. WALTER THOMPSON	JMT	N	23 7/8	24 1/2	- 5/8	- 2.55	49 1/4	23	2,694	64,319	
UNIVERSAL COMMUNICATIONS INC.*	O	12	12 1/4	- 1/4	- 2.04	17	8	715	8,580		
WELLS, RICH, GREENE	WRG	N	20	20 1/4	- 1/4	- 1.23	27 7/8	16 3/4	1,635	32,700	
<b>Electronics</b>									<b>TOTAL</b>	<b>51,761</b>	<b>1,451,444</b>
ADMIRAL	ADL	N	17 1/4	17 3/4	- 1/2	- 2.81	27	13 5/8	5,813	100,274	
AMPEX	APX	N	6 1/2	6 5/8	- 1/8	- 1.88	15 1/8	5	10,875	70,687	
CARTRIDGE TELEVISION INC.	O	14	16 1/2	- 2 1/2	- 15.15	43 1/2	14	2,083	29,162		
CCA ELECTRONICS	CCAE	O	2 7/8	3	- 1/8	- 4.16	6 1/4	2 1/4	881	2,532	
COLLINS RADIO	CRI	N	22 3/8	24 1/4	- 1 7/8	- 7.73	27 1/4	13 1/4	2,968	66,409	
COMPUTER EQUIPMENT	CEC	A	2 3/4	2 1/2	+ 1/4	+ 10.00	4 5/8	2 1/8	2,421	6,657	
CONRAC	CAX	N	30 1/4	31 3/4	- 1 1/2	- 4.72	39 3/8	24	1,261	38,145	
GENERAL ELECTRIC	GE	N	73 1/2	74 3/8	- 7/8	- 1.17	74 3/8	58 1/4	182,123	13,386,040	
HARRIS-INTERTYPE	HI	N	46 7/8	46 7/8		.00	59	44 3/4	6,358	298,031	
INTERNATIONAL VIDEO CORP.*	IVCP	O	14 3/4	14	+ 3/4	+ 5.35	15	12 1/2	2,735	40,341	
MAGNAVOX	MAG	N	28	28 1/8	- 1/8	- .44	52 1/4	25 5/8	17,685	495,180	
3M	MMM	N	85 7/8	85 3/8	+ 1/2	+ .58	87 1/8	74 1/4	112,867	9,692,453	
MOTOROLA	MOT	N	135 5/8	132	+ 3 5/8	+ 2.74	136	80	13,609	1,845,720	
OAK INDUSTRIES	OEN	N	20 1/8	19 7/8	+ 1/4	+ 1.25	21 3/4	9 5/8	1,638	32,964	
RCA	RCA	N	36 3/4	37 1/2	- 3/4	- 2.00	45	32 1/8	74,432	2,735,376	
RSC INDUSTRIES	RSC	A	2	2 1/8	- 1/8	- 5.88	4 3/8	1 5/8	3,458	6,916	
SONY CORP	SNE	N	63 5/8	62	+ 1 5/8	+ 2.62	70 1/8	21 1/4	53,000	3,372,125	
TEKTRONIX	TEK	N	52 1/8	50 1/2	+ 1 5/8	+ 3.21	65 1/2	32 3/4	8,157	425,183	
TELEIMATION	TIMT	O	4 1/4	4 1/2	- 1/4	- 5.55	13 3/4	3 1/2	1,050	4,462	
WESTINGHOUSE	WX	N	46 1/2	45 3/4	+ 3/4	+ 1.63	54 7/8	38 3/8	88,235	4,102,927	
ZENITH	ZE	N	53 1/2	55 1/8	- 1 5/8	- 2.94	56 5/8	39 3/4	19,040	1,018,640	
									<b>TOTAL</b>	<b>610,689</b>	<b>37,770,224</b>
									<b>GRAND TOTAL</b>	<b>1,235,433</b>	<b>59,709,781</b>

Standard & Poor's Industrial Average

133.60

133.62

-.02

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

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

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

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

## Newsmen's privilege gets head of steam in new Congress

Ervin, Kastenmeier plan hearings; at least nine bills already in hopper or being prepared

The 93d Congress is only two weeks old, but already there has been a flurry of activity on the newsmen's-privilege issue on Capitol Hill. The Senate has scheduled a hearing; the House is planning to hold one, and a number of bills have either been introduced or are about to be.

Senator Sam J. Ervin Jr. last week announced that his Constitutional Rights Subcommittee will hold a hearing Feb. 20 to 22 and Feb. 27 to March 1 to examine newsmen's-privilege bills.

Also last week Representative Robert W. Kastenmeier (D-Wis.), chairman of the House Judiciary Committee's Subcommittee No. 3, which last year held a five-day hearing on newsmen's-privilege legislation, said he intends to resume the hearing "at the earliest possible date."

Mr. Kastenmeier said that the recent jailing of journalists "has heightened interest in legislation to protect newsmen, and has also led to a growing insistence among newsmen for absolute rather than qualified privilege. I have also noted a desire to make such privilege apply to state proceedings as well as those at the federal level."

Mr. Kastenmeier said specific hearing dates would be announced later and expressed hope the hearing could begin late this month.

Following is a status report on newsmen's-privilege legislation in the Senate and House:

▪ The first bill in the Senate was introduced Jan. 4 by Senator Richard Schweiker (R-Pa.) (BROADCASTING, Jan. 8).

Under the measure newsmen would have absolute protection for their information and sources before federal grand juries, agencies and Congress, and qualified privilege in criminal court proceedings. To divest a newsmen of that privilege in court would require a showing that the information relates to a law violation, cannot be obtained elsewhere and is of "compelling and overriding national interest."

▪ Senator Lowell Weicker Jr. (R-Conn.) last week introduced a bill along the lines of the Schweiker measure. It provides newsmen absolute immunity when asked to testify before grand juries, legislative committees and government agencies. The protection would be limited before federal courts trying major criminal cases. A newsmen could be compelled to testify in such a case if it could be shown that the information (which includes tapes and notes) is of direct relevance to the case; that it is not obtainable by alternate means, and that the case concerns a major crime (defined as murder, rape, kidnapping, airline hijacking and breaches of national security). The Weicker bill also provides for immediate appeal for a newsmen; he could not be held in contempt of court and jailed for refusing to divulge sources or information until all his appeals were exhausted. Senator Weicker announced his intention to offer the bill late last year (BROADCASTING, Dec. 18, 1972).

▪ S. 158 was introduced by Senator Alan Cranston (D-Calif.) on Jan. 4. The measure, based on recommendations made by the American Newspaper Publishers Association (BROADCASTING, Jan. 8), would prohibit "any federal or state proceeding" from compelling a newsmen to disclose sources or information. "Recent state court decisions have illustrated that a number of the 18 so-called state shield laws now in existence do not provide all the necessary protection for newsmen and their sources," Senator Cranston said in offering the bill. "The situation is

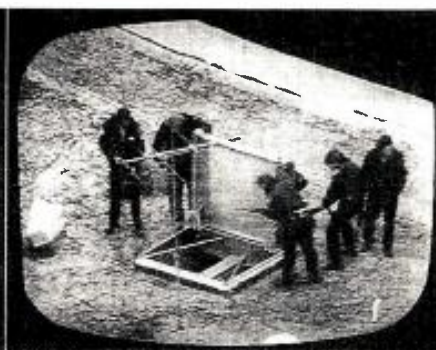
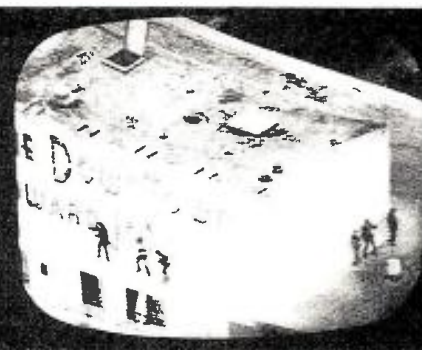
potentially far worse in the 32 states that have no shield laws whatsoever."

▪ Senator Vance Hartke (D-Ind.), ranking majority member of the Communications Subcommittee, embodied ANPA's proposals in S.J. Res. 6, which he offered Jan. 4. "So-called shield laws by state or federal government would license what the Constitution already holds inviolate," the senator said. "A joint resolution has the force of law and reinforces our legislative intent to uphold the Constitution in the face of current court decisions to the contrary."

▪ Senator Mark O. Hatfield (R-Ore.) is introducing today (Jan. 15) a bill providing newsmen protection for sources and information in all federal proceedings except libel cases.

▪ H.R. 1263, introduced Jan. 3 by Representative Jerome Waldie (D-Calif.), and 15 cosponsors, provides newsmen with an unqualified privilege for confidential sources and information, but applies only to federal proceedings.

▪ Representative Charles W. Whalen Jr. (R-Ohio) will reintroduce this week a bill he offered in the 92d Congress. The measure provides that newsmen cannot be compelled to disclose sources or information before Congress or any other federal body. The privilege would not apply, however, to the source of any allegedly defamatory information in cases where the defense is based on that information. The U.S. district court could issue an order divesting the privilege only if the person seeking it has shown that the information probably relates to a law violation, that it cannot be obtained by alternate means and that there is "compelling and overriding national interest" in it. The measure is similar to the approach recommended last year by the Joint Media Committee, a group of five news organizations that includes the Radio Television News Directors Association. (Senator James B. Pearson [R-Kan.] plans to introduce an identical bill and Senator Walter Mondale [D-Minn.] plans to offer a similar bill this week.)



**Being there.** NBC-TV and CBS-TV went to live coverage last Monday (Jan. 8) as police moved in on the sniper or snipers perched atop a New Orleans motel. All three network affiliates there—ABC's WVUE-TV, CBS's WWL-TV and NBC's WDSU-TV—provided live feeds, but ABC News said it decided against live coverage, believing that if a sniper had access to a television set, he could be aware of police maneuvers. Above (l-r) are pictured the body of one—and possibly the only—sniper; the police as they moved in on the rooftop blockhouse where another sniper was believed hiding, and the police firing down into that blockhouse. Among the victims wounded in the gunfire was the 43-year-old newly ap-

pointed executive engineer for the Starr Broadcasting stations, Robert Beamish. He was staying at the motel as he moved from his former post at KABL-AM-FM Oakland, Calif. Mr. Beamish was shot at short range in the abdomen, but hid in the motel's swimming pool for more than three hours until he was rescued. He was listed last week by the New Orleans Baptist hospital as being in critical condition and was not allowed to speak with reporters, but associates reported that the bullet caused no extensive damage and that Mr. Beamish was in good condition. Mr. Beamish's description of his assailant did not match that of the dead sniper, supporting the theory that there was more than one gunman.

## Wald takes over at NBC News

Frank relinquishes presidency to return to program production

Reuven Frank stepped aside from the NBC News presidency last week to become an executive producer, and climbing up to succeed him was Richard C. Wald, who since last June has been executive vice president reporting to Mr. Frank.

In announcing the moves, NBC President Julian Goodman said that Mr. Frank accepted the post of NBC News presidency in 1968 with the understanding that he might be able to return to program production when circumstances were appropriate. Mr. Goodman said it "is now possible to meet his wishes."

Some industry sources have been speculating for several months that Mr. Frank might be reassigned because of declines in ratings of NBC's prime evening news report from 7-7:30 p.m., with ABC particularly said to be making inroads. An NBC spokesman vigorously denied that the network-news segment had experienced dips and said that Mr. Frank's new assignment was in line with his expressed desires.

Mr. Goodman noted that last June, on the recommendation of Mr. Frank, Mr. Wald was named executive vice president of NBC News. "Now, again, on Mr. Frank's recommendation, he [Mr. Wald] is becoming president of NBC News," Mr. Goodman said.

Mr. Wald, who is 41, joined NBC News in April 1968 as vice president. He was with the *New York Herald Tribune* from 1951 until 1966 and served as religion editor, political reporter, foreign correspondent and, in the final year of the newspaper's existence, managing editor.

Later in 1966 he served briefly as the Sunday editor of the short-lived *World Journal Tribune* in New York and in 1967 he joined the *Washington Post* as assistant managing editor. He also served briefly as vice president of Whitney Communications Corp., New York, before joining NBC News in 1968.

Mr. Frank, who is 52, joined NBC News in 1950 after three years on the

**NBEA recruiting.** The newly organized National Broadcast Editorial Association has started a national membership campaign targeted on the 1,500 to 2,000 broadcast newsmen who prepare, formulate or present broadcast editorials. Those in TV, radio and cable TV are eligible.

NBEA is the successor to the National Broadcast Editorial Conference and was founded last November during the meeting of the Radio Television News Directors Association. Bryson Rash, WRC-TV Washington, is president.

Applications for membership can be secured from the NBEA secretary, Fred Dressler of KBTW(TV) Denver.

staff of the *Newark (N.J.) Evening News*. He became a producer in 1954 and in 1956 began to produce NBC News coverage of the national political conventions. He was producer of *The Huntley-Brinkley Report* from 1956 until 1962 and executive producer from 1963 through 1965. Mr. Frank was named vice president, NBC News, in 1966; executive vice president in 1967 and president in 1968.

In his new post as an executive producer, Mr. Frank will have major responsibilities for special news programs, such as *NBC Reports*.

### Sheehan gets more stripes at ABC News with all departments now reporting to him

William Sheehan, vice president and director of television news for ABC News for seven years, has been elevated to senior vice president of ABC News and chief operating officer.

ABC News President Elmer Lower, who continues as chief executive officer, said the move means that he will spend less time on day-to-day operational problems and will devote more time to planning the future direction of ABC News. Mr. Lower said he will continue to be active in all major news, public-affairs and special-events areas.

Mr. Sheehan, who will report to Mr. Lower, will have all departments of ABC News reporting to him, including television and radio news, special events and public affairs, as well as financial and administrative units. He will continue to serve as director of television news.

### Bigger role for Ziegler?

That appears likely in wake of talks with Klein about ways to strengthen information channels, media relations

The two key figures in the White House information-dispensing apparatus—Presidential News Secretary Ronald L. Ziegler and Herbert G. Klein, director of communications—are in the midst of discussions that will probably lead to "some adjustments" in both offices.

Mr. Ziegler offered that information to reporters last week in denying a *Washington Post* story that he had won "an internal power struggle" and would take over Mr. Klein's responsibilities. The newspaper said Mr. Klein would soon leave government.

Mr. Ziegler, who said the talks with Mr. Klein were designed to find "ways we can do a better job," noted that Mr. Klein has made it clear he intends to leave government before the end of Mr. Nixon's second term. Recent reports indicate Mr. Klein will leave well before the end of this year.

But Mr. Ziegler said the office of director of communications—whose function is to provide news of the executive branch to newspapers and broadcast stations throughout the country—will continue in existence after Mr. Klein's departure and that he will not fill it. Mr.

Ziegler did confirm that Mr. Klein's deputy, Ken Clawson, will remain in the administration—but he did not answer directly a question as to what position Mr. Clawson will fill.

The purpose of his discussions with Mr. Klein, Mr. Ziegler said, was simply "to improve our relations with the press where we have had some shortcomings."

But some White House reporters took his remarks to confirm at least that Mr. Ziegler's role will be expanded. Mr. Ziegler himself rejected the use of the word "authority" in response to a question, but said that after being on the job four years one's role continues to expand.

One area he is moving into along with Mr. Klein is in helping cabinet officers select information officers. He said the new department heads "have asked for suggestions and we talk to them about good people." He also said coordination between the White House and executive departments, like State and Defense, is essential.

Mr. Ziegler stressed that the President is disturbed by a series of leaked reports that Mr. Klein is being forced out of his job. "The President has the greatest respect for Herb Klein and the job he has done in the administration," Mr. Ziegler said. Mr. Klein, a former editor of the *San Diego Union*, has been an associate of the President for 20 years.

## TV networks plan heavy focus on D.C. Jan. 20

Inaugural address, parade, balls slated to get extensive coverage

The events surrounding the inauguration of President Nixon for a second term will receive nine hours of TV coverage on NBC, six-and-a-half hours on CBS, and four-and-a-half hours on ABC.

Saturday's (Jan. 20) motorcade from the White House to the Capitol, where the President is to take the oath of office at about noon and deliver the inaugural address, and his return to the reviewing stand in front of the White House to watch the traditional parade will be seen from 10 a.m. to 5 p.m. NYT on NBC, 10:30 a.m. to 4 p.m. on CBS, and 11 a.m. to 3:30 p.m. on ABC.

The inauguration coverage will be anchored on all three networks by the men who anchor their evening-news programs: Howard K. Smith and Harry Reasoner at ABC, Walter Cronkite at CBS, John Chancellor at NBC. Each network will have a dozen or so additional correspondents stationed at the White House, Capitol, and at other points along the parade route.

NBC will do a half-hour filmed summary of the inauguration-day activities at 8 p.m.

Live coverage of the inauguration balls at the John F. Kennedy Center for the Performing Arts and at the Smithsonian Institution will be served up by NBC from 11:30 that night to 1 a.m. and by CBS from 11:30 p.m. to 12:30 a.m.

The executive producers for the inauguration coverage are Walter J. Pfister

Jr. at ABC, Russ Bensley at CBS, and Robert Asman at NBC.

Participating sponsors for ABC's coverage are The Savings & Loan Foundation (McCann-Erickson), General Motors (Campbell-Ewald, Detroit), and Firestone Tire & Rubber Co. (Sweeney & James Co., Cleveland). The Savings & Loan Foundation is also picking up part of the tab for the CBS coverage, the only sponsor to be announced by the network so far. Seven-and-a-half hours of NBC's inauguration coverage will be bankrolled by the Borden Co. (Conahay & Lyon) and Eastern Airlines (Young & Rubicam).

NBC also announced that its *Today* show will do a preview of the inauguration ceremonies on Friday (Jan. 19) 7-9 a.m., and will keep its cast and crew in Washington for the week of Jan. 22 to "explore all facets of the capital scene, new cabinet members, plans for the future of the various government agencies, plus glimpse of the social activities."

## Goodman assails OTP's carrot-stick speech

NBC President Julian Goodman notified NBC-TV affiliates last week that the company regards the Dec. 18 speech of Office of Telecommunications Policy Director Clay T. Whitehead (BROADCASTING, Dec. 18, 1972) as "a calculated campaign against network news."

He told affiliate managers who had called to inquire about NBC's reaction to the speech that there must be "a clear distinction between a bill proposed by Mr. Whitehead and the speech announcing it." Mr. Goodman said NBC considers the proposal dealing with longer license renewals "desirable," but said the speech "is an entirely different matter."

He described the speech as part of a campaign "to discredit an independent national news medium and to reduce public trust in it." He said the campaign is trying to "manufacture divisive issues between stations and networks" and "its goal is to influence the content of broadcast news programs, both local and national, so that broadcasters will avoid reporting news the government does not like."

## WJC selects 13 fellows

The Washington Journalism Center has awarded 13 fellowships to persons with professional experience in the media and to minority-group members interested in journalism careers.

The fellows are spending five months in Washington, beginning today (Jan. 15), and will attend seminars and pursue in-depth reporting projects or work as interns with Washington news organizations.

Those awarded 1973 fellowships include the following from broadcasting: Lucius B. Gantt, who has worked for WSB-TV and WRAS-FM, both Atlanta; Robert J. Royer, who has been with KING-TV Seattle and KEZI-TV Eugene, Ore., and Adrian W. Woodfork, formerly of KCRA-TV Sacramento, Calif.

## Flack is back with a new single

**Black singer who added soothing note to top 40 with 'Last Time Ever' returns with an immediately accepted follow-up, 'Killing Me Softly'**

At this time last year, Roberta Flack was a member of the legion of unknown black jazz and soul artists who had small, but strong, cult followings. Then Bob Mitchell, program director and morning man at WTIx(AM) New Orleans, heard Miss Flack's rendition of an old folk song she had recorded for her first album more than three years before. The song was "First Time Ever I Saw Your Face." Bob Mitchell broke it and many of the year-end charts indicated it was the most popular song of 1972.

In its own way, "First Time" was a revolutionary song for top-40 radio, and last week, in an attempt to push that benchmark a little farther, Atlantic Records released her solo follow-up, "Killing Me Softly with His Song."

Like the Beatles' "Hey Jude," which was resisted by many programs because it was a seven-minute song in a field that was only familiar with three-and-a-half minute records, "First Time" violated a major rule of formatted contemporary radio. Because "First Time" was a slow, delicate song, it radically altered the pace of most high-energy rockers—a pace that was meticulously groomed to remain constant and predictable.

The marketing of "Killing Me Softly with His Song" is in one of the longest traditions of the record business. It has been almost seven months since "First Time." Atlantic has been calculating to keep programmers and Miss Flack's audience "hungry" for a new record. In the past, such a device was used in the hope that the scarcity of product from an artist of stature will guarantee greater sales margins on a few records, rather than lower sales on many records.

"But there are no more automatic records," Dick Klien, national promotion man for Atlantic, said, shaking his head as though it were a confession. "Every record today is a 'work' record. The days of a record by a known, hit artist going on major playlists are gone, for the most part."

Though the Atlantic promotion staff may rattle about the work needed to break the new Roberta Flack, the line-up of stations on the record the very week of its release bode well for Miss Flack's chances of continued success. WTIx—in token for its foresight on "First Time"—got the first advance copy of "Killing Me." Also reported on the record last week were WIXY(AM) Cleveland, WIBG(AM) Philadelphia, KJR(AM) and KOL(AM), both Seattle, KRLA(AM) Los Angeles and WPOP(AM) Hartford, Conn. Though these stations are generally known as being less restrictive than many top-40 stations in terms of playlisting

new records, of note is the fact that two Bartell Broadcasting stations, WMYQ(FM) Miami and WOKY(AM) Milwaukee, which are quite vocal about the fact that they do not break records, put "Killing Me" on the air immediately.

"Killing Me" is at least as delicate and soft as "First Time," but with the barriers to such songs down now, there seems little resistance at this early date to playing it. It is an eerie song about a young boy singer who can "Tell . . . my whole life with his words" though he has never met the lady of "Killing Me" before. The single is characterized by Miss Flack's a capella solo at the beginning, airy instrumentation, and a dull, thumping bass drum which punctuates the song with a lone beat at the end of every other measure. The effect is stark.



Miss Flack

## Appeals court says FCC advisories on drug lyrics not out of tune

**Judge Wilkey rejects claim of censorship, says commission offered reasonable options**

The FCC's position on the broadcast licensee's responsibility with respect to the airing of drug-oriented music has been affirmed by the U.S. Court of Appeals in Washington.

The court unanimously ruled against Yale Broadcasting Co. (WYBC-FM), New Haven, Conn., which had sought a ruling that the commission, through a series of 1971 advisories to broadcasters urging discretion in choosing of music containing implications to the drug culture, had overstepped its authority over programming and had violated the First Amendment rights of licensees.

Attorneys for the appellant were not sure last week as to what further action they will take. Sam Buffone of the Stern Community Law Firm, which is representing Yale Broadcasting, said the firm is "actively considering" either an appeal

to the Supreme Court or a request for a rehearing in the Court of Appeals.

The litigation stemmed from a public notice by the commission in March 1971 which noted that the agency had received several complaints regarding the playing of drug-oriented music on certain radio stations and cautioned licensees to be prudent in making musical selections. The notice prompted some confusion among broadcasters, and led to the issuance by the commission a month later of a "clarifying" order. That order emphasized that the commission was not ordering its licensees to prescreen records, but was rather reminding them that they have a pre-existing obligation to be aware of the content of their stations' programming and to exercise control over it. The commission in August 1971 said it would take no further position on the issue. It was from this last ruling that Yale had sought redress in the court, citing the commission's failure to pass judgment on a program proposal by WYBC which afforded announcers substantial latitude in record selection.

Yale's principal argument has been that the commission's actions were illegal because of alleged ambiguity of the three FCC statements, which was said to represent an implicit form of censorship of programming. The Stern firm had relied heavily on the Supreme Court's decision in *Smith vs. California*, in which a West Coast book dealer was acquitted of obscenity charges on the ground that the applicable state law would have compelled him to read every piece of literature in his establishment prior to sale to determine whether the content is pornographic. The commission, it was argued, had made essentially the same requirement of licensees in terms of knowing the content of the material they broadcast.

But Judge Wilkey laid that argument to rest by declaring that while the *Smith* case dealt with a virtually infinite amount of material to be absorbed, licensees must supervise only a fixed amount of programming with a maximum of 24 listening hours a day.

And while the court did not deny that government agencies are required to refrain from ambiguity in regulations, it found that "even under this standard the commission's order is not unconstitutionally vague." In fact, the opinion stated, the commission has done an "admirable job" of specifying what it is requiring of licensees.

Judge Malcolm Wilkey, who wrote the court's opinion, noted that the commission has left three options open to stations in choosing records: (1) to prescreen each selection before broadcast; (2) to monitor each record as it is being played, and (3) to make a determination as to acceptability after airplays.

"An administrative agency," he concluded, "should not be compelled to issue a clarifying statement unless its failure to do so can be shown to be a clear abuse of discretion. Here the commission could reasonably conclude that it has said enough and that the rest was up to the licensee's individual responsibility for programming."

# 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.

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
—	1	<b>You're So Vain</b> (4:07) Carly Simon—Elektra	2	1	1	1
—	2	<b>Me &amp; Mrs. Jones</b> (4:34) Billy Paul—Philadelphia Intl.	1	2	2	2
—	3	<b>Clair</b> (3:00) Gilbert O'Sullivan—MAM	5	3	3	3
—	4	<b>Crocodile Rock</b> (3:56) Elton John—MCA	7	4	4	5
—	5	<b>Your Mama Don't Dance</b> (2:47) Loggins and Messina—Columbia	4	5	7	4
—	6	<b>It Never Rains In Southern California</b> (2:53) Albert Hammond—Mums	3	7	11	9
—	7	<b>I'm Stone In Love With You</b> (3:12) Stylistics—Avco	6	11	6	12
—	8	<b>Super Fly</b> (3:03) Curtis Mayfield—Curtom	8	9	10	6
—	9	<b>Superstition</b> (3:57) Stevie Wonder—Tamla	13	6	5	8
—	10	<b>Rockin' Pneumonia</b> (3:16) Johnny Rivers—United Artists	10	12	8	7
—	11	<b>I Am Woman</b> (3:03) Helen Reddy—Capitol	9	8	12	11
—	12	<b>I Wanna Be With You</b> (2:53) Raspberries—Capitol	15	10	9	10
—	13	<b>Keeper of the Castle</b> (2:44) Four Tops—Dunhill	12	14	14	14
—	14	<b>Papa Was a Rollin' Stone</b> (4:00) Temptations—Motown	11	13	16	13
—	15	<b>You Ought to Be With Me</b> (3:09) Al Green—Hi	16	17	13	18
—	16	<b>Oh Babe, What Would You Say?</b> (3:22) Hurricane Smith—Capitol	17	16	18	16
—	17	<b>Funny Face</b> (2:42) Donna Fargo—Dot	20	15	19	15
—	18	<b>I Can See Clearly Now</b> (2:26) Johnny Nash—Epic	14	23	15	23
—	19	<b>Something's Wrong With Me</b> (3:04) Austin Roberts—Chelsea	18	19	20	22
—	20	<b>If You Don't Know Me By Now</b> (3:16) Harold Melvin & The Blue Notes—Philadelphia Intl.	19	21	21	20
—	21	<b>Hi Hi Hi</b> (3:10) Paul McCartney & Wings—Apple	23	22	17	17
—	22	<b>Could It Be I'm Falling in Love</b> (4:13) Spinners—Atlantic	21	18	23	19
—	23	<b>Don't Let Me Be Lonely</b> (2:31) James Taylor—Warner Brothers	22	20	22	21
—	24	<b>Sitting</b> (3:06) Cat Stevens—A & M	25	26	24	24
—	25	<b>Summer Breeze</b> (3:24) Seals & Croft—Warner Brothers	24	24	26	27
—	26	<b>Walk on Water</b> (4:42) Neil Diamond—Uni	26	25	25	26
—	27	<b>Why Can't We Live Together?</b> (3:11) Timmy Thomas—Glades	29	27	27	25
—	28	<b>Living in the Past</b> (3:13) Jethro Tull—Chrysalis	27	35	29	29
—	29	<b>Do It Again</b> (4:03) Steely Dan—ABC	31	28	31	28
—	30	<b>Pieces of April</b> (4:00) Three Dog Night—Dunhill	28	31	30	30
—	31	<b>Last Song</b> (3:15) Edward Bear—Capitol	32	30	28	31

**Over-all rank**  
Last week This week

Title (length)  
Artist—label

**Rank by day parts**  
6-10a 10a-3p 3-7p 7-12p

Over-all rank	Last week	This week	Title (length)	Artist—label	6-10a	10a-3p	3-7p	7-12p
—	32		<b>Rocky Mountain High</b> (4:39)	John Denver—RCA	33	29	35	32
—	33		<b>Sweet Surrender</b> (2:32)	Bread—Elektra	30	36	32	33
—	34		<b>Smoke Gets In Your Eyes</b> (3:15)	Blue Haze—A & M	35	33	34	35
—	35		<b>Trouble Man</b> (3:50)	Marvin Gaye—Tamla	38	34	33	34
—	36		<b>Separate Ways</b> (2:36)	Elvis Presley—RCA	34	37	38	36
—	37		<b>Dancing in the Moonlight</b> (2:57)	King Harvest—Perception	36	38	36	40
—	38		<b>Don't Expect Me to be Your Friend</b> (3:38)	Lobo—Big Tree	39	32	40	39
—	39		<b>Jambalaya</b> (3:06)	Blue Ridge Rangers—Fantasy	41	40	37	38
—	40		<b>Do You Wanna Dance?</b> (2:44)	Bette Midler—Atlantic	40	39	39	51
—	41		<b>Ventura Highway</b> (3:28)	America—Warner Brothers	37	41	42	42
—	42		<b>Harry Hippie</b> (3:50)	Bobbie Womack & Peace	45	42	41	49
—	43		<b>Been to Canaan</b> (3:34)	Carole King—Ode	42	47	50	41
—	44		<b>Love Jones</b> (3:19)	Brighter Side of Darkness—20th Century	46	45	43	46
—	45		<b>No</b> (2:34)	Bulldog—Decca	47	43	47	43
—	46		<b>Driedel</b> (3:45)	Don McLean—United Artists	44	46	48	47
—	47		<b>You Turn Me On, I'm a Radio</b> (2:40)	Joni Mitchell—Asylum	43	53	45	53
—	48		<b>The World is a Ghetto</b> (3:59)	War—United Artists	52	44	52	37
—	49		<b>Woman to Woman</b> (4:28)	Joe Cocker—A & M	48	48	44	55
—	50		<b>Jesus Is Just Alright</b> (3:50)	Doobie Brothers—Warner Brothers	48	50	54	48
—	51		<b>Corner of the Sky</b> (3:35)	Jackson 5—Motown	59	49	46	45
—	52		<b>Love Train</b> (2:59)	O'Jays—Philadelphia Intl.	50	51	53	56
—	53		<b>Dialogue Parts 1 &amp; 2</b> (5:02)	Chicago—Columbia	64	52	49	50
—	54		<b>The Relay</b> (3:52)	The Who—Track	61	60	51	44
—	55		<b>Daytime Nighttime</b> (3:07)	Keith Hampshire—A & M	51	54	56	54
—	56		<b>Reelin' &amp; Rockin'</b> (4:16)	Chuck Berry—Chess	63	55	55	52
—	57		<b>Long Dark Road</b> (3:25)	Hollies—Epic	53	59	57	57
—	58		<b>All the Young Dudes</b> (3:30)	Mott the Hoople—Columbia	55	56	60	58
—	59		<b>Why Can't We Be Lovers?</b> (3:44)	Lamont Dozier—Invictus	58	58	58	60
—	60		<b>Remember</b> (3:56)	Nilsson—RCA	54	73	59	65
—	61		<b>Looking Through the Eyes of Love</b> (3:03)	Partridge Family—Bell	56	70	61	59
—	62		<b>Peaceful Easy Feeling</b> (4:15)	Eagles—Asylum	60	57	62	63
—	63		<b>I'll Be Around</b> (3:04)	Spinners—Atlantic	57	61	67	62
—	64		<b>Cover of Rolling Stone</b> (2:53)	Dr. Hook—Columbia	69	68	66	61
—	65		<b>What Am I Crying For?</b> (2:58)	Dennis Yost—MGM South	62	63	71	64
—	66		<b>I'm Never Gonna Be Alone Anymore</b> (2:37)	Cornelius Brothers & Sister Rose—United Artists	66	67	63	67
—	67		<b>I'd Love You to Want Me</b> (3:59)	Lobo—Big Tree	65	72	72	72

continued on page 56

## A report from the editors to the readers about the 'Playlist'

Beginning with the inclusion of the "Music" department among the regular editorial features of BROADCASTING, the editors embarked on an accelerating effort to provide (1) news about music of interest to radio, (2) news about the use of music in radio formats, and (3) information of basic use to stations in their own program design. That commitment is advanced this week with the introduction of "The BROADCASTING Playlist" as a continuing weekly feature.

"Playlist" adds a new dimension to the types of data now published in the field—most of it premised on sales figures that develop after initial exposure of a record on radio. BROADCASTING's research begins with air play, and adds to it the factor of audience size, to track a record's popularity among stations with the greatest reach into the American listening public.

Not only does "Playlist" measure its list of leading records in terms of overall popularity, it also ranks them by day parts. This feature is expected to be of significant value to programmers who would compare their own program patterns to those of the leading stations in BROADCASTING's sample.

This is how "Playlist" comes to be:

A sample ballot containing a list of 40 songs in current air-play popularity is mailed to reporting stations once a week. The reverse of that ballot contains spaces for the entry of all other songs being programmed on a particular station. The program director or a designated member of the station staff fills in each ballot from his own playlist or station log, indicating how often each record is played in each of four day parts on a sample day—Monday through Friday—of the broadcast week.

The returned ballots are processed by BROADCASTING's in-house computer facility on the Wednesday or Thursday preceding publication date. The "raw" data on air plays is "weighted" by a multiple reflecting latest available American Research Bureau ratings figures for each of the sample stations and in each of the four day parts "Playlist" reports: 6-10 a.m., 10 a.m.-3 p.m., 3 p.m.-7 p.m. and 7 p.m.-midnight. As the results of our computer runs are being set for make-up into the issue that will be delivered to subscribers on Monday, a new, updated ballot is sent to sample stations for their next reports. That cycle has now been established.

"Playlist" has gone through a number of refinements over the months BROADCASTING has spent in developing this first report. There will be more fine tuning in coming weeks—and, it is anticipated, further expansion into other areas of radio programming as experience is gained. The timetable for that expansion is not yet certain. The determination is.

THE EDITORS

# The Broadcasting Playlist

continued from page 55

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
—	68	<b>Burning Love</b> (2:48) Elvis Presley—RCA	67	81	64	74
—	69	<b>Operator</b> (3:43) Jim Croce—Dunhill	70	69	69	69
—	70	<b>If I Could Reach You</b> (3:08) Fifth Dimension—Bell	72	65	73	73
—	71	<b>Witchy Woman</b> (3:53) Eagles—Asylum	73	64	68	80
—	72	<b>Freddie's Dead</b> (5:26) Curtis Mayfield—Curtom	79	74	65	71
—	73	<b>My Crew</b> (3:59) Rita Coolidge—A & M	78	62	76	68
—	74	<b>In Heaven There Is No Beer</b> (2:26) Clean Living—Vanguard	76	66	82	69
—	75	<b>I'll Be Your Shelter</b> (3:25) Luther Ingram—Koko	71	71	77	79

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

All the Young Dudes (58), Been to Canaan (43), Burning Love (68), Clair (3), Corner of the Sky (51), Could It Be I'm Falling in Love (22), Cover of Rolling Stone (64), Crocodile Rock (4), Dancing in the Moonlight (37), Daytime Nighttime (55), Dialogue Parts 1 & 2 (53), Do It Again (29), Do You Wanna Dance? (40), Don't Expect Me To Be Your Friend (38), Don't Let Me Be Lonely (23), Driedel (46), Freddie's Dead (72), Funny Face (17), Harry Hippie (42), Hi Hi Hi (21), I Am Woman (11), I Can See Clearly Now (18), I Wanna Be With You (12), I'd Love You to Want Me (67), If I Could Reach You (70), If You Don't Know Me By Now (20), I'll Be Around (63), I'll Be Your Shelter (75), I'm Never Gonna Be Alone Anymore (66), I'm Stone in Love With You (7), In Heaven There Is No Beer (74), It Never Rains in Southern California (6), Jambalaya (39), Jesus Is Just Alright (50), Keeper of the Castle (13), Last Song (31), Living in the Past (28), Long Dark Road (57), Looking Through the Eyes of Love (61), Love Jones (44), Love Train (52), Me & Mrs. Jones (2), My Crew (73), No (45), Oh Babe, What Would You Say? (16), Operator (69), Papa Was a Rollin' Stone (14), Peaceful Easy Feeling (62), Pieces of April (30), Reelin' & Rockin' (56), Remember (60), Rockin' Pneumonia (10), Rocky Mountain High (32), Separate Ways (36), Silting (24), Smoke Gets in Your Eyes (34), Something's Wrong With Me (19), Summer Breeze (25), Super Fly (8), Superstition (9), Sweet Surrender (33), The Relay (54), The World is a Ghetto (48), Trouble Man (35), Ventura Highway (41), Walk on Water (26), What Am I Crying For (65), Why Can't We Be Lovers? (59), Why Can't We Live Together? (27), Witchy Woman (71), Woman to Woman (49), You Ought To Be With Me (15), You Turn Me On, I'm a Radio (47), Your Mama Don't Dance (5), You're so Vain (1).

## Something old, something new...

It's part of another kind of wedding: the marriage of today's songs with yesteryears' sounds

One of the more interesting outgrowths of the "oldies craze that brought a new format, the all-oldies station, and the revitalization of a career for more than one artist of the fifties, has been a new breed of records that are original songs recorded in a contemporary vein but sounding as though they were oldies.

Mary Hopkins surprised a lot of people four years ago when her Paul McCartney-produced record, "Those Were the Days," was such an unequivocal hit. Today, Hurricane Smith has a record on the charts that sounds as though it could have been done in the 1930's, "Oh Babe, What Would You Say." These records are new by all standards; they just sound old.

A glance down any top-40 playlist of the last six months or so will produce more than a couple of these records. Gilbert O'Sullivan's "Clair", Rick Springfield's "Speak to The Sky", Elton Johns's "Crocodile Rock", Mary Hopkins's "Knock, Knock, Who's There", Loggins & Messina's "Your Mama Don't Dance" and the Raspberries' two hits, "Go All The Way" and "I Wanna Be With You", are different from the cover-versions of

established hits (Johnny Rivers's "Rockin' Pneumonia" or Bette Midler's "Do You Wanna Dance" are examples) in that these songs were written in this decade, and were produced with a seventies audience in mind, but sound decades old.

There has been much speculation as to the reasons for the oldies boom—and the phenomenon of these new old-sounding records must be discussed in this context. Bi'l Stewart, who developed the programing for oldies station WYOO(AM) Minneapolis this summer and serves as that station's operation manager, says: "For young people, this sound really serves as an alternative to the type of things they have been listening to. And for older people, and I'm speaking of oldies in general here as well as this new aspect of it, who never liked the new



Hurricane Smith

rock and roll, this type of music is a home for them."

Interestingly, the artists who make these new old-sounding hits are, for the most part, British. Hurricane Smith, 49, was the engineer for most of the early Beatle albums as well as some of the "freakier" (his word) Pink Floyd albums who finally got his chance to record his own material. He admits that Nat Cole and Hoagy Carmichael are two of his idols. And that "the group thing never had much appeal to me."

The Mary Hopkins tune, her first success since "Those Were The Days", was broken out of CKLW(AM) Windsor, Ont., and strong middle-of-road play followed, although it never crossed over to many other top-40 playlists. It is the story of a lonely girl, "Knock, Knock, Who's There? Could This Be Love Calling?"

The fact that the artists on this new type of oldie are British is not all that surprising when one stops to consider that according to *Melody Maker*, the British music magazine, the best selling album in England last week was K-Tel's "Biggest Hits of the 1950's."

### Breaking In

**"Peaceful Easy Feeling"**—Eagles (*Asylum*) ■ This new record from the country-rock Eagles looks as though it will be the third hit in a year for this band.

"Take it Easy," which broke the group on a national scale last summer, was striking enough to spark a country cover version, which did moderately well on country charts. Their second record, "Witchy Women," not as country-sounding as the first, made it to the top 20. "Peaceful Easy Feeling" went on in important secondary markets last week and solidified its position in Boston, a college town where such a record can be expected to do well.

"Peaceful Easy Feeling" is about a love affair that's solid, not flighty. ("I know that you won't let me down/cause I'm already standing with both feet on the ground...") It's a loping country ballad.

Stations playing the new Eagles last week included: WRKO(AM) and WMEX(AM) Boston, KLIF(AM) Dallas, WCFL(AM) Chicago, WCOL(AM) Columbus, Ohio, WIFE(AM) Indianapolis, WCAO(AM) Baltimore, WEAM(AM) Arlington, Va., and WPRO(AM) Providence, R.I.

**"Slow Motion (Part 1)"**—Johnny Williams (*Philadelphia International*) ■ According to station reports, "Slow Motion" will be the fourth Leon Huff-Kenny Gamble produced hit in the past five months. Although Gamble-Huff product is R&B, they have had a string of records that have crossed over to the pop charts, and this new effort is likely to do the same. "Slow Motion" is a raunchy dance tune, filled with pent-up energy that is reinforced by a stomp-walk rhythm.

Stations playing the new Gamble-Huff record last week include: WMAK(AM) Nashville, WIFE(AM) Indianapolis, WAKY(AM) and WKLO(AM) Louisville, Ky., and KTAC(AM) Tacoma, Wash.



# A music and a medium made for each other

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- Chart the leading artists, labels and songs in top 40's past and present.

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# Broadcasting

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## Broadcast Advertising

**Norman W. Brown**, senior management representative on Sunkist Growers and Hughes Airwest, Foote, Cone & Belding, Los Angeles, and **Byron Mayo**, management supervisor on Mazda Motors of America, FC&B, Los Angeles, named senior VP's and directors of company. **Eugene C. Pomerance**, senior VP/director, marketing services, FC&B, Chicago, named worldwide corporate director of marketing services there.

**Douglas Wise**, VP, and **Barry R. Linsky**, director, new products group, Marschalk Co., New York, elected senior VP's.

**Alexander Morton III**, account supervisor, Grey Advertising, Detroit, named VP.

**John M. Purcell**, assistant local sales manager, WTOL-TV Toledo, Ohio, joins WFA-TV Montgomery, Ala., as national/regional sales manager. Both stations are owned by Cosmos Broadcasting Corp.

**Florenz J. Fenton**, account supervisor, N. W. Ayer, New York, elected VP.

**Onofrio Paccione**, former partner in Paccione, Hurvis, Churchill & Launcy Advertising, New York, joins Clyne Maxon, New York, as executive VP.

**Gary L. Stevenson**, senior VP, director of client services, Walter Clark Advertising, Dallas, joins McCrary-Powell Advertising there as account supervisor.

**Albert J. Bouchard Jr.**, senior VP and management representative, Ted Bates & Co., New York, joins Coordinated Communications, New York agency, in newly created post, senior VP-advertising services.

**Pamela Saunders**, media buyer, Schneider Parker Guy, Boston, joins Knox Reeves Advertising, Minneapolis, in similar capacity.

**Ray Brousseau**, formerly account executive, *Look* magazine, New York, and media consultant, appointed to newly created post, manager of sales development, CBS Radio Spot Sales, New York.

**Michael Wiener**, New York sales manager, Radio 1 "CQ" Representatives, New York, joins Buckley Radio Sales, New York, as Eastern sales manager.

**Morris Gelman**, *Broadcasting's* senior correspondent in Hollywood since 1966, moves to Washington headquarters Jan. 16. He will assume primary responsibility for the magazine's coverage in the areas of associations, cablecasting and finance. **Earl B. Abrams**, a senior editor and in Washington since 1951, will move to the Hollywood office Jan. 22. He will be responsible for West Coast reporting in all areas of the magazine's editorial interest.



Mr. O'Donnell



Mr. Klemm

**Richard A. O'Donnell**, New York sales manager, market division, Blair Television, named VP. **David R. Klemm**, director, marketing and operations, Blair Radio, New York, named VP.

**Robert B. Hance III**, account executive, WPIX(TV) New York, appointed national sales manager, succeeding Dietrich Ginzler, who becomes New York sales manager.

**Hubert Payne**, with WKYC-TV Cleveland, appointed local sales manager.

**Biggs Tabler**, regional sales manager, WHAS-TV Louisville, Ky., appointed national sales manager. **Jim Brightwell**, account executive, appointed local/regional sales manager.

**Glenn Valentine**, sales manager, KTOK-AM Oklahoma City, named VP-sales.

**James R. Setters**, with KFDI-AM-FM Wichita, Kan., appointed sales manager.

**Don Green**, with WOAI(AM) San Antonio, Tex., appointed sales manager.

**Jack Davidson**, formerly with WKNR-AM-FM Dearborn, Mich. (now WNIC-AM-FM), rejoins stations as local sales manager.

**Jack Little**, program director, WASA-AM-FM Havre de Grace, Md., appointed assistant sales manager.

**Robert Weiss**, sales manager, WPIX-FM New York, joins Bernard Howard & Co., station rep, New York, as sales manager.

**Harold Stimson**, manager of information services, Television Bureau of Advertising, New York, appointed director of information services. **Seymour Bernstein**, manager of survey research, TVB, New York, appointed director of survey research, there.

**George Diederich**, account supervisor, Gardner Advertising, St. Louis, joins Harrington, Richter & Parsons, as manager, St. Louis office. **Therese A. Carusi**, research manager, Group W Productions, New York, joins HR&P, New York, as associate research director.

**Gene Bryson**, manager, McCann-Erickson, Los Angeles, named deputy western region manager. **Ted Burnett Jr.**, director, account services, appointed office manager.

**Charles I. Rosenberg**, copy supervisor, Needham, Harper & Steers, Chicago, appointed creative supervisor. **Jerry Brown**,

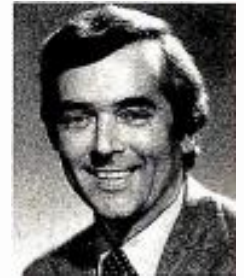
copywriter, appointed copy supervisor.

**Monte Gertler**, creative director, Altman, Stoller & Weiss, New York, joins Kenyon & Eckhardt Advertising there as associate creative director. **Dean Carson**, copy group head, appointed creative group head. **Bob Cole**, art director, Compton Advertising, New York, joins K&E there in similar capacity.

## Media



Mr. O'Donnell



Mr. Barry

**William C. O'Donnell**, VP, CBS Television stations division and general manager, KNXT(TV) Los Angeles, named VP, CBS Radio division and general manager, WBBM(AM) Chicago. Mr. O'Donnell held same post 18 months ago before he was moved to Los Angeles. At WBBM, he succeeds **Jim Simon**, who resigned last Nov. 3. Mr. O'Donnell is succeeded by **W. Russell Barry**, VP, CBS-owned AM stations, New York.

Six new members have been elected to three-year terms on 34-member board of National Association of Educational Broadcasters. To serve from Jan. 1 are: **William S. Giorda**, KUT-FM Austin, Tex.; **John F. Gregory**, KPCS-FM Pasadena, Calif.; **Shirley B. Gillette**, WNET(TV) New York; **Richard T. Pioli**, WETA-TV Washington; **Donald V. Taverner**, WETA-FM-TV Washington, and **Betty Cope**, WVIZ-TV Cleveland.



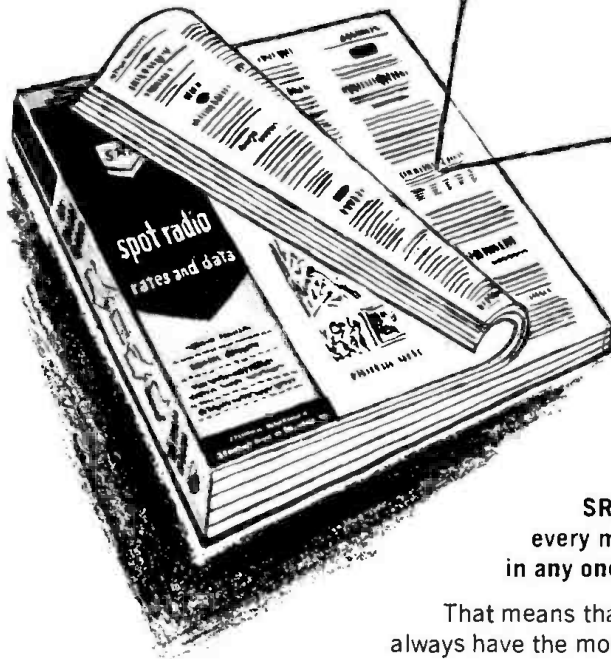
Mr. Hanson

**Lee C. Hanson**, executive VP and general manager, WNIC-AM-FM Detroit, joins WKBD-TV Detroit as general manager. He succeeds **L. William White**, scheduled to become general manager, WFLD-TV Chicago, pending FCC approval of that station's transfer to Kaiser Broadcasting. Kaiser owns WKBD-TV.

**George A. Sperry**, program manager, WKBD-TV Detroit, appointed to newly created post, station manager.

**Dave Lane**, national sales manager, WFAA-TV Dallas, joins KFDM-TV Beaumont, Tex., as station manager. Both stations are owned by A. H. Belo Corp. **Stephen M. Steck**, director of operations,

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A	75	65	75	56
B	70	56	70	46
C	65	55	70	40
D	71	58	65	40
AVERAGE	71	58	70	46

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**Togetherness.** Ed and Pegeen Fitzgerald broadcast final program of *The Fitzgeralds* show over WOR(AM) New York Jan. 5, ending 34 years of conducting own husband-wife chatter presentation. They were on WOR for 21 years; WJZ(AM) New York (now WABC) for 10 years and on WNBC(AM) New York for three years. Mr. Fitzgerald will do occasional book-talk segments for WOR and Mrs. Fitzgerald will become active on station's afternoon *Jack O'Brian Show*.

WMFE-TV Orlando, Fla., named station manager.

**Richard Janssen**, acting general manager, WGAR(AM) Cleveland, elected general manager.

**Michael C. Oatman**, sales manager, KFDI-AM-FM Wichita, Kan., named VP and station manager.

**Larry La Motte**, manager, KWBB(AM) Wichita, Kan., named VP and director, Wichita Broadcasting Inc., licensee.

**James A. Brown Jr.**, general sales manager, WMZK(FM) Detroit, named general manager.

**James I. Scott**, VP, Texas Coast Broadcasters, owner of KNUZ(AM)-KQUE(FM) Houston and KAYC(AM)-KAYD(FM) Beaumont, Tex., joins KAYQ(AM) Kansas City, Mo., as general manager.

**Jim Johnson Jr.**, sales manager, KSCJ(AM) Sioux City, Iowa, joins KODY(AM) North Platte, Neb., as general manager. He succeeds **Joe di Natale**, named sales manager.

**Charles J. White**, general manager, WGML(AM) Hinesville, Ga., joins WPMH(AM)

Portsmouth, Va., in similar capacity.

**Dave Armstrong**, operations manager, WKSJ(AM)-WHUG(FM) Jamestown, N.Y., appointed assistant station manager.

**John R. O'Brien**, staff member, presidential Commission on International Broadcasting, named director of public information, Corporation for Public Broadcasting. Mr. O'Brien has been consultant to United States Information Agency, deputy director of Voice of America and deputy assistant secretary for public affairs, State Department.

**Claude M. Gallegos**, assistant director of international education, Colorado State University, joins McGraw-Hill Broadcasting Co. as national minority-affairs coordinator serving the company's stations: KGTV(TV) San Diego, KERO-TV Bakersfield, Calif., KMGH-TV Denver and WRTV(TV) Indianapolis. Mr. Gallegos will be based in Denver.

**William Gennerich**, attorney, ABC, New York, appointed general attorney for labor relations there.

**Edward F. Lerche**, manager, financial forecasts, and production controller, ABC-TV, Los Angeles, appointed assistant business manager, West Coast, ABC-TV, Los Angeles.

**Charles Naylor**, press representative, business-trade, ABC's broadcast division, New York, appointed supervisor, broadcast publicity, ABC there.

## Programing



Mr. Frand

**Harry D. Frand**, general program executive, Warner Brothers Television, Burbank, Calif., named director of network programing. **Barry Meyer**, director of business affairs, WB-TV, named VP-business affairs. He is succeeded by **William B. Klein**, associate director of business affairs. **Jason L. Levine**, director of information, Children's Television Workshop and account executive, Carl Byoir and Associates, CTW's public relations firm, New York, joins WB-TV as director of advertising, promotion and public relations.



Mr. Back

**George Back**, Eastern regional sales manager, Group W Productions, New York, appointed VP, sales. He succeeds **Richard J. Gould**, who remains a VP of Group W Productions.

**Paris Eley**, with KCOH(AM) Houston, appointed program director.

**Marshall Passmore**, with WOTT(AM)-WNCQ(FM) Watertown, N.Y., joins WASA-AM-FM Havre de Grace, Md., as program director.

**Glenn B. Przyborski**, with WTAJ-TV (formerly WFBG-TV) Altoona, Pa., joins Television Production Center, Pittsburgh, as producer and associate director.

**Marv Bachrad**, with WCAU-AM-FM Philadelphia, joins WTMR(AM) Camden, N.J., as sports director.

## Broadcast Journalism



Mr. Pachetti

director, news programing, Washington, NBC News.

**Victor Ratner**, formerly news director, WMCA(AM) New York, joins Washington bureau, ABC News, as correspondent.

**William Perry**, superintendent, Senate Periodical Press Gallery, Washington, retires. He is succeeded by **Roy L. McGhee**, Capitol Hill reporter, UPI, Washington.

**Stan Chambers**, newsman, KTLA(TV) Los Angeles, appointed director of news.

**Glen Bastin**, news director, WHAS-AM-FM Louisville, Ky., to head new radio news department. WHAS-AM-FM-TV will separate radio and TV news.

**Doug Carrick**, with WBAL-AM-FM Baltimore, Md., joins WBNR(AM) Beacon-wSPK(FM) Poughkeepsie, both New York, as news director.

## Music

**Joseph Vogel**, with WPBR(AM) Palm Beach, Fla., appointed music director.

**Rick Liotta**, with WJMD(FM) Bethesda, Md., joins WBNR(AM) Beacon-wSPK(FM) Poughkeepsie, N.Y., as music director.

## Cable

**Edward E. Worrell Jr.**, manager, Jefferson Cable Corp., Waynesboro, Va., joins Sammons Communications Inc., Glendale, Calif., as general manager.

**Paul Fox**, with Common Carrier Bureau, FCC, Washington, joins Cable Television

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The newswEEKLY of broadcasting and allied arts

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## Equipment & Engineering



Mr. Anderson

**Richard J. Anderson**, engineering manager, KTTV(TV) Los Angeles, named VP and director of engineering.

**William A. Begalke Jr.**, with Telemation Colorado Inc., Denver, named manager, Telemation, New Mexico office, with headquarters in Albuquerque.

**Michael D'Amore**, district manager, Telemation, Milwaukee office, appointed district manager, newly-opened branch office at No. 20 On the Mall, Prairie Village, Kan.

**Embry M. Kendrick Jr.**, sales engineer, Vikoa, joins CATV division, Cerro Wire & Cable Co., Freehold, N.J., as Southeastern manager.

**Duane P. Benton**, research engineer, HRB-Singer Inc., joins C-Cor Electronics, State College Pa., as manufacturing engineer.

## Allied Fields

**Wesley J. Hennessy**, dean, Columbia University school of engineering, elected president, Armstrong Memorial Research Foundation. **Kenneth K. Goldstein**, information services director, engineering school, and faculty member, Columbia school of journalism, elected secretary-treasurer of foundation, which sponsors annual awards program for best FM broadcasts in news, music, community service and education categories.

**Ben T. Wiggins**, member of Georgia public service commission, was renamed chairman of committee on communications of National Association of Regulatory Utility Commissioners. Two new members were named to that committee, which in recent years has been active in CATV field; they are **Edward P. Larkin**, New York, and **Marvin R. Wooten**, North Carolina. Other eight members of the committee are holdovers.

**Henry F. Schulte**, acting dean, S. I. Newhouse School of Public Communications, Syracuse University, Syracuse, N.Y., appointed dean.

**Bert W. Rein**, deputy assistant secretary of state for economic and business affairs (transportation and telecommunications),

rejoins Kirkland, Ellis & Rowe, Washington communications law firm, as member.

**David A. Moss**, consulting general manager, WPSB(FM) Bridgeport, Conn., joins Marketing Survey and Research Corp., Princeton, N.J., as senior consultant and director of client services, communications industry. MSRC deals in evaluation of sales and management personnel in industry, including broadcasting.

## Deaths

**Morton Bartho White**, 43, former assistant political adviser to Radio Free Europe 1951-55 in New York and Munich, died Jan. 7 at his home in Westport, Conn. Mr. White also served later as an executive with the Advertising Council in New York and in 1962 was assistant to the publisher for *Life* magazine. He is survived by his wife, Mary Lou, a son and a daughter.

**Everett L. Hart**, 51, TV producer for Young & Rubicam, New York, died on Jan. 1 in Rome of complications following bronchial pneumonia. Mr. Hart was in Italy to produce a feature film with Carlo Ponti. He is survived by his son, Rhett, and two daughters, Nina and Laurie.

## For the Record®

As compiled by BROADCASTING Jan. 3 through Jan. 9, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. 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—preservice authorization. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

## New TV stations

### Start authorized

■ \*WGVC(TV) Grand Rapids, Mich.—Authorized program operation on ch. 35 (596-602 mhz), 562 kw. vis., 112 kw aur. Action Dec. 14.

## Existing TV stations

### Final actions

■ KWVL-TV Waterloo, Iowa—Broadcast Bureau granted authority to operate trans. by remote control from 500 East 4th Street, Waterloo. Action Dec. 29.

■ WDRB-TV Louisville, Ky.—Broadcast Bureau granted CP to change type trans. Action Dec. 29.

■ Boston—FCC authorized WGBH Educational Foundation, licensee of WGBY-TV Springfield, Mass., to multiplex educational aur. program material from WGBH-FM Boston to WFCR-FM University of Massachusetts, Amherst, using WGBH's television intercity relay system between Boston and Springfield, instead of present off-the-air pickup system. Action Jan. 4.

■ WEYL-TV Saginaw, Mich.—Broadcast Bureau granted authority for station identification as Saginaw-Flint-Bay City, Mich. Action Dec. 26.

■ \*KAVT-TV Austin, Minn.—Broadcast Bureau

granted license covering new noncommercial TV. Action Dec. 29.

■ KHOL-TV Kearney, Neb.—Broadcast Bureau granted request for waiver of rules to identify as Kearney-Hastings-Grand Island, Neb. Action Dec. 27.

■ \*KNJS(TV) Camden, N.J.—Broadcast Bureau granted license covering new station. Action Dec. 29.

### Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV], Furniture City Television Co.), TV proceeding, due to demise of presiding judge, reassigned case to Administrative Law Judge Isadore A. Honig and canceled all scheduled conference and hearing dates, subject to further order of presiding judge (Docs. 18906-7). Action Dec. 8.

■ Administrative Law Judge Ernest Nash in Manchester, N.H., Baltimore and El Centro, Calif., in matter of revocation of license of United Television Co. of New Hampshire for WMUR(TV), et al.,

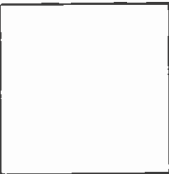
rescheduled further prehearing conference for Jan. 15 and hearing for March 19, and set certain procedural date by March 5 (Docs. 19336-8). Action Dec. 19.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, denied request by Las Vegas Valley Broadcasting for protective order opposing Western Communications' further notice of deposition (Docs. 19519, 19581). Action Dec. 15.

### Other action

■ Review board in Las Vegas, TV proceeding, granted request by Western Communications Inc., licensee of KORK-TV Las Vegas, to enlarge issues in comparative hearing involving Western and Las Vegas Valley Broadcasting Co. to include determination of whether programming of KORK-TV has been meritorious, particularly with respect to public service programs (Docs. 19519, 19581). Action Jan. 2.

(Continued on following page)



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## New AM stations

### Application

■ **Clare, Mich.**—Mid-Michigan Broadcasting Corp. Seeks 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 Schwarz, Harold B. Gunn (each 45%), et al. Mr. Schwarz is attorney. Mr. Gunn owns interest in farm in New Jersey. Ann. Dec. 29.

### Actions on motions

■ Chief, office of opinion and review, in Salem and Derry, both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, rescinded commission's order of Dec. 12, 1972, granting extension of time, because of opposition filed by Spacetown Broadcasting Corp., with further action to be taken at later date (Docs. 19434-6). Action Dec. 14.

■ Administrative Law Judge Basil P. Cooper in Charlevoix, Mich. (New Broadcasting Corp.), AM proceeding, granted petition by applicant to amend application to reflect resignation of W. Kirk Schaller, as secretary and director, sale of Mr. Schaller's 30 shares of stock to Terry L. Edger, Timothy R. Ives and N. Elmo Franklin (10 shares to each) and assumption by Messrs. Edger, Ives and Franklin of agreement of W. Kirk Schaller to subscribe to 370 shares of stock; to reflect election of N. Elmo Franklin and Timothy R. Ives as directors, and Judy Edger as secretary (Doc. 19610). Action Dec. 22.

■ Administrative Law Judge Frederick W. Dennison in Iowa City (Burns, Rieke and Voss Associates, Braverman Broadcasting Co.), AM proceeding, granted petition by Braverman Broadcasting to amend financial portion of application with submission of additional letter of credit and related document; in separate order, denied request by Burns, Rieke and Voss Associates to appeal order of presiding judge which granted Braverman Broadcasting's petition to amend (Docs. 19596-7). Actions Dec. 14 and 26.

■ Administrative Law Judge Lenore G. Ehrig in Jacksonville, Fla. (Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, scheduled certain procedural dates and further hearing for Feb. 13 (Docs. 18899-18900). Action Dec. 19.

■ Administrative Law Judge Lenore G. Ehrig in Clovis, Calif. (Clovis Broadcasters), AM proceeding, granted further petition by Clovis Broadcasters to amend application establishing new DA system and scheduled prehearing conference for Jan. 23 to establish procedural dates to govern further course of proceeding (Doc. 13995). Action Jan. 2.

■ Chief Administrative Law Judge Arthur A. Gladstone in Clovis, Calif. (Clovis Broadcasters), AM proceeding, due to demise of presiding judge, reassigned case to Administrative Law Judge Lenore G. Ehrig; canceled all scheduled conference and hearing dates, subject to further order of presiding judge (Doc. 13995). Action Dec. 18.

■ Chief Administrative Law Judge Arthur A. Gladstone in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM proceeding, due to demise of presiding judge, reassigned case to Administrative Law Judge Forest L. McClennan (Docs. 19445-7). Action Dec. 18.

■ Administrative Law Judge Ernest Nash in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, granted petition by Centreville Broadcasting Co. to amend application and accepted exhibit entitled survey and community needs data and programming (Doc. 18888). Action Dec. 29.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz and Aptos-Capitola, both California (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, granted joint request by applicants for dismissal of application; approved agreement by applicants for partial reimbursement of expenses; dismissed application of St. Cross Broadcasting; deferred decision on necessity for publication in keeping with rules; ordered that applicants may file statement directed to that rule on or before 10 calendar days from release of order, and responsive pleadings may be filed on or before 7 calendar days following filing of such statement (Docs. 19503, 19506). Action Dec. 29.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Vinta, Okla. (Northwest Oklahoma Broadcasting Inc., P B L Broadcasting Co.), AM proceeding, scheduled hearing for Feb. 13 in accordance with procedures set forth on record of prehearing conference (Docs. 19639-40). Action Dec. 21.

## Existing AM stations

### Applications

■ **WCRM-AM-FM Clare, Mich.**—Mid-Michigan Broadcasting Corp. seeks interim operating authority. Ann. Dec. 29.

■ **WEEZ Chester, Pa.**—Seeks CP to change ant-

trans. site to D Street, Aston Mills, Pa. Ann. Dec. 29.

### Final actions

■ **KQYX Joplin, Mo.**—Initial decision released Nov. 3, 1972, proposing grant of application of William B. Neal to increase power of KQYX to 10 kw and install DA, became effective Dec. 25, 1972 (Doc. 19482). Ann. Jan. 3.

■ **WABG Greenwood, Miss.**—Broadcast Bureau main studio location changed to 2001 Garrard Street, Greenwood; trans. may be operated by remote control from main studio location while using non-DA. Action Dec. 29.

■ **WLDB Atlantic City—FCC**, in response to motion for stay of commission action of Nov. 29, 1972, and petition for reconsideration by Atlantic City Broadcasting Co., reinstated Atlantic City's authorization to operate WLDB pending final decision on petition. Action Jan. 4.

### Actions on motions

■ Chief, office of opinion and review, in Puyallup, Wash. (KAYE Broadcasters Inc.), in matter of renewal of license for KAYE, granted motion by applicant and extended through Jan. 17 time to file appeal of administrative law judge's memorandum opinion and order released Dec. 4, 1972 (Doc. 18929). Action Dec. 22.

■ Administrative Law Judge Basil P. Cooper in Chillicothe, Ohio (The Court House Broadcasting Co. and Chillicothe Telcom Inc.), in matter of assignment of license for WCHI(AM), continued prehearing conference from Jan. 10 to Feb. 26 (Doc. 19600). Action Jan. 4.

■ Administrative Law Judge Frederick W. Dennison in Clare, Mich. (Bi-County Broadcasting Corp.), in matter of renewal of licenses for WCRM-AM-FM, upon petition for reconsideration and petition for stay by applicant, presiding judge reaffirmed order which denied application for want of prosecution; denied applications with prejudice; set aside notice of apparent liability, and terminated proceeding (Doc. 19492). Action Dec. 22.

■ Acting Chief Administrative Law Judge Lenore G. Ehrig in Miami (United Broadcasting Company of Florida Inc.), in matter of renewal of license for WFAB, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge; scheduled prehearing conference for Feb. 14 and hearing for March 13 in Miami (Doc. 19664). Action Jan. 3.

■ Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co., Radio Harlan Inc. [WHLN]), AM proceeding, granted petition by Eastern Broadcasting Co. to amend application relative to cost items other than broadcast equipment, and balance sheets to reflect contingent liabilities of principals (Docs. 19614-5). Action Dec. 27.

■ Administrative Law Judge David I. Kraushaar in Carrollton, Ga. (Radio Carrollton, Faulkner Radio Inc. [WLBB]), AM proceeding, on request of parties, postponed hearing, rescheduled hearing for March 12 in Atlanta, at location to be specified later, set certain other procedural dates, and incorporated by reference transcript of prehearing conference with same effect as if it had been set out verbatim (Docs. 19636-7). Action Dec. 21.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Charleston, W. Va. (Capitol Broadcasting Corp. [WCWA]), AM proceeding, granted petition by Capitol to amend application by updating material contained in section II (Doc. 19580). Action Dec. 26.

### Other action

■ Review board in Pineville, La., and Dermott, Ark., AM proceeding, in response to petition by Southeast Arkansas Broadcasters Inc. (KVSA McGehee, Ark.), added issues against Southeast Arkansas Radio Inc., competing applicant for AM in Dermott, to determine financial qualifications and whether it failed to notify commission of substantial changes in application as well as other issues. Action Jan. 3.

### Designated for hearing

■ **WCVI Connelville, Pa.**—FCC designated for hearing application of Connelville Broadcasters Inc., licensee, for renewal of license on issues including fraudulent billing, compliance with fairness doctrine and programing to protect private interests of station owners. Action Jan. 4.

## New FM stations

### Applications

■ **Arab, Ala.**—Marshall County Broadcasting Co. Seeks 92.7 mhz, 3 kw. HAAT 300 ft. P.O. address Box 7, Huntsville, Ala., 35804. Estimated construction cost \$31,487; first-year operating cost \$24,924; revenue \$36,000. Marshall County Broadcasting is licensee of WRAB(AM) Arab. Principals: J. B. Falt Jr., president (66⅔%), John Garrison (33⅓%), et al. Mr. Falt owns 60% of WAJF(AM) Decatur

and WFIX(AM) Huntsville, both Alabama. He also owns WSHF(AM) Sheffield, Ala. Mr. Garrison has minority interest in WFIX. Ann. Dec. 29.

■ **Huntsville, Ala.**—Board of Trustees of University of Alabama. Seeks 91.3 mhz, 6.98 kw. HAAT 742 ft. P.O. address 4701 University Drive, Huntsville 35805. Estimated construction cost \$63,933; first-year operating cost \$48,417; revenue none. Principals: Benjamin B. Graves, president of university, et al. Ann. Dec. 29.

■ **Mt. Edgecumbe, Alaska**—Mt. Edgecumbe High School. Seeks 100.1 mhz, 14.7 w. HAAT 86 ft. P.O. address Japanski Island, Mt. Edgecumbe, Alaska, 99835. Estimated construction cost \$15,000; first-year operating cost \$4,800; revenue none. Principals: Lawrence B. Welch, principal of school, et al. Ann. Dec. 29.

■ **Jonesboro, Ark.**—Snider Broadcasting Corp. Seeks 107.9 mhz, 97.9 kw. HAAT 597 ft. P.O. address 1001 Spring Street, Little Rock, Ark. 72202. Estimated construction cost \$116,150; first-year operating cost \$60,300; revenue \$85,000. Snider Broadcasting is licensee of KARN-AM-FM Little Rock, Ark. Principals: Ted L. Snider, president (75%), et al. Mr. Snider is president of Business Music of Arkansas, muzak franchisee. Ann. Jan. 4.

■ **Santa Cruz, Calif.**—Regents of University of California. Seeks 88.1 mhz, 10 w. HAAT 95 ft. P.O. address 485 University Hall, 2200 University Avenue, Director of Business Services Division, Santa Cruz 94720. Estimated construction cost \$5,412; first-year operating cost \$4,300; revenue none. Principals: John O. Oliphant, telecommunications coordinator, et al. Ann. Jan. 4.

■ **Rockland, Mass.**—Rockland Public Schools. Seeks 90.1 mhz, 24 w. HAAT 90 ft. P.O. address 34 Goddard Avenue, Rockland 02370. Estimated construction cost \$5,622; first-year operating cost \$1,000; revenue none. Principals: John W. Rogers, superintendent of schools, et al. Ann. Jan. 4.

■ **Clare, Mich.**—Mid-Michigan Broadcasting Corp. Seeks 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. Ann. Dec. 29.

■ **Aberdeen, Miss.**—J. W. Furr. Seeks 105.5 mhz, 3 kw. HAAT 300 ft. P.O. address 702 2d Avenue North, Columbus, Miss. 39701. Estimated construction cost \$17,500; first-year operating cost \$5,000; revenue \$24,000. Principals: Mr. Furr (100%). Mr. Furr owns WMPA(AM) Aberdeen and WMBC(AM) Columbus, both Mississippi. He also has majority control of WFOR-AM-FM Hattiesburg, Miss., and WMBC-FM Columbus. Ant. Jan. 4.

■ **Joplin, Mo.**—Pentecostal Church of God of America Inc. Seeks 102.5 mhz, 100 kw. HAAT 397 ft. P.O. address 312-316 Joplin Avenue, Joplin 64801. Estimated construction cost \$96,463; first-year operating cost \$40,000; revenue \$40,000. Principals: John W. Stalls, general secretary-treasurer, et al.

### Start authorized

■ **WMBL-FM Morehead City, N.C.**—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 280 ft. Action Dec. 20.

### Actions on motions

■ Acting Chief, Broadcast Bureau, on request by Union Springs Broadcasting Co., extended through Jan. 15 time to file reply comments on notice of proposed rulemaking in matter of amendment of FM table of assignments in Union Springs and Tallahassee, both Alabama (Doc. 19628). Action Jan. 3.

■ Administrative Law Judge Basil P. Cooper in Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, on motion by Lexington County Broadcasters, continued hearing now scheduled for Jan. 9 to date to be specified by subsequent order (Docs. 19568-9). Action Jan. 4.

■ Administrative Law Judge Frederick W. Dennison in Dinuba, Calif. (Radio Dinuba Co. and Korus Corp.), FM proceeding, postponed hearing now scheduled for Jan. 9 to Jan. 23 (Docs. 19566-7). Action Jan. 2.

■ Acting Chief Administrative Law Judge Lenore G. Ehrig in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting), FM proceeding, in absence of presiding officer, granted motion by Sun City Broadcasting Co. and extended to Jan. 17 time for filing reply findings (Docs. 19087-8). Action Dec. 29.

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (California Stereo Inc., et al.), FM proceeding, granted petition by California Stereo Inc. to amend application; in separate order, scheduled certain procedural dates and scheduled hearing for April 16 (Docs. 19515-16). Action Dec. 15.

■ Chief Administrative Law Judge Arthur A. Gladstone in Duncan, Okla. (Duncan Broadcasting Co., William S. HaSara), FM proceeding, due to de-

# Summary of broadcasting

Compiled by FCC Nov. 30, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,361	5	15	4,381	48	4,429
Commercial FM	2,353	1	47	2,401	111	2,512
Commercial TV-VHF	504	1	6	511	11	523
Commercial TV-UHF	185	0	5	190	49	239
Total commercial TV	689	1	11	701	60	761
Educational FM	531	0	18	549	78	627
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	120	0	10	130	7	137
Total educational TV	206	0	15	221	8	229

\* Special Temporary Authorization.

mise of presiding judge, reassigned case to Administrative Law Judge Jay A. Kyle and canceled all scheduled conference and hearing dates, subject to further order of presiding judge (Doc. 19651-2). Action Dec. 18.

■ Administrative Law Judge Byron E. Harrison in Bethany, W. Va., and Paris, Ohio (Bethany College and Calvary Christian College), noncommercial FM proceeding, set certain procedural dates and scheduled hearing for April 3 instead of Feb. 6 (Docs. 19573-4). Action Jan. 3.

■ Administrative Law Judge David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp., Sound Media Inc.), FM proceeding, granted motion by Key Broadcasting Corp., reopened record, received in evidence exhibit of history of stock ownership of D. Rideely Bolgiano in Key and in Drexel Hill Associates Inc. and closed record (Docs. 19410-11). Action Dec. 18.

■ Administrative Law Judge Ernest Nash in Athens, Tenn. (Athens Broadcasting Co. and 3 J's Broadcasting Co.), FM proceeding, granted petition by Athens Broadcasting Co. to amend application to show certain changes made among directors and officers of applicant corporation (Docs. 17617-8). Action Jan. 3.

■ Administrative Law Judge Chester F. Naumowicz Jr. in West Columbia and Columbia, both South Carolina (Congaree Broadcasters Inc., et al.), FM proceeding, granted petition by Statesville Broadcasting Co. to amend financial portion of application (Docs. 19624-6). Action Dec. 26.

## Other actions

■ Review board in Laurel and Ellisville, both Mississippi, FM proceeding, denied petition by Southland Inc., applicant for new FM on ch. 272A, Laurel, to enlarge issues against South Jones Broadcasters Inc., competing applicant for facilities at Ellisville (Docs. 19415-6). Southland requested expansion of financial issue and addition of lack of candor, misrepresentation and information issues against South Jones. Action Jan. 3.

■ Review board in Ogallala, Neb., FM proceeding, denied petition by Ogallala Broadcasting Co. to enlarge issues against Industrial Business Corp., competing applicant in FM ch. 22R (95.3 mhz) proceeding (Docs. 19559-60). Action Jan. 4.

## Existing FM stations

### Final action

■ WGPB-FM Bethlehem, Pa.—Broadcast Bureau granted CP to install new trans. and ant.: ERP 26 kw (horiz.) and 18 kw (vert.); ant. height 630 ft.; remote control permitted; conditions. Action Dec. 26.

### Actions on motions

■ Chief, Office of Opinion and Review, in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM]), Communicom Media Inc.), FM proceeding, dismissed as moot application by WHCN Inc. for review of review board's memorandum opinion and order since Communicom Media has been permitted to amend application by order released Nov. 3, 1972 (Docs. 18805-6). Action Dec. 22.

■ Chief, Office of Opinions and Review, in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM]), Communicom Media Inc.), FM proceeding, dismissed as moot petition to deny sale, request for consolidation and request for temporary stay filed by Communicom Media, in view of action by hearing examiner denying certain interlocutory requests and dismissed as moot motion by WHCN Inc. to dismiss pleadings (Docs. 18805-6). Action Dec. 26.

■ Administrative Law Judge Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM]) and Communicom Media Inc.), FM proceeding, continued prehearing conference

from Jan. 16 to Jan. 23 (Docs. 18805-6). Action Jan. 5.

■ Chief Administrative Law Judge Arthur A. Gladstone in Newark, N.J. (Cosmopolitan Broadcasting Corp.), in matter of renewal of license and SCA for WHBI(FM), designated Administrative Law Judge Ernest Nash to serve as presiding judge and scheduled prehearing conference for Jan. 19 and hearing for March 5 (Doc. 19657). Action Dec. 19.

■ Chief Administrative Law Judge Arthur A. Gladstone in Tulsa, Okla. (Turnpike Broadcasting Corp., KMOD Broadcasting Corp.), in matter of assignment of license of KMOD(FM), due to absence of presiding judge, canceled prehearing conference scheduled for Dec. 20, 1972, subject to further order of presiding judge (Doc. 19631). Action Dec. 20.

■ Administrative Law Judge Byron E. Harrison in Bethany, W. Va., and Paris, Ohio (Bethany College [\*WYBC(FM)], Calvary Christian College), FM proceeding, granted motion by Bethany College [\*WVBC(FM)], Calvary Christian College, order and scheduled prehearing conference for Jan. 3 at which conference new procedural dates will be established (Docs. 19573-4). Action Dec. 27.

## Fine

■ WLVB-FM Hartford, Conn.—FCC notified WLVB Inc., licensee, that it has incurred apparent liability of \$500 for failure to reply to official notice of violation within 10 days time provided by rules. Action Jan. 4.

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following translators, all Washington: K72CT Mossrock and Onalaska; K08GG, K10GH and K12GH, all Laurier; K04GC and K05AP, both Trout Lake. Action Dec. 27.

## Modification of CP's, all stations

■ \*WGVC(TV) Grand Rapids, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to June 29. Action Dec. 29.

■ W64AE Uniondale, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to June 26. Action Dec. 26.

■ K04FD Sheridan and Fort MacKenzie, both Wyoming—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to June 15. Action Dec. 15.

## Translators

### Application

■ FCC accented for filing application of Princeton Community TV for VHF translator in Princeton, Ore., on ch. 10, 192-198 mhz; primary station KTVB(TV) Boise, Idaho. Ann. Jan. 5.

### Actions

■ Heehne, Colo., Sunflower Valley T.V. Association—Broadcast Bureau granted CP for new VHF translator to serve Heehne on ch. 3 by rebroadcasting programs of KRDO-TV, ch. 13, Colorado Springs. Action Dec. 15.

■ Lake City, Colo., Hinsdale County Chamber of Commerce—Broadcast Bureau granted CP for new VHF translator to serve Lake City south summer home and resort area on ch. 4 by rebroadcasting programs of KOAA-TV, ch. 5, Pueblo, Colo. Action Dec. 15.

■ Bloomington, Utah, Washington County Television Dept.—Broadcast Bureau granted CP for new UHF translator to serve Bloomington on ch. 59

by rebroadcasting programs of KCPX-TV, ch. 4, Salt Lake City. Action Dec. 15.

■ Ephrata, Wash. People's TV Association Inc.—Broadcast Bureau granted CP for new UHF translator to serve Soap Lake, Ephrata and Wilson Creek, all Washington, on ch. 60 by rebroadcasting programs of KSPS-TV, ch. 7, Spokane, Wash. Action Dec. 15.

## Other actions, all services

■ FCC proposed, in rulemaking notice, rules opening program logs of radio and TV stations to public inspection, requiring broadcast licensees to retain program logs for length of license term or for two years, whichever is greater, and allowing licensees to keep program logs at second location other than that of station's main public file. Action Jan. 4.

■ FCC denied proposal to amend rules to permit noncommercial TV's to present "scrambled" instructional broadcasts for medical and law enforcement professions, and terminated proceeding (Doc. 18535). Action Jan. 4.

## Ownership changes

### Applications

■ WMJR(FM) Fort Lauderdale, Fla.—Seeks transfer of control of WMJR Inc. from Nancy E. Crider and Robert A. Roberts (together, 100% before, none after) to Conso Consolidated Inc. (none before, 100% after). Consideration: \$850,000. Principals: Cecil L. and Joyce Hefel (together 100%). The Hefels own KGMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, Hawaii. They have applied to purchase WJAS-AM-FM Pittsburgh, WROR(FM) Boston and KDNA(FM) St. Louis. Ann. Dec. 18.

■ WGRT(AM) Chicago—Seeks transfer of control of Atlas Communications Inc. from Ralph L. Atlas, William J. Friedman, et al (as group, 100% before, none after) to Johnson Publishing Co. (none before, 100% after). Consideration: \$1.8 million. Principals: John H. and Eunice W. Johnson (together 99%), et al. Mr. Johnson is chief executive officer of Johnson Publishing Co. He also is president of Supreme Life Insurance Co., Chicago, a director of Twentieth Century Fox, Hollywood, and has real estate interests in Chicago. Ann. Dec. 18.

■ KBFI-TV Dallas—Seeks assignment of CP from Berean Fellowship Foundation Inc. to The Christian Broadcasting Network Inc. for \$210,000. Sellers: Marvin Colwill, vice president and secretary, et al. Buyers: M. G. Robertson, president, et al. Christian Broadcasting Network is licensee of WYAH-TV Portsmouth and WXRI(FM) Norfolk, both Virginia; WHAE-TV Atlanta; WBIV(FM) Wethersfield, WMIV(FM) Bristol, WEIV(FM) Ithaca, WOIV(FM) DeRuyter and WJTV(FM) Cherry Valley, all New York; it is permittee of WXNE-TV Boston. Ann. Jan. 2.

### Actions

■ WOWL(AM) Florence, Ala.—Broadcast Bureau granted assignment of license from Radio Muscle Shnals Inc. to Hammell Broadcasting Inc. for \$225,000. Sellers: Richard B. Biddle, majority stockholder, et al. Mr. Biddle owns 50% of WOWL-TV Florence. Buyers: Richard N. Hammell (99.9%), et al. Mr. Hammell has interests in newspapers in Cushing and Alva, both Oklahoma; Boone, Nevada and Oskaloosa, all Iowa, and Florence. Action Dec. 26.

■ KFOX(AM) Long Beach, Calif.—KFOX(FM) Los Angeles—Broadcast Bureau granted assignment of licenses from KFOX Inc. to Industrial Broadcasting Co. and Leroy J. and Reba K. Glover for \$2,425,000. Sellers: KFOX Inc. is owned by Sonderling Broadcasting Corp., station group owner. Sonderling has acquired Industrial Broadcasting's KIKK-AM-FM Pasadena, Tex., in exchange for KFOX (see listing below). Buyers: Leroy J. Glover, president, Mr. Glover owns KGKL(AM) San Angelo, Tex., and has minority interest in KVRL(AM) Houston and KSPL-FM Doholl, both Texas. Broadcast Bureau also approved assignment of license of KFOX(AM) from Industrial Broadcasting to Walton Communications Inc. for \$1,175,000, and of KFOX-FM to Cosmic Communications Inc. for \$1,250,000. Walton Communications is principally owned by John B. Walton Jr. Mr. Walton owns KELP-AM-TV El Paso, KDJW-AM-FM Amarillo, KBUY-AM-FM Fort Worth, all Texas; KAVE-TV Carlsbad, N.M., and KIKX(AM) Tucson, Ariz. Cosmic Communications is owned by W. John Driscoll, Wayne K. Van Dyck, Edward L. Scarff and John J. Pascoe (each 25%). They are all associated with Rock Island Corp., investment firm. Action Dec. 21.

■ KTOM(AM) Salinas, Calif.—Broadcast Bureau granted transfer of control of Thomas J. King Broadcasting Corp. from Thomas J. King, Cicely R. King, C. Dudley King and TV Radio Properties Inc. (as group, 100% before, none after) to Kilbros Broadcasting Corp. (none before, 100% after) Consideration: \$427,500 less net debt of corpora-

tion. Killbro Broadcasting is licensee of KFIV(AM) Modesto, Calif. Principals: F. Robert Fenton, et al. Mr. Fenton is president and general manager of KFIV. Action Dec. 21.

■ KWG(AM) Stockton, Calif.—Broadcast Bureau granted transfer of control of Barnes Enterprises Inc. from B. E. Barnes (100% before, none after) to John B. Jacobs and Robert L. Eubanks (each none before, 50% after). Consideration: \$227,034. Mr. Jacobs is freelance TV announcer; Mr. Eubanks is freelance TV performer. Action Dec. 27.

■ WWAB(AM) Lakeland, Fla.—Broadcast Bureau granted assignment of license from WWAB Inc. to Radio Station WWAB Inc. for \$230,000. Sellers: Truman A. Morris, president, et al. Mr. Morris owns Shawnee Broadcasting Co. licensee of WBEX-AM-FM Chillicothe, Ohio. He also has minority interests in WCAI(AM) Fort Myers, Fla. Buyers: David C. Blossman and Hugh Hughes (each 50%). Mr. Blossman has interests in WARB(AM) Covington, WTGI-FM Hammond and KWCL(AM) Oak Grove, all Louisiana. He also has interests in WRKN(AM) Brandon, Miss., and owns (50%) E-Z Pay Tire Store in Slidell, La. Mr. Hughes has interests in WMAG(AM) and WQST-FM, both Forest, Miss. Action Dec. 27.

■ WHEL(AM) New Albany, Ind.—FCC granted renewal of license and assignment of license from Robert H. Brown, receiver, to WHEL Inc. Consideration equals amount of claims against Shell Broadcasting, previous licensee, and will not exceed \$200,000. Buyers: James J. Nathan (32%), Richard L. Hitchcock (20%), et al. Mr. Nathan was minority stockholder in Shell Broadcasting Co. He is president of WHEL Inc. Mr. Hitchcock is accountant with tax law practice in Louisville, Ky. Action Jan. 4.

■ WILD(AM) Boston; WUFO(AM) Amherst, N.Y., and WAMO-AM-FM Pittsburgh—Broadcast Bureau granted assignment of licenses from Dynamic Broadcasting Inc. to Sheridan Broadcasting Corp. for \$2 million. Sellers: Leonard E. Walk is president of Dynamic Broadcasting, which is also licensee of WLTO(AM) Miami. Buyers: Ronald R. Davenport, chairman of board, chief executive officer and treasurer (68.42%) et al. Mr. Davenport is dean of Duquesne University School of Law, Pittsburgh. Action Dec. 29.

■ WJNS-FM and CP for WYAZ(AM), both Yazoo City, Miss.—Broadcast Bureau granted transfer of control of Gateway Broadcasting Co. from J. P. Sartain (75% before, none after) to Joel Netherland (25% before, 40% after), H. B. Shaw and Kenneth W. Helton (both none before, 30% after). Consideration: \$145,537. Seller: Mr. Sartain is building contractor in Yazoo City. Buyers: Mr. Netherland is president and general manager of WJNS-FM and WYAZ(AM). Mr. Shaw is accountant with and has minor interest in Mississippi Chemical Corp., Yazoo City. Mr. Helton is manager of Sunflower Food Store, Yazoo City. Action Dec. 26.

■ KMIS(AM) Portageville, Mo.—Broadcast Bureau granted assignment of license from J. Shelby McCallum and Smith J. Dunn dba New Madrid County Broadcasting Co. to J. Shelby McCallum dba New Madrid Broadcasting Co. for \$65,000. Buyer: Mr. McCallum, formerly 33 1/3% owner of KMIS, has assumed sole ownership. Action Dec. 27.

■ WBNY(FM) Buffalo, N.Y.—Broadcast Bureau granted assignment of license from Niagara Frontier Broadcasting Corp. to McCormick Communications Inc. for \$500,000 plus \$88,000 for covenant not to compete. Sellers: Thomas W. Talbot, president, et al. Niagara Frontier is licensee of WJL(AM) Niagara Falls, N.Y. Buyers: Technical Operations Inc. (80%) and William M. McCormick (20%). Technical Operations is publicly held company which manufactures solid state control devices, nuclear radiation products and scientific instruments as well as engages in contract research and in general building construction. Mr. McCormick was recently area vice president for TV for RKO General's WHCT-TV Boston and WNAC-TV Hartford, Conn. Action Dec. 29.

■ WGPA-AM-FM Bethlehem, Pa.—Broadcast Bureau granted assignment of license from A.B.E. Broadcasting Co. to Holt Corp. of Pennsylvania Inc. for \$265,000. Sellers: Donald S. Taylor, president, et al. Buyers: Arthur H. Holt, president (50%), et al. Mr. Holt worked for various radio stations from 1949-65, and was most recently employed by W. T. Stubbsfield, radio brokerage and consulting firm. Action Dec. 27.

■ KIKK-AM-FM Pasadena, Tex.—Broadcast Bureau granted assignment of license from Industrial Broadcasting Co. to KFOX Inc. for \$3,623,500. Consideration also includes licenses and assets of KFOX-AM-FM Los Angeles. Seller: Leroy J. Gloger, president. Mr. Gloger owns KGKL(AM) San Angelo, Tex., and has minority interest in KVRL(AM) Houston and KSP-LM Diboll, both Texas. Buyer: KFOX Inc. is owned by publicly held Sonderling Broadcasting Corp. of which Egmont Sonderling is president. Sonderling stations are WOPA(AM) and WGLD(FM), both Oak Park, Ill.; KDIA(AM) Oakland, Calif.; WDIA(AM) and WAID(FM), both Memphis; WFOX-AM-FM; WRWL(AM) New York and WAST(TV) Albany, both New York; WOL(AM) and WMOD(FM)

both Washington, and WLKY-TV Louisville, Ky. Action Dec. 21.

■ KPOS(AM) Post, Tex.—Broadcast Bureau granted assignment of license from Post Broadcasting Co. to James G. Bole for \$36,192. Seller: Lantz G. Powell Jr. Buyers: James G. Bole (100%). Mr. Bole is a former manager of KCAS(AM) Slaton, Tex. He was also formerly with production and sales staff of KFDM(TV) in Beaumont, Tex. Action Dec. 26.

■ WBEV-AM-FM Beaver Dam, Wis.—Broadcast Bureau granted transfer of control of Beaver Dam Broadcasting Co. from William R. Walker, Joseph D. Mackin and Thomas H. Faile (as group, 100% before, none after) to Beaver Dam Radio Inc. (none before, 100% after). Consideration: \$410,000 plus \$5,000 for covenant not to compete. Principals: Kewanee Broadcasting Co. (65%), Walter J. Klinger (20%), et al. Kewanee Broadcasting is licensee of WKEI-AM-FM Kewanee, Ill. Mr. Klinger is commercial manager of WKEI. Action Dec. 26.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance. FCC announces Jan. 2 (stations in parentheses are TV signals proposed for carriage):

■ Tuskegee Cablevision Co., Tuskegee, Ala. (WRBL(TV), WYEA(TV), WTVM(TV) and WJSP(TV), all Columbus, Ga.; WTVV(TV) Dothan and WAIQ(TV), WKAB(TV), WCOV(TV) and WSEA(TV), all Montgomery, all Alabama; WTCG(TV) Atlanta).

■ Transwestern Video Inc., Hamburg, Ark. (KETS(TV), KARK-TV, KATV(TV) and KTHV(TV), all Little Rock and KTVE(TV) El Dorado, all Arkansas; WLBT(TV) Jackson and WABG(TV) Greenwood, both Mississippi; KNOE(TV) Monroe, La.).

■ Community Communications Co., Monticello, Ark. (KETS(TV), KARK-TV and KTHV(TV), all Little Rock and KTVE(TV) El Dorado, all Arkansas; KNOE-TV Monroe, La.; WABG(TV) Greenwood and WJTV(TV) Jackson, both Mississippi).

■ Televets of California, Brentwood, Calif. (KTUV(TV) Oakland, KOVR(TV) Stockton, KRON-TV, KPIX(TV), KGO-TV, KBHK-TV and KQED(TV), all San Francisco, KGSC-TV San Jose and KCRA-TV, KTXL(TV), KXTV(TV) and KVIE(TV), all Sacramento, all California).

■ Silver King Video Inc., Clearlake Highlands, Lower Lake, Clearlake Park, Clearlake Oaks, Lucerne, Glen Haven and Kelseyville, all California (KFTV(TV) Santa Rosa, Calif.).

■ Theta Cable of California, Fullerton, Calif. (KNXT(TV), KNBC(TV), KTLA(TV), KABC-TV, KHJ-TV, KITV(TV), KCOP(TV), KWHY-TV, KMEX-TV, KVST-TV and KLCS(TV), all Los Angeles; KBSC-TV Corona and KHOF-TV San Bernardino, both California).

■ Ladera Cablevision Inc., Ladera Heights, Calif. (KNXT(TV), KNBC(TV), KTLA(TV), KCET(TV), KABC-TV, KHJ-TV, KTTV(TV), KCOP(TV), KWHY-TV and KMEX-TV, all Los Angeles; KLXA-TV Fontana and KBSC-TV Corona, both California).

■ California Antenna T-V Inc., Lincoln Village West, Calif. (KLOC(TV) Modesto, Calif.; KBHK-TV San Francisco).

■ Orange County Cable Communications Co., San Juan Capistrano, Calif. (KNXT(TV), KNBC(TV), KTLA(TV), KABC-TV, KHJ-TV, KTTV(TV), KCOP(TV), KWHY-TV, KCET(TV) and KMEX-TV, all Los Angeles; KFMB-TV and KOGO-TV, both San Diego, KBSC-TV Corona, KLXA-TV Fontana and KOCE-TV Huntington Beach, all California).

■ Cypress Cable TV of Kern County Inc., unincorporated areas of Kern county, McFarland, Delano, Shafter and Wasco, all California (KMPH(TV) Tulare, Calif.).

■ TelePrompter Connecticut CATV Corp., Middletown, Middlefield, Cromwell, East Hampton and Portland, all Connecticut (WTIC-TV, WHCT-TV and WEDH(TV), all Hartford, Conn.; WNEW-TV WOR-TV and WPIX(TV), all New York; WPLI(TV) and WHYN-TV, both Springfield, Mass.; WATR-TV Waterbury, WHNB-TV New Britain, WEDW(TV) Bridgeport, WEDN-TV Norwich and WTVU(TV) and WTNH-TV, both New Haven, all Connecticut).

■ Blue Run TV Cable Inc., Dunnellon, Fla. (WESH-TV Daytona, WCJB(TV), WUFT-TV, both Gainesville, WTWT-TV, WLCY-TV and WEDU-TV, all Tampa, WTOG-TV St. Petersburg and WFTV-TV and WDBO-TV, both Orlando, all Florida).

■ Florida TV Cable, Ormond Beach and Volusia county, both Florida (WSWB-TV Orlando, WCIX-TV and WLTV(TV), both Miami and WTOG-TV Tampa, all Florida).

■ Gulf Communicators Inc., Polciana and Osceola,

both Florida (WESH(TV) Daytona Beach, WEDU-TV and WFLA-TV, both Tampa, WTOG(TV) St. Petersburg and WDBO(TV), WFTV(TV), WMFE(TV) and WSWB(TV), both Orlando, all Florida).

■ Northwest Illinois TV Cable Co., Monmouth and Galesburg, both Illinois, Television Transmission Co., Peru, Ill. and Cable TV Service Co., Mendota, Ill. (WSNS-TV Chicago).

■ Gary Communication Group Inc., Gary, Ind. (WBBM(TV), WMAQ(TV), WLS(TV), WNSN(TV), WGN(TV), WFLD(TV), WTTW(TV), WCIU(TV), WDFL(TV), WXXW(TV), all Chicago; WTTV(TV) Indianapolis; WNDU(TV) and WSTB(TV), both South Bend, WGM(TV) Gary and WCAE(TV) St. Johns, all Indiana; WWTW(TV) Milwaukee).

■ Huntington CATV Inc., Huntington, Ind. (WANE-TV and WKHG-TV, both Fort Wayne, WPTA-TV Roanoke and WIPB-TV Muncie, all Indiana; WSNS-TV, WGN-TV and WXXW-TV, all Chicago).

■ New Castle Communications Inc., New Castle, Ind. (WXIX-TV Cincinnati; WGN-TV, WFLD-TV and WSNS-TV, all Chicago).

■ Liberty TV Cable Inc., Winchester, Ind. (WXIX-TV Cincinnati).

■ Dubuque TV-FM Cable Co., Dubuque, Iowa and East Dubuque, Ill. (delete WFLD-TV Chicago; add WSNS-TV Chicago).

■ Eureka Cable TV Inc., Eureka, Kan. and Yates Center Cable T.V. Inc., Yates Center, Kan. (KBMA(TV) Kansas City, Mo.).

■ Flanery & Dings TV and Electronics Inc., Prestonburg, Ky. (WKYT(TV) Lexington, Ky.).

■ Total CATV Inc., East Baton Rouge and Baton Rouge, both Louisiana (WBRLZ(TV), WAFB-TV and WRBT(TV), all Baton Rouge; WYES-TV and WYOM-TV, both New Orleans; KHTV(TV) and KUHT(TV), both Houston).

■ Manchester Cable TV Co., Manchester, Md. (WTPA-TV and WHP-TV, both Harrisburg, WLYH-TV Lebanon and WITF-TV Hershey, all Pennsylvania; WJZ(TV), WBAL-TV, WMAR-TV, WMPB(TV) and WBF(TV), all Baltimore; WETA(TV), WDCA(TV), WTIG(TV), WMAL-TV, WTOP-TV and WTOP-TV, all Washington; WBSA(TV) York, WGAL-TV Lancaster, both Pennsylvania; WPHL-TV and WTAF-TV, both Philadelphia).

■ North Arundel CATV Inc., North Anne Arundel county and United CATV Inc., South Anne Arundel county, both Maryland (WMAR-TV, WBAL-TV, WJZ-TV, WBFF(TV) and WMPB(TV), all Baltimore; WRC-TV, WTIG(TV), WMAL-TV, WTOP-TV, WDCA-TV and WETA-TV, all Washington; WPHL-TV and WKBS-TV, both Philadelphia).

■ Liberty TV Cable Inc., South Haven, Mich. (WGVC-TV Allendale, Mich.).

■ Cable TV Inc., White Pigeon and Constantine, both Michigan (WKZO(TV) Kalamazoo and WKJG-TV Lansing, both Michigan; WNDU(TV), WSBT(TV), WJSJ(TV), all South Bend, Ind.; WLS(TV), WGN(TV) and WTTW(TV), all Chicago; WOTV-TV) Grand Rapids and WLX(TV) Jackson, both Michigan).

■ Minnesota All-Channel Cablevision Inc., Glenwood, Minn. (certification of existing system).

■ Community TV System Inc., Leflore county and Greenwood, both Mississippi (WTWV(TV) Tupelo, Miss.).

■ Nettleton TV Cable, Nettleton, Miss. (WTWV-TV Tupelo, Miss.; WREC(TV), WHBQ(TV) and WMC(TV), all Memphis; WMBI(TV) State College, WCB(TV) Columbus and WABG(TV) Greenwood, all Mississippi).

■ Platte County Communications Co., Platte, Mo. (KQTV(TV), St. Joseph, WDAF(TV), KCMO(TV), KMBC(TV), KCPT(TV) and KBMA(TV), all Kansas City and KDNL(TV) and KPLR(TV), both St. Louis, all Missouri).

■ Platte County Communications Co., Platte county, Mo. (KBMA(TV), KMBC(TV), WDAF-TV, KCMO(TV) and KCPT(TV), all Kansas City and KOTV(TV) St. Joseph, all Missouri; WIBW(TV), KTWU(TV) and KTSB(TV), all Hokea, Kan.; KDNL(TV) and KPLR(TV), both St. Louis).

■ Cypress Cable Corp., Lancaster, N.H. (WSBK-TV Boston).

■ Island Cable Co., Beach Haven, Long Beach township, Ship Bottom, Surf City and Harvey Cedars, all New Jersey (certification of existing system).

■ Tri-County Cable Television Co., Pennsylvania township and Salem, both New Jersey (WOR-TV and WPIX-TV, both New York; WNJS-TV Camden, N.J.).

■ Fayetteville Cablevision, town of Hope Mills, N.C. (WFMY-TV Greensboro, WWAY-TV and WECT(TV), both Wilmington. WUNC-TV Chapel Hill, WRAL-TV Raleigh. WITN-TV Washington, WGHF-TV High Point. WNCN-TV Greenville and WRDU-TV and WTVD(TV), both Durham, all North Carolina; WBTW(TV) Florence, S.C.;



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WBTB(TV), WSOC-TV, WCCB-TV and WRET-TV, all Charlotte, N.C.; WTCG(TV) Atlanta).

■ Tele-Media Company of Lake Erie, village of Madison, Ohio (WJET-TV and WQLN(TV), both Erie, Pa.; WKBD-TV Detroit.; CFPL-TV London, CKCO(TV) Kitchener and CHCH(TV) Hamilton, all Ontario).

■ Oklahoma CATV Inc., Eufaula and Checotah, both Oklahoma (KVOO-TV, KOTV(TV), KTUL-TV and KOED-TV, all Tulsa, Okla.; WKY-TV and KWTV(TV), both Oklahoma City, Okla.; KFSB-TV and KFPW-TV, both Fort Smith, Ark.; KTFN(TV) Ada, Okla.; KTVI(TV) and KDTV(TV), both Dallas; KGTO-TV Fayetteville, Ark.).

■ Green County Cablevision Inc., Pryor, Okla. (KTEW(TV), KOTV(TV), KTUL(TV) and KOED-TV), all Tulsa, Okla.; KYTV(TV) and KOLR(TV), both Springfield, Mo.; WKY(TV) Oklahoma City; KFSB-TV Fort Smith, Ark.; KOAM(TV) Pittsburg, Kan.; KGTO(TV) Fayetteville, Ark.; KODE-TV and KUHI(TV), both Joplin, KBMA(TV) Kansas City and KPLR(TV) and KDNL(TV), both St. Louis, all Missouri).

■ Burns-Hine T.V. Inc., Hines and Burns, both Oregon (KAID(TV) Boise, Idaho; KMED-TV Medford and KPTV(TV) Portland, both Oregon).

■ Treasure Valley TeleCable Inc., Sumpter, Ore. (KBOI-TV, KAID(TV) and KTVB(TV), all Boise, Idaho).

■ Telesystems Corp., Philadelphia (WXTV(TV) Paterson, N.J., and WNJU-TV New York-Newark, N.J.).

■ Seven Valleys Cable TV, Seven Valleys, Pa. (WLYH(TV) Lebanon, Pa.; WMPB(TV), WBAL-TV, WJZ-TV and WMAR-TV, all Baltimore; WSBA(TV) York, WGAL(TV) Lancaster, WITF-TV Hershey and WTPA(TV) and WHP(TV), both Harrisburg, all Pennsylvania; WITG(TV) and WDCA-TV, both Washington).

■ Shrewsbury Cable TV, Shrewsbury, Pa. (WLYH-TV and WGAL-TV, both Lancaster, Pa.; WMPB-TV, WBAL-TV, WJZ-TV and WMAR-TV, all Baltimore; WSBA-TV York, WITF-TV Hershey and WTPA-TV and WHP-TV, both Harrisburg, all Pennsylvania; WITG(TV) and WDCA-TV, both Washington).

■ Telesystems Corp., Springfield township and Conshohocken, both Pennsylvania (KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV and WTAF-TV, all Philadelphia; WKBS-TV Burlington, N.J.; WOR-TV and WPIX-TV, both New York; WXTV-TV Paterson and WNJU-TV Linden, both New Jersey; WHYI-TV Wilmington, Del.; WLVT-TV Allentown, Pa.; WNJS(TV) Camden, N.J.).

■ Video Link Ltd., Springhill township, Pa.

(KDKA-TV, WTAE-TV, WIIC-TV, WQED(TV), WQEX(TV) and WPGH-TV, all Pittsburgh; WJAC-TV Johnstown, Pa.; WDTV(TV) Weston and WTRF(TV) Wheeling, both West Virginia; WSTV-TV Steubenville, Ohio; WBOY-TV Clarksburg and WVU(TV) Morgantown, both West Virginia; CP only, Greensburg, Pa.; WKBF-TV Cleveland and WUAB(TV) Lorain, both Ohio).

■ Kingtree Cablevision Inc., Kingtree, S.C. (WCIV(TV), WCSC-TV and WUSN-TV, all Charleston, WIS-TV, WOLO-TV, WNOK-TV and WRKL-TV, all Columbia and WBTW(TV) and WJPM-TV, all Florence, all South Carolina; WRET(TV) Charlotte, WWAG(TV) and WECT-TV, both Wilmington, all North Carolina; WJBF-TV, WRDW(TV) and WATU(TV), all Augusta, Ga.).

■ Southeastern Cable Co., Cleveland, Tenn. (WRCB-TV, WDFE-TV, WTVC-TV, WCTI-TV and WRIP-TV, all Chattanooga, WCLP-TV Chattahoochee, Ga.; WCTG-TV and WHAE-TV, Atlanta).

■ Jackson Community Antenna Inc., Jackson, Tenn. (WDXR-TV Paducah, Ky.).

■ Cablecom-General of Corpus Christi, Corpus Christi, Tex. (KEDT-TV Corpus Christi, Tex.).

■ Television Enterprises Inc., Eden, Tex. (KCTV-TV San Angelo, KRBC(TV) Abilene, WFAA-TV and KERA(TV) both Dallas, KTVT(TV) Fort Worth and KTXS(TV) Sweetwater, all Texas).

■ Williamson County Cablevision Co., Georgetown, Tex. (KTBC(TV), KVUE(TV) and KHFI-TV, all Austin, KLRN-TV San Antonio, KNCT(TV) Belton, KCEN-TV Temple, KWTX(TV) Waco, KTVT-TV Fort Worth and KWEX-TV San Antonio, all Texas).

■ Total Communications of Irving Inc., Irving, Tex. (KDTV(TV), KDFW(TV), WFAA-TV, KERA-TV and KBFI(TV), all Dallas; WBAP(TV) and KTVI(TV), both Fort Worth; KHTV(TV) Houston; KBMA(TV) Kansas City, Mo.).

■ Television Cable Service Inc., Perryton, Tex. (KBFI-TV Dallas).

■ Capital Cable Co., Round Rock, Tex. (KVUE-TV, KHFI-TV, KTBC-TV and KLRN-TV, all Austin, KSAT-TV, KENS-TV WOAI-TV and KWEX-TV, all San Antonio, KWTX-TV Waco, KCEN-TV Temple, KTVT(TV) Fort Worth and KNCT(TV) Belton, all Texas).

■ Bowling Green Cable TV, Bowling Green, Va. (WITG(TV), WRC-TV, WTOP-TV and WMAL-TV, all Washington; WCVW-TV, WXEX-TV, WWBT(TV), WTVR-TV and WCVI-TV, all Richmond, WTAR-TV and WAVY-TV, both Norfolk and WVEC-TV Hampton, all Virginia; WDCA-TV and WETA-TV, both Washington; KNTV(TV)

Goldvein and WYAH-TV Portsmouth, both Virginia).

■ Priest River Cablevision, Priest River and Oldtown, both Idaho and Newport Cablevision, Newport, Wash. (KREM(TV), KXLY(TV), KHQ(TV) and KSPS(TV), all Spokane, Wash.).

■ TelePrompTer of Seattle, Tukwila, Wash. (KOMO-TV, KING-TV, KIRO-TV and KCTS-TV, all Seattle; KTNT-TV and KTVW(TV), both Tacoma, Wash.; CBUT(TV) and CHAN-TV, both Vancouver, B.C.).

## Final actions

■ Cable TV Bureau granted following operators of cable TV systems certificates of compliance: Alabama TV Cable Inc., Jefferson, Ala.; New Jersey Transmission Corp., borough of Avalon, Stone Harbor, Sea Isle City and township of Middle, all New Jersey; Carteret Cable TV Co., Atlantic Beach, Morehead City and Beaufort, all North Carolina; Central Cable Systems Inc., Clinton, Ill.; TelePrompTer of Galveston Cable TV Corp., Galveston, Tex.; Morehead TV Cable Co., Olive Hill, Ky.; Morehead TV Cable Co., areas in Carter county adjacent to Olive Hill, Ky. Actions Jan. 2.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Jan. 2. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Birmingham, Ala.—Thirteen firms have submitted proposals for cable systems including TelePrompTer of Birmingham Inc., Cablecom General Inc. and Birmingham Cable Communications Inc.

■ Methuen, Mass.—Selectmen revoked franchise awarded over three years ago to Stan-Fran Corp. of Haverhill.

■ Perry, Okla.—City council approved proposal of LVO Cable of Perry Inc. for cable system. Franchise is now subject to public referendum.

■ Dunmore, Pa.—Borough council awarded franchise to Northeastern Pennsylvania TV Cable Co.

■ Lynchburg, Va.—City council awarded franchise to Lynchburg Cablevision Inc., 90%-owned by American Television and Communications Corp.

# Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted by letter or wire; 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.

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**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.

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- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- 5" or over billed at run-of-book rate.
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## RADIO

### Help Wanted Management

Wanted: Mature adult to assume responsibility as administrative radio executive, involving program, management and sales. Good salary plus benefits, plus stock. Box M-146, BROADCASTING.

Station Manager. Eastern Shore rural station. Responsible individual experienced in programming, operations and sales. Excellent opportunity at attractive salary and other benefits for qualified person. Send complete resume to Box A-5, BROADCASTING.

Professional General Manager with top sales experience for growing Midwest station with great potential. Excellent salary and incentives. Stock option for right man. Send resume to Box A-9, BROADCASTING.

Chicago based station group has an opportunity for an effective, experienced manager to assist in operation of existing properties and evaluation and development of acquisitions. If you can bring ideas with you and work within policy we have an unusual opportunity. Please give all details and requirements first letter. Our employees know of this ad. Thank you. Reply Box A-16, BROADCASTING.

Sex . . . That's important and so is ownership without any cash investment in NE station which we'll give to person selected as manager. Desire "on-the-street selling" type. Box A-79, BROADCASTING.

## Sales

Assistant Sales Manager for AM station in border Midwest major market. Please send basic statistics to Box M-78, BROADCASTING.

Can you sell? Do you like to sell, to increase your billing, win prizes, cash bonuses, trips. If you are experienced, and a hard worker, these rewards are well within your grasp, in one of California's fastest growing markets. Box M-134, BROADCASTING.

## Sales Continued

Multiple station owner seeking aggressive young salesman ready to move up to sales manager. Must have three to five years experience on the street. 20,000 plus annually and chance for station management. Send complete resume first time to Box A-3, BROADCASTING.

Small market New England radio station has opening for salesman, experience necessary. Active account list, guaranteed salary plus commission, fringe benefits. Send photo, resume and requirements to Box A-51 BROADCASTING.

Tired of the rat race but too young to retire? Mature, experienced salesman needed at a quality FM station in one of Florida's fastest growing and most liveable retirement areas. You'll make enough to live on and more and enjoy life while you can. Box A-76, BROADCASTING.

Wanted (2) acct. exec's. top rated Southern Calif. Progressive Rock station. Must have street and agency experience. Career minded. Age 22-40. Guarantee \$650 mo. plus 15% comm., expenses and benefits. Send resume to Box A-94, BROADCASTING.

Good small market station (10,000 plus) in Southeast Ark. Has opening for top flight salesman-announcer with management potential. Send complete resume and tape to Barry Medlin, KAGH, Crossett, Ark. 71635.

Will pay 30% commission to qualified copy-oriented radio salesmen. Experience and good recommendations necessary. City of 80,000. E. C. Stangland, Manager, KCHF Radio, Sioux Falls, S. Dakota 57101.

KREL-Corona, interviewing hungry, aggressive, hustling salesman for Los Angeles, Riverside areas. To 33-1/3% commission. Call Brad Melton 714-737-1370.

## Sales Continued

**Southern Calif. MOR.** If you have track record in retail sales—you're the man. Guarantee, good incentive. Sales area over 250,000. Bob Jacobson, KVEN, Box 699, Ventura, Calif. 93001.

**Central Florida.** This MOR station is growing and needs a salesman with small market experience. Salary, plus commission, hard work earns better than average income. WJCM, Sebring, Fla.

**Sales Manager,** for small-medium market AM-FM north New Jersey area. Excellent salary and benefits. Contact Ralph Rood, WNNJ, Newton, N.J. 201-383-3400.

**Seasoned pro.** Self-starter for only station in fastest growing county in New York state. Immediate employment. Contact Al Eikin, Mgr., WPUT, Brewster, N.Y. 914-279-7171.

**Media Broker trainee** for Eastern U.S. Chapman Company, Inc., 5 Dunwoody Park, Atlanta, Ga. 30341.

**Self motivated newsmen** who enjoys digging for local news and actualities. Full time MOR serving beautiful Midwest growth area. Play-by-play optional. Call Dan Jones 618-942-2181. No collect calls please. EOE.

## Announcers

**Announcer/Program Director:** Southwestern Ohio station needs young, better than average man with programming knowledge of Upbeat MOR, Contemporary and Rock. Good opportunity to grow with a new company. Send tape, photo and resume to Box M-165, BROADCASTING.

**Rapidly growing top rated Eastern market MOR** station seeking experienced drive time top jock. Must send tape and resume. Equal Opportunity Employer. Box A-2, BROADCASTING.

**Announcer needed** at Virginia Country Music format station. 5 KW daytime in college community. Good place to live and work. Stable staff. Send resume, tape and salary requirements to Box A-34, BROADCASTING.

**Fla. growing chain needs:** 1st-CE to maintain gear and handle light evening announc. shift; 1st-anncr/sales dj combo man pro for major daytime show; 1st-for all nite soft-soul/jazz/talk show. Could be greatest opportunity for a real veteran pro. Veteran sales pro to build new block in medium resort market. We offer permanency. A career growth. All fringes and being a member of one of the finest broadcast teams in the South. An Equal Opportunity Employer. Box A-35, BROADCASTING.

**Midwest Top 40** needs morning personality with ability for some production. A group station within a growth company offering a secure future. Only those searching for permanence should apply. Rush resume, earnings, references, air check and production samples to Box A-44, BROADCASTING.

**Florida fulltime network adult rocker** needs top jock. Bright, young but mature approach. Excellent pay, working conditions, beautiful city. Send tape, resume references, compensation history. Equal Opportunity Employer. Box A-57, BROADCASTING.

**Top Southern Calif. Progressive Rocker** looking for air talent. Send tape & resume to Box A-96, BROADCASTING.

**Top station in five station market** looking for jock/rounded jock with good voice. Daytime airwork, top 40, salary open. 3rd will do. Tape, resume, no phone calls, Charlie Brown, KCLV, Clovis, New Mex.

**Central Florida Top** has immediate opening for jock/newsmen with good production. Excellent job security for jock with right attitude. John Terry, WIPC, Lake Wales, Fla. 33853. Phone 676-1486.

**Morning Announcer** for bright MOR AM station near NYC. Call Alice Michels, WKMB, Sterling, N.J. 201-647-4400.

**Immediate opening,** experienced jock-newsmen for close-to-Washington Contemporary adult AM-FM. First phone helpful, not essential. Midday airshift, some news writing. Salary open. No beginners. Tape, resume, salary requirements, picture first letter. WHH1, Route 5, Frederick, Md. 21701. Equal Opportunity Employer.

**Warm, mature announcer.** Emphasis on creating and producing top notch commercials for good music station. Tape and resume to WSRS, Worcester, Mass. 01602. An Equal Opportunity Employer.

**ABC owned FM stations** look for Rock 'N Stereo on air talent. Send tape and resume to Dale Pon, 1330 Ave. of the Americas, New York, NY 212-LT 1-7777.

**Central Florida FM,** 100,000 watt Stereo Easy Listening format on the air last of January needs good voices—experience. Send tape and resume to Jim Kirk, Box 1136, Ocala, Fla. 32670. Equal Opportunity Employer.

## Technical

**Engineer.** Seattle Classical Music station has opening for qualified engineer with experience in thorough preventive maintenance of RCA AM 1KW xmr, plus adequate voice and experience in classical board work. Send resume, references and tape to Box M-103, BROADCASTING.

**Chief.** Prefer young, Top 40 specialist strong in both directional and audio experience. Excellent equipment, good working conditions and can meet any salary requirements based on ability and experience. Immediate opening. Box A-20, BROADCASTING.

**Opening for Chief Engineer** for Albany, Georgia, AM-FM. Must be strong on maintenance. Send resume to WMJM, Cordele, Ga.

**Leading 5 KW** directional night has opening for alert young transmitter engineer. Should have fundamental knowledge transmitter operation and maintenance and capability to learn and advance to chief transmitter engineer under guidance our technical director. Private apartment available if desired. Delightful climate. WSAV Radio & Television, Savannah, Ga.

**Combo chief,** limited announcing, strong on preventive maintenance. Contact Charley Gaylord, Box 100, Ronceverte, West Virginia 24970.

**Chief Engineer.** Immediate opening for 5,000 watt directional AM. Strong on maintenance. Call 609-267-8200.

**Radio station engineer** for AM/FM station in Tucson, Arizona. Must have FCC 1st class radio telephone license. Send resume and pay requirements to: Engineering Dept., Box 15406, Phoenix, Arizona 85018.

**Biggest little radio station** in the world needs help. I have twelve Ampex's, three studios, automation, remote control, 50 KW FM, 5 KW AM DA. Need someone to help me keep it all from crumbling to the ground. If you're tired of sitting around watching meters wiggle, call me. 304-292-6301. Ask for Jim Murphy. No geniuses, and hold the resumes.

**Immediate opening** for chief engineer for 10,000/5,000 DA station. Salary open. Good benefits. Located in small town ideal for family. Call A. K. Harmon 803-479-7121, Bennettsville, S.C.

## News

**News Director,** must be self motivating newsmen, heavy emphasis on local news, and good play-by-play. Send resume and tape to W. H. Pollard, Jr., WBHP Radio, Box 547, Huntsville, Ala. 35804.

**Experienced, aggressive newsmen** needed for immediate opening. Degree and two years experience preferred. Send tape, resume and salary requirements to WTSO Radio, Box 44, Madison, Wisc.

## Programing, Production, Others

**Multiple station owner** needs PD for Black programed station in competitive market. Must be experienced, stable and a go-getter. A good station needs rebuilding. Tape and resume to Box A-13, BROADCASTING. An Equal Opportunity Employer.

**Promotion Mgr.** Must have outstanding ability to create exciting on-air, audience and sales promotion at major group station in top 15 market. Excellent salary and fringe benefits plus opportunities for advancement. An Equal Opportunity Employer. Rush. Box A-60, BROADCASTING.

**Program Director.** Highly experienced in programing and operations. Independent experience a plus. Must have top creative and administrative abilities. This is a major group station in a major market and offers excellent salary and fringe benefits. An Equal Opportunity Employer. Rush. Box A-61, BROADCASTING.

**Continuity writer.** Male or female. Northeast Pa. Small market; good community, close to metropolitan areas and excellent opportunity to grow with young staff. Creative writing a must; able to work with production eqt.; cassettes, voice commercials. Prefer college graduate or experience in lieu of. Qualifications, references and tapes or copy samples to Box A-65, BROADCASTING.

**Top Progressive Rocker** in Southern Calif. Must be good administrator, quick thinker and have intense knowledge of Progressive music and format structure. Send tape and resume. Box A-95, BROADCASTING.

## Situations Wanted Management

**Manager available now.** Proven successful background. Know promotions, programing, and FCC. A real money maker. Box M-156, BROADCASTING.

**Station Manager? Operations Manager? Program Director?** Professional first phone broadcaster presently employed as Station Manager, seeks stable operation. Wide programing background. Box A-40, BROADCASTING.

## Management Continued

**Trouble-shooter** small or medium market. Work with SM or owner to rebuild announcer, news, sales, staff and station image. No full time offers please. Box A-74, BROADCASTING.

**General Manager—Degree,** 32, family. Proven success in billing, ratings, profit. South or Southwest. Best personal and professional references. Box A-84, BROADCASTING.

**College and regional RAB** trained salesman with growing track record looking for GM or SM position. 3rd endorsed, married, all markets considered. Box A-97, BROADCASTING.

**Top billing FM Easy Listening** salesman, leading market ready for move to sales management in the South, references. Basil Storrs, 414 Logsdow Ct., Louisville, Ky. 40243.

## Sales

**I need \$10,000** yearly to support my family. So if you're pinching pennies, don't reply. Have good track record, first ticket, can work short board shift. Any size market, anywhere. Box A-93, BROADCASTING.

## Announcers

**DJ, tight board,** good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-1, BROADCASTING.

**Personality plus.** Experienced articulate and Black. Ambitious, versatile, soul jock for hire. For tape and resume write Box M-150, BROADCASTING.

**Northeast preferred.** Experience (eight years) with enthusiasm. Employed. First phone. MOR or CW. Awaiting the right opportunity. Box M-172, BROADCASTING.

**Recent broadcast school grad.** No experience. Will go anywhere, do anything for small salary. Box A-22, BROADCASTING.

**Southern California only:** Experienced professional with first phone seeks permanent position in So. Calif. Excellent references. Box A-59, BROADCASTING.

**Progressive Rock** man two years experience. Know youth market thoroughly. If you appreciate good, diversified, inventive music programing, I'm for you. Tapes, etc. Box A-63, BROADCASTING.

**Just married.** Seeking secure announcing position in small market and place to settle. Prefer Rock or MOR. Broadcast school graduate, friendly, age 24, veteran, 1st phone, limited experience. Willing to work hard for minimum salary. Relocate anywhere. Presently employed but available immediately. Box A-64, BROADCASTING.

**I want that first break!** Good air tape, 3rd endorsed, available immediately. Robert Wolf, 806-372-9234, 4507 W. 3rd, Amarillo, Texas 79104. Box A-66, BROADCASTING.

**Two year experienced dj** looking for Top 40-MOR job. Good voice, news, production, personality, tight board, 1st phone, tape tells story. In Pa. 21, married, relocate East. Will consider all. Box A-67, BROADCASTING.

**Disc Jockey newscaster,** creative, experienced, aggressive, dependable, tight board. Third endorsed. Box A-68, BROADCASTING.

**One year experience** on-air and selling, writing and producing ads. Have third phone. Good voice. Box A-70, BROADCASTING.

**Experienced Black announcer,** dependable, can handle your format. Heavy on news and sports. Now working MOR station in Southeast. Box A-80, BROADCASTING.

**Five years experience** MOR, CW, Top 40. Expert production. Will relocate. Air check upon request. Box A-81, BROADCASTING.

**I am a single, young, intelligent,** Black announcer in search of a Program Director in a small market whom I can work with for a year. I've had part-time major market experience, but now I need to be on the air full time for obvious reasons. I have a 1st phone and am ready, willing and able. I can relocate anywhere and can be contacted at Box A-91, BROADCASTING. Tape and resume upon request.

**Conscientious worker,** experienced in announcing, copy, sales, news and traffic. Ideal for small market. Northeast. First phone. Box A-98. BROADCASTING.

**Young, energetic former newsmen,** desires announcing position in small or medium market in the great Northeast. Prefer Vt., N.H., or N.Y. Everything considered. 3rd endorsed. Available yesterday. Box A-99, BROADCASTING.

## Announcers Continued

Five years broad base experience in personality radio. Desiring Top 40 jock position or possibly PD. Married, 26, will relocate. Alan J. Bianco, 1825-13 Shoshone Dr., Lafayette, Ind. 47905. 317-474-1319.

Carl Haynes, soul pro is looking—anywhere, USA. 2369 Grape, Denver, Colo. 80207.

Look Fred, it's Muncie, Indiana College broadcasting graduate, May, 1973. Three years experience in college radio: MD, APD, writer, production, personality, single. Will relocate. John Rabick, Elliott Hall, Box 38, Muncie, Ind. 47306.

Announcer and/or copywriter. Deep voice best suited to commercials, news, better music. Currently employed. Barry Tirenour, 727 Martin Ave., Fond du Lac, Wisc. 414-921-4291.

Contemp/Rock. Family man, 26, stable wants permanent position with Upbeat operation seeking reliable dedicated jock. Desire total involvement in situation offering opportunity with future. Present job unfulfilling. Work well within tight format. Can pace-know music. 3rd endorsed—ambitious, won't float. Ready by waiting. Could be your man. 516-484-5297.

Mellow morning man, experienced beginner \$150 weekly and I'm yours. Call 201-664-1233, ask for Marc Sherman.

Sports broadcaster-dj looking for year 'round sports oriented station. Have experience in football, baseball and basketball play-by-play. Need break for eventual big time sportscaster. Tap and resume upon request. Bill Rittenhouse, 116 North Market St., Seaford, Del. 19973. 302-629-6636.

DJ third phone looking for first break, college, broadcast school graduate, tight board, great news, production and writing. Michigan, Ohio area. Call Ben 313-545-5421.

I am good but inexperienced. First phone, good broadcasting training. Money no problem. Hard worker with personality. Craig Platt, 4103 East Lake St., Minneapolis, Minn. 55406.

Experienced announcer 1st wants job. Years of experience in news, music and talk. 314-586-8577 for Rick.

Professionally trained, dependable, 3rd phone, experienced in closed circuit radio. John Dirzius, Brothers Ct., Seymour, Conn. 203-888-3318.

First phone, 24, single, BA, ambitious, hard working jock looking for my break. Extremely knowledgeable on oldies; will bring my 3,000 singles collection with me. I'll sell if I have to. Anything to get on the air. Anywhere. Ready to move now. Taps, resume, all replies answered. Jay 301-825-0262. 7811 Maple Ave., Towson, Md. 21204.

Sincere selling delivery. Adult dj, experienced, 3rd. Former talk show host, time salesman, copywriter, responsible. Top potential for TV announcing but inexperienced. Wants weekends with personality MOR radio and/or television station in suburban NYC. Call Dean Stuart 212-TA 9-6717 for tape, resume, and pic now.

## Technical

Major market chief has dynamite Top 40 audio for pro broadcaster who can taste number one. 28, degrees, married, etc. and proven track record, East coast. Box A-29, BROADCASTING.

Holder of first class phone with 2 years college and 600 hours in electronic training. Interested in any TV or radio technical opportunities. Willing to relocate. Box A-54, BROADCASTING.

Engineer experienced high power AM, FM transmitters. Directionals, proofs. Audio control equipment. Available immediately. 1st phone. Box A-82, BROADCASTING.

Good announcer/chief engineer either or both AM/FM. 408-734-0503.

## News

Major market journalist, plus news, public affairs, Peabody, Ohio State, Abe Lincoln, Gavel, SDX, (5) Freedoms Foundations, (2) American Optometric Associations, National Mass Media Brotherhood, American Legion Fourth Estate, eleven AP, plus fifty others. Commendations: Presidential, U.S. Senate, Congressional Record, state governor, (10) resolutions state legislature. Presently at liberty. Seeking powerhouse dedicated to community involvement. Box A-28, BROADCASTING.

Looking for the right station. 1st phone, news, sports, and disc jockey Prefer Pa. or Ohio but am willing to relocate. Box A-58, BROADCASTING.

Young broadcast journalist. College graduate, Communications Major. Currently News Director of small suburban AM. Hard working and ready to move. I have experience in sales, production, and on-air, but my first love is news. Reply to Box A-62, BROADCASTING.

## News Continued

Experienced pro looking for chance to grow. Four years experience and Master's Degree in Broadcast Journalism. Would like to make your newsroom number one. Box A-73, BROADCASTING.

News Director, radio or television. 25 years major market experience with 2 group owners. TV anchor-man, managed department, award winner. Rebuilt two radio news departments, from the bottom, up to number one. A firm believer in hard work, hard news. AFTRA, RTNDA, SAG. Security major factor. Box A-89, BROADCASTING.

News Director-Operations Manager, award winning, take charge, pro over 15 years experience. Married, first phone, good track record. Now in top 10 market. Will consider major-medium, U.S.-Canadian station with future. Box A-103, BROADCASTING.

Radio coverage from Capitol Hill of your local Congressional delegations. Call Connie Lawn at 202-225-5215 or 202-338-5844.

Investigation and/or research. Background in both (MP training and Ph.D.). Writing experience. Pilot, Box 8841, Washington, D.C. 20003.

Recently graduated from college with radio television journalism degree. Ambitious and willing to learn. Rick Peterson, 16814 Los Banos, San Leandro, Calif. 94578.

Just discharged from military. 4 years full-time news experience. BA degree. Minimum \$150 per week. Charles Lawrence, 20 Marengo Pk., Springfield, Mass. 413-781-3429 after 6.

## Programing, Production, Others

Program Director operations manager. All MOR formats. Creative programmer, skillful administrator. Excellent voice. Seek new opportunity. Box A-47, BROADCASTING.

Experienced, aggressive personality/PD wants air shift/production challenge in Rock or Contemporary MOR format, position optional. Solid track record, including creative work at ad agency. Top 40 markets only. Box A-49, BROADCASTING.

## TELEVISION

### Help Wanted Management

Director of Marketing. Group broadcaster needs 5 MBA graduates to fill newly created positions at our 5 television stations. Station sales experience desirable. Candidates selected will be in charge of all marketing services at each station and be groomed for top level management positions. Send resume to Box M-115, BROADCASTING.

General Sales Manager. Top 10 market VHF network affiliate. Income range \$45,000 to \$50,000 per year. Rush resume to Box M-116, BROADCASTING. Completely confidential.

General Manager, strong sales background, to take full charge of UHF under construction in progressive western city. Experience in all phases including construction is desired. Excellent living and recreation area. For personal and confidential interview, send resume to Box 1055, Windsor, Colo. 80550.

### Sales

TV Salesman. Chicago network owned and operated station. Opportunity to advance into national sales in 1 or 2 years. Thirty-five thousand approximate first year income. Mail resume to Box M-114, BROADCASTING.

Media Broker trainee for Eastern U.S. Chapman Company, Inc., 5 Dunwoody Park, Atlanta, Ga. 30341.

### Announcers

Weatherman-Announcer. Opening for professional to perform nightly weather and night booth announcing. Send tape, resume. WSAV-TV, Savannah, Ga.

### Technical

Television Tech., exp. operation and maintenance of color cameras, video tape recorders, etc. Willing to travel and share driving. Good pay for good man. Send resume stating experience and salary requirements to Box A-48, BROADCASTING.

Engineer South, VHF, for maintenance of TV studio. Must have abilities to move into technical supervision. Good opportunity. Contact Keith Townsend, KLFY-TV, Box 3687, Lafayette, La. 70501. 318-233-2122.

Control room operator. Experience and first phone desirable, but will train. Excellent opportunity. Good benefits. Send complete resume and snapshot to: Chief Engineer, WTLV, Box 1212, Jacksonville, Fla. 32201.

## Technical Continued

Needed immediately: systems techs with at least 5 years experience with 1200's, TR-70's AVR-1's cameras (Broadcasting color), HS 100's and 200's in Chicago area. Positions are with an international production house. Full benefits and salary commensurate with experience. Please send resume to Editel Productions Inc., 1920 North Lincoln Ave., Chicago, Ill. 60614.

Gravco Sales, Inc., a subsidiary of the Grass Valley Group, Inc., needs a regional salesman for the Northeast area. A strong technical background in broadcasting is essential. Please send a resume to Robert E. Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, NY 11021.

Studio technician for color equipment: First phone required, Hollywood location. Must be experienced. Transmitter engineer: GE 10 KW Klystron TT25A, RCA Microwave, run proofs, Mt. Wilson location. Send resume Box 286, La Canada, Calif. 91011. 213-790-2566, Mr. Myers.

## News

Young, aggressive working newsman to co-anchor top 60's market upper Midwest network affiliate. The man we seek may now be weekend back-up man just waiting for "that opportunity." Resume and VTR required. Box M-53, BROADCASTING.

News cameraman. Northwest Top 30 affiliate seeks experienced newfilm cameraman/editor. Send resume, work sample and picture to Box A-38, BROADCASTING. An Equal Opportunity Employer.

Immediate opening cameraman/reporter for Midwest capital city television news department. Send VTR and resume to Don Hickman, News Director, WICS-TV, 2680 East Cook, Springfield, Ill. 62708, 217-528-0465. An Equal Opportunity Employer.

## Programing, Production, Others

Director. Medium market Eastern VHF needs talented director. 2.5 years experience. Advancement available. Send resume, references, salary. Box A-92, BROADCASTING.

Have immediate opening in Southeast for experienced television producer-director. Regional station. Minimum 5 years experience required. Excellent opportunity for right man. Send resume to Box A-100, BROADCASTING.

Immediate opening in Southeast. TV maintenance engineer. Must be strong in solid state. 5 years maintenance experience minimum. Box A-101, BROADCASTING.

Reporter/Photographer wanted for small-medium market. Gather, write, local news, some announcing. Box A-107, BROADCASTING.

## Situations Wanted, Management

Production/operations manager. Strong background station operation, administration, all phases studio, remote production. MA degree, 10 years experience top 10 markets, family man, top references. Box A-71, BROADCASTING.

General Manager/Sales Manager. Experienced all phases of broadcasting. Proven ability to increase ratings, profit. Best personal and professional references. South or Southwest. Medium market. Box A-85, BROADCASTING.

Production/Operations Manager. Experienced director with management know how and actual experience seeks step up. Now supervising department of 12. Experience with and aware of client relationships, agency liaison, crew supervision, inter-departmental flow, tape scheduling, and efficient studio management. Now at medium market VHF net affiliate. Young, professional, mature, business-like. Someone you'd be proud and confident of to have represent your interests. Box A-90, BROADCASTING.

Leaving Air Force after four years experience in radio-TV journalism and management. Seeking challenge with growth potential. BS broadcasting, commercial TV experience. Box A-105, 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.

## Announcers

Sports or news in TV. Have 4 years experience in radio. Single, 28, veteran, 3rd phone. Southeast area. Box A-14, BROADCASTING.

## Technical

Experienced video tape operator editor seeking position with production house or station with heavy tape commitment. Willing to relocate. Box M-164, BROADCASTING.

Engineering manager. 22 years experience all phases of broadcasting, TV, FM, AM Directionals, proofs, licenses, union negotiations, etc. Fully prepared to meet any situation. Top references, widely known in industry. Seeking solid position with future. Box A-75, BROADCASTING.

Experienced chief needs more responsibility, authority, salary. VHF, UHF, radio. 12K min. Box A-86, BROADCASTING.

Maintenance/transmitter engineer. 5 years experience. Solid state a specialty. Relocate. Box 3156, College Station, Texas 77840.

## News

Start the New Year with a clean, refreshing news face. Proof of performance on tape and film. Adept in all aspects with top station in 40 market. Wife's condition necessitates move to better climate. Salary no barrier for honest opportunity. Smaller markets considered. Box A-56, BROADCASTING.

2 1/2 years television news experience at anchor, field reporter, panel show host plus all facets behind scenes in news. Politics and features are specialties. Also 3 years prior experience in management in another field. Under 30, college graduate, looking to locate growing family in permanent setting of 100,000 plus. Box A-72, BROADCASTING.

## Programming, Production, others

Experienced; taught TV production, produced TV program. Production Supervisor of radio program. MS in field. Talented. Married, female. Available now. Sebiletso Matabane, Box 263 RD 3, Kingston, N.Y. 12401. 914-338-4717.

## CABLE

### Help Wanted Technical

Technical Director: Individual familiar with installation and maintenance of all kinds of videotape recorders; film experience helpful; permanent position with major corporation subsidiary in Eastern metropolitan area. Write Box A-6, BROADCASTING.

### Situations Wanted

### Programming, Production, Others

Desire Program Director slot in CATV station originating local programming. Excellent broadcasting background and education. Resume on request. Box A-88, BROADCASTING.

## WANTED TO BUY EQUIPMENT

Wanted: One 300 to 400 ft. self supporting tower, used but in good condition, 40 to 50 lb. windload. Contact: Harold Sagraves, Radio Station WVJS, Box 371, Owensboro, Ky. 42301.

Audiotechniques, Inc. wants to buy your used Schully Model 280 series tape recorders, any width from quarter inch to two inch. Write or phone Bob Berliner or Ham Brosious giving condition, serial number and configuration. Audiotechniques, Inc., 142 Hamilton Ave., Stamford, Conn. 06902. 203-359-2312.

Need new or good used 3 inch I.O. camera tubes and low channel frequency determining parts for RCA 6806 cavities. KLOC-TV, Modesto. 209-529-2024.

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.

## FOR SALE EQUIPMENT

For Sale: Color mobile unit consisting of three (3) GE PE-350 camera chains, vertical interval switcher with special effects, air ride truck with gate. Excellent condition. Write Box A-52, BROADCASTING.

Alford type 1052 Duplexing Filter, 500 ft. rigid 3/16" coax with bullets and hangers, 5 sections Alford Ch. 9 antenna. All in excellent condition priced to sell individually or as a package. Contact Reggie Moffat, Mid-Fla. TV Corp., Box 6103C, Orlando, Fla. 32803 or phone 305-841-5040.

Schafer 800 mono brain, good condition. Best offer. KOZN-FM, 630 Ash, San Diego, Calif. 92101.

10 KW Collins 734A FM transmitter complete with hundreds of spare parts and tubes. Includes GEL Stereo exciter plus 67 KHZ generator. \$2350 total. Buyer moves. However, we will help dismantle and load. Jim Tillis, WDLF-FM 904-736-2000.

## FOR SALE EQUIPMENT

### Continued

Collins 830F-2A 10 KW FM 1 KW driver Stereo mint. Available summer '73. WFAW, Box 94, Ft. Atkinson, Wisc. 53538.

Consoles-McMartin has the finest 5 & 8 channel mono/dual/stereo consoles on shelf and available for immediate delivery. Contact Sales Department, Dept. "D", McMartin Industries, Inc., 605 North 13th Street, Omaha, Nebr. 68102. 402-342-2753.

EBS receivers FM type, completely reliable, built in monitor and alarm. Rack mount, solid state. Only \$149.50 plus shipping. Tri-Tronics Professional Electronics, 829 Eighth St., Lillington, N.C. 27546.

Automation systems: One monaural four source system with network capability. One Stereo eight source system with network capability. These used systems will be completely refurbished. Write for details. Bill Massey, Gates Division, Harris Intertype Corp., 123 Hampshire St., Quincy, Ill. 62301.

Gates FMIB 1kw FM Transmitter, tuned to 100.9 khz. Available February, 1973, with some spares, plus a four bay horizontal antenna. Contact James A. Snell Jr., Chief Engineer, Williams County Broadcasting, Box 603, Bryan, Ohio 43306. Phone 419-636-3175.

10 Shure SM60 microphones with cables and desk stands; 1 electro-Voice 654A microphone; 4 Shure M67, four Channel mixers with powerpacks; 2 Gates Courier 70 Two Channel mixers; 4 Sanyo Cassette Recorders AC/Battery; 4 Sanyo Recorders AC/Battery. Separate or Package deal at \$1,000.00. We'll pack and ship. Empire Sports Productions. 514-932-1711.

## INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Granham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC license theory and laboratory training in six weeks. Be prepared to let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools.\*\* Write or phone the location most convenient to you. Elkins Institute in Dallas,\*\*\* 2727 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston\*\*\*, 3518 Travels.

Elkins in San Antonio\*\*, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver\*\*, 420 S. Broadway.

Elkins in Atlanta\*\*\*, 51 Tenth St. at Spring, N.W.

Elkins in New Orleans\*\*\*, 2940 Canal.

Elkins in Minneapolis\*\*\*, 4103 E. Lake St.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis\*\*\*, 1362 Union Ave.

Elkins in Nashville\*\*\*, 2106-A 8th Ave. S.

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 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phonel Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

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.

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Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

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30 Minute pop-in tapes. 500 One-liners, Sexy Secretary! \$10. Sample \$2. Free brochure. Tapes, 975 South Tuttle, Sarasota, Fla. 33579.

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- legit news.
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Tape of complete shift, writing, editing samples, resume to:

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BROADCAST SALES EXECUTIVE with 24 years experience, 15 years in Philadelphia and N.Y.C., currently employed.

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Lynn Troxel is seeking announcing job anywhere in the U.S. Broadcast school graduate of Career Academy, Milwaukee, Wisconsin and the School of Broadcast

Training, Artesia, New Mexico. First phone. Versatile. Dependable. Prefers MOR, but will do any type of format. Approximately 1½ years experience at KSVP, Artesia, New Mexico and WMEL, Melbourne, Florida. If interested, call or write Mr. Lynn Troxel, III, 380 Melmore Street, Tiffin, Ohio 44883. Phone 419-447-4686.

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### WANTED A Different Challenge

Experienced radio-TV newsmen, with additional background in wire service, newspaper, and broadcast management, looking for out-of-the-ordinary assignment, preferably foreign.

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An Equal Opportunity Employer

### Technical Continued

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RCA offers outstanding benefits, including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

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University of Wisconsin — Extension, WHA-TV, Madison. Install, maintain and modify broadcasting equipment to meet changing needs of a modern television production center. Need five years of work experience in the operation and maintenance of a variety of television broadcasting equipment, one year of which shall have been as a junior operating engineer in audio-visual operations or maintenance. Must possess a 1st class radio-telephone license issued by the Federal Communications Commission. Start at \$878 a month; raises to \$1141. Apply by February 3 to:

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State Bureau of Personnel  
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Madison, Wisconsin 53702  
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Box A-37, BROADCASTING

**BROADCASTING'S  
NEW ORDER FORM  
— NEXT PAGE —**

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Top Major Market Radio Personality seeks opportunity in Television. Have experience with highly acclaimed show business interviews. Have handled booth and weather for some of the nation's top outlets. Early 30's exceptional voice and appearance.

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Strong TV studio-oriented and master control supervisor. 10 years broadcasting experience. 1st class license. Will relocate.

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### Situations Wanted News

#### WANTED A Different Challenge

Experienced radio-TV newsman, with additional background in wire service, newspaper, and broadcast management, looking for out-of-the-ordinary assignment, preferably foreign.

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### ANCHORMAN

NY radio network correspondent seeks new challenge in key TV slot. Attractive, personable, young, good writer, clear delivery and experienced in-the-field reporter. 12 years in broadcast news. Family man. Excellent references from network. Available after January.

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#### AM AUTOMATION

IGM-500, \$6,900 complete. Includes 5 voice channels, 2 music channels. 4 Carousels, 2 single cart playbacks, Revox reel to reel, peg clock, silence sensor, sola voltage regulator, in 2 racks. Now on air. Well maintained. Original cost: \$14,700.00. 200-11.5 minute carts included. Box A-55, BROADCASTING.

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An NRR radio audience survey can help you:

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- \* ACHIEVE GREATER RESPECT AT THE AGENCY LEVEL
- \* GAIN KNOWLEDGE OF PROGRAMMING ACCOMPLISHMENTS
- \* INCREASE STATION PRESTIGE AMONG EMPLOYEES.

**National Radio Research**

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**Miscellaneous Continued**



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\$4.95 each

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**"Opportunity Unlimited"**

Looking for a change? One with challenge? Do you want an opportunity that offers unlimited earning potential, security, plus advancement? Then investigate this Ad. Former Broadcaster (16 years) needs qualified Salesman to sell advertising-merchandising concept — in Minnesota, Wisconsin, Arizona, Southern California, (plus several States being opened soon). Big demand for our product. We need self-organizers who can sell and supply demands of over 200 categories of business leasing, or buying our products. Sales Managers, Sales Representatives needed at once. Sales training plus sales field assistance provided. Act now, contact

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Desires to buy AM or FM station in major market. Prefer Texas, Alabama, North or South Carolina, Georgia or Florida. Other good buys considered. All replies strictly confidential.

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**FOR SALE Stations**

**FULL TIME STATION**  
**CHATTANOOGA, TENN.**  
**FOR SALE—29% DOWN**

Prefer to sell 50% only to financially responsible group interested in expansion program, but will sell 100%. Unusual circumstances. Call 615-698-3331 day; or 404-831-6616 night.

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Century City, Suite 501  
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**FOR SALE Stations—Continued**

**WEST**

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Full time 5 KW facility—top growth market—station will gross over \$300,000 this year—one of two dominant facilities in five station radio market.

Price: \$550,000.

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SE	Medium	AM/AM	\$500M	29%	MW	Small	Fulltime	\$145M	Terms
FL	Metro	Daytime	\$550M	29%	FL	Medium	Daytime	\$200M	SOLD
SE	Suburban	Fulltime	\$1MM	Nego	MW	Metro	Daytime	\$550M	Cash
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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Indicate desired category:  Radio  Television  Cable

<b>HELP WANTED</b>	<b>SITUATIONS WANTED</b>	<b>WANTED TO BUY</b>	<b>FOR SALE</b>
<input type="checkbox"/> Management	<input type="checkbox"/> Management	<input type="checkbox"/> Equipment	<input type="checkbox"/> Equipment
<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	<b>ADDITIONAL CATEGORIES</b>	
<input type="checkbox"/> News	<input type="checkbox"/> News	<input type="checkbox"/> Instruction	
<input type="checkbox"/> Programming	<input type="checkbox"/> Programming	<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)

**COPY:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.



# Profile

## Pete Willett: out of the old school into UPI vice presidency

Pete Willett has the sort of background that reporters were thought to have back when Ben Hecht and Charles MacArthur were writing their newspaper classic, "The Front Page"—which, incidentally, was before Mr. Willett was born.

The son of Navy parents, he was born in Shanghai and grew up in port cities on both U.S. coasts and in Hawaii. He has been a professional boxer, he has worked mines and trap lines in Alaska, he has pulled his hitch in the Army and he also, in a departure from fabled tradition, has a BA in medieval history from Stanford.

He has also had enough jobs to make an old-time journeyman proud, but since 1953 they have all been with the same employer—UPI and its predecessor UP—and his upward progress has been as steady as his jobs have been diverse. He has headed UPI's broadcast services since 1966, and last spring he became the news service's first vice president from the broadcast side.

Under his direction are the UPI Audio network, whose expansion he has led to its current total of more than 650 radio stations; the UPI broadcast news wire with approximately 3,300 clients; picture services for TV stations and a special service for a current total of about 100 cable TV systems. The only UPI broadcast interest for which he is not directly responsible is its co-venture with the British Independent Television News, UPITN, but he has a voice in that operation, too.

Many executives preside over their businesses, but not Pete Willett. For one thing, he has no office of his own in which to preside. That's by choice; he is a mover, not a presider. He has a stand-up desk in a cubbyhole that also houses tape equipment in UPI Audio's New York headquarters, and he works there when he needs a desk. But mostly he tends to move around, editing, checking, working with others where they work. He also moves around the country a lot, selling the broadcast services, checking operations, testing innovations, reporting and editing at the scene of major news. Altogether, he estimates he spends about 50% of his time on the road.

He started bouncing around early in life, first as the son of a Navy officer and later on his own. He boxed as an amateur in high school, then turned pro and made the rounds of the boxing clubs that thrived in the middle and late 1940's, mostly in small towns, fighting for \$10, \$20, \$50, or whatever he could get.

He also entered Stanford University, but dropped out in 1947 and went to Alaska. He worked first as a dredge miner



Peter Stuart Willett—vice president/broadcast services, UPI, New York; b. Feb. 6, 1929, Shanghai; graduated Piedmont (Calif.) high school, 1946; professional boxer intermittently, 1945-53; miner and trapper, Alaska, 1947-48; BA, medieval history, Stanford University, 1950; U.S. Army, 1950-53; joined UPI (then UP) in 1953; general and political reporter, Atlanta and Montgomery, Ala., 1953-55; set up UPI Newspictures network for North Carolina and was state manager, Raleigh, 1955-58; business manager, UPI southern division, Atlanta, 1958-60; central division Newspictures manager, Chicago, 1960-64; manager, UPI newspaper production and computer services, New York, 1964-1965; general manager, UPI Audio network, 1965; general manager, broadcast services, 1968; elected vice president, June 1972; m. Carolyn Kochtitzky, 1955; children—Sabin, 15; Wade, 14; Errol, 13, and Mary Kate.

around Nome, then portaged for three months and almost 1,000 miles to Idititrod, scene of Alaska's last major gold strike. There he got a job "pulling" a thawfield—sinking pipes so that water could be run through them to thaw the ground for dredging. In winter he worked trap lines for beaver, muskrat and mink and "made enough money to get out." Late in 1948 he was back at Stanford, and in 1950 he was out again, this time with his BA.

From graduation he went into the Army and was sent to Korea as a rifleman, then was assigned to the briefing officer in Seoul. During that duty Bob Tuckman, then AP's bureau chief there, "talked me into the news business," though not immediately. Out of the Army in 1953, he went back to boxing. That career came a cropper in Bisbee, Ariz., when he tore a knee cartilage during a pick-up volleyball game. He went on to Atlanta, where he had been headed, "and that's where the money ran out." Remembering Bob Tuckman's advice, he went looking for a news job and landed one with UP, first as a general reporter, later

covering the Georgia capitol and the Alabama legislature.

The next 10 years brought a succession of jobs in a variety of UPI fields—business, technical and news. In North Carolina in the mid-1950's he experimented for about a year with an audio news service while UPI newspictures manager there. It was an informal arrangement with a half-dozen or so radio stations: "When a reporter would call in with a story we thought the stations would want, we'd tape it and give it to them in a conference call." Later, in Chicago as central division newspictures manager, he helped get the UPI Audio network, which had been formed in 1958, extended through the Midwest and eventually to the West Coast. He also became deeply involved in the technical side through James F. Darr, now UPI vice president for communications, who was already planning the computer-based electronic editing and distribution system UPI now uses. That led to even deeper involvement in the technical end before he became a full-time broadcast man with appointment as manager of UPI Audio in 1965.

On an average day, UPI Audio feeds its stations about 100 sports and news "cuts"—usually 10 to 50 or 60 seconds in length—for use in local newscasts, plus hourly newscasts, plus market, sports and feature reports, using voice reports from UPI newsmen around the world to supplement its own staff coverage.

For his part, Mr. Willett has found pioneering particularly enjoyable for the changes that have evolved and the challenge of finding new ways. "With RPI (Radio Press International, acquired by UPI in 1966), we were the only ones in the field at first—there was no other place we could go to find out."

He stresses the importance of sound in particular. "We try to use sound to take the listener right into the middle of the story," he says. "You have to make them listen—not by ringing bells and that sort of crap, but with natural sound, on-the-scene reporting with natural, believable sound underneath, so they feel they're in the middle of what's happening."

Mr. Willett himself insists on getting into the middle of what's happening. After working both political conventions last summer he flew directly to Munich for the Olympic games. When he got word of the Arab attack on the Israeli athletes, he put on a track warm-up suit, got passed into the sealed-off area as a Hungarian runner, worked his way to a building directly opposite the Arab hide-out and, with tape recorder and access to a telephone, reported the tense events to conclusion, with exceptions that proved minor: four times he was arrested and escorted out, but each time he got back in—always past the same guards, always as a Hungarian runner.

# Editorials

## Dead issue

FCC Chairman Dean Burch peevishly complained that no network brass attended the oral arguments presented last week on proposals to restrict or prohibit advertising in children's television programming and to fix minimum requirements on time to be devoted to the young. Let it be suggested that the network brass had better things to do, and so did Mr. Burch.

Last October the members of the FCC sat for three days listening to a woolly discussion of this same proposal by panelists who produced not one viable idea for elevating children's shows. Two and a half days of argument by more speakers than we care to count have now exhausted the topic. The FCC, having carried on this charade long enough, is free now to write it off and go on with the work that needs doing.

## Huffing at puffing

Senator Frank Moss (D-Utah) is a determined man. As reported here last week, he has renewed his vow to legislate little cigars into the same broadcast limbo with cigarettes.

Some limbo. Since cigarette advertising was banned from television and radio as of Jan. 2, 1971, tobacco companies have diverted millions in broadcast-advertising money to other media, diverted other millions directly to corporate profits and watched cigarette consumption rise. Now Senator Moss would make it possible for them to do the same with little cigars.

With enemies like that, a company doesn't really need many friends. It was and is a predictable turn of events, because no one ever realistically argued that cigarette advertising was designed to create new smokers; everyone knew its purpose was to persuade existing smokers to switch brands. But, then, very little realism ever got into that dispute, and the only ones involved who lost—while all the others benefitted—were television and radio.

## Double shuffle

Broadcasters and copyright owners are beginning to think they were jobbed when they agreed, back in November 1971, to a compromise on cable regulation worked out by FCC Chairman Dean Burch and Clay T. Whitehead, director of the Office of Telecommunications Policy. The other party to the agreement, the National Cable Television Association, is believed by the others to be sabotaging the one part of the deal that is yet to be executed, legislation imposing copyright liability on cable, as it is imposed on other users of copyrighted material.

As reported here a week ago, Jack Valenti, president of the Motion Picture Association of America, has announced that copyright owners have despaired of reaching agreement with the NCTA on a copyright draft and will go to the Congress with their own measure. The cable association remains convinced, with good reason, that its wishes on copyright will prevail. Senator John McClellan (D-Ark.), chairman of the subcommittee that originates copyright legislation, is acknowledged to be sympathetic to the cable point of view, perhaps because he has had a financial investment in the business.

The basic disagreement between the copyright owners and the NCTA is over the method of setting fees for cable use of copyrighted programming. The NCTA wants a fee schedule prescribed in the law, as, by remarkable coincidence, does Senator McClellan, whose bill contains a schedule so modest that cables would be willing to pay it into infinity. The copyright owners

want the fees set by arbitration, as they say was provided in the Burch-Whitehead compromise.

Justice, it seems to us, inclines toward the copyright owners' side. The following language is taken from the compromise (BROADCASTING, Nov. 8, 1971): "Unless a schedule of fees covering the compulsory licenses or some other payment mechanism can be agreed upon between the copyright owners and the CATV owners in time for inclusion in the new copyright statute, the legislation would simply provide for compulsory arbitration failing private agreement on copyright fees."

That seems clear enough to us, and it ought to be equally clear to an NCTA which surely must have read it before signing it. All the rest of the compromise has emerged in the form of FCC rules—which were unarguably conditioned on the premise that copyright legislation would complete the package. The rules were more favorable to cable than broadcasters wanted them to be, but were accepted in the expectation that copyright liability would put the cables back in the real-world market for programming. As it now stands, the broadcasters can't be blamed for thinking they were euchered into what is now turning into a very one-sided deal.

## Playlist

With the introduction in this issue of a weekly ranking of record exposure on the air, BROADCASTING expands its coverage of broadcast music. There is no intention to duplicate any of the popularity charts that publications specializing in music are already presenting. The intention is to report the relative volume of audience impressions achieved by the principal selections of the week.

Radio exposure is widely assumed both to create and reflect musical tastes. That exposure will now be measured weekly by the "BROADCASTING Playlist" according to reach and frequency. The methodology, which is explained elsewhere in this issue, applies standard advertising measurements to contemporary programming. It is a radio-oriented guide for radio programmers.

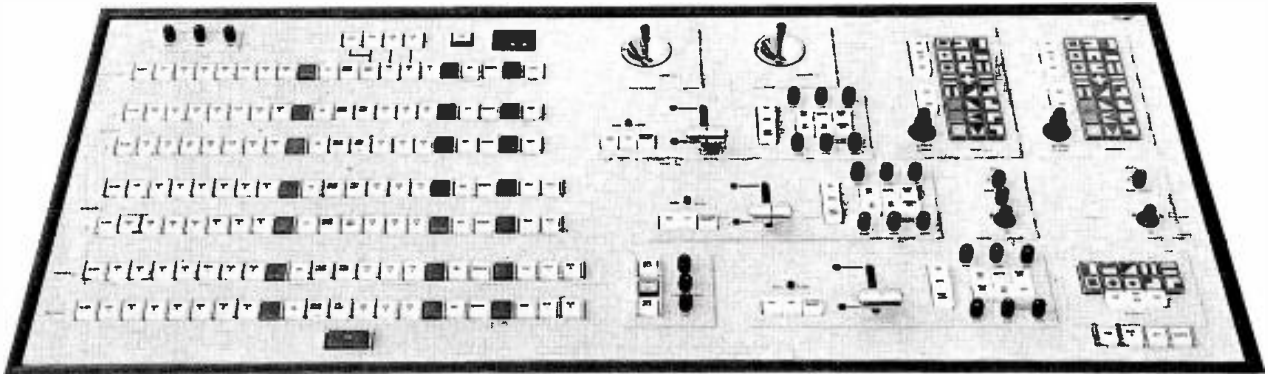
The compilation of the "Playlist" is made possible by the cooperation of many broadcasters whose identities must necessarily remain concealed. Their only reward is our gratitude and the knowledge that the "Playlist" performs a service that has hitherto been missing.



Drawn for BROADCASTING by Sid Hix  
"Daddy! Daddy! Look, only one cavity!"

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