

License-renewal bills, hearings dominate Washington week  
Getting ready for the NAB: a pre-convention special report

# Broadcasting Mar 19

The newsweekly of broadcasting and allied arts

Our 42nd Year 1973

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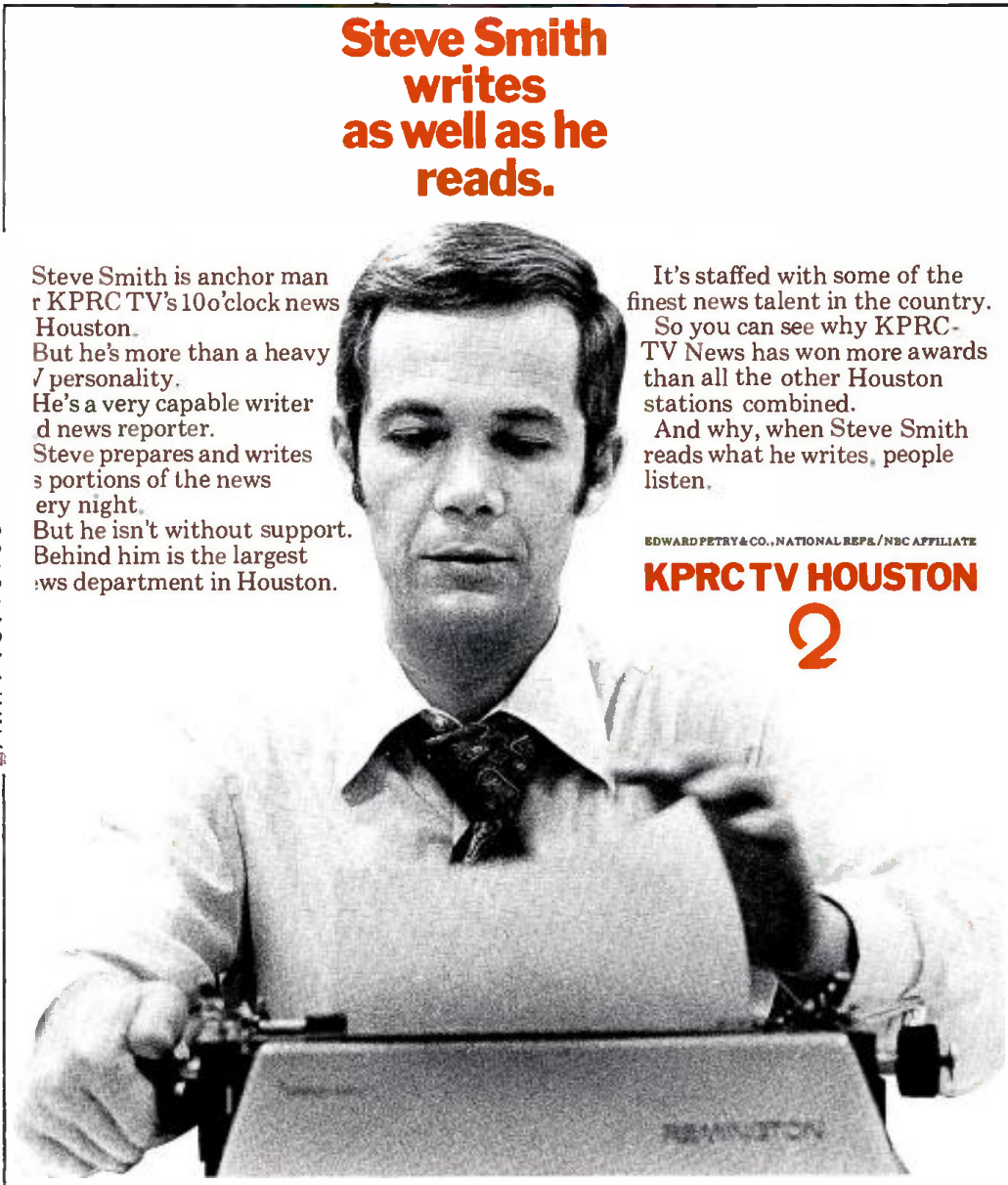
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But he's more than a heavy  
weight personality.  
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every night.  
But he isn't without support.  
Behind him is the largest  
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It's staffed with some of the  
finest news talent in the country.  
So you can see why KPRC-  
TV News has won more awards  
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stations combined.  
And why, when Steve Smith  
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# It Pays to Be Ignorant

Visit us during  
the NAB Convention  
at the Shoreham Hotel  
Suite E-630



**Jo Anne Worley...**  
whose measurements are  
36-22-36, and that's just her  
mouth.

**Billy Baxter...**  
who left England in a fog and  
is still in it.

**Charles Nelson Reilly...**  
who has more brains in his little  
finger than his whole head.

and as Master of Ceremonies...

**Joe Flynn...**  
who went underwater strapped  
to John Cameron Swayze's wrist  
and an hour later was still talking.

Now, a brand new, outrageously funny series developed especially for primetime access programming by Hatos/Hall Productions, the producers of "Let's Make A Deal."

IT PAYS TO BE IGNORANT is first-run, first-rate humor guaranteed to deliver more laughs per half hour than anything else on television.

IT PAYS TO BE IGNORANT has been created to show viewers how smart *they* really are... at least as compared to the celebrity panel.

For a weekly primetime access show that will keep your audiences laughing and you happy, schedule IT PAYS TO BE IGNORANT.

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**ENTERPRISES, INC.**

**The New Way to Say ABC Films**

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"Let's Make A Deal" is a proven winner with an outstanding track record. No guesswork about this series that has been consistently delivering top ratings and shares across the country.

No longshot by any means. "Let's Make A Deal" is the favorite among viewers and station owners in nearly 150 cities.

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For a change the odds are in your favor. Don't bet against "Let's Make A Deal" in its third start. It may still be available in your market.

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**The New Way to Say ABC Films**



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Because they know the ways and lan-  
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other shows do not.

With a four year average of seven million  
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in four completed network seasons domi-  
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and "Glen Campbell" with an outstanding  
33% average share.

Schedule this action-packed hour series  
on your station and MOD SQUAD's followers  
will make you a leader.

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**ENTERPRISES, INC.**

**The New Way to Say ABC Films**

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HAW**

**A TOUGH ACT TO FOLLOW**

**HOW DO YOU FOLLOW HEE HAW?  
ONLY ONE WAY!**

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HOLLYWOOD PALACE**

Seven great seasons as a network hit. Now, 26 brand new, star-studded hours for '73-74. From the same team that produced the network Palace.

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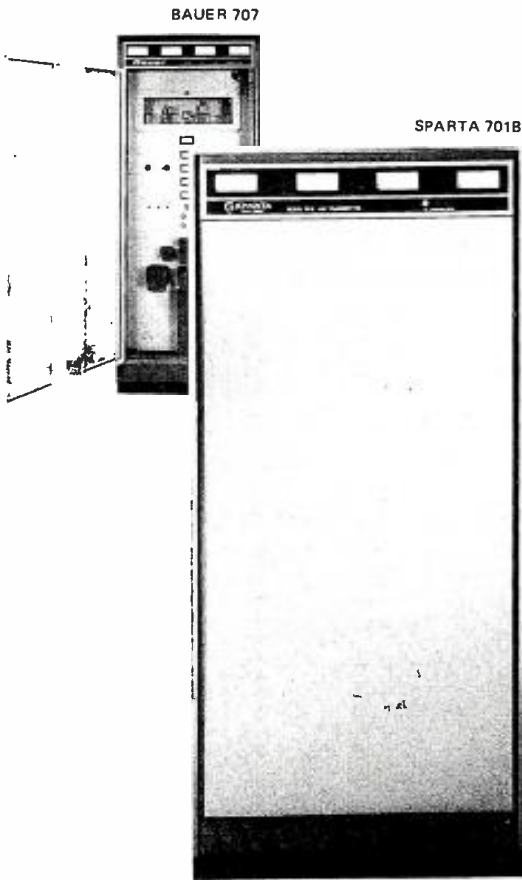
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In the tradition of the most successful broadcast transmitter in history, the Bauer 707, now comes the SPARTA 701B:

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*Booth 310, Sheraton-Park Hotel, Washington, during the NAB Convention*

# Closed Circuit®

## Jockeying

Andrew M. Ockershausen (Evening Star Stations, Washington), chairman of National Association of Broadcasters radio board, is still odds-on favorite to be elected next chairman of NAB joint radio-TV board, but other candidates are being urged to make race of it. Hamilton Shea of Gilmore Broadcasting, who was chairman of NAB TV board in 1970-71, has promised backers decision this week on whether he will declare candidacy.

It's not so much personal opposition to Mr. Ockershausen that animates talk of rivalries as objection by television-board members to radio man succeeding Richard Chapin (Stuart radio group) in top job. Custom has been to alternate joint chairmanship between radio and television. Another broadcaster who reportedly has been approached to stand for office is Carl Lee of Fetzer group. Peter Storer (Storer Broadcasting), chairman of TV board, withdrew as candidate for joint-board chairmanship early this month ("Closed Circuit," March 5).

## The broom

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) is said to be determined to do something about what he feels is obscenity on radio and excessive violence on television. At hearing on renewal legislation last week he again warned that if broadcasting does not police itself, Congress will take corrective action (see page 119). Now there's indication he's in dead earnest. In what could be preparation for full-fledged inquiry, Mr. Staggers's Investigations Subcommittee has been quietly gathering, from FCC and other sources, information on specific instances of purported obscenity and violence.

## Prospect

Harris - Intertype, Cleveland, originally printing-equipment manufacturer but in recent years diversified into electronics (which now accounts for 55% of its business) is looking hard for broadcast and cable-TV properties to buy, with eye open for stations closely held by families that could solve estate problems by selling to public company. It's also on lookout for newspaper acquisitions, though word is that electronic media have priority. Company went into radio-TV hardware in big way several years ago when it acquired Gates Radio, old-line manufacturer.

## Distraction

Tough and prolonged grilling that L. Patrick Gray is receiving in Senate hearing on his nomination to be director of Federal Bureau of Investigation, is having impact, oddly enough, on FCC. Charles Lichenstein, special assistant to FCC

Chairman Dean Burch who is to become special assistant to Mr. Gray ("Closed Circuit," Feb. 26), is now on kind of detached service to Mr. Gray, currently acting FBI director. He moved over to aid Mr. Gray during hearing. One FCC chore to which Mr. Lichenstein remains committed involves writing portion of commission documents on results of over-all fairness-doctrine inquiry. But when he gets to it depends largely on when Senate committee concludes hearing on new boss.

## Little TV

FCC proposal for legislation to permit television translators to broadcast limited amount of local programming (see page 131) could become basis for congressional hearing on whether not only translators but low-cost UHF's could be used as vehicles for self-expression in rural and inner-city areas. Senator Howard Baker (R-Tenn.), ranking minority member of Senate Communications Subcommittee, regards translators and low-cost UHF as possible answer to question of providing for greater local participation in ownership and use of mass media. He will urge subcommittee to hold hearing on FCC translator bill, and to include consideration of UHF.

Senator has discussed his idea informally with commission, and he has asked Clay T. Whitehead, director of Office of Telecommunications Policy, to look into its feasibility. Mr. Whitehead, in his reply last week, said development of low-cost UHF might be desirable, and promised to confer with commission on study. Commission had under consideration for years plan for low-power community UHF's; finally abandoned it in 1969, when it transferred channels 70-83 to land mobile. OTP officials say one difficulty with that plan was that it would have required low-power stations to maintain high technical standards; Baker plan envisages relaxation of standards.

## Radio Records

There's effort under way to develop monthly figures on national-spot radio business. After discussing idea with some others, Alan Torbet of Alan Torbet Associates questioned other leading radio rep firms 10 days ago as to willingness to report their monthly sales figures—on confidential basis—to independent accounting firm, which would compile figures into "industry" reports. Similar procedure is used by stations—mostly television—in number of markets to get composite data on national and local revenues in those markets individually. By late last week, Mr. Torbet had received replies from 13 rep firms, all but two indicating interest, but he thought it still too early to judge what outcome may be.

If it works, backers would like to have

monthly reports not only on total sales but also on sales by each market where reps maintain offices. Along with monthly figures, year-to-date totals could be maintained and compared with year-ago results. Advocates say spot radio is one of few businesses whose practitioners are flying virtually blind, each knowing his own sales figures but having little or no timely benchmark data against which to measure them.

## Price of film

Though ABC Inc. has maintained silence on amount it will receive for sale of ABC Films to group of its key syndication officials (see page 126), price tag is approximately \$2.5 million. Sales price of ABC Films, to be known after March 30 as Worldvision Enterprises, compares with \$7.5 million announced for projected sale of NBC Films to National Telefilm Associates (BROADCASTING, Feb. 12). Comparison with CBS more difficult to make since that involved spin-off and included both program syndication and cable-TV operations into Viacom International. At end of first day of trading on June 4, 1971, Viacom stock closed at 18¼, giving shares that day market value of almost \$70 million.

## New subject

FCC Commissioner Robert E. Lec, whose interest in technical matters has centered on UHF television, is turning to FM. He has asked office of chief engineer to do study that could result in establishment of more FM stations in outlying communities. He notes that FM channels allocated to cities are now occupied and that present adjacent-channel-separation standards prevent locating new stations in suburbs. Question is whether standards are stricter than necessary with modern interference-rejection features in FM sets.

Engineers will turn to FM project after completing similar study on UHF. Latter was initiated at request of land-mobile radio interests, which feel closer spacing of UHF's, if found possible, would free spectrum space for mobile use.

## Full-time trouble

Canadian Association of Broadcasters, in existence since 1928 with either general manager or executive vice president carrying ball as chief executive, is conducting intensive search for first permanent president. Previously president has been CAB member elected at each annual meeting for one-year term. Feeling is that Canadian commercial broadcasters face many crises and it's now impossible for volunteer president to cope. Committee has been formed to recruit new president, but search is being made difficult because stipulation is that person must be fully bilingual. Appointment is expected to be announced by end of June or early July.

# At Deadline

## In Brief

**Topper.** Final touch to honors paid J. Leonard Reinsch, president of Cox Broadcasting, at International Radio and Television Society's gold medal awards dinner last Thursday, was letter from President Nixon. Chief Executive said he was pleased "to join in applauding the talent, dedication and sense of civic responsibility which you have brought to your challenging work in broadcasting; and I am especially pleased to commend your successful efforts to improve and expand relations with other nations in this vital area. At home you have set the highest standards in your profession, and abroad you have been an ambassador of good will in whom all your fellow citizens can take pride." (Also see story, page 54.) ■ **Get the message?** A 15-foot receive antenna on lawn of Sheraton Park hotel in Washington? That's promotional plan of Communications Satellite Corp. for upcoming NAB convention. Antenna will receive direct digital satellite transmission, demonstrating Comsat's newly developed techniques for transmitting television programs. ■ **Subbing for Flip.** Singer Helen Reddy will be host of weekly contemporary music-comedy series, still untitled, to replace NBC-TV's *Flip Wilson Show* (Thursday, 8-9 p.m. NYT) during summer. ■ **Flying South.** Florida Cable Television Association has lined up high-powered program for its annual convention, March 29 in Daytona Beach. Clay T. Whitehead, director of Office of Telecommunications Policy, is to address banquet at Desert Inn hotel. David H. Foster, president, National Cable Television Association, is scheduled luncheon speaker. Mr. Foster also will appear on panel with Edward J. Brown, chief of licensing and authorizations unit of FCC cable TV bureau. ■ **Westward ho.** CBS's first daytime drama to originate on West Coast, *The Young and the Restless*, kicks off next Monday (March 26, 12 noon-12:30 p.m. NYT). Series, created by head writer William J. Bell and produced by Screen Gems, comes out of CBS Television City in Hollywood. ■ **License-renewal airing.** Public Broadcasting Service will focus attention this week on now-heated subject of broadcast license renewal. *Behind the Lines* program Tuesday will deal with WHIS-TV Bluefield, W. Va.—station whose application for renewal is being opposed by citizen group. Broadcast will relate that situation to national debate now under way regarding license-renewal issue. (Also see page 58.)

## Public's upper hand forces sex off air in Nevada experiment

**KVVU(TV) tried X and R movies in late-night periods, still found audience unready for fast films; leave it to John Q., he tells FCC**

William H. Hernstadt, owner of KVVU-TV Henderson, Nev., had this advice on Friday for FCC and other government officials concerned about television stations showing X-rated movies: Leave problem to local communities involved; they will take care of it (see page 118).

Mr. Hernstadt spoke from experience. He had shown X- and R-rated movies at 11 p.m. on Sunday over past several weeks, in effort to establish *Adult Theatre* series, but abandoned project last week. Reason, he said, was largely negative reaction from community. Of 500 letters and telephone calls received in response to his broadcast request for reaction to new program concept, 60% opposed it, 40% favored it.

Of at least equal importance in his decision was fact that chain-letter campaign was organized, aimed at advertisers sponsoring programs on station—and not only those in *Adult Theatre*. Letters threatened boycott if advertisers did not leave station.

X-rated films that Mr. Hernstadt said station carried, all without cuts, included "Venus in Furs," "The Secret of Dorian Gray" and "Paranoia." Mr. Hernstadt said announcement warning viewers of nature of film was made at start of program and again during first break. "I took the position that we were not trying to hide anything," he said. And he wasn't. He said he called Senator John O. Pastore (D-R.I.) "a hypocrite" in on-air editorial, and offered him chance to reply. Charge, he said, was based on two comments senator had made, as quoted Feb. 26 in BROADCASTING. In one, he had said Congress would protect broadcasters against efforts by anyone, including administration, to infringe their First Amendment rights. In other, he said FCC should deny license renewals of stations carrying allegedly off-color material as means of testing its authority to deal with such programming.

Mr. Hernstadt also urged viewers to contact Senator Pastore and FCC. At least two did write to commission—complaining about films.

Commission official said Friday, "We will make inquiry" into matter. Fact that station allegedly did show uncut X-rated films conceivably could provide test case of power to act under law banning profanity, obscenity or indecency on air.

Mr. Hernstadt indicated his "noble or

ignoble experiment" reinforced him in his view that government should stay out of programming. After "objectionable material" is successfully censored, he said, it is easier to censor news.

He also said he "proved" that country is not ready for kind of sex-and-nudity films he was showing. "If these films don't go in Las Vegas [Henderson is in shadow of that city], they won't go anywhere." Broadcaster must be attuned to needs and interests of his community as matter of financial survival, he said. "We're in the entertainment business. If you offend people, you're in trouble."

Mr. Hernstadt said he had written second letter to Senator Pastore, notifying him that "market forces had closed him down faster" than police can close down "a porno store."

## Oklahoma Publishing buys KTNT-TV for \$4.5 million

Oklahoma Publishing Co., Oklahoma City, whose subsidiary WKY Television System now operates three independent television stations, will acquire its fourth property in that category—and its second independent VHF—subject to FCC approval. Station, KTNT-TV (ch. 11) Seattle-Tacoma, Wash., will be purchased from *Tacoma News-Tribune* for \$4.5 million.

WKY chain presently includes independents KTVT(TV) (ch. 11) Dallas-Fort Worth, KHTV(TV) (ch. 39) Houston and WTV(TV) (ch. 18) Milwaukee. Firm also owns two network affiliates—WKY-TV Oklahoma City (ch. 4-NBC) and WTV1(TV) Tampa-St. Petersburg, Fla. (ch. 13-CBS)—as well as WKY(AM) Oklahoma City. Parent Oklahoma Publishing Co. operates two Oklahoma City daily newspapers—*Daily Oklahoman* and *Oklahoma City Times*. E. K. Gaylord is board chairman and Edward I. Gaylord president of parent firm.

*News-Tribune*, which has operated KTNT-TV since its inception in 1953, is controlled by Elbert H. Baker, its president, and his family. KTNT-TV, which pulls 11% share of market audience, is generally regarded as one of nation's most viable independent stations. Station operates with 316 kw visual, 47.9 kw aural and antenna 800 feet above average terrain. *News-Tribune* retains KTNT-AM-FM Tacoma.

## Opting for status quo at FCC

Chances for restructuring FCC along lines recommended in Office of Management and Budget study ("Closed Circuit," July 3, et seq.) did not appear bright after commission spent part of Thursday and Friday discussing proposals. Commissioner Benjamin L. Hooks, who as in so many matters appears to hold swing vote,



# WTOP-TV Wrests News Crown From WRC-TV, Longtime Ruler Of D.C. Roost

Washington, March 6.

Post-Newsweek's WTOP-TV has taken over news leadership in this market, long dominated by NBC-owned WRC-TV, according to the Jan.-Feb. Niensens. The achievement vindicates the heavy investment in news, and the high priority given it, at WTOP-TV in the four years since Larry Israel came over from Group W to head Post-Newsweek Broadcasting.

Last August, WTOP-TV went to a two-hour news block at 5:30 p.m.—the only one of that length this side of the Rocky Mountains—and that has paid off in a solid win for the whole stretch. The local portion, occupying the first 90 minutes, topped WRC's programming—which included Mike Douglas, local news and the NBC "Nightly News"—with a 12 metro rating average against an 11 for WRC-TV. In the final half-hour of WTOP's two-hour block, CBS' Walter Cronkite news demolishes the competition (local news on WRC, the Smith-Reasoner ABC news on WMAL) with a 17 rating and 30 share, against a 10 rating and 17 share for each of the other two stations.

All three network-serviced stations are head-on with local news at the 6 p.m. half hour, and WTOP-TV takes it with a 13.5 metro rating and 25 share to a 12.5 and 24 share for WRC-TV, and a 10 rating and 19 share for WMAL-TV.

## Daytime, Too

WTOP-TV also came in with the market's highest-rated daytime news, with its half-hour strip at 1 p.m. scoring an 8 rating. For a daytimer it's impressive, especially

against the celebrated primetime newscast on independent WTTG (at 10 p.m.) which made a 9 rating in peak viewing time in the Jan.-Feb. book.

Also winners for WTOP-TV were two regularly scheduled public affairs series, "Agronsky & Co." and the consumer-oriented "Caution!" The former, a weekly discussion of major news events helmed by Martin Agronsky and featuring regularly James J. Kilpatrick, Carl Rowan, Hugh Sidey and Peter Lisagor, pulled a 13 rating, higher than any other station's local newscasts were able to average for the measured period. And "Caution!," the 7:30 p.m. prime-access entry on Saturdays (locally produced), pulled a 10, which if it didn't win the period against entertainment was a big number for public affairs. . . .

. . . . The WTOP-TV news block is actually composed of three different newscasts. The first half hour of the 90-minute local segment features J. C. Hayward and Bob Dalton and accents special local features along with hard news; the hour at 6 p.m. is co-anchored by Gordon Peterson and Max Robinson and is mostly hard news in the "Eyewitness News" motif. Both pairings are black-and-white (Hayward and Robinson are black) in a metro area whose majority is black. At WTOP-TV, the network news comes at 7 p.m., and Cronkite scores the highest rating (17 and 30 share) for any program in the two-hour period. John Chancellor on NBC a half-hour earlier gets a 15 rating and 26 share, and Reasoner-Smith opposite Cronkite hit a 10 rating and 17 share.

## WTOP-TV

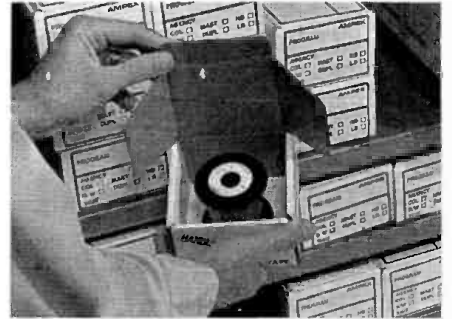
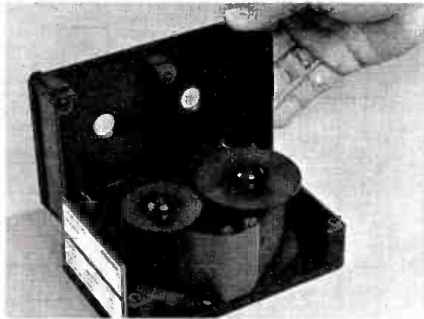
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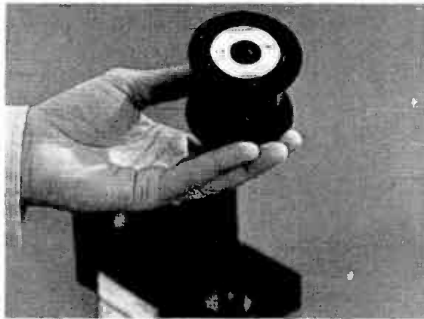
# ACR-25

The ACR-25 cassette recorder/reproducer is the ultimate in quality recording—and much more. It's the most versatile production tool yet made—and much more. It's the quickest, most flexible, no-hands automatic spot and short-segment program player, hands down. It will have as much impact on TV broadcasting as the first commercial video tape recorder, our VR-1000—and the first high-band VTR, our VR-2000.



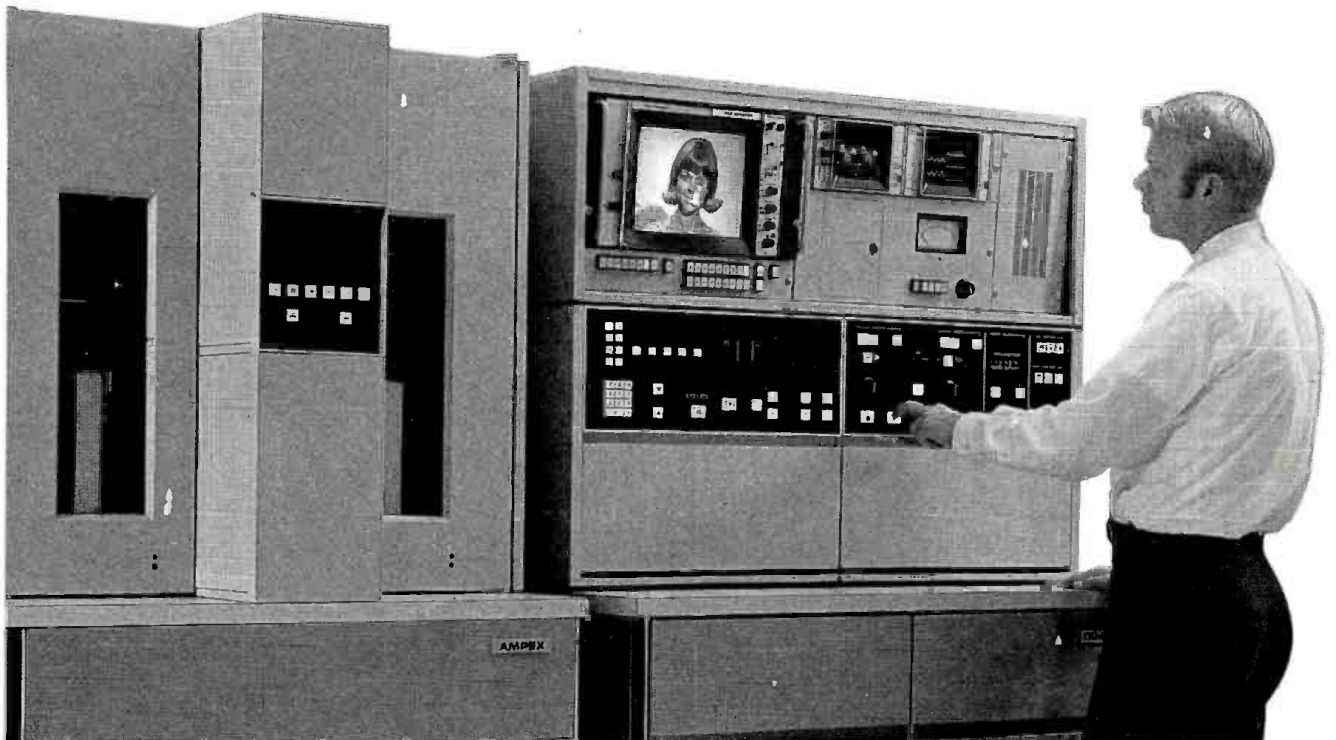
## The ACR-25 is much more than a spot player

Certainly the ACR-25 solves the problems of multiple spotting. But it does it quicker and with more flexibility, selectability and automation than any other unit made. It provides continuous play of :30's, ID's and hitchhikers—with no black air. It doesn't just do things better. It does things no other machine can do—and never will be able to without basic design changes.



## The ACR-25 is a production tool unmatched anywhere

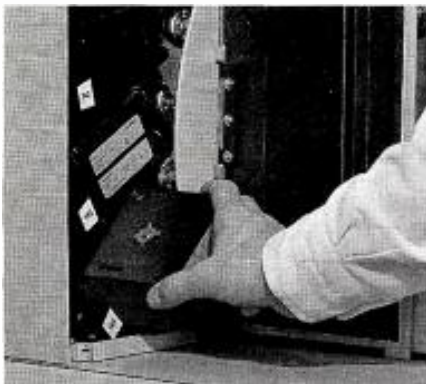
It does more than solve today's problems, it will meet new requirements years in the future. But paramount is the challenge its capabilities present to imaginative producers. They'll be able to create things quicker, simpler and better than ever before—or perhaps things they have never been able to do before. Here's why:



### The ACR-25 cassette

The rugged cassette is high impact, molded plastic to take care of all the rough handling you can give it. It's absolutely unique. The following features are exclusive... no cartridge or other cassette has them:

There are no bearings in the cassette itself. Why subject them to accidental misalignment or damage? Precision bearings are in the ACR-25 where they belong.



The cassette holds and protects the tape, that's all. Once in the transport, it has no function. The machine's bearings support the spools and the tape is lifted away from the cassette with gentle vacuum columns.

A cassette can be reloaded by the operator in seconds. It opens with three thumb-twist screws and closes just as easily.

Spools lift out to be stored or shipped in small, spool-size boxes... not heavy cartridges. This relieves storage space, cuts shipping costs and eliminates expensive cartridge inventory, a substantial saving in both investment and operating costs.

Each cassette can hold up to 6 minutes of tape at 15 ips. In the interest of interchangeability, the standard spool holds 3 minutes of tape plus sufficient leader for threading up a reel-to-reel VTR.

### The carousel—random access or sequential

The ACR-25, and only the ACR-25, offers fast, shuffle-free random-access. Load and program the machine for sequential play if you like, but you also have the option of true random-access programming. Saturation spot schedules, schedule changes, and make-goods are all accomplished by simply punching up a new program. No duplicate cassettes or manual reloading of the carousel are necessary.

For removal, any cassette can be reached, right side up with the label in reading position in one second!

### The transports

There are two of them, so one segment can follow another immediately, with no black air.

A minute spot finished on one transport can be stopped, rewind, unthreaded, returned to the carousel and the next spot loaded, threaded and cued in less time than it takes to play a :10 ID on the other transport. A full six minute cassette takes only 20 seconds!

### Control

Although manual and semi-automatic control are available at any time, automatic control is standard on every ACR-25. It may even be directly controlled by an external computer with the proper interface, but the standard ACR-25 programmer is always there to back it up.

The ACR-25 can program up to 40 events, divided into as many sequences as desired—several hours worth, depending on the programming.

Think how simple that could make what is now a five VTR station break! Or an hour newscast, complete with your on-the-scene production, network dubs, sports, weather, multiple spots and cuts to the anchorman.

### The ACR-25 as a recorder

Translate all the above broadcast features into recording capabilities—from multiple sources—and you can see what a versatile production tool the ACR-25 can be; for example, you can dub both A and B rolls, plus cassette or cartridge audio, onto an ACR-25 cassette, pre-set it with a button for any spot in the programming and play it—all without taking the cassette out of the machine! The possibilities for the inventive producer are almost limitless!

Segments of all sizes from all sources can be gathered quickly and simply into one smooth, continuous program to be broadcast automatically. No splicing, no winding and rewinding reels, no frantic switching and reloading of VTR's.

### ACR-25, the most valuable equipment in your studio

Here is, without a doubt, the most versatile production/broadcast unit ever available—the closest thing to a complete studio you'll find.

It saves money, manpower and mistakes in so many ways. It can release as many as 3 to 5 VTR's for other duties—or retirement.

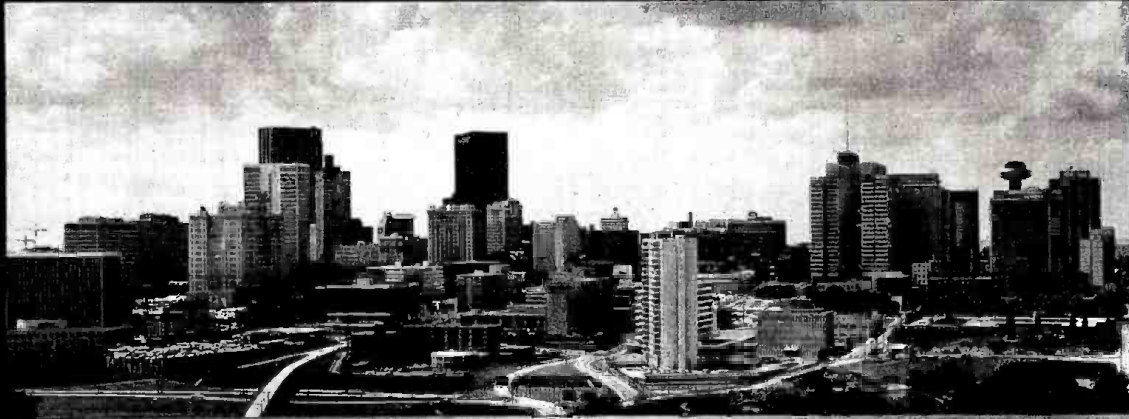
Both Management, who pays for it, and Production, who gets to work with it, will agree it's the best investment since the first VTR.

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Dennis F. Garcher



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reportedly said that plan was not viable, had not been well thought-out, and should be rejected. Majority of commissioners were said to be concerned over proposals for strengthening role of chairman; they feel it would be at expense of their policy-making authority. One aspect of problem involves proposed creation of super executive director to be called general manager. OMB briefers insisted general manager would be concerned solely with administrative matters, but some commissioners and bureau chiefs are worried that general manager would serve as "filtering agent," as one chief put it, for ideas destined for chairman.

Other major proposal, for merging Field Engineering and Safety and Special Radio Services Bureaus into General Radio Services Bureau, is said to have run into opposition not only from affected bureaus but several commissioners. Feeling was that there were other solutions to problems merger was supposed to solve, though no consensus emerged for any. Bureaus were asked to analyze their management problems and suggest solutions.

### Whitehead says he favors loose rein on pay cable

Clay T. Whitehead, director of Office of Telecommunications Policy, opposes burdening pay-cable operations with kind of affirmative programming requirements now imposed on broadcasters. But he also says that, "in the early years of cable development," FCC should have authority to adopt restrictions on kind of programming that can be shown on pay cable. Purpose would be to prevent siphoning.

Mr. Whitehead made comments last week in responses to written questions submitted by Senator Howard Baker (R-Tenn.) during Senate Communications Subcommittee hearing on OTP matters last month (BROADCASTING, Feb. 26). Senator Baker had asked how government could assure pay cable would compete fairly with over-air television in view of programming requirements (news and public affairs) imposed on broadcasters.

Mr. Whitehead said broadcasters' use of spectrum provides basis for requirement that licensees make special effort to serve community needs and interests in informational programming, even though that programming is not economically viable. There are no similar justifications for imposing same requirements on cable television systems, he said, particularly if government adopts policies and regulations that provide assurance there will not be monopolistic control "of the multiplicity of cable channels."

### Opposition to fees unanimous

Opposition to FCC's new schedule of fees, calling for across-the-board increases for all industries regulated by agency, reached crest last week as deadline for filing comments expired. As has been case in virtually all comments submitted on

proposal since it was announced three months ago (BROADCASTING, Dec. 18, 1972), everyone filing last week took adversary position.

Brief submitted by ABC summarized feelings of most interests filing—including broadcasters, cable operators, business and ham radio licensees and common carriers. "Whatever the basis for determining individual fees," ABC said, "the fact is that the commission has no legislative authority to adopt a fee schedule intended to generate one cent more than the pertinent year's congressionally appropriated funds."

### Another Heftel acquisition runs into a protest hurdle

Joyce and Cecil Heftel, in process of building 10-station broadcast inventory, are discovering pressures citizen groups can bring against acquisition-minded entrepreneurs. Heftels, whose \$1 million purchase of KDNA(FM) St. Louis was challenged at FCC month ago, now have additional problem of fending off similar threat to their proposed buy of RKO General's WROR(FM) Boston. Committee for Community Access, group of Boston-area college students, last week asked commission to deny that sale on grounds that Heftels plan "substantial curtailment of program service both in quantity and quality" and have inadequately ascertained community needs.

Group told commission that Heftels would reduce news programming on WROR by 48%, public affairs by 65% and "other" nonentertainment programming by 29%, although they plan slight increase in station's hours of operation. In addition, it alleged, none of public-affairs efforts proposed by buyers would reflect "input and/or expression of ideas from a broad spectrum of the community." Challengers also claimed that Heftels' ascertainment efforts consisted of "splatter or shotgun" technique. "Our impression is that Mr. Heftel blew into town for a time

last August interviewing as fast and as many people as he could" to achieve quota of 100 queries of community leaders—only one of whom was black.

In another development, Heftel organization responded to challenge, by James F. Mitchell, to \$1-million KDNA sale (BROADCASTING, Feb. 26). Citing opposition brief filed earlier last week by KDNA licensee Parent Corp., which claimed that Mr. Mitchell's challenge was filed 11 weeks too late and should therefore be dismissed as untimely, firm added that while it is proposing less nonentertainment programming for KDNA than several other St. Louis stations, that action is justified when it is considered that KDNA, which is currently noncommercial and listener-supported, has no existing revenue base. Parent had claimed in its pleading that KDNA would go under if it were not sold.

### Public broadcasters, in closed circuit, seek to crystallize issues before D.C. meet

Public television station licensees, in 90-minute closed-circuit report from representatives of Public Broadcasting Service and Educational Television Service boards, as well as Chairmen's Coordinating Committee, on Friday (March 16) were told that central question remains who controls selection, scheduling and distribution of programs. "This is the pivotal issue to be resolved," reported Robert F. Schenkkan, chairman of PBS. He told licensees, however, that Corporation for Public Broadcasting board has reaffirmed its conviction that corporation has ultimate authority over interconnection and ultimate responsibility for its use.

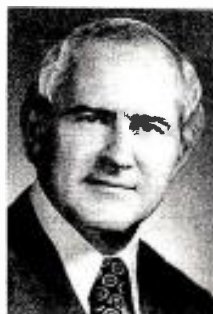
Both Mr. Schenkkan and Frederick Breitenfeld Jr., chairman of Educational Television Stations division of National Association of Educational Broadcasters (and who acted as chairman of closed-circuit meeting), outlined three-part agreement that previously had been reached with CPB board calling for licensees to have "free access" to interconnection, right to veto programs, and for licensees to unite into single organization, provided that such organization was governed by lay board (men and women who are members or chairpeople of local stations or their designated representatives).

Last part of agreement has been difficult for licensees to swallow, with many, apparently, insisting that public broadcasting managerial professionals should not have to answer to lay group. All licensee representatives taking part in closed circuit meeting from WETA-TV Washington — including PBS president Hartford N. Gunn Jr., NAEB/ETS director Presley Holmes and Chairmen's Coordinating Committee leader Ralph D. Rogers — urged support of concept of united organization of licensees and pointed to PBS spring meeting in Washington, March 28-30, as crucial time when vote will be taken to approve or disapprove of formation of such organization.

### Headliners



Mr. Comle



Mr. McCormick

George R. Comte, VP, Journal Co., Milwaukee, elected president, WTMJ Inc., newly formed broadcast subsidiary that will operate WTMJ-AM-FM-TV Milwaukee and Teltron, CATV operator with systems in Stephens Point, Stettin and Wausau, all Wisconsin. Michael McCormick, manager of radio and television, elected VP and general manager.

# Questions:

**1** What group of feature films has 15 of 20 titles that have not been shown on television since network exposure 3 or more years ago (or ever)?

**2** What group of feature films has 14 of 20 titles that stations can play immediately? And 17 that can play in Fall '73?

**3** What group of feature films has 15 that appeared on network television and averaged a 38% share of audience in their debuts?

**4** What group of feature films were sold fast to 18 owners of major station groups?

# Answer:

**5** What group of feature films gives stations 16 of 20 pictures in color?

**6** What group of feature films was especially put together for all-family viewing, anytime of the day?

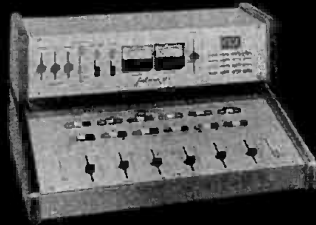
**7** What group of feature films gives a station such stars as Kirk Douglas, Dean Martin, Frank Sinatra, Elvis Presley, Jerry Lewis, Anthony Quinn, Shirley MacLaine, Cliff Robertson, William Holden and Kim Novak for audience-building promotion?

**8** What group of feature films carries this paid-admission endorsement: "more than \$100 million in box office receipts"?

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## This week

**March 20**—Annual international broadcasting awards, *Hollywood Radio and Television Society*. James Arness, star of *Gunsmoke*, will be honored as "man of the year," during presentation of awards for best TV and radio commercials. Century Plaza hotel, Los Angeles.

**March 21**—Annual stockholders' meeting, *Cox Broadcasting Co.* Company headquarters, Atlanta.

**March 22**—Presentation luncheon, 25th annual George Polk Memorial Awards, under auspices of *Long Island University's Brooklyn Center* (journalism department). Roosevelt hotel, New York.

**March 22-24**—*American Forces Radio and Television* workshop. The Pentagon, Washington.

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

**March 23-25**—34th national convention, *Intercollegiate Broadcasting System*. Shoreham hotel, Washington.

**March 24**—Ninth annual Armstrong awards presentation, in conjunction with *National Association of FM Broadcasters convention*. Featured speaker: Fred W. Friendly, former president, CBS News. Washington Hilton hotel, Washington.

**March 24**—Special meeting, board of directors, *Association of Maximum Service Telecasters*. Shoreham hotel, Washington.

**March 24-25**—Broadcast management workshops for NAB members, sponsored by *McGraw-Hill*. Presidential suite, Watergate hotel, Washington.

■ **March 25**—Annual meeting, *Society of Broadcast Engineers*. Shoreham hotel, Washington.

**March 25**—Annual membership meeting, *Association of Maximum Service Telecasters*. Shoreham hotel, Washington.

**March 25-27**—Semiannual management seminar, *Nationwide Communications Inc.* Special seminars on minority employment, women's role in radio-TV, problems of social concern. Crystal City Marriott inn, Arlington, Va.

**March 25-28**—Annual convention, *National Association of Broadcasters*. Sheraton Park and Shoreham hotels, Washington. (1974 convention will be March 17-20, Civic Center, Houston; 1975, April 6-9, Convention Center, Las Vegas, and 1976, March 28-31, Superdome, New Orleans.)

## Also in March

**March 26**—*Rocky Mountain Broadcasters Association* banquet, with Senator Frank E. Moss (D-Utah) as speaker. Washington Hilton hotel, Washington.

**March 26**—Extended date for filing comments on FCC jurisdiction over public broadcasting under Section 396(g)(1)(A) of Communications Act.

**March 26**—*Association of Independent Television Stations* board of directors breakfast meeting in conjunction with NAB convention. Shoreham hotel, Washington.

**March 26-27**—*National Cable Television Association* meeting with state and regional association presidents, Washington.

**March 26-30**—International convention, *Institute of Electrical and Electronics Engineers*. Americana hotel, New York.

**March 27**—*Association of Independent Television Stations* general membership meeting and reception. Shoreham hotel, Washington.

**March 27**—*Academy of Motion Picture Arts & Sciences* Oscar awards. Music Center, Los Angeles.

**March 27-30**—Convention product exposition, *Institute of Electrical and Electronics Engineers*. New York Coliseum.

**March 28**—Extended date for filing reply comments on proposed revision of FCC fee schedule (Doc. 19656).

**March 28**—Annual Communications Conversation Day, sponsored by *Graham Junior College*, Boston. Event will be held at college.

■ **March 28-30**—Conference, *International Industrial Television Association*. Shoreham hotel, Washington.

**March 28-30**—Spring meeting, *Florida Cable Television Association*. Daytona Beach.

**March 29**—Conference, New York chapter, *American Marketing Association*. FTC Commissioner David Denslow and Stanley Tannenbaum, board chairman, Kenyon & Eckhardt, New York, are speakers, and

Dr. Seymour Lieberman, president, Lieberman Research, is to present study of consumer reaction to advertising. Biltmore hotel, New York.

■ **March 30-31**—Annual convention, *UPI Broadcasters Association of Texas*. Hyatt Regency hotel, Houston.

**March 31**—Deadline for entries, journalism competition awards, sponsored by *Deadline Club of Sigma Delta Chi*. Contact: R. Leigh Smith Jr., Gulf and Western Industries, 1 Gulf and Western plaza, New York 10023.

**March 31**—Region 1 meeting, *Women in Communications Inc.* Seattle-Tacoma airport, Washington.

**March 31**—Cable TV conference, under auspices of Hollywood chapter, *National Academy of Television Arts & Sciences*, Beverly Hilton hotel, Beverly Hills, Calif.

**March 31-April 3**—Convention, *Southern Cable Television Association*. Featured speakers: Dean Burch, chairman, FCC, and David Foster, president, National Cable Television Association. Convention center, Mobile, Ala.

## April

**April 5-7**—Spring convention, *Texas Educational Television Association*. Ramada Inn, Austin.

**April 6-7**—Conference, *Sigma Delta Chi* Region 5. Champaign, Ill.

**April 6-8**—Conference, *Sigma Delta Chi* Region 8. Houston.

**April 7**—Meeting, *Georgia Associated Press Broadcasters*. Marriott motor hotel, Atlanta.

**April 7**—Region 6 meeting, *Women in Communications Inc.* Kodak Marketing Education center, Rochester, N.Y.

**April 7-8**—Region 2 meeting, *Women in Communications Inc.* Carrousel Inn, Cincinnati.

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

**April 8-11**—Annual *Broadcast Industry* conference. California State University, San Francisco.

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

■ **April 10**—Public hearing by *Canadian Radio-Tele-*

## Major meeting dates in 1973

**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.

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

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

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

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

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

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

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

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

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Boston's Channel 5 is only one year old, and already we've pioneered regularly scheduled all-night programming in New England. We've done a few other things that you wouldn't expect from a youngster just taking its first steps.

We're the only TV station in the country that originates all its own prime access programming. In fact, we have more locally originated programming . . . nearly 50 hours per week . . . than any other TV station. And our local programming is beamed at audiences as diverse as pre-schoolers, the elderly, underground film buffs, minorities, the unemployed, and the politically concerned. More? We have the largest non-network owned news staff in the country.

The result is as surprising as the accomplishment. Our viewers are as responsive to us as we are to them. For the first time ABC is a clear #1 in prime time in Boston... and we are the fastest growing ABC affiliate in the top ten markets, not only in prime time, but with the ABC Evening News and late fringe as well.

It's more than you'd expect from a one-year old. But then, we don't look our age.

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Represented Nationally by **hnp**

Source: ARB, Nov/71 and Nov '72. NSI, Nov/71 and Nov '72. Data subject to qualifications of the reports quoted.

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vision Commission on proposed guidelines for relationship between radio-TV broadcasters and peace agencies. Skyline hotel, Ottawa.

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

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

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

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

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

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

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

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

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

■ **April 14**—Annual convention, *Iowa Broadcast News Association*. Awards banquet speaker: Charles Harrison, president, RTNDA. Hotel Savary, Des Moines.

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

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

**April 16**—Extended date for filing reply comments on FCC jurisdiction over public broadcasting under Section 396(g)(1)(A) of Communications Act.

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

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

**April 16**—Annual meeting, *CBS shareholders*. North Hollywood, Calif.

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

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

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

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

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

■ **April 26-28**—Conference, *Sigma Delta Chi Region 2*. College Park, Md.

**April 26-May 3**—13th International Golden Rose of Montreux contest, sponsored by *European Broadcasting Union and Swiss Broadcasting Corp.* Awards offered for television light entertainment programs. Montreux, Switzerland.

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

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

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

### May

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

**May 1-3**—*National Association of Broadcasters* 18th annual conference of state association presidents and executive secretaries. Mayflower hotel, Washington.

■ **May 2**—Annual conference of state broadcaster association presidents under auspices of *National Association of Broadcasters*. Luncheon speaker: Bill Monroe, Washington correspondent for *NBC-TV's Today* series. Mayflower hotel, Washington.

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

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

**May 4-6**—First annual meeting, *Michigan News*

*continued on page 22*

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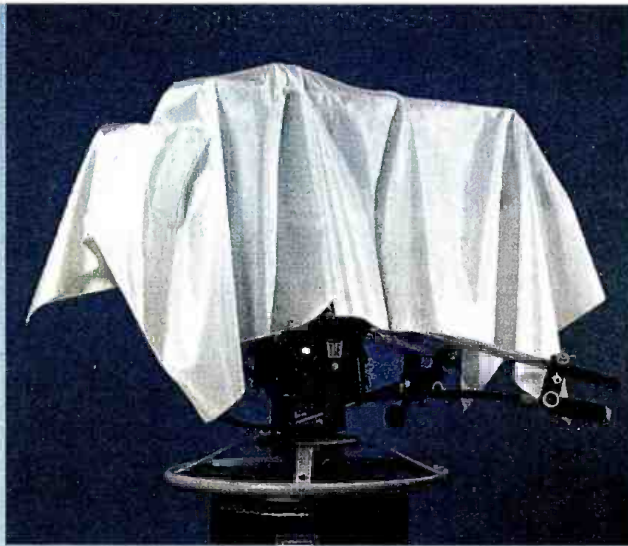
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"What's My Line?" has a record of strong, long runs in first-run syndication: 3 or more years in 35 markets, 4 or more years in 28 markets, and 5 years in 18 markets.

Currently, "What's My Line?" wins time periods in 19 markets (14 in prime-access time) with an average 37% share of audience. And wins bigger audiences than lead-in programs in 25 markets (17 in prime-access time). With an average 35% more viewers.

This most famous of all game shows has proven its appeal to 18-49 women viewers. And has proven its strength as effective counterprogramming against early network and local news.

"What's My Line?" with Tony Award-winning Larry Blyden as its new host is available for September 1973 in some markets. Get it now, and rest easy for a long time to come.



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Broadcasters Association. Hospitality Inn, Grand Rapids, Mich.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**May 16-20**—22d annual national convention, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

**May 18-19**—Spring convention, *Kentucky Broadcasters Association*. Galt House, Louisville.

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

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

**May 20-24**—Annual convention, *Pennsylvania Association of Broadcasters*. Castle Harbour hotel, Golf and Beach club, Bermuda.

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

**May 23**—Annual awards dinner, *Sigma Delta Chi*, New York city professional chapter. Deadline Club. Americana hotel, New York.

**May 24-26**—Annual spring convention, *Iowa Broadcasters Association*. Fort Des Moines hotel, Des Moines.

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

## June

**June 1-2**—Convention, *Wyoming Association of Broadcasters*. Ramada inn, Laramie.

**June 3-5**—National conference on community cable communications, sponsored by *Information Systems Architectonics*. Contact: Civic division/ISA, Box 187, Kensington, Md. 20795.

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

■ **June 7-9**—Spring conference, *Alabama Broadcasters Association*. Decatur inn, Decatur, Ala.

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

■ **June 8-10**—Regional conference between *NBC*

*News executives and news managers of NBC radio and TV affiliates*. WMAQ-AM-FM-TV Chicago.

**June 10-12**—*Georgia Association of Broadcasters* 39th annual convention. Callaway Gardens, Atlanta.

**June 10-13**—Seventh annual *Consumer Electronics* show. McCormick place, Chicago.

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

# Open Mike®

## Image enhancer

**EDITOR:** I enjoyed your special report on independent television in the March 5 issue. It was well written and I think it will do a great service to independent television's image. Reports and articles of this nature are of interest to the entire broadcasting spectrum. We look forward to seeing more of the same.—*Adam G. Polacek, sales manager, WTTG(TV) Washington.*

## Wrong reading of the straws

**EDITOR:** Your March 12 "Closed Circuit" about Alan Pearce's memo to FCC Chairman Burch on the National Association of Television Program Executives conference straw poll [concerning the prime-time-access rule] implies either an incorrect tally of results or some inaccurate representation of the sentiments of those

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During the past year the broadcast industry has placed its stamp of approval on the concept of cartridge recorders. They're solving commercial and short segment programming problems in more and more stations.

IVC felt that an even more effective system could be developed and sold at substantially lower cost. So we asked broadcasters what they'd like in an automated cartridge system. Then we went to work to satisfy their needs.

First we designed a brand new broadcast tape transport that uses IVC one-inch tape cartridges. The decks are integrated into a cabinet of six, and along with broadcast electronics are married to a uniquely simple automatic programmer. A separate bank of six decks can also be used with the same programmer and broadcast electronics—making 12 in all.

The result is a dramatic new entry in

the field that is totally practical and affordable. It is the BCR-200.

You can sequentially or randomly program up to 12 events. Any event can run from ten seconds to one hour. Which means the BCR-200 is not only a spot player but is also the world's first automated television broadcast record and playback system.

Only two steps are needed to program any deck in any sequence. Any deck can be pre-set to rewind and eject its cartridge after playing, or roll forward and cue up the next program section on the tape, or rewind and cue again.

Each six-deck system has record capability permitting network delay recording even while playing back spots or full-length programming.

But that's only half the story. Operation of the BCR-200 is simplicity itself and we've built some other features

into our "cart" that we think will make broadcasters pleased with what they see.

Cost? Our 12-deck BCR-200 is priced one-third less than the least expensive "cart" now available, while our 6-deck "cart" costs almost two-thirds less.

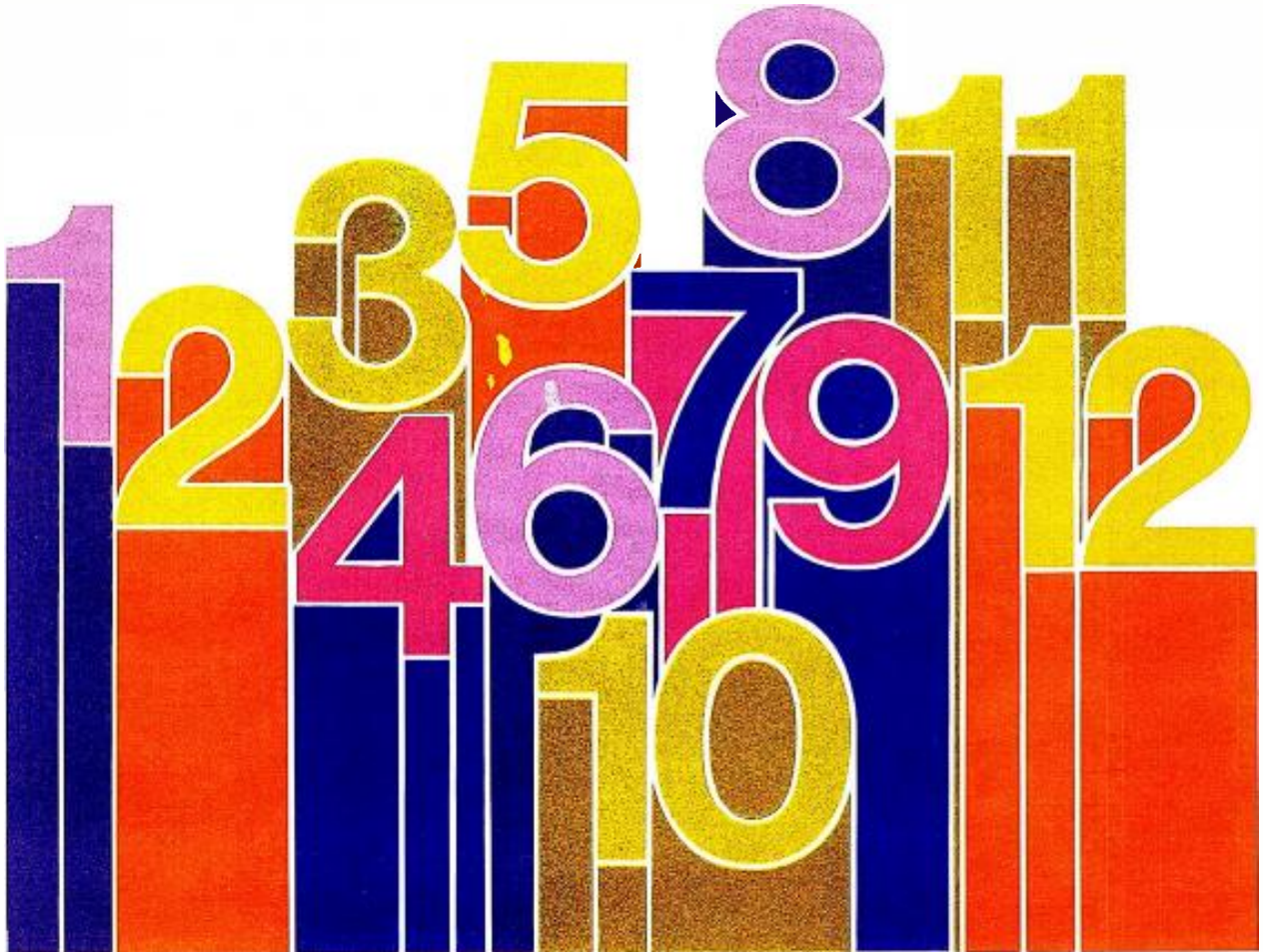
Also consider IVC's 2000-hour guaranteed *minimum* head life. Plus video heads that cost two-thirds less than quad heads (not to mention the fact that head wear is spread out over 6 to 12 transports instead of two). Head cost advantages become so great that comparisons are virtually meaningless.

Check the IVC exhibit at NAB. We're the company that's doing things for the broadcaster that are innovative and make good economic sense.

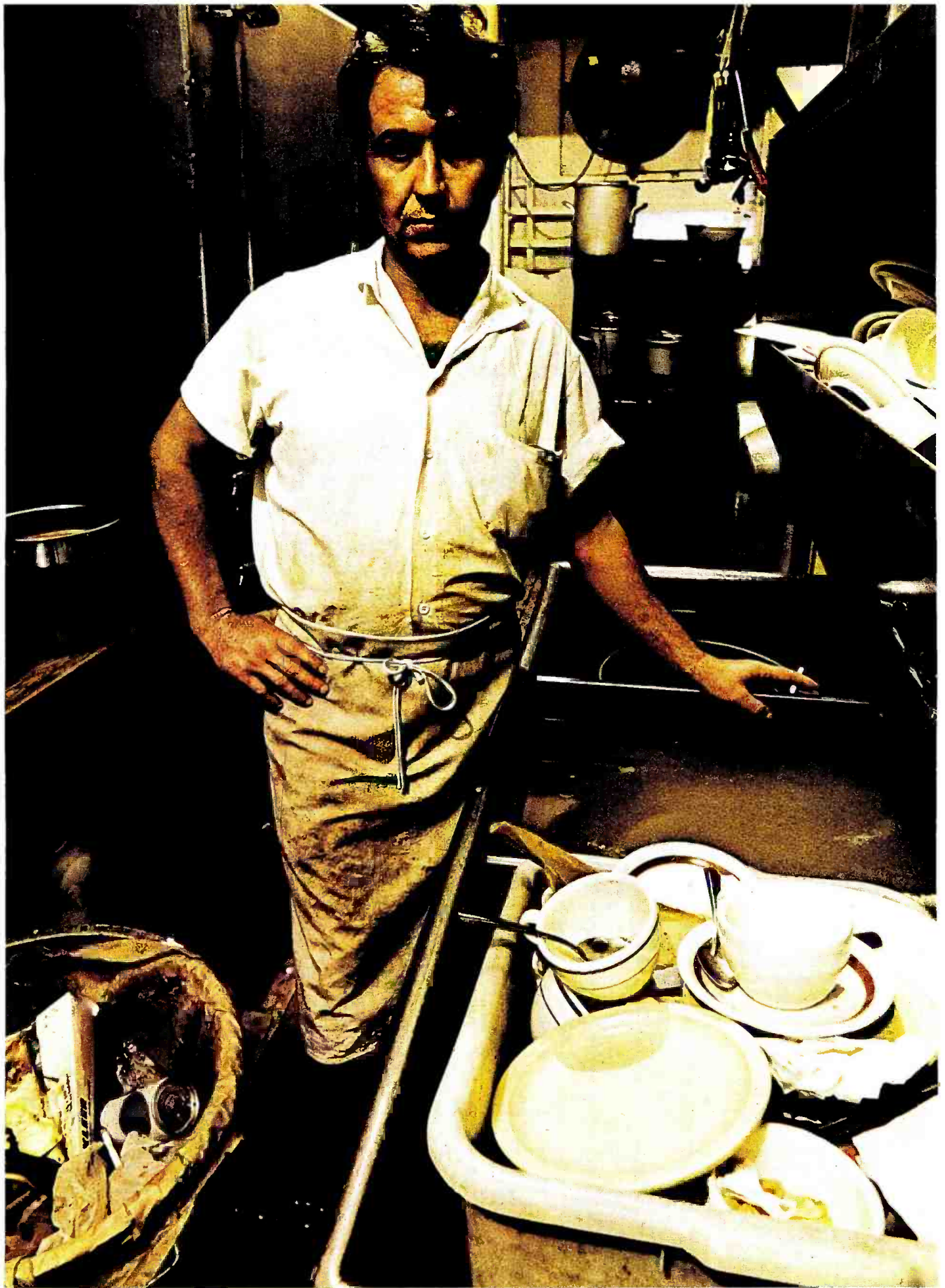
International Video Corporation, 990 Almanor Avenue, Sunnyvale, California 94086, Telephone (408) 738-3900.



**IVC WILL ADD  
A NEW LEVEL OF VERSATILITY TO  
AUTOMATED TELEVISION BROADCASTING  
AT NAB:  
MEET THE BCR-200**







# **Juan Diaz is a criminal.**

## **His crime is that he wants to live in America.**

Juan is an illegal alien.

One of an estimated 75,000 Spanish-Americans living in the Washington area.

They come here on student or tourist visas. And they stay, looking for what they can't find at home. Jobs. Jobs which their visas forbid them to have. And they end up living a life that's hardly better than the one they left behind.

To keep from being discovered

by immigration authorities, they have to hide by day. At night they work at menial jobs. For less than minimum wage. And for bosses who keep them under thumb by threatening to turn them in.

WMAL stations thought this was more criminal than Juan's crime itself. And in an editorial series, we did something about it.

First we brought the situation into the open, so people would realize how these Spanish-Americans were living.

Then we called for tighter enforcement of immigration laws.

We also called for a crack down

on illegal hiring practices, so people couldn't be exploited.

And finally, we asked for amnesty for the illegal aliens who are already in this country.

We've done editorial series on other things too. Drugs. The District schools. Gun control. Criminal justice. And Woman's Lib. Because we believe these subjects should also be brought out into the daylight.

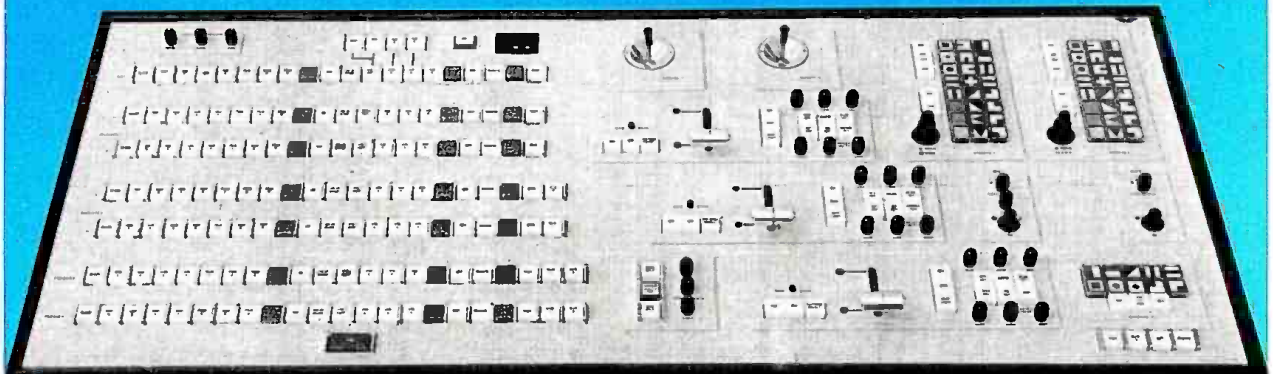
Just like Juan Diaz.

**Washington Star Station Group  
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who voted. As repeatedly announced, the vote was restricted to convention registrants and the ballot was designed, at FCC suggestion, to give specific information on the voter's professional background as well as his views. A straw vote is a straw vote, not a scientific treatise.

Dr. Pearce mistakenly read that 45.5% of the voters want a specific modification of the prime-time access rule to permit [off-network] reruns. It has accurately been reported to the FCC and the public that 43.7% voted to retain the rule with some modification. Of the dozens of modifications mentioned, the rerun clause was listed by 45.5% of those listing modifications—in other words, about 19% of the total delegates voting.

In all divisions—top-50 markets, below-50 markets, network affiliates, independent stations, producer-distributors and miscellaneous—the sentiment clearly favored retention of the access rule in some form. Dr. Pearce, being present for the long discussion that preceded the vote, must have detected that even before the ballots were analyzed.—*Allen Sternberg, president, NATPE, New York.*

#### Setting the line-ups right

EDITOR: The special report on baseball in the Feb. 26 issue is, as usual, quite complete and useful. I would like to correct the portion where it says the Minnesota Twins radio network will be established by North Star Productions. This name is no longer used by our company, which is now known as RWC.

Also, it says the Mutual network holds radio broadcasting rights to the National League playoffs and is negotiating for similar American League rights and Game of the Week radio rights. RWC owns the National League playoff rights (and has since 1971). RWC is also handling the negotiation for other baseball rights mentioned. We used MBS to distribute the NL playoffs in 1972 and expect to work with them on future baseball too.—*Robert N. Wold, RWC, Los Angeles.*

#### Miller memorabilia?

EDITOR: I would appreciate any information BROADCASTING readers could send me regarding the extensive broadcasting activities of the late bandleader, Glenn Miller.

Between December 1939 and September 1942 he broadcast a highly successful commercial program over CBS three times a week for Chesterfield. Between 1937 and 1942 he also had numerous sustaining broadcasts over the CBS, NBC and Mutual networks, including his privately financed *Sunset Serenade* programs for the armed forces. During 1943 and 1944, Captain Glenn Miller and the Army Air Forces Training Command Band broadcast regularly over the CBS, NBC and Yankee networks.

I am particularly interested in acquiring promotional material, photographs and program tapes or transcriptions, plus personal anecdotes and information regarding local appearances of the Miller band.—*Alan F. Timpson, 7 Pearl Street, Summit, N.J. 07901.*

#### The Colonel's quote...

"Government is an institution, and so is the press. Our founding fathers wisely foresaw that these two institutions would, in most cases, be adversaries and seldom, if ever, allies.

"It is the responsibility of government to govern. It is the responsibility of the press to report how government is functioning. Both must ultimately account to the public. When your industry is encroached upon by government, the public suffers."

The Hon. Fred Rooney  
U.S. House of Representatives  
before the Pennsylvania Broadcasters  
Association as recorded in the  
Congressional Record by the  
Hon. Lionel Van Deerlin 1972.

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# Monday Memo

A broadcast-advertising commentary from John F. Ball, vice president, J. Walter Thompson, New York

## The advertising agency and innovative programs

TV copycats have nine lives—you know that. You are reminded of it each time you flip the channel changer on your set, seeking something new and different to entertain or interest you.

Each new television season, the prime producers of TV programming ladle up so much of the same old stuff, with minor theme or character delineations making what they will point to as the exciting difference. Doctors, lawyers, sheriffs, insurance investigators, madcap comedienesses seem, through the years, to provide the staple base of network programming. The high cost of television programs has driven the responsible advertiser from attempting to save the situation by bringing quality series programming to the networks. Happily, but only occasionally, the networks will try a new concept or idea that works and we're all the beneficiaries.

For example, last season's *All In The Family* (CBS) took network courage. So did *Sanford & Son* (NBC). They're both big hits. This year *The Waltons* (CBS) was a distinguished long shot that is paying off. *Anna and The King* (CBS), a wonderful show, didn't make it. But it was a bold try.

The point is that there are just too few attempts being made to bring difference as well as excellence to television. Everybody is scared of being wrong, and that's no good.

Television specials provide the big hope for improved quality of TV fare. It is this arena where the advertiser can step in and help while, at the same time, looking different. It's like buying a 40-line ad on the classified page. You provoke attention.

The J. Walter Thompson Co. has always believed in the importance of program environment to the commercial message. The rub-off achieved by exciting, different and mind-challenging programming, while indeed difficult to chart, is clearly there, and of inestimable value as impressive support to the advertiser's commercial impact.

But the jackpot question is: How do you find this exciting, different and intellectually stimulating programming? At the risk of oversimplification, I submit that there are three overriding musts:

1. Advertising-agency dedication.
2. Worldwide program development.
3. Careful preparation—and then learn to live with the risk of error.

Most agencies divested themselves of involvement in programming years ago. They elected, instead, to simply buy off the network shelves. JWT has remained where it feels it belongs—right in the



John F. Ball began his career in broadcasting in the CBS mailroom in 1954. As a member of the CBS program department, Mr. Ball held several key production assignments prior to being made head of CBS special programs in 1958. He joined J. Walter Thompson Co. in 1959 as assistant to Dan Seymour, who was then head of the radio-television department and is now chairman and chief executive officer. For the next five years he was manager of program development. He was appointed vice president and director of programming for the agency in 1968.

midst of the program mainstream.

While it's expensive to have major program facilities both in New York and Hollywood, I believe JWT's resolve has given our advertisers and their commercial messages a very real edge. You know it's working when, on commuter trains and in carpools, you hear people saying things like: "Did you see Kraft last night?" or "Did you see that AGA show from Nashville?" or even, "I hear Eastman Kodak has bought all of *Man Without a Country* this spring."

Program development is a year-round job. It has also become a worldwide job. JWT is determined to continue to bring to its clients the best possible quality programming available anywhere in the world. The United Kingdom is a great new source. Last season we drew two quality wildlife programs from Africa. There are exciting projects currently being developed in Germany and Russia. Italy is fast learning the needs of the U.S. market.

Careful preparation—and learning to live with the risk of error. This is critical. We must not be afraid. Most people working with television seem to be afraid and, more often than not, their fear and caution result in uninspired, uninteresting, uncertain programming.

Kraft wasn't afraid to sponsor a one-hour special last season about a single tree (*Secrets of the African Boabab*).

AGA clearly wasn't playing it safe in presenting an environmental special about a dung-infested spring (*Mysterious Spring: Africa's Mzima*).

These shows were different, and their success was not a sure thing. But the payoff in each case was great audience support and critical acclaim. Liza Minnelli has never had her own TV show and so her one-woman hour special (*Liza With a 'Z'*) was, I suppose, an educated risk. But it had great appeal and style, caused morning-after talk and is currently nominated for an Emmy.

JWT worked out a deal bringing Marlene Dietrich to television for the first time (*Marlene Dietrich: I Wish You Love* on Jan. 13). Prior to the show, there were those who questioned the appeal of this special to today's audience. But Kraft had confidence in the great quality and fascination inherent in this special presentation. To this advertiser, the presentation of this enormously talented entertainment legend was special and, whether or not it achieved the proper efficiencies that tend to govern this extremely cost-conscious medium, Kraft knew that it would be guilty of nothing more than a continuing attempt to provide television audiences with innovative, superior programming. And that's nothing for an advertiser to be afraid of.

Special programming, while providing television with exciting break-through opportunities, has to conform to the very same budget exigencies as any other form of broadcast programming. Regardless of the excitement a production team may have over the particular opportunity, it must be constantly challenged by the up-front budget. This is part of the job.

JWT was involved in a total of 27 specials last season. (There will be even more next season.) Of these, 19 were brought to the networks following development at the agency. Networks no longer inventory many special programs. This has led producers, writers and packagers of special projects to attempt to seek the proper advertiser before considering a network.

I sincerely believe that we review 99% of all pre-emptive programs before the networks are aware of them. This is indeed an edge that we are able to pass on to our clients. I can think of only one other agency that is as committed to program importance (especially in the expanding electronic future) as is JWT. Almost everybody seems to be content to buy whatever the networks offer, settling for nothing more.

I invite other agencies to re-examine their role in upgrading television. The challenge is there. Agency involvement, however, is essential.



**Milwaukee the Magnificent.**

We believe it's important that you know where we stand in  
and what we think about our community.

**WTMJ TELEVISION FOUR**

NBC in Milwaukee.

Represented by Harrington, Richter & Parsons, Inc.



# Twentieth Century-Fox Television announces the world-wide distribution of CENTURY THEATRE

A distinguished series  
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nineteen hours  
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CENTURY THEATRE

## Pollyanna



Eleanor H. Porter's tender story of a little girl whose unflinching optimism endears her to all who meet her. A drama in three one-hour segments.

CENTURY THEATRE

## Moonbase Three



Scientists and technicians from five major powers have assembled 250,000 miles from Earth in a cooperative effort to probe the secrets of the universe. An original 21st Century science-fiction drama in six one-hour segments.

CENTURY THEATRE

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James Fenimore Cooper's exciting tale of a courageous guide in the American wilderness. Outdoor adventure in five one-hour segments.

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ON AN ENDLESS JOURNEY THROUGH SPACE TO AN UNKNOWN DESTINATION.

THEY HAVE FORGOTTEN THE EARTH. TO THEM IT IS A MYTH, AS REAL AS ATLANTIS. THEY BELIEVE THE WORLD HAS METAL WALLS.

UNTIL ONE MAN DISCOVERS THE TRUTH, THAT THEY ARE...

### THE STARLOST.

A new,  
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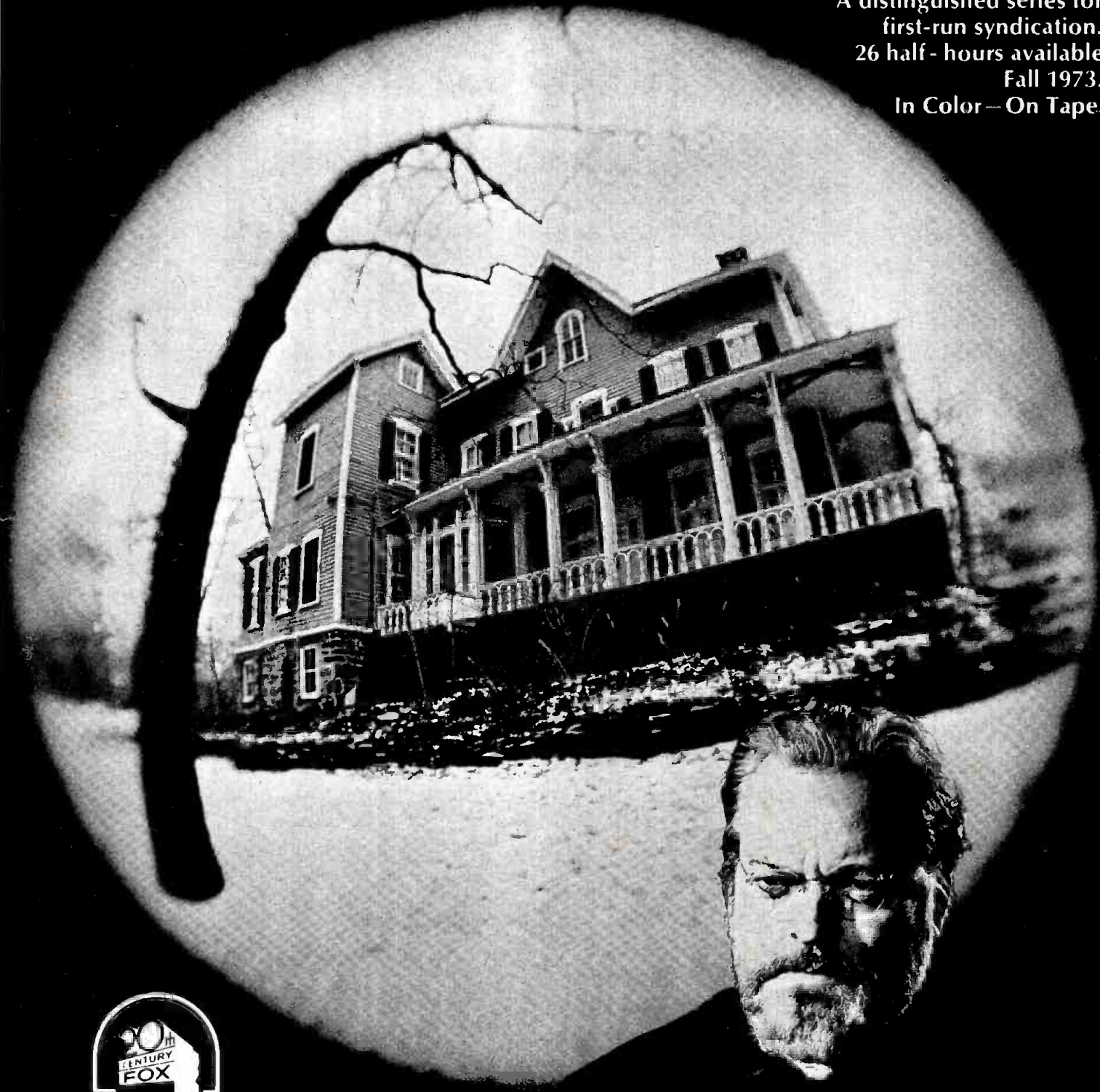
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## The real struggle begins over renewal legislation

**A no-nonsense Torbert Macdonald begins House hearings on broadcasters' topic number one as White House bill is introduced; FCC meanwhile moves to adopt its own answers to renewal tangle**

The House Subcommittee on Communications and Power, under the firm hand of its chairman, Torbert H. Macdonald (D-Mass.), last week began a series of hearings on license-renewal procedures, which broadcasters have long contended are in critical need of reform if the industry is to continue to be economically viable.

The Macdonald hearing was only one of a series of happenings last week in Washington that saw concrete steps taken to resolve the problem. The Nixon administration finally sent its license-renewal bill to Capitol Hill with only slight alterations to the form first proposed in December (see page 40). And the FCC last week was on the verge of adopting its rules that would streamline its license-renewal procedures and cope with the problem of an ever-increasing number of challenges (see page 35).

To open the hearing last week, Mr. Macdonald said that the principal problem in overhauling the license-renewal process is "fixing precise legal standards for judging broadcast service. . . . A workable definition of serving the public interest, convenience and necessity remains elusive. Every broadcaster claims he does just that, and every challenger and petitioner claims the opposite." But, warned Mr. Macdonald, if it is found that the FCC's present renewal system is still the best available, "then we should resist the temptation to dismantle it."

During the hearing Mr. Macdonald stated that he has not made up his mind on renewal legislation and will not do so until the hearings are concluded.

Lead-off witnesses were Representatives James Broyhill (R-N.C.) and Fred Rooney (D-Pa.), who two weeks ago reintroduced, with 74 co-sponsors, renewal legislation supported by the National Association

of Broadcasters (BROADCASTING, March 12).

The bill, identical to a host of measures offered in the House, would extend the present three-year renewal term to five years. It also provides that, in a hearing, the incumbent licensee will be granted renewal upon showing "its broadcast service during the preceding license period has reflected a good-faith effort to serve the needs and interests of its area . . . and if it has not demonstrated a callous disregard for law or the commission's regulations. . . ."

From the outset Mr. Macdonald wanted to know how "good-faith effort" and "callous disregard" are defined. Mr. Broyhill said a sincere effort to serve community needs was "good-faith effort"; Mr. Rooney defined callous disregard as a situation where an applicant has paid no attention to FCC rules. But it was obvious those definitions were not precise enough for Mr. Macdonald.

FCC Chairman Dean Burch told the subcommittee that the commission believes "that there is no need to tinker" with the present statutory standard or processes in the noncomparative-renewal area. "The public-interest standard is as good a statutory guideline as is feasible in this field. We therefore do not support pending bills which would substitute in the hearing process a new standard such as 'good-faith effort' to ascertain or meet the area's needs and interests." He agreed with Mr. Macdonald that the term is unclear. And, he added, similar objections can be raised to the "callous disregard" language.

It is the comparative-renewal area that needs attention, said Mr. Burch.

"A rational comparative-renewal policy must reflect an appropriate balance between maintaining a competitive spur and insuring stability in broadcast operations—both essential elements of the public interest," said Mr. Burch. He cited four conclusions that can be drawn from those principles:

- The renewal applicant in a comparative proceeding should be judged on his record.

- The "applicant's record should not have to be outstanding . . . to warrant renewal."

- The "applicant's record should not be judged against or required to be superior to some industry average."

- The "applicant's past record must be controlling."

What is needed, said Chairman Burch, is "clarifying legislation" in the comparative-renewal area. He said that legislation should be modeled after the commission's 1970 comparative policy statement on renewals (which the District of Columbia Court of Appeals ruled in May 1971 was contrary to the Communications Act). Mr. Burch offered the following draft bill: "In any comparative hearing for the frequency or channel of an applicant for renewal of a broadcast license, the applicant for renewal shall be awarded the grant if such applicant shows that its program service during the preceding license term has substantially, rather than minimally, met the needs and interests of its service area, and the operation of the station has not otherwise been characterized by serious deficiencies."

At one point, Mr. Burch referred to the June 1971 Citizens Communications



Torbert Macdonald (r) with aide Richard Krolik





**Strategy session.** NAB President Vincent T. Wasilewski (seated) with key aides at last Thursday's House Communications Subcommittee hearing. L to r: executive vice presidents Grover C. Cobb and James Hulbert, general counsel John Summers.

Center case, which held invalid the FCC's 1970 policy statement. "If [that] case becomes the law of the land," he warned, "then in my opinion the renewal system is up for grabs."

Chairman Burch also said the commission endorses five-year renewal terms (although he noted parenthetically that Commissioners Nicholas Johnson and Ben Hooks disagree and Commissioner H. Rex Lee questions the advisability of a five-year renewal term simply to ease administrative burdens).

Mr. Burch said that a five-year term would reduce the number of renewal applications processed from 2,700 to 1,600 a year, thereby facilitating a more thorough review of each application filed.

Mr. Burch dealt in some detail with the WHDH case, expressing the opinion that the commission's January 1969 decision to award the license to a competing applicant was an "egregious error" that "engendered a spate of competing applications to regular renewal applicants" and "struck a devastating blow to the important concept of stability."

"I'm disappointed you spent so much time on the WHDH case," said Mr. Macdonald after Chairman Burch read his prepared text. Indicating that he did not think that case was a typical one, Mr. Macdonald said if he were a broadcaster he would "look with greater alarm to the stations in Florida" (Post-Newsweek's WLPQ-TV Miami and WJXT-TV Jacksonville)—stations which he said had served the public interest but nevertheless have had their licenses challenged.

Mr. Macdonald expressed the opinion several times that guidelines should be established to enable the FCC's renewal branch to more accurately determine whether stations are serving their communities, and to let stations know what is expected of them.

"I must say I'm terribly wary of a government-imposed insurance policy that everyone has to meet," said Chair-

man Burch at one point. He noted that any such standard would provide "only numbers. We are after good quality."

When questioned by subcommittee member Clarence Brown (R-Ohio), Mr. Burch had some criticism of the administration's license-renewal bill, which was introduced last week (see page 40). He took issue with the fact that the bill makes no distinction between procedures involving denial petitions and those regarding competing applications, stressing again that it is the comparative process that needs revision. He also indicated that the measure would restrict the commission's freedom to hold comparative-renewal hearings.

Since the administration's renewal bill was introduced last Tuesday (March 13), the day before Chairman Burch testified, Mr. Macdonald said he would invite the FCC back to respond in more detail to that bill.

Indicating the urgency of renewal legislation, Mr. Burch told the subcommittee that if Congress takes no action on renewal legislation it will be incumbent upon the FCC to set guidelines for licensees. He said the commission would be "reluctant" to formulate those criteria. "We'd almost have to spell out percentages [of required programming]," he said, "and I personally think it doesn't solve anything."

In his testimony, FCC Commissioner Nicholas Johnson characterized the administration's renewal bill as "the Nixon lullaby—rocking the American people to sleep by silencing the nation's investigative journalists. . . ."

He accused the commission of "rubber stamping license renewals." He called the legislative proposal outlined by Chairman Burch "a very slippery standard" whose "application will depend on how the commission defines and applies 'substantial and serious deficiencies.'" He said the FCC's policy in regard to competing

applications is to renew the incumbent's license "unless his behavior is so bad that we would be forced to take away the license even if there were no competing application. . . . In short, nothing is happening at the FCC to lend any credence to the charge that the broadcast industry is headed for some sort of a chaotic collapse."

He charged that "the purpose of this legislation is to hurt community groups."

Mr. Johnson suggested that if the commission wanted to aid small broadcasters in the renewal process, it could do so by linking a station's profits or gross revenues to its performance.

Most of the bills pending before Congress are, he said, "completely racist in application" because they exclude minority groups from applying for stations. "If I were a legislator who voted for one of these pieces of special-interest legislation," he said, "I think I know what kinds of questions my constituents and political opponents would ask. Why did you introduce and vote for the legislation? How does it help the public? . . . How much money did broadcasters contribute to your campaign? How much free time did broadcasters give you so you could get re-elected?"

"I reject out of hand your insinuation that renewal-bill sponsors are voting for private interests and against their constituents," Mr. Macdonald told Commissioner Johnson. "Just because someone doesn't agree with you doesn't mean you have to impugn their motives."

Subcommittee member Fred Rooney was more vehement. "You have come here to intimidate 190 members of this body," he said hotly. He said he resented Mr. Johnson's implication that congressmen are pawns of broadcasters.

Both Congressmen Macdonald and Barry Goldwater Jr. (R-Calif.) criticized Mr. Johnson for failing to address himself to the problem. Mr. Johnson, however, made it clear that he did have two principal recommendations: Having the FCC take a stronger role at renewal time through minimum or comparative standards, or—preferably—giving local community groups more opportunity to negotiate with broadcasters. He did not elaborate on those suggestions, however. The problem, he said, is that broadcasters do not want either of those alternatives.

"Congressional resolution of the [renewal] problem is necessary because of the chaotic situation in the broadcasting industry which has grown out of certain decisions of the FCC and the courts," contended NAB President Vincent Wasilewski in his testimony. "We submit that the establishment of renewal hearing standards is a matter for determination by Congress—not the judiciary."

Under the rationale of the WHDH decision, he said, business groups have filed competing applications (which, he noted, are automatically set for hearing) "carefully tailored so as to be preferred on all or most of the comparative criteria" and "complete with glowing paper program proposals." About 50 such applications have been filed in recent years, he said, and "the number will skyrocket if Con-

gress does not resolve the present irregularities."

Another device now being used to undermine broadcasting's stability, he said, is the petition to deny, usually filed by citizen groups and activist groups. About 200 of these have been filed thus far, he said, and "most have raised broad unspecified charges in the hopes of exacting concessions from the licensee; some have been frivolous." While few of these petitions reach the hearing stage, said Mr. Wasilewski, "it is important that the law be amended to make it clear that the issues which might be designated for hearing . . . are confined to matters relative to the licensee's service to his community and his compliance with law and the commission's regulations."

Noting that NAB's proposed legislation would neither guarantee licenses in perpetuity, preclude competing applications or denial petitions nor free broadcasters from government regulations, Mr. Wasilewski said the measure "will provide a reasonable balance between stability, without which the industry cannot function, and the need of the public and the broadcaster to maintain an open two-way channel of communication so that the station remains responsive to public needs."

During the question-and-answer period that followed, Mr. Wasilewski sided with Mr. Burch in his belief that program-performance guidelines would not insure program quality. But he indicated his support for Mr. Macdonald's opinion on the ascertainment-of-community-needs process. Mr. Macdonald called the procedure a "drag on the people involved and the broadcasters. I think that's one thing we ought to just throw out."

In answer to a question from Mr. Rooney, Mr. Wasilewski said he thought NAB could support the administration's renewal measure, provided no additional language—such as that contained in Office of Telecommunications Policy Director Clay Whitehead's Indianapolis speech—is appended to it.

Richard Stakes, executive vice president of the Washington Star Station Group, urged the subcommittee to consider a five-year renewal term and a requirement, contained in the administration's renewal bill, that a competing applicant must demonstrate that an incumbent has not performed in the public interest before the competing application can be considered in a comparative hearing.

He said it cost the station group \$400,000 to defend its license in 1969; \$200,000 to prepare its renewal application last July, and could cost another \$400,000 to defend it if it is challenged again.

The fact that the Washington Star Station Group is affiliated with the *Washington Star* prompted Representative Lionel Van Deerlin (D-Calif.), himself a former newsmen, to comment that "there is a positive value in having a newspaper affiliated with a station. I am prepared to insert in any [renewal] legislation a provision to remove this blight—requiring separation of newspapers and stations."

## New renewal form emphasizes closer community dialogue

**Among requirements: continuing spots explaining station's obligations; annual report to FCC on steps taken to cope with local problems; yearly breakdown of programing**

Two years after it issued a notice of proposed rulemaking in the matter, the FCC is on the verge of adopting rules drastically revising its license-renewal procedures ("Closed Circuit," March 12). The object is to bring some order out of the chaos into which those procedures have fallen, and to slow if not reverse the rising tide of petitions filed by dissatisfied minorities. But for the broadcasters, particularly in television, that means government-directed involvement with their communities—and a greater role for the communities in the license-renewal process.

The need to remain "conversant" with the needs and interests of the community and to meet them, and to maintain "a continuing dialogue" with community representatives—these are the themes that run through a draft report and order circulating within the commission. In effect, the commission is telling its licensees: Settle your problems with your communities before they erupt into petitions to deny at license-renewal time. At the same time the commission will make sure that the citizen groups have the information they need to keep a close check on their local stations' service. For instance:

▪ Radio and television stations would be required to broadcast announcements every 15 days throughout their license period reciting their public-service obligations and inviting comments and suggestions. During the five months preceding the deadline for filing petitions to deny and competing applications, the announcements would note that the renewal application is to be—or has been—filed, that the public may inspect a copy and submit comments on the station's performance to the FCC. One change sure to be welcomed, however, is the proposed deletion of the present requirement that notice of the renewal application be published in the local newspaper.

▪ Television broadcasters would compile annually a list of their communities' most significant needs, and of the programs they carried to meet them, in the preceding 12-month period. (Still to be determined is whether a listing of all responsive programs would be required, or only illustrative ones, and whether issues should be limited to those strictly local or whether national issues having local impact should be considered.) The list would be retained in the station's public file—and in their 15-day announcements, broadcasters would invite members of the public to inspect the lists and comment on them. (Stations

would forward their annual lists to the commission every three years, along with their renewal applications.)

▪ Television licensees, in addition, would be required to file annually with the commission one-page reports on the amount of time—both in minutes and percentages of total broadcast time—that they devoted to news, public affairs and "other" programing (exclusive of entertainment and sports) during the preceding year. The information would be required on a composite week basis, both in terms of 6 a.m.-to-12 midnight and 6 p.m.-to-11 p.m. programing. The reports would also be broken down between "all programs" and "local programs" only. The date for the annual filing has not yet been decided.

▪ Television licensees would be asked to retain on file for three years written comments and suggestions regarding the operation of their stations. The commission is still divided on whether the same obligation should be imposed on radio licensees and, if so, whether it should be limited to those in major markets.

▪ Television as well as radio licensees would continue to be required to ascertain community needs in accordance with the guidelines laid down in the primer the commission adopted two years ago. Television licensees would not be required to report on the details of their ascertainment process to the commission; instead they would be asked to certify in their renewal applications that they have followed the commission's guidelines in conducting their surveys, and to place in their local files, for public inspection, all material relevant to the surveys. (Thus, the commission, in effect, is acknowledging what has long been suspected—that the staff rarely examine an ascertainment survey unless a challenge is filed against a renewal applicant.)

▪ Radio and television licensees would file renewal applications four months in advance of the date on which licenses are to be renewed instead of three, as at present, while the cutoff for filing petitions to deny or competing applications would remain one month prior to the renewal date. In providing citizen groups additional time to examine applications, the draft order says, the commission will not extend the deadline for filing petitions to deny unless both sides request an extension and declare negotiations to settle their differences are under way.

The first group of licensees to which the new filing dates will apply will receive eight months advance notice.

The commission will also adopt a new program reporting form—section IV-B—that television licensees will complete in filling out their license-renewal applications. But principally because of the data being requested annually, the new form will be comparatively streamlined—running about half the length of the present one, which contains 28 questions. However, the new Section IV-B and the annual reporting form must clear the Office of Management and Budget before they can be finally

adopted by the commission and issued.

Commission officials say the new rules would be compatible with the dozens of license-renewal bills now pending in Congress—except for the administration's bill. That measure's prohibition against the commission considering any predetermined criteria regarding programing in connection with renewal applications would clash with the commission's requests for annual reports on news, public-affairs and "other" programing. However, commission officials also say the requirements for annual reports on programing and on what the stations are doing to meet community problems could be used to support proposals in the various bills, including the administration's, to extend the license period from three to five years.

The commission was scheduled to adopt the package of new license-renewal rules last week. However, the press of other matters, including the need to prepare for Chairman Dean Burch's appearance before the House Communications Subcommittee, in its license-renewal hearing, on Wednesday (see page 33) forced the commission to postpone action. The commission is not expected to return to the subject until after the National Association of Broadcasters convention next week.

Commission officials predict a lopsided if not unanimous vote for the package, although it arouses some feelings of uneasiness within the agency; some officials think the new rules could cause licensees more trouble and result in more petitions to deny than is the case today. It would be impossible to satisfy all the diverse groups in some communities, one official noted, and "the information to be provided will be fodder for petitions to deny."

In mapping out the revisions in its license-renewal procedures, the commission, in its draft order, notes with concern the continuous rise in the number of petitions to deny filed by citizen groups (some 100 renewals were on the deferred list because of such petitions two years ago; the number is now up to about 140). And it is apparent that the commission's processes cannot handle the load.

In explaining the decision to require the 15-day announcements, the draft order says: "The most common complaint raised in recent petitions to deny relates to an alleged failure of the licensee to adequately respond to the problems and needs of at least a significant segment of his service area. In most cases, the specific points raised in these filings were not communicated to the licensee during the first two-and-one-half years of the license period and little or no dialogue occurred between petitioner and licensee prior to the filing of the renewal application."

The requirement that television broadcasters file annual reports on significant local problems and the programing they have provided to meet them is designed, the draft order says, to establish a "continuous dialogue between licensees and members of the public concerning what

**New Orleans joins the club.** Citizens United for Responsive Broadcasting (CURB), a coalition of groups and individuals in New Orleans, has announced plans to begin talks with WDSU-TV, WVUE-TV and WWL-TV there, whose licenses expire on June 1. CURB said its aim will be to "insure more equitable employment for women and minorities and more relevant public-service programing based on the real needs of the local community."

both consider to be the major problems and needs of the community . . . so that any dissatisfaction with a licensee's conception of community problems and needs or his efforts to meet them would be immediately communicated to the licensee." The aim, the draft order adds, is to provide a local mechanism for resolving "such dissatisfaction as it arises, and eliminating the need for the filing of a petition to deny license renewal."

Similarly, the reason for requiring stations to retain on file communications from the public is grounded in the desire to promote a community involvement in the renewal process. Such a file would permit an interested individual "to better determine the nature of community feed back being received by the licensee and to have a better indication of the extent to which his opinions . . . might be shared by other members of the public."

And in requiring licensees to file their renewal applications one month earlier than at present, the commission hopes to give local groups "ample time to examine renewal applications, to discuss any problems with licensees and, if desired, to file timely petitions to deny."

Although the rules, in their present form, follow the proposals issued in February 1971, they have been modified, in some respects as a result of broadcaster complaints. Originally, for instance, the announcements inviting comments on a station's performance were to be broadcast every eight days; and where, in the original proposal, they asked for "opinions, criticisms or suggestions" and spoke of the frequency as "public property," they now ask for "suggestions or comments" and refer only to broadcasters as "public trustees."

Furthermore the commission is retreating somewhat from its announced intention to rank stations on the basis of the news, public-affairs and "other" programing they report carrying annually. This was to have provided a means for enabling the commission staff to process, under delegated authority, the renewal applications of stations above a certain level of performance and to refer to the commission for closer scrutiny those below that level. The ranking proposal was one of the major aspects of the noticed proposed rulemaking.

But while stating that the commission is "not yet ready" to adopt such ranking as a routine measure, the draft order leaves open the possibility the data submitted annually will be used for selecting some stations for closer atten-

tion than others. The draft order says the Broadcast Bureau might use the data for that purpose when "the demands of staff and resources" prevent it from "devoting all the attention it would like to devote to each renewal applicant in a given group."

The draft order stresses that the annual reports would not result in de facto annual renewals, but it says annual reports would be advantageous to members of the public (which would have more information during the license period regarding the station's performance)—and the commission (which could develop information on industry trends and data that would be applicable to specific areas of inquiry and policy).

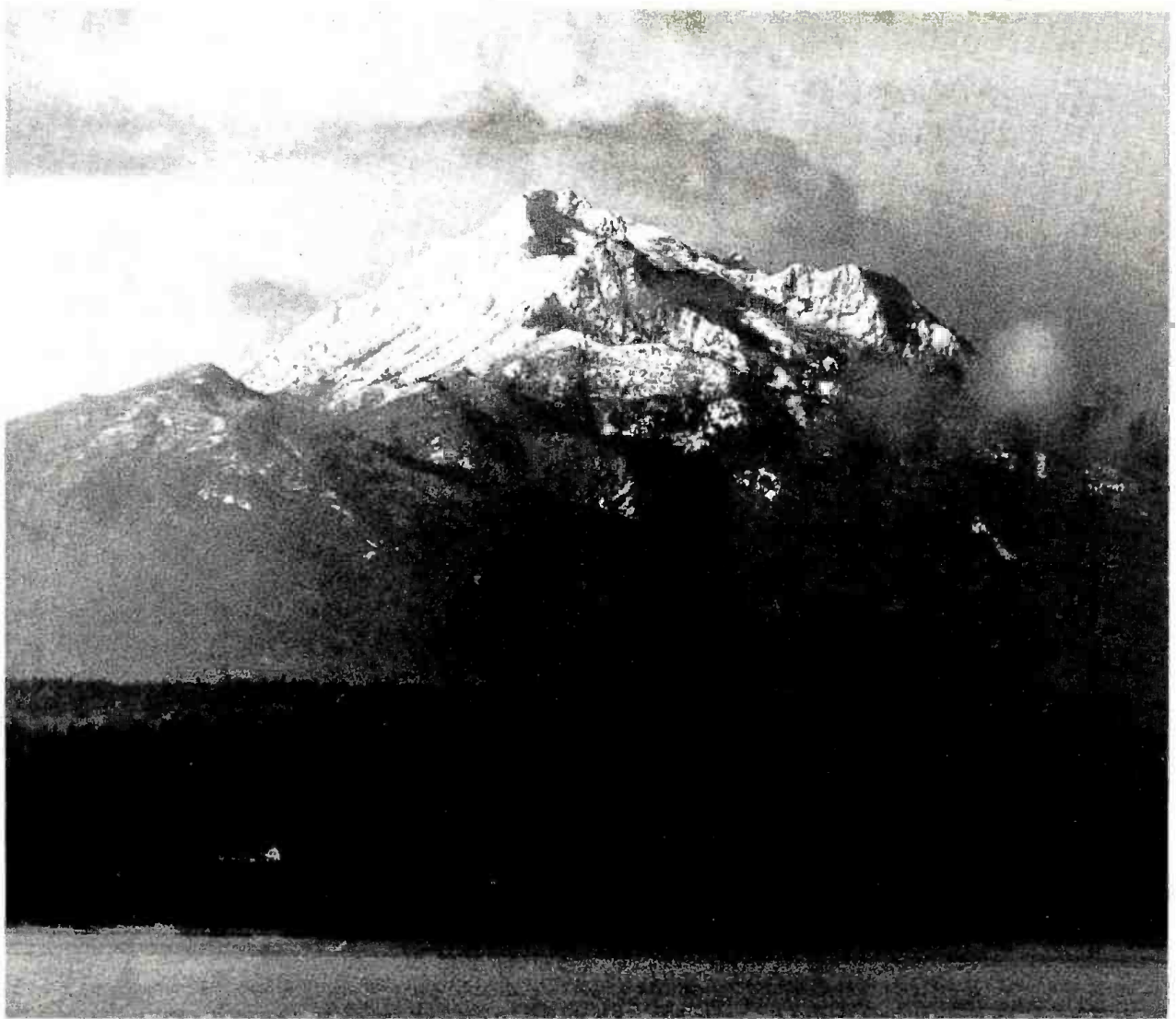
Although the new program reporting form is shorter than the one it would replace, it indicates, in its present design, a closer interest in programing matters. It asks network affiliates to report on what network public-affairs and news programs they pre-empted and the programs they substituted. However, the Broadcast Bureau is said to have opposed inclusion of the question, contending that broadcasters should only be required to keep the information the question seeks in their public file, and not report it to the commission. The point is not yet settled.

The renewal form would also indicate the commission's newly aroused interest in children's television programing—an area the commission has been exploring in an inquiry now three years old. The form asks for a description of programs carried that were designed for children 12 years of age or under.

The commission, when it adopts the draft order, which is the work largely of Dr. Barry Cole, a consultant to the agency, will leave hanging several related issues. The most significant involves the notice of inquiry aimed at establishing guidelines for determining whether a licensee, whose renewal application is in a comparative hearing with a challenger for the frequency, merits a "plus of major significance" on the basis of his performance. The proposal, largely the work of the commission's former general counsel, Henry Geller, who is now an assistant to Chairman Dean Burch, has been shelved and appears doomed. It looks to the use of percentages of various types of programing—a concept a majority of the commission is now said to oppose, and one that would be barred by the administration's license-renewal bill.

Another related issue is a proposed notice of inquiry aimed at revising the ascertainment-of-needs process. The commission's re-regulation unit, under Commissioner Richard E. Wiley, is attempting to complete work on the project in time for issuance of the notice this week before the NAB convention. The thrust of the inquiry would be aimed at determining whether different ascertainment requirements should be imposed on radio and television stations and on outlets in large and small markets, and whether the ascertainment can be conducted in different ways.





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## White House talks of localism in renewal bill

**It would keep FCC from counting percentages of program types, but it mentions program budgets as one substitute criterion**

The Nixon administration's license-renewal bill, somewhat tighter in structure and clearer in tone but still resembling closely the measure that was first unveiled in December (BROADCASTING, Jan. 1), was sent to Congress on Tuesday (March 13).

Its major thrust, administration spokesmen said in briefing newsmen, is to provide some stability in the industry, make broadcasters more responsive to their communities' needs and interests and exclude the government, to the greatest extent possible, from interfering in programming decisions.

"Looking at programming is a necessary evil under the Communications Act," one official of the Office of Telecommunications Policy, which drafted the bill, said. "What we're saying is that there are ways of minimizing the intrusive effect."

The official even said a station could engage in "elitist gossip" if the community did not object; the government would not interfere, under the administration's bill.

OTP director Clay T. Whitehead, in disclosing the draft bill's existence, in his Indianapolis speech in December, called on affiliates to guard against "elitist gossip" and "ideological plugola" on network news shows.

The result was to fix in many minds the idea that under the White House bill affiliates would be denied renewal of license if they did not cull such programming from the material they broadcast—assuming they could identify it. Mr. Whitehead has spent the past three months trying to explain that the bill would impose no more responsibility on broadcasters for what they broadcast than they now carry.

But concern with local needs and interests is one essential of the bill. "The basic concept of the American system of broadcasting is that of localism," Mr. Whitehead said in the letter accompanying the bill to Congress.

This is borne home by one of the two criteria on which the bill would have the commission consider a renewal applicant's performance—whether the applicant "is substantially attuned to the needs and interests of the public" and demonstrates "a good faith effort" to meet them.

The other criterion is the fairness doctrine—whether the applicant on an over-all basis through the license period has afforded reasonable opportunity for the discussion of conflicting views on issues of public importance.

The bill, which joins some 80 other license-renewal measures that are the subject of a hearing that the House Communications Subcommittee began on

Wednesday (see page 33), would change present commission procedures in four ways:

- The license period would be extended from three to five years.

- The right to a hearing now automatically given applicants seeking to supplant a broadcaster as a licensee would be eliminated. A would-be competitor would get a hearing only if he made a prima facie case that the incumbent had failed to meet the criteria for renewal spelled out in the bill. (However, the bill would make no changes in the commission's procedures for considering petitions to deny—a source of more concern to licensees generally than competing applications.)

- The bill would preclude the commission from restructuring the industry through the renewal process. The commission, for instance, could modify its concentration-of-control-of-media policies only through the rulemaking process.

The bill reflects some of the criticisms made of it by the FCC and other agencies when it was in draft form, but not others.

In prohibiting the commission from setting up predetermined performance standards, the bill's draftsmen ignored a commission objection to the original version. The existence of such guidelines, an explanation that went with the bill said, transforms a license from a public trust carried out by an independent licensee to "a government contract, under which the licensee performs in accordance with government specifications...."

The provision would not only prohibit the commission from adopting the kind of percentage-of-programming guidelines now under consideration by the commission as a means of determining whether a renewal applicant should be favored over a competitor; it would also prohibit the commission from asking renewal applicants to report on categories of their programming, including news and public affairs.

The paragraph dealing with the comparative-renewal hearing that would be held once a challenger has made a prima facie case that an incumbent has not met the bill's two criteria is more detailed than in the original version. If the incumbent satisfied the commission he has in fact met the criteria, the license is renewed and the competing application dismissed; otherwise, the commission will either deny the renewal application or consider it with competing applications on file "or later timely filed."

One new element that turned up in the explanation is a result of FCC and Justice Department criticism of the original bill on the ground it was preventing the commission from employing standards in reviewing program performance. The explanation, which would become part of the legislative history of the bill if it were enacted, said that the commission would use "content neutral" standards such as "programming expenditures, equipment and facilities devoted to programming, policies regarding pre-emption of time to present special programs and the like."

## FTC's battle with drug makers intensifies

**Commission and three firms fail to reach consent agreement; proposed complaints become real with corrective-ad contingencies as case goes to formal hearing**

Some 11 months after the Federal Trade Commission challenged the advertising claims of the three manufacturers that account for an estimated two-thirds of the \$300-million over-the-counter pain-killer market, the commission announced it wasn't able to negotiate consent agreements with Bristol-Myers Co., American Home Products Corp. and Sterling Drug Inc., and had ordered the complaints to hearing before an administrative law judge.

The formal FTC complaints of last week, which also cited the five advertising agencies that serve the drug manufacturers—Dancer-Fitzgerald-Sample Inc. and Lois Holland Callaway Inc. (for Sterling Drug), Clyne Maxon Inc. (for



**Under fire.** This commercial for Bristol-Myers' Bufferin would be banned under the FCC's cease-and-desist order.

American Home Products) and Ted Bates & Co. and Young & Rubicam Inc. (for Bristol-Myers)—are similar to but not identical with the proposed complaints of 11 months ago. In a key difference, both the proposed complaints of last spring (BROADCASTING, April 24, 1972) and last week's complaints contain orders requiring the manufacturers to devote 25% of their advertising budgets for two years to corrective advertising, but the more recent of the two sets of proposed complaints has an escape clause. It would allow Bristol-Myers, American Home Products and Sterling Drug to set aside, modify or alter any part of the two-year penalty period provision if the results of a consumer survey (conducted in a form and way that is approved by the FTC) shows the objectives of the corrective advertising have been achieved.

Essentially, the FTC, in last year's and last week's complaints, charged Bristol-Myers, American Home Products and Sterling Drug and their advertising agencies with misleading advertising

# We believe so firmly in the selling power of television, we're on it ourselves.



*"One reason more goods are available in America today is that television tells more people about them."  
Frame from Blair's new television campaign.*

We know television. We know its influence, its selling power, and its costs . . . intimately.

That's why we'll be seen on the air wherever big ad dollars originate, lending our support to this ever-expanding medium.

We can help an advertiser more than any other station rep can. In a few hours, we can provide the amount of spot audience and budgeting data that might normally take days or weeks to prepare.

We can provide reach and frequency analyses of advertisers' spot and network schedules on a market-by-market basis, and a post analysis, to inform them of how close they've come to their audience goals.

We have a staff whose sole assignment is the development of new spot business. We call on advertisers and agency planners across the country, and we succeed daily in channeling bigger shares of budget allocations to spot TV. In short, we compete, effectively, with the major networks for advertising dollars.

We're in business to expand the business of our represented stations. Our success is their success.

We know how to make an ad budget really pay off by making a big splash with spot. See your Blair representative and let him tell you more about the medium we know more about than anyone.

The medium we're using ourselves.



**BLAIR TELEVISION**  
A division of John Blair & Company



(mostly claims made in television announcements). The commission generally contended that some of the claims have not been validated. The FTC complaints argue, among other citations, that it is unfair for a company to advertise a product, directly or by implication, as superior to others when there is no reasonable basis for making such a claim or any competent and reliable evidence to support it. The complaints order the drug manufacturers to cease and desist the alleged misrepresentations.

Reactions from two of the drug manufacturers were swift in coming and aggressive. Bristol-Myers pointed out that the FTC complaint didn't question the company's research and scientific evidence that support the "superior analgesic" claims for Bufferin, Excedrin and Excedrin P.M. "The commission only states that there is some scientific controversy concerning these claims," Bristol-Myers said, going on to note that "in virtually no area of science is it possible to have unanimity of opinion among experts in the field." The company, showing why a consent agreement was not reached, added: "We feel that our research data will stand up under examination."

Sterling Drug, maker of Bayer Aspirin, Bayer Children's Aspirin, Cope, Vanquish and Midol, also is going to fight the FTC's charges. In a formal statement, the company said it considers its advertising "truthful and accurate" and declared that it "will defend [itself] vigorously at the hearings."

American Home Products, maker of Anacin and Arthritis Pain Formula, had no immediate comment, with the company's Whitehall Laboratories division explaining that it was "presently reviewing the records."

The FTC's case against the drug manufacturers now is headed for a hearing before one of the commission's administrative law judges. Any decision that's forthcoming is subject to confirmation by the full five-member commission. Subsequently the case could be appealed to a federal court.

## Volvo stops for FTC

The Federal Trade Commission last week announced that it has "provisionally accepted" a consent order that would specifically stop Volvo of America Corp., Rockleigh, N.J., from making economy claims for its automobiles through advertisements unless the car manufacturer "has a reasonable basis for such claims." According to FTC allegations, Volvo advertisements, some in the broadcast media, "misrepresented" that Volvo has a "reasonable basis" for claims that its cars were substantially more economical to own and operate than competing models. The consent order—which does not constitute an admission by Volvo that it has violated the law—requires that the car maker keep records of the documentation that support economy claims for a three-year period after the last of such claims is made.

## Cereal executives defend products and TV advertising

**They show Senate unit messages that teach importance of nutrition, and they deny their commercials are overselling sugar to the young**

Representatives of two cereal manufacturers appeared on Capitol Hill last week to refute testimony, given two weeks ago, that their products promote tooth decay and are nutritionally poor and that their advertising fails to teach children good dietary habits (BROADCASTING, March 12).

Spokesmen for Kellogg Co. at the hearing of Senator George McGovern's (D-S.D.) Select Committee on Nutrition and Human Needs were William E. LaMothe, executive vice president; Howard M. List, senior vice president-advertising, and Dr. Gary E. Costley, director of nutrition. Much of their testimony dealt with Kellogg's advertising, described by Mr. LaMothe as "honest and tasteful advertising with messages that convey the inherent food value of [Kellogg's] products in a way that is informative and interesting."

And, according to Dr. Costley, Kellogg's cereals provide substantial amounts of nutrients, especially when used with milk, which he said is the case 94% of the time. He also contended that there is no correlation between tooth decay and consumption of presweetened cereal. And he added: "If one were to take literally the charge that TV advertising is preconditioning children to consume larger quantities of sugar, it is reasonable to expect that as TV advertising of foods has increased, a corresponding increase in sugar consumption would be noted; this has not occurred." According to the U.S. Department of Agriculture, he said, sugar consumption has remained static for the past 20 years.

Mr. List outlined the steps Kellogg is

taking in nutrition education through its television advertising. He told the committee that Kellogg recognizes its responsibility to present "products to children in a very realistic and forthright way." Kellogg ads, he said, comply with the provisions of the children's code of the National Association of Broadcasters; the code boards of the networks, codes of the Association of National Advertisers and the voluntary self-regulation of the National Advertising Review Board and the Council of Better Business Bureaus.

In addition, he said, Kellogg's procedure requires that advertising be approved by its nutrition scientists and legal authorities.

Part of Kellogg's presentation was a showing of six typical 30-second cereal commercials that have run in children's programming. Also shown were two new 60-second commercials in Kellogg's "Good Breakfast Campaign," inaugurated last January on national television and aimed primarily at children.

The spots, according to Mr. List, are designed to educate children about the need for a complete breakfast. They show a variety of breakfast foods—including cereal—and mention Kellogg only in a closing credit line: "This good breakfast message presented by Kellogg's." And: "Presented in the interest of good nutrition by Kellogg's."

In outlining Kellogg's broadcast plan, Mr. List said the spots will run on all three TV networks, will be scheduled for every week for the balance of the year, and will appear at least once on every Saturday-morning network children's program. To reach pre-school children, he said, the spots will run in shows such as *Captain Kangaroo*; to reach parents, in such programs as *Today*.

Representing Betty Crocker Kitchens of General Mills was Vice President-Director Mercedes Bates. Miss Bates also contended that presweetened cereals play a role in providing nutrition, and do not cause cavities.

A substantial part of General Mills' nutrition education campaign is addressed



**How it works.** Senator Hubert H. Humphrey (D-Minn.) last Monday (March 12) discusses Kellogg's TV nutritional campaign with company executives (second l-r) Dr. Gary E. Costley, director of nutrition; Howard M. List, senior vice president-advertising, William E. LaMothe, executive vice president and chief operating officer.



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A 40 lb. color camera that's  
uncomplicated and economical.



The Gates TE-201 is a unique combination of long-term operational stability, superior low light level lag performance, and complete broadcast quality in a small, lightweight color camera that can be used in a wide variety of broadcast applications.

The TE-201 features unsurpassed signal-to-noise ratio. A unique AGC system between preamplifiers and processor that maintains highly stable color balance. A single knob, three position sensitivity switch that provides low-light operation without loss of color balance.

Easy set-up. 10 to 1 zoom. Virtually all controls are remotely located from the camera head. And the combined weight of the camera head and detachable viewfinder is only 40 lbs.!

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

Jim Lightfoot.

His spirit  
is 36 years old  
today.

## BAR reports television-network sales as of Mar. 4

NBC \$123,505,100 (34.3%), CBS \$122,249,800 (34.0%), ABC \$113,937,300 (31.7%)

Day parts	Total minutes week ended Mar. 4	Total dollars week ended Mar. 4	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	69	\$ 468,900	576	\$ 3,843,700	\$ 3,696,000
Monday-Friday 10 a.m.-6 p.m.	1,006	8,619,700	8,569	74,766,300	60,733,400
Saturday-Sunday Sign-on-6 p.m.	281	3,596,200	2,343	36,620,600	43,751,100
Monday-Saturday 6 p.m.-7:30 p.m.	95	2,088,800	826	19,184,400	16,895,700
Sunday 6 p.m.-7:30 p.m.	12	232,300	140	4,256,700	3,769,900
Monday-Sunday 7:30 p.m.-11 p.m.	399	23,024,700	3,530	202,340,900	177,416,800
Monday-Sunday 11 p.m.-Sign-off	155	2,423,100	1,273	18,679,600	14,886,800
<b>Total</b>	<b>2,017</b>	<b>\$40,453,700</b>	<b>17,257</b>	<b>\$359,692,200</b>	<b>\$321,149,700</b>

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

to parents and uses cereal packages as its communications medium, she said, but the company's adult-oriented TV commercials also carry the nutrition message, stressing the importance of a good breakfast and the part that cereals play in that meal. After showing some sample TV spots, Miss Bates presented a two-minute cartoon program featuring General Mills' character, Tennessee Tuxedo. The show has been on the air for the past 10 years, she said, and is currently being offered in 33 markets. The film, also stressing the importance of a balanced nutrition, carries no General Mills identification tag.

One of the committee members, Senator Hubert Humphrey (D-Minn.), indicated that he thought food companies are falling short in their use of TV advertising for nutrition education.

Pointing out that TV is the best way to reach the nation's illiterate population, the senator said several times that food companies should pool a percentage of their television ads for nutrition education.

Senator McGovern said last week that his committee will hold additional hearings for witnesses representing other members of the food industry and their agencies, representatives of the broadcast industry and spokesmen for government agencies involved in regulating nutrition advertising.

"I expect at the end of this investigation we will have a complete and thorough view of the scope and quality of nutrition advertising being directed at the American people and the degree to which that advertising is helpful or harmful to their health," Senator McGovern said.

### Bates will have to share C-P

Colgate-Palmolive, New York, will decentralize its network broadcast-buying unit, effective this fall. Currently concentrated at Ted Bates & Co., New York, network buying will be distributed among C-P's four agencies: Bates; D'Arcy-

MacManus & Masius; Norman, Craig & Kummel, and William Esty Co. (all New York).

Rod Turner, new vice president/marketing services at C-P, said: "The change was prompted by the fact we do have four agencies and they all have fine buying capabilities. We will now receive the benefit of more than one counsel—and that's a plus. And we'll be able to maintain centralized administration of our buys. It will be a flexible system."

### Broadcasters continue to boost Pastore effort to repeal Section 315

The three networks and the National Association of Broadcasters have voiced support for Senator John O. Pastore's (D-R.I.) bill to repeal Section 315 of the Communications Act for presidential and vice-presidential candidates and establish a ceiling of 25 cents per eligible voter on all spending by federal-office candidates.

ABC Chairman Leonard Goldenson, CBS Vice Chairman Frank Stanton, NBC President Julian Goodman and NAB President Vincent Wasilewski testified before Senator Pastore's Communications Subcommittee on March 9, following testimony by FCC Chairman Dean Burch and other witnesses who generally favored the bill (BROADCASTING, March 12).

The network executives and Mr. Wasilewski also told the subcommittee that since the campaign-spending law's lowest-unit-charge provision singles out broadcasters for special treatment, it should be eliminated or applied to all media.

Dr. Stanton repeated CBS's offer to provide eight free prime-time hours for major presidential and vice-presidential candidates in the 1976 campaign if partial repeal of Section 315 is enacted, and Mr. Goodman said NBC will set aside four prime-time half hours on that condition. Mr. Goldenson said the ABC radio and TV networks will continue to grant 33 1/3% political discounts.

Mr. Wasilewski and Dr. Stanton

pointed up one other provision of the law they said discriminates against broadcasters—the so-called "reasonable-access" clause, which empowers the FCC to revoke the licenses of stations for willful or repeated failure to allow candidates reasonable access to their facilities.

The clause "introduced an element of coercion into the dealings of some candidates with broadcast licensees," said Dr. Stanton, and "it is highly probable that fringe candidates will make greater use of it in future campaigns."

### Wiley to ad club: Beat your own drums

FCC commissioner sympathizes with attacks on advertising, but echoes Burch's concern about improper selling to children

FCC Commissioner Richard E. Wiley has suggested that, at a time when broadcast advertising is under increasing attack from various elements in society, the broadcasting and advertising industries are behaving like the cobbler whose children have no shoes.

The commissioner, in an appearance before the Broadcast Advertising Club of Chicago last week, took note of the various fronts on which broadcast advertising is being attacked—there are those who say it is false and misleading, others who say it is controversial and should be made subject to the FCC's fairness doctrine and, finally, those who contend that, in connection with certain kinds of products and certain kinds of programing, it should be banned.

In view of these attacks, he said, he is struck with the "paradoxical thought" that "advertising may well be the one product which both a successful broadcasting and advertising industry have failed to promote."

"Perhaps the time has come for you to say, and to say clearly, that in fact it does pay to advertise," he said. "Indeed, perhaps the time has come when broadcast advertising simply can no longer afford to remain an unsold product."

Commissioner Wiley made it clear he regards advertising as a plus in the American economy, so long as it is honest. And he said he could see no reason for barring the advertising of any product legally sold, "except in those rare instances involving public health."

He is also on the side of the broadcasters and advertisers on the question of sponsorship of children's programing. How else would such programs be aired? he asked. He does not put much stock in institutional advertising, underwriting or government support as viable alternatives.

But, the commissioner warned, as Chairman Dean Burch has also (BROADCASTING, March 5), broadcasters and advertisers must recognize a special responsibility in advertising to children. "Children," he said, "are not just 'little consumers'. . . perhaps industry should reevaluate the kind of products being advertised to children as well as the nature of the commercial messages they receive."

"This is an area . . . in which if in-



dustry does not act," he said, "the government probably will be required to do so, with consequences which may be detrimental to our basic freedoms and to the fundamentals of our free enterprise system."

## Business Briefs

**Katz in Superdome pact.** The Katz Agency, a station rep based in New York, is establishing its first nonbroadcast sales division since it discontinued newspaper representation in 1969. Katz has been selected to represent Louisiana Superdome for all advertising time and space availabilities within New Orleans stadium. James M. Fasholz was appointed to head Katz's new Superdome sales group in New York. He had been assistant to president of Montreal Expos baseball club and was responsible for developing and administering in-park sponsorship, merchandising, promotions and broadcasting. Stadium is to be completed in fall of 1974.

**Lighter turn.** Wells, Rich, Greene, New York, has produced four TV commercials to introduce the Bic Pen Corp.'s first non-writing product—a \$1.49 disposable butane lighter. Commercials will begin in 10 Southwestern markets for 10 weeks in June.

**IBM's number two.** International Business Machines Corp., through Conahay & Lyon, New York, will sponsor its second TV special of 1973 on April 23—Universal Television's and BBC-TV's co-production, *The Adventures of Don Quixote*, on CBS-TV. It will be on 9-11 p.m. EST and will star Rex Harrison, Frank Finlay and Rosemary Leach. First IBM-sponsored special on CBS was *Much Ado About Nothing* on Feb. 2.

**For ham and salami devotees.** Plumrose, Springfield, N.J., to promote 50-cent refund coupon for Plumrose sliced ham and/or salami, begins today (March 19) heavy spot-TV campaign on 80 stations in 32 major markets. First flight will run for six weeks. Agency is Needham, Harper & Steers, New York.

**A real good friend.** After 83 years on market, Bon Ami has decided to use network television for its glass cleaner and polishing cleanser. Beginning in April and running for 52 weeks, commercials will be delivered live, twice weekly, by Barbara Walters on the *Today* show and Ed McMahon on the *Tonight* show, both on NBC-TV. Parent company is Faultless Starch, Kansas City, Mo. Agency is The Bruce B. Brewer Co., Kansas City.

**DKG gets newcomer.** Remington Electric Shaver Division of Sperry Rand Corp., Bridgeport, Conn., has assigned undesignated new production introduction to DKG, New York. National campaign will begin this fall and will bill in excess of \$1 million. DKG handles Remington's personal care products.

**French connection.** R. T. French Co., Rochester, N.Y., through J. Walter Thompson, New York, will be major sponsor of animated special, *The Selfish Giant*, Wednesday, March 28 (8:30-9 p.m. NYT).

## Media

### Taking a fling in on-air pay TV:

#### Two Midwesterners gamble on survey showing public interest in sports and new motion pictures

Two Milwaukee businessmen are busily engaged in the creation of what they project as a multimillion-dollar enterprise that will be almost entirely dependent on over-the-air pay TV for its financial returns. Within recent months Robert S. Block and Marvin L. Fishman have:

- Acquired the licensing rights to the Teleglobe 410 Pay TV System, the third such system to receive type approval from the FCC (BROADCASTING, March 5).

- Announced their intentions to apply to the commission for a construction permit to build on Milwaukee's ch. 24 a new television station that will be an STV facility.

- Contracted to purchase from United Broadcasting Co. (for \$250,000) WFAN-TV (ch. 14) Washington, on which they also plan to carry on pay transmissions (BROADCASTING, Nov. 14, 1972). They plan several further acquisitions with a similar aim.

On the surface, Messrs. Block's and Fishman's activities may seem precarious. Although pay TV has been a technological reality for over two decades, no entrepreneur has succeeded in cashing in on the medium's potential. Its only real test—by RKO General on WHCT(TV) Hartford, Conn., during the 1960's—attained disappointing results (the experiment was abandoned after several years and WHCT was later donated by RKO to a California religious institution). Several other firms are currently in the process of establishing new pay-TV stations on existing facilities. Noteworthy among these are Zenith Radio Corp., which pioneered Phovision, the first pay-TV system to receive FCC approval, and Blonder-Tongue Laboratories, Old Bridge, N.J., which is the recipient of the only other FCC system authorization (see below). At present, however, there are no operating pay-TV facilities on the air.

Mr. Block, who owns a Milwaukee advertising agency, and Mr. Fishman, a real estate developer there, view the present state of the art in pay TV as both distressing and encouraging. "Over-the-air pay TV is the forgotten child," says Mr. Block, who serves as president of the three firms he and Mr. Fishman have created to administer their project. The three companies are Telease Inc., which will license other users of the Teleglobe 410 system; B&F Broadcasting, which will be the licensee of the planned Milwaukee station as well as other outlets acquired subsequently, and MSTV Inc., which will conduct the pay-TV operations on B&F stations.

"I think that the whole concept of over-the-air pay TV is a very exciting story," said Mr. Block. "It's not really fully understood. Because it's been so

long in coming there's some doubt that it will ever come. This may be the biggest mistake at all, because it has so much more potential than pay cable."

In contrast, he said: "We expect pay TV to have only a slight effect on the size of commercial television audiences. Pro forma projections have been made which show that over-the-air pay TV can exist quite profitably in Milwaukee, for example, even if we attain only one percent of the total TV viewing in the market. On a national basis with only one percent of the viewing, at an average charge of \$2.50 for a two-and-a-half-hour weekly program, pay TV would gross more than \$1.5 billion annually."

Mr. Block would not reveal the financial details of the Teleglobe acquisition beyond mentioning that it involved a "multimillion-dollar" consideration. Licensing rights were acquired from Teleglobe Pay TV System Inc., the president of which is Solomon Sagall. New York-based Teleglobe has retained licensing rights for San Francisco and two other cities which are yet to be determined. In general, the Teleglobe 410 system is technologically similar to the Zenith and Blonder-Tongue processes in that all three utilize an encoding process at the transmission point to scramble the signal, which is decoded by special equipment installed in the homes of participating viewers. The Teleglobe 410 system also includes a billing mechanism at the reception point. Subscribers would be charged a nominal installation and rental fee for the equipment as well as a per-program fee.

The projected pay-TV station in Milwaukee, which Mr. Block estimates will cost \$3 million to put on the air, will initially broadcast about 60 hours per week. At least 28 of those hours (the minimum required by the FCC) would be filled with "free" programming for which commercial time would be sold. The non-subscription programming will deal entirely with news and public affairs, Mr. Block said.

B&F Broadcasting has not yet applied to the commission for authority to purchase the United station in Washington. WFAN-TV, which has been dark for over a year, is involved in license-renewal litigation at the commission and acquisition of the facility would be contingent on the FCC granting a waiver of certain conditions placed on the station's renewal, according to B&F attorney B. Dwight Perry. The firm has made preliminary inquiries into the availability of other TV properties but has yet to make any firm commitments. The number of markets in which pay-TV operations may be conducted is limited by the commission to those in which there are already four existing conventional stations. According to Mr. Block, there are about 80 "eligible" pay-TV markets in the country at present.

Messrs. Block and Fishman's enthusiasm for pay TV is based in part on a survey conducted last June in Milwaukee, in which 284 persons were questioned as to their willingness to pay for certain programs not available on conventional television. Of those questioned either on



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Schafer International  
1355 Harbor Drive  
San Diego, California 92101

For the rest of the world contact:  
EMI Sound & Vision Equipment Limited  
252 Blythe Road, Hayes  
Middlesex UB3 1HW England

the street or via phone. 54.2% said they would pay a \$2 fee to view, without commercials, feature films less than two years old; 64.4% said they would pay for the monthly telecast of a film older than two years, and 55.3% disclosed a willingness to pay for certain blacked-out sports events.

### Blonder-Tongue previews its delivery system at the NAB convention

Broadcasters who hate, fear or merely distrust pay TV, as well as any who are more favorably disposed toward it, can get a first-hand look at it in operation at next week's National Association of Broadcasters convention in Washington.

Officials of Blonder-Tongue Laboratories Inc., Old Bridge, N.J., manufacturer of TV antennas and cable-TV equipment, whose over-the-air pay-TV system was the first to get FCC approval back in July 1971, said they would present live demonstrations at the Blonder-Tongue exhibit booth in the Shoreham Hotel.

They said actual production units of the system's encoder and decoder would be used in transmitting scrambled pictures from the exhibit booth and receiving and reconstructing them at a nearby location.

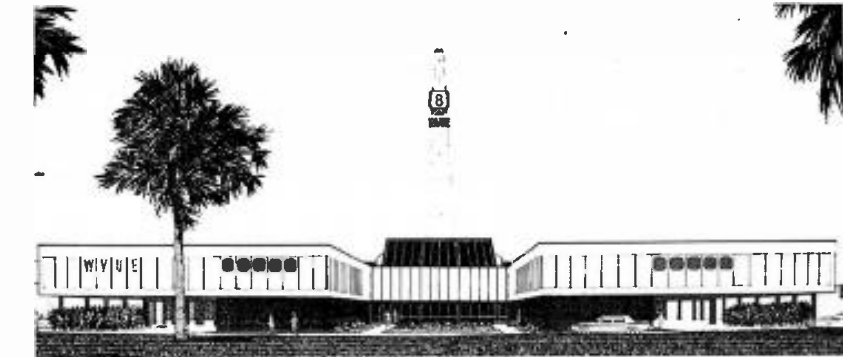
Officials said last week they expect to put their system on the air early in 1974 on ch. 68 WWRO(TV) Newark, N.J., which they said would also serve the New York area. They acquired the permit for WWRO, not yet in operation, from the Walter Reade Organization, and also received FCC authority last July to use it in subscription-TV operations (BROADCASTING, July 31, 1972). They had told the FCC in their initial application it would take about two years from the date of commission approval to make the system operations, offering a blend of plays, variety specials, movies and sports (BROADCASTING, March 6, 1972).

Blonder-Tongue sources said last week that pricing for the system had not yet been established.

## Storer to pay \$12 million for San Diego UHF

**KCST, slated to join ABC in June, will give purchaser seven TV's the maximum permitted by FCC**

KCST(TV) (ch. 39), the San Diego UHF that persuaded the FCC to terminate ABC-TV's long-standing affiliation with XETV(TV), a VHF in nearby Tijuana, Mexico, will be purchased by Storer Broadcasting Co., it was announced last week. The \$12-million purchase of what was a struggling independent—until the commission stepped in and cleared the way for an ABC affiliation—will enable Storer to achieve a full complement of seven TV properties—the maximum per-



**New home.** Pictured above is an artist's conception of the new studios of WVUE(TV) (ch. 8) New Orleans, now under construction. The structure, which is due for completion this fall, will replace the Screen Gems station's eight-year-old facilities on Cleveland Avenue. In anticipation of the project, the station acquired two adjoining buildings at 1021-25 Jefferson Davis Parkway and is now in the process of converting them into a single structure. The venture, which a station official said will cost about \$3.5 million, involves the joining of the two existing structures to form a U-shaped building and the additional construction of wings in the rear to house two production studios. The building will also be given an entirely new facade covered with glass panels. When completed, the structure will have a total of 52,000 square feet of usable space.

mitted under FCC rules. Currently, no broadcaster can make that claim.

The transaction, subject to the commission's approval as well as that of the boards of directors of the selling and buying firms, involves the acquisition by Storer of 100% of the stock of Western Telecasters Inc., the KCST licensee. Western is a wholly owned subsidiary of Bass Brothers Enterprises, a San Diego-based group broadcaster which also owns KFDT-TV Amarillo, KAUZ-TV Wichita Falls and KDNT-AM-FM Denton, all Texas; KFDW-TV Clovis, N.M.; KFDC-TV Sayre, Okla., and WSLC-AM-FM Roanoke, Va.

Miami-based Storer, a publicly owned corporation headed by George B. Storer, its board chairman, is currently the licensee of five VHF and one UHF television stations. The V's are WAGA-TV Atlanta, WJBK-TV Detroit, WITI-TV Milwaukee, WJW-TV Cleveland, and WSPD-TV Toledo, Ohio. The UHF is WSBK-TV (ch. 38) Boston. The FCC's multiple-ownership rules specify that a single entity may own no more than seven TV's of which five may be V's. Storer also owns WJW(AM) Cleveland, KGBS-AM-FM Los Angeles, WGBS(AM) Miami, and WHN(AM) New York. It is selling WDEE(AM) Detroit to Globetrotter Communications for \$4.2 million (BROADCASTING, Dec. 18, 1972).

The commission's refusal last June to renew the special authorization which had for 16 years permitted ABC-TV to deliver its programming to the Tijuana VHF culminated several years of litigation inspired by KCST (BROADCASTING, June 5, 1972). Western put KCST on the air in 1968 but quickly found the competition of three network-affiliated VHF's a virtually insurmountable obstacle in the geographically isolated San Diego market. Its objection to the ABC-XETV affiliation was based on an argument that the Mexican station's local programming was inferior and that San Diego residents would benefit more from a domestic affiliation. The commission's decision

against ABC-XETV was upheld by the U.S. Court of Appeals in Washington. Under an agreement approved by the commission two weeks ago, ABC's daytime programming will switch over from XETV to KCST on June 1 and all other programming on July 1 (BROADCASTING, March 12).

KCST operates with 724 kw visual, 144 kw aural and an antenna 1,900 feet above average terrain.

## Networks, claiming AT&T overcharges, want major rebates

**Beyond that, they say proposals for reductions aren't low enough**

The three major television networks made it clear last week they are dissatisfied with AT&T's plans to reduce their program-transmission costs. The networks feel the cuts should be deeper; they also said they are entitled to some \$14 million in refunds annually since the present rates went into effect, in October 1969.

AT&T and Hughes Sports Network Inc. expressed views conflicting in various ways with the networks' and with each other's. The positions were expressed in proposed findings of fact and conclusions of law that were filed in the FCC's ongoing, over-all investigation of AT&T rates. A proceeding dealing with the 1969 program-transmission tariffs is a part of the inquiry.

The networks, which claim the 1969 tariff resulted in rates that caused them, as users of monthly contract services, to subsidize occasional users, contend that the evidence in the record demonstrates they have been overcharged \$14 million annually—and they want it back. An accounting order issued by the commission when the tariffs went into effect provides for refunds if the tariffs are



# RCA PRIME TIME

## The Automatics. Comes the evolution.

The age of the Automatics in broadcasting has already begun.

As you'll see in this issue of Prime Time, there's a whole array of computer-oriented automatic equipment the broadcast manager can use to keep ahead in the profit race.

### New needs emerging

In today's business environment the requirements of technical operations are just about as varied as the individual stations themselves.

We at RCA see automatic operation applied in many ways. Generally these applications will fall into three categories or groups.

One group (small today, but growing) is represented by "full computer control" of all equipment, programming and business functions.

Another can be characterized as "automatic programming" of segments of varying lengths, from station breaks to the late movie to an entire weekend schedule.

Still another is concerned with "automatic performance" of equipment. It's equipment that saves time, eliminates operational complexity, and generally will pay for itself in terms of better-quality programming and production.

### New for NAB

At this year's convention RCA is showing systems of automatics designed to the needs of all three categories of operation.

A perfect illustration is the new TK-45 Color Camera System. Besides everything the TK-44 had, the

new system includes four new fully automatic features for faster setup time and better pictures than ever.

Another instance is the TK-28 Telecine System, which corrects for a variety of film base errors automatically. It's constantly on the job, even on a scene-to-scene basis.

Also fitting this automatic performance pattern are the new "F" line VHF transmitters, which incorporate a number of "hands-off" functions.

### Expansion of the "cartridge" philosophy

Our TCR-100 Cartridge Tape Recorder ushered in the age of Automatics. Its profit-preserving perform-

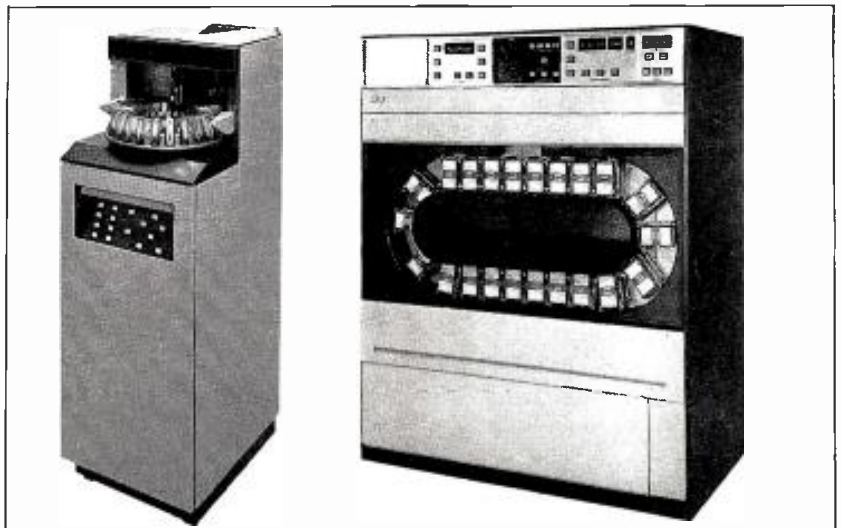
ance features fit ideally into computer-oriented thinking.

Additional far-reaching news for 1973 and beyond is the RCA TCP-1624 Cartridge Film System. It'll do for your film segments what the "Cart" Machine does for your video tape spots. And combined with the "Cart", it's a system of the future.

### Automatic control functions

Command and Control Systems, which RCA is announcing at this time, also exemplifies computer-oriented automatic operation. These systems can integrate a mass of assorted video equipment into a

*(Continued on last page)*



Partners in automatic operation: The new TCP-1624 joins the TCR-100 in an RCA system of automatics.

## TCR-100 Box Score

Number delivered	90
Number of commercials broadcast	2,051,000*
Present rate (commercials/day)	9,100*
Man hours saved	84,888*
*Estimate	

## TCR-100's Delivered

KARD-TV, Wichita, Kan.  
 KATU-TV, Portland, Ore.  
 KBTV, Denver, Col.  
 KCEN-TV, Temple, Tex.  
 KFSN-TV, Fresno, Calif.  
 KHQ-TV, Spokane, Wash.  
 KIRO-TV, Seattle, Wash.  
 KMGH-TV, Denver, Col.  
 KNOE-TV, Monroe, La.  
 KNTV, San Jose, Calif.  
 KOB-TV, Albuquerque, N. M.  
 KOCO-TV, Oklahoma City, Okla.  
 KOMO-TV, Seattle, Wash.  
 KOVR-TV, Stockton, Calif.  
 KPLR-TV, St. Louis, Mo.  
 KPRC-TV, Houston, Tex. (2)  
 KPTV, Portland, Ore.  
 KRON-TV, San Francisco, Calif. (2)  
 KSD-TV, St. Louis, Mo.  
 KSLA-TV, Shreveport, La.  
 KSTP-TV, St. Paul, Minn.  
 KTBS-TV, Shreveport, La.  
 KTRK-TV, Houston, Tex.  
 KTSM-TV, El Paso, Tex.

KTVW, Tacoma, Wash.  
 KVRL-TV, Houston, Tex.  
 KWGN-TV, Denver, Col.  
 KWTU, Oklahoma City, Okla.  
 KYTV, Springfield, Mo.  
 NBC, Network, Burbank, Calif. (2)  
 NBC, Network, N. Y. C. (4)  
 WAFB-TV, Baton Rouge, La.  
 WAPA-TV, San Juan, P. R.  
 WATE-TV, Knoxville, Tenn.  
 WBAL-TV, Baltimore, Md.  
 WBAP-TV, Fort Worth, Tex. (2)  
 WBAY-TV, Green Bay, Wisc.  
 WBNS-TV, Columbus, O. (2)  
 WBRC-TV, Birmingham, Ala.  
 WBRE-TV, Wilkes Barre, Pa.  
 WBTU, Charlotte, N. C.  
 WDAF-TV, Kansas City, Mo.  
 WDAY-TV, Fargo, N. D.  
 WDCATV, Washington, D. C.  
 WEAT-TV, W. Palm Beach, Fla.  
 WECT-TV, Wilmington, N. C.  
 WFMY-TV, Greensboro, N. C.  
 WGN-TV, Chicago, Ill.  
 WGR-TV, Buffalo, N. Y.

WISN-TV, Milwaukee, Wisc.  
 WJAR-TV, Providence, R. I.  
 WKBW-TV, Buffalo, N. Y.  
 WKRC-TV, Cincinnati, O.  
 WKRG-TV, Mobile, Ala.  
 WKYC-TV, Cleveland, O.  
 WMAL-TV, Washington, D. C.  
 WNCT-TV, Greenville, N. C.  
 WPTV, W. Palm Beach, Fla.  
 WRAL-TV, Raleigh, N. C.  
 WRC-TV, Washington, D. C.  
 WSAV-TV, Savannah, Ga.  
 WSB-TV, Atlanta, Ga.  
 WSOC-TV, Charlotte, N. C.  
 WSPA-TV, Spartanburg, S. C.  
 WTAE-TV, Pittsburgh, Pa.  
 WTAF-TV, Philadelphia, Pa.  
 WTNH-TV, New Haven, Conn.  
 WTOP-TV, Washington, D. C.  
 WTVC, Chattanooga, Tenn.  
 WTVN, Columbus, O.  
 WUAB-TV, Cleveland, O.  
 WUTV, Buffalo, N. Y.  
 WWL-TV, New Orleans, La.

Austarama TV, Melbourne,  
 Australia • CFRN-TV, Edmonton,  
 Alberta, Canada • CFTO-TV,  
 Toronto, Ontario, Canada •

CHAN-TV, Vancouver, B. C.,  
 Canada • London Weekend TV,  
 London, United Kingdom •  
 TIMSA, Mexico City, Mexico •

TV-Q, Brisbane, Australia •  
 Venevision, Caracas, Venezuela •  
 YTV, Yorkshire, England •

## Our "Cart" Machine. An automatic philosophy.

At RCA, we believe in automatic operation. Not for its own sake, however. But to serve the user's needs better, faster, more economically.

So we avoid the kind of automatic operation that makes things more difficult in favor of the kind that makes things easier.

Take our TCR-100 Cartridge Video Tape Recorder. Since its major purpose was complete automation of station breaks and other medium-length program segments, we included all the features really necessary for this purpose.

We feel needless sophistication means that you leave yourself vulnerable to needless complexities.

In sequencing, for instance, we opted for a "ready access" system rather than random access. This means individual carts are located at the front of the machine where they can be instantly identified and



*The automatic TCR-100 "Cart" Machine at KVRL-TV, Houston.*

changed quickly when necessary.

It means you can see exactly which segments are ready to play and in what order. Without ever having to refer to a special log (actually a log of a log) that's subject to errors.

The cartridge itself expresses our view of user benefits. Tape is totally enclosed when it's not actually in use in the machine, for protection against dust, fingerprints and other damage. It's always in a rewind state, ready for instant use.

And there are only two oxide contacts for longer wear.

Speaking of wear, you'll find both our cart tapes and headwheels have an unusual record for long play. Users have reported more than 3,000 plays for carts and over 1,000 hours for many headwheels.

And when it comes to the recording sequence, the "Cart" Machine's simplicity is especially apparent. There are only seven steps in the total procedure.

So when you need the TCR-100's help in production work, it's likely to be available, and not involved in time-consuming preparations such

(Continued from preceding page)

as loading, locating, checking, logging and programming for some future break.

And there's more. Exclusive features like the optional EPIS (Electronic Program Identification System), play recue, audible cue tones and an error-preventing "last event" warning, to name just a few.

Your RCA representative can show you literally dozens of additional ways the TCR-100 is designed for day-to-day use.

Or ask the owners of the 90 "Cart" Machines we've already delivered.

## The TK-45.

# It sees things your way. Automatically.

When you try to see things from the broadcaster's point of view, as we do, one trend of recent years stands out clearly.

And that's the shift to more and more local production.

So we feel that any camera improvements we make, should help you do this more effectively.

That's the reason behind the TK-45 Color Camera System. It does everything the TK-44 did. But automatically.

What we've done is to equip the TK-45 with four new fully automatic features specifically developed with an eye to production.

Starting with automatic black level. It's accomplished every time the TK-45's lens is capped.

Next: automatic white level. Doing this is simplicity itself. Just focus on a white reference card or a white area of the scene being shot, and press a button. Variations in scene-to-scene colorimetry are corrected instantly.

Then there's the automatic iris. It responds to changes in subject lighting faster than any human could. And it has a special memory circuit that holds the aperture during lens capping to avoid damage from too much light hitting the pickup tubes on uncapping.

The fourth new feature is auto-

## "F-line" VHF Automatic Transmitters. The future is here.

RCA F-line transmitters have evolved to the point where "hands-off" operation is now a reality.

From the 15 kW Type TT-15FL to the fully redundant 50 kW Type TT-50FH, these transmitters take the fullest advantage possible of solid-state technology (most have only six electron tubes of only two types).

They also take full advantage of the most sophisticated metering and switching equipment for remote operation and maintenance of signal during emergencies.

What this means to you now is the utmost reliability, because human error is virtually eliminated. One operator is all that is needed for logging and monitoring functions.

Automatic transmitter functions include the following: Automatic turn-on sequencing, pedestal level control, exciter switchover, current-limiting power supplies, automatic



*The automatic TT-25FL VHF Lowband Transmitter.*

shutoff if air falls below safe levels, automatic overload sensing and self-protection circuits.

Ask your RCA representative to give you the details of how an F-line transmitter can save you money now ... and in the future.



*The automatic TK-45 Color Camera.*

matic centering. All the engineer has to do is push a button, and he has automatically compensated for the centering limitations of pickup tubes. So what used to be a tedious procedure is now a snap.

These features are all integral to the control console, not add-ons, so they don't add to cable clutter.

And of course, all of them are in addition to features that have been standard on the TK-44. And helped make it a standard of the industry.

Your RCA representative can tell you more about the TK-45.

Just ask him about the new color camera that produces more than just profits.



(Continued from first page)

smoothly operating, efficient entity.

Specifically, they can (1) interface tape with film machines and (2) interface either of these with network feed or live studio signals.

So you can program automatic sequences to practically any length you choose.

And that's just the beginning.

In production, they can act as a "computerized scratch pad", memorizing the segments that the producer has created, and through switching, re-create the effects in the proper sequence with precise timing.

#### The automatic evolution

So there they are. The Automatics. And we're calling it an evolution because we've structured both new and existing RCA equipment so you can fit them to your needs, your style of operation, even as it may change.

You can select just the degree of computer control you want at any particular time. Without having to worry about premature obsolescence. Because all the new RCA equipment is future compatible.

And present profitable.

## The TK-28 Film Camera. Our automatic movie critic.

One benefit of automatic performance features is consistently high picture quality.

For example, take our TK-28 Telecine System. It doesn't like color film errors any more than you do. Its color-balancing circuits continuously sample and balance, correcting for errors caused by film aging, improper exposure or incorrect processing.

So you get true blacks and true whites in color film.

And of course, manual control can be reestablished at the push of a button.

For other color problems—such as accurately matching the TK-28 to the colorimetry of other cameras, compensating for commonly encountered variations in film stock, correcting low-color-saturation film or adjusting for scene-to-scene variations caused by improper printing—there's Chromacomp.

That's a color-masking system that was developed for the TK-44 Live Color Camera and adapted for the

TK-28's special needs.

All you do is determine your most frequently encountered problems and set up their solutions, which are activated as the need arises by a preset knob on the TK-28's operating control panel. Luminance (gray scale) is not affected by Chromacomp.

Other automatic controls include automatic white level, by means of a neutral-density disc that reacts to a 2:1 overexposure in less than 100 milliseconds.

And there's automatic black level, also automatically achieved in milliseconds. And also easily converted back to manual control.

One last annoying problem the TK-28 solves automatically is system flare, caused by dust in the optics or too-contrasty film. So contrast, like color, stays true and vivid.

Ask your RCA representative for more information on how the TK-28 can help you deliver a better-quality product.

## Announcing the TCP-1624. It does for film spots what the "Cart" does for tape spots.

People who are sold on the TCR-100 may have wondered why something like it hasn't been created for film.

Well, now it has.

The TCP-1624 Cartridge Film Projector and a color film camera will present a completely automated all-film station break.

And in conjunction with the TCR-100, it permits a totally automated break using both film and tape.

Here's how it works.

The TCP-1624 is a two-projector system. Up to 24 segments, from one second to two minutes in length, can be loaded into its carousel.

So while one projector is running a film, the other is automatically re-winding the previously shown spot and cueing the next.

This eliminates all the work of manually threading individual film segments onto conventional projectors. And changing film after each has played.

It also ends the drudgery, the lack of flexibility and the possibility of



The automatic TCP-1624 Cartridge Film Projector.

film damage that come from splicing segments on one reel and resplicing later to put spots into a new sequence. Because the carousel is ready-accessed.

This means you can quickly rearrange the sequence of the spots just by shifting cartridges, without splicing.

And you can easily preload a carousel and slip it into place as soon as

the previous carousel has finished playing.

Once the film is threaded, the projector automatically detects whether each film's sound-track is optical or magnetic, and plays it properly.

And the system is flexible in another way. It can be programmed either to play one segment and then stop, or to run continuously until given a stop cue, at which time a TCR-100 can take over with a sequence of tapes.

In addition, since the new cartridge projector is used in combination with a TK-28 Telecine System, you get the benefit of that machine's ability to correct color film errors.

And the TCP-1624 also frees up conventional projectors for production work, like inserting filmed segments into taped programs.

This new cartridge projector is part of a system of automatics which points up our policy of using automatic performance features for the user's sake.

found to be discriminatory or unlawful.

The networks did not address specifically the transmission rates AT&T has proposed, but the rates they say the evidence would warrant are lower. The networks said the interexchange channel rate should be \$41.50 per mile per month; station connections, \$1,600 per month, and local channels, \$745 per month.

AT&T in October asked the commission for permission to file new tariffs that, while lowering program-transmission rates for the networks, would raise them for occasional users, such as Hughes Sports Network Inc. The commission has not yet said whether the tariffs could be filed.

The monthly contract rates would be \$55 per mile per month for interconnection channel service, down from \$82.50; \$1,500 per month for station connections, which would result in lower costs than the networks now pay, and \$1,000 per month for local channel service, which would be more than they now pay on an annual basis—\$9,200.

The networks also suggested rates they said would be reasonable for occasional users—57 cents per mile per hour for interexchange channel service and \$80 per hour for station connections. (The networks maintain that a tariff rate for occasional local channels cannot be determined since, they say, there is considerable investment in part-time local channels dedicated to occasional service even though they are no longer used.) These too are lower than those in the tariffs AT&T is seeking to file—\$1 per mile per hour for interexchange channel service, \$80 for station connection and \$500 per day (but no more than \$1,000 in a given month) for local channel service. Occasional users now pay 55 cents per mile per hour for interexchange channel service. The other charges are on an hourly or daily basis and, therefore, hard to compare with those that have been proposed.

AT&T, for its part, defended its present rates, saying that the evidence justified them. It also said there was no basis for the commission prescribing rates and no need for the commission to order refunds. Furthermore, it said, as it did in proposing the new lower rates for monthly contract users of the program-transmission service, it would lose "substantial amounts" of that service to miscellaneous common carriers if it were not allowed to adjust rates as proposed.

But Hughes, the only customer of the carrier's occasional-use service to file proposed findings and conclusions of law, disputed that argument. It said the shift away from AT&T to other carriers has been relatively slight and that the concern over future losses was based only on speculation. Furthermore, it said, there is no evidence that AT&T's loss of the television business would harm the television industry or the public.

But Hughes's main argument is that AT&T's ratemaking principles are contrary to the ruling of an administrative law judge in the proceeding in which Hughes charged that AT&T's rates dis-

criminated against occasional users. The judge, in the 1968 decision, supported that contention, and held that all users should be charged only in proportion to their use of AT&T facilities. Thus, Hughes said, both AT&T and the networks are taking positions contrary to that ruling in contending that occasional and contract services are separate and distinct.

## Another broadcaster bids for FCC seat

Where that upcoming Nicholas Johnson vacancy on the FCC is concerned, it is beginning to look like Campaign '73—with broadcasters running as candidates.

First, there was the boomlet for James Quello, retired manager of WJR-AM-FM Detroit who is now a consultant to Storer Broadcasting (BROADCASTING, Jan. 8).

Now, the candidate being sold is Donald C. Keyes, president of Keyes Corp., licensee of WNYN(AM) Canton, Ohio. A news release prepared by Sal Butera Associates, of Canton, and issued last week announced that Mr. Keyes "has applied to President Nixon" for the commission seat scheduled to become vacant on June 30.

The release notes that Mr. Keyes is 42 years old, is "a 20-year veteran of broadcasting and gained national recognition in the late 50's and early 60's as vice president-programing with the McLendon Stations."

The release says that "the White House has advised Mr. Keyes that his application has been taken under advisement and is receiving careful consideration."

## An even dozen for Metromedia

Metromedia Inc. has acquired a 12th radio station with the FCC's approval last week of the firm's \$2.75-million purchase of WDHF(FM) Chicago. Seller is the California-based National Science Network.

NSN operates two FM facilities on the West Coast—KMPX(FM) San Francisco and KPCC(FM) Pasadena, Calif. It is also the licensee of WNCN(FM) New York, which it is selling to group owner Starr Broadcasting Group for \$2 million. Stan Gurell is operating head of NSN.

With the addition of WDHF-FM, Metromedia's radio holdings now include KLAC(AM)-KMET(FM) Los Angeles; KNEW(AM) Oakland; KSAN(FM) San Francisco; WASH(FM) Washington; WCBM(AM) Baltimore; WIP(AM)-WMMR(FM) Philadelphia; WNEW-AM-FM New York and WOMC(FM) Detroit. The firm recently sold WHK(AM)-WMMS(FM) Cleveland to Malrite Broadcasting of Ohio. Metromedia is also the licensee of KTTV-TV Los Angeles, WNEW-TV New York, WTTG(TV) Washington, WXIX-TV Newport, Ky. (Cincinnati), and WTCN-TV Minneapolis.

WDHF operates on 95.5 mhz with 52 kw and an antenna 230 feet above average terrain.

## Patricelli group buys WTIC-AM Hartford

Its \$6-million purchase completes Travelers' exit from broadcasting

A preliminary agreement for the purchase of WTIC-AM-FM Hartford, Conn., by a new corporation headed by Leonard J. Patricelli, now president of WTIC-AM-FM-TV, and businessman David T. Chase for \$6 million was announced last Thursday (March 15) by the Travelers Corp., owner of the stations.

The Washington Post Co. is acquiring WTIC-TV for \$40 million, less the sales price derived from the radio stations (BROADCASTING, Jan. 29). On that basis WTIC-TV's price would be \$34 million. Both sales are subject to FCC approval. Closing of the WTIC-AM-FM sale would occur with and be contingent on the closing of the WTIC-TV sale.

Ten Eighty Corp., named for the WTIC(AM) dial assignment, is the company set up to acquire the radio stations. It is co-owned by Mr. Patricelli and Mr. Chase, of Chase Enterprises, a diversified interests company. But Mr. Patricelli said key employes and members of the board of Ten Eighty would be offered an opportunity to buy capital stock.

Ten Eighty is headed by Mr. Patricelli as president; Robert Tyrol, executive vice president, and Harley Park, vice president and treasurer. They currently are president, vice president-general manager and assistant treasurer-controller of Broadcast Plaza Inc., licensee of WTIC-AM-FM-TV. Other Ten Eighty board members are Mr. Chase and James E. Bent, board chairman of Hartford Federal Savings and Loan; Frank Chapman, partner in the law firm of Robinson, Robinson & Cole; Edward Hennessy Jr., senior vice president finance and administration, United Aircraft Corp.; Mrs. Gertrude H. Johnson, chief of the division of child day care, Department of Community Development; Stuart D. Watson, president of Heublein Inc., and Archibald M. Woodruff, chancellor of the University of Hartford.

Mr. Patricelli said Ten Eighty's offer covered only the assets used in the operation of WTIC-AM-FM. He also said the company agreed, as part of the offer, that it would establish retirement and other employe-benefit plans like those in effect at Broadcast Plaza Inc.

WTIC(AM) is on 1080 khz with 50 kw. WTIC-FM is on 96.5 mhz with 15 kw horizontal and 13 kw vertical and antenna height of 810 feet.

## Clay Communications buying its third TV

Clay Communications Inc., a Charleston, W. Va.-based diversified communications firm, announced that it has reached agreement to purchase KJAC-TV (ch. 4) Beaumont-Port Arthur, Tex. Sale of the NBC-TV affiliate, which would be acquired from Texas Gold Coast Television Inc.

for \$3 million, is subject to the approval of the FCC.

Lyell B. Clay is board chairman of Clay Communications, which currently operates KFDX(TV) (ch. 3) Wichita Falls, Tex., and WWAY(TV) (ch. 3) Wilmington, N.C. The company also publishes the *Charleston (W. Va.) Daily Mail*.

KJAC-TV operates with 100 kw visual, 20 kw aural and an antenna 1,184 feet above average terrain.

## Veteran broadcaster suggests conciliation with the government

**Reinsch, receiving IRTS award, says radio-TV will survive attacks; Sarnoff honored at same event**

A call for better understanding between broadcasters and their critics was sounded last week by J. Leonard Reinsch, president of Cox Broadcasting Co. and chairman of Cox Cable.

He told the 33d anniversary banquet of the International Radio and Television Society, which honored him with its gold medal—awarded annually for "contribution to or accomplishment in" broadcasting—that he did not share the pessimism of those who fear that "private broadcasting and freedom of speech are both in dire peril."

"While I do not minimize the danger inherent in many of the harsh, and

sometimes malicious, attacks that have been levelled at us, I am confident that we will survive. It is not as though we lacked experience in weathering storms. What we need most at this moment is simply better mutual understanding, and a reaffirmation of our faith in one another."

Mr. Reinsch shared honors at the banquet, held Thursday night (March 15) at the Waldorf-Astoria in New York and attended by some 750 IRTS members and guests, with Robert W. Sarnoff, chairman of RCA. Mr. Sarnoff, winner of the IRTS gold medal in 1967, was given a special citation for his "25 years of leadership in broadcasting and communications."

In a brief acceptance speech Mr. Sarnoff called upon broadcasters to stand firm. "These are challenging days," he said, "for all of us who believe in the fundamental responsibility of the news and information media to serve the interests of all the people, and to stand firm against all those who would inhibit freedom to examine and report upon any issues of public concern."

Mr. Reinsch stressed that "we cannot expect to enjoy the privileges of an open society if we do not have a free press. This basic necessity looms above all others as we seek to reconcile our differences. I know that some of my colleagues will disagree, but I do not believe that the broadcast journalist and the government are destined to be implacable enemies."

## Signals swarm around TV viewers

**Nielsen tracks 7.2 stations available to the average home**

A total of 60% of U.S. television homes can receive TV programs from at least seven stations, almost one-third (31%) can receive from nine and 20% can tune in 10 or more, the Television Information Office reported last week. And 98% of the homes, TIO said, are within range of at least three stations. The average home can tune 7.2.

TIO Director Roy Danish cited these figures and comparable ones from two earlier studies, all done for TIO by the A.C. Nielsen Co., in support of the contention that "contrary to the belief of some of television's critics, there are now more viewing choices available to more people than ever before." The Nielsen figures, which include both commercial and noncommercial stations, are as follows:

Stations received	Fall 1968	Fall 1970	Fall 1972
10 or more	NA	17%	20%
9 " "	24%	26%	31%
8 " "	34%	37%	42%
7 " "	53%	57%	60%
6 " "	65%	66%	70%
5 " "	79%	79%	82%
4 " "	90%	90%	93%
3 " "	97%	97%	98%

## Changing Hands

### Announced

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

▪ KCS(TV) (ch. 39) San Diego: Sold by Western Telecasters Inc. to Storer Broadcasting Co. for \$12 million (see page 48).

▪ WTIC-AM-FM Hartford, Conn.: Sold by the Travelers Corp. to Leonard J. Patricelli, David T. Chase and others for \$6 million (see page 53).

▪ KJAC-TV (ch. 4) Beaumont-Port Arthur, Tex.: Sold by Texas Gold Coast Television Inc. to Clay Communications Corp. for \$3 million (see page 53).

▪ KAFG(FM) Oklahoma City: Sold by Radio Oklahoma Inc. to Covenant Broadcasting of Oklahoma for sum in excess of \$365,000. Richard L. Geismar, chairman of Broad Street Communications Corp., parent company of Covenant Broadcasting of Oklahoma, heads the buying group, which also owns and operates WELI(AM) New Haven, Conn., and WGSO(AM) and WQUE(FM) New Orleans, and has agreed to buy KTOK(AM) Oklahoma City, pending FCC approval (BROADCASTING, Feb. 26). KAFG is on 102.7 mhz with 79 kw. No broker.

▪ WBCM-AM-FM Bay City, Mich.: Sold by Michigan Broadcasting Co. to Tri-media Inc. for \$516,000. Robert Liggett, president of WFMK(FM) East Lansing,



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73-17



Mich., heads Trimedia, a new company. WBCN(AM) operates on 1440 khz with 1 kw day and 250 w night. WBCM-FM is on 96.1 mhz with 97 kw and an antenna 420 feet above average terrain.

▪ WBUZ(AM) Fredonia, N.Y.: Sold by Dunkirk-Fredonia Broadcasting Inc. to Catoctin Broadcasting Corp. for \$80,000. Lauren Colby, a communications attorney with the Washington law firm of Colby and Tarrant, is president of the buying firm. Catoctin also owns WTHU(AM) Thurmont, Md. WBUZ is a daytimer on 1570 khz with 250 w. Broker: Keith W. Horton Co., Elmira, N.Y.

#### Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 131):

▪ WDFH-FM Chicago: Sold by the National Science Network to Metromedia Inc. for \$2.75 million (see page 53).

▪ WSAF-AM-FM Sarasota, Fla.: Sold to Sarasota Radio Co. by H. Edward Dillon, receiver for Stewart Broadcasting Co., for \$162,000. Commission denied request by Charles Stewart to delay action on sale application pending outcome of three Florida cases alleging that Mr. Stewart was wrongfully ousted from control of Stewart Broadcasting. Sarasota Radio is principally owned by Carroll P. Newton and Edward A. Rogers. Mr. Newton owns consultancy in Sarasota. He is also an officer and director of Connaught Public Affairs, Washington consulting firm. Mr. Rogers, former officer and stockholder of Metromedia Inc., owns FRC Group Inc., Lake Forest, Ill., entertainment production firm. WSAF operates on 1220 khz, 1 kw daytime; the FM broadcasts on 102.5 mhz, with power of 2.75 kw and antenna height of 265 feet.

#### KIRO in the Mutual fold

KIRO-AM-FM Seattle joined Mutual Broadcasting last Sunday (March 17) with KIRO becoming the Mutual Pacific originating station for 50 affiliates in the West. The announcement was made jointly by C. Edward Little, Mutual president, and Lloyd E. Cooney, president of the Seattle outlets. The additions bring Mutual Radio to 583 affiliates. KIRO is 50 kw full time on 710 khz; KIRO-FM is 100 kw on 100.7 mhz.

#### CPB funding to get airing

Senator John O. Pastore (D-R.I.) announced last week that his Communications Subcommittee will hold a hearing March 28-30 on funding for the Corporation for Public Broadcasting.

The hearing will focus on S. 1090, a bill introduced two weeks ago by Senators Pastore and Warren Magnuson (D-Wash.) (BROADCASTING, March 12). The measure would authorize \$55 million for CPB in fiscal 1974, \$75-million in fiscal 1975 (plus \$5 million in each of those years on a matching-fund basis) and facilities grants of \$25-million each for 1974, 1975 and 1976.

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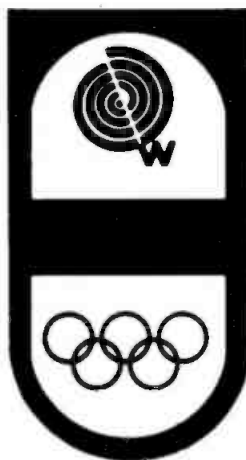
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# Springtime in Washington: It means flowers and a record NAB turnout

**An agenda jammed with vital issues, a record number of exhibitors and possibility of an appearance by Nixon are a few of the lures**

It may be a reflection of improved conditions in broadcasting or the attractions of Washington before the sightseers take over for spring—no matter the reason it's going to be a big 51st annual National Association of Broadcasters convention next week. It's almost assuredly going to be the biggest.

NAB officials are predicting 6,000 registered delegates. That's 700-800 more than ever before registered for an NAB convention. Add to that the usual 2,000-2,500 drop-in attendance and it could be that the four days of meetings and exhibits, wining and dining in Washington will attract upwards of 8,500 people. (Last year's totals: 4,556 paid registrations; 5,236 over-all attendance.)

And will one of those who attend be the President? It could be—at this point a 50-50 chance. It's been four years since Mr. Nixon's last appearance before the entire broadcasting fraternity, and the timing may be right for what would be an encore.

The President has been invited to the opening session on Monday, March 26. But in the NAB's letter of invitation it was stressed that any session the Chief Executive wished to attend, of course, would be just dandy—be assured he'll be welcomed and accommodated.

A presidential appearance (with its attendant worldwide publicity and news-making potential) is the one element of bigness about this convention that hasn't as yet been nailed down. Otherwise the superlatives are flowing as the scotch undoubtedly will at the hospitality suites. For example:

- More exhibitors (151) displaying more wares than ever before.

- The world's largest display of broadcast equipment spread out over the largest area of space ever available, and all 60,000 square feet of it sold out since the beginning of February.

- Preregistrations running some 700 persons over last year.

- By mid-February, the two convention hotels—Shoreham and Sheraton Park—as well as two other major area hotels—Windsor Park and Washington Hilton—all with not a room to be had (and people in Washington already receiving frantic phone calls and letters of

appeal to exert whatever influence possible to secure space).

What's everybody running to? Is there something special this year? Not really. It's just a fine opportunity to get information and advice, to see and be seen, to attend what seems to be a professionally programed and well-rounded industry-wide convention.

Perhaps the highlight of this year's convention will be what amounts to a new feature: a Monday afternoon session at which there will be a hoped-for dialogue between the NAB executive committee and the delegates attending. This has been an on-again, off-again, on-again session. The dialogue concept had been planned from the first. Then there was consideration given to a panel format with Clay T. Whitehead, director of the Office of Telecommunications Policy, as star attraction, and Bill Monroe, Washington correspondent for NBC-TV's *Today* series, and Washington attorney W. Theodore Pierson, in the supporting cast. But NAB wasn't able to put all the pieces together in time for the convention.

The decision was made last week to go back to the original program, which calls for NAB President Vincent T. Wasilewski to break with tradition and present his keynote address at the afternoon session following the opening luncheon (in previous years the president's speech was at lunch and more recently during the first day's morning session). Mr. Wasilewski's speech will pinpoint the issues of the day that affect broadcasters.

Then NAB Board Chairman Richard W. Chapin, president of Stuart Broadcasting Co., Lincoln, Neb., will take over and introduce the other members of the NAB executive committee: Peter Storer, chairman of the TV board; Andrew M. Ockershausen, chairman of the radio board; Robert F. Wright, vice chairman of the TV board; Wendell Mayes Jr., vice chairman of the radio board, Willard E. Walbridge, the former chairman of the board, and Richard W. Jencks, of CBS, the network representative. Each executive board member will handle a problem area of special interest to him so that Wendell Mayes, for example, chairman of the ad hoc NAB task force on proprietary-remedy advertising will address himself to that subject. Microphones will be placed throughout the audience to allow delegates to ask questions.

This is the first time such a one-to-one concept has been tried at an NAB convention. Reason for it, reportedly, was an expression from the membership that

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**See you there.** *Broadcasting* magazine this year will have 16 representatives at the National Association of Broadcasters convention in Washington. Its convention headquarters will be the Franklin room at the Sheraton Park.

Representing *Broadcasting*: Sol Taishoff, editor; Larry Taishoff, publisher. Editorial: Ed James, Donald West, Rufus Crater, Morris Gelman, Leonard Zeldenberg, Alan Jarvis, Donald Richard and Michael Shain. Business: Maury Long, Dave Whitcombe, Larry Kingen, John Andre, Bill Merritt and Stan Solfer.

not enough of what goes on at the convention comes to grips with the everyday vital issues that affect broadcasters.

Among the other highlights of the convention which NAB staff people are touting:

- A Tuesday morning radio assembly session that features a review by NAB Board Chairman Chapin and FCC Commissioner Richard E. Wiley of radio regulation note.

- On the television side, William F. Turner, chairman of the secondary television market committee, will spend an hour talking with Donald D. Sullivan, himself a former broadcaster and now administrative aide to Representative Wiley Mayne (R-Iowa), with the thrust being: How do you communicate with your congressman's office?

- On the small-market radio side, Clint Formby, chairman of that committee, will be asking questions of specific interest to small-market broadcasters of Representative J. J. Pickle (D-Tex.) and Michael B. Joy, administrative aide to Senator Ernest F. Hollings (D-S.C.).

- For the third year, NAB will be repeating what has proved to be one of its more popular programing features, a session during which small-market radio broadcasters can ask nuts-and-bolts types of questions of key FCC staff people, with FCC Commissioner Wiley as moderator, and such other commission participants as John W. Pettit, general counsel; Wallace E. Johnson, chief of the Broadcast Bureau; Richard J. Shiben, chief of the Renewal branch; and Richard M. Riehl, chief of the transfer branch.

- What figures to be a particularly pertinent TV-management session is the last one on Wednesday (March 28), just before the concluding convention luncheon, when Henry Goldberg, general counsel of the Office of Telecommunications Policy, moderates a cable-TV copyright panel that will include such legal heavyweights as Arthur Scheiner of MCA; Gary Christensen of Hogan & Hartson and Michael Horn of the Association of Maximum Service Telecasters.

The luncheon rostrum for the convention—lacking a dynamic newsmaker—still will have a line-up of solid Washington shakers including Senator Sam J. Ervin (D-N.C.), a staunch constitutionalist who will be presented a citation in recognition of his fighting for individual and



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institutional freedoms; Senator Howard Baker (R-Tenn.), the ranking member of the Senate Commerce Committee speaking about broadcasting as he sees it from the Hill; and, as traditional, the chairman of the FCC, in this instance Dean Burch (thought had been given to having the commission scheduled en banc as the program for the Wednesday luncheon).

The FCC will be much in evidence. Last year the commission for the first time ran an information booth at the convention—a place where a broadcaster's specific problem could be given individual attention. This year the commission will not only have two information booths—manned by such people as staffers Wallace Johnson and Harold L. Kassens as well as William B. Ray, chief of the complaints and compliance division—but will provide a direct telephone line from the convention into the Broadcast Bureau at the commission building on M Street. The telephone line, a first at this year's convention, will be open throughout the normal convention day, as will be the information booths located in the lobby of the Sheraton Park hotel.

For many attending, the most exciting moments will come at 10 a.m. on Monday morning when after a musical introduction played by the U.S. Navy Band, the house lights will go down in the Shoreham hotel's Regency Ballroom and Robert F. Wright of WTKO-TV Meridian, Miss., will say: "Ladies and gentlemen, The 51st annual convention and the 27th Broadcast Engineering Conference of the National Association of Broadcasters will please come to order."

After the presentation of colors by the joint service color guard; an invocation by Reverend Kenneth Hildebrand, pastor of the Central Church of Chicago; and the playing of the National Anthem, Mr. Wright will say: "Ladies and gentlemen—it is my pleasure and honor to present our 1973 distinguished service award winner," and Ward L. Quaal, president of WGN Continental Broadcasting Co. will be escorted up the center aisle onto stage. The band will play "Hail to the Victor" and NAB-1973 will be officially under way.

## Before NAB, NAFMB

The annual National Association of FM Broadcasters convention, as usual, leads in to the NAB gathering, running from March 23-25. This year, the three-day convention will be held at the Washington Hilton hotel. Theme for the FM broadcasters has a cheerleader's ring: "FM: The Opportunity Medium."

Quadraphonic sound is front and center, leading off the convention at the opening Friday morning (March 23) session. Ray Norstrand, president and general manager of WFMT (FM) Chicago, is to moderate a panel of six representatives of the music industry, broadcast sales, station management and the trade press who are to discuss the timetable for realization of quadraphonic's unquestioned potential.

A key session is to take place Satur-

day morning (March 24), when FM people will engage in a dialogue with Harold Kassens, assistant chief of the FCC's Broadcast Bureau.

The fourth annual FM Pioneers brunch—a bringing together, once a year, of the veterans of the FM "wars"—is scheduled for Sunday (March 25) from 10 a.m. to noon at the Washington Hilton. Immediately following, on that same day, the annual membership meeting of NAFMB is to be held.

## Man in the News



*Ward Lewis Quaal, president of WGN Continental Broadcasting Co., will receive the Distinguished Service Award of the National Association of Broadcasters at ceremonies during the NAB convention in Washington March 26.*

When Ward L. Quaal was nominated by a fellow Illinois broadcaster to receive the 1973 DSA of the National Association of Broadcasters, the writer highlighted 31 separate contributions made during more than three decades of stewardship. The list was superfluous; Ward Quaal had long since won the admiration of fellow broadcasters and his co-workers. Next Monday's ceremony will only make it official.

It will, nonetheless, be a big day in the life of the 54-year-old president of WGN Continental Broadcasting Co. Even so, he hopes he will be upstaged.

It is hardly a secret that the President of the United States would like to be present when his long-time friend and West Coast neighbor (at San Clemente) is installed as the broadcasters' "man of the year." Whether the President will "drop in" as he did exactly four years earlier, when he had been in office a scant two months, depends upon the White House schedule.

In anticipation of a presidential visit, the NAB has arranged the agenda so the Chief Executive can take over the lectern, as he did for impromptu remarks four years ago, or simply pay his respects to the honoree before the some 4,000 present. Vincent T. Wasilewski, NAB president, has deferred his own "state of the broadcast nation" address until the afternoon session, leaving the morning

clear for events incident to the Quaal ceremonies and his acceptance remarks.

(Mr. Quaal will be escorted into the Shoreham hotel's Regency room by Russell Egan, Washington attorney for WGN Continental; John E. Fetzer, pioneer broadcaster, owner of the Detroit Tigers and a DSA recipient; Abe Herman, Fort Worth attorney and a stockholder in the *Star-Telegram* (WBAP-AM-TV); former FCC Chairman Rosel H. Hyde, a DSA recipient; Clair R. McCollough, dean of NAB's past board chairmen, a DSA recipient; J. Leonard Reinsch, president of Cox Broadcasting [who, last Thursday, was honored with the gold medal award of the International Radio and Television Society]; Frank Stanton, broadcasting's foremost spokesman, a DSA recipient who retires this month as vice chairman of CBS Inc., and Sol Taishoff, chairman-editor of *BROADCASTING* magazine, a DSA recipient.)

The story of Lewis Ward Quaal (Ward L. became his air credit and subsequently his legal name) is a classic in the Horatio Alger style. He was born in Ishpeming, Mich., on April 7, 1919, of first-generation Scandanavian parents. While in high school he worked as a milkman (4 to 8 a.m.) in the town of his birth, then drove 14 miles to Marquette for an announcing shift on WDMJ (AM).

From those beginnings came enrollment three years later at the University of Michigan in 1937—and big-time radio. He became a part-time announcer on WJR (AM) Detroit, a CBS affiliate where he first learned about clear-channel stations. After graduation in 1941, Mr. Quaal joined WGN (AM) Chicago, determined to become a top announcer (he did), but also with aspirations in sales and management.

Then came the war and service in the Navy (1942-45), after which Lieutenant Quaal rejoined WGN as special assistant to the manager. This led to his selection (in 1949) as director of the Clear Channel Broadcasting Service in Washington, where his skills served CCBS well in establishing important contacts and friendships. It was a role which gave him the chance to sharpen his already astute political senses. Three years later he joined Crosley (now Avco) Broadcasting as assistant general manager, moving up in those operations while keeping a watchful eye on Washington and clear-channel protection. (Today he continues as chairman of CCBS and remains its driving force.)

In 1956 the Tribune Company beckoned the return of a prodigal son. Mr. Quaal became vice president and general manager of WGN-AM-TV, a complex that had not been faring too well. It wasn't long before a transition to profit and prestige enabled expansion that included the acquisitions of KDAL-AM-TV Duluth, Minn., and KWGN-TV Denver, as well as the creation of subsidiary and associated enterprises in sales, production, syndication, cable and travel services.

Because of the phenomenal successes he has achieved in broadcasting, Mr. Quaal has been elevated in the parent Tribune Co. organization. He is presi-



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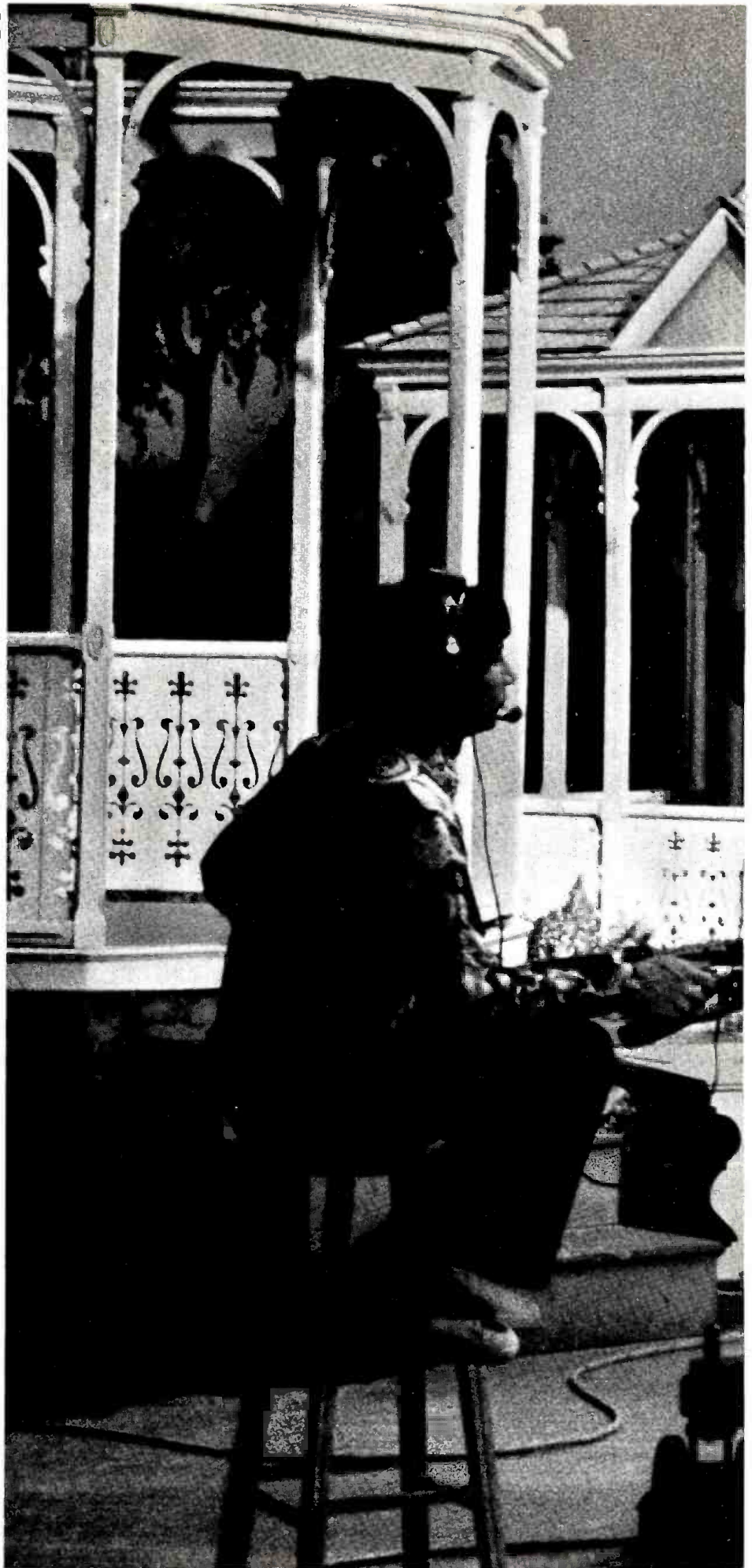
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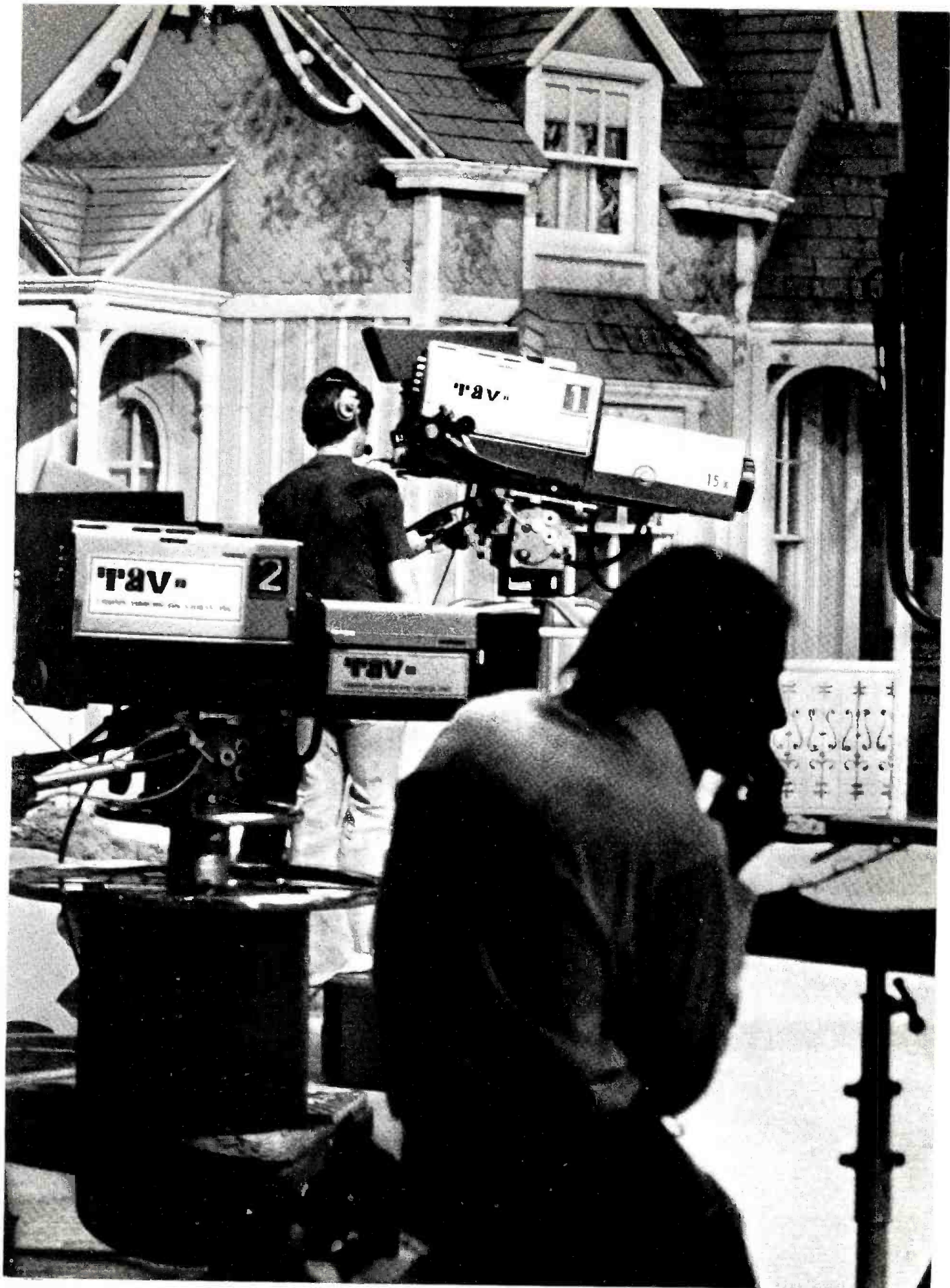


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dent of WGN Continental and of each of its subsidiaries and is a director of the Tribune Co., which operates 45 firms in the United States and Canada.

In more than three decades Ward Quaal has accumulated two terms on the radio board of the NAB; two terms on the NAB television board; has been president of Broadcast Pioneers; a board member of the Association of Maximum Service Telecasters; was drafted as spokesman and chairman of the Council for Television Development, organized to resist FCC limitations on multiple ownerships; was president of Ohio Broadcasters Association, and a charter member of organizing committees for both Radio Advertising Bureau and Television Bureau of Advertising, aside from a dozen foundation and fund-raising projects.

In the nonbroadcast sectors, Mr. Quaal somehow found time to serve as

chairman of the board of governors, Council of Better Business Bureaus International; member of the board, Sears, Roebuck Foundation; associate chairman of the U.S.-Japan Cultural TV Exchange; board member, Air Force Academy Foundation, and numerous other assignments dedicated to worthy causes.

Along the way, Mr. Quaal gathered in four honorary doctorates: was cited as "Advertising Man of the Year" by the Chicago Advertising Club; "Communicator of the Year" by the Jewish United Fund; Distinguished Alumnus Award of the University of Michigan. He also found time in the march of events to co-author, in 1968, "Broadcast Management," a book now undergoing revision.

About that name change? He reports that only long-time friends and family ever knew him as "Lou"; that since he acquired a place in the San Clemente

beach area he is sometimes alluded to as "Laguna Lou"; and besides, "Who remembers David Dwight Eisenhower, or Thomas Woodrow Wilson?"

Mr. Quaal, naturally and without affectation, deals in superlatives. He is a compulsive letter-writer, has been known to keep five secretaries going full-tilt on a "dictated-but-not-read" basis while traveling in his chauffeur-driven cars from home to office or airport either in Chicago or Los Angeles or to Tribune Co. meetings.

Mr. Quaal confesses his greatest "sale" was in winning the hand of the former Dorothy Graham, the bright and striking beauty he married in 1944. They reside in Winnetka with their 15-year-old daughter, Jennifer. Their son Graham, 24, a sales representative for Union Oil Co. of California, is married and lives in Palatine, Ill.

## The official agenda for the 51st annual NAB convention

Monday, March 26

### Early bird workshops

**American Women in Radio and TV.** Forum room, SH. 8:30-10 a.m. *Women Power: Use It or Lose It!* Panel: Rose Blyth Kemp, AWRT president; Rita Hart, Foote, Cone & Belding; Virginia Pate Wetter, WASA(AM)-WHDG(FM) Havre de Grace, Md.

**Broadcast management looks at OSHA.** Continental room, SP. 8:30-10 a.m. Color-film orientation on the Occupational Safety and Health Act. What it is, what it takes to comply. A video inspection tour of a workplace. Moderator: Ron Irion, director, broadcast management, NAB.

**Legal workshop.** Diplomat Room, SH. 8:30-10:00 a.m. Some caveats on fraudulent billing, payola and program-length commercials. Moderator: John Summers, general counsel, NAB. Panel: William B. Ray, chief, FCC complaints and compliance division; Arthur L. Ginsburg, chief, FCC complaints branch; John H. McAllister, chief, FCC compliance branch.

**Minority training and placement.** Palladian room, SH. 8:30-10:00 a.m. Alternatives to the traditional sources for minority employees. Moderator: Elbert Sampson, coordinator minority affairs, NAB. Panel: Lionel Monagas, National Association of Educational Broadcasters; Richard Weinman, Oregon State University.

**Radio news workshop.** Maryland suite, SP. 8:30-10:00 a.m. Community news and sources—exchange ideas on covering one, cultivating the other. Moderator: Travis Linn, WFAA-AM-FM Dallas. Panel: Dick Wright, WTAG(AM) Worcester, Mass.; Curtis Beckmann, WCCO-AM-FM Minneapolis.

**Research workshop.** Delaware suite, SP. 8:30-10:00 a.m. A report on how smaller-market stations can afford to do useful research, with a multimedia presentation of the results of one station's study. Moderator: John Dimling, NAB vice president, research. Panel: Brigham Young University research team; Owen Rich, Professor of Communications, Brigham Young University; Dale Moore, chairman, Western Broadcasting Co., Missoula, Mont.; Richard Block, vice president and general manager, Kaiser Broadcasting, Oakland, Calif.

### Management sessions

**General assembly.** Regency room, SH. 10:30-12 noon; doors open 10 a.m. (Joint Session with engineering.) Music by: U.S. Navy

Band. Presiding: Robert F. Wright, WTOK-TV Meridian, Miss., convention co-chairman. Invocation: The Rev. Kenneth Hildebrand, minister of the Central Church of Chicago. Presentation of Colors: Joint Service Color Guard. *Presentation of NAB Distinguished Service Award* to Ward L. Quaal, WGN Continental Broadcasting Co. Remarks: Mr. Quaal.

**Management luncheon.** Sheraton Hall, SP. 12:30-2:30 p.m. Presiding: Wendell Mayes Jr., KNOW(AM) Austin, Tex., convention co-chairman. Invocation: Rabbi Richard Yellin, Adas Israel Congregation. Introduction: Vincent T. Wasilewski, President, NAB. Address: Sam J. Ervin Jr. (D-N.C.).

**Joint radio-TV assembly.** Regency room, SH. 2:30-3:45 p.m. Presiding: Richard W. Chapin, Stuart Broadcasting, Lincoln, Neb., chairman, NAB board. Keynote address: Vincent T. Wasilewski, president, NAB. *Government-relations symposium*—a discussion with members of the NAB executive committee and convention delegates.

**Television assembly.** Regency room, SH. 3:45-5 p.m. Presiding: Peter Storer, Storer Broadcasting, Miami Beach, chairman, NAB TV board. *Television board nominations.* Ballot box will open from 5:00-6:00 p.m., lower lobby, Shoreham. *Japanese-U.S. Television Program Festival.* "Reflections on Japan"—a digest of selected educational and cultural films produced by NHK of Japan. Under auspices of the first Japanese-U.S. Television Program Festival. *Awards, National Academy of Television Arts & Sciences.*

Tuesday, March 27

### Early bird workshops

**Code authority workshop.** Club room A, SH. 8-9:30 a.m. The new TV rules for proprietary remedies and multiple-products announcements. Panel: Stockton Heffrich, NAB code authority director; Jerome Lansner, NAB assistant code authority director.

**Legal workshop.** Tudor room, SH. 8-9:30 a.m. See Monday listing for details.

**Minority affairs workshop.** Forum room, SH. 8-9:30 a.m. A look at affirmative-action and equal-employment opportunity programs by minority broadcasters responsible for their development and implementation. Moderator: Elbert Sampson, NAB coordinator minority affairs. Panel: Mal Johnson, Cox Broadcasting; James Long, Storer Broadcasting; Lee Hatcher, FCC; Darryl Dillingham, RKO Radio; George Norford, Group W.

**Promotion/PR workshop.** Virginia suite, SP. 8-9:30 a.m. How to capture a community. Moderator: Babs Pitt, advertising and promotion manager, CFCF-TV Montreal. Panel: Stan Pederson, advertising and promotion director, WMAL-TV Washington; Taffy

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**Radio news.** Maryland suite, SP. 8-9:30 a.m. See Monday listing for details.

**Research workshop.** Delaware suite, SP. 8-9:30 a.m. See Monday listing for details.

**Slow pay . . . made faster.** Continental room, SP. 8-9:30 a.m. Ways to improve collection of past-due accounts and reduce those credit and collection problems that put the squeeze on the bottom line. Moderator: Joseph J. McCabe, treasurer, KPLR-TV St. Louis and director, Institute of Broadcasting Financial Management. Panel: Howard A. Brandt, credit manager, WGN Continental Broadcasting; Leonard Schwartz, Siegel, Sommers and Schwartz; counsel, ANPA; Robert Lyman, senior vice president, Benton & Bowles.

#### Management sessions

**Radio management conference.** Regency room, SH. 9:45-12 noon. Presiding: Andrew M. Ockershausen, Evening Star Broadcasting and chairman, NAB radio board. *Meet your new radio directors. Salute to American Forces Radio—30th anniversary. Radio music license committee report:* Harold R. Krelstein, Plough Broadcasting; Emanuel Dannett, committee counsel.

**Radio Information Office.** Charles T. Jones Jr., director.

**Re-regulation of Radio.** Richard W. Chapin, Stuart Broadcasting Co. Co., and chairman, NAB board; Richard E. Wiley, FCC commissioner; Harold L. Kassens, assistant chief, FCC Broadcast Bureau; FCC Re-Regulation Task Force Members: J. J. Steve Crane, Phillip S. Cross, John M. Taff.

**Radio Advertising Bureau presentation.** Miles David, president, RAB; Robert H. Alter, executive vice president; Carleton F. Loucks, vice president.

**Secondary markets TV program.** Cotillion room, SP. 9:45-12 noon. Presiding: Peter Storer, Storer Broadcasting and chairman, NAB TV board. *Your congressman's office.* William F. Turner, KCAU-TV Sioux City, Iowa, and chairman, NAB secondary markets TV committee. Donald D. Sullivan, administrative aide to Wiley Mayne (R-Iowa).

**Local news and editorials.** Ray Johnson, discussion leader, KMED-TV Medford, Ore.; Larry Maisel, WDBJ-TV Roanoke, Va.; Hugh Davis, KNDO-TV Yakima, Wash.; James D. Johnson, KHOL-TV Kearney, Neb.

**Secondary markets feedback.** William F. Turner, discussion leader. **TV board elections.** Ballot box is open 9 a.m.-5 p.m. today, lower lobby, Shoreham.

**Management luncheon.** Sheraton hall, SP. 12:30-2:30 p.m. Presiding: Robert F. Wright, WTOK-TV Meridian, Miss., convention co-chairman. Invocation: The Rev. Edward L. R. Elson, chaplain of the Senate. Introduction: Vincent T. Wasilewski, president, NAB. Address: Howard H. Baker Jr. (R-Tenn.).

**Broadcast Pioneers government reception.** Sheraton hall, SP. 6:30-8 p.m. State assembly areas are arranged alphabetically so that delegates can meet with their congressional representatives.

## Wednesday, March 28

#### Early bird workshops

**Code authority.** Forum room, SH. 8-9:30 a.m. See Tuesday listing for details.

**Broadcast management looks at OSHA.** Maryland suite, SP. 8-9:30 a.m. See Monday listing for details.

**Legal workshop.** Diplomat room, SH. 8-9:30 a.m. See Monday listing for details.

**Promotion/PR.** Virginia suite, SP. 8-9:30 a.m. See Tuesday listing for details.

**Research workshop.** Delaware suite, SP. 8-9:30 a.m. A report on the objectives and accomplishments of the Broadcast Council and its plans for the future. Moderator: John Dimling, NAB vice president, research. Panelist: H. M. Beville, executive director, BRC.

**Slow pay . . . made faster.** Maryland suite, SP. 8-9:30 a.m. See Tuesday listing for details.

#### Management sessions

**Small market radio session.** Cotillion room, SP. 9:45-12 noon. Presiding: Wendell Mayes Jr., KNOW(AM) Austin, Tex., and vice chairman, radio board.

**The small market broadcaster and his congressman.** Clint Formby, KPAN(AM) Hereford, Tex., radio board member and chairman, small market radio committee; J. J. Pickle (D-Tex.); Michael B. Joy, administrative aide to Ernest Hollings (D-S.C.).

**Small market radio and the FCC.** Moderator: Richard E. Wiley, FCC commissioner. FCC participants: John W. Pettit, general counsel; Wallace E. Johnson, chief, Broadcast Bureau; Richard J. Shiben, chief, renewal branch; Richard M. Riehl, chief, transfer branch.

**Television management conference.** Regency room, SH. 9:45-12 noon. Presiding: Peter Storer, Storer Broadcasting and chairman, television board.

**Television renewals.** John B. Summers, NAB general counsel; Richard J. Shiben, chief, renewal branch, renewal and transfer division, FCC.

**TIO report.** Roy Danish, director, Television Information Office.

**Advertising legislation and counteradvertising.** Grover Cobb, executive vice president, NAB government relations.

**TV All-Industry Music Licensing Committee.** Leslie G. Arries, WBEN-TV Buffalo, N.Y.

**CATV—copyright panel.** Moderator: Henry Goldberg, Office of Telecommunications Policy. Copyright Properties: Arthur Scheiner, counsel, Music Corporation of America. CATV Owners: Gary Christensen, general counsel, National Cable Television Association. Broadcasters: Michael Horne, counsel, Association of Maximum Service Telecasters.

**Convention luncheon.** Sheraton hall, SP. 12:30-2:30 p.m. (Joint session with engineering.) Presiding: Wendell Mayes Jr., KNOW(AM) Austin, Tex., and convention co-chairman. Invocation: Msgr. Leonard F. Hurley, director, radio-TV communications, Archdiocese of Washington. **Annual Business Meeting.** Introduction of Speaker: Vincent T. Wasilewski, president, NAB. Address: Dean Burch, chairman, FCC.

## RELATED CONVENTION ACTIVITIES

*Not a part of the NAB program.*

#### Thursday, March 22

8:00 a.m. American Forces Radio and Television workshop. Empire room, SH.

#### Friday, March 23

8:00 a.m. American Forces Radio and Television workshop. Empire room, SH.

6:30 p.m. Association of Professional Broadcasting board of directors meeting. Chinese room, MF.

#### Saturday, March 24

8:00 a.m. APBE registration. Colonial room, MF.

8:30 a.m. APBE workshop. MF.

10:00 a.m.-2:00 p.m. Management workshops, sponsored by McGavren-Guild. Presidential suite, Watergate hotel.

10:30 a.m. APBE meeting. Colonial room, MF.

12:00 noon. APBE luncheon. "The Many Faces of Regulation." Panelists: John Pettit, FCC; Richard Krolik, aide to Torbet Macdonald (D-Mass.); Al Kramer, Citizens Communications Center; Henry Goldberg, Office of Telecommunications Policy. Moderator, Richard Block, Kaiser Broadcasting.

2:00 p.m. Association of Maximum Service Telecasters board of directors meeting. Heritage room, SH.

3:30 p.m. APBE meeting. National Archives.

5:00 p.m. ABC affiliates open house. SHB-120.

8:00 p.m. APBE workshops. MF.

#### Sunday, March 25

8:30 a.m. APBE workshops. MF.

9:00 a.m. Association for Broadcast Engineering Standards technical committee meeting. Calvert room, SP.



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9:00 a.m. ABC affiliates continental breakfast. Sheraton hall, SP.  
 10:00 a.m. ABC Radio general affiliates meeting. Sheraton hall, SP.  
 10 a.m. ABC-TV affiliates meeting. Dolley Madison room, Madison hotel.  
 10:00 a.m.-2:00 p.m. Management workshops, sponsored by McGavren-Guild. Presidential suite, Watergate hotel.  
 10:30 a.m. APBE meeting. Colonial room, MF.  
 11:00 a.m. BMI board of directors meeting-luncheon. Madison hotel.  
 11:00 a.m. NAB convention mass offered by Father Kenny Sweeny, president of UNDA and director of communications for the Diocese of Indianapolis. Followed by a coffee hour. Continental room, SP.  
 11:00 a.m. A special service for NAB convention delegates sponsored by the Washington National Cathedral and the World Association for Christian Communications. Washington National Cathedral.  
 11:00 a.m. ABC affiliates advisory board meeting. Richmond room SP, Arlington room SP, Alexandria room SP, Dover room SP.  
 12:00 noon. Society of Broadcast Engineers board of directors luncheon-meeting. Warren room, SP.  
 12:00 noon. APBE luncheon. East room, MF.  
 12:00 noon. Association for Broadcast Engineering Standards board of directors luncheon-meeting. Potomac room, SP.  
 2-5:00 p.m. Japanese-U.S. television program festival. Assembly room, SP.  
 2:00 p.m. Society of Broadcast Engineers membership meeting. Forum room, SH.  
 2:00 p.m. AMST annual membership meeting. Diplomat room, SH.  
 4:00 p.m. Association for Broadcast Engineering Standards membership meeting. Baltimore room, SP.  
 4:00 p.m. ABC affiliates reception (by invitation only). Sheraton hall, SP.  
 5:30 p.m. AMST board of directors meeting. Heritage hall, SH.

#### Monday, March 26

8:00 a.m. Telcom Associates annual membership breakfast. Blue room, SH.  
 8:00 a.m. Association of Independent TV Stations board of directors breakfast. Club A, SH.  
 5:00 p.m. Harvard seminar alumni smoker. Forum room, SH.  
 5-8:00 p.m. Japanese-U.S. television program festival. Assembly room, SP.

#### Tuesday, March 27

9 a.m.-6 p.m. Japanese-U.S. television program festival. Assembly room, SP.  
 11:00 a.m. All Industry Radio Music Licensing Committee meeting. Calvert room, SP.  
 2:30 p.m. NAB board of directors meeting. Virginia suite, SP.  
 2:30 p.m. Association of Independent Television Stations membership meeting. Tudor room, SH.  
 6:30 p.m. NAB Broadcast Pioneers government reception. Ballroom, SP.

#### Wednesday, March 28

9 a.m. to 12 noon. Japanese-U.S. television program festival. Assembly room, SP.

## NAFMB convention agenda

*Not a part of the NAB program. All events are to take place in the Washington Hilton hotel.*

#### Thursday, March 22

1:00 - 6:00 p.m. Registration.

#### Friday, March 23

8:30 a.m. - 5:30 p.m. Registration.

9:00 - 9:05 a.m.

Opening of convention by NAFMB president.

9:05 - 10:30 a.m.

"Quad: Opportunity Now or When?" Panelists: Jack Holtzman, Elektra-Warner Records; Jerry LeBow, ABC-FM Spot Sales; John Mosely, Sansui Electric Co.; Claude Hall, *Billboard* magazine; Jim Gabbert, KIOI(FM) San Francisco; Dick Schory, Ovation Records. Moderator: Ray Nordstrand, WFMT(FM) Chicago.

10:30 - 11:00 a.m.

Coffee Break, sponsored by Sparta Electronics.

11:00 - 12:30 p.m.

"Management Opportunities That Even Nonmanagers Will Love." Panelists: Bob McAuliffe, Institute of Broadcast Financial Management; Jane Cohen, American Women In Radio & Television; Erwin Krasnow, Washington communications attorney; Joseph Sitrick, Blackburn & Co.; Gunther Melsse, WVNO(FM) Mansfield, Ohio. Moderator: Elmo Eills, WSB-AM-FM Atlanta.

12:30 - 2:30 p.m.

Honor luncheon and presentation of promotion awards. Featured speaker: FCC Commissioner Richard E. Wiley.

2:30 - 4:00 p.m.

"Promotion Opportunities for Fame and Fortune," featuring promotion award winners. Moderator: Andy Erish, ABC Radio.

4:00 - 4:30 p.m.

Coffee break, sponsored by ABC-FM Spot Sales.

4:30 - 6:00 p.m.

"Programming—The Ever Changing Opportunity." Panelists: Bill Gavin, *Gavin Reports*; Mike Shain, *Broadcasting* magazine; Jerry Stevens, WMMR(FM) Philadelphia; Claude Hall, *Billboard* magazine; Charley Whittaker, Tempo 2. Moderator: Loring Fisher, Bonneville Program Services.

6:00 p.m.

Cocktail reception, sponsored by Belar Electronics, Eleventh Hour Records, Mutual Radio.

#### Saturday, March 24

8:30 a.m. - 2:30 p.m.

Registration.

9:00 - 10:30 a.m.

"Agency Opportunities Even If You're Not Number One." Panelists: Joyce Saxon, J. Walter Thompson; Fred Constant, WKSS-(FM) Hartford, Conn.; Steve Wrath, KIOI(FM) San Francisco. Moderator: Bob Ardrey, Merv Griffin Stations.

10:30 - 11:00 a.m.

Coffee break, sponsored by TM Programming.

11:00 - 12:30 p.m.

FCC dialogue, with Harold Kassens, assistant chief, Broadcast Bureau, FCC. Moderator: Edward Kenehan, Washington communications attorney.

12:30 - 2:30 p.m.

Armstrong award luncheon and presentation of Armstrong awards. Featured speaker: Fred Friendly, Columbia University.

2:30 - 4:00 p.m.

"Auto Radio—FM's Great Opportunity for Growth." Panelists: Ken Cox, chairman, Joint Committee for All-Channel Radio Legislation; Jack Wayman, Electronic Industries Association; H. G. Riggs, Delco Electronics; Jack Siegal, KJOI(FM) Los Angeles; Harry Maynard, broadcast journalist. Moderator: Tom Holter, WLVE(FM) Madison, Wis.

4:00 - 4:30 p.m.

Coffee break, sponsored by Bonneville Program Services.

4:30 - 6:00 p.m.

"Sales Opportunities That Make Other Opportunities Come True." (Simultaneous sessions) *Large markets*—Panelists: Ray Nordstrand, WFMT(FM) Chicago; Norm Epstein, KOST(FM) Los Angeles; Bob Zidel, WTFM(FM) New York; Jim Connor, WWSH(FM) Philadelphia; Larry Levite, WPHD(FM) Buffalo, N.Y. Moderator: Jack Siegal, KJOI(FM) Los Angeles. *Small markets*—Panelists: Bill Ryan, WNFN(FM) Naples, Fla.; Tim Pace, KBXL(FM) Caldwell, Idaho; Carl Loucks, Radio Advertising Bureau; Jack Gennaro, WWRW(FM), Wisconsin Rapids, Wis.; Dean Slack, WVNY(FM) Burlington, Vt. Moderator: John Harris, WLPR-(FM) Mobile, Ala.

6:00 p.m.

Cocktail reception, sponsored by Sansui Electric.

#### Sunday, March 25

10:00 - 12:00 noon

FM Pioneer brunch. Featured speaker: FCC Commissioner Charlotte Reid.

12:00 - 1:00 p.m.

NAFMB membership meeting.

1:00 - 1:30 p.m.

Industry forecast and close of convention.

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203. **THE LIGHTER SIDE OF BROADCASTING**, a selection of 124 Sid Hix cartoons reprinted from *BROADCASTING Magazine*. An excellent gift item. \$5.50
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# Nuts and bolts for engineering conference

**No spectacular debuts are expected in hardware department; technical men to deal with basics**

What's in store for the 27th Broadcast Engineering Conference of the National Association of Broadcasters convention? Broadcasters apparently are not going to see a great innovation—another introduction of equipment comparable in impact to the video-tape recorder—on the exhibit floor. Broadcast engineers, instead, are going to see a lot of bread-and-butter hardware, a lot of solid-state equipment, a lot of streamlining of circuitry for simpler operation. Still, nothing to be introduced is likely to revolutionize the broadcast system.

The engineering assembly will pick up momentum on Monday afternoon with what always is a key technical session with the FCC staff. This year the commission will be represented by Wallace E. Johnson, chief of the Broadcast Bureau, and his assistant chief, Harold L. Kasens. Also participating will be Harold G. Kelley, assistant chief of the broadcast facilities division. The NAB staff is hoping that the FCC will have its radio regulation team in the audience and a question-and-answer session is planned at the conclusion of the session.

On the television side of the engineering conference, the use of helical-scan video recorders will be discussed on Tuesday morning. "There's an awful lot of industry interest in this session," reports an NAB staff official. "Engineers are asking, 'Why buy a \$165,000 quadriplex video-tape recorder if a \$10,000 piece of equipment will do the same job?' They want to know, 'Can we use helical scan to replace a lot of this expensive

equipment?'"

The technical papers to be presented include participation by probably more consulting engineers than at any previous convention. "For the first time many more consulting engineers seem to have responded to our invitation," verifies one of the NAB staff members programing the engineering conference. "It's very difficult to pick a consultant's brain but they seem willing to participate instead of protecting those confidential secrets that they have to sell."

The speaker list is headed by James Redmond, the BBC's director of engineering, an internationally-recognized expert in the development of color television. The engineering award presentation, to A. James Ebel of KOLN-TV Lincoln, Neb. (see "Profile," page 151)—probably the big moment of the engineering conference—will have Professor Richard D. Cupka of Purdue University as featured speaker. Professor Cupka, who developed the annual NAB-sponsored engineering/management seminar at Purdue, specializes in personnel, labor relations, labor-management problems.

Following is the agenda for the engineering conference, including abstracts of technical papers. SH is Shoreham Hotel, SP is Sheraton Park.

Monday, March 26

**General assembly.** Regency assembly. Regency room, SH. 10:30-12 noon. (Joint session with management.)

**Engineering luncheon.** Blue room, SH. 12:30-2 p.m. Presiding: Leonard A. Spragg, Storer Broadcasting. Invocation: Kenneth Hildebrand, minister, Central Church of Chicago. Address: Dr. James Redmond, Director of Engineering, BBC.

**Engineering assembly.** Palladian room, SH. 2:30-5 p.m. Presiding: Ralph R. Batt, WGN Continental Broadcasting. Coordinator: Royce LaVerne Pointer, ABC.

**Opening of engineering conference.** (2:30-2:40 p.m.). Vincent T. Wasilewski, president, NAB. **NAB engineering advisory committee report.** (2:40-2:50 p.m.). Benjamin Wolfe (chairman, EAC), Post-Newsweek Stations. Over the past several years, the NAB engineering advisory committee has been confronted with a multitude of technical problems of varying degrees of magnitude. The areas of concern have dealt with such diversified subjects as TV and land-mobile allocations; operator licensing, AM/FM/TV transmission characteristics, remote control, the efficient use of the spectrum, and the restructuring of the commission's technical rules and regulations. This report, presented by the chairman, will cover the most important aspects of the committee's deliberations during the past year.

**Joint committee for inter-society coordination report.** (2:50-3:00 p.m.). Blair Benson, Society of Motion Picture & Television Engineers. During the past several years, JCIC has been engaged in a number of committee activities looking toward enhancing the technical performance of television broadcasting. The three areas presently under review are 1) improving color compatibility; 2) the use of television broadcast ancillary signals, and 3) investigating possible improvements to television sound, the latter two being now in the formulative stage. This report will discuss in detail the status of these present efforts and the timetable for each task.

**Electronics news gathering.** (3-3:25 p.m.). Ray Schneider, CBS-TV. Evolutionary improvements and reductions in size of electronic cameras and video-tape equipment have reached the point where serious considerations can be given to using live transmission and videotape for coverage of hard news. A summary of the results of the results obtained from two years operating experience with portable electronic news-gathering systems for television is presented. The systems, comprising hand-held color cameras, portable video-tape recorders and microwave relay equipment,

**These men will be up front at the engineering conference (more pictures on following pages) . . .**



A. Paul Willey  
Berkshire Bcst.



A. H. Lind  
RCA



Frederick Everett  
Consulting engineer



Keith Reynolds  
International Video



A. E. Jackson  
RCA



James Lundquist  
Bcst Electronics



C. Robert Paulson  
TV Microtime



Leonard A. Spragg  
Storer



Walter Miles  
Technology Service



Frank Flemming  
NBC



R. E. Graiff  
ABC

are described. Samples of actual program material broadcast, both live and videotaped, are displayed. The paper describes the results obtained with these news-gathering systems.

**FCC/industry technical panel.** (3:30-5:00 p.m.). Moderator: James D. Parker, CBS-TV. Panel: Walter Alliss Jr., KCRG-AM-TV Cedar Rapids, Iowa; Albert H. Chismark, Broadcast Division, Meredith Corp.; Robert Flanders, WRTV(TV) Indianapolis; Wallace E. Johnson, chief, Broadcast Bureau, FCC; Harold L. Kassens, assistant chief, Broadcast Bureau, FCC; Harold G. Kelley, Assistant Chief, broadcast facilities div., Broadcast Bureau, FCC. A highlight of the broadcast engineering conference has always been the exchange of ideas and information between the commission's staff and the conferees. To facilitate this exchange of information, a panel session consisting of three commission and three industry representatives has been scheduled for presentation. The panel will attempt to answer all technical questions related to broadcasting and will also engage in a discussion of the fundamental philosophy from which the present FCC technical rules were adopted.

## Tuesday, March 27

**Radio technical session.** Diplomat room, SH. 9 a.m.-12 noon. Presiding: A. Paul Willey, Berkshire Broadcasting. Coordinator: Leslie S. Learned, Mutual Broadcasting.

**The broadcast cartridge today.** (9:00-9:25 a.m.). James A. Lundquist, Broadcast Electronics. The areas of concern to manufacturers to tape cartridge equipment is one of customer satisfaction with his equipment. A discussion of the cartridge as related to equipment and operational problems pertaining to both are a fundamental part of this paper. Areas concerning improvements in cartridge designed relating

to overall improvements in the tape cartridge equipment are included. Also contained within this talk is a discussion of the critical phase requirements for stereo and stereo/monophonic performance including the various methods and their advantages and disadvantages.

**Measuring and adjusting the FM stereo system.** (9:30-9:55 a.m.). Arthur K. Peters, consulting engineer. Today's stereo FM system is composed of basic signals called left channel, right channel, main channel and sub-channel signals. This paper explores amplitudes and relative phases of these signals and determines limits of variations which will maintain the signal within the tolerances prescribed by the FCC rules and regulation. Quadraphonic encoding is discussed. Potential problem areas for the FM broadcaster are explored and remedies are recommended in case such problems should arise. System configurations are recommended which would tend to minimize potential errors and problems. Methods of testing and verification of system performance are explored using the standard FM stereo monitoring equipment required by the FCC.

**The evaluation and correction of AM transmitter deficiencies.** (10:00-10:25 a.m.). George Endres, RKO General. Over the past several years additional emphasis has been placed upon the use of highly processed program material. Such processing enhances in many instances the audio performance of the program content but has produced dilatory effects upon the transmitter and its ability to handle certain types of audio material. This paper will discuss the problems associated with transmitter deficiencies as they relate to handling highly processed material.

**Amplitude modulation, 1973.** (10:30-10:55 a.m.). Ronald E. Graiff, ABC. Recent FCC rule changes in the maximum amount of modulation permitted by AM stations, and an increased awareness of broadcasters that the percentage of modulation affects the listenability of AM radio have made

1973 the year for use of new ideas in achieving, controlling and monitoring amplitude modulation. Described in this paper are techniques and equipment that may be employed to achieve and control higher and more consistent modulation averages. Coupled with these improved modulation techniques, methods to monitor and ascertain the effects of improved modulation on the AM broadcast system, by utilizing spectral techniques, will be described.

**FM translators.** (11:00-11:25 a.m.). Robert A. Jones, consulting engineer. This talk covers two important aspects of FM translator use. First is a comprehensive review of the FCC rules and regulations and engineering requirements including a slide presentation of how translators can be employed by FM broadcasters. The second half of the paper would include a description and slides of existing FM translators in use. By describing and defining the various parts of the FM translator system, its operation and simplicity can be made apparent. Emphasis will be placed upon the use of solid-state techniques.

**The new WGH radio broadcast facilities.** (11:30 a.m. to 12 noon). J. W. Looper, Hampton Roads Broadcasting. Several years ago an extensive modernization program was instituted and during this period the station developed into a four-site operation in three separate cities. The design philosophy of the two major studio sites and the two separate transmitter sites will be discussed, as will the attendant problems of operating a multisite facility. Slides of the construction and the finished studio and transmitter sites will be shown.

**Television technical session.** Palladian room, SH. 9 a.m.-12 noon. Presiding: Albin R. Hillstrom, KOOL-AM-FM-TV Phoenix. Coordinator: James H. Hoke, Southern Broadcasting.

**Active if group delay correction of television transmitters.** (9:00-9:25 a.m.). Leon J. Stanger, Gates Division, Harris Intertype. Television broadcasting is now at a point in



Joe Looper  
Hampton Roads



Richard Cupka  
Purdue University



Vincent Wasilewski  
NAB



I. S. Rosner  
Rosner Lamb



William Trevarthen  
NBC



James Redmond  
BBC



Al Hillstrom  
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time where both the viewer and the broadcaster are demanding better equipment for true, life-like color television transmission. This trend is leading toward and tightening of engineering specifications and we are becoming more conscious of the technical parameters associated with the transmission of the television signal. Group delay is one type of distortion whereby one signal passes through the system in more or less time than another signal. This paper will acquaint the audience with recent advances in group delay equalization techniques.

**TV station weather radar—the technical considerations.** (9:25-9:40 a.m.). Walter B. Miles, Technology Service Corp. TV stations frequently become interested in weather radar, because of its programing potential, without a thorough quantitative understanding of the capabilities and limitations of this equipment. This paper is written for the chief engineer and meteorologist/weather forecaster. Factors which should be considered when planning a radar installation are discussed, including the difficult trade-offs which must be made between sensitivity, penetration and resolution, all vs. r-f wavelength. The empirical relationship between rain intensity and receiver signal level is described along with some practical methods for estimating storm intensity by simple interpretation of the cathode-ray tube display. The factors involved in antenna siting, electromagnetic interference and personnel safety are also discussed.

**A low-cost TV logging system.** (9:45-10:10 a.m.). Robert H. Barnaby, NBC. This paper describes a low cost video logger tape machine which is in daily use to record both picture and sound signals operating with half-inch tape and a speed of 1/2 of an inch per second. The picture signal is recorded at a rate of 2 1/2 frames per second and the sound signal bandwidth is 200 to 1200 Hz. The quality of both picture and sound signals is a compromise, but both signals are quite acceptable for internal

legal and news reference use. The logger also has likely application as a replacement for the written program log.

**Helical scan video recorders for broadcast use panel.** (10:15-11:00 a.m.). Moderator: Edward H. Herlihy, Kaiser Broadcasting. Panel: Charles Anderson, Ampex Corp.; Keith Y. Reynolds, International Video Corp.; Stan Becker, Echo Science Corp.; C. R. Paulson, Television Microtime Inc. For many years the broadcasting industry has relied solely on video-tape recording equipment designed upon the Quadruplex (four-head) principle. Within recent years another system of video recording has evolved which could have a substantial impact upon the broadcasting system. This panel composed of four experts in the field of magnetic recording moderated by a station representative will discuss in detail the feasibility and practicality of utilizing helical scan video recorders for broadcast use.

**TV automation design concepts.** (11:00-11:25 a.m.). Robert J. Torpey, Richmond Hill Laboratories. This paper will take a brief look at the evolution of the automatic control of broadcasting, first in radio and then in television, and will discuss the shortcomings of the various approaches to the problem which have been taken in the past. The talk will traverse from the early automation system to present day techniques utilizing minicomputers and will discuss in detail a system concept that will operate in parallel with the manual control.

**Automatic film handling techniques for television.** (11:30 a.m. to 12 noon). A. H. Lind and A. E. Jackson, Broadcast Systems Division, RCA. This paper will discuss a recent survey of automatic film handling techniques. Included will be an evaluation of the various techniques which have been proposed or employed in the past. A proposed approach for automatic film projection for use in TV station automation systems will be discussed.

**Engineering luncheon.** Blue room, SH. 12:30-2 p.m. Presiding: Ernest L. Adams,

Cox Broadcasting. Invocation: The Rt. Rev. John T. Walker, suffragan bishop, Episcopal Diocese of Washington. Presentation of the Engineering Award to: A. James Ebel, President, KOLN-TV Lincoln, Neb., by: George W. Bartlett, vice president for engineering, NAB. Remarks: Mr. Ebel. Address: Richard Cupka, Purdue University.

Wednesday, March 28

**Engineering assembly.** Palladian room, SH. 9 a.m.-12 noon. Presiding: Frank L. Fleming, NBC. Coordinator: James D. Parker, CBS-TV.

**Digiplex, a digital one line machine control system.** (9:00-9:25 a.m.). Al Busch, Sarks Tarzian. This paper discusses a switching system designed to route 96 inputs to 100 outputs. Selections can be made by switch, by keyboard, or by computer from one or many positions. The crosspoint circuitry occupies only 60 inches of rack space. This great density is achieved with improved path delay control and increased signal path separation. A significant decrease in cost results from simplified interconnections and reduced hardware requirements. The control circuitry utilizes computer MSI transmission circuitry. A single looped line connects all control points with the central switch racks. The use of address coding and of polling techniques provides the means to simplify interconnections.

**Mini-computers for the control of broadcast facilities.** (Three separate papers.) (9:30-10:30 a.m.). William J. Clark, RKO General; John Webster, Moseley Associates; Robert R. Rulifson, Spantronics Engineering. Considerable interest has been expressed in recent months concerning the use of mini-computers for the control of broadcast facilities. Three individual papers will be delivered on this all important subject which will include not only control of the complete transmission system but indi-



Robert Jones  
Consulting engineer



Royce Pointer  
ABC



Leon Stanger  
Harris-Intertype



James Hoke  
Southern Bcst.



Leslie Learned  
Mutual



Robert Torpey  
Richmond Hill Labs



Robert Barnaby  
NBC



Benjamin Wolfe  
Post-Newsweek



Ernest Adams  
Cox



Charles Anderson  
Ampex



Robert Flanders  
McGraw-Hill

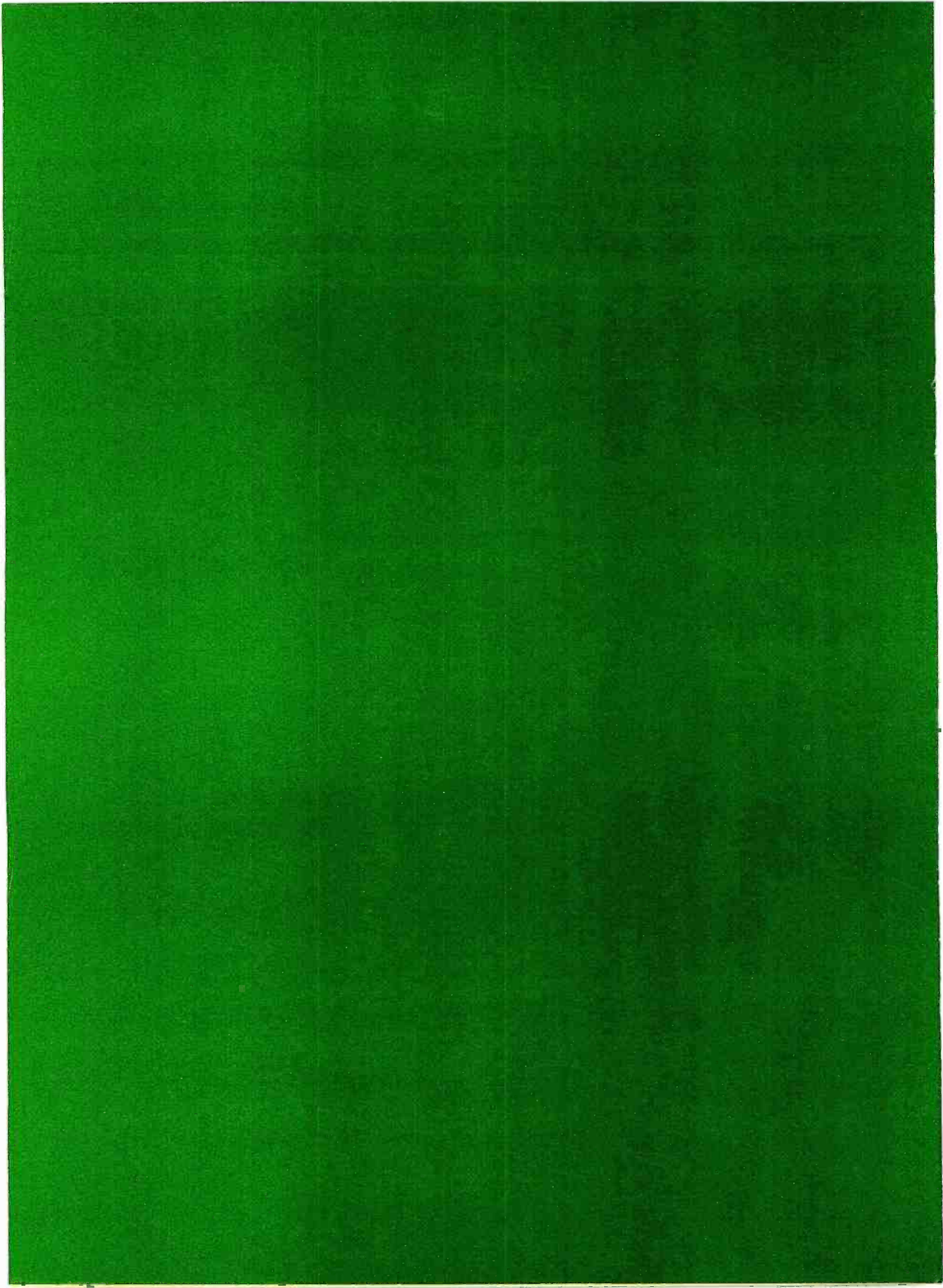


Edward Herlihy  
Kaiser



# Get-Rich-Quick Scheme







Buy The New Price Is Right from Viacom and put it in a prime-time access period.

Here is the kind of return you can expect on your investment. In its first season...

 The New Price Is Right wins the highest metro rating in its time period for 31 stations;

 The New Price Is Right wins the most women viewers in its time period for 38 stations;

 The New Price Is Right wins an average 31% more women than year-ago programs for 40 stations;

 The New Price Is Right wins an average 45% more women than lead-in programs for 40 stations.

You can clean up, too.

If you're willing to play the Price.



The New Price Is Right wins  
the highest metro rating in its time  
period for 31 stations

Station	Market	Time Period	Metro Rating
WABI-TV	Bangor	7:30 pm Tue	35.0
WBRC-TV	Birmingham	6:30 pm Tue	32.0
WKBW-TV	Buffalo	7:30 pm Tue	23.0
WBTW	Charlotte	7:30 pm Tue	23.0
WKYC-TV	Cleveland	7:30 pm Tue	19.0
WBNS-TV	Columbus	7:30 pm Tue	23.0
WBAP-TV	Dallas-Ft. Worth	6:30 pm Wed	21.0
KOA-TV	Denver	6:30 pm Fri	14.0
KFSN-TV(u)	Fresno	7:30 pm Tue	27.0
WFBC-TV	G'ville-S'burg-Ashville	7:30 pm Fri	24.0
WTIC-TV	Hartford-New Haven	7:30 pm Wed	21.0
WLWI-TV	Indianapolis	7:30 pm Tue	17.0
KCMO-TV	Kansas City	6:30 pm Wed	21.0
WBIR-TV	Knoxville	7:30 pm Mon	25.0
WJIM-TV	Lansing	7:30 pm Fri	22.0
WKYT (u)	Lexington	7:30 pm Wed	16.0
WTVJ-TV	Miami	7:30 pm Sat	27.0
KSTP-TV	Minneapolis-St. Paul	6:30 pm Tue	16.0
WKY-TV	Oklahoma City	6:30 pm Wed	24.0
WPVI-TV	Philadelphia	7:30 pm Wed	17.0
KOIN-TV	Portland, Ore.	7:30 pm Tue	14.0
WAGM-TV	Presque Isle	7:30 pm Tue	41.0
KAUS-TV	Rochester, Minn.	6:30 pm Wed	19.0
KUTV	Salt Lake City	6:30 pm Tue	17.0
WNDU-TV(u)	South Bend-Elkhart	7:30 pm Thu	23.0
WCIA-TV	Springfield, Ill.	6:30 pm Mon	37.0
WHEN-TV	Syracuse	7:30 pm Thu	30.0
WTOL-TV	Toledo	7:30 pm Tue	25.0
KWTX-TV	Waco-Temple	6:30 pm Fri	27.0
WRC-TV	Washington, D.C.	7:00 pm Sat	11.0
WBRE-TV(u)	Wilkes-Barre-Scranton	7:30 pm Tue	23.0





The New Price Is Right wins  
the most women viewers in its time  
period for 38 stations

Station	Market	Time Period	Women
WAGA-TV	Atlanta	7:30 pm Fri	118,000
WABI-TV	Bangor	7:30 pm Tue	33,000
WBRC-TV	Birmingham	6:30 pm Tue	135,000
WKBW-TV	Buffalo	7:30 pm Tue	239,000
WBTW	Charlotte	7:30 pm Tue	119,000
WMAQ-TV	Chicago	6:30 pm Thu	301,000
WKYC-TV	Cleveland	7:30 pm Tue	207,000
WBNS-TV	Columbus, Ohio	7:30 pm Tue	116,000
WBAP-TV	Dallas-Ft. Worth	6:30 pm Wed	191,000
KOA-TV	Denver	6:30 pm Fri	72,000
KFSN-TV(u)	Fresno	7:30 pm Tue	54,000
WFBC-TV	G'ville-S'burg-Asheville	7:30 pm Fri	97,000
WTIC-TV	Hartford-New Haven	7:30 pm Wed	186,000
WLWI	Indianapolis	7:30 pm Tue	92,000
KCMO-TV	Kansas City	6:30 pm Wed	129,000
WBIR-TV	Knoxville	7:30 pm Mon	111,000
WJIM-TV	Lansing	7:30 pm Fri	49,000
KLAS-TV	Las Vegas	7:30 pm Fri	15,000
WKYT(u)	Lexington	7:30 pm Wed	31,000
WTVJ	Miami	7:30 pm Sat	192,000
KSTP-TV	Minneapolis-St. Paul	6:30 pm Tue	107,000
WNBC-TV	New York	7:30 pm Sat	710,000
WKY-TV	Oklahoma City	6:30 pm Wed	91,000
WESH-TV	Orlando-Daytona	7:30 pm Wed	63,000
WPVI-TV	Philadelphia	7:30 pm Wed	366,000
KOIN-TV	Portland, Ore.	7:30 pm Tue	75,000
WAGM-TV	Presque Isle	7:30 pm Tue	10,000
WDBJ-TV	Roanoke-Lynchburg	7:00 pm Thu	65,000
KAUS-TV	Rochester, Minn.	6:30 pm Wed	27,000
KXTV	Sacramento	7:30 pm Mon	88,000
KUTV	Salt Lake City	6:30 pm Tue	56,000
WNDU-TV(u)	South Bend-Elkhart	7:30 pm Thu	41,000
WCIA-TV	Springfield, Ill.	6:30 pm Mon	58,000
WHEN-TV	Syracuse	7:30 pm Thu	81,000
WTOL-TV	Toledo	7:30 pm Tue	89,000
KWTX-TV	Waco-Temple	6:30 pm Fri	46,000
WRC-TV	Washington, D.C.	7:00 pm Sat	119,000
WBRE-TV(u)	Wilkes-Barre-Scranton	7:30 pm Tue	79,000



**The New Price Is Right** wins  
 an average 31% more women than  
 year-ago programs for 40 stations

Station	Market	Time Period	Women	Year-Ago Program	Women
WAGA-TV	Atlanta	7:30 pm Fri	118,000	Dream of Jeannie	79,000
WABI-TV	Bangor	7:30 pm Tue	33,000	Glen Campbell	26,000
WICZ-TV (u)	Binghamton	10:30 pm Sun	15,000	Bold Ones	14,000
WBRC-TV	Birmingham	6:30 pm Tue	135,000	Mod Squad	133,000
WKBW-TV	Buffalo	7:30 pm Tue	239,000	Mod Squad	227,000
WMAQ-TV	Chicago	6:30 pm Thu	301,000	Lassie	239,000
WBNS-TV	Columbus	7:30 pm Tue	116,000	Glen Campbell	112,000
WBAP-TV	Dallas-Ft. Worth	6:30 pm Wed	191,000	Dream of Jeannie	104,000
KOA-TV	Denver	6:30 pm Fri	72,000	High Chaparral	56,000
KFSN-TV (u)	Fresno	7:30 pm Tue	54,000	Glen Campbell	38,000
WFBC-TV	G'ville-S'burg-Asheville	7:30 pm Fri	97,000	Dragnet	82,000
WTIC-TV	Hartford-New Haven	7:30 pm Wed	186,000	Primus	84,000
WLWI-TV	Indianapolis	7:30 pm Tue	92,000	Mod Squad	78,000
KCMO-TV	Kansas City	6:30 pm Wed	129,000	Andy Griffith	103,000
WBIR-TV	Knoxville	7:30 pm Mon	111,000	Perry Mason	83,000
(2 uhf's)	Lancaster-H-L-Y	7:30 pm Wed	18,000	Wild Wild West	7,000
WJIM-TV	Lansing	7:30 pm Fri	49,000	All Outdoors	42,000
KLAS-TV	Las Vegas	7:30 pm Fri	15,000	Name of the Game	10,000
WKYT (u)	Lexington	7:30 pm Wed	31,000	Primus	13,000
WTVJ-TV	Miami	7:30 pm Sat	192,000	Primus	129,000
KSTP-TV	Minneapolis	6:30 pm Tue	107,000	Ironside	96,000
WSM-TV	Nashville	6:30 pm Mon	113,000	Dragnet	76,000
WNBC-TV	New York	7:30 pm Sat	710,000	Nat'l Geographic	592,000
WESH-TV	Orlando-Daytona	7:30 pm Wed	63,000	Dream of Jeannie	48,000
WPVI-TV	Philadelphia	7:30 pm Wed	366,000	All About Faces	320,000
WAGM-TV	Presque Isle	7:30 pm Tue	10,000	Ironside	8,000
WTEV-TV	Providence-New Bedford	7:00 pm Wed	63,000	Hogan's Heroes	43,000
WDBJ-TV	Roanoke-Lynchburg	7:00 pm Thu	65,000	Nat'l Geographic	45,000
KAUS-TV	Rochester, Minn.	6:30 pm Wed	27,000	Green Acres	22,000
WOKR-TV	Rochester, New York	7:30 pm Wed	48,000	Let's Make a Deal	38,000
KXTV	Sacramento-Stockton	7:30 pm Mon	88,000	Wild Wild West	62,000
KUTV	Salt Lake City	6:30 pm Tue	56,000	Sarge	31,000
WSAV-TV	Savannah	6:00 pm Tue	13,000	Good Life	10,000
WNDU-TV (u)	South Bend-Elkhart	7:30 pm Thu	41,000	D.A.	22,000
KREM-TV	Spokane	7:30 pm Fri	43,000	Primus	27,000
WTWO-TV	Terre Haute	7:30 pm Mon	32,000	Eddie's Father	17,000
WTOL-TV	Toledo	7:30 pm Tue	89,000	Glen Campbell	68,000
KWTX-TV	Waco-Temple	6:30 pm Fri	46,000	Owen Marshall	20,000
WEAT-TV	West Palm Beach	7:30 pm Thu	35,000	This Is Your Life	23,000
WBRE-TV (u)	Wilkes-Barre-Scranton	7:30 pm Tue	79,000	Ironside	58,000
			4,288,000		3,285,000
			Average increase: 31%		



The New Price Is Right wins  
an average 45% more women than  
lead-in programs for 40 stations

Station	Market	Time Period	Women	Lead-In Program	Women
WAGA-TV	Atlanta	7:30 pm Fri	118,000	7 PM Report	63,000
WABI-TV	Bangor	7:30 pm Tue	33,000	What's My Line?	21,000
WICZ-TV(u)	Binghamton	10:30 pm Sun	15,000	Night Gallery	10,000
WBRC-TV	Birmingham	6:30 pm Tue	135,000	To Tell the Truth	125,000
WKBW-TV	Buffalo	7:30 pm Tue	239,000	To Tell the Truth	185,000
WBTV	Charlotte	7:30 pm Tue	119,000	Walter Cronkite	106,000
WMAQ-TV	Chicago	6:30 pm Thu	301,000	NBC Nightly News	253,000
WKYC-TV	Cleveland	7:30 pm Tue	207,000	TV 3 News	144,000
WBNS-TV	Columbus, Ohio	7:30 pm Tue	116,000	Eyewitness 90	81,000
WBAP-TV	Dallas-Ft. Worth	6:30 pm Wed	191,000	Texas News 6	109,000
WHIO-TV	Dayton	7:00 pm Sun	69,000	Various	37,000
KOA-TV	Denver	6:30 pm Fri	72,000	To Tell the Truth	41,000
WTIC-TV	Hartford, Conn.	7:30 pm Wed	186,000	What in World	129,000
WLWI-TV	Indianapolis	7:30 pm Tue	92,000	Beat the Clock	55,000
KCMO-TV	Kansas City	6:30 pm Wed	129,000	Eyewitness News	92,000
WBIR-TV	Knoxville	7:30 pm Mon	111,000	Truth or Conseq.	81,000
(2 uhf's)	Lancaster-H-L-Y	7:30 pm Wed	18,000	Walter Cronkite	5,000
WJIM-TV	Lansing	7:30 pm Fri	49,000	Dream of Jeannie	34,000
WKYT (u)	Lexington	7:30 pm Wed	31,000	Dream of Jeannie	23,000
KLAS-TV	Las Vegas	7:30 pm Fri	15,000	Hollywood Squares	13,000
KNBC-TV	Los Angeles	7:30 pm Mon	344,000	NBC Nightly News	215,000
WTVJ-TV	Miami	7:30 pm Sat	192,000	Bob Newhart	132,000
KSTP-TV	Minneapolis	6:30 pm Tue	107,000	World at 6	76,000
WNBC-TV	New York	7:30 pm Sat	710,000	7 PM News	441,000
WPVI-TV	Philadelphia	7:30 pm Wed	366,000	To Tell the Truth	313,000
KTAR-TV	Phoenix	6:00 pm Sun	37,000	Mancini Generation	15,000
WAGM-TV	Presque Isle	7:30 pm Tue	10,000	What's My Line?	9,000
WTEV-TV	Providence-New Bedford	7:00 pm Wed	63,000	Hogan's Heroes	34,000
WOKR-TV	Rochester, N. Y.	7:30 pm Wed	48,000	Truth or Conseq.	30,000
KXTV	Sacramento-Stockton	7:30 pm Mon	88,000	Police Surgeon	71,000
KUTV	Salt Lake City	6:30 pm Tue	56,000	Scene Today II	33,000
WSAV-TV	Savannah	6:00 pm Tue	13,000	Star Trek	9,000
WNDU-TV(u)	South Bend-Elkhart	7:30 pm Thu	41,000	To Tell the Truth	26,000
WCIA-TV	Springfield, Ill.	6:30 pm Mon	58,000	Ch 3 News	54,000
WTWO-TV	Terre Haute	7:30 pm Mon	32,000	Truth or Conseq.	23,000
WTOL-TV	Toledo	7:30 pm Tue	89,000	To Tell the Truth	66,000
WRC-TV	Washington, D.C.	7:00 pm Sat	119,000	NBC Sat News	52,000
WEAT-TV	West Palm Beach	7:30 pm Thu	35,000	I Love Lucy	16,000
WBRE-TV(u)	Wilkes-Barre-Scranton	7:30 pm Tue	79,000	Hogan's Heroes	43,000
			4,760,000		
					3,288,000
Average increase: 45%					

Source: NSI, Nov. 1972 & 1971. Audience estimates are subject to qualifications available on request.



# Viacom

NEW YORK, CHICAGO, SAN FRANCISCO, DALLAS, ATLANTA

vidual system components as well.

*A manual local/remote chroma level and delay corrector.* (10:35-11:00 a.m.). Frederick C. Everett, engineering consultant. By now the initial problems associated with installing color TV have been largely overcome in those countries which led its introduction, more effort is now being placed upon improving the picture quality. Picture impairment can now be quantified both in engineering parlance (K-ratings) and program parlance (just-noticeable difference ratings.) This paper describes a new low cost equipment which can be installed permanently into the video route, and provides the means by which relative chroma level, and relative chroma delay inequalities can be corrected during or before program time. The operation and performance of this unit is described in relation to a code of practice that has been announced recently by the British Television Authority.

*Recent developments in remote control of studio television cameras.* (11:00-11:25 a.m.). Ian Young, Power-Optics. Recent developments in the remote control of studio television cameras are reviewed. Particular attention is paid to systems with electronic stores, and their applications in computer operated stations. These vary from simple systems in which the computer is used to recall pre-stored camera positions to more complex tracking requirements. The use of the same techniques for computer controlled X-Y tables for caption and animation is discussed. It is indicated how combinations for these and other methods can be applied specifically in making educational material, as well as news and current affairs. Finally, the use of cameras in remote studios controlled over telephone pairs is described particularly as a means of handling political and other interviews.

*Modernization of television station production facilities.* (11:30 a.m. to 12 noon). I. S. Rosner, Rosner Lamb. The last major television production facilities updating of

many broadcasters occurred in the mid or late 1950's when converting from monochrome to color production. Although periodic improvements and addition to the facilities have taken place over the last fifteen years, most of these facilities are an inefficient mesh of obsolete and modern equipment. Vacuum-tube and solid-state equipment operate side by side, inter-communications facilities are inadequate for current operations, and advantage cannot be taken of recent advances in pulse distribution, switching and automation that permit space reduction, improved reliability and improved efficiency. Recent experience with redesign of such facilities at television stations to take advantage of current cost effective techniques and equipment is described and illustrated.

**Joint management and engineering luncheon.** Sheraton Hall, SP. 12:30-2:30 p.m.

## Equipment exhibits

Following are broadcast-equipment manufacturers that will be displaying and demonstrating their wares in the Sheraton Park and Shoreham exhibit areas (on pages 84-85 are floor plans for the exhibit areas in each hotel). Capsule listings include the firm's name, the location at either hotel (SP for Sheraton Park; SH for Shoreham), the firm's headquarters location, the products the firm will be exhibiting and the firm's personnel in attendance. These listings are based on information available as *Broadcasting* went to press.

**Acrodyne Industries SH607**  
21 Commerce Drive, Montgomeryville, Pa., 18936.

*Product:* VHF and UHF translators; low-power transmitters; studio quality and CATV-oriented TV modulators; peripheral industry items including impedance transformers, hybrid couplers, antenna preamplifiers. *Personnel:* Nat Ostroff, Joe Nagy, Jesse Maxenchs, John Parke, Marshall Smith, Jack Baron, Bill Connison.

**Alford Manufacturing Co. SH618**  
120 Cross Street, Winchester, Mass. 01890

*Product:* Television broadcast antennas; ITFS transmitting antennas; FM broadcasting antennas; duplexes, coaxial switches, vestigial sideband filters; RF measuring instruments. *Personnel:* Andrew Alford, Fred Abel, Gerald Cohen.

**Allied Tower Co. SH609**  
Box 19, Vinita, Okla. 74301

**Amco Engineering Co. SH558**  
7333 West Ainslie Street, Chicago.

*Product:* Modular-styled cabinets, consoles and monitoring enclosures for the TV-radio industry, featuring a unique poly-dimensional instrument cabinet system. *Personnel:* Floyd A. Johnson, Donald Begitschke, Bill Wotell, Larry White, Bill Hardtke, Helene Wells, Morris Bowles.

**American Data Corp. SH610**  
P.O. Box 5191, Huntsville, Ala.

*Product:* Custom television-switching systems; test equipment; "preset-take" event programers; sync systems; video-pulse and audio distribution amplifiers. *Personnel:* Charles W. Byrd, Hal Bjorklund, Dwight Wilcox, Herb Holzberg, Frank Zimmerman, Dewey Radden, Dick Farris.

**American Electronics SH556**  
P.O. Box 458, Highway 15 South, St. George, S.C.

*Product:* Telephone-line remote broadcasting equipment packaged in portable attache case, with complete remote amplifier built inside a model-500 type telephone, complete with microphone, headset, mike stand, and attache case. *Personnel:* Clarence Jones, Margaret Jones, Riki Middleton, Helenann Klukowski, J. T. Greene, III.

**American Electronic Laboratories SP215**  
P.O. Box 552, Lansdale, Pa. 19446

*Product:* FM 2.5 KD 2500 w FM transmitter FM 25/25 KD 50 kw FM transmitter; FM exciter 2202A; Stereo generator 2213; AM-50 KD 50 kw AM broadcast transmitter. *Personnel:* R. Newbrook, D. Richardson, E. Sudol, N. Goldich, B. Bernard, R. Markowitz, Dr. L. Riebman, C. J. Fowler, A. Rosset.

**American Telephone & Telegraph SH527**  
680 Fifth Avenue, New York 10019

*Product:* Demonstrations of PBX equipment for total administrative operation; the portable conference telephone and voice coupler for remote pickups over the Bell System network. *Personnel:* R. T. Shawhan.

**Ampex Corp. SP200**  
401 Broadway, Redwood City, Calif.

*Product:* Videotape television recorders for color and monochrome broadcast use; video cassette recorders for color and mono broadcast are: RA-4000 random access programers; videotape television recorders for color and monochrome closed-circuit use; color cameras for broadcast use; television disc recorders, professional audio recorders for studio and mastering use, magnetic tape products. *Personnel:* Charles Steinberg, Byron Olerich, Jack Porter, Tom Davis, Don Kleffman, Dick Sirinsky, Michael Felix, Frank Thompson, Norm Bounsall, Al Slater, Frank Nault, Paul Hansil, Len Hase, Ken Herring,



Ray Schneider  
CBS



Walter Alliss Jr.  
KCRG-TV



James D. Parker  
CBS-TV



Arthur Peters  
Consulting engineer



John Webster  
Moseley Associates



Albert Chismark  
Meredith Corp.



Ralph Batt  
WGN Continental



Robert Rulifson  
Spantronics



Grant Easton, Bill Ebell, Jack Flynn, Frank Rush, Arnold Taylor, Bob Beene, Tom Johnston, Roger Miller, Keith Price, Jim Sims, Ron Alsin, Tom Clements, Dick Coomes, Chuck Wright, Tom Nielson, Marv Wachtel, Russ Williams, Len Willig, Ron Ballintine, Dave Chapman, Paul Weber, Bruce McGilaway.

**Andrew Corp.** **SP214**  
10500 West 153rd Street, Orland Park, Ill.

*Product:* Heliac cables, Rigid lines, Coaxial switches. *Personnel:* Harold Detlefs, John Pryjma, Stuart Sloane, William Moore, Robert Bickel, William Stansfield, H. Woodbury.

**Angenieux Corp. of America** **SP109**  
440 Merrick Road, Oceanside, N.Y. 11572

*Product:* The only turreted lens in the world, the Angenieux 15- to 1- with electrically changed range extenders, wide-angle and extreme close focusing; all major 16mm motion-picture cameras will again be assembled at the exhibit; new 10x12AV30DA, automatic-iris zoom lens with one-inch viewfinder, will be exhibited for the first time. *Personnel:* John Wallace, Bern Levy, Ken Rice, Robert Jagemann, Bernard Angenieux, John Moret, H. Hopson, A. Masson, Walter David.

**Asaca Corp. of America** **SH522A**

1289 Rand Road, Des Plaines, Ill. 60016

*Product:* Three-tube color, portable, lightweight broadcast camera, that can be carried and operated by one man; black-and-white CCTV cameras and monitors, pan and tilts and all accessories for CCTV lines for surveillance, security and educational purposes. *Personnel:* N. Shigezaki, J. Nashimoto, Y. Yamashita, J. Kudo, T. Furuta, Joseph Clark, Al. Reinberg.

**Audio Devices** **SH520**  
100 Research Drive, Glenbrook, Conn. 06906

*Product:* Broadcast cartridges, magnetic film, professional tape, mastering tape, cassettes. *Personnel:* G. Powell, H. Preston, L. Longo, E. Dougherty, W. Clarke, R. Prescott, W. Dawson, F. Ticheli, W. Woodruff, S. Ferrara, R. Manierre, J. Mannix.

**B. T. Vision, Inc.** **SH520**  
One Jake Brown Road, Old Bridge, N.J. 08857

*Product:* B. T. Vision over-the-air subscription system. *Personnel:* Isaac Blonder, George Bahue, Joseph Glash, Kant Mistry, Pete Sepesi, Mirten Sperber.

**Belar Electronics Laboratory** **SH544**  
P.O. Box 826, Devon, Pa. 19333

*Product:* TV, AM, FM, stereo, and SCA fre-

quency and modulation-monitoring systems. *Personnel:* Arno M. Meyer, Isobel W. Meyer, Edward S. K. Chien, John J. Quinn, Manuel Krangel, Russell Medkeff, Edward Eastlack, Harry Klaus.

**Berkey Colortran** **SP303**  
1015 Chestnut Street, Burbank, Calif. 91502

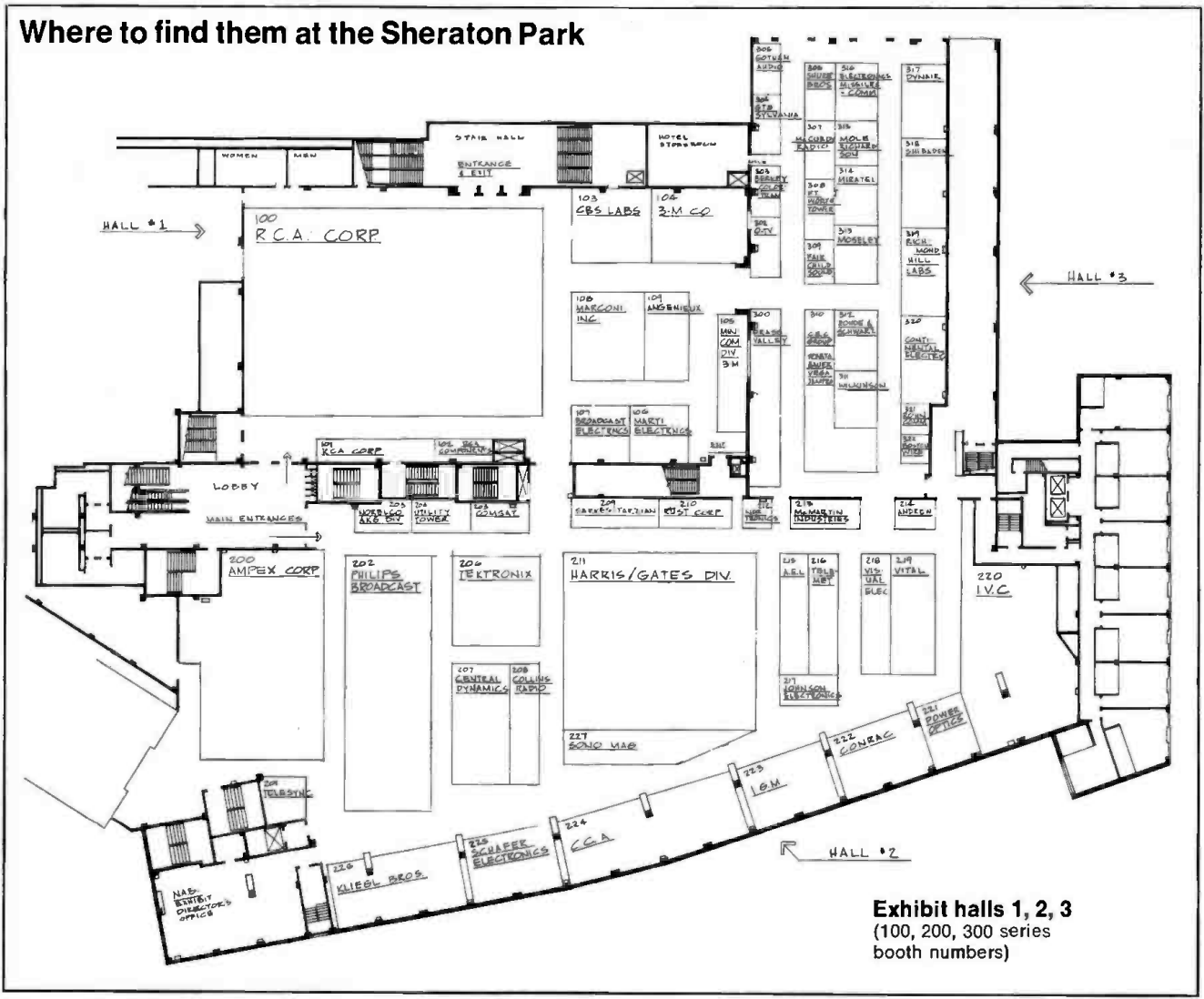
*Product:* Lighting equipment, studio and location; dimming systems; electrical distribution. *Personnel:* Joseph Tawil, Marion Rimmer, Tom Pincu, Ed Gallagher, Phil Stidham, Paul Roscorla, Jon Clayton, Gene Murphy, Walter Brewer.

**Beston Electronics** **SH700-01**  
#20 on the Mall Shopping Center, Prairie Village, Kan. 66208

*Product:* Automatic light control for large and small image film chains; video special effects unit with new Wondra-Wipe oscilloscope vector display. *Personnel:* B. J. Lipari, Donald R. MacClymont, Robert Bachus, Steve Stephens, David Anderson.

**Bird Electronic Corp.** **SH539**  
30303 Aurora Road, Cleveland (Solon)

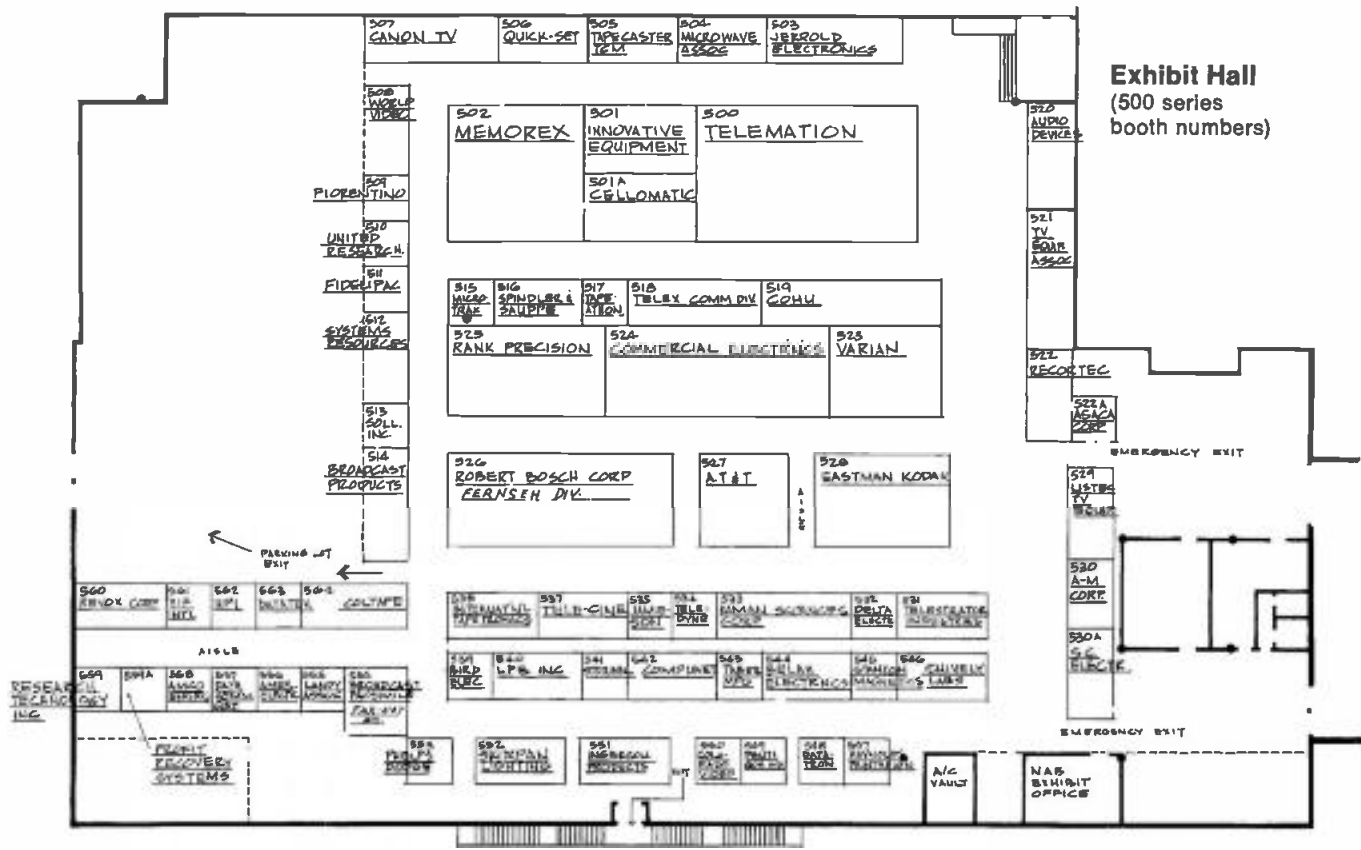
*Product:* Quality instruments and components for RF power measurement: RF directional thru-line wattmeters and lab standards:



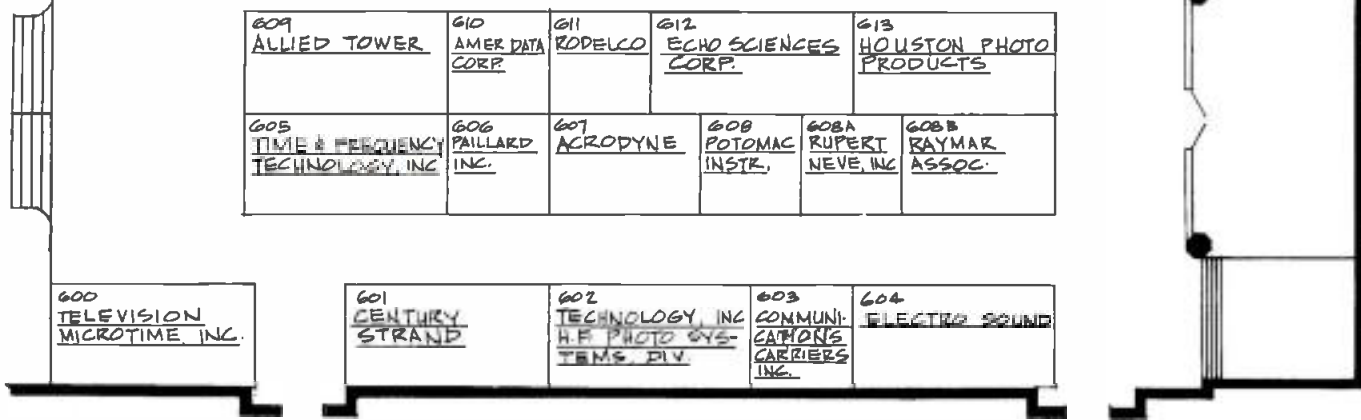


# Where to find them at the Shoreham

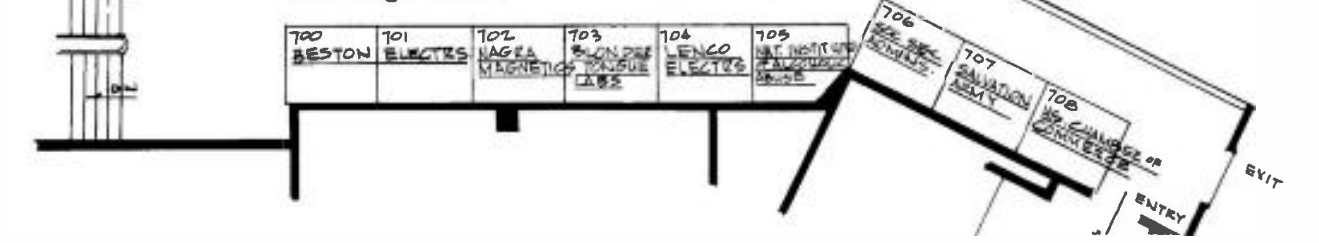
**Exhibit Hall**  
(500 series booth numbers)



## Ambassador Room (600 series booth numbers)



## Bird Cage Walk (700 series booth numbers)



RF absorption wattmeters and line terminations; 2w to 100 kw coaxial loads and attenuators; RF power and VSWR monitors; coaxial filters, couplers and filter-couplers; coax switches. RF power sensors for OEM transmitters. New aircooled loads and self-contained heat-exchanger loads. *Personnel:* T. Bonsky, R. Chakerian, G. Johns, H. O'Neill, R. J. Tanczos.

**Boston Insulated Wire & Cable** SP322  
65 Bay Street, Dorchester, Mass. 02125

**Broadcast Computer Services** SH533  
1500 Garden of the Gods Road, Colorado Springs, Colo. 80907

*Product:* Fully automated and computerized radio and television traffic/accounting sys-

tem utilizing on-line, real-time mini-computers, remote batch terminals and communication network. *Personnel:* Richard E. W. Smith, Jack Finlayson, George Beattie, Bev Trentz, Doug Carpenter, Warren Nelson, Al Larabee.

**Broadcast Electronics (Spotmaster) SP107**  
8810 Brookville Road, Silver Spring, Md.

*Product:* New Three-70 mini playback tape cartridge unit in addition to the Ten-70, mini 303s and 305c multiple-deck playback systems; Titlemaster character generator interfaced to standard audio systems for data storage; complete line of studio control audio equipment for the broadcaster; audio consoles; on-air lights and microphones. *Personnel:* John Neff, Leo Darrigo, Gene

Bidun, Don Herman, Mel Black, Dick Richards, D. Bain, R. Crider, M. Crosby, C. Cunningham, W. Davies, H. Decker, C. Droke, T. Duncan, W. Fisher, B. Garvin, A. Greeson, B. Hayford, J. Kellner, R. Maze, C. Overton, E. Pelly, G. Riggins, H. Segall, R. Swanson, P. Thompson.

**Broadcast Products** SH514  
660 Lotstrand Lane, Rockville, Md.

*Product:* Broadcast automation—audio consoles and equipment, computers for broadcast traffic and accounting, logging systems; 60-tray instant-access cartridge machine, stationmaster.

**CBS Laboratories** SP103  
227 High Ridge Road, Stamford, Conn. 06905

*Product:* FM stereo Volumax; automatic peak controller; audio distribution amplifier, Audimax; automatic peak controller, and the new dynamic presence equalizer; video processing amplifier, sync pulse generator, calibration test generator, and the video distribution amplifier. Also featured will be color corrector, NTSC chroma keyer, comb filter decoder, CBS Laboratories VIR correction system and Vidifont Systems. *Personnel:* Joseph Amalfitano, John Camarda, Robert Cochran, Langdon Cook, Robert Daines, Michael Davis, Robert Estony, Thomas Hindle, Marvin Kronenberg, Renville McMann, Gerald Miller, Joseph Piczko, Alan Schoenberg, Clyde Smith, Patricia Siciliano, Ben Van Benthem, Stephen Kreinik.

**CCA Electronics Corp.** SP224  
716 Jersey Avenue, Gloucester, N.J. 08030

*Product:* UHF and VHF television transmitters from 10 watts to 110 kw; AM and FM broadcast transmitters from 10 watts to 50kw; VHF and UHF TV antennas; FM broadcast antennas; audio consoles; audio cartridge equipment; studio-transmitter links; VHF and UHF remote pick-up; automation and monitoring equipment. *Personnel:* Len West, Jorge Biccocchi, Bernard Wise, Robert D. Sidwell, Bernard Gelman, Joseph J. Fox, Joel Weinrott, Bruce Emonson, Les Davis, Jerome Bresson, John Greenbaum, Edward Perkins, Richard Raiczky, Mel Gollub, Joseph Ponist, Herb Rand, William Hoffman, Carlos Caballero, Miguel Cabrera, Leroy Wallace, Ridie DiVietro, Alfredo Lopez, Byron Mobus, Joseph Donovan, Will Connelly, Edward De La Hunt, Claude Hill, Alan Roycroft, Jack Pruitt, Gordon DuVall, William Moats, Morris J. Jones, Howard Dempsey, Gordon Keener, William Barry, Walter Adams, Charles Hallinan, John Ring, Arthur Constantine, William Costroff.

**CMX Systems** SH502  
635 Vaqueros, Sunnyvale, Calif. 94086

*Product:* Video-tape editing systems. *Personnel:* W. F. Emmons, M. Okamoto, W. H. Butler, G. G. Heitel, D. W. Barga, G. V. Kaufhotz, S. McCollom, C. D. Labmeier, K. Scherzinger.

**Canon USA** SH507  
10 Nevada Drive, Lake Success, N. Y.

*Product:* Lenses for television cameras including a new 12-to-1 wide zoom lens and a double zoom lens employed with existing 17-to-1 zoom lens. *Personnel:* Dick Turchen, Paul Powers, Arthur Kramer, Mike Momosawa, Mark Miyaoka.

## NO. 1 IN Los Angeles

KTLA-TV at 7 P.M. Monday-Friday  
in Adults, Women, Women 18-49, Men, Men 18-49, and Total Viewers.

## NO. 1 IN Baltimore

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design and consultation through complete construction and testing that's AELCC's complete turnkey capability!

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# Have a head

**VIDEO HEAD REFURBISHING CERTIFICATE**

AMPEX CORPORATION  
MAGNETIC TAPE DIVISION  
PROGRAM ENDS JUNE 30, 1973  
CERTIFICATE VOID AFTER  
SEPTEMBER 30, 1973

CERTIFICATE  
**No. SAMPLE**  
NOT TRANSFERABLE

Date issued \_\_\_\_\_

**AMPEX** (3310) **AMPEX**

When applied as described below, this certificate has a value of up to  
**EIGHT HUNDRED & TEN DOLLARS**

Upon presentation of this certificate, subject to the requirements and procedures specified below,  
Ampex Corporation, Magnetic Tape Division  
**WILL PAY THE FULL COST OF REFURBISHING CUSTOMER'S  
AMPEX ROTARY VIDEO HEAD WHEEL**

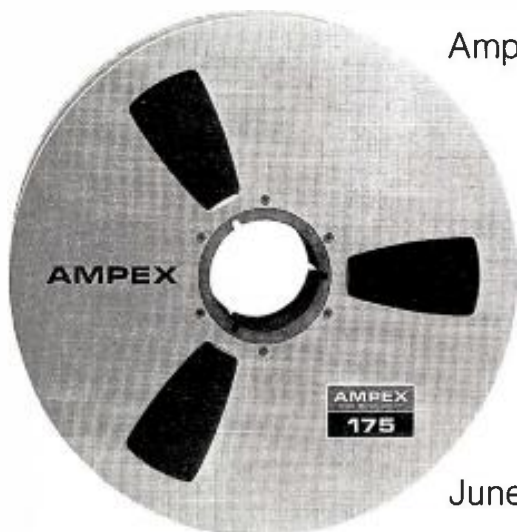
**Issued to:**  
**SAMPLE COPY ONLY**

Customer \_\_\_\_\_ Ampex Magnetic Tape Division sales order number(s) \_\_\_\_\_  
Address \_\_\_\_\_ Ampex Magnetic Tape Division Invoice number(s) \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Ampex AVSD Invoice number for head wheel refurbishing  
(to be filled in by customer)

Individual responsible for head at customer site \_\_\_\_\_ **Authorized Signature:** \_\_\_\_\_  
Bruce C. McGillway, National Sales Manager

Requirements and procedures are defined on back of certificate. Ask your Ampex tape specialist for your personal copy.

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Ampex 175 video tape has the lowest head wear of any tape on the market.

To prove it, a certificate like this sample is yours when you buy 100 hours of our tape.

The certificate will pay the cost of reworking your Ampex video head wheel.

If Ampex 175 didn't have the lowest head wear we wouldn't make this offer.

Take advantage of it now—the offer expires June 30, 1973.

Call your Ampex tape sales office listed below.

NEW YORK (Hackensack, New Jersey), (201) 489-7400

D.C. (Bethesda, Maryland), (301) 530-8800

CHICAGO (Elk Grove Village, Illinois), (312) 593-6000

ATLANTA, Georgia, (404) 633-4131

DALLAS, Texas, (214) 637-5100

LOS ANGELES (Glendale), California, (213) 240-5000

**AMPEX**

AMPEX CORPORATION  
MAGNETIC TAPE DIVISION

Visit Ampex at the NAB Show,  
Exhibit Hall 2, Booth 200.

**Cellomatic Productions**  
(Autocue Ltd.)  
1546 Broadway, New York 10036

**Product:** Cellomatic animation projector; Autocue video prompter; View Cue; Autocue 800 Card-Caption Scanner; Autocue 800 series caption roller; Autocue 800 series VTR clock; complete production service facilities for TV. **Personnel:** Joseph J. Naas, Douglas P. Abrams, James Rugge-Price, Peter Hennessy.

**Central Dynamics Corp.**  
P.O. Box 116, Northvale, N. J.

**Product:** VSP-1250 video-production switcher featuring softedge wipes; Video-tape editor; encoded chroma keyer VK-2140; remote

**SH501A**

transmitter control; PEC-102 automatic tape-editing system with new editing switcher; TV station automation system APC-610; master control switcher VSP-830 with 17 event pre-programmable memory; pulse distribution systems; audio/visual routing switchers; WBS audio consoles and components. **Personnel:** E. L. Dalton, Charles Beard, Bob Hueffed, Ken Davies, Bob Faulkner, Dave Hill, Howie Shephard, Steve Scott, Mike Henning, B. Naeyaert, Graham Pugh, Gene Sudduth, Ron Ward, Roger Beck, Tony Lawson, Tom Presley, Jim Landy.

**Century-Strand**

3411 W. El Segundo Boulevard, Hawthorne, Calif. 90250

**SH601**

**Cohu Inc., Electronic Division**  
P.O. Box 623, San Diego, Calif. 92112

**Product:** TV camera systems. **Personnel:** R. L. Curwin, J. V. DiMatteo, L. W. Litchfield, J. O. Palmer, R. J. Schlicht.

**Collins Radio Co.**  
Building 407-321, Dallas 75207

**Product:** FM transmitters; AM transmitters; audio-control systems and automated programming systems. **Personnel:** S. D. Spence, E. J. Gilbert, J. M. Haerle, J. H. Speck, K. A. Blake, T. S. Butler, R. C. Evans, R. J. Henry, L. H. Leggett, W. J. Monroe, M. Courtright, J. Bowers, J. Littlejohn.

**Colorado Video**  
Box 928, Boulder, Colo. 80302

**Product:** Model 260 video compressor; Model 261 video expander. **Personnel:** G. Southworth, C. Elliott, J. Sparks.

**Colltape, division of**  
**Columbia Pictures Industries**  
711 Fifth Avenue, New York 10022

**Product:** Broadcast video tape. **Personnel:** John Dale, Chuck Schneider, S. P. Henderson, Frank Estrada, Jerrel Lester, Herb Estrin, Milan Kovacic, Peter Bernard, Chris Weber, Frank Nakamura, A. Yoneda, S. Aizeki.

**Commercial Electronics**  
880 Maude Avenue, Mt. View, Calif. 94040

**Product:** Color-television cameras, enhancers, and sync generators. Cameras include CEI 280, compact, lightweight, three Plumbicon camera, and the CEI 270, low light level SEC tube camera. **Personnel:** Jim Fadely, George Grasso, Jim Hanks, Bill Higgins, Kathi Kuni, Don Lefebvre, Rod Maddison, Lew Marsh, Bud Mills, Jack Moynihan, Bill Porter, Raoul Proctor, Don Reynolds, Jim Summers.

**Communications Carriers**  
33 River Road, Greenwich, Conn. 06830

**Product:** Microwave transmission systems for remote programming. STL and microwave transmission of programs for network distribution. **Personnel:** Norman E. Chasek, Eugene Secor, Cliff Field.

**Compu/Net**  
747 East Green Street, Pasadena, Calif. 91101

**Product:** Full computer services to radio and television through a computer utility network. **Personnel:** Edwin J. Stevens, William G. Hunefeld Jr., Charles E. Russell, Ms. Carol Downing, Jeffrey Paris, Bruce Massie.

**Conrac Div. of Conrac Corp.**  
600 North Rimsdale Avenue, Covina, Calif. 91722

**Product:** Picture monitors for broadcast, closed circuit, cable and educational television applications and for the display of computer data. (Conrac monitors are available in both monochrome and color models, in variety of CRT sizes.) **Personnel:** D. Putnam, M. Sanders, W. Moreland, L. Ryan, W. Fink, C. Beintema, J. G. Jones, W. Ems, J. Keenan, J. McClimont, H. Boreiko, W. Neely, C. Odom, W. Bourke, Frank Heyer.

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series

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series A new MOR I. D. series

The Motivators — A new commercial pro-  
duction service designed to generate  
new & big dollars for your station (with  
a unique built-in incentive plan)

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veniently located at the Washington  
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Come and play Zilch, the exciting new  
dice game. Get one free when you visit  
our suite.

Watch for our "Want Something Hot?"  
girls. They've got something for you.  
They'll be in the hotel lobby.

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are, chances are we'll have an idea roll-  
ing faster than you can throw 7 or 11.

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**SURE WIN**  
when you bet on

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Dallas, Texas 75219  
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**TELE-CINE INC.**

294 East Shore Drive, Massapequa, N.Y. 11758  
Telephone: (516) 798-2828

**Continental Electronics Mfg. Co. SP320**  
P.O. Box 17040, Dallas

*Product:* 317C 50 w AM transmitter with more than million hours will be shown again; a 10 kw AM transmitter that uses only two tubes; an air-cooled 50 kw dummy load. *Personnel:* J. O. Weldon, Vernon Collins, W. D. Mitchell, Everett L. King, Jr., Ray Tucker, Joe Sainon, Arthur Rocke, Juan Ruiz.

**Data Communications Corp. (Bias) SH557**  
3000 Directors Row, Memphis

*Product:* Broadcast Industry Automation System (BIAS), is an on-line, real-time broadcaster's system for traffic, sales and accounting. Access to the central computers is provided 12 hours daily via terminals at the station site. More than 100 programs are provided station personnel. *Personnel:* Norfleet Turner, Jim McKee, Skip Sawyer, Dave Swope, Tom Howard.

**Datatek SH563**  
1200 West Chestnut Street, Union, N.J. 07083

*Product:* TV transmitter color-phase equalizers and wave-form correctors; envelope delay measuring sets; video/audio routing switches; audio, video and pulse d.a.'s. *Personnel:* Mervyn Davies, Bob Rainey, Jim Landy, Herb Didier, John Baumann.

**Datatron SH548**  
1562 Reynolds Avenue, Santa Ana, Calif.

*Product:* Video-tape editing systems for helical and quadruplex VTR's using SMPTE

editing time code; SMPTE time code generators; SMPTE time code readers. *Personnel:* Dick Miller, Bill Johnson, Roger Moore, Bill Moore, Clyde Davis, J. M. Landers.

**Datavision SH521**  
15932 Shady Grove Road, Gaithersburg, Md. 20850

*Product:* Television character generator. *Personnel:* Frank J. D'Ascenzo, Anthony R. Mattia, Jerry L. Shumway.

**Delta Electronics SH532**  
5534 Port Royal Road, Springfield, Va. 22151

*Product:* DAM-1 digital antenna monitor; FSM-1 solid state field strength meter; OIB-1 operating impedance bridge; TC-1 transport case; RG-1 receiver generator; CPB-1/1A common point bridge; in-line high power meter jacks. *Personnel:* S. W. Kershner, C. S. Wright, R. E. Gerger, W. H. Cottles.

**Dynair Electronics Inc. SP317**  
6360 Federal Boulevard, San Diego

*Product:* Dynair series 5100 video switching system, new series-X routing switcher, audio/video, solid-state modulator, and new SE-70A special-effects generator. *Personnel:* E. G. Gramman, Max Ellison, George Bates, Dwain Keller, Gary Beeson, Ken Stone, Mike Bingham, Bill Killion, F. R. C. Bernard.

**Eastman Kodak Co. SH528**  
343 State Street, Rochester, N.Y.

*Product:* Kodak Videofilm Express, located in parking lot, equipped with ME-4 processing machine and telecine film chain incorporating Eastman 16mm television projector, model CT-500, and Eastman Super 8 Videofilm projector, model TV-M100A. Filmed interviews will be produced and displayed in Kodak booth. *Personnel:* M. Ciganovic, F. J. Eberhardt, R. W. Hardisty, T. J. Hargrave Jr., R. G. Hufford, P. B. Hinds, W. H. Low Jr., J. A. Pistor, F. R. Reinking, F. Schroth, H. L. Vincent.

**Echo Science Corp. SH612**  
485 East Middlefield Road, Mountain View, Calif.

*Product:* New high-band, color video-tape recorders; portable WR201C records one-half hour on internal battery; weighs only 38 pounds; WRR411C, in tabletop and console versions, performs on a par with traditional quad VTR's; features modular plug-in head assembly, continuous time base and velocity correction, sync processing; insert and assemble editing. *Personnel:* J. Fred Fisher, Stan Becker, Don Prather, Sid Damron, Eric Harris, Frazier Morrison, Alex Maxey, Don Cochran, Guido Salcedo, Ben Everett, Art Strahm, Joe Chupity, Wayne Jorgensen, Doug Campbell.

**Editel Productions Parking lot SH**  
24151 Telegraph, Southfield, Mich. 48075

**Eimac Division Varian Associates SH523**  
301 Industrial Way, San Carlos, Calif. 94070  
(See listing Varian Associates.)

**Electro Sound SH604**  
725 Kifer Road, Sunnyvale, Calif.

*Product:* Professional recorder and acces-

sories; in-cassette duplicator with reel-to-reel; professional sound components and accessories. *Personnel:* Mort Fujii, Dave Lint, Hank Bogardus, George Rehklau, Al Weintraub.

**Electronics, Missiles & Communications SP316**  
P.O. Box 116, White Haven, Pa. 18661

*Product:* UHF-VHF TV translators, low power to 1 kw; UHF-VHF TV transmitters (I.T.E.S.) and receiving converters; 2150 mhz multipoint distribution service transmitters and receivers; UHF, VHF and I.T.F.S. transmitting antennas. *Personnel:* Ross V. Swain, Stephan Koppelman, Don Meier, Robert Unatich, Jim DeStephans.

**Fairchild/Robins Sound Equipment Corp. SP309**  
75 Austin Boulevard, Commack, N.Y.

*Product:* Professional audio equipment and systems. Custom or stock. *Personnel:* Herman H. Post, George Alexandrovich Sr., Rick C. Belmont.

**Fax-Net Inc. SH554**  
200 Park Avenue, suite 303 east, New York 10017

*Product:* Facsimile equipment for broadcast services will be demonstrated. *Personnel:* John Porterfield, William Allaun, William Berton, Fritz Doepke, W. G. H. Finch, Joseph Hall, Tom oit, Carol Winberg, Dan Samels, Ian Smith, Douglas Indsley, James Schafehen, Bob Grimshaw, Ed West.

**Fernseh Division SH526**  
**Robert Bosch Corp.**  
2800 South 25th Avenue, Broadview, Ill.

*Product:* Color cameras; portable color cameras; hand-held color cameras; color film chain; closed-circuit TV color camera; film programmer; video monitors. *Personnel:* R. F. Goodspeed, T. Barker, A. R. Pignoni, R. Bass, G. Howard, L. Wolff, B. Manahan, J. Morrison, K. P. Prieur, G. R. Walker, H. H. Schirmer, G. Bego, H. P. Lachner, J. R. Schroeder, D. Schneider, H. Zarius, O. Oechsner, H. Groll, H. Wagner, H. Zahn, W. Montgomery.

**Fidelipac SH511**  
**Division of Telepro Industries**  
3 Olney Avenue, Cherry Hill, N.J. 08002

*Product:* Fidelipac NAB cartridges models 300, 350, 600, and 1200; cartridge racks; bulk tape erasers; test cartridges. *Personnel:* Dennis W. Boardman, Roger W. Cappello, Joseph A. McHugh, Peter J. Harvey, Charles L. Townsend.


**Fort Worth Tower Co. SH308**  
5201 Bridge Street, Box 8597, Fort Worth, Tex. 76112

*Product:* Towers-equipment buildings—erection service. *Personnel:* T. W. (Tommy) Moore, T. F. (Fred) Moore, B. Moore, A. C. Tilton.

**GTE Sylvania SP304**  
Lighting Center, Danvers, Mass.

*Product:* Tungsten halogen lamps for studio lighting. *Personnel:* Jim Davis, Don Canfield, Jim O'Keefe, Bob Witt.


**VISIT**



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- FIVE RADIO production services
- TV PROGRAMMING
- AND MUCH MORE . . .

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**WILLIAM B. TANNER COMPANY, INC.**  
formerly pepper & tanner

Every piece in the flow is essential. However, it would be a lot more profitable, for broadcasters, station reps and advertising agencies, if there weren't so many ways for communications to break down and for paperwork to pile up.

Broadcast Data Base is the independent company that provides the entire broadcast/advertising community the overview and means for day-to-day control.

BDB keeps information and dollars flowing in the right direction... for everyone.

How?

BDB gives stations and their reps access to a continually updated data base provided and maintained by the advertising agency.

When the station and the agency are in complete harmony about broadcast schedules, many positive things begin to happen. Trafficking and billing problems disappear. With discrepancies cut dramatically, there's more inventory to sell and average spot dollar values climb. Prompt, trouble-free agency payments result immediately along with lower administrative costs.

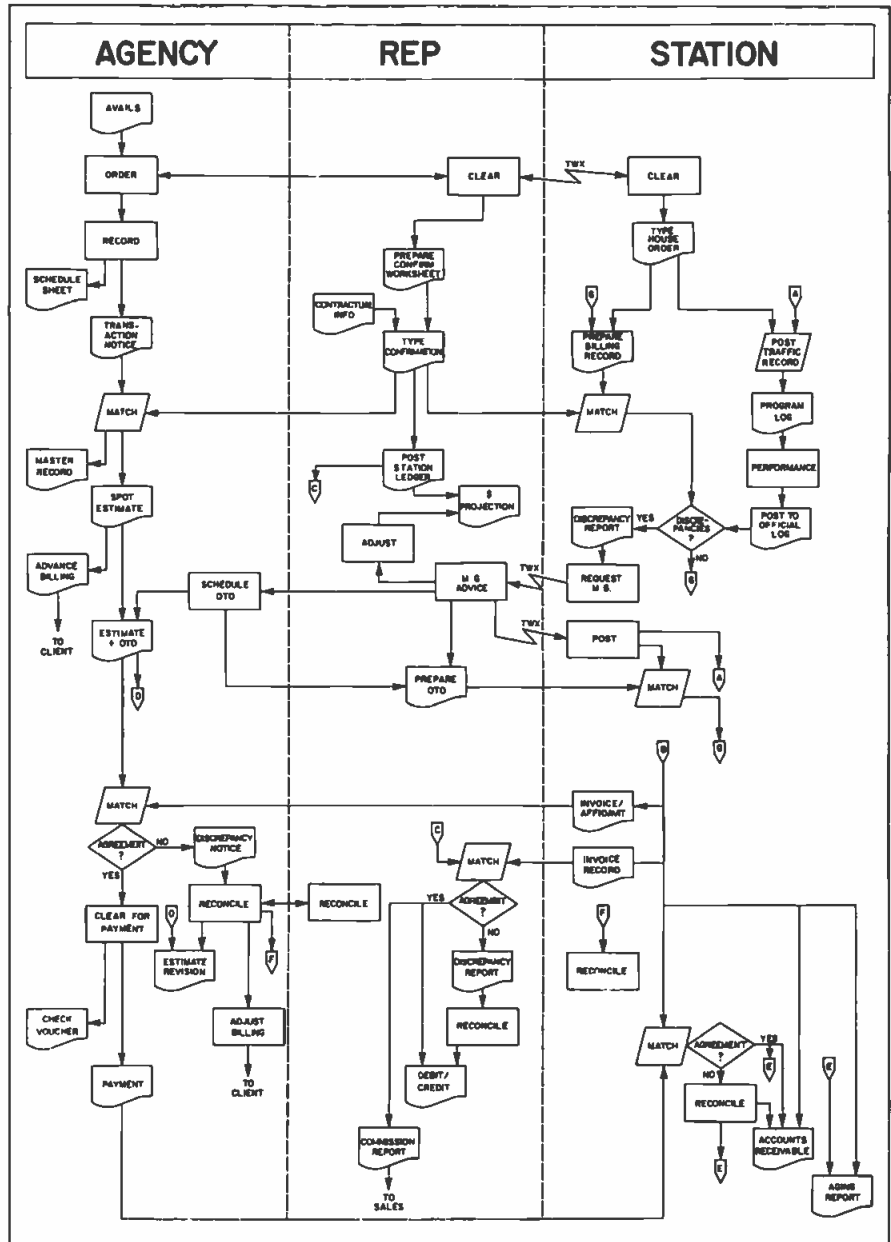
Why not make 1973 the most profitable year yet for your station. You ought to find out now more about how BDB can help you and your rep strengthen your entire business relationship with customers like Young & Rubicam, J. Walter Thompson, Benton & Bowles, Foote, Cone & Belding, Compton, Grey, SSC&B, Grey-North, Needham Harper & Steers, N. W. Ayer. These and other agencies participating in the BDB service represent over \$750 million in national spot advertising. And there's more coming.

BDB can show you how effectively its service works for you in just a few minutes. There are no start up costs or changes in any of your current internal systems. You can start enjoying immediately all of the benefits that BDB provides.

Broadcast Data Base service ... it does make a difference.

*For a free wall-size reproduction of this Spot TV Flow Chart, send your name and address on your letterhead.*

# This is what happens on every Spot Television sale.



## BROADCAST DATA BASE, INC.

405 Lexington Avenue, New York, N.Y. 10017  
Phone: (212) 682-6611 TWX: (710) 581-2866

NAB Hospitality Suite  
Washington Hilton Hotel



**Gates Division** **SP211**  
**of Harris-Intertype Corporation**  
 123 Hampshire Street, Quincy, Ill. 62301

*Product:* AM equipment: MW-50, 50 kw AM transmitter with PDM. BC-5H, 5 kw AM transmitter. BC-IH, 1 kw AM transmitter. Complete line of AM-monitoring equipment. FM equipment: FM-20H3, 20 kw FM transmitter. FM-2.5H, 2.5 kw FM transmitter. FM antennas. Complete line of FM-monitoring equipment. TV equipment: TE-201 live color camera. PE-400 live color camera. PE-245 color-film camera. 36 kw dual VHF low-band transmitter. Dual transmitter RF output switcher. VHF low-band diplexer. BT-55U 55 kw UHF transmitter. Audio equipment: New Dualux 80 console; new stereo 80 console; studioette 80 console; Gatesway 80 console; stereo producer console; yard 80 console; TV-15 console; Criterion 80 cartridge system; compact Criterion cartridge system; new CB-1200 turntable. Automation equipment: Digital program automation system. Program automation system. *Personnel:* Larry Cervon, Gene Edwards, Joe Engle, Curt Kring, Nibs Jochem, Ed Gagnon, Jose Acosta, Telmo Alves, Bob Anderman, Merle Arnold, Jim Barry, Bob Bousman, Jim Brown, John Burtle, Arne Clapp, Jim Comer, Brian Cox, Bill Ellis, London T. England, Carl Fosmark, Bob Gauthier, Bob Gorjance, Joe Guerrero, Bob Hallenbeck, George Hardy, Tom Jordan, Vern Killion, Tom Leschak, Red Lowder, Curt Lutz, Jim Miller, Tom O'Hara, Dave Orienti, Lew Page, Earl Platt, Ivey Raulerson, Walt Rice, Dan Roberts, Vern Russell, Dick Sawicki, Tom Schoonover,

Art Silver, Tom Staggs, Leon Stanger, George Stephenson, Bob Switzer, George Tillman, Paul Timpe.

**Gotham Audio Corp.** **SP305**  
 2 West 46th Street, New York 10036

**The Grass Valley Group** **SP300**  
 P.O. Box 1114, Grass Valley, Calif.

*Product:* New GVG 1600 series production switching systems with improved operational specifications, lower prices and a wide range of standard as well as optional features including an integral all new mix/effects system featuring pattern edge selection between soft, hard and matted border and improved key techniques. Other products: new border generator; production and routing switches; sync generators; video and pulse distribution equipment; video processing amplifiers and machine-control systems. *Personnel:* Dr. and Mrs. D. G. C. Hare, Steve Hare, William Rorden, Merv Graham, Bruce Rayner, Roger Johnson, William Barnhart, Robert Cobler, Don Lambert, Bob Lynch, Bill Culbertson, Bill Buford, Gordon Sweeley, C. Moore, D. Spindle.

**Houston Photo Products** **SH613**  
 P.O. Box 5269, Yuma, Ariz.

*Product:* New Houston Cine-Pro ME-4-16mm Ektachrome color-film processor, with speed of 24 feet per minute. *Personnel:* John S. Houston, Edward J. Tait, Angeline F. Tait.

**IBM Corp.** **SH615**  
 1133 Westchester Avenue, White Plains, N.Y.

**Ingersoll Products** **SH551**  
**Division of Borg Warner Corp.**  
 1000 W. 120th Street, Chicago 60643

*Product:* Cabinets; modular enclosure systems. Three standard product lines to choose from, modified specials, and custom units which are designed to specifications. Also component items such as drawers, doors, and panels; hardware items. *Personnel:* Marlon Cohn, Gary Ellis, Tom Regnier, Brad Bradbury, Roy Lanekau.

**Innovative Television Equipment** **SH501**  
 P.O. Box 681, Woodland Hills, Calif. 91634

*Product:* Television camera support tripods, dollies, studio pedestals, and mounting heads for all TV cameras including the model ITE-P5 studio pedestal and Model ITE-H3 cam head—low cost equipment for TV cameras weighing over 130 pounds. *Personnel:* Burt I. Rosenberg, Richard Crosby, Stanton Hollingsworth, Larry Knutson, Richard Taylor.

**International Good Music** **SP223**  
 P.O. Box 943, Bellingham, Wash. 98225

*Personnel:* Rogan Jones, Lee Facto, Irv Law, Danny Coulthrust, Fred Harkness, Carl Peterson, Don Kipp, Don Chase, Tim Waide, Nick Solberg, Cal Vandegrift, Bill Vreeke, Don McMaster, Bob Popke, Dick Lamoreaux, Joe Coons, Chris Young, George Pupala, Larry Pfister, Bill Kane, Don Tischer, Bob Concie, Jack Stanyar, Bill Apt, Don Kalmokoff, Bob Denning.

**International Tapetronics Corp.** **SH538**  
 Box 241, Bloomington, Ill.

*Product:* Complete line of single and multi-deck tape cartridge equipment including the economy Encore series; professional reel-to-reel tape recorder will be shown for the first time; professional cassette recorder with remote random access control. *Personnel:* Andy Rector, Jack Jenkins, Merle Wilson, Bob Hoeglund, Elmo Franklin, Jerry Spence, Carl Martin, Kerry Meyer.

**International Video Corp.** **SP220**  
 675 Almanor Avenue, Sunnyvale, Calif. 94086

*Product:* To be introduced is IVC's automatic broadcast cartridge recorder (BCR-200). Also to be featured are IVC-500, three-tube color-TV camera, and the IVC-960, color video-tape recorder. *Personnel:* Michael A. Moscarello, Ronald H. Fried, Dennis Christiansen, Robert Kuhl, Robert Henson, Richard Reilly, Arie Landrum, Coyle Dillon, Emil Adamyk, Carter G. Elliott.

**Jamieson Film Corp.** **SH535**  
 9171 King Arthur Drive, Dallas, Tex.

*Product:* Compac color-film processor. *Personnel:* Scotty Grizzle, Hugh V. Jamieson III, Michael N. Foster.

**Jampro Antenna Co.** **SP310**  
 6939 Power Inn Road, Sacramento, Calif.

*Product:* Antennas: VHF and UHF TV, FM circularly and elliptically polarized, multi-station high-power FM, circularly polarized. Antenna accessories: harmonic filters, 3 db couplers, Color subcarrier traps, VHF filter plexers, VHF and UHF notch diplexers. *Personnel:* Peter Onnigian, Ross Shelton, Jim Oliver, Dick Burden, B. Halstead, W. Marcy.

**Jerrold Electronics Corp.** **SH503**  
*Product:* Complete line of CATV equipment,

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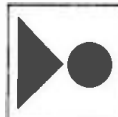


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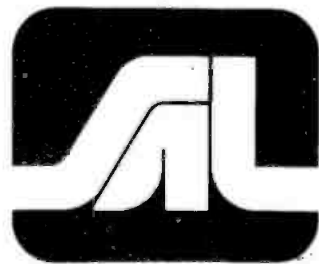
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including head-end (antenna-site) systems, distribution systems, subscriber equipment and turnkey-system services. *Personnel:* Wm. Lambert, Walt Meckley, David Brody, Len Ecker, William Redstrecke.

**Johnson Electronics** **SP217**  
P.O. Box 7, Casselberry, Fla. 32707

*Product:* FM/SCA multiplex tuners and receivers; audio amplifiers and associated accessories. *Personnel:* Ralph L. Weber, Clyde S. Redwine, Robert Thomas, Wayne Wainwright, Jack Hyde, Scott Ormsby, Bill Weller, Lorne A. Parker.

**Kliegl Bros. Lighting** **SP226**  
32-32 48th Avenue, Long Island City, N.Y.

*Product:* Two complete and operating studio lighting systems on display, including the Q-File electronic memory, as well as a two-scene preset system; new 5 kw Small-Pak Fresnel will also be shown for the first time. Feature will be a working lighting demonstration complete with broadcast camera, model and cyclorama. *Personnel:* John H. Kliegl II, Joel E. Rubin, Herbert R. More, Franc Dutton, Wheeler Baird, Robert Bullock, Ed Peterson Jr., Mike Connell, Tom Hays, Tom Moran, Earl Dinsmore, William Harris, Tom Knight, Ed Vaughn, Fred Dull, Bob Benson, George Lawless, Jonell Polansky, Al Lassiter, Horst Emmert, Seth Galbraith, Pete Hasslacher, Pat Byrne, Stanley Schwartz.

**LPB Inc.** **SH540**  
520 Lincoln Hwy., Frazer, Pa. 19355

*Product:* Mini-studio systems featuring operating mono and stereo 5 and 8-channel audio consoles; new LPB 4-channel production console and the LPB turntables; tone arms; preamplifier; audio distribution amplifier and compressor/limiter; new stereo 8-channel console will be featured. *Personnel:* Richard H. Compton, John L. Gafford, Theodore E. Davey, Charles R. Hunter, James E. Malone Jr., Justin R. Herman, James D. Beissel Jr.

**Landy Associates** **SH555**  
12 Buxton Road, Cherry Hill N.J. 08003

*Product:* Modtec modularized monochrome TV monitors; McBee Labs. automatic logger for AM, FM and TV transmitters. *Personnel:* James E. Landy, Robert Reynolds, Jerry Barnham, Bob Nallick, Bill Stotesbury.

**Lenco Electronics** **SH704**  
319 West Main Street, Jackson, Mo. 63755

**Listec Television Equipment Corp.** **SH529**  
35 Cain Drive, Plainview, N.Y.

*Product:* Vinten television camera mounting equipment including: new low angle dolly, new Fulmar extended range pedestal, new tripod/dolly combination, new outside broadcast pneumatic pedestal, new Mark V lightweight cam head and Mark IIIA cam head. *Personnel:* Jack Littler, Mike Stechly, Alastair MacMath, Gordon Ballantyne.

**3M Co. MiniCom Div.** **SP104-05**  
3M Center Bldg. 220-6E, St. Paul, Minn. 55101

*Product:* Video: #400 quadruplex video tape; #360, #261, #363 helical video tape; #461, #462 "High Energy" helical video tape; "High Energy" U-Matic video-cassettes; quadruplex cartridges and spools; complete line of video accessories including: cushion flange reels, splicing tapes, shipping containers, etc. Audible: #176, #177 low noise mastering tapes; #206, #207 high output/low noise mastering tapes; high energy and high density cassettes; complete line of professional A/R accessories. Film: New—#337, #338, #339 high output/low noise magnetic film. Dropout profile recorder, dropout compensator, color encoder, helical troc amp, bridging video switches, video production switches. 16, 4, 2 and 1 track recorders, sync/reader module, search and park module, flutter meters, selecake counter/locater. *Personnel:* T. Anderson, J. Chapman, P. Gavin, W. Madden, J. Povolny, B. Fellows, J. Scheerer, J. Leon, M. Deetum, J. Watson, J. Bondus, D. Denham, M. Hegdal, V. Mohrlant, D. Windahl, A. Thompson, N. Ritter, P. VandeVenter, G. Nels Johnson, John Overton, Bob Burnett, Gene Nothaft, Dick Dubbe, Skip Hager, R. J. Brown, Fred Hodge, Scott Goff, Ralph Barclay, John Handley, Carl Andrews, Clyde Donaldson, Gordon Menard, Tom Irby, Len Hays, Bill Weston, Bob Herr, Roy Gavin, Bob White, Hal Harvey, Marsh Brookhart, John Houman, Frank Rogier, Dave Gasner, Bob Landingham, John Kirkeby, Bob Munzner, Jim Bailey, Guy Seiger, Joe Coakley, Paul Clark, Bob Boatman, Stan Hale, Jack Deland, Russ Winselar.

**Marconi Electronics Inc.** **SP108**  
500 Executive Boulevard, Elmstord, N.Y.

*Product:* Integrated broadcast telecine system, Mark VIII automatic live color camera, studio equipment, broadcast transmitters

and translators, test equipment including TV monitoring system and non-linear distortion amplifier, EEV camera tubes. *Personnel:* Tom Mayer, Frank Cassidy, Cyril Teed, Barry Holland, John Leeson, Norman Porter, Brian Izzard, George Morton, Ed Sondck, Dick Betts, Dan Green, Don Rose, Norm White, David Bell, Keith Elkins, Tony Ramsden, Lou Presutto.

**Marti Electronics** **SP106**  
P.O. Box 661, Cleburne, Tex. 76031

*Product:* Remote pickup equipment; 150 and 450 mhz aural studio-transmitter links, 950 mhz radio and land line remote control and telemetry equipment, audio amplifiers. *Personnel:* George W. Marti, Robert E. Richards, M. E. McClanahan, Roger I. Bast, James Shankles, Rose Marie Daveau.

**McCurdy Radio Industries** **SP307**  
1051 Clinton Street, Buffalo, N.Y.

*Product:* Radio, TV and ETV audio equipment; audio consoles, mono, stereo TV production, recording; TV intercom systems, audio switchers, audio amplifiers, power supplies and accessories; audio distribution equipment; turntables. *Personnel:* George E. McCurdy, G. Fawcett, R. Mitchell, S. Maruno, J. Visser, P. Lomath.

**McMartin Industries** **SP213**  
605 North 13th Street, Omaha, Nebraska 68102

*Product:* FM exciters and educational transmitters; frequency and modulation monitors for AM/FM/TV; five- and eight-channel broadcast audio consoles with monaural, dual and stereo outputs; SCA generator, monitors and receivers including SCA receivers for educational use; amplifiers for sound and background-music installations. *Personnel:* Thomas R. Humphrey, Ray B. McMartin, Ruby Nabel, Howard West, Charles Goodrich, Ken Frank, Leonard Hedlund, Bill Ticen, John B. Sachen, Forest Eckhoff, Marvin Headrick, Tom Creighton, Joe Krier.

**Memorex** **SH502**  
1200 Memorex Drive, Santa Clara, Calif. 95050

*Product:* Video-tape. *Personnel:* Don Racine, Dick Bigottii, Bob Stender, Irv Hamlin, Dave Berry, Tony Booker, Ken Zin, Russ Parker, John Pingree.

**Micro-Communication** **SH616**  
Grenier Field, RFD 3, Manchester, N.H. 03103

*Product:* Complete BF transmission line systems; circularly polarized panel antennas for TV and FM duplexers and filterplexers, filters; directional couplers/watt-meters. Hybrid combiners, coaxial transfer switches, dummy loads; coax and waveguide transmission line. *Personnel:* Thomas J. Vaughn, Samuel M. King, William F. Malo.

**Micro-Trak** **SH515**  
620 Race Street, Holyoke, Mass. 01040

**Microwave Associates** **SH504**  
Third Avenue, Burlington, Mass. 01803

**Miratel Division,** **SP314**  
**Ball Brothers Research**

1633 Terrace Drive, St. Paul 55113  
*Product:* Rack mounting and large screen color monitors; utility and professional mono-

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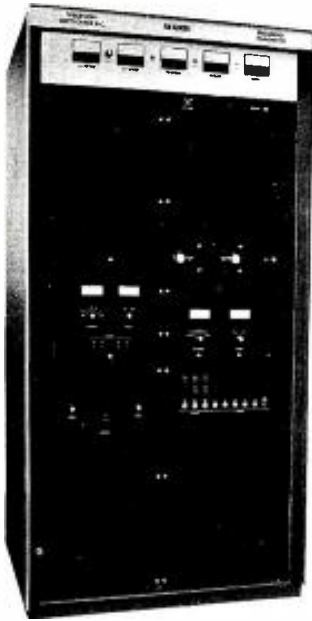
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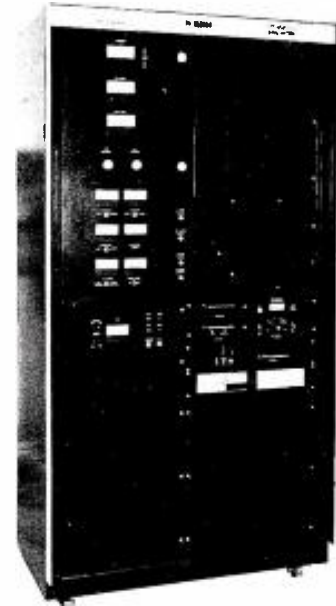
LIMITERS - Mono and Stereo



AGC AMPLIFIERS - Mono and Stereo



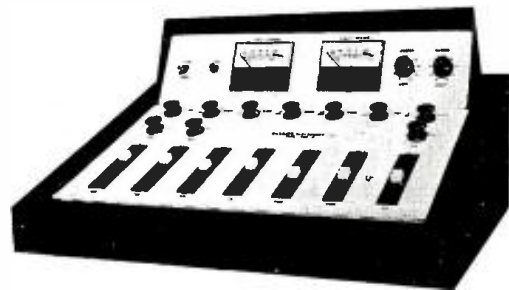
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7.5 KW - 10 KW - 20 KW - 40 KW



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chrome monitors, data display monitors for character generator presentations; video switching and special effects equipment. Video processor. *Personnel:* Sadler, Wagner, Lemke, Bock, Ryan, Struckhuff, Bedford, Wise, Wiggers, Mercer, Holper, Reyes.

**Mole-Richardson Co.** SP315  
937 North Sycamore Avenue, Hollywood

*Product:* 2,000 w Molequartz Molelipso pattern light; Focusing Quartz family; 650, 1000, 2000 watt Moles; quartz Solarspot family; 1000, 2000, 5000, 10,000 watt; 200, 2000 w Solarspots; 1000 w baby Solarspot, 2000 w junior Solarspot; Molefay family, 650 w one-light, 2600 w four-light, 3900 w six-light Molefay; 5850 w nine-light Molefay; 1000 w Molequartz Molepar; 6000 w Molequartz six-light Molepar. *Personnel:* Howard R. Bell.

**Moseley Associates** SP313  
111 Castilian Drive, Santa Barbara Research Park, Goleta, Calif.

*Product:* Computer-assisted digital remote control system; aural studio-transmitter links (STL) for all commonly used bands from 148 mhz through 960 mhz; all solid-state remote pickup link equipment for 160 mhz and 450 mhz; wire and wireless remote control systems for AM-FM-TV; remote-control accessories; stereo generator; SCA generator; automatic parameter logging systems; status alarm systems. *Personnel:* John A. Moseley, John E. Leonard Jr., Howard Ham, K. F. Zimmermann, John Webster, James L. Tonne, William Kleinhofer.

**Multigraphics Division of Addressograph Multigraph** SH530  
20600 Shagrin Boulevard, Shaker Heights, Ohio 44122

*Product:* Copying and duplicating equipment. *Personnel:* Dave Delcourt, Tom Shephard, Mike Shook.

**Nagra Magnetic Recorders** SH702  
19 West 44th Street—Room 715, New York 10036

*Product:* SNN mini recorder; stereo recorder. *Personnel:* L. L. Ryder, Dom Notto, Tom Daniels, Bob Leonard, Howard Sachs.

**Rupert Neve** SH608A  
Berkshire Industrial Park, Bethel, Conn.

*Product:* Professional sound-control and distribution systems. *Personnel:* David C. Neve, Rodney D. Titcomb, Arthur A. Schubert Jr., Douglas J. Elphick, Derek A. Tilsley, Gary R. Carruthers.

**North American Philips AKG Division** SP203  
100 East 42d Street, New York 10017

*Product:* AKG microphones; condenser dynamic special purpose headphones; headphone/microphone boom sets; studio reverberation units. *Personnel:* Andrew Brakhan, Robert Miller, Karl Jacobs, George Garnes, Mort Taub, Ted Pappas, J. B. Anthony, J. Sciacchitano, H. Safransky.

**Nortronics** SP212  
6140 Wayzata Boulevard, Minneapolis 55416

**Paillard** SH606  
1900 Lower Road, Linden, N.J. 07036

**Paulmar** SH617  
464 Central, Northfield, Ill. 60093

**Pentagon Industries** SH549  
4751 North Olcott, Chicago 60656

**Phelps Dodge Communications** SH553  
60 Dodge Avenue, North Haven, Conn. 06473  
*Product:* Coaxial cable; connectors; waveguide; rigid transmission line. *Personnel:* J. Sedik, W. Meola, S. Esocoff.

**Philips Broadcast Equipment Corp. Subsidiary of North American Philips Corp.** SP202  
One Philips Parkway, Montvale, N.J. 07645

*Product:* Norelco PC-72 studio and field color camera; Norelco PCP-72 portable color camera; PC-100A studio and field digital color camera; PCP-90B digital portable color camera; PCP-90LLL (low-light-level) portable color camera; LDH-1 compact color camera; LDH-IT low-cost triax-cabled color camera; LDH-1 telecine system; Sound-In-Sync system; audio tape recorders; microphones; speakers; audio mixing and signal processing equipment; VHF transmitter with IF modulation; VCR video cassette record/play equipment. *Personnel:* John S. Auld, Robert Blair, Fred Bones, F. B. Bundesmann, C. Buzzard, R. Cavanagh, M. Ceterski, W. Charles, G. Citron, J. Collins, J. Dawson, R. Di Cuia, W. Eagle, G. Estrada, J. Ewansky, G. Garnes, A. T. Goldfarb, K. Gustafson, Z. Hamid, R. Johns, R. Kurczewski, E. Levine, P. Loughran, J. Lynch, M. Mackin, J. P. Maloney, L. Mason, R. Muller, G. Nappo, R. L. Natwick, N. Neubert, R. Olson, D. J. Pounds, R. Putman, F. Randall, R. C. Rogers, I. Safar, K. Sallman, J. Sapinski, H. Schkolnick, D. Stafford, G. R. Tingley, F. van Roessel, J. L. Wilson, L. E. Wolff, W. Wolthers, K. Zaporoshan.

**Potomac Instruments** SH608  
932 Philadelphia Avenue, Silver Spring, Md.  
*Product:* Antenna monitors; AM field strength meters; FM and TV field strength meters. *Personnel:* William H. Casson, Robert H. Ellenberger, Clifford C. Hall, David G. Harry.

**Power-Optics** SP221  
P.O. Box 266, Fairview Village, Pa. 19409

**Profit Recovery Systems** SH559A  
P.O. Box 25, Leicester, N.Y. 14481

*Product:* Chemical-recovery and pollution-control equipment. *Personnel:* Thomas N. Hendrickson, Bernard J. Wilson, Rip Rice, Peter Leach-Lewis.

**Q-TV Sales & Distributing** SP302  
342 West 40th Street, New York

*Product:* Teleprompter cueing equipment: VSP-100; video-prompter system; cartridge and standard model prompter; Teleprompter typewriters; vertical and horizontal crawls. *Personnel:* George Andros, Sam Monteforte, Al Eisenberg, Lou Rodriguez, Gordon Greenfield.

**Quick-Set** SH506  
3650 Woodhead Drive, Northbrook, Ill.

*Product:* Mounting equipment consisting of tripods, pedestals, dollies, panheads (spring-loaded, counterbalance, cam) and miscellaneous accessories. *Personnel:* A. J. Briglia, A. J. Weber, M. Stolman.

**RCA Broadcast Systems** SP100-101  
Front & Cooper Streets, Camden, N.J. 08102  
*Product:* Color-TV equipment; cameras, film

systems, tape recorders and VTR cartridge machines; terminal switching and effects equipment; UHF and VHF television transmitters; transmission line and antennas; audio equipment; radio transmitters; station automation equipment; complete closed circuit systems; television mobile equipment; microwave relay equipment; two-way mobile-radio equipment. *Personnel:* I. K. Kessler, A. F. Inglis, E. J. Dudley, N. Vander Dussen, J. P. Ulasewicz, J. E. Hill, E. C. Tracy, P. Bergquist, J. H. Cassidy, J. L. Grever, A. C. Luther, C. H. Musson, A. J. Barrett, G. D. Black, A. M. Miller, L. Slutzky, H. R. Henken, M. G. Moon, J. A. Gimbel, J. P. Shipley, E. N. Luddy, J. L. Nickels, D. Pratt, R. Varda, W. B. Varnum, O. G. Bjerke, J. Butts, G. Dato, H. Dover, W. G. Eberhart, R. S. Emch, D. Forbes, D. Freeman, C. Gaydos, R. Giles, W. Happel, R. E. Harding, E. H. Hoff, N. J. Hudak, F. Huffman, C. Koriwchak, L. Laabs, G. M. Lewis, G. McClanathan, J. Morse, R. J. Newman, A. Nobo, C. Raasch, W. R. Ramsay, J. Smith, C. Tarver, F. Timberlake, R. C. Tyrrell, O. E. Wagner, P. G. Walters.

**RCA Electronic Components** SP102  
415 South Filth Street, Harrison, N.J. 07029

*Product:* Vistacon camera tubes, vidicon camera tubes, UHF-TV klystrons, beam power tubes. *Personnel:* P. Remeta, R. S. Davis, G. P. Ryan, J. F. Chattin, M. G. Wallace, E. A. Dymacek, M. S. Lewis, J. J. Kelley, D. J. Triano, T. C. Marchner, J. H. Owens, H. Kozicki, G. G. Carney, R. M. Cahill, H. M. Hambleton, C. D. Elderkin, H. M. Slovik, R. K. Joslin, D. M. Branigan, J. M. Lunney, R. J. Schmit, L. F. Guaragna, D. Harsh, D. Maile, W. W. Winters, C. D. Newcomer, R. G. Neuhauser, R. M. Bowes, E. D. Eleckenstein, H. R. Krall, F. S. Keith, R. A. Minet, W. T. Dyal, L. P. DeBecker, H. H. Bailey, R. I. Simon, P. D. Huston, C. D. Bizil, D. C. Reed, W. H. Hackman, L. W. Grove, L. W. Aurick.

**Rank Precision Industries** SH525  
260 N. Route 303, West Nyack, N.Y. 10994

*Product:* Taylor Hobson optics; Varotal 30 10:1 zoom lens; Cooke Varotal film lens; television monitors; broadcast service capabilities. *Personnel:* J. Cameron, D. Higgins, C. Waldron, E. Goodwin, M. Salter, N. Glade, J. Campbell, J. Keyes, P. Stuart, J. Tennyson, D. Henyan, I. Ungerleider.

**Raymar Associates** SH608B  
14 Christian Court, Belmont, Calif. 94002

*Product:* Broadcast management services and data retrieval systems for traffic, programing, accounting, sales, music libraries and studio operations. *Personnel:* Frank Raymond, F. Paul Schwab, Adrian Cronauer, Don Ritter, Bill Abbott, Sharon Galbraith.

**Recortec** SH522  
777 Palomar Avenue, Sunnyvale, Calif. 94086

*Product:* Video-tape conditioner; video-tape evaluator. *Personnel:* EIDon A. Corl, Lester H. Lee, William F. Lawless.

**Research Technology** SH559  
8260 North Elmwood Avenue, Skokie, Ill.

*Product:* Film inspection, cleaning, timing, editing equipment, storage systems, splicers, film cement and cleaning solutions. *Personnel:* Ray L. Short, Thomas A. Thompson, Fred Spinner.

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## Revox SH560

155 Michael Drive, Syosset, N.Y. 11791

*Product:* Revox A77 Mark III tape recorder; Revox A77 Dolby B tape recorder; Beyer dynamic microphones, headphones, stands and accessories; Lamb Laboratories mini studio. *Personnel:* Peter Giddings, David Rich, Tony Hawkins, Warren Denby.

## Reynolds/Leteron SH547

9830 San Fernando Road, Pacoima, Calif.

*Product:* Leteron Tapesign machine for preparation of TV titles. *Personnel:* J. Becher Anderson, John Shepler.

## Richmond Hill Labs SP319

1240 Ellesmere Road, Scarborough, Ont.

## Rodelco SH611

127 Ridge Road, Wyandanch, N.Y. 11798

## Rohde & Schwarz Sales SP312

P.O. Box 148, Passaic, N.J.

*Product:* TV demodulator for transmitter and remote control; video sweep generator and sideband analyzer; tracking unit for frequency response measurements on VTR and RF links; video-noise meter; VHF-UHF/CATV field strength meters; wideband 1-1250 mhz sweep generator system; VSB TV signal generator; UHF 1 w DSB TV generator; selective voltmeters; direct reading reflectometer 10-1000 mhz for VSWR and insertion loss. *Personnel:* Rudolf Feldt, Lucien Feldt, A. R. Freeland, C. E. Barlow, Russell Martin, Nathan Hughes, Lee Pollack.

## Rohn Communication Facilities SP321

P.O. Box 2000, Peoria, Ill. 61601

*Product:* Tower for broadcast, AM, FM, TV, ETV, CATV and microwave. *Personnel:* Dwight Rohn, R. A. Kleine, J. M. Fleissner, Grady Rooker, Kenneth Cordrey, Gene Francis, A. M. Repsumer, Larry Grimes.

## Rust Corp. SP210

168 Tremont Street, Everett, Mass. 02149

## SC Electronics SH530A

530 Fifth Avenue, NW, New Brighton, Minn. 55112

## The Salvation Army SH707

## Sarkes Tarzian Inc. SP209

E. Hillside Drive, Bloomington, Ind.

*Product:* Production switchers, digital distribution switcher, routing switcher, special effects, digital machine control system, video distribution amplifier, pulse distribution amplifier, data processing systems. *Personnel:* B. Presti, A. Busch, R. Adamson.

## Schafer Electronics SP225

75 Castilian Drive, Santa Barbara Research Park, Goleta, Calif.

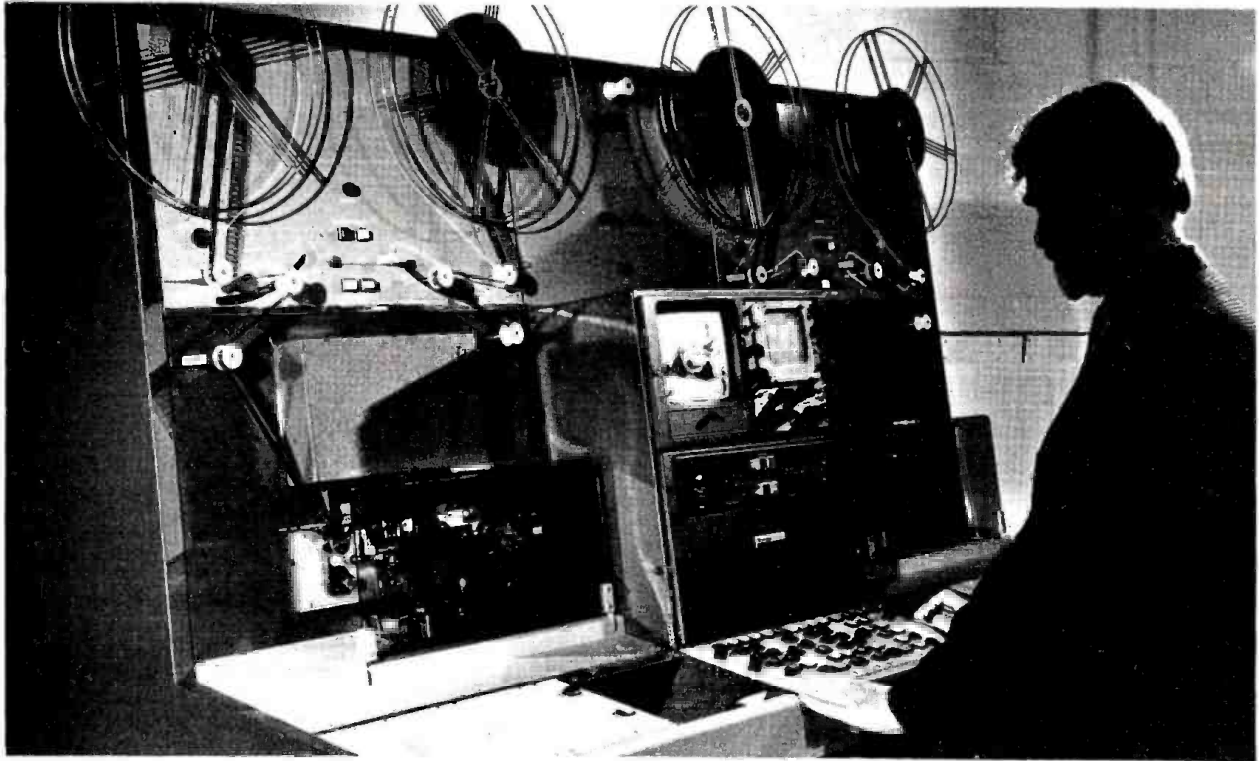
*Product:* Model 900 series solid-state automation systems; model 8000 computer-controlled automation system. *Personnel:* Jim Cunningham, Frank Roide, Earl Bullock, Dallas Barnard, Andy McClure, Glenn K. Shaw, Bob Levinson, Ron Dagenais, Allen Collier, Tom Copeland, Jack Krebs, Glenn C. Shaw, Chester Coleman.

## Scully/Metrotech SH614

475 Ellis Street, Mountain View, Calif.

*Product:* New broadcast recorders, reproducers and loggers; studio mastering equipment; Scully/Metrotech tape equipment.

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## ?Need a film chain that gives you?

- Instant start
- Random access film programmer to enhance your operational flexibility
- High speed wind/rewind facility
- Automatic registration and color balance

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- Easy film lacing
- Calibrated color balance
- Local/remote operation

**Marconi Automatic Film Chain –  
the first film chain to be  
uncompromisingly designed with  
television operation in mind.**

LTD B124

*Personnel:* John Didlock, Gerry Terdiman, Don Smith, Phil Flad, Ron Breen, Dave Sherriff, Walt Selsted, Homer Hull.

**Shibaden Corp. of America** SP318  
58-25 Brooklyn-Queens Expressway, Woodside, N.Y.

*Product:* Color television cameras; color television monitors; color video-tape recorders; color studio equipment. *Personnel:* Mort Russin, Jay Tosaka, Y. Hirano, Oscar Kraut, Dave Aptaker, Tommy Yamashita, T. Yoshida, S. Hotta, E. Saito, Hugh Gillogly, Nick Pisciotta, K. Fujie, T. Iwasaki.

**Shively Labs** SH546  
P.O. Box 298, Raymond, Me. 04071

*Product:* FM antennas; TV antennas; de-icer controls; radomes; transmission line; masts; filters; filterplexers; multiplexers; coaxial switches; RF loads; reflectometers; power combiners; AM/FM isocouplers. *Personnel:* Edward Shively, Lewis Wetzel, Walter Spencer, Cole Plummer, Paul York, Leonard Groves.

**Shure Brothers** SP306  
222 Hartrey Avenue, Evanston, Ill. 60204

*Product:* Microphones; mixers; circuitry; tone arms; disk reproducers. *Personnel:* John Birmingham, John Phelan, Gerry Plice, Ken Reichel, Doug Smith.

**Skirpan Lighting Control** SH552  
41-43 24th Street, Long Island City, N.Y. 11101

*Product:* Solid-state studio lighting-control equipment. *Personnel:* Stephen J. Skirpan, Robert A. Slutske, Orrin Charm, Frank Brenner.

**Soll** SH513  
311 East 72d Street, New York

*Product:* Design, fabrication, installation of broadcast facilities; studios, transmitters and antennas; custom RF switching systems. *Personnel:* J. M. Soll, R. Soll, S. Soll, A. K. Labe.

**Sono Mag—Systems Marketing** SP227  
1011 West Washington, Bloomington, Ill.

*Product:* Cartridge equipment; radio automation for AM, FM or combo AM/FM carousels; automatic transmitter loggers; digital and audio test equipment. *Personnel:* Bill Moulic, Bill Earman, Gene Strigel, Jon Housour, Dick Anderson, Joe Toher, Pete Charleton, Jerry Bassett, Bob Popke, Dave May, Dave Wolfendon, Murray Porteous, Bob Martino, Tom Rousey, Ted Bailey, Effie Moulic, Tom Alexander, Vin Meyer, O. K. Smidley, Chuck Smith.

**Sparta Electronic** SP310  
5851 Florin-Perkins Road, Sacramento, Calif.

*Product:* Radio and TV audio consoles; turntables; tape cartridge modular equipment; custom furniture; reel-to-reel equipment; audio automation systems; AM and FM transmitters, antenna and tower systems; monitors and monitor accessories. *Personnel:* William Overhauser, Phillip Gundy, Jack J. Lawson, David W. Evans, Dave McCusker, L. Jay Cooke, Paul Gregg, Robert Dreher, John Gregario, Richard Johnson, Alejandro Zendejas, Edward Fitzgerald, Jerry Gallagher, Gary Anderson, Bill Karpiske, Walt Berger, Richard Noteman, Robert Bruch, John Fer-

nandez, Bill McGowan, Herb Holzberg, Lew Radford, Glenn Webster, Ron Crider, Robert Halvorson, Steve Cislser, Stan Bennett, David Veldsma, Tom Hooper.

**Spindler & Sauppe** SH516  
13034 Saticoy Street, North Hollywood, Calif. 91605

*Product:* Television film chain slide projectors featuring Spectrum 32 projector. *Personnel:* Jim Hulfish, Carroll Sager, Don Kader, Nanci Kerby, Virginia Sager.

**Stanton Magnetics** SH545  
101 Sunnyside Boulevard, Plainview, N.Y.

*Product:* Phono cartridges; phono styli; headphones; turntable preamplifier / equalizer. *Personnel:* George P. Petetin, Roland Wittenberg, Paul Torraca, Walter O. Stanton, John P. Kuehn, Joseph S. Woodstock.

**Storeel** SH541  
4993 New Peachtree Road, Atlanta 30341

*Product:* Space-saving storage systems for television industry. *Personnel:* Ruth E. Schaeffer, Paul W. Beaupre, Paul R. Evans, Francis X. Galvin.

**Systems Resources** SH512  
223 Newtown Road, Plainview, N.Y. 11803

*Product:* Chiron Telesystems, electronic television titling systems; Chiron I character generator, with single type front; Chiron II titling system with unlimited programable fonts; Vidiloop random-access title storage. *Personnel:* Gene Leonard, Norm Koch, Joe Scheuer, John Starosky, Jim Rosen, Manny Wittels, Herb Holzberg, Lew Radford, Gene Sudduth, Paul Tarrodaychik, Francois Bernard, Del Black.

**Taber** SH543  
2081 Edison Avenue, San Leandro, Calif.

*Product:* Magnetic tape heads; test tapes (STL); tape degausser; recorder electronics (Inovonics). *Personnel:* W. D. (Bud) Taber, Clyde McKinney, Jim Wood.

**Tape-Athon-Cavox Stereo Productions** SH517  
502 South Isis Avenue, Inglewood, Calif.

*Product:* Broadcast programed music; broadcast automation systems; background-music service; professional tape recorders; logger systems; multiplex equipment; audio equipment for cable TV. *Personnel:* David J. Anthony, Donald W. Slack, Lee Tate, Robert Mayfield.

**Tapecaster TCM** SH505  
P.O. Box 662, Rockville, Md. 20851

**Technology Inc. (HF Photo Systems Division)** SH602  
11801 West Olympic Boulevard, Los Angeles 90064

*Product:* Color-film processing equipment; camera and microwave support equipment (pedestals, tripods, heads); silver recovery systems. *Personnel:* Derrill J. Macho, Ralph Winkler, Glenn Page, Richard Burke, William Kacin, Harry Born.

**Tektronix** SP206  
P.O. Box 500, Beaverton, Ore.

*Product:* Picture and waveform monitors; generators; vectorscopes; spectrum analyzers; time-domain reflectometers; digital pho-

tometer; oscilloscopes. *Personnel:* Charles Rhodes, Alan Pywell, Ron Olson, Robert McAll, John Horn, Tom Milton, Steve Roth, Robert Mahoney, David Jurgensen, Dennis Chamberlain, Larry Nelson, David Comstock, Howard Landsman, Ron Bell, James Sandberg, Tom Long, Austin Basso, Ted Gerlinger, Forest Rees, Steve Kerman, Joe Gayer, Dennis Bayne, Duncan Doane, Cal Smith, John Benton, Bill Evers, Ralph Show, Art Andersen.

**Tele-Cine** SH537  
294 East Shore Drive, Massapequa, N.Y.

*Product:* Schneider 30-to-1 zoom lens; Schneider manual zoom lenses; Schneider servo zoom lenses; Tele-Cine lever pan heads, tripods and pedestals; Tele-Cine motorized and servo pan and tilt heads; Tele-Cine motorized zoom lenses and remote camera control systems; Tele-Tec video-tape editing programer. *Personnel:* Donald R. Collins, Franklyn R. Beemish, Hans Waegelien, Robert Shawley, Axel Fromel.

**Teledyne Camera Systems** SH534  
131 North Fifth Avenue, Arcadia, Calif. 91006

**Telemation** SH500  
P.O. Box 15068, Salt Lake City 84115

*Product:* Color telecine cameras; video disk recorders; digital encoders; digital synchronizing generators; production and routing switchers; character generators; automated graphics system; optical multiplexers; high resolution cameras; studio surveillance systems; NTSC; PAL and PAL-M broadcast television equipment. *Personnel:* Lyle O. Keys, John J. Kope, F. Russell Ide, Frank D. Benson, Thomas R. Meyer, Henry J. Maynard, Ronald C. Ward, Robert R. Jones, Robert C. Bacon, M. Michael D'Amore, J. Gary Atkins, J. Michael Richardson, Gerald J. Levy, Frank O. Tackett, F. Jerome Cudlipp, William W. Montgomery III, Virgil L. Lowe, Ralph E. Moore, R. Dennis Fraser.

**Telemet (Division of Geotel Inc.)** SP216  
185 Dixon Avenue, Amityville, N.Y. 11701

*Product:* NTSC chroma keyer (decoder); envelope delay test set, broadcast demodulators one-line sync system, vertical-interval production switches; A/V routing switchers, video test generators; EECO electronic editing systems, digital remote-control systems; all-channel VHF demodulator; chroma keyer and V.I.T. test-signal generator for remote control. *Personnel:* S. Hamer, E. S. King, A. Bolletino, B. Griffiths, D. Lawrence, D. Cadora, D. Chapman, R. Ekenberg, R. Trevillian.

**Telestrator Industries** SH531  
166 East Superior Street, Chicago

*Product:* Telestrator instant video graphic system; Audiografix animated video broadcasts over FM-SCA equipment. *Personnel:* Dr. Leonard Reiffel, E. Hoy McConnell, Ken Feith, Jerry Kerr, Carl Groom, Dr. Philip Lewis, Robert Schwartz.

**Telesync** SP201  
20 Insley Street, Demarest, N.J. 07627

**Television Microtime** SH600  
1280 Blue Hills Avenue, Bloomfield, Conn. 06002

*Product:* Time-base correction for VTR's



**Starting April 12, 1973,  
people in Spartanburg, S.C.;  
Lakeland - Winterland, Fla;  
and Anchorage, Alaska can  
sit down and be counted.**

These three important markets  
will be added to our 3rd Annual  
Radio Sweep April 12-May 9.

**ARB.**

American Research Bureau  
A Subsidiary of Control Data Corporation

(quad, helical, cassette). *Personnel:* R. Paulson, R. Schenker, R. McLean, J. Stickley, J. Fazlo, D. Acker.

**Telex Communications Division SH518**  
9600 Aldrich Avenue, South, Minneapolis

*Product:* Tape-recording and reproducing equipment; tape duplicating and copying equipment; headsets, microphones and private-listening devices; full line of ham and CB boom microphone headsets. *Personnel:* Heinz Lambrecht, Sidney T. Kitrell, Art Bruns, Burt Gore, Terry Longville.

**Television Equipment Associates SH521**  
Box 1391, Bayville, N.Y.

*Product:* Magnatek video-tape evaluators; Magnatek video-tape cleaners; Matthey

video delays, plus delays, video filters, chroma corrector; Link camera-tube lag meter, tube conditioner, plumbicon monochrome camera; Feller vacume scenery, test slides, color monitor comparators; Colorgard meter; headsets and headphones. *Personnel:* Bill Pegler, Marilyn Pegler, Frank D'Ascenzo, Jerry Shumway, Vince Emmerson, Henry Gardner, E. T. Connor, Tom Keane, Bob Bogash, David Neubrech, Derrick Newport, George Willby, Robin Arnell, Eric Ford, Bill Walters, Paul Oliver, Bill Endres, John Bowmenn, John Nutting, Mike Dyer, Virgil Davis, Gene Sudduth, Harold Rainey, Lou Radford.

**Time & Frequency Technology SH605**  
3000 Olcott Street, Santa Clara, Calif.

*Product:* Radio and TV frequency and modu-

lation monitors; master clock systems. *Personnel:* Joe Wu, Vern Behlen, John Baumann, Paul Milazzo, Ken Ward, George Gold, Pete Scarborough, James Landy, Ed Hayden, Ivor Nixon, Mike Dyer, Herb Didier.

**United Research Lab SH510**  
681 Fifth Avenue, New York 10022

**Utility Tower SP204**  
P.O. Box 12027, Oklahoma City 73112

**Varian Associates SH523**  
611 Hansen Way, Palo Alto, Calif. 94303

*Product:* Eimac power grid tubes; new megawatt super tetrode; new zero bias triodes for FM; high efficiency UHF klystrons. *Personnel:* William Barkley, George Badger, Jack Quinn, William Orr, Richard Schumacher, Larry Moore, Colin Erridge, Robert Schmidt, Hal Cray, William Cavallo.

**VIF International SH561**  
P.O. Box 1555, Mountain View, Calif. 94040

*Product:* Background-music tape reproducers; recorded music tape service; audio automation equipment; professional audio tape recorders and reproducers; accessories for professional audio tape recorders; videotest generators; digital timers for video applications. *Personnel:* Gordon Mackecknie, Eric Breeze, George Wade, Alden G. Thompson, Carroll Abernathy, Emil Sauler, Vic Blacketer, Walter Marston, F. T. C. Brewer, John S. Jones.

**Visual Electronics SP218**  
356 W. 40th Street, New York

*Product:* BCD series production video switchers; video and pulse DA's; Rapid-Q cartridge tape equipment; stereo phase enhancer; Cartrette audio systems; Favag master clock systems; custom audio consoles; TV intercom systems; audio DA's. *Personnel:* James B. Tharpe, Page Tharpe, Charles E. Spicer, Edward S. Clammer, Felix Bonvoloir, Kenneth B. Schneider, Ronald S. Deby, Fred W. Horton, Norm Farr, Gary Mitchell, Peter Magg, Louis Radford, William Lene, P. D. Thompson, A. W. Dreeson, Nigel Hartan.

**Vital Industries SP219**  
3614 S. W. Archer Road, Gainesville, Fla. 32601

*Product:* Television terminal and production equipment; video switching systems for production and routing; automation systems; video processors; distribution amplifiers; monitor amplifiers for audio; audio distribution amplifiers; special effects; quad, split, chromo-key systems. *Personnel:* Nubar Donoyan, Dale Buzan, Morrell F. Beavers, Marion L. Thompson, Gerald Chamberlain, Gary Sanderson, Charles W. Moore, Joe Rosswog.

**Wilkinson Electronics SP311**  
1937 West MacDade Boulevard, Woodlyn, Pa. 19094

*Product:* AM transmitters: 500 w, 1 kw, 5 kw, 10 kw, 50 kw; FM transmitters: 10 w, 60 w, 250 w, 1 kw, 2.5 kw, 5 kw, 10 kw, 20 kw, 40 kw; audio consoles; monaural and stereo; audio amplifiers: gain control, limiting, line, monitor, distribution; silicon rectifiers to replace mercury vapor tubes; line-surge protectors; frequency and modulation monitors.

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10 year financing-



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Which is what we're doing. Our 10 year extended payment plan, so well-received in the CATV field, is now being offered to radio station buyers. Our "No Equity Kicker" feature makes the plan twice as attractive.

Add our 13 years of communications finance expertise . . . and the plan becomes extraordinary.

If you need \$100,000 or more to finance a radio facility, call collect and ask for Dave McCormick, C. T. Hux or Bill Van Huss. If there's a way to get you on the air we'll find it.

**ECONOMY FINANCE CORP.**

Communications Finance Division

110 E. Washington St., Indianapolis, Ind. 46204

(317) 638-1331

**Personnel:** G. P. Wilkinson, C. C. Wilkinson, W. H. Johnson, W. Voelker, D. Stewart, B. Shaw, A. McIntyre, J. Dunning, F. Foschini, G. Eckroth, A. Costigan, J. McCormick.

**World Video** SH508  
P.O. Box 117, 13 East Philadelphia Avenue,  
Boyertown, Pa. 19512

**Product:** One-gun color video monitors featuring new CR 6700 17-inch broadcast color monitors; 6210 series 12-inch broadcast color monitors; World video CCTV products.  
**Personnel:** Jack Taylor, Ron Moyer, Phil Steyaert, Paul Milazzo, Dwight Wilcox, Lew Radford, Steve Cisler, Mike Dyer, Herb Didier, Carroll Cunningham, Oliver Berliner, Roy Phillips.

## Eyes will be on access slots as programers head for NAB

**Production firms hope presence  
of station executives will prompt  
deals not made at the NATPE;  
freed prime-time periods  
looked to for boost in sales**

With the prime-time-access rule assured of continuing through the 1973-74 season, program producers and syndicators will converge at the National Association of Broadcasters convention in Washington next week with a bumper crop of new series and specials.

More than 60 new properties will be promoted in hospitality suites, lobbies and corridors of the Shoreham, Sheraton Park, Mayflower and Washington Hilton hotels to garner a spot in coveted access time.

Only a handful of the entries can realistically hope to land available spots in the 7:30-8 p.m. niche. The competition will be fierce from the fresh product of tried-and-true series, such as *Let's Make a Deal*, *Hee Haw*, *Lawrence Welk Show*, *Young Dr. Kildare*, *Truth or Consequences* and other re-makes of network series.

Many of the projected series are only in the conceptual or pilot stage and full-scale production will proceed only if a key owned-and-operated sale, or a sponsor-syndicated (barter) arrangement is completed.

New product at the NAB this year has, at least, a higher degree of visibility than in previous years. The preponderance of programing was exposed at the conference of the National Association of Television Program Executives in New Orleans last month (BROADCASTING, Feb. 12 et. seq.) and syndicators are hopeful that properties liked by program directors will wind up in the sales column when general managers and other station executives see them or hear about them at the NAB.

If statistics are an apt criterion, the NATPE looms as a preferred forum for syndicators. More than 60 distributors showed their wares at the NATPE last

## TWO NEW TEST INSTRUMENTS FOR DIRECTIONAL ANTENNAS

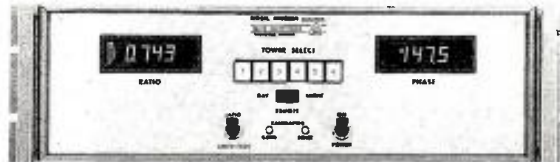


### FSM-1 FIELD STRENGTH METER

**Frequency:** Any frequency in the AM band  
**Field Strength Range:** 100 $\mu$  V/m to 1 V/m  
**Power:** Internal battery  
**Size:** 5-1/2" x 8" x 5" (closed)  
**Weight:** 4-3/4 lbs. with batteries  
**Calibration certificate supplied**

### DAM-1 DIGITAL ANTENNA MONITOR

**Frequency:** Any frequency in the AM band; **Phase Range:**  $\pm 180^\circ$ ; **Phase Accuracy:**  $\pm 1.0^\circ$ ; **Phase Resolution:**  $\pm 0.1^\circ$ ; **Ratio Range:** 0.100 to 2.000; **Ratio Accuracy:**  $\pm 2.0\%$ ; **Ratio Resolution:**  $\pm 0.001$ ; **Input Impedance:** 50 or 75 ohms



Delta's new Field Strength Meter and Digital Antenna Monitor will help keep your directional antenna system within FCC specifications.

The DAM-1 Antenna Monitor meets the new FCC requirements for remote control. It is a true digital instrument using the latest integrated circuit and TTL techniques. Reads phase and true current ratio for up to six towers with different reference towers and different powers for DA-2. Monitors for larger arrays available on special order.

Delta also offers remote panels and interface units for controlling and reading the DAM-1 Phase Meter over multi-conductor, two wire, UHF, or microwave circuits with no reduction in accuracy.

The FSM-1 Field Strength Meter is smaller and much simpler to operate than other field strength meters because it is fixed tuned to your frequency by plug-in modules. If you have to check more than one station, order the FSM-1 with additional frequency modules. For monitor point checks and extensive proof of performance work the FSM-1 will minimize errors and speed up field measurements.

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5534 Port Royal Rd., Springfield, Va. 22151  
703/321-9845

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International Division, 154 E Boston Post Rd.  
Mamaroneck, N. Y. 10543. Telex 1 37327, Art Rocke





month, while fewer than 40, at last count, have registered for the NAB.

For the most part, it is the smaller syndication companies that attended NATPE and are passing up NAB: Show Biz Inc., Vipro, Arthur Pickens & Associates, Fremantle, for example. Among the reasons such firms cited for not going to Washington: NATPE provided better opportunity for showcasing programs; NAB seems more oriented towards engineering than programming; the Washington site, with dispersal of hotels, is a disadvantage.

Some of the larger distribution firms also will be missing from Washington. For several years, Independent Television Corp., National Telefilm Associates and Warner Bros. Television have failed to participate in NAB, and 1973 will not be an exception. But one major distributor that is bypassing the NAB for the first time in many years is Screen Gems. A spokesman was reluctant to elaborate, but indicated the Washington locale was a factor.

For the first time, the world's largest advertising agency, the J. Walter Thompson Co. will exhibit at the NAB. A separate company called Survival Anglia Ltd./JWT Syndication (formed out of a British production company and the agency) will have a hospitality suite and is sending a contingent of 10 executives to the convention. A JWT spokesman said the syndication organization will offer programs both for barter and direct sales to stations. Other agencies with NAB hospitality suites are Campbell-Ewald, BBDO and Young & Rubicam, exemplifying agency interest in both barter and station sales.

The meat-and-potato offerings at NAB are expected to consist of old and some recently released off-network series, feature films and syndicated programs of recent and old vintage. The cupboard seems lean for new off-networks, except for Worldvision's *Mod Squad* (MCA-TV earlier this year announced *Adam-12*, *Night Gallery* and *The Bold Ones*). Possible off-network releases for later this year are *Mannix*, *Gunsmoke*, *Family Affair*, *My Three Sons* and *Doris Day Show*.

New feature-film packages are expected to be released later this year by MGM, 20th Century Fox and United Artists Television, supplementing those

recently offered by Screen Gems and Warner Bros.

Among the array of first-run properties to be promoted at NAB are Viacom's *Addams Family Fun House*; Four Star's *Jungle Cowboy*, *There's No Place Like Home* and *Secrets of the Deep*; Vidistrib's *Adventures In ESP*; Syndicast Services' *Arthur of the Britons*; Group W's *Adventures in Rainbow Country*; 20th Century Fox TV's *Great Mysteries* and *Century Theater*.

Also, Metromedia Producers Corp.'s *Dusty's Trail* and *Elephant Boy*; Avco Program Sales' *One for the Money*, *Paul Dixon Show* and *Johnny Bench Show*; Gottlieb-Taffner's *The Story of World War II*; Time-Life Films' *Dad's Army*, *Last of the Mohicans* and *Tom Brown's School Days*; Survival Anglia Ltd./JWT Syndications' *Jim Bishop's A Day in the Life of . . .* and *Never A Dull Moment Starring Virginia Graham* and Wolper Television's *Dulcie* and *Popcorn Palace*.

Program distributors were optimistic that 1973 would be, overall, a highly satisfactory sales year. They pointed out that 1972 provided a turn-around from 1971 when the effects of the economic recession depressed sales.

## Program exhibitors

Following are capsule listings for program producers attending the NAB convention. Listings include the firm's name, its hotel and suite location (SP for Sheraton Park, SH for Shoreham, WH for Washington Hilton, MF for Mayflower), the firm's headquarters location, the programs each firm is making available (with number in parentheses), and the firm's personnel in attendance. Radio programmers follow on page 108.

**Allied Artists Television WH**  
15 Columbus Circle, New York 10023

*Product: The Evil Touch* (26), *The Unknown* (39), *Choppy and the Princess* (52), feature packages of 541 titles including Golden Sixties—Group VI (32), Cavalcade of 60's—Group V (22), Cavalcade of 60's—Group IV (24) *Personnel:* Andrew P. Jaeger, Leo M. Brody, Dean McCarthy, Joe Zaleski, Ray Russum.

**Avco Program Sales SP620**  
6 East 45th Street, New York 10017.

*Product: Roller Jammer* (39), *Johnny Bench Show* (29), *On The Money* (six per week), *Phil Donahue Show* (260), *Hanna-Barbera Holiday Specials* (2), *World Series of Tennis* (20) Orson Welles specials (2). *Personnel:* Hal Golden, Ron Goewey, Lee Jackoway, Gail Love, Eugene McPherson, Phil Donahue, Bob Braun, Dalton Danon.

**BBDO Media Syndication Division WH**  
385 Madison Avenue, New York 10017.

*Product: Here Comes the Future* (working title, 52), *Country Suite* (10), *Best of Bowling* (13), *Wonderful World of Golf* (13), *Laff Movies* (52 features), *Shirley Temple Shorts* (7) *Sherlock Holmes Features* (12), *Can-enero II Special* (1). *Personnel:* Ed Papazian, George Nuccio, Robert Curtiss, Hal Katz, Richard Hauschild, Bob Kennedy.

**Brut Productions SPA-220**  
1345 Avenue of the Americas, New York 10019.

*Product: The Protectors* (26), *Beat The Pro's* (13), *Group Therapy with Dr. Irene Kassoria* (29). *Personnel:* Dan Goodman, Bill Rhodes, Gary Gehlman.

**Campbell-Ewald SP**  
3044 West Grand Boulevard, Detroit 48202.

*Product: The Wacky World of Jonathan Winters* (24); *Stand Up and Cheer* (26); *Chevrolet Challenge Cup* (3); *Andy Griffith Discovers the Great Roads of America* (3); *1972 All-American Football Team* (1). *Personnel:* Bill Kennedy, Jim Beavers, Dick Peterson.

**Claster Television Productions WH**  
660 Kenilworth Drive, Towson, Md., 21204.

*Product: Bowling for Dollars* (local live), *Romper Room* (39), *Pin Busters* (local live). *Personnel:* Bert Claster, John Claster, Ken Gelbard, Ron Snyder, Bud Eklund, Dan Doherty.

**Firestone Film Syndication SPE-727**  
540 Madison Avenue, New York 10022.

*Product: I've Got a Secret* (52), *To Tell the Truth* (260), *The New Beat the Clock* (260), *Branded* (48), *Addam's Family* (64). *Personnel:* Len Firestone, Phil Besser, Alton Whitehouse, Brian Firestone, Leo Gutman.

**Four Star Entertainment SPB-420**  
400 South Beverly Drive, Beverly Hills, Calif. 90212.

*Product: Thrill Seekers* (26), *Seven Seas Specials* (7), *Big Valley* (112), *Wanted: Dead or Alive* (94), *Rifleman* (168), *Toward the Year 2000* (26), *Holiday Specials* (5), *Can You Top This?* (195), *Burke's Law* (81), *The Detectives* (97). *Personnel:* David B. Charney, Richard Colbert, Joseph J. Doyle, Alvin Sussman, John Louis, Carl Miller, Roy George, Buzz Hassett.

**Sandy Frank Program Sales SHC-836**  
635 Madison Avenue, New York 10022.

*Product: The New Treasure Hunt* (22), *The Parent Game* (39), *The Bill Cosby Show* (52), *Lone Ranger* cartoons (78). *Personnel:* Sandy Frank, Maury Shields, Al Godwin, Irene S. Frydler.

**Group W WH-presidential suite**  
Productions  
90 Park Avenue, New York 10016.

*Product: Adventures in Rainbow Country* (26), *David Frost Revue* (52), *Doctor in the*

Maurice H. Zouary presents



LAFF-MOVIE

SEE US AT THE WASHINGTON HILTON—NAB

## 52 ONE-HOUR COMEDY SPECIALS

Featuring the World's Greatest Movie Comics of All Time

Buster Keaton ★ Harry Langdon ★ Willie Howard ★ Bing Crosby ★ Milton Berle ★ Joe Cook ★ Andy Clyde ★ Billy Gilbert ★ Danny Kaye ★ Bob Hope ★ Bert Lahr ★ Irene Ryan ★ Pert Kelton ★ Ritz Brothers ★ Vince Barnett ★ George Shelton ★ Will Mahoney ★ Charlotte Greenwood ★ Franklin Pangborn ★ Vernon Dent ★ Ernest Truex ★ Tom Patricola ★ Joan Davis ★ Moran ★ Mack ★ Lloyd Hamilton ★ Lupino Lane ★ Harry Gribbon ★ Plus more great COMEDY MASTERS. Also a special package of SHIRLEY TEMPLE films as "Queen of The Moppets."

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(212) 355-5800 383 Madison Ave., New York, N.Y. 10017

House (78), Norman Corwin Presents (26), Smothers Prime Time Organic Space Ride (13), Mike Douglas Show (250), Street People (26), Earth Lab (52). **Personnel:** Jack Reilly, Dick O'Shea, George Back, Joe Goldfarb, Jack Foley, Dick Perin, Robert F. Blake.

**Larry Harmon Pictures** **SP-320**  
649 North Bronson Avenue, Hollywood 90028.

*Product:* Ted Mack's Award Show (39).  
*Personnel:* Larry Harmon, Gus Nathan.

**Hubbard Productions** **SP**  
2675 University Avenue, St. Paul 55114.  
*Product:* Charlie McCarthy Show (52). *Personnel:* Chris Remington, Hal Parets.

**Hughes Sports Network** **WH**  
1133 Avenue of the Americas, New York 10036.

*Product:* Projects in development. *Personnel:* Ralph MacFarland, Roy Sharp, Bob Martin, Gordon Bridge, Jay Moran, Richard E. Bailey Sr., Richard E. Bailey Jr., Tom Calhoun, Bill Hyland, Jack Tobin, Marty McAndrew, Charles Shellenberger, Phil Valastro.

**MCA TV** **SPD-600**  
445 Park Avenue, New York 10022.

*Product:* Adam-12 (175), Night Gallery (96), The Bold Ones (100), Ironside (77), The Virginian (225), The Name of the Game (76), Dragnet (98), Alfred Hitchcock Presents (268), It Takes a Thief (65), Universal World Premiere (35), Universal 260 Select List (260), Universal 53 (53), Universal 50 (50), Universal 123 (123), Universal 102 (102), Comedy Festival 1 (26). *Personnel:* Lou Friedland, Keith Godfrey, Hal Cranton, Bob Davis, Bert Herbert, Layton Bailey, Dick Cignarelli, Phil Conway, Dick Cool, Bob Greenberg, Jack Robertson, Carl Runge, Carl Russell.

**Metromedia Producers Corp.** **SHD-706-8**  
485 Lexington Avenue, New York 10017.

*Product:* Dusty's Trail (26), Elephant Boy (26), The Merv Griffin Show (260), Truth or Consequences (260), That Girl (136), National Geographic Specials (24), Mayberry R.F.D. (78), My Favorite Martian (32), Rona Barrett (260) and various specials. *Personnel:* A. Frank Reel, Kenneth Joseph, Pierre Weis, Jim Weathers, Jack Garrison, Noah Jacobs, Bob Greenstein, Harvey Reinstein, John Davidson, Murray Horowitz, Tony Brown, Carmen Pugliese, Marian Baldy, Meryl James-Gray.

**MGM-TV** **WH**  
1150 Avenue of the Americas, New York 10019.

*Product:* Young Dr. Kildare (24), MGM Television Network (group of family features), Man to Man (26), High Speed Living (26), Flipper (88), Daktari (89), U.N.C.L.E., (128), Dr. Kildare (132), National Velvet, (58), MGM/8 Features (25), MGM/7 Features (144) and various other feature film packages and short subjects. *Personnel:* Harris Kattelman, Edward A. Montanus, George Hankoff, Clarice Dell-Anno, Ben Wickham, Paul J. Hoffman, Virgil B. Wolff, Jack Thayer, Joseph D. Indelli, Frank Nardi, Les Friends.

**National General** **WH**  
**Television Distribution**  
600 Madison Avenue, New York 10022.  
*Product:* Tarzan (57 episodes of series, 35

feature films), Bold Journey (104), Judge Roy Bean (39), Night Court U.S.A. (78), Big World of Little Adam (104) and Banner Features (36). *Personnel:* Kenneth M. Israeel, Ben Colman, B. Crenshaw Bonner.

**Nightingale-Conant** **SHG-400**  
6677 North Lincoln Avenue, Chicago 60645.

*Product:* Our Changing World (520). *Personnel:* Earl Nightingale, Bryant Gillespie, Danny O'Neil, Donald Haverland, Pat DeWine.

**Paramount Television Sales** **SHG-608**  
5451 Marathon Street, Hollywood 90038.

*Product:* Star Trek (79), Mission: Impossible (149), The Lucy Show 1 (156) Untouchables (114), and feature-film packages including

Portfolio I (56), Portfolio II (49), Portfolio III (62), Portfolio IV (42), Portfolio V (35), Marquee I (13), Paramount 38 (38). *Personnel:* Robert M. Newgard, Charles Alsup, Louis S. Israel, Robert J. Peyton, Con Hartsock, Robert J. Horen, Larry Hutchings, Robert F. Neece, Othur Oliver, Terry J. Fienberg.

**Pepper & Tanner** **SHE-310**  
2076 Union Avenue, Memphis 38104

*Product:* Juliette (one-minute sports featurettes); Bill Anderson Show (weekly). *Personnel:* Bill Tanner, Henry Tanner, Carl Dennis, Tony Armstrong, Juliette Ashdown, Zachary Hernandez, John Hagerman, Scott Blake, Howard Meagle, Garrett Haston, Peter Pederson, James Taylor, Wilson Northcross, William Laffey, Keith Lee, John Redwine, Janie Rodack.

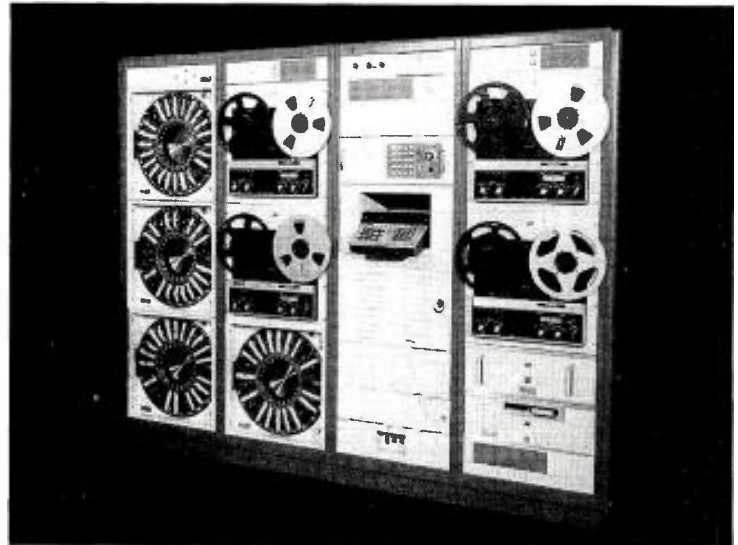
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**Rhodes Productions** **SHA-300**  
6535 Wilshire Boulevard, Los Angeles 90048.  
*Product:* Hollywood Squares I and II (30 and 20), Sales of the Century (30 and 13), Wait till your father Gets Home I and II (24 and 28), Sea World specials (1 and 12), Green Acres (170), It's Your Bet (260), SkeeDaddle (39 and 13), High and Wild (52), World Wide Sportsman (67), Wild World of People (26), Three Passports to Adventure (78), Wonders of the World (78), Banana Splits and Friends Show (125), and specials—Devil's Triangle (1) and Destination (4). *Personnel:* Jack E. Rhodes, Will Tomlinson, Al Adolph, Bill Seiler, Dick Deitsch.

**Survival Anglia Ltd./** **SH 1440**  
**JWT Syndication**  
420 Lexington Avenue, New York 10017

*Product:* World of Survival (21), Operation: Wildlifel (6), Adventures of Ranger Rick (4), Jim Bishop's A Day in the Life of . . . (26), Never A Dull Moment Starring Virginia Graham (five a week), I Am Joe's (Heart). *Personnel:* Robert Buchanan, Jack Ball, Farlan Myers, Thornton Wierum, Ken Thoren, Bill Cameron, Norm Varney, John Sisk, Marie Luisi, Harvi Robinson.

**Syndicast Services Inc.** **SPK-300**  
919 Third Avenue, New York 10022.  
*Product:* Arthur of the Britons (26). *Personnel:* Leonard Koch, Sheldon Boden.

**Time-Life Films** **SHG-100**  
Time & Life Building, New York 10020.

*Product:* Dad's Army (27), Wild Wild World of Animals (26), Last of the Mohicans (11), Tom Brown's School Days (8), One Man's China by Felix Greene (7), Great Parks of the World (6), Civilisation (13), Family Classic Dramas (25), Dr. Who (72), Vision On (26), Life Around Us (26), plus various one-hour specials. *Personnel:* Lee Heffner, John Vrba, Wynn Nathan, Peter Dimmock (BBC-TV Enterprises), Jack Donahue, Bill Finkeldy, Bob Lloud, Don Menchel, Frank Miller, Eugene Moss.

**Tomorrow Syndication** **WH**  
777 Third Avenue, New York 10017.

*Product:* Family Classics (20). *Personnel:* Matt Pauls, Brian O'Daly, Gary Greene.

**TV Cinema Sales** **SP**  
9255 Sunset Boulevard, Los Angeles 90069.

*Product:* Masterpiece Classics (25), First Run Package (24), cartoon package (254), specials (30-minutes and 1-hour), Buck Owens TV Ranch Show (65), Charlie Chaplin Comedy Theater (26), Life and Legend of Wyatt Earp (127), Adventures of Sherlock Holmes (39), Judy Garland (28), Jai Alai (36), miscellaneous series (130). *Personnel:* Jerry Weisfeldt, Art Greenfield.

**20th Century-Fox Television** **SHG-809**  
10201 West Pico Boulevard, Los Angeles 90035.

*Product:* new programs — Starlost, New Strike-It-Rich, Orson Welles' Great Mysteries, and Century Theater (Pathfinder, Pollyanna, Fortunes of Nigel and Moonbase Three). Existing: Bracken's World (41), Daniel Boone (165), Judd for the Defense (50), Lancer (61), Land of the Giants (51), Lost in Space (83), Audubon Wildlife Theater (78), Circus (52), Batman (120), Felony Squad (73), Peyton Place (514), Time Tunnel (30), Voy-

age to the Bottom of the Sea (110), Ghost & Mrs. Muir (50), plus feature packages including Century 6, (32), Century 5 (39), Golden Century (50), and various one-hour specials. *Personnel:* William Self, Alan Silverbach, Robert D. Kline, Warren Lieberfarb, William M. Clark, Richard Harper, Joseph Greene, John Rohrs, Don Joannes, Thomas Maples, Graham White, Stanley de Covnick, Marshall Karp, Preston Fischer, Alvaro Mutis, Robin Armstrong, Gerry Feifer, Frank Neill, Fifi Booth, David Young.

**United Artists Television** **SPM-589**  
729 Seventh Avenue, New York 10019.

*Product:* more than 2,000 features including UA Showcase 7 (30), UA Showcase 6 (30), UA Showcase 5 (36), UA-Warner Bros. Library (400), UA-TV RKO Library (400), Gilligan's Island (98), The Rat Patrol (58), My Mother The Car (30), Hey, Landlord (31), Circus Parade (140), plus cartoons, shorts and specials. *Personnel:* Erwin H. Ezzes, Martin J. Robinson, Joseph Ceslik, Selwyn Ginsler, Harvey Chertok, Paul Kalvin, Lloyd Krause, Fred Watkins, Murray Oken.

**Viacom Enterprises** **SPE-720**  
345 Park Avenue, New York 10022.

*Product:* The Addams Family Fun House (26), Hogan's Heroes (168), Andy Griffith Show (249), Beverly Hillbillies (216), Candid Camera (158), Gomer Pyle (150), Kreskin I and II (26), I Love Lucy (179), The New Price is Right (52), Perry Mason (245), and 20 feature films and various cartoon series. *Personnel:* Ralph M. Baruch, Willard Block, Henry A. Gillespie, Elliott Abrams, Art Kane, Mort Slakoff, Dan Robertson, Bob Bernstein, Todd Gaulocher, James H. McCormick, Robert T. Donnelly, Ed Hewitt, Jack Waldrep, William Stynes, Warren Rommassene, Don Toye, Bill Andrews, James Kellner.

**Vjdistrib** **SP-220**  
6380 Wilshire Boulevard, Los Angeles 90048.

*Product:* Mid-Nite Morning Show with George Jessel (five per week), Dusty's Treehouse (140), Teen Pins (26), Adventures in ESP (26), RFD Hollywood (26). *Personnel:* John P. Ballinger, Bill Jenkins, George Jessel.

**Wolper Television Sales** **WH**  
8489 West Thlrd Street, Los Angeles 90048.

*Product:* Dluclie (26), Popcorn Palace (26), The Olympics (26 specials), plus various one-hour and 90-minute specials. *Personnel:* Richard Dinsmore, Con Colapinto.

**Worldvision Enterprises Inc.** **SHE-620**  
(formerly ABC Films Inc.)

1130 Avenue of the Americas, New York 10019.

*Product:* Let's Make A Deal (156), It Pays to Be Ignorant (52), Mod Squad (minimum of 124), Anything You Can Do (180), Prime I, Prime III (42 features), NYPD (49), Ben Casey (153), Fugitive (120), Discovery (17). *Personnel:* Kevin O'Sullivan, Neil Delman, Colin Campbell, Jerry Smith, Howard Lloyd, Scott Moger, Al Hartigan, Chuck Atkins, Jim Thompson, John Ryan, Monty Lounsbury.

**Yongestreet Productions**  
357 North Canon Drive, Beverly Hills, Calif. 90210.

*Product:* Hee Haw (52), New Hollywood Palace (52). *Personnel:* Sam Lovullo, Allan Courtney.

**Young & Rubicam** **SH**  
285 Madison Avenue, New York 10017.

*Product:* The Adventures of Black Beauty (26), Wally's Workshop (65), Galloping Gourmet (400). *Personnel:* Jerry Baldwin, John White, Steve Lazarus.

## Radio program exhibitors

**Alto Fonic Programming** **SP**  
6232 Hollywood Boulevard, Hollywood 90028.

*Product:* Hit country, contemporary good music, swing velvet, PGMS rock and PGMS MOR (all 24-hour full-format services). *Personnel:* William Ezell, Alan Clark, Don Clark, Philip Koener.

**Bonneville Program Services** **SP E426**  
485 Madison Avenue, New York 10022.

*Product:* Adult popular good music. *Personnel:* Marlin Taylor, Fred Seiden, Loring Fisher, Alan Irwin.

**Boston Symphony** **SH F757**  
**Transcription Trust**  
P.O. Box 288, Boston

*Product:* Broadcasts of Boston Symphony Orchestra, the Boston Pops Orchestra and the Marlboro Festival. *Personnel:* Richard L. Kaye, Kevin P. Mostyn, Paul Kliger, Diana Blumenthal, Anthony Judge, Richard White.

**Gert Bunchez & Associates** **MF**  
685 Fifth Avenue, New York 10022.

*Product:* Johnny Cash (daily five-minute program); Dear Percy (daily one-and-a-half-and two--and-a-half-minute shows). *Personnel:* Gert Bunchez.

**Drake Chenault Enterprises** **SPH-120**  
8399 Topanga Canyon Boulevard, Conaga Park, Calif. 91304.

*Product:* Classic Gold, Great American Country, Solid Gold, Hitparade, Stereo Rock (all 24-hour full-format services); History of Rock and Roll, Golden Years, Top 100 of the '60's (special features); Drake jingles Series I and II. *Personnel:* L. E. Chenault, Pat Shaughnessy, Ronald R. Nickell, Lee Bayley, Alvin Midler.

**Hap Day Industries** **SH A602**  
40 Court Street, Boston 02108

*Product:* Have a Happy Day, Volume One and Two, radio promotion/programming service; The Audio Biographies, six 12-hour radio specials; Continental Country, weekly 3-hour country-music show; Your World of Wheels, daily 5-minute reports on car driving; Good Times, station promo and identity package. *Personnel:* Merrill Barr, Harvey M. Palash, George Savage.

**Mark Century Corp.** **SP M389**  
3 East 57th Street, New York 10022

*Product:* Commercial production program and jingle packages. *Personnel:* F. C. Beck, Mike Bogen.

**Nightingale Conant** **SH G400**  
6677 North Lincoln Avenue, Chicago 60645.

*Product:* Our Changing World (five per week), Golden Moments In Sports (312). *Personnel:* Bryant Gillespie, Daniel O'Neil, Patricia Dewine.

**Pepper & Tanner** **SH E310**  
2076 Union Avenue, Memphis 38104.

*Product:* Gold Rush, Golden Reflections,



Radio ID's and libraries for top-40, contemporary, MOR, country-and-western stations. *Personnel:* Bill Tanner, Henry Tanner, Carl Dennis, Tony Armstrong, Juliette Ashdown, Zachary Hernandez, John Hagerman, Scott Blake, Howard Meagle, Garrett Haston, Peter Pederson, James Taylor, Wilson Northcross, William Laffey, Keith Lee, John Redwine, Janie Rodack.

**TM Productions and TM Programming** **SH G600**

2103 Routh Street, Dallas 75201

*Product:* Station ID's for radio-TV; musical commercials; program consultants, especially on beautiful-music and rock formats; also special programs for FM. *Personnel:* Jim Long, Jim West, Joe Levin, Tom Parma, Rusty Gold, George Winn.

**Also at the NAB**

Following are listings for networks, rep firms, brokers and others attending the NAB convention, their personnel and hotel location (SP for Sheraton Park; SH for Shoreham; WH for Washington Hilton; MF for Mayflower).

**Networks**

**ABC Inc., ABC Television, ABC Radio, ABC-TV Network, ABC Entertainment, ABC News, ABC Owned TV Stations, ABC Broadcast Operations and Engineering.** **SH C530**

*Personnel:* Elton H. Rule, Everett H. Erlick, i. Martin Pompadur, Alfred R. Schneider, James C. Hagerly, Ellis O. Moore, Eugene Cowen, Walter A. Schwartz, Frederick S. Pierce, Roone Arledge, Charles M. Smith, Marvin Antonowsky, Mark Cohen, Leonard Maskin, James E. Duffy, Richard L. Beesmyer, Donald Foley and James T. Shaw.

Also Robert Fountain, Warren Denker, Dorothy Botts, Robert Hingel, Richard Kozak, Joseph Niedzwiecki, Peter Zobel, Joseph DeGennaro, Timothy Kearney, Mark Wagenheim, Mario Cucinotta, Robert Reich, Bruce Hagerty, Stuart Ullman, Bill Sythes, Martin Starger, Edwin T. Vane, Michael D. Eisner, Brandon Stoddard, Alan Morris, Dennis Doty, Elmer W. Lower, William Sheehan and Martin Rubenstein.

Also Richard A. O'Leary, Kenneth MacQueen, John Severino, Don Curran, Russ Coughlan, James R. Osborn, Albert Primo, Walter Stein, Joseph L. Rowan, Harold L. Neal Jr., Michael Hauptman, Charles DeBare, Allen Shaw, George Williams, Ben Hoberman, John Gibbs, Charles Fritz, Alfred Rocco, Paul Abrams, Ronald Sack, Andrew Erish, Robert Henaberry, Mark Roth and Norman Goldsmith.

Also R. LaVerne Pointer, Max Berry, Frank Faist, Michael Fisher, Stewart Forman, John Gable, Philip Godfrey, Ronald Graiff, Benjamin Greenberg, Isaac Hersly, William H. Johnson, William Maier, Joseph Maltz, Michael O'Shea, Charles Powell, Leo Reetz, Hans Schmid, Abdelnour Tadros, John Toth and Frederick Zellner.

**ABC Radio Network** **SH B120**

*Personnel:* Edward F. McLaughlin, Ted Brew, Leo Collins, William MacCallum, Robert

Mahlman, Stephen Lindberg, Frank Atkinson, Richard McCauley, George Davies, Michael Weinstock, Madeline DeCunzo, Sam Patterson, Thomas A. O'Brien, Joseph F. Keating, Nick George, George Phillips, Mike Stein, Dick Dressel, Mark Richards, William P. Gilmore, Harry Curtis and Kent Coughlin.

**CBS Inc., CBS/Broadcast Group, CBS-TV and CBS News** **SH 630**

*Personnel:* Richard W. Jencks, C. Sergeant Carleton, Frank M. Smith Jr., Carl Ward, Bruce Bryant, David White, Thomas Swafford, Robert Wood, Donald Clancy, Barrie Richardson, Harry Feeney, Enid Moore, Robert Hammer, David Williams, Stanley Greene, Richard O'Brien, Joseph Flaherty and Charles Chester.

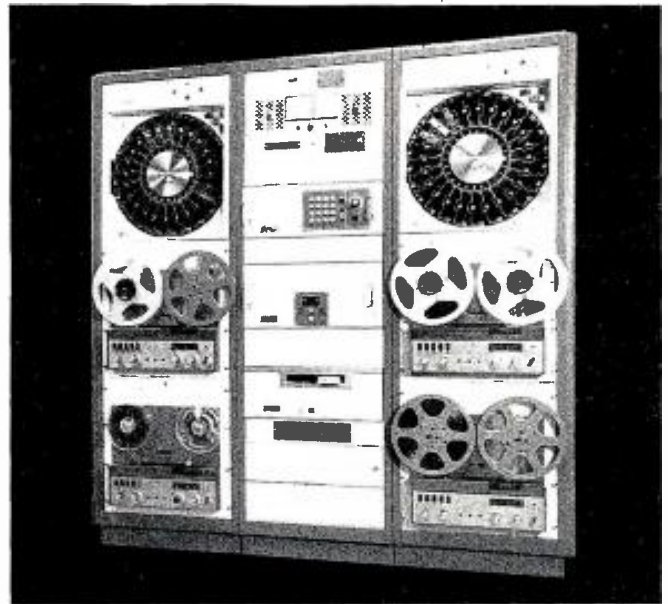
**CBS Radio** **SH C830**

*Personnel:* Sam Cook Digges, George J. Arkedis, Neil E. Derrough, Robert Cole, J. William Grimes, Sherril W. Taylor, Maurie Webster, Eric H. Salline, Cornelius V. S. Knox Jr., Briggs Baugh, Joseph T. Meier, Harfield Weedon, Frank Miller, Bernard S. Krause, Norman S. Ginsburg and Ralph Green.

**NBC Inc., NBC-TV, NBC Radio** **SH C430**

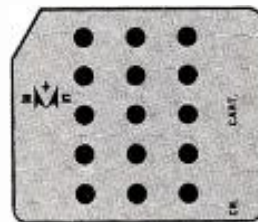
*Personnel:* David C. Adams, Julian Goodman, Don Durgin, Herbert S. Schlosser, Robert W. Lemon, Theodore H. Walworth, Jr., Thomas E. Ervin, Peter B. Kenney, Donald J. Mercer, Raymond T. O'Connell, Joseph J. Berhalter, Anthony A. Cervini, Raymond Diaz, Peter Flynn, William M. Kelley, Malcolm

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**Mutual Broadcasting System, SH C130  
Mutual Black Network, Mutual Radio Sports**

*Personnel:* C. Edward Little, Gary J. Worth, Charles A. King, Owen Weber, Larry Dean, Shelton Lewis, Les Learned.

**National Black Network**

*Personnel:* Eugene Jackson, Del Raycee, Sydney S. Small, Roy Wood, Tony Eosseau.

**Reps**

**ABC-FM Spot Sales SP M258**

*Personnel:* Martin Percival, George Beaudet, Stan Cohen, Karen Layland, Dennis Jackson, Doug Grimm.

**Avco Radio-TV Sales WH Solar Suite**

*Personnel:* H. P. Lasker, Thomas Comerford, Ralph Glazer, Phyllis Seifer, Ron Werth.

**Avery-Knode SP F440**

*Personnel:* J. W. Knode, Robert Kizer, Joseph Poulin, Robert G. Underwood, Wm. Abbott, Robert Kalthoff, Godfrey Herweg.

**Mort Bassett & Co. SH G708**

*Personnel:* Mort Bassett.

**Charles Bernard Co. Watergate**

*Personnel:* Bernard Howard, Jack Davis, Bob Weiss.

**John Blair & Co. WH 2101**

*Personnel:* Jack W. Fritz, James Jurist, Richard Gideon, Don Saraceno, James Theiss, Josef Rosenberg, Oliver Trittler, Jack

Kelley, Jim Kelly, Robert Carney, Richard Coveny, Briggs Palmer, Dick O'Donnell, Dick Wright, Brian Hogan, Jim Bloom, Charles Theiss, John Andariese, Richard Driscoll, Joseph Gavin, Gordon Sulcer, Richard Wallace, Harry Smart, Arthur Stringer, Gust Theodore, Leon Serruys, Jack Satterfield, Thomas Harrison, Edward Whitley, John Boden, Jerry Gibson, Robert Lobdell, Robert Galen, David Klemm, Jack Welford, Dan Follis.

**Gert Bunchez & Associates MF**

*Personnel:* Gert Bunchez.

**Henry I. Christal Co. SP A600**

*Personnel:* Philipin S. Flanagan, John M. Fouts, Pierre R. Megroz, Howard J. Stasen, Walter B. Archer.

**Robert E. Eastman Inc.**

**Key Bridge Marriott Motel,  
John Glenn Suite**

*Personnel:* Robert Eastman, Frank Boyle, Bill Burton, Bob Duffy, Lee Lahey, Vince Fazio, Charles Colombo, Jerry Schubert, Dick Walker, Ed Carrell, Mrs. Carol Mayberry, Tom Gatti, Larry Glazer, Howie Rothenberg, Spencer Eastman, Mike Bellantoni, Rich Duffy, Jay Kay, Harlan Sugarmen, Bella Warner.

**Harrington, Righter & Parsons SH E830**

*Personnel:* James O. Parsons Jr., John F. Dickinson, John J. Walters, Jr., Cris Rashaum, Pierce H. Foster, Carl D. Weinstein, Frank Morello, Peter F. Ryan.

**H-R Television Watergate**

*Personnel:* Dwight Reed Sr., Edward T. Shurick, Harry Wise, Al Ritter, Phil Corper, Roy Edwards.

**H/R Stone Inc. SPD300**

*Personnel:* Dwight (Doc) Reed, Peggy Stone, Jim Alspaugh, Saul Frischling and Jack Canning.

**The Katz Agency Statler-Hilton, 1140**

*Personnel:* Sam Agovino, David Allen, Elizabeth Bain, Chips Barrabee, Charles Berry, Oliver Blackwell, Vic Ferrante, Sandy Gasman, Peter Goulazian, Carole Gray, James Greenwald, Geoffrey Hall, Gordon Hastings, Samuel Jones, James Keeley, Robert Lefko, Barry Lewis, Jack Marino, Frank McCann, Don McCarty, Michael Membrado.

Gil Miller, Ken Mills, Tod Moore, Edward

Papazian, William Schrank, Ken Swetz, Suzie Wasson, Douglas Weaver, Gordon Zellner, Richard Epp, Barbara Miskowicz, John Roberts, Bill Aaron, Ted O'Rourke, Dave Abbey, James Carmine and William McHale.

**Major Market Radio SP G600**

*Personnel:* Ernest W. Kitchen and Donald G. Dalton.

**Jack Masla & Co. WH**

*Personnel:* Jack Masla, Stan Feinblatt, Jeff Croland, Charles McCreery, John Sokolski, Rich Greener, Bud Pearse, Dick Sheppard, Gene Gray and Bill Wallace.

**McGavren-Guild Watergate,  
Presidential Suite**

*Personnel:* Ralph Guild, Ed Argow, Ralph Conner, Anthony Maisano, Monte Lang, Fred Botwinik, Jack Zimmanck, Les Goldberg, Gary Ahrens, Anthony Durpetti, Harvey Levin, Tom Turner, Bob Williams, Ellen Hulleberg, Jeff Dasher, George Fritzing.

**Meeker Co. SH A702**

*Personnel:* Robert Dudley, Charles Standard, Jack Hardingham, Howard Selger, Audrey Tanzer, Hugh McTernan, Fred Bauman.

**Metro Radio Sales WH**

*Personnel:* Bob Williamson, Harry Durando, Dom Fioranavanti, Stan Vogin, Elaine Pappas, Frank Leoce, Gene Werman.

**Metro Television Sales WH**

*Personnel:* Thomas J. Tilson, Martin Ozer, William Tynan, Al Westermann, Richard Williams, Frank Tuoti.

**MMT Sales MF**

*Personnel:* Fred Netters, Gary Scollard.

**Peters, Griffin, Woodward WH 0101**

*Personnel:* Lloyd Griffin, Bill Walters, Ted VanErk, Dennis Gillespie, Dr. John Thayer, Lon King, John Lehman, Walter Harvey, Ron Collins, Roy Terzi, Ken Better, Al Strada, Chuck Kinney, Jim Sefert.

**Petry Television Inc. WH**

*Personnel:* Martin F. Connelly, Bob Muth, Richard Mendleson, Bill Bee, Art Scott, Steve Bell, Dick Nagle, Browning Holcombe Jr., Dick Hughes, Ed Kurlick, Jack Carrigan, Wayne Spracklin, Dennis Van Valkenburgh, Tanya Kaminsky, Martin Goldberg.

**Pro Time Sales WH**

*Personnel:* Sam Brownstein, Thomas J. Hayes, Edward J. Andrews, Bernard I. Ochs.

**RKO Radio Reps MF**

*Personnel:* John Brady, Bruce Johnson, Kevin Cox, Perry Ury, Cathy Lenard.

**RKO Television Reps Wellington**

*Personnel:* Bob Glaser, Jim Marino, James McCann, Joseph Sawhill.

**Savalli/Gates SH A802**

*Personnel:* Joseph Savalli, Carmine Patti, Russell Walker, William Wilson, Thomas Saxton, Joseph Hoffman, Leonard Ostrow, Frank Quinn, Robert Baird.

**Telerep WH**

*Personnel:* Patricia Prie, Alfred Masini, Gerard Mulderrig.

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**Alan Torbet Associates** SP K500

*Personnel:* Alan Torbet, Brock Petersen, Herb Hahn, Peter Moore, Len Fable, Bab Ward, Bill Jones, Lee Bell, Bob Allen, Bob Hix.

**Grant Webb & Co.** SP C340

*Personnel:* Grant Webb, Bill Dahlsten, Mike Quaid, Denis Butler, Dick Romanick, Gray Colgrove.

**Adam Young** WH

*Personnel:* Arnold Kohler, Otis Rawalt, Adam Young, Vincent Young.

**Brokers**

**Blackburn & Co.** WH

*Personnel:* James W. Blackburn Sr., Jack V. Harvey, Joseph Sitrick, James W. Blackburn Jr., Robert A. Marshall, Roger O'Sullivan, Wendell W. Doss, Colin N. Selph, Roy A. Rowan.

**Chapman Associates** MF

*Personnel:* Kenneth D. Anderson, Bill Chapman, G. Paul Crowder, Jim Galbraeth, Bill Kepper, Bob McKendrick, Bob Noel.

**R. C. Crisler & Co.** SP

*Personnel:* Ted Hepburn, Ed Richter, Frank Kalil.

**Hamilton-Landis & Associates** MF

*Personnel:* Ray V. Hamilton, George W. Moore, John H. Bone, Donald L. Wyckoff, Richard A. Shaheen, C. L. (Lud) Richards, Milton Q. Ford.

**Hogan-Feldmann Inc.** WH

*Personnel:* Jack D. Feldmann, Arthur B. Hogan.

**Howard E. Stark** SP

*Personnel:* Howard E. Stark.

**Keith W. Horton Co.** WH

*Personnel:* Keith W. Horton, Jack Kozacko.

**Larson/Walker & Co.** MF

*Personnel:* Sandra D. Gibson, G. Bennett Larson, William L. Walker.

**LaRue and McGavren** Embassy Row  
**Media Brokers Inc.**

*Personnel:* Hugh Ben LaRue, Daren McGavren, Ed McMullin, Joy Thomas.

**Sovran Inc.** MF

*Personnel:* Robert O. Magruder.

**Jack L. Stoll & Assocs.** MF

*Personnel:* Bruce Stoll.

**William T. Stubblefield Co.** Madison

*Personnel:* William T. Stubblefield.

**Edwin Tornberg & Co.** MF

*Personnel:* Edwin Tornberg, Edward Wetter, Douglas Kahle.

**Others**

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*Personnel:* Theodore F. Shaker, William T. McClenaghan, Norman S. Hecht, Robert L. Owens, John A. Fawcett, Gerald Flesher, William N. Shafer, Joel Schwartz, Herbert Kaufman, R. R. Ridgeway, Clay Braun,

Dwight Cosner, Doug Grimm, Paul Kelly, Ronald Laufer, James Mulla, Steven Murphy, Edward Noyes, John Power, Bryce Rathbone, Charles Roda, Richard Schiffman, Marvip Strauzer, Steve Templeton, Sue Wahl.

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**Associated Press** SP Adams-Hamilton Room

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Kurtz, Tom Briley, Arlan Schlagel, Mark Thayer, George Otwell, Anthony Rizzo, Bob Shipley, Robert Starr, Robert Hull, Paul Freeman, William Greer, Doug Kienitz, Tom DeCola, Ben Avery.

**Broadcast Data Base** WH

*Personnel:* Edgar White, Leon West, Brooke Taylor, Stephen Moore.

**Broadcast Pioneers Library** SP Lobby

**Chamber of** SH Bird Cage Walk  
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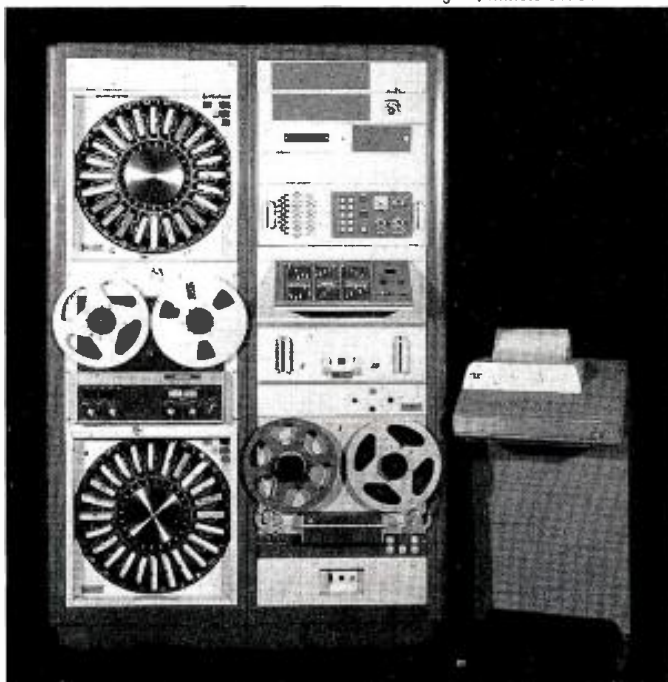
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*Personnel:* Imero Fiorentino, William Klages, John Leay, Pete Howard, George B. Honchar, E. Carlton Winckler.

**C. E. Hooper****WH**

*Personnel:* Robert Kniffin and Thomas Cox.

**Journal of Broadcasting****SP Lobby****Lewron Television****SH**

*Personnel:* Ron Spangler, Dennis Dunn, Garth Gentilin, Steve Walsh, Bruce Wolfson.

**Media Payment Corp.****Watergate**

*Personnel:* Kenn Donnellon, Donn Harman, Peter Kelly, Warren Middleton, Ed Swinarski and Carolyn Shasky.

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*Personnel:* Norman E. Cash, Prem Kapur, Walter Vetter.

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*Personnel:* Roy Danish, Bert Briller, Henry Levinson, James Folsom, Charles Flowers.

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*Personnel:* Peter Willett, Bill Ferguson, Stan Sabik, Cal Thornton, Roy Mehlman, Fred Parker, Bill Wilson.

**U.S. Savings Bond Division Department of the Treasury****SP Lobby**

*Personnel:* Kenneth H. Griffiths, June McCubbin.

**Vidtronic****SP E-620**

*Personnel:* Hugh Hole, Mike Weisbarth, Walter Berquist, Carl Hansemann, Tom Mann, Howard McClure, Jerry Kurtz.

**Broadcast Journalism****RTNDA, NCTA spell out cases for shield law**

**Harrison tells Ervin hearing that protection must be all-encompassing; Foster says growing role of news in cable necessitates its inclusion**

Charles Harrison, president of the Radio Television News Directors Association and David Foster, president of the National Cable Television Association, called for enactment of an absolute newsmen's-privilege bill last week as the Senate and House wound up several weeks of hearings on legislation to protect journalists' sources and information from government subpoenas.

Appearing before Senator Sam Ervin Jr.'s (D-N.C.) Constitutional Rights Subcommittee, Mr. Harrison said legislation covering state as well as federal proceedings is needed to provide full protection for newsmen. And, in the written statement he submitted to the subcommittee, he pointed to two reasons why broadcast journalists have a particular interest in shield legislation: "First, some government officials and others seek to promote the notion that because radio and television stations are licensed, their news reporting should be less free than in the print media. We reject that concept. Broadcast news must be aggressive and hard-hitting, within professional news standards and ethics. Investigative reporting is becoming more and more an important part of electronic journalism. It must not be hampered; it must receive the same protection as investigative reporting in newspapers and magazines."

Mr. Harrison also pointed out in his prepared statement that broadcast news-gathering tools are unique and that audio and video outtakes "are as private, and often as confidential, as mental and handwritten notes." We believe they merit the same legal protection, whether they are confidential or not." If newsmen are called on to produce their unused notes, film and tapes, the media will become known as instruments of government surveillance. . . ." He also pointed to

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the danger that officials would seek such material to determine the fairness of news stories: "They will endeavor to impose their own views of editing on free journalism."

As he indicated he would do several weeks ago, Senator Ervin has introduced a new bill to create a testimonial privilege for newsmen. The measure (S. 1128), offered on March 8 and co-sponsored by 11 Senate members, provides that a newsman cannot be compelled by federal or state bodies to disclose the identity of anyone who furnishes him information in his capacity as a newsman if he gave that source assurance that his identity would not be disclosed, and if the information was obtained in the course of the newsman's occupation. Unpublished information is also protected to the extent it was gathered in a professional capacity. But the bill also provides that the newsman may not invoke the privilege if he is called to testify about a crime he has witnessed.

NCTA's Mr. Foster told Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee No. 3, which is also considering shield legislation, that Congress should enact an unqualified bill that would apply to newsmen working for cable-TV systems.

Noting that an increasing number of cable systems at the local level are providing weekly and daily news and public-affairs programming, Mr. Foster also pointed out that development of regional cable networks is under way and plans are being laid for national cable channels interconnected by satellites.

"One important use for these network channels," he said, "will be to cover news and public-affairs events not now adequately covered because of the single-channel and time constraints on network and broadcast television." In NCTA's view, he said, "cable communications does have an important press role to play . . . and we believe that a press must be absolutely free from governmental controls. . . ."

## Restraints on newsmen

Canadian hearing to amplify rules for broadcasters and the police

The Canadian Radio-Television Commission has set April 10 for a public hearing on proposed guidelines for an "effective working relationship" between the commercial radio and television broadcasters (as represented by the Canadian Association of Broadcasters) and the country's police chiefs. The guidelines, worked out last December and announced in February, essentially establish that the peace officers of Canada "accept the principle that the public have a right to be kept informed on police and crime news and the operations of police forces," while the broadcasters accept the principle that the police, "cannot always make available specific aspects of current policy activity at any time it may be requested, and, indeed, must not do so."

In calling for an open hearing on the

agreement, the CRTC told stations of expectations "that individual broadcasters will not implement any agreement . . . until consultations with the commission have taken place." The hearing is to be held at Ottawa's Skyline hotel.

The CRTC said that the public hearing was to investigate reports that the media-peace agencies agreement gives the police greater control over news during a crisis. The commission, in a wire to Donald Hamilton, president of the Canadian Association of Broadcasters, and to Paul Audet, president of the Association Canadienne de la Radio et de la Television de Langue Francaise Inc., pointed out that "any restraint on broadcasters" in the independent dissemination of news "would be a matter of the most serious concern."

## Top TV newsmen differ on shield, Whitehead's ploy

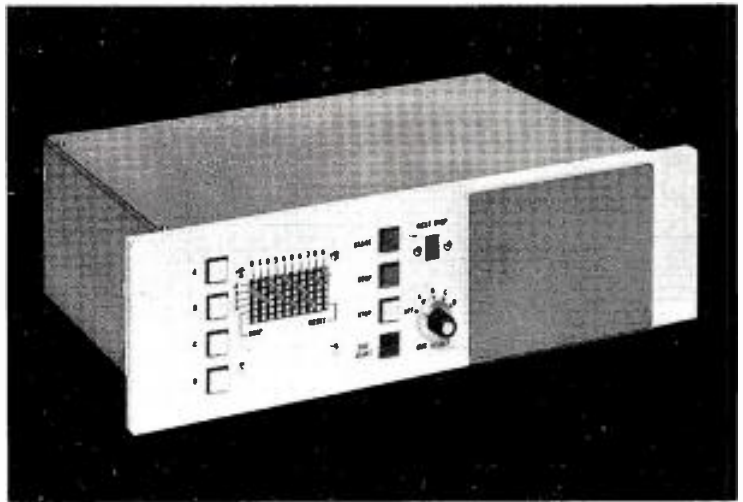
But Chancellor, Reasoner, Smith, Cronkite agree that administration's heat on journalism is intense

The reigning anchormen of network television news disagree on the need for a shield law for newsmen, and to some extent on the seriousness of the threat seen in Clay T. Whitehead's celebrated speech on affiliate responsibility for network news, but they are united in belief

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that the Nixon administration is putting unprecedented pressures on the news media.

John Chancellor of NBC, Walter Cronkite of CBS and Harry Reasoner and Howard K. Smith of ABC gave their views in a roundtable discussion with editors and reporters of the *New York Times*. Lengthy excerpts from the discussion were published in the *Times* last Monday (March 12).

Mr. Chancellor didn't see "an awful lot" stemming from the Whitehead speech in terms of practical effects on broadcasters. In his view, "if the FCC should ever decide to take a license away because the station carried the wrong kind of news, the chances are very much that it would be overturned in the courts."

"I do sense a kind of a colder wind," he said, "but we've had a lot of that."

Mr. Cronkite thought it went further: "I think far more important is what it indicates—that there's no retreat on the part of the administration from what I believe to be its firm intent to drag down the press and all of us in broadcast journalism as well."

Mr. Reasoner said he didn't know what Mr. Whitehead meant, "and I don't know that he did," but that there is "an atmosphere within the administration in which this kind of thing is encouraged by anybody who has a bent for it and has a role."

Mr. Smith said he had not seriously disagreed with Vice President Agnew's original attack on network-TV news—"if we give them hell they've got the right to give us hell," Mr. Smith said—but that Dr. Whitehead, unlike Mr. Agnew, had proposed "structural changes" and they will have a definite effect: "He will give an excuse to many local stations . . . not to take [network] documentaries they would like to replace with reruns of *I Love Lucy*."

The newsmen agreed that administration attacks had not affected network news coverage, except probably to improve it by causing a tightening of professional standards. Another effect, Mr. Reasoner added, was to cause newsmen to spend a lot of energy "in just this kind of a meeting, or in various kinds of introspection," when it might be better spent working.

The fact that viewers cannot pass up unwanted news on TV, as they can in newspapers, was seen by Mr. Chancellor as a major factor in making "a lot of people unhappy with the news they got," even though "the news hadn't changed all that much." Then, he said, "into that attitude came this administration, the President and the Vice President, saying that the news isn't any good because those people aren't any good," so that dissatisfied or fearful viewers can look to the White House and be told: "Yes, you're right, and it's those bad people who are going it."

"And that's been serious," Mr. Chancellor added.

Mr. Cronkite said: "This administration, through what I believe to be a considered and concerted campaign, has managed to politicize the issue of the

press versus the administration" to the point that "to defend the right of the people to know—that is, to defend freedom of speech and press—is to somehow or other be antiadministration."

In support of this contention Mr. Chancellor also noted that "the subpoenas have gone mainly to reporters for organizations that have been critical of the Nixon administration. I don't see them going after reporters who've worked on stories the administration regards as favorable."

On the question of a shield law he said he would "spare no effort" for the most embracing kind, but Mr. Smith opposed any kind, "unless things get a lot worse than they are," because "it involves too many complexities that haven't been thought out," such as how to define who a reporter is.

Mr. Cronkite said "anything short of an absolute privilege is dangerous" and that he didn't like the implication, even in an absolute law, that Congress has a right to enact measures regarding the First Amendment. But he said, the Supreme Court's Caldwell decision seemed to invite such legislation "and perhaps that's the way to do it—with an absolute privilege."

Mr. Reasoner felt that anything short of an unconditional law would be "limiting"—and, he said, "you aren't going to get an unconditional law."

## AP association hopefuls

Two nominees for each of four seats on AP Broadcasters Association board of directors were announced last week by nominating committee, headed by Rex Davis, KMOX(AM) St. Louis.

For TV-stations representative in the eastern district, where incumbent C. Glover DeLaney, WHEC-TV Rochester, N.Y., asked not to be renominated, nominees are Dave Kelly, WMAL-TV Washington, and Bernard Rotman, WBEN-TV Buffalo, N.Y. For western district representatives at large, Walter Rubens, KOBE(AM) Las Cruces, N.M., incumbent, and Frank Conley, KQMS(AM) Redding, Calif. For central district, radio stations of 5 kw and over, John Chapman, WKRC(AM) Cincinnati, and Curtis Beckman WCCO(AM) Minneapolis (incumbent Thomas Frawley, Cox stations, Washington, is not eligible for re-election). For southern district, radio stations under 5 kw, W. Jack Brown, WLON(AM) Lincolnton, N.C., incumbent, and Jerry Huddleston, KVOP(AM) Plainview, Tex.

APBA by-laws call for ballots to be mailed by May 15 and returned post-marked no later than July 15. Nominations may also be made by petition of six or more members of a district except for directors at large, for which 12 members are required. Petitions must be received by April 30 by APBA secretary Robert Eunson, vice president of AP, 50 Rockefeller Plaza, New York 10020.

## Journalism Briefs

**Distaff side.** Women's News Service has been formed to provide to all media

information and interviews important to women. First project, by Lindsey Lambert, founder of service and former sales assistant and West Coast research director for McGavren-Guild Inc., is series of one-minute radio vignettes to be syndicated nationally. 2037 Sherbourne Drive, Los Angeles 90034. Phone: (213) 837-1977.

**Honored for financial news.** Four stations will receive Janus awards for financial news programs that have contributed to community understanding of commerce and finance, according to announcement today (March 19) by Mortgage Bankers Association of America, Washington. Winners: WHIC-TV Pittsburgh and WJW(AM) Cleveland for commercial television and radio, respectively; WOUB-TV Athens, Ohio, and WUOM(FM) Ann Arbor, Mich., in corresponding noncommercial categories.

**Insider's view.** Steve McCormick, former vice president of Mutual Broadcasting System, has arranged with Broadcast Productions and Services Inc., Washington, to do new syndicated radio program called *Sixty Seconds*. One-minute commentaries, provided to stations five days a week beginning April 1, will examine news developments in Washington, giving special attention to problems facing broadcasters. Robert M. Johnson Associates, owner of Broadcast Productions, will produce and distribute program. 635 National Press building, Washington 20004.

## Cablecasting

# How Teleprompter figures to weave a cable network

**With Button, a satellite expert, now on the job, the company files for earth station for starters**

Teleprompter Corp., the biggest cable-television operator in the nation with more than 600,000 subscribers, has initiated plans to be the leader in a national broadband network. "That's the dream," says Robert E. Button, after one week on the job in Teleprompter's headquarters in New York. "It'll be a network bigger than anything we've ever seen."

Mr. Button, who spent the last eight years in Washington in government relations for the Communications Satellite Corp., is director of Teleprompter's newly-created office of satellite development. His acquisition was step number one for Teleprompter in what amounts to a determined effort to unite the entire broadband cable industry. Step two was taken March 9 with the filing with the FCC for application for an experimental transportable receive-only earth station (see story, page 130).

The basic concept that Mr. Button has taken to Teleprompter and which the company is now in the process of implementing is a bringing together of the new technologies: satellites and cable TV.



"Let's hook them up and see where we come out," is in effect what Mr. Button and Teleprompter are saying. While he was at Comsat, Mr. Button examined the cable industry and tried to figure out how cable-TV systems owners could take advantage of domestic satellites. He couldn't see any single entity in a position to buy satellite services. Then he talked to the people at Teleprompter and learned that the company was willing, if necessary, to go it alone—felt it has enough systems to make an interconnection feasible right now for Teleprompter on its own.

To Mr. Button the situation is similar to the early days of Intelsat, the International Telecommunications Satellite Consortium that established and operates the global commercial-communications system and provides service to nearly 90 countries of the world. He recalls that the U.S., when it was going to put up the first Early Bird communications satellite, felt capable of doing so by itself yet still took the position that if anybody else wanted to join that would be fine.

"All of a sudden the United States found it had a consortium of 80-odd nations wanting to do the same thing and share in it," Mr. Button explains. "Well," he continues, "I sort of look at the cable industry that way. Teleprompter could interconnect on its own, but the domestic satellite makes possible the uniting of the whole broadband cable industry." Mr. Button makes it clear he's talking about a satellite that has multiple channel capacity and could serve to interconnect every cable system.

"Teleprompter had a finger in the action right along," Mr. Button says, pointing out that though the company hasn't applied for a domestic satellite, it has filed comments in the FCC's proceedings on the domestic-satellite issue and is associated with Hughes Aircraft Co., which is such an applicant.

"Now we're going operational with the broadband network idea," he says, noting the recent filing at the FCC for a ground station. "Always remember the time frame," he says. "We've got until about April 1794 to plan out how a satellite can be used by the cable industry."

His April 1974 reference is to the date when it is presumed that the first domestic U.S. satellite will be operational, most likely one owned by Western Union Telegraph Co. (BROADCASTING, Jan. 1). After the first domestic satellite is in orbit others will come along, Mr. Button believes. "Fairchild Industries, American Satellite Corp., RCA, they're all going to jump on the bandwagon. It's just a case of who comes up with the business concept and how to use the satellite and make money out of it."

What's Mr. Button's role in the coming events? "I will come up with the economics," he explains, "that is to say what it costs to use a transcontinental channel which can be accessed by anybody with a ground station." Mr. Button also is charged with developing a concept for using such transcontinental channels for what he terms "premium TV" (a euphemism for pay TV).

"The guys who are experimenting with



Mr. Button

premium TV locally now are doing it in a horse-and-buggy fashion," he contends. "If they could originate their programing in one location and just put it on a satellite and have it all over the country simultaneously, people could pick it from the ground stations. There's your instant box office. This is part of our satellite philosophy."

The Teleprompter-Bob Button concept for cable TV and domestic satellites begins with a satellite capable of multiple use. Such a satellite becomes the means

by which what are now "a bunch of little islands" of cable-TV activity becomes welded into a "national communications structure" (one that has ground into it service to data, computer and facsimile users as well as entertainment and informational programers). Teleprompter wants to lead in bringing about such a development, yet, claims Mr. Button, doesn't want to monopolize the field. "It can't be monopolized," he assures. "That's deadly." Instead, he maintains, Teleprompter wants "to show the way to bringing the broadband national capability into full existence."

Keeping to the example set by Intelsat, he doesn't know what the eventual corporate or consortium outlines of a national satellite service will be. His talking about the concept at meetings with other cable-TV systems owners has generated less than overwhelming enthusiasm.

"The reactions run the gamut from 'we're too busy getting new subscribers,' to 'show us the numbers and when they figure up we'll go,'" he concedes.

He thinks the preoccupation of cable systems with attracting new subscribers is ironic because "the one way you get new subscribers is to offer new capability." To his way of thinking, "if we offer diversified programing over this thing—special-interest programing, professional-interest programing, minority-interest programing, stuff that the networks don't and can't afford to do—we get new subscribers."

How does he answer the reluctance of other cable-TV people? "It's a chicken-and-egg situation," he says with a note of



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frustration, "and I don't know which I am, the chicken or the egg."

The ground station that Teleprompter is asking the FCC to approve would be experimental, but, Mr. Button promises, only the first of many to come.

"It is our company policy to have our own ground station," he explains. "Once you oil that one up and it works then you go for a production line because you've got to have them all over. You just don't have one."

The eventual goal of Teleprompter, as he outlines it, is a ground station at practically every cable head end. By 1974, according to his calculations, if there are 6,000 cable head ends in operation in the country, he'd like to be serving them all via satellite with a mixture of ground stations and ground microwaves in certain localities (a complex of cable TV systems in one locality would be interconnected to the one ground station serving that area by microwave). Yet granting the exception of a single ground station serving a number of nearby small cable TV systems with the help of microwave transmissions, he's still predicting a need for satellite earth stations "in multiples of 1,000—well over 1,000."

An initial demonstration of Teleprompter's satellite capability is planned for the National Cable Television Association convention in Anaheim, Calif., June 17-20, when the company will demonstrate its earth-station facilities. Plans call for a transportable Teleprompter earth facility to receive signals from Canada's Anik-I satellite (subject to authorization) and display them during the convention. In addition, Teleprompter and NCTA intend to invite government and FCC officials to address the convention via satellite from Washington as indication of a satellite-cable system originating programming.

Mr. Button, who spent some 15 years early in his career with NBC, makes a point of specifically avoiding the temptation to write off the commercial over-the-air television networks. "I believe ABC, CBS and NBC will keep on doing what they're doing—and doing it well—for one helluva long time to come," he says with conviction. "Just because you have a new piece of technology, doesn't mean

that you go out and slaughter everybody who isn't in it."

What's the timetable for Teleprompter to put the Bob Button dream to the practical, profit-making test? "The day that any satellite merchant opens his door for business," he says with confidence, "we expect to be organized to take advantage of the satellite and start doing business."

## Primary franchising goals are theme of Rand's first report

**Author sounds some warnings about municipal ownership, but urges citizen participation**

The social implications of CATV are the focus of a new series of reports on cable TV by the Rand Corp., Santa Monica, Calif. The first, on decision making, was released last week ("Closed Circuit," March 12).

The initial handbook is accompanied by a summary overview by Dr. Walter S. Baer, project director of the study, who sets the tone by commenting that the series of reports is designed to help communities "shape . . . a revolution in communications . . . [that] may influence the way we live as radically as the automobile and the telephone [did] . . ."

He urges those responsible for franchise decisions to make cable programming and services, not technology, their prime concern. CATV, he says, "is on the brink of turning into a genuine urban communications system with profound implications for our entire society." And, he adds, "the decisions shortly to be made will reverberate throughout the 1980's."

Responding to a growing clamor for municipal ownership, Dr. Baer warns that cable systems are unlikely to be highly profitable, resulting in income for cities, at least in this decade. He also discusses in detail the pros and cons of municipal ownership vs. private and/or noncommercial ownership of cable-TV systems. These issues, he says, can be "perhaps the most emotionally charged topic the community will confront."

He is somewhat more pessimistic than

others about the pace of construction of new cable systems in major markets. Until new services are developed, he says, cable in larger cities may not attract sufficient subscribers to warrant large-scale building, and until there are large systems with substantial concentrations of subscribers, new CATV systems will not be profitable.

But, he stresses, citizens' participation should begin at the earliest time, with the planning for the franchise.

The first handbook deals with elements to be considered in determining the issuance of a franchise, including history of CATV, technology, economics, ownership options, planning, franchising, local responsibilities, public access, public service, and a chapter on CATV's future. The book also includes appendices enumerating the top-100 TV markets, the 50 largest CATV systems, financial models of three CATV systems, and a glossary.

The remaining reports, covering such topics as citizens' participation, technology, federal regulations, municipal services, public access, and uses in education, will be issued in the next few weeks. The entire project was underwritten by a \$267,000 grant from the National Science Foundation, Washington.

Dr. Baer, who joined Rand in 1970, is the author of the 1971 Rand report on interactive television, and has done technical and economic studies of cable TV in Washington and in Dayton, Ohio. He was on the staff of the White House's Office of Science and Technology before joining Rand.

The Rand Corp., a private research organization, began investigating CATV in 1969 under grants from the Ford Foundation and the John and Mary Markle Foundation.

## Cable system dumps candidate's show

**Viacom Long Island subsidiary drops program when Democrats complain hostess is up for election**

Suffolk Cablevision, a Long Island, N.Y., subsidiary of Viacom that reaches 35,000 homes, will cancel a weekly one-hour discussion show because its moderator is running for office in a local political campaign.

When Nancy Zwerling, who is a newspaper publisher and whose program is called *Nancy's Show*, was chosen by Suffolk county Republicans earlier this month as their candidate for the 11th legislative district, Dominic Baranello, the Democratic chairman in Suffolk, fired off a letter to the cable company demanding equal time for the democrats "to insure fair campaign practices and full recognition of FCC rules."

A station spokesman said that because the company doesn't want to take sides and become embroiled in a political controversy, *Nancy's Show* will go off the air as of April 12 (the deadline date for candidates who want to file petitions to get their name on the ballot for the June 4 primary in Suffolk county) and stay off at least until after the election.

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## Eyes turn hopefully to Congress after court's cable ruling

Decision on distant signals fails to decisively solve problem in opinion of many observers

What are the implications of the U.S. Second Circuit Court of Appeals decision in the CBS vs. Teleprompter case? Less than a week after the court's unanimous decision to offer half-a-loaf (partly upholding and partly reversing a lower District Court ruling [BROADCASTING, March 12]), the reactions are beginning to pile up, and the finger is being pointed time and again to the concluding paragraph of the 29-page decision by the three-member Court of Appeals as the key indicator.

"The last paragraph says this is a matter for Congress, and it really is," points out Herman Finkelstein, chief counsel for the American Society of Composers, Authors & Publishers. Edward M. Cramer, president of Broadcast Music Inc., said his organization "applauds the court's language in the concluding paragraph," particularly the passage that notes:

"The complex problems presented by the issues in this case are not readily amenable to judicial resolution . . . we hope that the Congress will in due course legislate a fuller and more flexible accommodation of competing copyright, antitrust and communications policy considerations, consistent with the challenges of modern CATV technology."

Senator John L. McClellan (D-Ark.), chairman of the Copyright Subcommittee, apparently is ready to accommodate the appellate court with legislation. His office indicated that the senator would offer a copyright bill imminently, yet there was no sign of such an offering last week. And a McClellan bill, which is likely to set a copyright-fee schedule limit (a schedule setting limits of 1% to 5% of gross revenues was in the first McClellan copyright revision bill introduced in 1968), is not what the copyright owners are seeking.

"My feeling is get the damn copyright bill out of the Senate and then we'll start fighting," was the tough observation of one top-ranking representative of a copyright-owner interest. "After all, Senator McClellan doesn't have all the power in the Congress," he pointed out. "Let him do what he wants in his committee, but let's get this thing started."

Jack Valenti, president, Motion Picture Association of America, has no doubts that the Second Circuit Court of Appeals ruling that cable-TV systems are subject to copyright liability on programming imported from distant stations is "favorable" and "absolutely pleasing" to copyright owners. "I think it establishes the principle of the obligation to pay copyright, dispels all the clouds and doubts, makes the copyright obligation firm and clear," said Mr. Valenti. "The only thing left undone," he added,

"is the precise definition of distant signals" (the appeals court said that any system that locates its antenna more than a few miles from the cable TV served must be ready to bear the burden of proof that the signals it brings in are not distant signals).

Where does the copyright controversy go from here in addition to the halls of Congress via a likely McClellan bill? Attorneys for Teleprompter Corp. have indicated a possible petition for U.S. Supreme Court review. Last week a Teleprompter spokesman reported that "we're still studying the options available to us" —to go to appeal, to petition for rehearing, to continue the fight in the lower court (the case of CBS Inc. against Teleprompter was sent back to the district court for determination of damages).

Mr. Finkelstein of ASCAP would like to see an appeal. "I feel the Supreme Court may go further than the Court of Appeals."

## NCTA to push for law that would forbid government ownership

Foster says ban should extend to radio-TV, newspapers; says private entrepreneurs should undertake the risks of cable

The National Cable Television Association intends to propose legislation that

would make it unlawful for any governmental body to own either directly or indirectly a cable-television system. What's more, NCTA wants the same legislation to include a ban on government ownership of newspapers and radio or television stations.

David Foster, NCTA president, revealed this cause in a luncheon speech last week before the Federal Communications Bar Association in Washington. From the outset of his talk it was made clear that this was to be a blunt attack against those who would turn over to the government "the development and control of the most versatile, flexible, accessible and potentially powerful communications medium that has ever been envisioned in man's history." His particular targets were the "religious-enthusiasts" (only the Rev. Everett Parker, director of the Office of Communication, United Church of Christ, was specifically identified as such in his speech) and the educators (the School of Journalism of the University of Missouri, which NCTA opposed in a referendum election in the city of Columbia [BROADCASTING, March 5 and 12], was cited in this category). Those in religion and education "have the same sort of constitutional schizophrenia," according to Mr. Foster. He claimed that both groups fight for absolute separation of governmental interference with cathedral and college on the one hand and yet "anywhere else government wants to use its might is absolutely OK," especially, he pointed out, "under the wise guidance



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of either priests or pedants."

Mr. Foster also took a swipe at those consultants (namely the Cable Television Information Office which has published a study of the cable-television options for the city of Jacksonville, Fla., that suggests that the decision for or against municipal ownership be made "without regard to any emotional arguments") who generate subtle confusion that "lurks behind the bland mask of impartiality and professional detachment."

Conceding that he has strong personal feelings about government ownership of cable television, Mr. Foster cited three principal arguments that reflect his thinking:

▪ That "the taxing authority, the credit, the bond rating of a community ought not to be committed either directly or indirectly to the development of a high risk, capital intensive industry." (Says Mr. Foster, "Let the entrepreneurs take the risk.")

▪ That there isn't any municipal or county government in the country that can come up with "the creative innovations which will be necessary to cause cable to realize its promise and potential."

▪ That it must be recognized "that communications is not strictly a commodity nor is it a service." Instead, Mr. Foster said it's most important to know that communications, including cable TV, "is a resource and a right for all of our citizens."

Mr. Foster asked his audience to avoid thinking that because commercial interests oppose municipal ownership such government control must be a good idea. "To suggest that a city can't receive the benefits cable provides from entrepreneurs is just plain silly and irresponsible rhetoric," he concluded.

## Cable, pay TV make inroads on pro sports

### Pro basketball league signs up with Home Box Office

Home Box Office Inc., New York, has signed an exclusive contract to July 1, 1977, for the North American cable and pay-television rights to the games of the American Basketball Association.

Under terms of the contract with the ABA, Home Box Office will pay a minimum of \$1.5 million for the rights to pre-season, regular-season and play-off contests. Home Box Office will have first negotiation rights for cable and pay-TV with individual teams in their home territories. Local-station and network-television agreements pre-empt the Home Box Office agreement.

The contract went into effect on March 9 with the telecast of the Kentucky Colonels-Virginia Squires games to more than 5,000 subscribers on CATV systems in Wilkes-Barre, Allentown and Bethlehem, all Pennsylvania. These subscribers pay a fee above the monthly charges to receive Home Box Office programming consisting of first-run feature films and live sports events.

## Programing



KNEW(AM)'s Don Chamberlain

## Touchiest topic on radio now: talk about sex

**Originators see a social purpose; FCC will listen to selected tapes; women keep reporting intimacies**

Therapy or exploitation? Public service or public nuisance? Serious discussion or leering small talk? Radio operators who program so-called "sex-talk shows"—radio's copied format of late—feel their backs against the wall following attacks by members of Congress, the FCC and a body of irate listeners, whose number is as yet unknown.

To the practitioners of the female-oriented two-way talk shows even the term "sex talk" has now become anathema. Many refuse to be interviewed by reporters, saying that sensationalized accounts of the format are what got them into trouble in the first place. They complain of shorthand terms such as "topless" and "X-rated radio," which they say are agitating government scrutiny, and they may be right. Senator John O. Pastore (D-R.I.) and FCC Chairman Dean Burch are talking about finding a test case. The FCC has scheduled a session on the subject this week (see page 119).

Ray Stanfield, manager of KGBS-AM-FM Los Angeles, is sensitive to the condition. "Articles that have mentioned KGBS as the originator of a concept that has been stolen and bastardized have been grossly unfair," says Mr. Stanfield. "We didn't pioneer dirty radio. These sex-talk shows have evolved from the Bill Ballance show, to be sure. But we do not have a sex-talk show on this station. We have a talented, clever interviewer on the air, talking to

callers about man-woman relationships. Sex is an occasional by-product. But when the subject turns sexual, it is never handled in bad taste."

There is no way to characterize what has been called "sex-talk radio" in a general way; each station's version is different. The common denominator among the 50 or 60 stations programing daily shows is that only women are allowed to talk on a pre-determined topic of the day on the air. Usually the callers are not pre-screened or pre-taped—those devices dampen spontaneity, programers say—and are asked to remain anonymous. They are asked their first names only, where they live and their ages.

The originators of female-only, two-way talk, and they prefer that label to "sex-talk," say that they did not go into this type of programing with the idea of talking about sex exclusively. Mr. Stanfield explained: "When we began thinking about revamping our format two years ago, we had only a limited audience, I will admit. But the bulk of our listeners were young adults, men primarily. I had experience with two-way talk before coming here [at KLAC(AM) Los Angeles and WRNG(AM) North Atlanta, Ga.], and I wanted to get into something along those lines. But talk radio has traditionally appealed to older audiences, and we wanted to marry talk radio to our youthful audience. So we thought: 'What appeals most to young women?' And the obvious answer, of course, was young men. We wanted to put on the air light, humorous conversations about the relationships between men and women."

Rose Hutton, working at KGBS to help get its female-oriented programing ready, thought up the name *Feminine Forum*. At that time, in late 1970, several disk jockeys at the station would take calls from female listeners, off the air, and then air the edited tapes the next day. Ron Martin, hired as program director for KGBS several weeks into the *Feminine Forum* experiment, believed the pre-taping and various voices sounded dull. He asked the all-night man, formerly a rock disk jockey on KFWB(AM) Los Angeles and at stations from Denver to Hawaii after his KFWB days, whether he would do a live, midday version of *Feminine Forum*. Bill Ballance said he'd give it a try. Thus is made broadcasting history.

KGBS's success during midday convinced Storer Broadcasting, owner of the station, to start versions at its five other AM's, WJW Cleveland, WDEE Detroit, WGBS Miami, WSPD Toledo and WHN New York. It didn't take long for others, seeing a sure-fire solution for sagging midday ratings, to pick up the idea. Metro-media's KNEW(AM) San Francisco premiered *California Girls*—named after a hit song by the Beach Boys—in August 1972. Fairchild's KLIF(AM) Dallas simply called its female two-way talk show *The Dave Ambrose Show* when it went on the air last September. KILT(AM) Houston started a similar show several weeks later. WWDC(AM) Washington turned its afternoon *Scott Burton Show* toward personal relationships in November when "listen-

ers began bringing sex into every conversation," as General Manager William Sanders recalled. WwDC dropped topics that involved sex when the programs became increasingly "uncomfortable" for the management.

And the Bill Ballance show was one of the hottest syndication properties in the business by the end of 1972. Handled by Dick Clark Radioshows Inc., the Ballance show is now in 22 markets and starting in another four within 30 days. Four of the stations buying the show are in Canada, and it was recently placed in Perth, Australia. The station in Australia will, more than likely, according to a spokesman, handle the syndication of the show in Australia and New Zealand if there is a demand. And the first pilots for a Bill Ballance television show, also to be handled by Dick Clark, are in the can.

It is impossible to separate sex-talk radio from the recent trend of all media to discuss and present sexual subjects in unprecedentedly frank and open terms. Long-time TV taboos have crumbled every Saturday night for two years on CBS-TV's *All in The Family*. The presentation of ABC-TV's made-for-television film, "That Certain Summer," about a homosexual father's relationship with his family, broke new television ground. How-to, layman-oriented sex manuals keep topping the best-seller lists.

"There's no question that this country is in the process of changing its societal mores," George Duncan, president of Metromedia's radio division, said. "Sex education in the schools was a violently controversial topic only five years ago. But now sex taught as health education is entirely proper. Now we have people discussing sex on the radio, and it was to be expected. Radio is a reflective medium."

Dave Ambrose, who is host on a female-only talk show on KLIF(AM) Dallas, says: "It's time radio kicked and screamed its way into the 20th century. Why can television, which is the same type of public media, talk about the same subjects at the same time of day—soap operas—and we can't?"

There are those who see a public demand for sex-talk shows. "If there were no need for this type of programming," says George Duncan, "it wouldn't have been an overnight success. What is called for now is the interpretation of those needs." Those needs have been interpreted in many different formats.

"There have been stations around the country that have sensationalized and abused it," Mr. Stanfield believes. "Even in this time when frank talk is accepted on TV and in the movies, it's still possible to go too far. We've gone too far at times, too. But I believe that was part of the growing pains of the format. I think that some have been going too far as a matter of policy, to build a quick audience. And we are now being indicted for their continuous excesses."

Most broadcasters have said that at some time in the gestation of this format they have "crossed the line." But, they

add, it is a new form of radio—some even say revolutionary—and they needed time to bring it to maturity. There is "no one in this format who has not bordered on alienating someone's sensibilities at one time or another," Mr. Duncan said. "But there is enough redeeming value to this format that we believe it can be developed with the knowledge that our expertise will eliminate potential irritants."

The female-only, two-way talk show is indeed radically different from anything that has come before. Two-way talk, it now seems, only touched the surface of a public's desire to air personal opinions to the broad audience that radio offers. But two-way talk in its earliest form dealt with caller opinion—on politics, sports, etc. Sex-talk radio programs ask their listeners not for opinions, but personal experiences. And, considering that the subject matter is male-female relations, it has gone beyond two-way talk radio and become "cathartic" radio. Radio as therapy, even.

Many managers and programmers believe, as Dave Ambrose puts it: "Far from being irresponsible broadcasting, this kind of radio can be the most responsible type. We're into the serious aspects of daily living. I'll be glad to open my files to anyone. We haven't backed off on this show because we haven't had to."

"A large portion of the world has opened up to these women for whom the world has never been a very open place," Ken Gaines of KNEW said.

Dave Ambrose of KLIF related an experience on one show recently on the topic, "Where did you learn about sex?":

"I wanted to do a show on that question after I had gotten some flack about sex doesn't belong on radio. It belongs-in-the-home-type stuff. I talked to about 50 women about how they learned sex, and not one had been taught about it by their parents."

"These callers," says KGBS's Mr. Stanfield, "Are not going to call to see how much they can get away with. They aren't strippers on a busman's holiday. They're responsible women. They're not weirdos."

A study of callers on the Bill Ballance *Feminine Forum*, conducted by the accounting firm of Peat, Marwick, Mitchell & Co., states: "Callers to *Feminine Forum* are a representative cross-section of the southern California female population, with the distinction of being significantly above average in education, income, quality of residence and level of occupation. Their specific characteristics indicate a stable and mature group, with vested family interests, a fairly conservative outlook on marriage, as shown by lower divorce rates than the national average, and social habits denoting upper middle class. None of the callers considered her interview to have been in poor taste, salacious or in any way offensive. Practically all said it had been fun."

Storer lawyers, upon investigating FCC complaint files, found fewer than 20 complaints against KGBS. Dave Ambrose says that in eight months of his show, he has

had to censor only three callers for obscene words. He talks to some 250 women a week. WHER(AM) Memphis pulled its female-only talk show from the air, due to the lack of local advertiser support, the station manager said, and on Feb. 28 the District 6 field office of the FCC in Atlanta received so many letters blaming the commission for the cancellation that Arthur T. Cline of that office said, "We couldn't acknowledge them all."

And a caller to Don Chamberlain's *California Girls* on KNEW told him: "At first I thought your show was just kind of kooky and left it at that. But you've been getting into areas lately that really concern us. I'm finding out a lot of things about myself I didn't know before. I said to myself, 'Oh, come on, at age 40 you're going to turn into a dirty old lady?' (laugh) I decided that wasn't true, that these were things that should have been going on a long time ago."

## FCC deliberates need to sew a robe for topless radio

Increasing number of complaints from public and Congress sets stage for commission consideration

The seven members of the FCC will sit around a government-issue tape machine at their meeting this week, listening to a program, assembled by the commission's staff, that might be entitled *The Housewife's Delight*.

It is a compilation of segments from some dozen so-called topless radio talk shows and one television program. And for an hour or so the commissioners will hear women expressing their innermost thoughts about sexual activity—theirs and others.

Whether the commissioners are bored, amused, titillated or outraged, it will all be in the line of duty. Under pressure from members of Congress and facing a rising tide of complaints from members of the public, they are looking for a means of dealing with what the complainants, in Congress and among the public, consider "indecent" programming. And as one official put it, "It's hard to discuss this matter in the abstract."

Chairman Dean Burch has already heard the tape. He listened to it on Monday, in the company of several staffers—General Counsel John Pettit; Wallace Johnson, Broadcast Bureau chief, and William Ray, chief of the Complaints and Compliance Division, and John Eger, the chairman's legal assistant. The chairman said he had "no reaction," but others in the group said they did not regard the material as "obscene"—although one staffer indicated there might be a question as to whether some of it was "indecent." A federal statute prohibits the broadcast of profane, obscene or indecent material.

As he indicated to members of Congress when pressed on the subject at two congressional hearings in recent weeks,

Chairman Burch feels that censorship problems involved in attempting to deal with the issue present the commission with a difficult choice. He told the Senate Communications Subcommittee that he would rather risk his children seeing an occasional "dirty movie" on television than have "seven people downtown deciding what people should see" (BROADCASTING, Feb. 26).

However, Senator John O. Pastore (D-R.I.), chairman of that subcommittee, and Representative Edward P. Boland (D-Mass.) chairman of a House Appropriations Subcommittee which held a hearing on the commission's budget a week after the commission heard from Senator Pastore (BROADCASTING, March 5), both urged the commission to seek a test case of its power to crack down on programming they felt was offensive.

Chairman Burch received additional pressure from Congress last week, when he appeared before the House Communications Subcommittee on license-renewal legislation (see page 33). Representative Torbert Macdonald (D-Mass.), subcommittee chairman, repeated the familiar litany of outrage and concern about what he and some constituents consider indecent programming, and warned that Congress might act to remedy the situation if the commission did not. (Representative Harley O. Staggers [D-W. Va.], chairman of the parent Commerce Committee, expressed similar concern and issued the same warning when Vincent Wasilewski, president of the National Association of Broadcasters, was testifying.)

The commission has been seeking a case in which it could test its power in connection with alleged off-color programming for years, though with a greater sense of urgency in the past few weeks. And it was as part of that search that members of the commission's Field Engineering Bureau in posts around the country monitored and taped call-in talk shows that they felt might provide material for a court case. Since some of the programs ran for up to five hours, commission staffers in Washington edited them down to two versions—one running slightly more than one hour, the other slightly less—containing illustrative examples.

Officials declined to identify the programs involved, but Bill Ballance, whose *Feminine Forum* is broadcast on KGBS(AM) Los Angeles and who is heard on a number of other stations in syndicated excerpts from that show, is said to be represented on the tape.

The attention the Ballance phenomenon recently has been getting distorts, somewhat, the problem facing the commission. While the number of complaints, comments and inquiries the commission receives about what it vaguely categorizes as obscenity, indecency or profanity is rising sharply—the total for fiscal 1972 was 2,141 whereas the total for the single month of January 1973 was 860—most of the mail by far deals with television. In fiscal 1972, television accounted for 1,783 pieces of mail, AM radio 230 and FM 128. In January 1973 the figures were 764, 80 and 16.

Furthermore, most of the complaints about television, in recent months, at



At another forum, FCC Commissioner Charlotte Reid met sex-talk host Bill Ballance of KGBS(AM) Los Angeles at last December's Gavin programming conference. Commissioner Reid told the conference she could "understand the value of such programs." But, she went on to say, "The idea of publicly airing personal problems turns me off." She also said at that time, however, that sex-talk shows were a matter of "licensee discretion."

least, appear to be based on misinformation. Without specifying titles, they deal with "X-rated movies," even though the only one known to have been shown on television was "The Damned," on CBS—and that one only after being thoroughly laundered. The commission's chief of the complaints branch, Arthur Ginsberg, who has examined the mail, says much of it appears to have been the product of a letter-writing campaign inspired by religious organizations in different parts of the country. (However, the two-part episode of *Maude* concerning Maude's abortion produced more than 2,000 complaints whose authenticity was not questioned—although there were some letters, too, from persons complaining about stations that did not carry the programs.)

Nevertheless, radio is an increasing source of concern. The FCC's mail count for February on obscenity, indecency and profanity is said to be double that for January, with the radio-to-television ratio said to be about one-to-three or one-to-four, as against January's one-to-eight. However, there is no breakdown of the kinds of programs that provoke the complaints, comments and inquiries.

The commission discussed its options

**Matchmaker.** KGBS(AM) Los Angeles, where Bill Ballance is said to have originated two-way talk with female listeners, has another disk jockey on the air who works a different man-woman angle: dates.

He's 39-year-old Dave Hull, whose 3-7 p.m. *Hullabaloo* is music and chatter. Once every hour, Mr. Hull talks to callers who have phoned in search of dates. In each five-minute segment he tries to match up pairs. No dates are arranged on the program, but if callers indicate they would like to meet, each is privately given the other's telephone number.

The segment is formally called "Action Line." At the station it is informally known as "Dial a Date." Some call it "Dial a Dog."

briefly last Tuesday, and will resume the exercise this week. Officials say a wide range of possibilities came under review, from punitive, such as calling for early consideration the renewal application of a likely suspect, subjecting an alleged offender to a license-renewal or revocation hearing or imposing a forfeiture, to employment of jawboning and raised-eyebrow techniques, such as questioning licensees about the public-interest considerations involved in broadcasting a program that might be considered offensive, issuing a public notice reminding licensees of their responsibility for everything they broadcast (as it did in connection with lyrics concerning the use of drugs), or simply exhorting broadcasters with speeches. Or the commission might issue a notice of inquiry or rulemaking, and invite all interested parties in the industry to offer suggestions. The commissioner who has long been a hawk on the issue of allegedly off-color programming, Robert E. Lee, is not now pushing for punitive action. He said last week he will recommend that the commission issue a drug-lyrics type notice—he had been the prime agent in the issuance of that earlier notice—or ask stations carrying the topless radio talk shows to justify them in terms of community needs.

If the commission were to attempt to test its power by imposing a forfeiture—as it tried in 1970, when the test-cast station, WUHY-FM Philadelphia, confounded things by paying the \$100 fine—it would have to persuade the Justice Department it could successfully prosecute the case in court under the obscenity statute. (The Justice Department, if it chose, could move against a station on its own under the statute.)

Some commission attorneys feel that a successful prosecution under the statute is a real possibility, the First Amendment and the no-censorship provision of the Communications Act notwithstanding. The theory, essentially, is that since broadcasts come into the home at the flick of a switch and are thus readily available to children, the courts would not be as reluctant to convict a broadcaster under the obscenity statute as they would, say, a motion-picture theater operator or a book publisher. "The courts have held you can go further in protecting the health, safety and morals of children without skirting the First Amendment than you can in protecting adults," one official said.

The first indication of the policy decision the commission ultimately will make will probably show up in a letter to Representative James V. Stanton (R-Ohio). He wrote to Chairman Burch on Feb. 1, complaining about allegedly obscene broadcasts on WERE(AM) Cleveland in particular and on other stations in the country generally, and recommended a number of courses of action for dealing with such programming; many of the suggestions are those under consideration. A response had been prepared for Chairman Burch's signature, but it was, re-



portedly, relatively routine in content, and apparently will be revised to indicate what course of action the commission will take. Commissioner Lee said the congressman "is forcing our hand." And Chairman Burch intends to obtain comments from his colleagues before replying. The comments, presumably, will come after that hour or so of topless radio this week.

## Papp cools some, CBS stays quiet

**Producer indicates if 'Sticks' is run soon, he will continue to work for the network**

Producer Joseph Papp appeared to have softened his position somewhat last week in the controversy over CBS-TV's "postponement" of his *Sticks and Bones* (BROADCASTING, March 12), but insisted the outcome would depend on CBS-TV's showing the play reasonably soon.

In interviews and statements, Mr. Papp and associates did not back down from their charge that CBS-TV's action represented censorship. But some of the earlier fire seemed to have gone out of their words and they clearly left the way open for a reconciliation under which Mr. Papp would resume work under his CBS-TV contract, which he at first vowed angrily not to do.

CBS-TV, with 69 affiliates already on record that they would not carry *Sticks and Bones* after seeing it in closed-circuit showings, announced its indefinite postponement three days before its scheduled March 9 telecast. CBS-TV said the play, a bitter drama about a homecoming soldier, might be "unnecessarily abrasive" to viewers at a time when former prisoners of war and other Vietnam veterans were returning home.

Mr. Papp denounced the decision as "cowardly," "presumptuous" and a "politicalization" of the play, and said: "I wouldn't know how to work with CBS after this." But later his tone relaxed a bit.

In an interview on WNBC-TV New York's *Sunday* program, he said that "I understand CBS's position because they are in the middle. There is no question about it. There is a lot of pressure and you realize there has been a lot of political pressure on networks, including your own [NBC], and ABC, as well as newspapers, from the existing administration. There is kind of a very, very subtle [pressure]—maybe it's not so subtle when a man like Clay Whitehead [director of the Office of Telecommunications Policy] makes a speech and tells these affiliates they 'had better do what he says or they will lose their license.'"

He still insisted CBS-TV was wrong—"Because it happened under pressure, and that's when it's wrong"—but said he "wouldn't have minded" if CBS-TV had initially scheduled the telecast for some other date, because "we don't plan to do it to coincide with the returning POW's."

"If it goes on within the next few

weeks or so," Mr. Papp said, "I'd be content."

In another interview he was more specific, saying that "if they show *Sticks and Bones* within a reasonable amount of time, say by the end of April, I would be able to continue with CBS."

CBS-TV officials had no comment, apparently wishing to avoid any possible extension of the dispute with Mr. Papp. Some sources said privately that they planned to wait a week or two for emotions to subside before considering rescheduling, so that they can approach the question "thoughtfully" rather than "make a knee-jerk decision."

There is a subsidiary disagreement between CBS and Mr. Papp as to how much time CBS has. Mr. Papp says it has until July; that if CBS-TV doesn't show the play by then it reverts to him. CBS says it has until the end of the 1972-73 season, or about mid-September.

Noncommercial WNET-TV New York has offered to present the program, and spokesmen for Video Tape Network Inc. said VTN had asked CBS for permission to distribute it to its 227 college-campus affiliates.

Other developments in the controversy included:

- Mixed views on the postponement were offered by a former president of CBS, a former FCC chairman and a former news secretary to Vice President Spiro Agnew at an Academy of Television Arts and Sciences seminar in New York the night of March 8.

Fred W. Friendly, TV adviser to the Ford Foundation, professor of journalism at Columbia University and a former head of CBS News, called the postponement "bad decision-making." He said "since the program was not only scheduled but also submitted for consideration to the Emmy awards committee, CBS had a responsibility to the affiliates that wanted to carry it and the people that wanted to see it. CBS should have sent out both *Sticks and Bones* and its replacement, leaving in the same number of commercial breaks and letting the affiliate take the one he wanted."

Newton Minow, Chicago attorney and a former FCC chairman, disagreed. "Because *Sticks and Bones* is such a terribly wrenching, sensitive and painful experience for an audience," he said, "it would have been bad taste and bad judgment to show it at a time when our POW's are coming home." He said he was convinced CBS would show it in the future.

Victor Gold, Washington media consultant and former news secretary to Mr. Agnew, said that "if *Sticks and Bones* had had a John Birch Society theme, you wouldn't have seen all this fuss among people on the left if the affiliates had decided to cancel it."

- The American Civil Liberties Union told CBS-TV its postponement of the telecast was an act of "corporate cowardice," based on "the controversial political content of the production" and "offends the First Amendment" by interfering with the rights of creative artists and "the public's right to view a dramatic production dealing with an important issue."

- WNET-TV New York's *51st State*



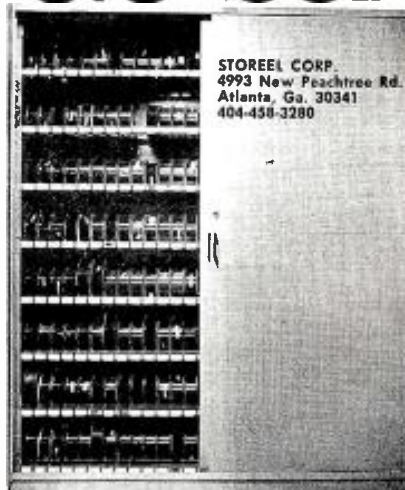
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program said two CBS-owned stations, WCAU-TV Philadelphia and KNXT(TV) Los Angeles, had indicated they would not have carried the program. But W. Russell Barry, vice president and general manager of KNXT, told BROADCASTING he thought he "probably would have carried" it. Gordon L. French, vice president and general manager of WCAU-TV, could not be reached for comment but an associate quoted him as having said he had made no comment on his intentions and would make none now.

In an appearance on WNET-TV's March 7 *51st State* program, Mr. Papp said one future production he'd had in mind for CBS-TV was "a new work called *Wedding Band*, that had to do with a black

woman and a white man in a relationship during World War I, which began to really indicate kind of the roots of the racism in this country."

## Details set for talks on children's television

WCPO-TV Cincinnati has confirmed an "ecumenical" list of 21 (let's not make personal comments) participants for the long planned children's-television workshop to be held June 4-6 at University of Cincinnati. According to general conference chairman Robert D. Gordon, vice president and general manager of the Scripps-Howard Broadcasting Co.-owned

WCPO-TV, an attendance of about 500 is expected. The three-day workshop, to be conducted in cooperation with the University of Cincinnati and the National Association of Broadcasters, is to concern itself with practical suggestions as to how to improve the quality of children's television programming and advertising. Previously scheduled for late March, the workshop, first announced last October, was postponed to avoid conflict with the National Association of Broadcasters convention ("Closed Circuit," March 12).

Confirmed, to date, as participants in the workshop (with additional participations expected) are: Christopher Sarson, executive producer, *Zoom* and *Masterpiece Theatre*, WGBH-TV Boston; Robert Choate, director, Council on Children, Media and Merchandising, Washington; Eliot Dailey, president, Small World Inc. (*Misterogers Neighborhood*), Princeton, N.J.; Gerald Lesser, Bigelow professor of education and development psychology, Harvard University, Cambridge, Mass. (also chairman, board of advisers for the Children's Television Workshop); and Hendrick Booraem, vice president, programming, WPIX(TV) New York.

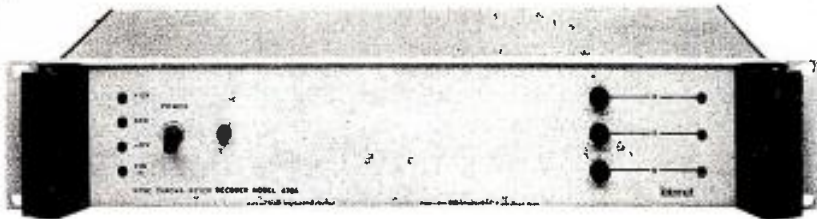
Additional participants are to include: Elizabeth Roberts, director, children's television, FCC; Alan Pearce, economic consultant to FCC; F. Earle Barcus, professor of communications research, Boston University, Boston; Allen Duconvy, director, children's programming, CBS, New York; Lee Polk, director of children's programming, ABC-TV East Coast (an NBC-TV representative also is expected but has not as yet been confirmed); Bob Keeshan, *Captain Kangaroo*, CBS-TV; Sheldon Cooper, vice president, corporate programming, WGN Continental Broadcasting Co., Chicago; John Haldi, vice president, programming, WBNS-TV Columbus, Ohio; Walter Bartlett, senior vice president, television, Avco Broadcasting Corp., Cincinnati.

Also: John Froome, program director-assistant general manager, KAKE-TV Wichita, Kan.; Marvin L. Shapiro, executive vice president and president-station group, Westinghouse Broadcasting Stations; Ken Mason, executive vice president, The Quaker Oats Co., Chicago; Mimi Cazana, hostess for *Uncle Uri's Treasure*, WRTV(TV) Indianapolis; Jack Harris, president-general manager, KPRC-TV Houston; Archa O. Knowlton, director of media services, General Foods Corp., White Plains, N.Y.; and George Merritt, advertising manager, Milton Bradley Co., East Longmeadow, Mass.

Plans call for a total list of between 25-30 participants.

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## Sports get prime-time waivers

The FCC has waived its prime-time-access rule to permit ABC and NBC affiliates to carry various sports events this month and next without any "runover" being charged against the stations' network time. The events include an afternoon professional basketball game on ABC and, on NBC, National Collegiate Athletic Association afternoon basketball

doubleheaders, the NCAA final game, regular-season hockey games and some Stanley Cup hockey games in the afternoon and evening. The commission noted that some of the events for which waivers were granted and which are scheduled for the afternoon may runover into prime time, and that those scheduled for the evening may consume more than three hours of prime time.

## Another waiver for 'Wild Kingdom' in prime time

**FCC makes exception in access rule to accommodate off-network show**

The FCC last week extended a waiver of the prime-time-access rule it granted the Mutual Insurance Co. of Omaha last year for the firm's *Wild Kingdom* series. The waiver, which was criticized by some of the access rule's advocates when it was issued initially, will permit Mutual to place the series in prime time on network affiliates, subject to the condition that 12 of the programs to be televised in the forthcoming season be new and that another six must not have previously been shown over a network.

In extending the Mutual waiver for another year—to Oct. 1, 1974—the commission said that the action is justified by the same conditions that led it to make the initial exception for *Wild Kingdom*. It said that the program was conceived and produced independently and that NBC, which carried the show until the fall of 1971, had nothing to do with the project except to put it on the air. A waiver is necessary because the access rule bars affiliates in the top-50 markets from showing in cleared prime-time-access periods programs previously carried on a network.

The extended waiver was opposed by two program producers—Westinghouse Broadcasting Co. and Metromedia Producers Corp.—as well as by the National Association of Independent Television Producers and CBS. With the exception of CBS, all of the opponents have consistently supported the access rule.

The commission's action last week also represented a departure from a previously expressed policy of refusing to act on prime-time waiver requests until the commission's general inquiry on the access rule is concluded (see page 124). In justifying its action, the commission noted that when it announced that policy it had stipulated that exceptions would be made in cases where "there is a showing of special circumstances which make an earlier decision appropriate and in the public interest." It found "such special circumstances to be present" in the *Wild Kingdom* case, noting that Mutual had insisted that continuation of the present waiver would be necessary if the series is to survive syndication.

Commissioners Robert E. Lee, H. Rex Lee and Nicholas Johnson dissented in the commission's 4-3 decision on *Wild Kingdom*.

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## Nobody changes original position on access rule

**It's still two networks against and one for, and major studios opposing smaller syndicators; but some affiliates drop out**

The debate over the FCC's prime-time-access rule continues to divide the industry with no sign of retreat by any of the numerous parties that have taken a stance on the matter. In reply comments filed last week by most of the interests that submitted initial briefs in the agency's inquiry into the rule two months ago (BROADCASTING, Jan. 22), former positions were buttressed rather than changed.

ABC and independent production companies affirmed their continued support of the rule with minor modifications. The two other commercial networks (CBS through its affiliates association) and major production houses proclaimed anew their desire that the FCC bring the rule, now in its second year, to a hasty end.

A leading argument among the rule's supporters was that opposition from within the broadcast industry has shown a marked decrease since the regulations were promulgated in 1970. Group W Productions, one of the rule's major supporters, noted that in 1970 over 70 parties (representing more than 100 TV stations) had petitioned the FCC for immediate repeal. In the current proceeding, Group W said, fewer than a dozen television licensees (representing an aggregate of 27 network-affiliated stations) are seeking repeal. ABC also touched on this issue in noting that the two affiliates that had brought about the current inquiry by petitioning the commission for repeal—KMTG(TV) Springfield, Mo., and KHFI-TV Austin, Tex.—had not even bothered to file comments two months ago.

That argument was countered by the opinion—expressed by the majority of the rule's opponents filing last week—that the access rule has been given an adequate opportunity to prove its worth, and has failed. Screen Gems, for one, claimed that in the 1971-72 season, the

first year of operation under the rule, 77.4% of all programming carried by affiliates in access periods complied with the provisions of the rule, despite the fact that during that first season the provision barring the presentation in prime time of off-network programs and feature films previously seen on the networks in a given market was not in effect. "An experiment of this kind," Screen Gems said, "cannot be continued once its defects become evident without risk of serious impact upon the program industry, those employed in that industry and the viewing public."

NBC amplified that theme: "What the commission seems to be seeking," it said, "is the development of a kind of programming that is as diverse and as high in quality as that provided by networks, but is trying to accomplish the result by eliminating the very thing that permits programming to approach high levels of quality and diversity in a mass medium; namely, the network process itself. This simply cannot be accomplished."

A significant area of controversy in last week's pleadings centered on a study submitted to the FCC last January by four major film producers purporting to show that, under the access rule, diversity of programming in cleared time periods has deteriorated and that those periods have been glutted by game shows and foreign-produced entertainment series (BROADCASTING, Jan. 15). A direct rebuttal to that study came last week from the Association of Independent Television Stations (INTV). The "important fact," the association maintained, "is that a very substantial body of program developers and marketers do not agree and are prepared to stake their financial and creative future accordingly." It claimed that the January study, which was commissioned by MCA, Screen Gems, Warner Brothers and Paramount, "is largely irrelevant at this stage" because it is based on a program-distribution pattern that existed prior to the access rule. Previously, INTV said, there was no place for first-run syndicated programming in prime time because the entire evening was dominated by the networks. "It was to be expected that as the stations and syndicators adjusted to the reality of the rule, buying and selling practices would begin to be affected and that, at some point, a higher level of income

would be available to syndicators than had been the case before the rule."

In arguing for the rule's retention, many proponents cited a need for a "climate of certainty" within the industry that stations and syndicators would be free to make advance production and scheduling plans without the foreboding reminder that repeal of the rule by the commission could abruptly thwart their plans. Said ABC: "Several seasons of operation and without the chilling effect of threatened repeal will be required to gauge the ultimate programming result to be realized. Each year has given encouraging signs. The program producers are offering more attractive programming and are obtaining higher prices for their product."

Several of the rule's defenders indicated a willingness to support some modifications. ABC conceded that "there may be room for some relaxation" in the provision limiting networks to no more than three hours of prime time per evening. It suggested that affiliates be permitted to broadcast up to three and one half hours of network fare two evenings per week, as long as the total network prime-time allocation does not exceed 21 hours weekly.

While ABC continued its support for the off-network provisions, it acknowledged that "it may be possible to drop the restrictions soon." However, it requested that no basic changes be made in the rule before the 1973-74 TV season out of "basic fairness to program producers and syndicators."

There was also widespread support for blanket waivers of the rule to cover encroachment on prime time by network sports coverage. Several parties, and Metromedia Inc. in particular, expressed support for automatic waivers of the rule for sports events that unintentionally run over into cleared access periods, as well as blanket waivers to cover such popular events as New Year's Day football bowl games and the Olympics.

### Changing Formats

■ KWIC(FM) Beaumont, Tex. (formerly KJET-FM) on March 9 assumed new call letters and switched to a contemporary format. Formerly duplicating the rhythm-and-blues programming of KJET(AM), KWIC now programs top-20 hits mixed with selected album cuts from new rock releases during daytime hours and progressive rock during nighttime operation. Overseeing the format change is a new program director, Dale Spence, formerly with KILE(AM) Galveston, Tex., and most recently a freelance producer and jingle writer.

■ WEZL(FM) Charleston, S.C., has introduced a country-and-western format to replace its standard pops programming. The format change was accompanied by a reduction in the hours of automation.

■ WRC-FM Washington adopted a "beautiful-music" format March 5 to replace its daytime jazz-nighttime rock programming. The new format, which features in-

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strumentals, standards and special arrangements of current hits, is programed both for the time of day and the season of the year. With the format, commercials are now being limited to four slots and a maximum of six minutes per hour. Program operation has been extended from 18 to 24 hours daily and today (March 19) the station begins broadcasting from a new transmitter, increasing power from 20 kw to 50 kw.

▪ WTHI-FM Terre Haute, Ind., has switched from a middle-of-road format to a "beautiful music" sound. The station is now fully automated, and is using TM Productions' "Beautiful Island" package.

## Telcom to be doctor to local programming

**It offers surveys and expert help in station news and other shows, will soon add promotional service**

Telcom Associates Inc., New York, which has specialized in TV programming, buying and research for stations, is expanding into news and local-live programming, promotion, and consultancy.

In announcing the move today (March 19), Herb Jacobs, board chairman, and Robert Rierson, president, said that stations seeking to be dominant in the marketplace today must "begin with local news, with all success flowing forward and backward from there."

Telcom will provide station clients, on request, with in-depth audience surveys in their markets on attitudes toward the news, according to Mr. Rierson. He noted that other firms are supplying this service, but said Telcom will add "the extra dimension of providing trained news-production personnel to go into the market and work directly with stations on writing, format and production techniques."

To accommodate this expansion, Telcom has brought to its staff Lee Eden as vice president of research and James Sieger as vice president of broadcasting. Mr. Eden has worked for the McHugh & Hoffman research firm and with the Post-Newsweek Stations as director of research. Mr. Sieger has been executive news producer of WBBM-TV Chicago and program manager of KYW-TV Philadelphia.

Mr. Jacobs said that a promotion department at Telcom is being formed with an experienced promotion director to be named shortly. He added that Telcom's staff also will work with stations on local live creation and production of all types of shows.

Telcom evolved out of TV Stations Inc., which was organized in 1954 as a program buying, consultancy and research company. In 1970, Telcom was established and, on contract, it services 70 stations in the TV Stations Inc. group. In addition, it has 25 stations that receive the full complement of Telcom services. The latest Telcom client is the Storer Broadcasting Co., which signed last January for its six TV stations.

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## N.Y. festival this week opens Japanese exchange

Next stop for visiting delegation will be NAB convention in D.C.

A delegation of 29 Japanese broadcasting executives is slated to attend the first in a projected series of U.S.-Japanese television program festivals, to be held in New York and at next week's National Association of Broadcasters convention in Washington.

The festival opens Wednesday (March 21) with the first of two days of showings at Japan House in New York. Digest films offering highlights of 62 Japanese TV programs will be shown Wednesday and Thursday mornings, with approximately 40 U.S. broadcasters expected to be on hand each day. The 62 programs will also be available in complete form in cassettes so that, during Wednesday and Thursday afternoons, the American broadcasters can take a fuller look at those they think they might like to schedule for broadcast.

The festival is part of a U.S.-Japan cultural and educational interchange program sponsored by the State Department. One of its purposes is to promote a continuing exchange of programs between broadcasters of the two countries (BROADCASTING, Dec. 11, 1972; Feb. 12). Next year's festival is scheduled for Japan, featuring programs by U.S. broadcasters.

Motosaburo Takata, vice president of the Broadcast Programming Center of Japan, is chairman of the Japanese delegation to the festival, which will move to Washington for the duration of the NAB convention, Sunday through Wednesday (March 25-28). Festival officials said an assembly room at the Sheraton-Park hotel had been reserved for the duration of the convention for showing the programs to interested broadcasters, and that the digest films are scheduled to be shown on Monday (March 26) at 4:05-4:45 p.m. in the Regency Room of the Shoreham hotel.

Members of the Japanese delegation also are to be honored at a reception by the State Department Sunday evening and at a dinner by the Japanese ambassador to the U.S. on Tuesday (March 27). In addition, the Japanese delegates and U.S. broadcasters who visited Japan last

fall, when plans for the festival and program exchange were refined, will have a breakfast meeting Wednesday (March 28).

The festival is scheduled to return to New York for additional showings at Japan House for U.S. broadcasters on March 30 and for members of the Japan Society on March 31.

J. Leonard Reinsch of Cox Broadcasting Corp. is chairman of the U.S. delegation. Clair R. McCollough of the Steinman Stations headed the committee that coordinated festival plans at the NAB meeting, while committees headed by E. R. Vadeboncoeur of the Newhouse Stations and Fred Weber of the Rust Craft Group coordinated the first and second New York shows, respectively.

Members of the Japanese delegation, in addition to Chairman Takata, are President Shinzo Takahashi and International Relations Manager Jiro Maeda of Mainichi Broadcasting System; executive adviser Tsunejiro Hirai, liaison officer Shiro Nakajo and Hideo Tamiya, assistant director of the TV programming division, of Asahi Broadcasting Corp.; Executive Vice President Saburo Higashide and International Division Director Masao Tomita of Fuji Telecasting Co. Ltd.; International Relations Manager Yozo Shiratori, Nippon Television Network Corp.; Tadashi Yoshida, special assistant to the president, and controller Chosei Kabira and Manager Sadaya Murayama of the president's office, Japan Broadcasting Corp. (NHK); Roku Ito, deputy director of NHK's overseas broadcasting department Ichiro Amari, officer of NHK's promotion division, and Hideo Nakanishi of NHK International.

Also, Executive Director Yukio Isomura, Controller Shigeo Unemoto and Assistant Vice President Masahiko Kobayashi of the Broadcast Programming Center of Japan; Hisao Ooki, international relations officer, National Association of Commercial Broadcasters of Japan; President Yoshihisa Shimura, Sendai Broadcasting Co. Ltd.; Kiyoshi Moriyasu, chief of the technical division, Japan Science Foundation (Tokyo Channel 12); Genki Shibamura, senior executive director, Yomiuri Telecasting Corp.; President Ichiro Uchida and Iwao Nagase, deputy chief of the president's office, Chuugoku Broadcasting Co. Ltd.; Kozaburo Kobayashi, executive director, RKB Mainichi Broadcasting Corp.; President Tsuguhiro Tooma, Ruyukyuu Broadcasting Co. Ltd., and three executives of Hiroshima Telecasting Corp.: Tomikichi Kuroki, chief of the general administration division; Kiichi Nakai, chief of the program production section, and Hiroshi Uraoka, deputy chief of the transmission section.

## ABC Films spun off to O'Sullivan group

Sale is in wake of earlier FCC edict telling networks to get out of domestic TV program syndication

ABC Films Inc. will officially change its name to Worldvision Enterprises Inc. on March 30 when the closing of the sale of the programming organization takes place (BROADCASTING, Aug. 21, 1972).

Contracts have been signed for the sale of ABC Films by ABC Inc. to a group of key executives headed by ABC Films President Kevin O'Sullivan. The sale follows an FCC ruling requiring broadcast networks to refrain from domestic TV program distribution as of June 1. (CBS Films was spun off into Viacom International and sale of NBC Films to National Telefilm Associates is awaiting completion.)

Worldvision Enterprises will move into new headquarters offices at 660 Madison Avenue in April and will maintain offices in Los Angeles, Chicago, Atlanta, Caracas, London, Rome, Paris, Sydney, Tokyo, Sao Paulo, Munich and Toronto.

## Strict checks not needed for non-English programs

FCC suggests latitude in monitoring but stresses station's responsibility

The FCC has assured stations carrying foreign-language broadcasts that they are not required to employ full-time monitors to listen to every program in a language with which the broadcasters are not familiar. Indeed, it said it would not lay down a rigid formula for achieving control of such broadcasts.

But the commission, in a policy statement last week, made it clear that broadcasters are responsible for all programs they carry, including those in a foreign language. And it rejected a suggestion by the National Association of Broadcasters that licensees, after making a background check, rely on a performer to monitor his own program.

NAB had made the suggestion in requesting a clarification of a commission statement asserting that licensees must make "a systematic and regular preaudit of all foreign-language programs by a paid employe of the station who has demonstrated capability to understand the language involved." NAB said the requirement would make it difficult for broadcasters to continue foreign-language programming.

The commission said it was not requiring the preaudit of every foreign-language broadcast by a paid, outside monitor. It noted that at many stations such programs are broadcast by station employes who are familiar with all commission requirements.

The commission said there are various ways a licensee can exercise his responsibility over the material. It said a broadcaster could hire a monitor on a spot basis, provided the monitor is familiar with the station's policies—and the commission's requirements regarding programming. It also said the broadcaster might, on occasion, use the services of an unpaid monitor.

But as for the suggestion that broadcasters rely on performers, even after a background check, to monitor their programs, the commission saw it as involving conflict-of-interest problems. The commission noted that many foreign-language programs are broadcast by independent time brokers and that there may be a major conflict of interest between the time broker's tendency to increase his income by accepting dubious commercials and his duty to observe the rules.

### Program Briefs

**Radio consultant.** Kent Burkhart and Associates has been formed in Atlanta by former president of radio division of Pacific & Southern Broadcasting. First clients are WEZE(AM) Boston and WROQ(AM) Charlotte, N.C. Stations will be programmed for 18-49 age demographics, according to Mr. Burkhart, 6500 River Chase Circle East, Atlanta 30346. (404) 252-3037.

**Up from down under.** A trio of Australian broadcasters spent a hectic week in Los Angeles late last month originating an hourly, daily program from the studios of KMPC (AM) there for 3UZ Melbourne, Australia. A conventional program consisting of records and commercials was interspersed from Los Angeles with celebrity interviews plus chatter. All were relayed to Melbourne via two-way satellite voice channels. Sponsors of American 60 minutes were Pan-American World Airways, Hollywood-Pacific division of Holiday Inns of America and Avis.



**New production firm.** Chromaloy-American Corp., St. Louis, has formed Schary Productions, New York, division that will produce and acquire motion pictures, plays and musical programming for theaters and pay television.

**Stamps approval locally.** WSAU-TV Wausau, Wis., has initiated its own system of rating feature films to be shown by station. Evaluation of films is performed by local civic organization, Key Project Group, which uses guidelines established by Catholic, Jewish and Protestant film councils and *Parents* magazine to form composite rating figure. Ratings, which are flashed on screen prior to every local or network feature, are: (1) Suggested for family entertainment; (2) Not recommended for children; (3) Not recommended for adolescents without parental guidance; (4) Not recommended for general viewing, and (5) No rating available.

**Griffin in 110 markets.** Metromedia Producers Corp. reported last week *Merv Griffin Show* has been sold in 110 markets in U.S. and Canada. Ninety-minute variety-talk series went on air March 13, 1972, with 47 stations, and figure climbed to 87 by last June. MPC Executive Vice President Ken Joseph said recently concluded agreement with WBAL-TV Baltimore places Griffin in all 30 of top-30 markets and 56 of top-60 markets.

**Fun in pokey** ■ Four Star International and Comedy Store Enterprises, both Hollywood, are producing half-hour situation comedy about prison as a pilot for sale to network and/or advertiser. Comedy series, which is being funded entirely by producing firms, is creation of Mitzi Mendelson and Pat McCormick. Latter also plays one of leads. This is first undertaking of Four Star-Comedy Store under production pact signed last January.

**39 ante up.** Viacom Enterprises reported last week that 39 TV stations already have joined Viacom in financing *The Addams Family Fun House* as prime-time access series for fall. Stations include five ABC-owned outlets and others belonging to Cox Broadcasting, Storer Broadcasting, Scripps-Howard, McGraw-Hill, King Broadcasting, Corinthian and General Electric Broadcasting. Viacom revealed its program concept last month (BROADCASTING, Feb. 12 et seq).

**Fifty new ones.** Cinerama Inc., Hollywood, with library of 50 feature films has established Cinerama Television Inc. as syndication arm to handle distribution for TV. George Mitchell, president of Olympus TV Inc., Hollywood, and previously vice president-general sales manager of Warner Bros.-Seven Arts, heads Cinerama Television.

**Radio "Perils . . ."** Formation of Hollywood Radio Theater by Jay M. Kholos Enterprises, Encino, Calif., has been announced. First production will be *Zero Hour* mystery series, consisting of five 30-minute installments. Each daily segment ends with cliff-hanger situation so that story is continued over five-day week. New program will begin each week.

**Parets to Hubbard.** Hal Parets, who produced *The Joe Pyne Show* for radio and TV, has been assigned by Hubbard Productions, Minneapolis-St. Paul, to produce its *Charlie McCarthy Show*.

**Comrades.** Bob Banner Associates, Los Angeles, has entered into joint production agreement with Soviet Union for filming in USSR of one-hour television special starring figure skater Peggy Fleming. The special, which will be carried on NBC-TV during 1973-74 season, will be produced in Moscow, Leningrad, Vladimir and Susdal.

**Comedy from ITC.** Independent Television Corp., New York, has placed into syndication *The Kopykats*, a group of one-hour comedy specials featuring guest hosts—Robert Young, Debbie Reynolds, Orson Welles, Tony Curtis, Steve Lawrence, Ed Sullivan and Raymond Burr. Appearing regularly will be Rich Little, Frank Gorshin, George Kirby and Marilyn Michaels.

**Good hearts.** WKAL-AM-FM Rome, N.Y., reported last week that its fourth annual *Heartbeat Marathon* resulted in \$14,800 in pledges for Rome Heart Committee. Sixteen-hour appeal was broadcast Feb. 10.

**Easter notes.** Total Communications System is selling *Easter 'Round the World*, 75 one-minute radio featurettes describing unusual customs in connection with celebration of Easter. *Suite 16M, Gateway Towers, Pittsburgh 15222.*

**Carney up.** Art Carney has been signed to star in new 20th Century-Fox situation comedy series, *Up the World*, for ABC-TV. Pilot shooting begins early next month. Producers are Hal Goodman and Larry Klein who conceived and are writing half-hour contemporary comedy about plight of modern man.

**ABC's Phillipps?** ABC has signed Agnes Nixon as daytime consultant. Miss Nixon is creator and head writer of *One Life to Live* and *All My Children*, two ABC daytime serials. ABC has bought rights to *One Life to Live* from her production company. She will continue as head writer of *All My Children*.

**Thursday flip-flop.** CBS-TV's *The Waltons*, which as a new show this season has been high in critical acclaim but a near-miss in the ratings, outscored its competition in the last Nielsen for the week ended March 4. Reaching beyond the wildest expectations of its CBS backers, the show on March 1 was rated 23.6 with a 35% share. NBC's *Flip Wilson* (which is programmed opposite *Waltons* on Thursday, 8-9) had a 23.4 rating and also a 35% share of audience. *Mod Squad*, ABC's show in the 8-9 period, rated 15.5 with a 23% share. *Waltons* ranked 11th, *Wilson* 14th and *Mod Squad* 50th. Cumulatively for the season, CBS led with 19.9 to NBC's 19.6 and ABC's 18.1.

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MOOEL NUMBER	LENGTH IN FEET	TIME AT 7 1/2 IPS	1-49	50-100
Model 300				
65-140	Empty	Empty	1.55	1.45
65-140	25	40 Second	1.81	1.64
65-140	44	70 Second	1.92	1.72
65-140	57	90 Second	1.99	1.77
65-140	63	100 Second	2.01	1.79
65-140	132	3 1/2 Minute	2.31	2.07
65-140	207	5 1/2 Minute	2.64	2.35
65-140	285	7 1/2 Minute	2.97	2.66
65-140	394	10 1/2 Minute	3.46	3.09

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NUMBER	COST 1-49	COST 10 or more
General Electric VR11/713	1.69	1.59
Shure M44-7/(N44-7) 944	10.00	7.12
General Electric VR-1000-7/851	5.00	3.75
Shure M3D / (N3D) 817 M7D / (N7D) 817 M7-N21D/(N21D) 817	8.00	5.92
Shure M99 / (N99) 877	12.00	6.75
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# The Broadcasting Playlist

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	<b>Killing Me Softly With His Song</b> (4:46) Roberta Flack—Atlantic	1	1	1	1
3	2	<b>Dueling Banjos</b> (2:10) "Deliverance" Soundtrack—Warner Brothers	2	6	2	7
7	3	<b>Also Sprach Zarathustra</b> (5:06) Deodato—CTI	3	2	3	4
2	4	<b>Love Train</b> (2:59) O'Jays—Philadelphia Intl.	4	4	6	3
5	5	<b>Last Song</b> (3:15) Edward Bear—Capitol	5	3	5	5
20	6	<b>Cover of Rolling Stone</b> (2:53) Dr. Hook & the Medicine Show—Columbia	6	7	4	2
21	7	<b>Neither One of Us</b> (4:15) Gladys Knight & the Pips—Soul	7	5	7	6
16	8	<b>Ain't No Woman</b> (2:59) Four Tops—Dunhill	8	8	9	8
6	9	<b>Crocodile Rock</b> (3:56) Elton John—MCA	9	10	8	9
24	10	<b>Sing</b> (3:20) Carpenters—A & M	10	11	12	12
8	11	<b>Rocky Mountain High</b> (4:39) John Denver—RCA	11	12	10	14
22	12	<b>Break Up to Make Up</b> (4:00) Stylistics—Avco	13	9	13	10
18	13	<b>I'm Just a Singer</b> (4:16) Moody Blues—Threshold	14	16	11	11
17	14	<b>Danny's Song</b> (3:06) Anne Murray—Capitol	12	14	14	19
4	15	<b>Could It Be I'm Falling in Love</b> (4:13) Spinners—Atlantic	15	15	16	13
27	16	<b>The Night the Lights Went Out in Georgia</b> (3:36) Vicki Lawrence—Bell	20	13	15	15
12	17	<b>Do You Wanna Dance?</b> (2:44) Bette Midler—Atlantic	16	17	17	18
10	18	<b>Don't Expect Me To Be Your Friend</b> (3:38) Lobo—Big Tree	18	19	18	16
11	19	<b>You're So Vain</b> (4:07) Carly Simon—Elektra	17	18	20	17
30	20	<b>Stir It Up</b> (3:09) Johnny Nash—Epic	19	21	21	21
13	21	<b>Dancing in the Moonlight</b> (2:57) King Harvest—Perception	21	20	24	22
23	22	<b>Space Oddity</b> (5:05) David Bowie—RCA	28	22	19	20
32	23	<b>Call Me (Come Back Home)</b> (3:03) Al Green—Hi	29	26	23	23
61	24	<b>Masterpiece</b> (5:30) Temptations—Gordy	23	31	22	28
28	25	<b>Tie a Yellow Ribbon</b> (3:19) Dawn—Bell	22	24	32	26
9	26	<b>Daddy's Home</b> (2:59) Jermaine Jackson—Motown	26	25	25	24
25	27	<b>Aubrey</b> (3:38) Bread—Elektra	25	23	27	33
15	28	<b>Oh Babe, What Would You Say?</b> (3:22) Hurricane Smith—Capitol	24	27	28	30
38	29	<b>Dead Skunk</b> (3:08) Loudon Wainwright III—Columbia	33	28	26	25
19	30	<b>Big City Miss Ruth Ann</b> (2:34) Gallery—Sussex	27	34	29	34
34	31	<b>Little Willy</b> (3:13) The Sweet—Bell	32	29	30	27

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
26	32	<b>Hummingbird</b> (3:30) Seals & Crofts—Warner Brothers	30	32	34	31
40	33	<b>The Twelfth of Never</b> (2:40) Donny Osmond—Kolob/MGM	31	30	35	32
53	• 34	<b>Cisco Kid</b> (3:47) War—United Artists	34	33	33	29
14	35	<b>Do It Again</b> (4:03) Steely Dan—ABC	35	35	31	35
41	36	<b>Wildflower</b> (4:08) Skylark—Capitol	38	37	36	38
29	37	<b>Jambalaya</b> (3:06) Blue Ridge Rangers—Fantasy	36	38	39	36
31	38	<b>Peaceful Easy Feeling</b> (4:15) Eagles—Asylum	40	36	37	42
71	• 39	<b>Drift Away</b> (3:30) Dobie Gray—Decca	39	39	38	39
37	40	<b>Dreidel</b> (3:45) Don McLean—United Artists	41	43	41	41
43	41	<b>Peaceful</b> (2:50) Helen Reddy—Capitol	37	42	45	43
50	42	<b>Pinball Wizard (See Me, Feel Me)</b> (3:23) New Seekers—MGM/Verve	44	45	40	37
—	• 43	<b>You Are the Sunshine of My Life</b> (2:45) Stevie Wonder—Tamla	42	41	43	44
42	44	<b>Stuck in the Middle</b> (3:24) Stealers Wheel—A & M	46	40	44	40
35	45	<b>Superstition</b> (3:57) Stevie Wonder—Tamla	45	47	42	45
36	46	<b>Don't Cross the River</b> (2:22) America—Warner Brothers	43	44	48	46
44	47	<b>Keep on Singing</b> (3:40) Austin Roberts—Chelsea	49	46	53	48
39	48	<b>The World Is a Ghetto</b> (3:59) War—United Artists	54	52	46	47
75	• 49	<b>Let Your Yeah Be Yeah</b> (3:30) Brownsville Station—Big Tree	53	49	51	49
49	50	<b>Funky Worm</b> (2:41) Ohio Players—Westbound	48	53	49	54
68	• 51	<b>Love Is What You Make It</b> (2:50) Grass Roots—Dunhill	47	51	55	57
58	52	<b>Walk on the Wild Side</b> (3:37) Lou Reed—RCA	57	55	50	51
64	• 53	<b>One Less Set of Footsteps</b> (2:46) Jim Croce—Dunhill	50	54	57	61
59	54	<b>Bitter Bad</b> (2:30) Melanie—Neighborhood	55	48	63	59
45	55	<b>Your Mama Don't Dance</b> (2:47) Loggins and Messina—Columbia	65	60	54	52
55	56	<b>Cook with Honey</b> (3:29) Judy Collins—Elektra	62	50	65	53
63	57	<b>Kissing My Love</b> (3:50) Bill Withers—Sussex	63	56	56	58
62	58	<b>Give Me Your Love</b> (2:59) Barbara Mason—Buddah	50	59	59	72
48	59	<b>Armed and Extremely Dangerous</b> (2:49) First Choice—Philly Groove	56	62	62	55
72	• 60	<b>Cherry, Cherry</b> (3:56) Neil Diamond—MCA	52	70	52	•
65	61	<b>Pardon Me, Sir</b> (3:37) Joe Cocker—A & M	58	63	61	60
51	62	<b>Hello Hurray</b> (3:01) Alice Cooper—Warner Brothers	*	*	47	50
47	63	<b>Out of the Question</b> (2:57) Gilbert O'Sullivan—Mam	59	57	67	73
—	• 64	<b>Daisy a Day</b> (2:48) Jud Strunk—MGM	60	58	71	74
33	65	<b>Why Can't We Live Together?</b> (3:11) Timmy Thomas—Glade	67	68	58	70
60	66	<b>Master of Eyes</b> (3:25) Aretha Franklin—Atlantic	66	64	64	63
—	67	<b>Frankenstein</b> (3:28) Edgar Winter Group—Columbia	68	*	60	66

continued on page 130

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Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
54	68	<b>Magic Woman Touch</b> (3:17) Hollies—Epic	61	72	66	71
—	69	<b>Cindy Incidentally</b> (2:34) Faces—Warner Brothers	*	61	68	56
69	70	<b>Fortune Teller</b> (2:16) Rolling Stones—London	71	66	69	62
70	71	<b>Elderberry Wine</b> (3:34) Elton John—MCA	64	71	*	68
67	72	<b>If You Gotta Break Another Heart</b> (2:35) Albert Hammond—Mums	72	67	74	67
—	73	<b>Drinking Wine</b> (3:37) Jerry Lee Lewis	*	73	72	65
52	74	<b>Love Jones</b> (3:19) Brighter Side of Darkness—20th Century	*	65	*	63
—	75	<b>Gudbuy T'Jane</b> (3:30) Slade—Polydor	*	74	70	69

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

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

Ain't No Woman (8), Also Sprach Zarathustra (3), Armed and Extremely Dangerous (59), Aubrey (27), Big City Miss Ruth Ann (30), Bitter Bad (54), Break Up to Make Up (12), Call Me (23), Chary, Cherry (60), Cindy Incidentally (69), Cisco Kid (34), Cook With Honey (56), Could It Be I'm Falling in Love (15), Cover of the Rolling Stone (6), Crocodile Rock (9), Daddy's Home (26), Daisy a Day (64), Dancing in the Moonlight (21), Danny's Song (14), Dead Skunk (29), Do It Again (35), Do You Wanna Dance? (17), Don't Cross the River (46), Don't Expect Me to Be Your Friend (18), Dreidel (40), Drift Away (39), Drinking Wine (73), Duelling Banjos (2), Elderberry Wine (71), Fortune Teller (70), Frankenstein (67), Funky Worm (50), Give Me Your Love (58), Gudbuy T'Jane (75), Hello Hurray (62), Hummingbird (32), I'm Just a Singer (13), If You Gotta Break Another Heart (72), Jambalaya (37), Keep on Singing (47), Killing Me Softly With His Song (1), Kissing My Love (57), Last Song (5), Let Your Yeah Be Yeah (49), Little Willy (31), Love Is What You Make It (51), Love Jones (74), Love Train (4), Magic Woman Touch (68), Master of Eyes (66), Masterpiece (24), Neither One of Us (7), Night the Lights Went Out in Georgia (18), Oh Babe, What Would You Say (28), One Less Set of Footsteps (53), Out of the Question (63), Pardon Me, Sir (61), Peaceful (41), Peaceful Easy Feeling (38), Pinball Wizard (42), Rocky Mountain High (11), Sing (10), Space Oddity (22), Stir It Up (20), Stuck in the Middle (44), Superstition (45), Tie a Yellow Ribbon (25), Twelfth of Never (33), Walk on the Wild Side (52), Why Can't We Live Together (65), Wildflower (36), World Is a Ghetto (48), You Are the Sunshine of My Life (43), Your Mama Don't Dance (55), You're So Vain (19).

**Satellite system promised by Aug. 1**

**RCA companies make joint proposal to ride Canadians' Telesat**

Two RCA companies made a move last week to get into the lead among American firms seeking to provide domestic communications-satellite service.

RCA Global Communications Inc. and a subsidiary, RCA Alaska Communications Inc., applied to the FCC for authority to build and operate an interim communications-satellite system that would begin providing message and television service as early as Aug. 1.

The key to the early starting date is the Telesat Canada satellite. The RCA companies would use it in conjunction with five earth stations. The \$7.4-million system would provide links between the East and West Coasts and between both coasts and Alaska.

The RCA companies thus would be operating a domestic-satellite system in the U.S. about a year ahead of Western Union Telegraph Co., which was the first company to file for a system. It received commission approval in January for a two-satellite system that the company hopes to have fully operational by the summer of 1974.

In describing the Telesat-connected system as "interim," Eugene D. Becken, president of RCA Globcom, said that the plan is to use the Canadian satellite until the ROA domestic satellite system which was proposed in 1971 is approved by the commission and begins operation.

He also said that the earth stations—one located near New York City, another in San Francisco, one each in Juneau and Anchorage, both Alaska, and, at a later date, one in Los Angeles—would be incorporated into the full domestic U.S. system. Traffic would be shifted at no material cost, he added.

RCA Globcom plans to use the interim system to supplement its facilities in New York and San Francisco to provide private-line, voice, data and television services and would add Los Angeles as a point of communications. The company also said the system would provide service for other specialized uses, such as program transmission for cable-television operators.

The Canadian system, meanwhile, was revealed last week to be figuring in the domestic communications-satellite plans of another American company—Teleprompter. The major cable-television company is seeking FCC permission for an experimental, transportable receive-only earth station that would be used with Telesat.

Teleprompter, either directly or through subsidiaries, has applications pending for the establishment of five receive-only earth stations to be used with domestic satellite systems for the reception and distribution of cable-television programming.

The proposed experimental earth sta-

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tion, Teleprompter said, will provide information that will be useful in solving problems that may be encountered in the construction of receive-only earth stations to be used for the reception of television programming destined for cable systems. The station will be transported on a flatbed tractor-trailer truck to various locations in the U.S. where signals from the Canadian satellite can be received. A majority of the sites will be at Teleprompter CATV system locations.

Teleprompter is planning a major demonstration of the earth station at the National Cable Television Association's convention in Anaheim, Calif., in June. As a special feature, Teleprompter and NCTA plan to invite Nixon administration and FCC officials to address the convention by way of satellite from Washington as a demonstration of closed-circuit cable system originated programming (see "Cablecasting").

### Intelsat governors' first

The board of governors of Intelsat, the International Telecommunications Satellite Organization that owns the global system of satellites, last week held the first of what figure to be two weeks of meetings in Washington and elected Ernest Eliassen of Canada chairman of the board and Bernhard Seidel of Germany vice chairman. Mr. Eliassen and Mr. Seidel served as chairman and vice chairman, respectively, of the Interim Communications Satellite Committee, which had preceded the board of governors as the policy-making body of Intelsat.

Also at the board of governors meetings in Washington, which got underway March 14, procedures for negotiation of a six-year technical and operating management services contract with the Communications Satellite Corp. are expected to be discussed. The board of governors became the policy-making body of Intelsat as of Feb. 12. There are now 81 countries that are members of Intelsat.

### Expansion for translators

The FCC has submitted for congressional consideration legislation that would authorize translator broadcast stations to originate limited amounts of local programming, and to allow FM radio translator stations to operate unattended. The commission said that it would be in the public interest to authorize translators, which now depend on public generosity for their support, to originate a limited amount of programming. And it said that although technological advances have made FM translators possible, it is necessary to permit them to operate unattended to make them economically feasible.

### Technical Briefs

**Big one for Gates.** In buy termed "probably the largest order for television transmitters ever received by a U.S. manufacturer," Gates division of Harris-Intertype Corp. landed \$4.5-million con-

tract to supply 22 transmitters and associated equipment to Yugoslavia. More than half are 40 kw UHF units designed for European standards and said to be equivalent of 55 kw U.S. systems. They will be used in country's second TV network.

**ABC buys RCA's.** Four RCA TCR-100 video-tape cartridge recorders have been purchased for ABC's WABC-TV New York (2), WLS-TV Chicago and WXYZ-TV Detroit. Deal comes in at \$900,000. Machines handle up to 22 cartridges, each with 3 minutes capacity. RCA says shipments of TCR-100's will reach 100 mark by end of March.

**For villages in India.** RCA Corp. said last week that RCA Ltd. of Canada has received \$2-million contract to design key earth station for first satellite relay of TV directly to small-village receivers. This project in India involves transmission of educational programs to inexpensive receivers in several hundred settlements. RCA earth station is to be at Dehra Dun, about 100 miles from New Delhi, and will start in mid-1974.

**New demodulator.** Comsonics Inc., Harrisonburg, Va., has introduced broadband zero carrier keyer demodulator which company claims permits adjustment of depth of modulation of television modulator rapidly and without use of other equipment. Devices sells for \$995.00. Contact: *William Edmonson Jr., Comsonics Inc., Box 1106, Harrisonburg, Va. 22801.*

**ETV contract.** IIT Commercial Services Inc., Paramus, N.J., has received \$2.5-million contract from Mississippi Authority for Educational Television to construct, maintain and lease microwave educational-TV system. It will provide color TV from center at Jackson to seven transmitters throughout state.

**Federal help.** Department of Health, Education and Welfare has awarded more than \$3.5 million in grants to help in start-up or improvements in 25 noncommercial radio and television stations in 16 states. Funds, awarded by Office of Education's Educational Broadcasting Facilities (under Title I of Public Broadcasting Act), is to be used by stations to acquire broadcast equipment. Grants bring total number of stations assisted during current fiscal year to 49. Total of \$7,590,531 has been awarded so far, with additional grants to be announced prior to end of fiscal year on June 30.

**Visual ends suits.** Visual Electronics Corp., New York, said last week it has settled out of court several law suits seeking \$2 million from Visual, its directors and others. Actions were started in U.S. Southern District of New York Court by F. Cecil Grace and Lyle O. Keys, who claimed that Visual's purchase of their shares in Visual in 1966 (when company was privately held) violated Securities Act of 1933. Settlement stipulates that total of \$25,000 and 15,000 shares of Visual stock be given to Mr. Grace and Mr. Keys, and Visual guarantees stock will be worth \$6 per share at the end of three years.

## Finance

### RCA's biggest breadwinners


A proxy statement issued with the notice of the annual meeting of RCA stockholders listed Robert W. Sarnoff, chairman, as having received the top compensation for 1972 (\$275,000 in salary, \$66,667 in incentive award and \$133,333 to be earned out over the next two years). Other RCA officers in the higher-paid category: Anthony L. Conrad, president, \$200,000 in salary, \$50,000 in incentive award and \$100,000 to be earned out; Julian B. Goodman, NBC president, \$160,000 in salary, \$41,667 in incentive award and \$83,333 to be earned out; Robert L. Werner, executive vice president and general counsel, \$145,000 in salary, \$36,667 in incentive award and \$73,333 to be earned out.

### Financial Briefs

**Investing in itself.** Metromedia executive committee has authorized purchase of company stock up to aggregate of 250,000 shares. Initial shares would be used, in lieu of cash, for Metromedia contribution to employ profit-sharing trust funds and additional shares for employ stock options or for general corporate purposes.


**Collins Radio Co.,** Dallas, said new orders of \$115-million in second quarter resulted

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in gain of 26% over first quarter and brought first-half order total to \$206-million, increase of 66% over first half of 1971.

For six months ended Feb. 2:

	1973	1972
Earned per share	\$ 0.61	\$ (18.16)
Revenues	158,556,000	107,787,000
Net income	3,052,000	(53,161,000)

**Comcast Corp.**, Bala Cynwyd, Pa., reported record sales and profits for 1972. Comcast is now serving 34,300 cable-TV subscribers in Pennsylvania, Mississippi and Tennessee. For year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 0.22	\$ 0.09
Revenues	5,705,459	3,852,013
Net income	324,457	97,599

**Doyle Dane Bernbach**, New York, showed only moderate gains in first fiscal quarter 1973 with gross billings and sales up 3.4%. For three months ended Jan. 31:

	1973	1972
Earned per share	\$ 0.34	\$ 0.54
Billings	73,668,000	71,246,000
Net income	803,000	1,065,000
Shares outstanding	1,977,217	1,902,138

**Mooney Broadcasting Corp.**, Knoxville, Tenn., reported record revenues and profits for 1972. For year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 1.01	\$ 0.91
Revenues	4,317,762	3,578,425
Net income	320,534	226,740

**Gulf & Western Industries**, New York, reported record earnings for first six months of year ended Jan. 31, 1973. G & W owns Paramount Pictures, as one of entities in its leisure group. For six months ended Jan. 31:

	1973	1972
Earned per share	\$ 1.84	\$ 1.80
Revenues	892,599,000	747,910,000
Net income	42,152,000	33,681,000

**Schering-Plough Corp.**, Bloomfield, N.J., reported record sales and earnings last year. For year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 2.89	\$ 2.22
Revenues	517,357,000	448,738,000
Net income	77,349,000	59,185,000

**San Juan Racing Association** reported gain in income but dip in revenues for current fiscal three quarters. Broadcasting revenues, however, were \$1,996,749,

compared with \$1,368,418 last year. For nine months ended Jan. 31:

	1973	1972
Earned per share	\$ 2.49	\$ 1.18
Revenues	13,820,792	15,154,593
Net income	5,347,994	2,547,068

**Grey Advertising**, New York, reports that 1972 was best year in its history. Net income increased 52% over 1971. For year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 1.92	\$ 1.31
Billings	268,914,000	209,218,000
Net income	2,387,000	1,573,000

**Ogilvy & Mather International**, New York, reported that 1972 worldwide earnings increased 28.3% over 1971. For 12 months ending Dec. 31, 1972:

	1972	1971
Earned per share	\$ 2.41	\$ 1.93
Billings	419,511,030	325,537,334
Net income	4,426,342	3,449,475

**Sony Corp.**, Tokyo, reported increases in revenues and income for 1972. For fiscal year ended Oct. 31, 1972:

	1972	1971
Earned per share	\$ 0.97	\$ 0.64
Revenues	822,854,000	641,224,000
Net income	62,445,000	40,360,000

## Broadcasting Stock Index

## Weekly market summary of 138 stocks allied with broadcasting

Stock symbol	Exch.	Closing March 14	Closing March 7	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 59 1/2	58 3/4	+ 3/4	+ 1.27	81 1/2	51 1/4	16,836	1,001,742	
ASI COMMUNICATIONS	ASIC	O			.00	5	1	1,815	1,815	
CAPITAL CITIES	CC8	N 53 1/4	52 3/4	+ 1/2	+ .94	64 1/4	48	6,991	372,270	
CBS	CBS	N 40 1/2	43 5/8	- 3 1/8	- 7.16	63	40 1/2	28,096	1,137,888	
COX	COX	N 28	29 7/8	- 1 7/8	- 6.27	51	27 1/2	5,850	163,800	
FEDERATED MEDIA	O	2 3/4	2 3/4		.00	4 1/8	2	820	2,255	
GROSS TELECASTING	GGG	A 15 1/8	14 7/8	+ 1/4	+ 1.68	23 7/8	12 1/4	800	12,100	
LIN	LIN8	O 12 7/8	13 3/8	- 1/2	- 3.73	22 3/8	10 3/4	2,341	30,140	
MOONEY	MOON	O 8 1/8	8 7/8	- 3/4	- 8.45	11 5/8	4	250	2,031	
PACIFIC & SOUTHERN	PSOU	O 11 1/4	11	+ 1/4	+ 2.27	18 1/4	6 1/2	2,010	22,612	
RAHALL COMMUNICATIONS	RAHL	O 11	11 1/4	- 1/4	- 2.22	29	8	1,296	14,256	
SCRIPPS-HOWARD*	SCRP	O 19 1/2	19 1/4	+ 1/4	+ 1.29	27	18	2,589	50,485	
STARR*	SBG	M 18 1/2	18 5/8	- 1/8	- .67	30 1/2	15 1/2	1,061	19,628	
STORER	SBK	N 28 1/2	28 3/4	- 1/4	- .86	49 3/8	26	4,402	125,457	
TAFT	TF8	N 44 5/8	43 3/8	+ 1 1/4	+ 2.88	59 1/4	40 1/2	4,064	181,356	
<b>Broadcasting with other major interests</b>								TOTAL	79,221	3,137,835
ADAMS-RUSSELL	AAR	A 4 1/8	4	+ 1/8	+ 3.12	8 3/4	3 7/8	1,259	5,193	
AVCO	AV	N 13 7/8	14 1/8	- 1/4	- 1.76	20 7/8	12	11,497	159,520	
BARTELL MEDIA	BMC	A 2 3/8	1 7/8	+ 1/2	+ 26.66	7 1/8	1 3/4	2,257	5,360	
CHRIS-CRAFT	CCN	N 5 7/8	5 1/2	+ 3/8	+ 6.81	8 3/4	4 5/8	4,008	23,547	
COMBINED COMMUNICATIONS	CCA	A 30 5/8	30 1/4	+ 3/8	+ 1.23	44 3/8	28 1/2	3,436	105,227	
COWLES COMMUNICATIONS	CWL	N 7 1/4	7 1/4		.00	13 1/8	7	3,969	28,775	
DUN & BRADSTREET	DNB	N 80 1/4	78 1/4	+ 2	+ 2.55	81 3/8	63	13,021	1,044,935	
FAIRCHILD INDUSTRIES INC.	FEN	N 9 5/8	9 7/8	- 1/4	- 2.53	14 1/4	9	4,562	43,909	
FUQUA	FOA	N 14 3/8	15 1/8	- 3/4	- 4.95	27 7/8	13 3/4	9,587	137,813	
GABLE INDUSTRIES	GBI	N 15 7/8	17	- 1 1/8	- 6.61	32 1/4	15 7/8	2,551	40,497	
GENERAL TIRE & RUBBER	GY	N 25	23 3/4	+ 1 1/4	+ 5.26	32 5/8	22	20,651	516,275	
GLOBETROTTER COMMUNICATION INC	GLBTA	O 7 1/2	7 1/2		.00	20 1/2	7	2,843	21,322	
GRAY COMMUNICATIONS	O	11	11		.00	14	6 1/2	475	5,225	
HARTE-HANKS NEWSPAPERS INC.	HHN	N 26 7/8	27	- 1/8	- .46	29 1/4	24 3/4	4,321	116,126	
ISC INDUSTRIES	ISC	A 7 1/4	6 1/2	+ 3/4	+ 11.53	9 1/4	6	1,658	12,020	
KAISER INDUSTRIES	KI	A 5 1/8	5 3/8	- 1/4	- 4.65	9 5/8	4 3/4	26,948	138,108	
KANSAS STATE NETWORK	KSN	O 5 3/4	5 3/4		.00	7 7/8	5 5/8	1,621	9,320	
KINGSTIP INC.	KTP	A 10 3/4	10 1/4	+ 1/2	+ 4.87	17 3/4	9 7/8	1,155	12,416	
LAMB COMMUNICATIONS*	O	2	2		.00	4 7/8	2	475	950	
LEE ENTERPRISES	LNT	A 20 3/8	20 1/2	- 1/8	- .60	30	17 1/2	3,340	68,052	
LIBERTY CORP.	LC	N 18 1/2	18 3/4	- 1/4	- 1.33	25 1/2	17 1/2	6,753	124,930	
MCGRAW HILL	MHP	N 12 1/4	13 1/4	- 1	- 7.54	20 7/8	12 1/4	23,518	288,095	
MEDIA GENERAL INC.	MEG	A 43	42	+ 1	+ 2.38	49 3/8	27 7/8	3,434	147,662	
MEREDITH CORP.	MDP	N 15 3/4	16	- 1/4	- 1.56	30 3/4	15 3/4	2,827	44,525	
METROMEDIA	MET	N 22 1/4	23 3/4	- 1 1/2	- 6.31	39	19 7/8	6,078	135,235	
MULTIMEDIA INC.	O	26 1/2	26 1/2		.00	45	14	3,620	95,930	
OUTLET CO.	OTU	N 14 1/4	14 1/2	- 1/4	- 1.72	19 3/8	13	1,336	19,038	
PACIFIC SOUTHWEST AIRLINES	PSA	N 17 1/2	18 3/8	- 7/8	- 4.76	37 1/2	16 3/8	3,779	66,132	
POST CORP.	POST	O 13 3/4	13 5/8	+ 1/8	+ .91	30	9	942	12,952	
PUBLISHERS BROADCASTING CORP.	PUBB	O 1 1/2	1 1/2		.00	4 7/8	1 1/2	919	1,378	
REEVES TELECOM	RBT	A 2 1/2	2 5/8	- 1/8	- 4.76	4 1/4	2 1/8	2,294	5,735	
RIDDER PUBLICATIONS	RPI	N 26 1/8	26 3/4	- 5/8	- 2.33	34 1/2	21 7/8	8,327	217,542	
ROLLINS	ROL	N 25 3/4	27 3/4	- 2	- 7.20	43 1/4	25 1/4	12,916	332,587	
RUST CRAFT	RUS	A 22	22 1/2	- 1/2	- 2.22	39 3/8	21 1/2	2,350	51,700	



	Stock symbol	Exch.	Closing March 14	Closing March 7	Net change in week	% change in week	1972-73 High	1972-73 Low	Approx. shares out (000)	Total market capitalization (000)	
SAN JUAN RACING	SJR	N	16 7/8	17 1/8	- 1/4	- 1.45	34 3/4	16 3/4	2,153	36,331	
SCHERING-PLOUGH	SGP	N	149	142 3/4	+ 6 1/4	+ 4.37	151 1/2	82 5/8	25,471	3,795,179	
SONDERLING	SOB	A	11 5/8	11 3/4	- 1/8	- 1.06	30 3/4	11	1,005	11,683	
TECHNICAL OPERATIONS, INC.	TO	A	9 7/8	10 1/4	- 3/8	- 3.65	17 7/8	9	1,386	13,686	
TIMES MIRROR CO.	TMC	N	21 1/2	20 3/4	+ 3/4	+ 3.61	27 7/8	18 3/8	31,080	668,220	
TURNER COMMUNICATIONS*	O		4 7/8	5 1/8	- 1/4	- 4.87	7	2	1,486	7,244	
WASHINGTON POST CO.	WPO	A	28 3/8	27	+ 1 3/8	+ 5.09	38	23 1/2	4,818	136,710	
WHOH CORP.*	O		20	20		.00	30	11	589	11,780	
WOMETCO	WDM	N	15	14 1/2	+ 1/2	+ 3.44	25 7/8	13 1/4	6,073	91,095	
<b>Cable</b>									<b>TOTAL</b>	<b>272,788</b>	<b>8,809,959</b>
AMECO	ACO	O	1	1		.00	12 3/4	1	1,200	1,200	
AMERICAN ELECTRONIC LABS	AELBA	O	2 3/4	2 7/8	- 1/8	- 4.34	9 3/4	2 3/4	1,726	4,746	
AMERICAN TV & COMMUNICATIONS	AMTV	O	32 1/4	34	- 1 3/4	- 5.14	47 1/4	17 1/4	2,856	92,106	
BURNUP & SIMS	BSIM	O	28 3/4	28 7/8	- 1/8	- .43	31 3/4	6 3/4	7,510	215,912	
CABLECOM-GENERAL	CCG	A	5 1/2	5 3/4	- 1/4	- 4.34	18 1/4	5 1/8	2,472	13,596	
CABLE FUNDING CORP.*	CFUN	O	7 5/8	6 3/8	+ 1 1/4	+ 19.60	15 1/4	5 3/4	1,233	9,401	
CABLE INFORMATION SYSTEMS*	O			1 3/4		.00	4 3/4	1 3/4	955	1,671	
CITIZENS FINANCIAL CORP.	CPN	A	7 1/8	7 1/4	- 1/8	- 1.72	15 1/4	7 1/8	2,416	17,214	
COMCAST CORP.	O		5	4 1/4	+ 3/4	+ 17.64	7	4 1/8	1,280	6,400	
COMMUNICATIONS PROPERTIES	COMU	O	6 5/8	6 5/8		.00	27 3/8	6 1/2	1,917	12,700	
COX CABLE COMMUNICATIONS	CXC	A	24 3/4	25	- 1/4	- 1.00	41 3/4	20 1/4	3,556	88,011	
CYPRESS COMMUNICATIONS*	CYPR	O				.00	23	7	2,732	35,516	
ENTRON	ENT	A	2 1/2	2 1/2		.00	9 1/4	2 1/2	1,358	3,395	
GENERAL INSTRUMENT CORP.	GRL	N	21 1/4	21 3/8	- 1/8	- .58	32 7/8	18 3/8	6,503	138,188	
LVD CABLE INC.	LVOC	O	8 1/2	8 1/2		.00	16 1/2	6 3/4	1,466	12,461	
SCIENTIFIC-ATLANTA INC.	SFA	A	11	11 3/4	- 3/4	- 6.38	15 3/4	8 1/8	917	10,087	
STERLING COMMUNICATIONS	STER	O	3 3/4	3 5/8	+ 1/8	+ 3.44	7 3/4	2 7/8	2,162	8,107	
TELE-COMMUNICATIONS	TCOM	O	14	12 1/2	+ 1 1/2	+ 12.00	35 1/4	12 1/2	3,866	54,124	
TELEPROMPTER	TP	A	29 1/2	30 1/8	- 5/8	- 2.07	44 1/2	24 1/4	16,513	487,133	
TIME INC.	TL	N	40 3/4	43	- 2 1/4	- 5.23	64 3/4	39 3/4	7,284	296,823	
TOCOM	TOCM	O	9	9 1/4	- 1/4	- 2.70	12 1/8	7	596	5,364	
UA-COLUMBIA CABLEVISION INC.	UACC	O	11 1/4	11 1/2	- 1/4	- 2.17	19	11 1/4	1,832	20,610	
VIACOM	VIA	N	14 1/8	15 1/4	- 1 1/8	- 7.37	28 1/2	12 1/8	3,931	55,525	
VIKOA	VIK	A	6 1/2	6 3/4	- 1/4	- 3.70	19 3/4	5 7/8	2,333	15,164	
<b>Programming</b>									<b>TOTAL</b>	<b>78,614</b>	<b>1,605,454</b>
COLUMBIA PICTURES	CPS	N	7 1/4	8	- 3/4	- 9.37	14 7/8	7 1/8	6,335	45,928	
DISNEY	DIS	N	99 3/4	104 7/8	- 5 1/8	- 4.88	123 7/8	92 7/8	28,552	2,848,062	
FILMWAYS	FWY	A	3 3/4	3 3/8	+ 3/8	+ 11.11	8	3 1/4	1,877	7,038	
GULF & WESTERN	GW	N	27 3/8	30	- 2 5/8	- 8.75	44 3/4	25 7/8	16,387	448,594	
MCA	MCA	N	26 1/2	25 5/8	+ 7/8	+ 3.41	35 7/8	23 1/8	8,243	218,439	
MGM	MGM	N	21 7/8	21 3/4	+ 1/8	+ .57	27 1/2	16 3/4	5,958	130,331	
MUSIC MAKERS	MUSC	O	2 1/2	2 1/4	+ 1/4	+ 11.11	3 3/4	1 1/8	534	1,335	
TELE-TAPE PRODUCTIONS*	O			1 1/2		.00	2 7/8	1	2,190	3,285	
TELETRONICS INTERNATIONAL*	O		8 1/2	8 1/4	+ 1/4	+ 3.03	18 1/2	6 1/4	724	6,154	
TRANSAMERICA	TA	N	14 3/4	14 7/8	- 1/8	- .84	23 1/2	13 7/8	67,413	994,341	
20TH CENTURY-FOX	TF	N	9 7/8	9 1/2	+ 3/8	+ 3.94	17	8 1/4	8,562	84,549	
WALTER READE ORGANIZATION	WALT	O				.00	4 1/8	7/8	2,203	1,927	
WARNER COMMUNICATIONS INC.	WCI	N	27 7/8	28	- 1/8	- .44	50 1/4	26 3/8	18,883	526,363	
WRATHER CORP.	WCO	A	14 3/4	15 1/4	- 1/2	- 3.27	17 7/8	7 1/8	2,164	31,919	
<b>Service</b>									<b>TOTAL</b>	<b>170,025</b>	<b>5,348,265</b>
JOHN BLAIR	BJ	N	9 1/2	10 1/4	- 3/4	- 7.31	22 3/8	9 1/2	2,606	24,757	
COMSAT	CQ	N	57 3/4	56 1/2	+ 1 1/4	+ 2.21	75 3/8	51	10,000	577,500	
CREATIVE MANAGEMENT	CMA	A	7	7 3/4	- 3/4	- 9.67	15 1/2	6 3/4	975	6,825	
DOYLE DANE BERNBACH	DOYL	O	16 3/4	17 3/4	- 1	- 5.63	34 3/4	16 1/4	1,984	33,232	
ELKINS INSTITUTE	ELKN	O	7/8		- 3/8	- 30.00	16 3/8	7/8	1,664	1,456	
FOOTE, CONE & BELOING	FCB	N	9 5/8	9 3/4	- 1/8	- 1.28	14	9 5/8	2,152	20,713	
CLINTON E. FRANK INC.*	O		9 1/4	9	+ 1/4	+ 2.77	20	9	720	6,660	
GREY ADVERTISING	GREY	O	13	13		.00	18 1/8	9 1/4	1,200	15,600	
INTERPUBLIC GROUP	IPG	N	21 1/8	19 7/8	+ 1 1/4	+ 6.28	36 1/8	17 1/4	2,587	54,650	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 3/4	14 3/4		.00	18 1/2	5 7/8	825	12,168	
MCCAFFREY & MCCALL*	O		9 1/4		+ 1/4	+ 2.77	16 1/2	7	585	5,411	
MCI COMMUNICATIONS	MCIC	O	6 1/2	6 7/8	- 3/8	- 5.45	12 3/4	6 1/2	11,810	76,765	
MOVIELAB	MOV	A	1 5/8	1 5/8		.00	3 1/8	1 3/8	1,407	2,286	
MPD VIDEOELECTRONICS	MPO	A	3 3/8	3 1/4	+ 1/8	+ 3.84	7 1/8	2 1/2	540	1,822	
NEEDHAM, HARPER & STEERS INC.*	NDHMA	D	21	20	+ 1	+ 5.00	34 1/8	20	911	19,131	
A. C. NIELSEN	NIELB	O	40 1/2	39 5/8	+ 7/8	+ 2.20	78 1/8	37 5/8	10,598	429,219	
DGILVY & MATHER	OGIL	O	28	25	+ 3	+ 12.00	48 1/2	16	1,716	48,048	
PKL CO.*	PKL	O	2 3/8	1 7/8	+ 1/2	+ 26.66	9 1/2	3/4	778	1,847	
J. WALTER THOMPSON	JWT	N	16 7/8	16 7/8		.00	49 1/4	16	2,694	45,461	
UNIVERSAL COMMUNICATIONS INC.*	D		7 1/2	8	- 1/2	- 6.25	17	7 1/2	715	5,362	
WELLS, RICH, GREENE	WRG	N	15 3/4	16 1/8	- 3/8	- 2.32	27 7/8	14 3/8	1,568	24,696	
<b>Electronics</b>									<b>TOTAL</b>	<b>58,035</b>	<b>1,413,609</b>
ADMIRAL	AOL	N	14	14		.00	27	12 3/4	5,813	81,382	
AMPEX	APX	N	5 3/4	5 7/8	- 1/8	- 2.12	15 1/8	5	10,875	62,531	
CARTRIDGE TELEVISION INC.	O		9	9 1/8	- 1/8	- 1.36	43 1/2	8 7/8	2,083	18,747	
CCA ELECTRONICS	CCAE	D	1 5/8	1 7/8	- 1/4	- 13.33	6 1/4	1 5/8	881	1,431	
COLLINS RADIO	CRI	N	25 1/8	25 1/2	- 3/8	- 1.47	27 1/4	13 1/4	2,968	74,571	
COMPUTER EQUIPMENT	CEC	A	2 1/4	2 1/4		.00	4 5/8	2	2,421	5,447	
CONRAC	CAX	N	25 3/4	25	+ 3/4	+ 3.00	39 3/8	23	1,261	32,470	
GENERAL ELECTRIC	GE	N	68	68 3/8	- 3/8	- .54	75 7/8	58 1/4	182,123	12,384,364	
HARRIS-INTERTYPE	HI	N	40 1/8	41 1/4	- 1 1/8	- 2.72	59	39	6,301	252,827	
INTERNATIONAL VIDEO CORP.*	IVCP	O	11 1/2	10 1/2	+ 1	+ 9.52	15	10 1/2	2,745	31,567	
MAGNAVOX	MAG	N	16 1/8	17 3/8	- 1 1/4	- 7.19	52 1/4	16 1/8	17,685	285,170	
3M	MMM	N	86 1/4	85 1/2	+ 3/4	+ .87	88 7/8	74 1/4	113,009	9,747,026	
MOTOROLA	MOT	N	122	119 3/4	+ 2 1/4	+ 1.87	138	80	13,648	1,665,056	

	Stock symbol	Exch.	Closing March 14	Closing March 7	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitalization (000)
							High	Low		
DAK INDUSTRIES	DEN	N	16 3/8	16 1/4	+ 1/8	+ .76	21 3/4	9 5/8	1,638	26,822
RCA	RCA	N	29 3/8	31 1/8	- 1 3/4	- 5.62	45	28 3/8	74,432	2,186,440
RSC INDUSTRIES	RSC	A	1 7/8	1 3/4	+ 1/8	+ 7.14	4 3/8	1 5/8	3,458	6,483
SONY CORP	SNE	N	46	48	- 2	- 4.16	57 1/4	40 1/2	66,250	3,047,500
TEKTRONIX	TEK	N	42 1/8	40 7/8	+ 1 1/4	+ 3.05	65 1/2	32 3/4	8,162	343,824
TELEMATION	TIMT	D	4 1/4	4 3/8	- 1/8	- 2.85	13 3/4	3 1/2	1,050	4,462
WESTINGHOUSE	WX	N	38	37 3/8	+ 5/8	+ 1.67	54 7/8	36 1/8	88,235	3,352,930
ZENITH	ZE	N	43 7/8	43 3/4	+ 1/8	+ .28	56 5/8	39 3/4	19,040	835,380
TOTAL									624,078	34,446,430
GRAND TOTAL									1,282,761	54,761,552

Standard & Poor's Industrial Average

129.06 128.40 + .66

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

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

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

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

## Fates & Fortunes®

### Media



Mr. Erish

Mr. Fountain

**Andrew C. Erish**, director of advertising and promotion, ABC-owned AM radio stations, appointed director of advertising and press information, ABC-owned television stations, New York. **Robert F. Fountain**, VP, news sales, ABC-TV, New York, elected VP and director of affiliate relations, ABC-TV, succeeding **Richard U. Hasbrook**, who has resigned. **Richard Kozak**, regional manager in affiliate relations, appointed assistant to VP-affiliate relations.

**Joseph T. Loughlin**, general manager, WTVV(TV) Milwaukee, named VP.

**Tom Brubaker**, production manager, WSBT-TV South Bend, Ind., joins non-commercial WNIU-TV, under construction there, as general manager.

**Frank Miller**, director of television operations, WAVE-TV Louisville, Ky., joins WTVJ(TV) Miami in newly created post, station manager.

**Goff Lebharr**, general sales manager, WXLO(FM) New York, joins WQAL(FM) Cleveland as general manager.



Mr. Elliott

**George W. Elliott**, general manager, KFSA-TV Fort Smith, Ark., joins KVRL(TV) Houston as VP and general manager.

**Lew Van Nostrand**, VP and general manager, WMT-AM-FM-TV Cedar Rapids, Iowa, named executive VP. **James Oetken**, WMT-TV sales

manager, appointed VP and station manager. **Douglas Grant**, VP and operations manager, WMT-AM-FM-TV, retires at end of year.

**Stanley G. Warwick**, executive VP and general manager, KGIL(AM) San Fernando, Calif., appointed supervisor, overall operations, Buckley Broadcasting's five West Coast stations: KKHI-AM-FM San Francisco, KOL-AM-FM Seattle and KGIL. **Alvin D. Ostrin**, director of sales, KGIL, named station manager.

**Rodger S. Layng**, program director, KNX-FM Los Angeles, appointed station manager, KCBS-FM San Francisco.

**Dewitt Ingraham**, sales manager, WEDR(FM) Miami, named VP and general manager.

**Dave Thomas**, local sales manager, WHBQ(AM) Memphis, named general manager, WEZI(FM) there.

**Deane C. Parkhurst**, program director, WHEN(AM) Syracuse, N.Y., joins KFMU(FM) Kansas City, Mo., in newly created post, station manager.

**William H. Siemering**, director of programming, National Public Radio, Washington, joins noncommercial KCCM-FM Moorhead, Minn., as station manager.

**Jerry Adams**, program director, KGAF-AM-FM Gainesville, Tex., appointed station manager, KORC(AM) Mineral Wells, Tex.



Mr. Ordovery

**Alfred Ordovery**, director, corporate planning, NBC, New York, named VP, corporate planning. **Albert R. Kroger**, director, editorial services, NBC, appointed to newly-created post, director of corporate communications.

**John Golden**, direc-

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tor of planning, research and evaluation, Corporation for Public Broadcasting, Washington, elected VP and treasurer.

**Richard F. Ellis**, news, sports and public affairs director, WJCW(AM) Johnson City, Tenn., appointed manager, newly authorized noncommercial FM station for East Tennessee State University, Johnson City, which will begin operation on 89.5 mhz.

**William F. O'Shaughnessy**, WVOX-AM-FM New Rochelle, N.Y., elected president, New York State Broadcasters Association. **Leslie G. Arries Jr.**, WBEN-AM-FM-TV Buffalo, N.Y., elected VP. **John V. B. Sullivan**, WHN(AM) New York, elected secretary, and **Philip Spencer**, WCSS(AM) Amsterdam, N.Y., re-elected treasurer.

**Conrad Cagle**, production manager, WAVD-TV Louisville, Ky., appointed operations director.

**John Scafone**, director of advertising and promotion, WPHL-TV Philadelphia, joins WTCN-TV Minneapolis-St. Paul as promotion manager.

**Thomas O. Fox**, part owner, Prescription Arts Pharmacy, Detroit, and corporate member, Detroit Medical Associates, assumes additional post, director of community affairs, WJBK-TV Detroit.

**John Wesley**, reporter and anchorman, WLBT(TV) Jackson, Miss., appointed promotion manager.

**Derek S. Singer**, chief training adviser in public administration for UN in Dakar, Senegal, joins noncommercial WTTW(TV) and WXXW(TV) Chicago as director of educational services. **Kenneth J. Ehrlich**, director of development and executive producer, WTTW, appointed director of development and public information.

**Walter Duka**, information director, Corporation for Public Broadcasting, Washington, resigns to join information office, U.S. Post Office.

## Broadcast advertising

**William E. Cosher**, VP and account supervisor, D'Arcy-MacManus & Masius, St. Louis, joins Anheuser Busch there as advertising manager for Budweiser and Budweiser Malt Liqueur. He succeeds **Edward F. Schmidt**, appointed advertising and merchandising manager, Michelob brand.

**Wally Wohl**, copy supervisor, Dancer-Fitzgerald-Sample, New York, appointed VP-creative group head.

**Robert Coburn** and **Tom Yobaggy**, copy group supervisors; **Joseph F. Belle Isle**, account supervisor, and **Joseph Laun**, senior account executive, named VP's, Doyle Dane Bernbach, New York.

**John Donati**, account executive, Tatham-Laird & Kudner, New York, appointed account supervisor.

**Edward L. Lindquist**, business services manager, Grey Advertising, Detroit, appointed automotive marketing director.

**J. Thomas Allison III**, independent management consultant, joins McDonald & Little, Atlanta agency, as VP-marketing director.

**James D. McCarthy**, with KBHK-TV San Francisco, appointed sales manager.

**DeWayne Browning**, with sales staff, WMT-TV Cedar Rapids, Iowa, appointed sales manager.



Mr. Dempsey

**Robert P. Dempsey**, VP and general manager, WICE(AM) Providence, R.I., joins WPRI-TV there as general sales manager. **Paul D. Arzen**, account executive, John Blair Co., New York, joins WPRI-TV as national sales manager.

**Harry Bickelhaupt**, assistant sales manager, WLBT(TV) Jackson, Miss., named general sales manager.

**James Mergen**, local sales manager, KGIL(AM) San Fernando, Calif., named general sales manager.



Miss Arnold  
marketing.

**Viola S. Arnold**, VP-media, Winus-Brandon Co., St. Louis agency, named national sales manager, KMOX(AM) St. Louis.

**Dean Fleischman**, VP-sales, WSPB-AM-FM Sarasota, Fla., resigns to join First Federal Saving and Loan there as VP-

**John Boissy**, general sales manager, WPIK(AM) Alexandria - WRXA(FM) Woodbridge, both Virginia, resigns.

**Joel Allerhand**, senior VP-media director, Dreher Advertising, New York, named VP-marketing, Air Time, New York.

**Richard W. Epp**, divisional VP and manager, Katz Television's St. Louis office, named manager, Chicago office.

**Diane Mignone**, media supervisor, Knox-Reeves, Minneapolis, joins Paragon Co., Minneapolis agency, in similar capacity.

**John L. Lamson**, associate media director, Rumrill-Hoyt, New York agency, elected VP.

**Josef B. Rosenberg**, creative director, Blair Television, New York, appointed VP communications.

**Ronald L. Jamison**, account executive, WCBS(AM) New York, joins CBS Radio Spot Sales, Chicago, as sales manager.

**Molly A. Hudson**, associate creative director-broadcast copy, and **John C. Dunning**, associate creative director-graphics, Campbell-Ewald, Detroit, named VP's.

**Lowell Thompson**, art director, Young & Rubicam, Chicago, and **Sheila Hayden**, production assistant, Marsteller, New York, join Needham, Harper & Steers, Chicago, as art director and assistant producer, respectively.

**Ronald Kanter**, art director, E.T. Howard Co., New York, joins Chalek & Dreyer there in similar capacity.

**Susan Stewart**, creative director, Advantage Inc., joins Clinton E. Frank, Dallas, as senior copywriter.

**Rea Stolz**, production manager, ACA Recording Studios, Houston, joins Winus-Brandon of Texas, Houston, as copywriter.

**Dennis McGuire**, media buyer, Dancer-Fitzgerald-Sample, New York, joins Cunningham & Walsh, New York, in similar capacity. **Jack Snow**, account executive, Young & Rubicam, New York, named senior account executive, C&W.

**Ed Boyle**, manager, KBEE-AM-FM Modesto, Calif., resigns to open own advertising agency there, Ed Boyle & Associates.

**Beverly Kilpatrick**, media director, Dannerfeller, Runyon & Craig, Sacramento, Calif., agency, joins Boyle in similar capacity. Agency is at Suite F-32, Coffee Plaza East, 1800 Coffee Road, Modesto 95350.

**Clay G. Stephens**, senior account executive, Wilson, Haight & Wilson, Hartford, Conn., appointed director of advertising and promotion, Talon and Donahue Sales, divisions of Textron Inc., New York.

**Hy Farbman**, former Chicago manager, Devney Organization, joins Chicago office, Bruce Jed Radio Representatives as VP-Midwest manager.

**Kay O'Connor**, account executive, Warwick, Welsh & Miller, New York, named senior account executive, Moseley Sacco, New York agency.

**Sam Israeloff**, New England branch manager, ABC Record and Tape Sales, joins Challenge Advertising, Providence, R.I., as account executive.

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**Newsman honored.** Gordon Van Mol (l), newsman for WSB-AM-FM Atlanta, receives the Mayor's Medal of Honor from Atlanta Mayor Sam Massell (r). Mr. Van Mol, who rescued an Atlanta woman, Claudia Duffell, from her burning home, was cited for "meritorious courage and bravery."

## Programing

**Jack Sonntag**, TV production supervisor, 20th Century-Fox, Hollywood, elected VP, productions and operations, Paramount Television, Hollywood.

**William Andrews**, with Viacom, appointed manager, Northwestern division, with headquarters in San Francisco. **J. Warren Tomassene**, Midwest district manager, Viacom, appointed manager, central division, with headquarters in Chicago. **Donald J. Toye**, with Viacom, New York, appointed manager, Northeastern division, with headquarters in New York.

**Jack Foley**, Midwest sales manager, Rhodes Productions, Los Angeles, appointed Western region sales manager, Group W Productions, with headquarters in Los Angeles.

**Richard A. Larson**, director, film production operations, NBC, Los Angeles, appointed director, film production, West Coast.

**Patricia Thompson**, staff attorney, Indian Head Inc., New York, and **Robert Golub**, attorney, NBC, New York, appointed program attorneys, contracts department, ABC Entertainment, New York.

**N. Neil Kuvin**, assistant program manager, WXYZ-TV Detroit, joins WKBG-TV Boston as program manager.

**Hank Taylor**, production manager, WLBT-TV Jackson, Miss., appointed programing and operations manager. **Nehemiah Flowers**, public affairs director, WLBT, appointed assistant to programing and operations manager.

**Richard J. Bowman**, broadcast operations coordinator, noncommercial WTTW-TV Chicago, appointed coordinator of programing.

**Cliff Hesse**, executive producer, WMCA-AM New York, appointed program manager.

## Broadcast Journalism

**Guy H. King**, news director, WEBR-AM-FM Buffalo, N.Y., joins WGSO-AM New Orleans in similar capacity.

**Bob Bilsland**, newsman, Park Broadcasting's WNAX(AM) Yankton, S.D., appointed news director, Park's newly acquired KWJJ(AM) Portland, Ore.

**Robert L. Harper**, anchorman-producer, KCRG-TV Cedar Rapids, Iowa, joins WYDE-AM Birmingham, Ala., as news director.

**Anne Kaestner**, producer, *Sixth Hour News*, WNBC-TV New York, appointed correspondent, West Coast Bureau, ABC News, Los Angeles.

**John Facenda**, news broadcaster, anchorman and public affairs commentator, WCAU-TV Philadelphia, leaves anchor post to concentrate on station's community-related programing and activities.

**Jack Miller**, with WCBS-FM New York, assumes additional duties of sports director, newly-created post.

## Cable



Mr. Symons



Mr. DeMarco

**Edward J. DeMarco**, director, national systems division, Television Communications Corp., New York, and **Robert H. Symons**, VP, metropolitan systems division, TVC, elected senior VP's.

**Andrew C. Goldman**, program manager, Teleprompter's CATV system, Lakeland, Fla., named Southeast regional advertising sales director, Teleprompter, Atlanta.

**Roger M. Pierce**, Northwest regional manager, Cox Cablevision Corp., Atlanta, appointed divisional VP.

**Don P. Carlson**, senior communications engineer in charge of microwave systems and designs, Teleprompter, New York, appointed corporate staff microwave engineer.

**Greg Cowen**, manager, TCI's CATV systems in Belmont, San Carlos and Redwood City, all California, joins Pueblo TV Power, CATV operator in Pueblo, Colo., as general manager.

## Equipment & Engineering



Mr. Cowan

**Frederic J. Cowan**, VP-marketing services, GTE Sylvania, New York, appointed VP-corporate development. He succeeds **Richard M. Osgood**, appointed VP-programs and business development, electronic systems group.

**Caywood C. Cooley**,



**Engineer honored.** Joseph Minikovsky, NBC-TV maintenance engineer, New York, was awarded certificate of meritorious service by President's Committee on the Employment of the Handicapped. Although partially paralyzed and totally deaf as result of stroke suffered in 1968, Mr. Minikovsky returned to full-time work at NBC-TV more than a year ago. During period of convalescence, Mr. Minikovsky completed correspondence courses in electronic engineering and retrained himself to use his left hand.

CATV division VP, Magnavox Co., Manlius, N.Y., assumes additional post, general manager, terminal access products group. **Robert J. Greiner**, general sales manager, Magnavox, named general manager, passive operations, CATV division. Moves are part of reorganization of CATV division into three working groups: systems operations, terminal access products and passive products.

**Richard E. Swart Jr.**, manager of corporate advertising, 3M Co., St. Paul, appointed marketing operations manager, Mincom division.

**Paul H. Lee**, former Washington area consulting engineer, appointed manager, telecommunications division, Chu Associates Inc., El Cajon, Calif., in broadcast and communications consulting engineering.

## Allied Fields

**Ralph Nelson**, director of corporate communications, Broad Street Communications Corp., New Haven, Conn., takes on additional post, VP, Broad Street's BGW Associates, communications consulting firm.

**Fred S. Heywood**, with CBS for 20 years, most recently as manager of public relations, KMOX-TV St. Louis, joins Paul Morris & Associates, Clayton, Mo., public relations and communications firm, as partner.

**Edward Hautanen**, with renewal and transfer division, Broadcast Bureau, FCC, appointed assistant for review, office of opinions and review. **Frederic D. Schottland**, with emergency communications systems bureau, appointed supervisory electronics engineer, hearing division, Broadcast Bureau. **Vernon P. Wilson**,

electronics engineer, field offices division, appointed chief of investigation and certification branch, field offices division, Field Engineering Bureau.

**J. Warren Day**, executive director of public affairs, WMAL-TV, Washington, appointed director of broadcast news and public affairs, broadcasting and film commission, National Council of Churches, New York.

## Deaths

**Will Roland**, 63, producer and director, Arthur Godfrey's morning show on CBS from 1946 to 1958, died March 10 in London of a heart attack. Since 1958 Mr. Roland had been assistant director, London office, NBC International, with responsibilities for sale of NBC films to European television stations. He is sur-

vived by his wife, Sherley, two daughters and one son.

**Haley Bell**, 77, president and founder of Michigan's first black-owned radio stations, died March 12 at his home in Detroit. Mr. Bell founded WCHB(AM) Inkster, Mich.-WCHD(FM) Detroit in 1955. He was the first black man to receive a license to operate a radio station. He is survived by his wife, Mary, and two daughters. His sons-in-law are Wendell Cox, VP-general manager, WCHB, and Robert Bass, VP-general manager, WCHD.

**Laurence Gordon Cumming**, 71, engineering management consultant, died Feb. 24 in Victoria, B.C., where he had lived since his 1966 retirement. Mr. Cumming was co-designer and engineer for WBZ-AM-FM and WEEI-AM-FM, all Boston, and WBET-AM-FM Brockton, Mass.

and assisted in development of world's first international short-wave transmitter for WBZ. He is survived by his wife, Adelaide, and one stepdaughter.

**Robert Siodmak**, motion-picture director and producer whose TV credits include *O.S.S.*, adventure series about World War II secret agency, died March 10 of a heart attack in a Locarno, Switzerland, hospital. He is survived by two brothers, Curt and Werner.

**James J. Quinn**, 54, technical director, WPBS(FM) and Muzak, both Philadelphia, died March 8 there. Mr. Quinn had also worked for RCA and as chief engineer, WCAU(AM)'s Muzak there prior to joining WPBS in 1961. He is survived by his wife, Elizabeth, one daughter and four sons.

# For the Record®

As compiled by BROADCASTING March 7 through March 13, 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—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

## New TV stations

### Action on motion

■ Administrative Law Judge Isadore A. Honig in Montgomery, Ala., et al. (Alabama Education Television Commission), noncommercial TV proceeding, granted petition by Broadcast Bureau and extended to April 23 and to May 14 dates for filing proposed findings of fact and conclusions, and replies, respectively (Docs. 19422-30). Action March 2.

### Other action

■ Review board in Dubuque, Iowa, TV proceeding, granted petition by Dubuque Communications Corp. for extension of time through March 12 to file replies to Broadcast Bureau's exceptions to initial decision which proposed grant of Dubuque Communications' application for license for KDUB-TV, Dubuque (Doc. 19339). Action March 1.

### Rulemaking action

■ Fresno, Calif.—FCC proposed amendment of TV table assignments to substitute ch. 34 for ch. 30 at Fresno. Action March 7.

## Existing TV stations

### Application

■ KELP-TV El Paso—Seeks CP to change ERP to vis. 316 kw, aur 31.6 kw; transfer location to 3.9 miles north-northwest of county court house, El Paso; change type trans. to RCA TT-50FH, type ant. to RCA TW-9A13-P; make changes in ant. structure and increase HAAT to 2,000 ft. Ann. March 9.

### Final actions

■ FCC denied application by Gary Lane, Cerritos, Calif., for review of FCC staff action which denied complaint against comment by David Brinkley on former federal employe Otto F. Otepka and Subversive Activities Control Board. Action March 2.

■ FCC denied complaints of Student Association of State University of New York at Buffalo, N.Y., protesting refusal of ABC to carry "political" half-time show presented by association during 1970 football game. Action March 14.

■ KMUV-TV Sacramento, Calif.—FCC affirmed order released Sept. 19, 1972 modifying CP of Grayson Television Co. for KMUV-TV to specify operation on ch. 31 in place of ch. 15 (Doc. 19511). Petition by Camellia City Telecasters Inc., licensee of KTXL(TV) Sacramento, for reconsideration of order was denied. Action March 7.

■ Washington—Broadcast Bureau informed Accuracy in Media Inc. that further consideration of complaint that documentary by NBC on San Francisco's Chinatown was controversial issue of public importance would require clearer specification of issues it believed to be involved, together with additional information demonstrating that issues were controversial and of public importance, that broadcast contained substantial discussion of issues, and that NBC did not afford reasonable opportunity for presentation of opposing views. Ann. March 6.

■ WCCO-AM-TV Minneapolis-St. Paul—Broadcast Bureau informed Carroll E. Crawford, president and publisher of Sun Newspapers Inc., Edina, Minn., that no further action is warranted on allegations that stations had broadcast news stories and reports on financial condition of his newspaper that were irresponsible and constituted anti-competitive activity. Ann. March 7.

■ KORK-TV Las Vegas—FCC dismissed motion by Western Communications Inc., licensee of KORK-TV Las Vegas, for stay of hearing scheduled for March 12 in Las Vegas (Docs. 19519, 19581). Action March 7.

■ WPIX(TV) New York—Broadcast Bureau informed Richard Wolf, Columbia University, that in complaint, he did not offer "specific information

setting forth reasonable grounds" for his conclusion that WPIX violated fairness doctrine by presenting only one side of controversial issue concerning desirability of United States Information Agency operations during broadcast of Senator Buckley Reports, monthly series. Ann. March 6.

■ New York—FCC denied request of Club Palmach Rifle and Pistol Club Inc., New York, for review of FCC staff action ruling against Club's fairness doctrine complaints regarding treatment of issues of gun control and busing on news programs of WNBC-TV. WCBS and WQXR, all New York. Action March 7.

■ WHEN-TV Syracuse, N.Y.—Broadcast Bureau informed Robert H. Hauslein that further action is not warranted on complaint that WHEN-TV refused to sell half hour of prime time to McGovern for President Committee for political message by Senator McGovern on October 10, 1972. Ann. March 6.

■ WSAZ-TV Huntington, W. Va., and WAVE-TV Louisville, Ky.—Broadcast Bureau informed John L. Franson of National Audubon Society that no action is warranted on fairness complaint against stations for denying requests for equal time to present organization's views on issue of strip mining. Ann. March 8.

■ XETV(TV) Tijuana, Mex.—FCC modified order requiring ABC Inc. to discontinue network service to XETV to permit continued transmission of weekday programs until June 1 and all other programs until July 1 (Doc. 18606). Action March 2.

### Actions on motions

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV proceeding, granted petition to intervene by Mid-Florida Television Corp. to extent of resolution of

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UHF impact issue, and made petitioner party to proceeding (Doc. 19627). Action March 7.

■ Administrative Law Judge Isadore A. Honig in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted petition by Southern to amend application to report certain changes in ownership report and to note fact that Southern commenced operation of WEZI(FM) Memphis, on Jan. 12; by separate action, granted petition by Southern to amend application to report filing of three antitrust suits in various United States district courts against defendant corporations with which three Southern stockholders are involved; granted request by Southern to delete certain attachments of amendment and substitute; ordered that any renewal of Southern's license to operate will be without prejudice to any action commission might deem appropriate as result of courts' dispositions of civil actions reported (Docs. 18906-7). Action March 2.

■ Administrative Law Judge Isadore A. Honig in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, dismissed as moot petition by Furniture City to amend application (Docs. 18906-7). Action March 5.

■ Administrative Law Judge Isadore A. Honig in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, by separate actions, granted petitions by Furniture City to amend application to reflect changes in business interests of principals and to reflect precise date of retirement as high school principal of 1% stockholder Samuel E. Burford and his parttime association with Bennett College, and accepted petitions without prejudice to consideration of effect of failure to comply with 30-day reporting requirement of rules in event these matters are made subject of inquiry by commission or review board (Docs. 18906-7). Action March 7.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, ordered that subpoena requested by Western Communications shall issue, but that Mr. Hendon shall not be required to produce those requested documents which are not relevant to matters at issue. Judge had stricken, from subpoena form, those requested documents which he deemed to be irrelevant (Docs. 19519, 19581). Action Feb. 26.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, denied motion by Western for stay of hearing; by separate action, certified to review board Western's request for proceeding to determine whether sanctions should be imposed on Las Vegas Valley Broadcasting Co. for making, encouraging, or soliciting unauthorized ex parte presentations; or failing to report such presentations; certified association with Western's contingent motion to add ex parte issue (Docs. 19519, 19581). Action March 7.

#### Other actions

■ Review board in Las Vegas, TV proceeding, denied petitions by Western Communications Inc. to add issues against Las Vegas Valley Broadcasting Co. concerning failure of Valley to submit complete information about other broadcast interests of Clark Henry Tester, proposed programing vice president, in violation of rules, and failure of Valley to file on time, amendment to reflect changes in financing as required (Docs. 19519, 19581). Action March 6.

■ Review board in Las Vegas, TV proceeding, dismissed motion by Western Communications Inc., applicant for renewal of license of KORK-TV Las Vegas, for stay of all scheduled hearing dates and procedures in proceeding involving application and mutually exclusive application of Las Vegas Valley

Broadcasting Co. for new TV in Las Vegas (Docs. 19519, 19581). Action March 8.

#### Fine

■ WCJB-TV Gainesville, Fla.—FCC notified Minshall Broadcasting Co., licensee, that it has incurred apparent liability of \$1,000 for violation of sponsorship-identification requirements of Communications Act and rules. Action March 7.

#### Network affiliations

##### ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WQAD(TV) Moline, Ill. (Moline Television Corp.)—Amendment extends agreement from Oct. 1, 1972, to Oct. 1, 1974.

■ KCFW Kalispell, Mont. (KMSO-TV Inc.)—Amendment extends agreement from Jan. 1 to Jan. 1, 1975.

■ KGVO(TV) Missoula, Mont. (KMSO-TV Inc.)—Amendment extends agreement from Jan. 1 to Jan. 1, 1975.

##### CBS

■ Formula: Same as ABC.

■ WHNT-TV Huntsville, Ala. (North Alabama Broadcasters Inc.)—Amendment changes network rate from \$450 to \$500, effective July 1.

■ WFMY-TV Greensboro, N.C. (WFMY Television Corp.)—Amendment changes network rate to \$912.

#### New AM stations

##### Final actions

■ Alexander Lake, Ala.—FCC denied application by Martin Lake Broadcasting Co. for review of review board decision denying application for new AM station at Alexander City (Doc. 18782). Action March 7.

■ Southern California—FCC, in response to request by Goodson-Todman Broadcasting Inc., one of nine mutually exclusive Southern California applicants for AM on 1110 khz to replace KRLA Pasadena, Calif., modified order released Feb. 15 scheduling oral argument for March 19 and 20 to permit each of parties to reserve portion of allotted time for rebuttal (Docs. 15752, 15754-56, 15758, 15762, 15764-66). Action March 7.

##### Actions on motions

■ Chief, office of opinions and review, in Salem and Derry, both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, granted joint petition by Salem Broadcasting Co. and New Hampshire Broadcasting Corp. to withdraw motion for extension of time to file application for review and dismissed motion for extension of time (Docs. 19434-6). Action March 1.

■ Administrative Law Judge Basil P. Cooper in Charlevoix, Mich. (New Broadcasting Corp.), AM proceeding, granted three petitions by applicant to substitute bank letter in exhibit, to change location of studio to be same as trans. location, and to substitute table II, section II; add notarized bank letters of People bank of Bloomington dated Jan. 31 and Feb. 20 to exhibit (Doc. 19610). Action Feb. 28.

■ Administrative Law Judge Frederick W. Denniston in Shreveport, Vivian and Bossier City, all Louisiana (James E. Reese, et al.), AM proceeding, denied motion by Ruby June Stinnett Dowd, executrix [KNCB], for reopening of record and further hearing, for lack of adequate justification to continue proceeding indefinitely (Docs. 19507-9). In separate order, granted motion by James E. Reese to strike certain proposed findings and conclusion of Bossier Broadcasting as not formally filed due to violation of applicable rules, and rejected proposed findings of fact and conclusions of Bossier Broadcasting and also rejected four documents tendered Feb. 22 (Docs. 19507-9). Action March 1.

■ Administrative Law Judge Lenore G. Ehrig in Jacksonville, Ala. (Jacksonville Broadcasting Co.), AM proceeding, on request of Broadcast Bureau and Jacksonville Broadcasting Co. extended date for filing proposed findings and conclusions from March 9 to March 30, and reply findings to be filed within ten days thereafter (Doc. 18899). Action March 5.

■ Administrative Law Judge Lenore G. Ehrig in New Kensington and Pittsburgh, both Pennsylvania (Gateway Broadcasting Enterprises Inc.), AM and FM proceeding, granted Broadcast Bureau's motion to compel answers to extent that Gateway is directed to respond to interrogatories one through six, and denied motion in all other respects; and granted request by Gateway for protective order in that it need not respond to interrogatories seven through 21, and denied the request in all other respects (Doc. 19452). Action March 2.

■ Administrative Law Judge Millard F. French in Lubbock and Plainview, both Texas (Caprock Radio Inc., Panhandle Broadcasting Inc.), AM proceeding, granted request by Caprock Radio and extended, nunc pro tunc, to March 2 time for filing proposed findings of fact and conclusions of law and to March 26 time for filing replies (Docs. 19455-6). Action Feb. 28.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Mobile Ala. (Azalea Corp., et al.), AM proceeding, granted motion by Broadcast Bureau and dismissed application of People's Progressive Radio Inc. (Docs. 17555-8). Action March 5.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Mobile, Ala. (Azalea Corp., et al.), AM proceeding, denied motion by Mobile Broadcast Service Inc., to dismiss Azalea Corp. application for failure of prosecution (Docs. 17555-6, 17558). Action March 7.

#### Other actions

■ Review board in Santa Cruz, Calif., AM proceeding, in response to motion by Progressive Broadcasting Co., applicant for new AM at Aptos-Capitola, Calif., added issue to determine ascertainment efforts made by St. Cross Broadcasting Inc., applicant for AM at Santa Cruz (Docs. 19503, 19506). Action March 6.

■ Review board in Houston, AM proceeding, set aside ruling by Chief Administrative Law Judge Arthur A. Gladstone, approving joint request by four AM applicants to grant Houston application and dismiss three competing area applications and joint request has been denied (Docs. 19186-9). Ruling would have granted application of Arltite Broadcasting Co. for new Houston station and dismissed applications of Albert L. Crain for Humble, Tex., Jester Broadcasting Co. for Nassau Bay, Tex., and Space City Broadcasting Co. for Houston. Action March 2.

#### Designated for hearing

■ Mount Dora, Fla.—FCC designated for hearing mutually exclusive applications of Lake Radio Inc. and Golden Triangle Broadcasting Co. for CP's for new AM to operate former facilities of WYYD Mount Dora. Issues to be determined include financial qualifications of Lake Radio and of Golden Triangle; efforts made by Golden Triangle to ascertain community problems of area; whether proposed trans. site is available. Action March 7.

#### Existing AM stations

##### Applications

■ WRMA Montgomery, Ala.—Seeks mod. of CP to increase MEOV's. Ann. March 8.

■ WWOK Miami—Seeks mod. of CP to increase height of number four tower to 494 ft. and add FM ant. Ann. March 6.

■ WIFF Auburn, Ind.—Seeks CP to make changes in MEOV's. Ann. March 8.

■ WHCU Ithaca, N.Y.—Seeks CP to change northeast ant-trans. site to 0.6 mile of Mt. Pleasant and Mineah Road intersection, Dryden, N.Y. Ann. March 8.

■ KNDC Hettinger, N.D.—Seeks mod. of license to change SH to Monday-Saturday: 6 am to 6:30 pm and Sunday 8 am to 3 pm. Ann. March 8.

■ KPNW Eugene, Ore.—Seeks mod. of CP to employ towers 1 and 2 for daytime ant. Ann. March 8.

■ WCSV Crossville, Tenn.—Seeks CP to increase tower height. Ann. March 6.



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# Summary of broadcasting

Compiled by FCC, Feb. 28, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,363	5	18	4,386	44	4,430
Commercial FM	2,379	2	48	2,429	106	2,535
Commercial TV-VHF	504	1	6	511	10	522
Commercial TV-UHF	185	0	4	189	45	246
Total commercial TV	689	1	10	700	55	768
Educational FM	548	0	25	573	79	652
Educational TV-VHF	86	0	6	92	0	92
Educational TV-UHF	123	0	9	132	5	138
Total educational TV	209	0	15	224	5	230

\* Special temporary authorization.

## Final actions

- WRAG Carrollton, Ala.—FCC granted request by Pickens county chapter of National Association for Advancement of Colored People for extension of time through March 12 to file a petition to deny application for renewal of license for WRAG. Action March 2.
- KGO San Francisco—Broadcast Bureau granted CP to install new alt. main trans. Action March 5.
- KFLJ Walsenburg, Colo.—Broadcast Bureau notified Leo Maes, mayor of Walsenburg, community's city council that KFLJ had not failed to afford reasonable opportunity for presentation of contrasting views on issues pertaining to city council. Ann. March 8.
- WYOR Coral Gables, Fla.—FCC denied request by Independent Music Broadcasters Inc., licensee, for waiver of spacing requirements of rules. Action March 7.
- WMRE Monroe, Ga.—FCC denied petition by Henry P. Austin Jr., receiver of corporate assets of Walton Broadcasting Co. and of personal assets of Warren G. Gilpin, for reconsideration of order denying request for termination of hearing on Walton's renewal application for WMRE, grant of license renewal and approval of assignment of WMRE's license to three Monroe residents (Doc. 19011). Action March 7.
- WSGW Saginaw, Mich.—Broadcast Bureau granted CP to specify nighttime MEOV's. Action March 5.
- KSUM Fairmont, Minn.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 306 North Park Street, Fairmont. Action March 5.
- WL0L Minneapolis—Broadcast Bureau granted CP to change daytime directional ant. pattern from three to two towers; trans. location 1370 Davern Street, St. Paul; conditions (three towers will be used at night). Action March 5.
- WFAI Fayetteville, N.C.—Broadcast Bureau informed Beasley Broadcasting Co., licensee, that refusal to provide time to National Association of Government Employees to respond to advertisements on behalf of American Federation of Government Employees the night before election on union representation at Fort Bragg, N.C., was inconsistent with obligations concerning the handling of controversial issues of public importance. Ann. March 6.
- WFAI Fayetteville, N.C.—Broadcast Bureau notified National Association of Government Employees that WFAI had not acted unreasonably in decision that union representation election at Fort Bragg, N.C., was not controversial issue of public importance in station's listening area. Ann. March 7.
- WCAY, Cayce, S.C.—Broadcast Bureau's grant of renewal of license, including SCA, was rescinded, pending further action by commission. Action March 2.

## Actions on motions

- Chief, office of opinions and review, in Monroe, Ga. (Walton Broadcasting Co. [WMRE]), AM proceeding, dismissed as moot supplement by Community Broadcasting Co. to opposition to petition for reconsideration, together with petition to file supplement (Doc. 19011). Action March 8.
- Administrative Law Judge Basil P. Cooper in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC] and Midwest Radio-Television Inc. [WCCO]), AM proceeding, set certain procedural dates and scheduled further hearing for March 21 (Docs. 11227, 17588, 19403). Action March 7.
- Administrative Law Judge Basil P. Cooper in Chillicothe, Ohio (Court House Broadcasting Co. and Chillicothe Telcom Inc.), in matter of assignment of WCHI(AM) granted joint petition by assignor and assignee; dismissed application with

prejudice; terminated proceeding (Doc. 19600). Action March 2.

- Administrative Law Judge Millard F. French in Nashua, N.H. (Eastminster Broadcasting Corp.), in matter of license renewal for WDTW-AM-FM, granted petition by Broadcast Bureau, and extended to April 6 time for filing proposed findings and conclusions and to April 20 time for filing replies (Docs. 19564-5). Action Feb. 28.
- Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc. [WHLN]), AM proceeding, set certain procedural dates and scheduled hearing for March 20 in Harlan and rebuttal hearing for May 8 (Docs. 19614-5). Action March 2.
- Administrative Law Judge David I. Kraushaar in Columbia, S.C. (WOIC Inc.), in matter of renewal of license of WOIC, dismissed two motions by applicant, for extension of time to file petition for reconsideration filed Feb. 23, and letter of Feb. 27, requesting pleading filed Feb. 26 be withdrawn (Doc. 19674). Action Feb. 28.
- Administrative Law Judge David I. Kraushaar in Columbia, S.C. (WOIC Inc.), in matter of renewal of license of WOIC, set certain procedural dates and rescheduled hearing for Oct. 9 at place to be specified in Columbia (Doc. 19674). Action March 6.

## Fines

- KDEO El Cajon, Calif.—FCC ordered Metro Communications Inc., licensee to forfeit \$3,000 for violations of Communications Act and rules by broadcasting commercial announcements which lacked required sponsorship identification. Action March 7.
- KDSJ Deadwood, S.D.—FCC ordered Heart of the Black Hills Station, licensee, to forfeit \$800 for failure to observe terms of station authorization and rules by operating during sunrise hours with daytime facilities. Action March 7.

## Call letter applications

- WJOI Florence, Ala.—Seeks WXOR.
- WSRM Milton, Fla.—Seeks WHAY.
- WJEF Grand Rapids, Mich.—Seeks WCUZ.

## Designated for hearing

- KWDR Del Rio, Tex.—FCC designated for hearing application by Don Renault (Green Valley Radio) for renewal of license for KWDR on 15 different issues. Designation order also includes notice of apparent liability of \$10,000. Action March 7.

## New FM stations

### Applications

- Arkadelphia, Ark.—Kent Stephen Hatfield. Seeks 100.9 mhz, 352 w. HAAT 48 ft. P.O. address 9017 Gardner Road, number 2, Little Rock, Ark., 72209. Estimated construction cost \$9,241; first-year operating cost \$15,960; revenue \$30,000. Principal: Mr. Hatfield (100%). Mr. Hatfield is production assistant at KTHV(TV) Little Rock. Ann. March 7.
- Princeton, Minn.—P.M. Broadcasting Co. Seeks 106.3 mhz, 3 kw. HAAT 160 ft. P.O. address Box 188, Princeton 55371. Estimated construction cost \$23,881; first-year operating cost \$8,100; revenue \$20,000. Principal: Terrence P. Montgomery (100%). Mr. Montgomery is vice president of St. Cloud State College, St. Cloud, Minn. P.M. Broadcasting is licensee of WKPM(AM) Princeton. Ann. Feb. 26.
- Redwood Falls, Minn.—Redwood Broadcasting Co. Seeks 97.7 mhz, 3 kw. HAAT 300 ft. P.O. address Highway 19 West, Redwood Falls 56283. Estimated construction cost \$35,015; first-year oper-

ating cost \$17,200; revenue \$36,600. Redwood Broadcasting is licensee of KLGR(AM) Redwood Falls. Principals: E. G. Randolph, Donald Schiel, et al. Mr. Randolph is president, news director and chief engineer of KLGR; Mr. Schiel is vice president and general manager of station. Both Mr. Randolph and Mr. Schiel have minority interests in KNIA(AM)-KRLS(FM) Knoxville, Iowa. Mr. Schiel is vice president and owns 8% of KCI(AM) Washington, Iowa. Mr. Randolph owns 8% of KOUR-AM-FM Independence, Iowa. Ann. Feb. 27.

■ Bend, Ore.—KBND Inc. Seeks 94.1 mhz, 32.5 kw. HAAT 542 ft. P.O. address Box 1071, Bend 97701. Estimated construction cost \$52,530; first-year operating cost \$14,240; revenue \$20,000. KBND Inc. is licensee of KBND(AM) Bend. Principals: John George Stenkamp, vice president, et al. Ann. Feb. 27.

■ Luquillo, Puerto Rico—Carlos Rivera. Seeks 92.1 mhz, 3 kw. HAAT minus 86 ft. P.O. address Box 10547, Caparra Heights, Puerto Rico, 00922. Estimated construction cost \$32,558; first-year operating cost \$20,000; revenue \$20,000. Principal: Mr. Rivera (100%). Mr. Rivera owns Carvill Productions, advertising and public relations firm in Hato Rey, Puerto Rico. Ann. March 7.

■ Keene, Tex.—Southwestern Union College. Seeks 90.3 mhz, 1.8 kw. HAAT 235 ft. P.O. address Box Campus Drive, Keene 76059. Estimated construction cost \$16,531; first-year operating cost \$10,000; revenue none. Principals LeRoy J. Leiske, president, et al. Ann. Feb. 27.

■ Kilgore, Tex.—Radio Kilgore Inc. Seeks 95.9 mhz, 3 kw. HAAT 150 ft. P.O. address Drawer 989, Kilgore 75662. Estimated construction cost \$27,540; first-year operating cost \$10,000; revenue \$12,000. Radio Kilgore is licensee of KOCA(AM) Kilgore. Current owners of company, William G. Morton and A. Glenn Morton Jr., are transferring control of Radio Kilgore, pending FCC approval, to Ewing Adams, Gillett Sheppard, William Y. Rice and Douglas B. Humble (each 25%). Messrs. Sheppard and Adams formerly were associated in law firm of Adams & Sheppard, Longview, Tex. Messrs. Rice, Sheppard and Adams were previously involved in real estate development in Longview. Mr. Humble is former president and stockholder in East Texas Aviation Inc., flight training and service firm. Ann. March 7.

## Final actions

- Atlanta—Clark College. Broadcast Bureau granted 91.9 mhz, 54 w. HAAT 340 ft. P.O. address: 240 Chestnut Street, Southwest, Atlanta 30314. Estimated construction cost: \$16,091; first-year operating cost: \$5,000; revenue: none. Principals: V. W. Henderson, president, et al. Action March 1.
- La Grande, Ore.—Eastern Oregon College Educational Radio Committee. Broadcast Bureau granted 91.9 mhz, 10 w. P.O. address Box 3175, Eugene, Ore., 97403. Estimated construction cost \$809; first-year operating cost \$2,115; revenue none. Principals: D. R. Larson, assistant chancellor and director, et al. Action March 1.
- Memphis—Board of Education of Memphis City Schools. Broadcast Bureau granted 88.5 mhz, 2 kw. HAAT 690 ft. P.O. address 2597 Avery Avenue, Memphis 38112. Estimated construction cost \$28,917; first-year operating cost \$32,000; revenue none. Principals: Ernest R. Holt, assistant superintendent of business affairs, et al. Action Feb. 23.
- Dallas—Public Television Foundation for North Texas. Broadcast Bureau granted 90.1 mhz, 100 kw. HAAT 1,258 ft. P.O. Address 3000 Harry Hines Boulevard, Dallas 75201. Estimated construction cost \$129,922; first-year operating cost \$64,000; revenue none. Principals: Daniel T. Owen, project director, et al. Action March 1.
- Portsmouth, Va.—School Board of City of Portsmouth. Broadcast Bureau granted 88.7 mhz, 300 w. HAAT 115 ft. P.O. address 1 High Street, Portsmouth 23705. Estimated construction cost \$6,699; first-year operating cost \$1,300; revenue none. Principals: Les L. Fry, board chairman, et al. Action March 1.

## Actions on motions

- Administrative Law Judge Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, set certain procedural dates and scheduled evidentiary hearing for April 10 (Docs. 19165-6). Action March 5.
- Administrative Law Judge Basil P. Cooper in Albuquerque, N.M. (Zia Tele-Communications Inc., Alvin L. Korngold), FM proceeding, granted petition by Zia Tele-Communications Inc. to amend application to reflect fact that application to request SH of operation for KZIA-AM had been filed on Jan. 24 (Docs. 19178-9). Action Feb. 28.
- Administrative Law Judge Basil P. Cooper in Cayce, S.C. (Lexington County Broadcasters Inc., William D. Hunt), FM proceeding, granted petition by William D. Hunt to amend application to update broadcast interests of Agnes C. Hunt (Docs. 19568-9). Action Feb. 28.
- Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (California Stereo Inc., et al.), FM proceeding, granted motion by Interact Inc., and extended to March 22 time for exchange of

hearing exhibits. Other procedural dates specified in judge's order released Dec. 18, 1972, remain unchanged (Docs. 19515-6, 19611). Action March 1.

■ Administrative Law Judge Jay A. Kyle in Duncan, Okla. (Duncan Broadcasting Co. and William S. Hagara), FM proceeding, granted petition by Mr. Hagara to amend application (Docs. 19651-2). Action March 7.

■ Administrative Law Judge Ernest Nash in Athens, Tenn. (Athens Broadcasting Co. and 3 J's Broadcasting Co.), FM proceeding, closed record; granted request by Athens Broadcasting and dismissed application without prejudice; retained application of 3 J's in hearing and returned it to review board for disposition (Docs. 17617-8). Action March 8.

■ Administrative Law Judge Chester F. Naumowicz Jr. in West Columbia and Columbia, both South Carolina (Congaree Broadcasters Inc. and Statesville Broadcasting Co.), FM proceeding, granted petition by Congaree to amend application to show purchase by one of principals of certain communications interests (Docs. 19624, 19626). Action March 7.

#### Other action

■ Review board in Ogallala, Neb., FM proceeding, denied petition by Ogallala Broadcasting Co. to add suburban issue against Industrial Business Corp., in proceeding involving mutually exclusive applications for new FM in Ogallala (Docs. 19559-60). Action March 7.

#### Rulemaking action

■ Crawfordsville and West LaFayette, both Indiana—FCC modified FM table of assignments by assignment of ch. 280A to Crawfordsville as counterproposal to request for channel at West Lafayette, which was denied (Doc. 19512). Ann. March 7.

## Existing FM stations

#### Final actions

■ KLOS(FM) Los Angeles—Broadcast Bureau granted CP for aux. trans. to replace expired permit. Action March 5.

■ WLYN-FM Lynn, Mass.—Broadcast Bureau granted CP to install new ant.; change ERP 2.85 kw; HAAT 180 ft.; condition. Action March 5.

■ WMUK(FM) Kalamazoo, Mich.—Broadcast Bureau granted CP to change trans. location to 24th Street at AB Avenue, Kalamazoo, 5.9 miles southeast of Plainwell, Mich.; change studio location and remote control to Friedmann Hall, Western Michigan University, Kalamazoo; install new trans.; install new ant.; make changes in ant. system (increase height); change ERP 50 kw; HAAT 490 ft. Action March 1.

■ \*KCMW-FM Warrensburg, Mo.—Broadcast Bureau granted CP to change ant.-trans. location to 5.1 miles south of I-70 on Johnson County Road H, 5 miles northwest of Fayetteville, Mo.; install new trans.; install new ant.; make changes in ant. (increase height); change TPO; ERP 100 kw; HAAT 410 ft.; remote control from main studio in Administration building, Central Missouri State University, Warrensburg. Action March 1.

■ \*WPEA(FM) Exeter, N.H.—Broadcast Bureau granted CP to change frequency to 90.5 mhz (ch. 213). Action March 1.

■ WQWK(FM) State College, Pa.—FCC informed Consumer Federation of America that no further action is warranted on complaint by newscaster James C. Lange, that Edores Corp., licensee of WQWK(FM), fired him as result of economic pressure by advertisers. Complaint had been withdrawn. Action March 7.

#### Other action

■ WRIP-FM Rossville, Ga.—FCC waived rules and accepted application of Jay Sadow to move trans. site and change facilities of WRIP-FM from 2.93 kw, ant. height of minus 23 ft., to 3 kw, ant. height of 300 ft. Action March 7.

#### Call letter applications

■ KCMA(FM) San Francisco—Seeks KUSF(FM).

■ WPKE-FM Pikesville, Ky.—Seeks WDRH(FM).

■ WHLB-FM Virginia, Minn.—Seeks WIRN(FM).

■ WGWR-FM Asheboro, N.C.—Seeks WCSE(FM).

■ WEEX-FM Easton, Pa.—Seeks WQQQ(FM).

■ WSSV-FM Petersburg, Va.—Seeks WPLZ(FM).

■ \*WHKW(FM) Green Bay, Wis.—Seeks \*WPNE-FM.

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: WAKA Gainesville and WARN-AM-FM Fort Pierce, both Florida; WAYS Char-

lotte, N.C.; WBAW-FM Barnwell, S.C.; WBLT Bedford, Va.; WCMN-AM-FM Arcadio and WEKO Cabo Rojo, both Puerto Rico; WFTW-FM Fort Walton Beach and WGVL(FM) Vero Beach, both Florida; WIAC-AM-FM San Juan, Puerto Rico; WIPC-Lake Wales, Fla.; WISO Ponce, Puerto Rico; WIVY-AM-FM Jacksonville, and WLCO Eustis, both Florida; WQWK(FM) State College, Pa.; WXBM-FM Milton and WZEP DeFuniak Springs, both Florida. Actions March 12.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: KCRG Cedar Rapids, Iowa; WAWR-FM Bowling Green, Ohio; WTCL(FM) Union City, Pa.; WEXY Oakland Park and WKMK Blountstown, both Florida; WKTN-FM Kenton, Ohio; WLCY-TV Largo, Fla.; WLKR-AM-FM Norwalk, Ohio; WRWR-FM Port Clinton, Ohio; WSTA Charlotte Amalie, Virgin Islands; WUNA Aguadilla, Puerto Rico; WVIX Pensacola and WWFL Clermont, both Florida; WXRI(FM) Norfolk, Va. Action March 3.

■ KBYE(AM)-KFJL(FM) Oklahoma City—FCC granted applications of FJL Broadcasting Corp. for renewal of licenses to June 1, 1974, end of regular license term for Oklahoma stations. Action March 7.

## Modification of CP's, all stations

■ WOZN Jacksonville, Fla.—Broadcast Bureau granted mod. of CP for extension of completion date for new station to June 10. Action March 5.

■ WDBO Orlando, Fla.—Broadcast Bureau granted mod. of CP for extension of completion date for changes to Sept. 27. Action March 5.

## Translators

#### Application

■ FCC accepted for filing application by state of Alaska for five new VHF translators on ch. 7, 174-180 mhz, in Levelock; ch. 8, 180-186 mhz, in Koliganek; ch. 12, 204-210 mhz, in New Stuyahok-Ekwok; and ch. 7, 174-180 mhz, in Ruby, all above with primary station AFIV, ch. 8, King Salmon Air Force Base; and on ch. 11, 198-204 mhz, in Whiskey Creek, primary station AFIV, ch. 8, Galena Air Force Base. Ann. March 12.

## Ownership changes

#### Applications

■ KMYO-AM-FM Little Rock, Ark., KIKS(AM) Sulphur and KIKS-TV Lake Charles, both Louisiana—Seeks assignment of license of KMYO-FM from Victor Management Co. to its wholly owned firm, Victor Broadcasting Co. Contemporaneously, seeks transfer of control of Victor Broadcasting Co., licensee of KMYO-AM, and of Victor Radio Co., licensee of KIKS-AM-FM, from Victor Management Co. (100% before, none after) to Dynamic Productions Inc. (none before, 100% after). Consideration: \$255,285. Principal of Dynamic Productions is Cliff B. Ford (100%). Mr. Ford is general manager of KMYO-AM-FM. Also seeks assignment of license of KIKS-AM-FM from Victor Radio Co. to KIKS Radio Inc. for \$150,000. Buyers: Murphy E. Carter, president (96%), et al. Mr. Carter is real estate broker and developer in Sulphur. He owns 50% of Bud Carter and Associates, construction firm in Maplewood, La., among other business interests. Ann. Feb. 23.

■ KFMI(FM) Eureka, Calif.—Seeks assignment of license from Danmour Broadcasting Corp. to FGK Inc. for \$37,000. Assignment is conditioned on grant of transfer of control of Danmour Broadcasting to Eureka Broadcasting Corp. Sellers: Wendell Adams, president, et al. Danmour Broadcasting is licensee of KINS(AM) Eureka. Buyers: Frank G. King, president (80%), et al. Mr. King owns 90% of KNCR(AM) Fortuna, Calif. Ann. Feb. 27.

■ KVLH(AM) Pauls Valley, Calif.—Seeks transfer of control of Garvin County Broadcasting Inc. from Phelps County Broadcasting Inc. (51% before, none after) to Luther W. and Jeanne F. Martin (none before, 51% after). Consideration: \$31,048. Principals: Both Mr. and Mrs. Martin own 25% of KALV(AM) Alva, Okla. They also have interests in Triad Printing Corp., Rolla, Mo. Ann. Feb. 27.

■ KDON(AM) Salinas, Calif.—Seeks transfer of control of M.C. Broadcasting Co. from Marvin Orleans, Sidney Forstater, et al. (as group, 100% before, none after) to Forrest Broadcasting Co. (none before, 100% after). Consideration: \$150,000 (subject to adjustments). Principals: Robert A. and Grace Forrest (each 27.5%), et al. Mrs. Forrest has minority interests in Wechsler Coffee Corp. and Multi-Food Inc., both Englewood Cliffs, N.J. Mr. Forrest is president and director of Tower Broadcasting Corp., licensee of WNDR(AM) Syracuse, N.Y. He is also vice president of Wechsler Coffee Corp. Ann. March 6.

■ \*KCMA(FM) San Francisco—Seeks assignment of license from Simpson Bible College to University

of San Francisco for \$1,200. Sellers: Mark Lee, president of college, et al. Buyers: Steven C. Runyon, general manager, et al. Ann. Feb. 27.

■ KATY(AM) San Luis Obispo, Calif.—Seeks assignment of license from Grandy Broadcasting Co. to Hill Radio Inc. for \$275,000. Sellers: W. John Grandy, president, et al. Buyers: Duane E. Hill (32.5%), Velma Faye Tabor (62.5%), et al. Mr. Hill is president and Mrs. Tabor is treasurer of firm. Hill Radio is licensee of KAOR(AM) Oroville, Calif. It is currently selling KAOR, pending FCC approval. Ann. Feb. 27.

■ WTGR-AM-FM Myrtle Beach, S.C.—Seeks transfer of control of Grand Strand Broadcasting Corp. from J. M. Soles Jr. and Isadore Kramer (each 33 1/3% before, none after) to Thomas J. Rogers (33 1/3% before, 100% after.) Consideration: \$208,000. Principal: Mr. Rogers is general manager of WTGR. He owns 50% of WYRU(AM) Red Springs and 17% of WZOO(AM) Asheboro, both North Carolina. Ann. March 6.

■ WABH(AM) Deerfield, Va.—Seeks transfer of control of Deerfield Broadcasting Co. from Ralph O. Hamilton (100% before, none after) to Vincent D. O'Connell and Robert L. Dean (each none before, 50% after.) Consideration: \$75,000. Principals: Mr. O'Connell is director of engineering of WWSA-AM-FM-TV Harrisonburg, Va. Mr. Dean is engineer with \*WVPT-TV Staunton, Va. Ann. March 6.

#### Actions

■ KRAA(FM) Little Rock, Ark.—Broadcast Bureau granted assignment of license from Little Rock Broadcasting Inc. to KRAA Inc. for \$172,222. Sellers: J. C. Stallings, president, et al. Buyers: Bernard Mann (60%), Gilbert Gans (30%), et al. Messrs. Mann and Gans have majority interest in KALO(AM) Little Rock. Action Feb. 27.

■ WPOP(AM) Hartford, Conn.—Broadcast Bureau granted transfer of control of WPOP Inc. from Thomas J. Kemper, Elizabeth L. Levin, Joseph C. Amatore, et al. (as group, 100% before, none after) to Greater Connecticut Broadcasting Inc. (none before, 100% after). Consideration: \$2,750,000. Principal: Anthony Productions Inc. (100%). Anthony Productions Inc. is television program production firm which produces Merv Griffin Show and is 100%-owned by Merv Griffin. Among Mr. Griffin's interests are January Enterprises Inc., television production and music publishing firm, Griffin Records Inc., record production company, and Mervann Enterprises Inc., entertainer-management firm, all in New York. Mr. Griffin owns WIOF(FM) Waterbury, Conn., WENE(AM)-WMRV(FM) Endicott and WGRF(FM) Pleasantville (under construction), both New York, WBAX(AM) Wilkes-Barre, Pa., and WMID(AM) Atlantic City, N.J. Broadcast Bureau also granted assignment of license from WPOP Inc. to Greater Connecticut Broadcasting Inc. Actions Feb. 26.

■ WSAF-AM-FM Sarasota, Fla.—FCC granted assignment of license from H. Edward Dillon, receiver for Stewart Broadcasting Co., to Sarasota Radio Co. for \$162,000. Commission denied request by Charles Stewart to delay action on application pending outcome of three Florida court cases alleging that Mr. Stewart was wrongfully ousted from control of Stewart Broadcasting. Buyers: Carroll P. Newton (45%), Edward A. Rogers (38%), et al. Mr. Newton owns consulting firm in Sarasota and is officer and director of Connaught Public Affairs, Washington consulting firm. Mr. Rogers, former officer and stockholder of Metro-media Inc., owns FRC Group Inc., Lake Forrest, Ill., entertainment production firm. Action March 7.

■ WAUC(AM) Wauchula, Fla.—FCC granted assignment of license from Wauchula Broadcasting Co. to Barco Inc. for \$22,001. Sellers: Samuel L. and Richard C. Rosenberger. Buyers: Samuel and Richard Rosenberger (50%) and Georgia and Jerald A. Brush (50%). The Brushes are licensee of WPRV(AM) Wauchula, which has been silent since 1971. The license for WPRV will be surrendered to FCC. Action Feb. 21.

■ WDUK(FM) Havana, Ill.—Broadcast Bureau granted assignment of license from Illinois Valley Broadcasting Co. to Illinois Valley Radio for \$75,000. Sellers: M. Kent Witten, Lawrence G. Martin and Robert L. Martin. Buyer: Edwin G. Stimpson Jr. (100%). Mr. Stimpson is employed at WMIC-AM-FM Sandusky, Mich. Action Feb. 27.

■ KANA(AM) and CP for KGLM(FM), both Anaconda, Mont.—Broadcast Bureau granted assignment of license and CP from Magician Broadcasting Co. to Jack K. and Jean M. Boley for \$127,000. Sellers: Rex K. Jensen and Burt H. and Peggy S. Oliphant, Mr. and Mrs. Oliphant own 80% of KDBM(AM) Dillon, Mont. Buyers: Mr. Boley is advertising and circulation manager for Anaconda Leader, Mrs. Boley is secretary of Magician-Gregson Project, Anaconda resort complex under construction. Action March 2.

■ WEST-AM-FM Easton, Pa.—Broadcast Bureau granted assignment of license from Associated Broadcasters Inc. to Naugatuck Valley Service Inc. for \$760,000. Sellers: Clair R. McCollough, vice president, et al. Buyers: Frank G. Stisser (75%), Wallace J. Borker (10%) and Roy M. Schwartz (15%). Mr. Stisser is partner in real estate firm in Riverside, Conn. He also is majority stockholder in



Broadcast and marketing research firm in Norwalk, Conn. Mr. Borker is partner in law firm of Borden & Ball, New York. Mr. Schwartz owns 50% of Mediamax, advertising services, and Roy Barry Programs, TV production firm, both in New York. Naugatuck Valley is licensee of WOWW(AM) Naugatuck, Conn. Action March 2.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced March 7 (stations in parentheses are TV signals proposed for carriage):

- Centre Video Corp., Aliquippa borough, Center township, Hopewell township, South Heights borough, Ambridge borough, Baden borough, Bell Acres borough, Conway borough, Economy borough, Edgeworth borough, Harmony township, Haysville borough, Leetsdale borough, Leet township, Osborne borough, Sewickley borough, White Oak borough, McKeesport, Versailles borough, Elizabeth township, Carnegie borough, Crafton borough, Ingram borough, Rosslyn Farms borough, Thornburg, borough, Collier township, Scott township, Heidelberg borough, Bridgeville borough, Greentree borough, Stowe township, McKees Rocks borough, Castle Shannon borough, Baldwin borough, Whitehall borough, Brentwood borough, South Park township, Ross township, Avalon borough, Ben Avon borough, Emsworth borough, McCandless township, Millvale borough, Reserve township, West View borough, Bellevue borough, Penn Hills township, Wilkinsburg borough, Brad-dock Hills borough, Edgewood borough, Forest Hills borough, Glassport borough, Clairton, Duquesne, Dravosburg borough, Elizabeth borough, Jefferson borough, Liberty borough, Lincoln borough, Port Vue borough, West Elizabeth borough, Carroll township, Donora borough, Monongahela, Charleroi borough, North Charleroi borough, Monessen, New Eagle borough, Belle Vernon borough, North Belle Vernon borough, Speers borough, Rostraver township, Forward township, Fallowfield township, Fox Chapel borough, O'Hara township, Aspinwall borough and Shaler township, all Pennsylvania (Add WKBF-TV Cleveland; WUAB(TV) Lorain, Ohio; WOR-TV New York).
- Armstrong Utilities Inc., Butler, Butler township and Center township, all Pennsylvania (WKBF-TV Cleveland; WUAB(TV) Lorain, Ohio; WOR-TV New York).

- Bethel Park TV Cable Co., Bethel Park, Pa. (WKBF-TV Cleveland; WUAB(TV) Lorain, Ohio; WOR-TV New York).

- Dynamic Cablevision Inc., Homestead borough, West Homestead borough, Whitaker borough, Munhall borough, West Mifflin borough, and Pleasant Hills borough, all Pennsylvania (WKBF-TV Cleveland; WUAB(TV) Lorain, Ohio; WOR-TV New York).

- National Cable Television Corp., Connellsville, Connellsville township, South Connellsville borough, Dunbar township, Dunbar borough and Upper Tyrone township, all Pennsylvania (WKBF-TV Cleveland; WUAB(TV) Lorain, Ohio; WOR-TV and WPIX-TV, both New York).

- National Cable Television Corp., Scottsdale borough, Mt. Pleasant borough, Everson borough, Mt. Pleasant township, and East Huntingdon township, all Pennsylvania (WKBF-TV Cleveland; WUAB(TV) Lorain, Ohio; WOR-TV New York).

- Washington Channels Inc., Washington, North Franklin township, East Washington borough, Canton township, South Strabane township, and Amwell township, all Pennsylvania (WKBF-TV Cleveland; WUAB(TV) Lorain, Ohio; WOR-TV New York).

### Final actions

- Cable TV Bureau granted following operators of cable television systems certificates of compliance: Porter County Cable Co., Valparaiso, Ind.; Liberty TV Cable Inc., Macomb, Ill.; Cablevision Corp. of Ohio, Port Clinton, Ohio; MBS Cable TV Inc., Sebring, Ohio; Kingstree Cablevision Inc., Kingstree, S.C. Actions Feb. 27.

- Cable TV Bureau granted following operators of cable television systems certificates of compliance: Beaumont Cablevision Inc., Beaumont, Tex. Action March 1; Teleprompter Cable Communications Corp., Dothan, Ala.; Clear Vision TV Co. of Kosciusko, Kosciusko, Miss.; American Cablevision Co., Torchlake township, Lake Linden, Laurium, Calumet township, Ahmeek, Schoolcraft township, Osceola township, Copper City, Allouez township and Calumet Village, all Michigan; Grenada Video Inc., Grenada, Miss.; Manistique TV Cable Co., Manistique, Mich.; Summit-Leoni Cable TV Co., Leoni township and Summit township, both Michigan. Actions March 5.

- Cable TV Bureau granted following operators of cable television systems certificates of compliance:

- Liberty TV Cable Inc., Athens, Ga.; Highland Community Antenna Service, Cut Bank, Mont.; Cablevision of Frederick Inc.; Frederick, Okla.; Tele-Media Co. of Lake Erie, Madison township, Ohio. Actions March 8.

- Cable TV Bureau granted following operators of cable television systems certificates of compliance: Tahquamenon Cable Vision Inc., Newberry, Mich.; Glenrock Cable TV Inc., Glenrock, Wyo.; CAMP Inc., Pahala, Hawaii; Suburban Cablevision Inc., Culpeper, Va.; Cabletronics Inc., Geneseo, Ill.; Orange County Cable Communications Co., San Juan Capistrano, Calif.; Bucks County Cable TV Inc., Lower Southampton township and Warminster township, both Pennsylvania. Actions March 8.

- Burley, Rupert, Heyburn and Paul, all Idaho—FCC denied request by Multi-Pix of Idaho Inc., operator of cable systems at Burley, Rupert, Heyburn and Paul, for waiver of rule requiring same-day program exclusivity for KMTV(TV) Twin Falls. Action March 8.

- West Springfield, Agawam and Westfield, all Massachusetts—FCC granted certificates of compliance and authorized Spectrum Cable Systems Inc. to carry following television signals: WTIC-TV and WHCT-TV Hartford, Conn.; WTNH-TV New Haven, Conn.; WHNB-TV New Britain, Conn.; WSBK-TV Boston; WKBG-TV Cambridge, Mass.; \*WGBY-TV, WWLP and WHYV-TV all Springfield, Mass. Action March 7.

- Liberty, Weathersfield, Warren, Howland, Vienna, and Champion townships, all Ohio—FCC granted certificate of compliance and authorized Mahoning Valley Cablevision Inc. to carry following Ohio TV signals: WFMJ-TV WKBN-TV and WYTV, all Youngstown; WUAB Lorain; and WKBF, \*WVIZ-TV, WKYC-TV, WEWS-TV and WJW-TV, all Cleveland. It was also authorized to carry signal of WAKR-TV Akron, Ohio, in Warren and Champion townships. Action March 2.

- Sapulpa, Okla.—FCC granted certificate of compliance and authorized Sapulpa Cable Television to carry following television signals at Sapulpa: KTEW, KOTV, KTUL-TV and \*KOED-TV all Tulsa, Okla.; KTVT Fort Worth; KBMA-TV Kansas City, Mo. Action March 7.

- Bellaire, Tex.—FCC granted certificates of compliance and authorized Gulf Coast-Bellaire Cable Television to carry following Texas television signals: KHOU-TV, KPRC-TV, KTRK-TV, KVRL, KHTV and \*KUHT-TV all Houston; KTVT Fort Worth; KDTV Dallas, and KWEX-TV and \*KLRN-TV, both San Antonio. Action March 7.

# Classified Advertising

## RADIO

### Help Wanted Management

Director of Educational Radio station and teacher of broadcast courses, academic rank and salary commensurate with qualifications. Commercial and educational broadcast experience and MA required. Equal Opportunity Employer. Apply to Box C-175, BROADCASTING.

Multiple station operation has openings for two Sales Managers and one General Manager. GM and 1 Sales Manager for Modern Country. Further expansion requires owner out of day-to-day operations. Complete resume and salary requirements first letter. Equal Opportunity Employer. Box C-205, BROADCASTING.

Sales Manager. Leading Contemporary station in Mid Atlantic states needs top drawer sales manager. Two years management experience with at least three man staff required. Must know planning, budgeting, promotion and packaging. Must be able to stand rigid reference check. Opportunity and benefits galore with this growing group broadcaster. Resume and salary requirements with first letter. EOE. Box C-211, BROADCASTING.

### Help Wanted Sales

Sales Manager. AM, \$25,000 base + generous incentive for right person. Immediate opening. Send resume and references to Box C-70, BROADCASTING.

Ambitious salesman and part time announcer northern Illinois area. Send resume and picture. Box C-120, BROADCASTING.

Sales Manager for new Stereo Soft Rock station in top 100 market. Substantial salary plus override on station billing. Roy Lemons, VP, KWIC, Beaumont. 713-842-4751.

WMBR, Jacksonville, Florida needs experienced salesman. A fine opportunity for a good aggressive man.

## Sales—Continued

WMDR, Moline, Ill. needs experienced salesman. Great opportunity to grow with new 24 hour, 50 KW Stereo. Send complete resume to Sales Manager, WMDR, Box 461, Moline, Ill. 61265.

Top station with number one ratings and extensive national press seeks aggressive, ambitious Sales Manager. Write Box 1288, Savannah, Ga. 31402.

Aggressive young radio salesman needed by top rated Big Country station in Springfield, Ill. Must be experienced and a self-starter. Management opportunity for right man. Call General Manager, 217-528-3033.

Dynamic sales creator for the fastest growing, 50 KW adult station in Connecticut. ARB and Pulse proven, prestige, advertiser acceptance. Must be adept in both agency and retail presentation, sell concepts/ideas. Unlimited potential for aggressive, experienced self-starter. Earn \$15-20M first year minimum. Tell all in first contact. EOE. Box C-177, BROADCASTING.

Top Montana 5 KW fulltime facility needs experienced aggressive salesman. Established area. Auto, fringe benefits, good draw against commissions. Excellent future with growing organization. Send resume, sales history to Box C-218, BROADCASTING.

Good opportunity. Established station. Salary, commission. Send resume, sales record. KFRO, Longview, Texas 75601.

## Help Wanted Announcers

Announcer. Bright morning man, sign on until 9:00 A.M. Top production experience. For growing CW station in Southeast suburban medium market. Send resume, air check and snapshot. Box B-96, BROADCASTING.

Exceptional opportunity for experienced announcer strong in production. Established small town (30,000) AM daytime/PM full time. Good salary, fringes. 100 miles southwest of Chicago. Send complete resume and air check to Box C-133, BROADCASTING.

## Announcers—Continued

Growing Florida group needs 1st ticket men/women. All airshifts. Engineering, sales, for future expansion. All fringes with a straight company. Write Box C-162, BROADCASTING.

Strong air personality for #1 top 40 station in Western medium market. Must have good personal character, creative talent, production ability and willingness to take direction. Send air check and resume to Box C-179, BROADCASTING.

Bright, cheerful morning personality with first phone. Pennsylvania 5 KW programing Modern Country Music. Good pay, excellent working conditions, no maintenance. Production, news and general duties. Tape, resume and picture to Box C-191, BROADCASTING.

Instructor for NY radio school. Thorough knowledge of board operation, copywriting, production. Five evenings, Saturday afternoon. Send resume Box C-196, BROADCASTING.

Try talking. There are great MOR and Rock personalities who can be greater at number-one controversial talker in top-ten. Box C-228, BROADCASTING.

New Jersey daytimer seeks first phone combo announcer for weekends and vacation relief. Send resume only. Box C-229, BROADCASTING.

Get 'em out of bed in a small market. Must have previous experience and desire to live and become involved with small community. Industry references a must. 24 hours per week on air. 16 hrs. production etc. First and play-by-play nice but not vital. Our employees know of this ad. Great aggressive staff . . . studios only four years old. Write Frank Newell or Terry Petrik, KGMT, Fairbury, Nebr. 68352.

Afternoon Drive announcer with heavy production experience. Excellent opportunity to grow with well respected chain, The Stuart Stations. Contemporary MOR. Tape and resume to KMNS, Sioux City, Iowa. EOE.

## Help Wanted Announcers Continued

Medium market top rated 24 hour Country, looking for young, mature, experienced, announcer with creative production ability. Permanent position, good advancement opportunity. Send tape and resume to PD. KRZY, Box 3280, Albuquerque, N.M. 87110.

Top Montana station needs experienced announcer in lively MOR-CW format. Must have adult voice with friendly, warm, natural delivery. Aggressive 5 KW. Extra benefits. Salary open. Send tape and resume to Jerry Black, KSEN Radio, Shelby, Mont. 59474.

Alaska 50 KW Country Music station needs versatile, experienced announcer. Third ticket acceptable. Good salary, 5 day week, good working conditions. Send tape, resume to Bill Brink, KYAK, 1800 East Dowling Rd., Anchorage, Alaska 99507. No collect calls.

KYOK-Houston-leading Soul station in the Southwest has immediate opening for strong experienced jock. Send tape and complete resume to Rick Roberts, Box 8218, Houston, Texas 77004.

Orlando, Florida. Daytime pro wanted by top MOR-Contemporary station. No beginners. Great station in great market of Disney World. Send audition tape and complete info to Glenn Lewis, PD, WDBO Radio, Box 1833.

Florida medium market #1 Rocker needs ambitious experienced personality. Production ability helpful. Growing chain, benefits. Rush tape, resume, salary requirements to WGGG, Gainesville, Fla. 32601.

The Great American Talent Hunt. WKBW radio will select ten "personalities" from all tapes submitted for our 6 to 10 PM shift. Ten entertainers will compete "on the air" for the position. One show per jock. Send tapes and resumes to: Great American Talent Hunt, WKBW Radio, 1430 Main St., Buffalo, NY 14209.

Christian station needs announcer to work board shift plus put together a daily public affairs program. Must be interested and eager to be involved in community. 1st phone. Good production and news abilities. Five-day week. Salary based on experience and ability. Send tape and resume to Scott Campbell, Box X, Blaine, WA. 98230.

## Help Wanted Technical

Chief. 5 KW Directional. Must be experienced with both directional and audio. Top pay. Good equipment. Located within sight of Blue Ridge Mts. Tell us how much you need. Box B-127, BROADCASTING.

Major market East Coast AM needs first phone strong on maintenance to join pro technical staff. Salary commensurate with experience. Box B-221, BROADCASTING.

Wanted: Chief Engineer for Southwest Virginia, AM-FM, Stereo, SCA, automation, Background Music. Must be strong on maintenance. No announcing. Send complete resume in first letter plus salary requirements. Box B-235, BROADCASTING.

Chief engineer for Coastal Carolina AM/FM. Send salary desired and resume to Box C-110, BROADCASTING. Insurance offered.

Chief 5KW directional. 50,000 W automated FM Stereo, both programmed 24 hours daily. Must be strong on maintenance. Fine equipment. Beautiful, Central Virginia City. Send complete resume with references, salary requirements, etc. Box C-150, BROADCASTING.

Mid Atlantic 5 KW regional needs working chief to supervise, service and maintain directional array, automated FM. Permanent, secure, fringe benefits. Real opportunity for right man. State salary needed, job experience, all personal details first letter. Box C-220, BROADCASTING.

Nome, Alaska needs qualified engineer. Our 10 KW noncommercial AM is main source of info, etc., for 90 Eskimo villages. Must be single, with ideals, with experience (six-week wonders beware!) to take C.E. position this summer. Must also be willing to put up with daily board shift. Licensee is Catholic Bishop of Northern Alaska; station mostly non-religious. New (70) Collins/Moseley gear, been called nicest setup in Northwest. But the cold does funny things. One-year hitch with necessities; no salary, but the sking's OK. Take time out from the money-hungry world and do your thing for humanity at the same time. Resume, tape and photo: Fr. Jim Poole, S.J., KNOM, Box 988, Nome, Alaska 99762.

Successful small market radio station seeks chief engineer capable of assisting in planning new projects, designing and supervising installation. Get in on the ground floor. Modest starting salary will lead to extraordinary future. Write KVOC, Casper, Wyoming 82601.

Chief needed immediately in city of 17,000 for AM-FM station with automation and background music. Strong on maintenance. Announcing helpful but not necessary. Contact Al Kahn, WAGR, Lumberton, N.C.

First phone man to read transmitter meters. Age no barrier. WAMD, Aberdeen, Md. 21001.

## Help Wanted Technical Continued

NYC Rock and Roll Stereo FM needs dedicated engineer. Must be well versed in modern audio processing, care and feeding of Stereo carts, as well as all technical aspects of FM broadcasting. The need is now, the salary and benefits good. If engineering is more than just your job, you could be the one we're looking for. Contact: Engineering Department, WP1X-FM-TV, 220 East 42 St., NYC.

Chief Engineer needed immediately. Above average ability. Willing to accept average starting salary for extraordinary future opportunity. Administrative ability helpful. Monarch Network, Box 2090, Casper, Wyoming 82601.

Need first class engineer experienced AM, FM, DA. Contact Chief Engineer, WHBF-AM-FM, Telco Bldg., Rock Island, Ill. 61201. An Equal Opportunity Employer.

Chief Engineer, FM outlet, major Midwest market. Call Paul Champion 212-986-7000.

## Help Wanted News

Newsman to write and air news for Ohio station. Send tape, resume, salary requirements, copy samples. Box C-232, BROADCASTING.

News Director for medium sized Canadian radio and TV combined six man news operation. We need a talented take charge director who is also an announcer and knows news from A to Z. If you want a real challenge with a great Canadian station contact Carl Cogan or Lorne Freed, CKWS, Kingston, Ontario. 613-544-2340.

Nome, Alaska needs News Director immediately. Present N.D. (Alas! leaving after year's hitch) has made us one of the leading news station in state. Can you maintain that? 90 Eskimo villages depend on us. In turn, they make interesting copy. To boot, we're installing new news studio. Licensee is Catholic Bishop of Northern Alaska; station mostly non-religious. Must be single, with ideals and experience. Board and necessities provided, no salary. That's where ideals come in. A good position. Sign up for a year. Resume, tape and photo to: Fr. Jim Poole, S.J., KNOM, Box 988, Nome, Alaska 99762. 3rd class license with broadcast endorsement required.

Metromedia's WASH needs an articulate, energetic morning newscaster who can do it all. This is a prime spot for a creative, aware broadcast journalist who understands "people news" and wants to talk to the newsmakers of Washington. Send recent air check of full news shift and a complete resume with references to Bob Hughes, WASH, 5151 Wisconsin Avenue, N.W., Washington, D.C. 20016. Metromedia is an Equal Opportunity Employer.

## Help Wanted Programing, Production, Others

Experienced copy writer with some production background helpful but not necessary. Available this Spring. Upper Midwest AM-FM outlet. Box C-37, BROADCASTING.

Promotion Director. Dominant Top 40 station in top 10 market is looking for a "heavy" to handle advertising, off-air promotion, publicity and press relations. Please send resume, examples of work, and salary requirements in confidence. Box C-112, BROADCASTING.

Wanted, by Public Relations department of Atlanta based corporation, news writer, some experience, who can produce broadcast/print copy. Starting salary, \$700. Box C-202, BROADCASTING.

## Situations Wanted Management

I'm in no hurry but I'm looking for the right radio station to manage in Hawaii, Arizona, Florida or other markets offering good potential. Have excellent background all phases of broadcasting. Top Sales Award for 20 straight years. Good personality, ambitious, super confident, sales and profit oriented. Desire dynamic challenge to develop efficient and profitable operation with stock options. Present earnings \$20,000. Age 45, college graduate. Box C-104, BROADCASTING.

Sales and profit management pro. Eight years as GM. 35 with money to invest. Experience all phases including renewals and FM. Box C-173, BROADCASTING.

Management. Excellent track record. 26 years all facets of radio with more than working knowledge of FCC and FCC regulations. Aware that Sales is the name of the game. Best of personal recommendations. Box C-216, BROADCASTING.

General Manager of 50 KW operation wants to relocate. Desire new challenge. Looking for authority and responsibility. Top recommendations and work record. Box C-217, BROADCASTING.

## Management Continued

Lady broadcaster for management position has been with present top market AM-FM station for 25 years (started young) presently office manager, full charge bookkeeper, payroll, retirement plan, insurance administration. . . . Has been secretary to president: general manager, sales manager. Has personally helped install and operate computerized traffic, billing and accounting system. Has also held part time position as exec secy of her state broadcasters association during this time. Has a lot to offer the right company. . . . but would prefer to have her weekends free occasionally. Employer will need notice. Please reply to Box C-221, BROADCASTING.

A husband-wife team is available to operate your small market radio station. Between the two of us, we possess all the required skills to a satisfactory degree. We would prefer to make a small investment to show our good faith and eventually buy your station. Box C-225, BROADCASTING.

Will see you in Washington during NAB convention. Exceptionally well qualified general manager or group exec. Strong competitor. Fine credentials in all functions. Total broadcasting professional with excellent personal reputation. Box C-234, BROADCASTING.

General Sales Manager. Major medium markets but will consider all. \$158,000 sales increase 1972 at last station. Married, mature, no hang-ups. Just a hard worker, knowledgeable and very available. Impeccable references, superb sales record. 301-248-5767 evenings.

Successful manager desires new challenge lows or Midwest. Five years broadcast management plus fourteen in "big business." Strong on administration, billings, profits, ratings. Joseph Stone, 1975 East Washington, Madison, Wisc. 53704. 608-244-5939.

## Situations Wanted Sales

Salesman announcer. Also production and copy. Professional broadcaster over 10 years experience. Will consider any size market. Box C-66, BROADCASTING.

Top agency radio buyer/supervisor with 8 years media sales/buying experience has ability, desire to be radio sales tiger. Box C-178, BROADCASTING.

No broadcasting experience and not afraid to admit it. Proven sales pro, motivator of others, manager and leader. 29, married, two children. Appearance mod but not outlandish. I'm ready to move for good and will consider all situations. If you need an effective spearhead in sales and are willing to talk, you won't let Bg stop you. Box C-194, BROADCASTING.

Young man desiring sales challenge, 1st phone. Capable of board work, and basic engineering. Myron Wilson, Zimmerman, Minn. 55398. 612-856-4654.

## Situations Wanted Announcers

Country jock. Desires six, seven, eight hour board shift playing country records. First phone. 5000 watt experience. Box C-65, BROADCASTING.

Very hard worker, reliable, experienced announcer, tight, 1st phone, degree. Presently working in small TV radio market. Box C-117, BROADCASTING.

Expert on MOR small market radio desires announcer-programing or announcer-sales position in Northeast. Experienced. 1st. Box C-144, BROADCASTING.

South Florida. First phone MOR or Mod Country announcer, strong on news. Three years experience, 27, single. Want permanency and advancement. Box C-149, BROADCASTING.

First phone, six years experience, want back into Top 40. Willing to travel for security at end of journey. Box C-219, BROADCASTING.

Announcer experienced, music and news, small and medium market, loose and structured format, tight board, 1st phone. Brown graduate. Will relocate. Box C-223, BROADCASTING.

Serious career man looking for better market. 25, 1st phone. Experienced. Good MOR, tele-talk, interview, personality. Veteran. Paul Ketzenbarger, 529 N. Prairie, Galesburg, Ill. 61401.

Gene Springer, first phone, Country dj, 5000 watt experience KGXC, Sidney, Montana. 701-572-2165, person to person only.

Five years experience in broad spectrum radio. Seeking PD or personality jock position, 26, married, first class engineer. Alan J. Bianco, 3094 Lynnwood Ct., Streamwood, Ill. 60103. 312-289-5151

1st phone capable of running music show and news; plus fixing transmitters and amplifiers and tape recorders plus consoles. Now working on audio visual for school district. Would like to have place to live and chance to buy 5 acre farm near Hugo, Okla. area or equivalent. W. Lee, 520 25th St., Hermosa Beach, Calif. 90254. 213-372-4938

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

## Situations Wanted Announcers Continued

Perfectionist. Small market experience, third endorsed looking for small or medium market MOR. 24 hour-a-day man. Box C-130, BROADCASTING.

Announcer, 3rd endorsed. MOR/Golden formats, PBP, base salary, year experience. Box C-142, BROADCASTING.

I'm looking, are you? For Northeast MOR station with "Class" 16 years experience, 3rd, tight board, super production, excellent references. Box C-185, BROADCASTING.

Company president will give it all up to pursue true goal, radio announcer. Third endorsed, AFRS experience, vast knowledge all phases Rock, great voice, great rap but no commercial experience. 29, married, two children, ultra creative and willing to give 10,000% to the station who'll take a shot on a proven winner in everything I've ever done. If you're willing to talk, I'll come to you. I can't be judged from a tape. Please don't let 84 keep us strangers. Box C-195, BROADCASTING.

Need first job. Awards in copy writing and announcing dj preferred. Tight board, third endorsed. Box C-231, BROADCASTING.

Experienced jock, young, third endorsed, veteran, top-forty format, preferably in a warmer climate. Anything considered. Ray Williams, Route 1, Prentice, Wisc. 54556.

Mr. Dynamite. 3rd endorsed, 2 years dj, tight board, good news, sports, commercials. Young, single, will relocate. 212-375-7736, ask for Al.

Flying the big blue skies to Florida on Barbara! Coming home as a Columbia School of Broadcasting grad, 3rd, married and 30. Fly me! Frederick French, 639 Hill St., Santa Monica, Calif. 90405.

Here's my story: Have complete files on over 1000 performers. Material would enhance any format. Been trained in all phases of the business. Can handle any job. Dedicated, 20, single, third endorsed, college student, graduate of Columbia School of Broadcasting. Will relocate anywhere. Salary open. Contact Kert Radel, Box 18104, Cincinnati, Ohio 45218.

3rd endorsed, looking for first break into broadcasting. Will relocate. Al Linscott, 143 King Hill Rd., Braintree, Mass. 02185. 617-843-3939.

Young dj, third phone with some experience is seeking permanent position. Tight board, good news, commercials. Ready now. Larry Ferritta, 12 Lawrence Circle, Middletown, N.J. 07748. 201-671-5741.

Top 40 dj, 3rd, tight board, writing, production. BA in broadcasting, experience. Prefer South. Mike Gos, 2846 100th St., Highland, Ind. 46322. 219-923-3475.

Experienced CW with production abilities. College graduate. Box C-152, BROADCASTING.

Looking for first break. DJ, announcer, newscaster. Professionally trained, creative, versatile, dependable and willing to learn, will relocate. Box C-180, BROADCASTING.

Hard working, talented beginner some experience. Tight board, authoritative news and production. Will relocate anywhere. Box C-197, BROADCASTING.

Contemporary MOR or Soft Progressive-Rock pd strong manager type, capable, conscientious, hard working, honest, innovative, organized, seasoned pro. If you need numbers, call J. Solo, 512-341-4900 after 6 P.M.

Okinawa, working for Contemporary here 3 years, 2 years Ohio. 30, single, dependable, fine references. Station status now not secure due to Japanese reversion. Looking for move into Hawaii or Calif. operation with professional creative staff that cares. I want to grow! For air check, info. Write: Jim Wilson Joro, CPO Box 4, Naha, Okinawa, Japan.

"He doesn't assault your ears." A quote taken from a letter I received from a listener while working for a major market Top 40 FM. I feel this describes me best. Joe Mizway, 5968 Turney Rd., Cleveland, Ohio 44125.

Announcer/production man, able, talented, years of experience, seeks post in US radio station. Will consider all offers, audition on request. Hugh deSilva, 490 Haverlock Rd., Colombo 6, Sri Lanka (Ceylon).

Experienced, aggressive but hungry jock looking for advancement. Top 40 or Uptempo MOR. Eric Hardenbrook, Ridge Rd., Holley, N.Y.

Experience includes 3 years McLendon, 2 years Plough, 6 years afternoon drive at Modern Country KBOX and a vacation. Ready to get back to work. Call 214-321-1878. Write Art Keller, Box 18027, Dallas, Texas 75218.

## Situations Wanted Technical

CE Radio, cable or assistant chief, TV, BSEE degree from major university in May. First phone. Six years experience all phases radio and TV. Excellent references. Presently employed. Married. Midwest only. Box C-200, BROADCASTING.

Presently chief AM small market while obtaining BSEE degree. When I graduate within one year will wait for right job. Five years experience radio-TV. Staying at Sheraton-Park during NAB, Robert Herman, 2035 So. Josephine, Denver, CO. 80210.

Read my Chief Engineer display ad.

## Situations Wanted News

Sports announcer, experienced in play-by-play, interview programs, writing and delivering news board work, 3rd endorsed. Interested in Ill., Mich., Wisc. Box C-137, BROADCASTING.

Experienced female reporter. Seeks permanent position. Degreed. Third phone. Will relocate. Carol Wargo, 3311 Condit St., Highland, Ind. 46322. 219-838-1825.

News director 13 years Midwest radio TV seeks opportunity to mold news operation into #1 product. Box B-238, BROADCASTING.

R TV grad, University of Illinois, heavy on sports, seeks PBP position in any size market. Can also handle news. Married, 26. Excellent references. Tape, resume available. Box C-74, BROADCASTING.

Present sports director in small medium market seeks fulltime sports position with extensive play-by-play in all sports. Five years experience, college. Box C-182, BROADCASTING.

Experienced play-by-play man looking for opportunity to do baseball. Also strong in other sports, can double in sales, news. Box C-190, BROADCASTING.

Ambitious young man desires position as sportscaster with television or radio station. For complete resume please write Mr. Robert Page, Box C-127, BROADCASTING.

Think May 141 BS in Radio-TV-Film and journalism, vet, experienced, WR anywhere. Desire PR, advertising, broadcast journalism. 731 Woodland Ave., Oshkosh, Wisc.

If you're looking for a capable sports personality, I'm your man. Enthusiastic local scene and knowledgeable about the national picture. Extensive play-by-play experience on college and high school levels. Excellent references. Will consider sports and news combination. Will relocate almost anywhere for right opportunity. Contact Patrick Hollan, 111 North 34th St., Richmond, Indiana 47374. (317) 966-5365.

Newsworthy potential! Communication Arts, college senior with one year light television production experience with NYC network, seeks entry-level/trainee position within broadcast journalism. Prefer NYC vicinity, but will relocate for solid career opportunity. Write: E. Wald, 30 West 69th St., NYC, N.Y. 10023.

## Situations Wanted Programing, Production, Others

Country PD's, Don Martin graduate, 1st phone. Will go anywhere to get that first big break. I love Country music and radio. Tape, resume on request. Marvin Yust, 1734 N. Vaness Ave., Hollywood, Calif. 90028. 213-464-9452.

PD/announcer looking for move up to Contemporary, MOR, medium market, in same capacity. Major, medium, small market announcing experience. BS, 3rd, married, no children. Box C-186, BROADCASTING.

Experienced public radio programmer producer, BA, married, 29. If you're after the best, send for excellent credentials. Box C-116, BROADCASTING.

Major market PD, Assist. GM looking for growth opportunity. Solid background with 15 years encompassing dj, news director, TV on and booth announcing, excellent production, sales, degree. References, employed. Worked all formats, prefer MOR & Country. Five figures only for a top guy. Box C-138, BROADCASTING.

Program director of Drake consulted number one FM'er. Available to aggressive medium to large West Coast station. Particulars upon request. Box C-159, BROADCASTING.

College junior seeks part time or summer employment in NY-NJ metro area. 3 years experience in college radio. DJ (Rock, MOR, Jazz), news, production. Former PD. Box C-204, BROADCASTING.

Program Director taught by the best in the business. Full knowledge of FCC rules and regulations. Major jock experience, medium market PD experience. Nine years with same company, modern MOR. Box C-226, BROADCASTING.

Pollution choked PD seeks Midwest or Fla. medium market Rocker or Contemporary MOR to settle down and stay with. Good references, knowledge, experience. 213-874-6527 after 6 PM.

## Situations Wanted Programing, Production, Others Continued

Success is the sum of detail! Experienced in all phases—ready to manage or program your medium market Top 40, CW, or Gold. Phone Jackson today. 714-623-3434 or write: 1704 N. O'Malley, Upland, Calif.

## TELEVISION

### Help Wanted Management

Management opportunity for top flight proven producer. Prestige radio station in city of 75,000 in the Midwest. Good deal for the right man. Send resume and financial requirements. Box C-207, BROADCASTING.

Business Manager. Fastest growing independent in top ten market. Need for progressive financial manager. Opportunity to learn all phases of TV management and increase income. Box C-224, BROADCASTING.

### Help Wanted Sales

General Sales Manager. Immediate opening with CBS affiliate in top 50 Northeastern market. Send resume and recent photograph to Box C-167, BROADCASTING. All replies confidential.

### Help Wanted Technical

California major market VHF in one of the nation's fastest growing areas needs studio technician. Requirements include first class radio license, minimum 3 years experience, maintenance and operation ability, technical school graduate or equivalent technical education. Wage scale \$220.00 to \$250.00 per week. An Equal Opportunity Employer. Write Box C-88, BROADCASTING.

Modern, well equipped UHF television station in central California has openings for experienced and well qualified transmitter and studio engineers. Studio engineers must be capable of VTR maintenance. Send resume and availability to Box C-97, BROADCASTING.

Chief engineer, position open at station expanding in Midwest. All new RCA equipment. Box C-156, BROADCASTING.

Television maintenance engineers. Transmitter engineering positions now open. Applicants must have thorough technical training, experience with modern broadcasting equipment, and ability to train personnel. Two-year contract with relocation expenses, housing and excellent benefits. Send resume to Chief Engineer, Station KVZK, Pago Pago, American Samoa 96799.

TV maintenance technician for new station. First phone. IVC equipment. Write Box 5077, St. Thomas, US Virgin Islands 00801.

An opening exists for a mobile technician in the Detroit area. Experience in maintaining and operating VR 3000 and color cameras in the field is a prime requisite. Extensive travel may be necessary. Resumes and inquiries should be made to Editel Productions, Incorporated, 24151 Telegraph Rd., Southfield, Mich. 48075. Phone 313-353-1660.

Television Technician: Experienced in studio color systems including color cameras, video tape recorders, and film chains, must have 1st class phone license. Send resume to: Robert Pincumb, Instructional Services, Ferris State College, Big Rapids, Mich. 49307.

Chief Engineer to supervise final designs, purchasing, construction, installation, maintenance new color facility in Arab World. Two year assignment could be career job. RTV Management, 212-421-0680.

Broadcasting Engineer. A challenging opportunity to supervise and participate in the technical activities involved in the production, recording, distribution, and transmission of color television programs. Minimum of 3 yrs. experience in a TV broadcasting facility required. A minimum of 1 yr. of the required experience must have included the supervision and training of telecommunications personnel and technical crews. The selection will be competitive by examination. Applications must be received by March 30, 1973. Call (213) 749-6606 for application, or write: Classified Recruitment, Los Angeles Unified School District, P.O. Box 2298, Los Angeles 90051.

Television Engineer. Full responsibility for operating and servicing a variety of electronic and mechanical equipment used in the production, recording, editing, dubbing, and broadcasting of color television programs. Minimum of 2 yrs. experience operating electronic video and audio equipment required. The selection will be competitive by examination. Applications must be received by March 30, 1973. Call (213) 749-6606 for application, or write: Classified Recruitment, Los Angeles Unified School District, P.O. 2298, Los Angeles 90051.



## Help Wanted News

Middle market, group owned VHF network affiliate desires strong news anchor/news director with TV news experience. Good potential for the right man. Resume to Box C-181, BROADCASTING.

Medium sized market television station in need of first class News Director. Take charge man responsible for six-man department and anchoring of evening newscast. Send resume, references, salary requirements to Box C-192, BROADCASTING, and interview will be arranged. An Equal Opportunity Employer.

News-Sports. Top 25 Network affiliate East Coast needs experienced newsmen with sports-weather capacity. No play-by-play. Top pay, benefits, and working conditions demand only the best, for a prestige station. Position involves gathering the news as well as presenting it. Box C-201, BROADCASTING.

Highly professional Mid-South VHF station with major news emphasis seeks experienced TV newsmen able to handle anchor and major newscast production, must be aggressive deskman. Administrative responsibilities for the right person. Box C-227, BROADCASTING.

News Director for medium sized Canadian radio and TV combined six man news operation. We need a talented take charge director who is also an announcer and knows news from A to Z. If you want a real challenge with a great Canadian station contact Carl Cogan or Lorne Freed, CKWS, Kingston, Ontario. 613-544-2340.

WFRV-TV, Green Bay, needs co-anchorman early and late news. Working newsmen for fast-paced number one news team. You may now be stand-up reporter or weekend back-up waiting for that big break. Excellent opportunity with news conscious group operation. VTR and resume necessary. Charles Leonard, WFRV-TV, Box 1128, Green Bay, Wisc. 54305.

Immediate opening—news staff member to do English/Spanish newscast as well as general assignment work. Contact Tom Crane, News Director, WNEM-TV, Saginaw, Mich. 48606.

## Help Wanted Programing, Production, Others

Executive producer with extensive experience in all phases of creative production. Top public TV facility in SE. Send resume to Box C-57, BROADCASTING.

Major Midwestern university seeks person with professional experience in television (radio an added plus) to do film clips, documentaries and similar materials. Must have strong writing ability and know film and TV production techniques. Educational public relations experience helpful. An Equal Opportunity Employer. Box C-199, BROADCASTING.

Creative producer-director needed with experience in all phases of film and tape production. Resume and salary requirements to Box C-213, BROADCASTING.

Promotion Director—Independent top ten market. Responsible for audience, sales promotion and publicity. We have the tools, now we need a great promotion man. Send resume to Box C-222, BROADCASTING.

Director. Come to Florida! One of the top Southeast stations looking for experienced director. Knowledge of both film and tape production techniques necessary. Send resume, including salary requirements to WJXT, Box 5270, Jacksonville, Fla. 32207.

## Situations Wanted Sales

Aggressive television sales manager will lead and motivate. Prefer East or Southeast. Top industry references. Unusual circumstances makes this individual available. Box C-115, BROADCASTING.

Regional, national sales management 20 years experience, proven 300% increase in 1972. Personal reason dictates immediate change. Have top 10 experience also U experience. Call 703-222-8389. Top record both in sales and sales management. College graduate, non drinker. Box C-141, BROADCASTING.

## Situation Wanted Announcer

Television personality, talk show, news or weather. 12 years experience. Hard working pro. Let's talk. Box C-233, BROADCASTING.

## Situations Wanted Technical

First phone desires position in the Hartford, Conn. area with a professional group. Two year tech degree. AM, FM, TV, CCTV, ITV, presently in CATV. Construction, maintenance and production. Box C-174, BROADCASTING.

Experienced first class licensed TV control studio technician with radio news and announcing background. Will relocate. Write Larry Frear, Box 831, Rochester, Minn. 55901. Call 507-289-4559 after 10 P.M.

## Situations Wanted Technical Continued

Experienced hard working switcher/director, first phone, quality workmanship, desires to settle down for job with future. Box C-203, BROADCASTING.

Trade school, first, operation, experience with VTR's cameras, film chains, switching, transmitter. Southeast. Box C-230, BROADCASTING.

Engineering manager, 23 years all phases of broadcasting. Construction, operation, proofs, renewals, union negotiations. Able to meet any challenge. Seeking stability. Available at NAB convention. Box C-143, BROADCASTING.

Anxious for opportunity. BS degree, AS degree color television production from leading broadcasting college. Will relocate. Resumes available. Tom Ottavi, 5 Merrow Lane, Stoneham, Mass. 02180.

Read my Chief Engineer display ad.

## Situations Wanted News

Network radio news correspondent looking for challenging TV anchor and/or reporting position. Fifteen years experience. Excellent broadcast journalist with wide range of experience. Good references. Prefer Midwest or East Coast. Box C-41, BROADCASTING.

Sports is my bag—make it yours! Sports pro-BPB (all sports), commentary, and talk experience. Currently employed as major market sports director but seek change of scenery. Radio and/or TV. Have talent—will travel. Box C-100, BROADCASTING.

TV journalist seeks television news. Three years broadcast directing, writing, announcing experience, one year cable anchor experience. Hard worker, good references. Give me a chance. Box C-160, BROADCASTING.

Meteorologist, experienced in weather broadcasting. Professional member of American Meteorologist Society, AMS Seal of Approval, age 23, 6'1", 175 lbs., blond hair. Box C-187, BROADCASTING.

Want to move to bigger and better times. Presently weekend anchor with best ratings in town. Street reporter with experience in all fields. Box C-188, BROADCASTING.

Sportscaster with four years experience in radio would like to do television or radio-television combination. Tape, resume on request. Box C-189, BROADCASTING.

Chief cameraman over 20 years experience news, documentaries, commercials, network productions, desires challenging position. Box C-208, BROADCASTING.

Eight years journalism experience, three years newspaper, five years television. Now employed with multi station group in Southwest. Want to work medium or large market. 26, Bachelor's in journalism, many awards. Now serving as 10 p.m. anchorman, assistant news director, director of community affairs. Box C-210, BROADCASTING.

Master of Theology, MS TVR, 28, married, experience as producer/director in TV, film, and all phases TV news. Good voice with something to say. Writing ability. Four years in parish ministry. Help me apply varied background to first full time TVR position. Special interest, news and public affairs. Box C-215, BROADCASTING.

Top man in five million plus Canadian market, back in NYC. 17 years experience. TV correspondent, public affairs writer/director/producer, commentator, talk show host/heavy voice anchorman, public relations conscious, sober, dependable family man/radio or TV. Prefer NYC market but will consider warm climate. Please call for resume and photo or interview. 201-391-4971.

## Situations Wanted Programing, Production, Others

Television producer director with outstanding network and local credits is seeking management opportunity in program/production area. Can provide resume and interview at NAB convention in Washington, March 25th. Box C-4, BROADCASTING.

Producer/Director. 3 years experience. BS degree. Looking for new challenge. Now upper Midwest. Will relocate. Box C-119, BROADCASTING.

Culturally oriented director/producer seeks discipline of major market pressures. Currently production manager of top 50 UHF. Box C-184, BROADCASTING.

Producer, director or production management. Experienced all phases television and film. Strong news and public affairs background. Box C-198, BROADCASTING.

Aggressive young director 6 years solid experience, currently directing major newscasts top 50 market. Heavy sports. Remote experience. Young, but no fool. Location and salary important. Box C-209, BROADCASTING.

## WANTED TO BUY EQUIPMENT

We need used 250, 500, 1 KW, 5 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Buying all used equipment for mono class A FM. W/Co., Greenfield, Mo. 65661. 1-417-637-2741.

## FOR SALE EQUIPMENT

Mint cond.—Ampex AG-600, full track, rack mount, manual, \$400. Box C-176, BROADCASTING.

VHF transmitter package including RCA TT-10AH transmitter and TF-23AH antenna, color capable, complete with input, monitoring and spare parts, \$15,000. KERA, 3000 Harry Hines, Dallas, Texas 75201. 214-744-1300.

Automated background music system. Complete with four decks. Used one year, stored three. \$1800.00. Contact: Chief Engineer, WQXM Radio, Box 4809, Clearwater, Fla. 33518.

Marti-Used, reconditioned and new Marti equipment in stock. Immediate delivery. Terms available. BESSCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

New Moseley ADP-220 transmitter automatic logging system, \$5900. Contact T. A. Bone, WPRI-TV, Providence, R.I. Phone 401-521-4000.

Sixteen mm Bell & Howell JAN projectors, excellent shape. One 614 CDTV, \$1,550.00; one 614 CBVM, \$1,500.00 FOB, complete with pedestals. Medallion TV, 213-652-8100.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

Heliast-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

Stereo transmitter—Gates FM-1C Stereo transmitter with SCA generator. Shipped to you quickly in excellent condition. Call Broadcast Equipment, 615-746-8032.

BC-250 Gates AM transmitter completely reconditioned A-1 condition \$1500.00 FOB Knox, Ind., WKVI, 219-772-6241 or Post Office Box 12.

Authentic De Forest "Audion" spherical shaped 1910 vintage with 2 plates and 2 grids, filament wired to candelabra screw base, top plate and grid leads, in original labeled box. This is not an imitation. Price \$250.00. Write or phone G. J. Schulerich, 1031 Coral Way, Box 10057, Riviera Beach, Fla. 33404. Phone 305-844-6117.

Spotmaster 5-Spot, rebuilt, \$1200; Carousel, rebuilt, \$995; Ampex 602, reconditioned, \$495; Gates Level-Devil, reconditioned, \$225; Kahn Symmetra-peak, like new, \$225; ATC P-150, as is, \$85. Autodyne, Box 1004, Rockville, Md. 20850. 301-762-7626.

## COMEDY MATERIAL

Michael Lefkowitz Comedy Service, 954 56th St., Brooklyn, NY 11219. Weekly sheet 25 one liners per sheet \$10.00 per month.

## INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date April 11, June 27, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

Need FCC license or announcer training? We've trained thousands. Call: R.E.I. 813-955-6922 or write: R.E.I., Box 806, Sarasota, Fla. 33578.

FCC practice exams. Over 300 current questions and answers. Covers everything, even radar \$26.50. Current exams for third with Broadcast Endorsement \$14.50 R.E.I., Box 806, Sarasota, Fla. 33578.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. (\$10.00 with broadcast endorsement) 2nd. (\$12.00), and 1st. (\$16.00), phone exams; complete package, \$25. Research Company, Dept. B, 1630 Woodfern Dr., Homewood, Alabama 35209.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

## Instructions Continued

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.

Elkins Institute in St. Louis. 314-752-4371. First Class FCC license.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (Formerly Elkins Institute), 3443 N. Central Ave., Chicago, Ill. 60634. 312-286-0210.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Cheslerdale Rd., Cincinnati, Ohio 45246. 513-771-8580.

San Francisco, FCC license, 6 weeks, April 30. Results guaranteed. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Cartridges spotlessly cleaned, rebuilt and reloaded with Scotch 157. Like new at approximately half price. Also, best prices anywhere—new Fidelipac carts, 3M professional tape and other studio supplies. Your order is your charge account! Full guarantee. Free catalogue. Lauderdale Electronic Labs., 135W 13th St., Ft. Lauderdale, Fla. 33315, Dept. B. 305-525-0478.

DJ's . . . PD's . . . FREE Catalog of DJ aids, Station Features, Contests, etc! Write: Chicago Broadcast Circle, 25 East Chestnut, Chicago, 60611.

Automation Broadcasters! Looking for something between Up-Tempo Mantovani and Slow-Tempo Santana? Or—how 'bout 50 hours of Mitch Miller sing-along? "A Honey-of-a-Sound", VIF International, NAB, D.C.

Tired of paying high prices for low quality audition tapes? We copy your master perfectly, supply a full service including resume, mailing, etc. in our package for starving announcers. Call or write: Recording Sound Service, 862 East 51 St., Brooklyn, N.Y. 11203. 212-451-2786.

Fifteen personalized drop-ins \$10. Redone free when you change stations. Used in major markets. Columbus Radio, Box 187, Bradley, Ill.

## RADIO Help Wanted Announcers

**MAJOR MARKET—TOP 15**  
Now accepting tapes for positions for Up-Tempo MOR operation. First phone a must. Send air check, photo, resume and salary requirements to:

**Box C-155, BROADCASTING**

Need heavy contemporary morning personality. Good salary. Send tape and resume to Dan Brannan, KFVR Radio, Box 1738, Bismarck, N.D. 58501.

**ALL APPLICATIONS WILL BE KEPT STRICTLY CONFIDENTIAL.**

**RADIO BROADCAST ENGINEERS**  
50kw AM in major midwest city seeking first class engineers and experienced production technicians. Positions can offer security and potential for professional growth with group owner. Engineering applicants must possess directional antenna system maintenance experience. Send resume with photo and salary history to

**Box C-236, BROADCASTING**

## Help Wanted Program, Production, Others

### WE NEED 2½ GREAT RADIO COMMERCIALS A WEEK FROM A WRITER

No other advertising firm writes and produces more and better radio commercials than we do. And our commercials are heard in every market place in the United States and Canada.

Nowhere else is there less hassle between the finished script and the recorded commercial. So we can offer more than top dollar to a top radio advertising talent.

To apply, send us a sample reel—which will be returned promptly—that proves you can write 2½ great radio commercials a week.

Write:

Leon S. Golnick

Chairman of the Board

Leon Shaffer Golnick Advertising

1123 North Eutaw Street

Baltimore, Maryland 21201

## Situations Wanted

### PERFECT FIT!

No matter what the size of the station or the job . . .

Call us for the fully qualified man or woman who'll be just your style!



**CONNECTICUT SCHOOL  
OF BROADCASTING, INC.**

750 Main Street  
Hartford, Connecticut 06103  
Call Walt Pinto  
Telephone (203) 232-9988

## Situations Wanted Management

### SOLID GOLD PROGRAM DIRECTOR

Seeks station not afraid to be creative, professional and program the new snowball of oldies. Changing format? I furnish records. Young, qualified PD/CE desires opportunity to perform a little magic.

**Box C-193, BROADCASTING**

## Situations Wanted Technical

### SITUATION WANTED SALES OR ENGINEERING MANAGEMENT

I'm self motivated, successful, creative. A highly qualified Broadcast Engineer presently employed as a salesman for a major manufacturer. My sales have been in excess of 1 million for a number of years. Fifteen years of experience in AM, FM, Complex Directionals, Automation, STL, and Consultation have taught me how to communicate with people and produce solid results. I also like to travel. My qualifications are known by many major broadcasters in the top markets and I have excellent references. Let's talk about a mutually beneficial position in RADIO EQUIPMENT SALES, SALES/MARKETING MANAGEMENT, or DIRECTOR OF ENGINEERING.

**BOX C-235, BROADCASTING  
AVAILABLE FOR INTERVIEWS  
AT NAB Mar. 23-28**

## Technical Continued

### CHIEF ENGINEER/DIR. ENGINEERING

Seeks challenging job. Registered P.E. former consulting engineer now chief. Comprehensive AM-DA experience includes application engineering, construction, proofs and operations. TV & FM background similar. Former small station owner and well known engineering author. Will be at NAB. Please contact c/o Lee. 204 Wardor, Annapolis, Md. 21404. 301-268-3933.

## Situations Wanted News

### NEED A PRO?

I don't mean an ambulance chaser or a rip-and-read man—I MEAN A MAN WHO GETS INVOLVED. A man who understands the importance of a city ordinance, as well as a skirmish in Cambodia. And I can give the facts the feeling they deserve without turning a story into a sensation. 3 years EDITOR for top ALL-NEWS station—Let's Talk.

**Box C-206, BROADCASTING**

### EXPERT NEWSMAN

General—Investigative—Editorial Authoritative—Natural Delivery—Network Credits Award Winner — Sober — Stable — Mature — 20 Years exp. — 43 — Single — Free to travel. Top references — Salary negotiable — Major, large market — Radio, TV or PR. — Strictly Professional. 716-595-3250. All answered, available now.

## Situations Wanted Programing, Production, Others

### DYNAMIC "PACKAGE UNIT" AVAILABLE

Successful Advertising, Publicity Exec., Newswriter/Editor and Copywriter willing to accept substantial "backstroke" in salary to pursue a career in broadcasting as a professionally trained Announcer, D.J., Newscaster, Sportscaster. Cooperative, Resourceful, Flexible and Open-minded. Resume and tapes available. Write

**Box C-168, Broadcasting**

## TELEVISION

### Help Wanted Sales

## SALES POSITION

High level technical sales of quality line of video switching and terminal equipment to TV stations. Great opportunity for ambitious man willing to travel the East Coast, based New York area.

Contact or write Marketing Mgr.



**VITAL INDUSTRIES, INC.**

3614 S.W. Archer Road  
Gainesville, Florida 32601

**SALESMAN**

Our firm has been retained by a leading Chicago Television Station to screen candidates for a local sales position. Opening created by forthcoming internal promotion. Minimum of two years local sales experience required. Excellent opportunity to earn \$40,000 per year. Call Ron Curtis, Management Consultant, at 312-693-6171. All inquiries confidential.

**Help Wanted Technical**

## TELEVISION DEVELOPMENT ENGINEERS

**WE ARE EXPANDING**

IF YOU ARE NOW DOING DEVELOPMENT WORK IN TV EQUIPMENT WE HAVE AN EXCELLENT GROWTH OPPORTUNITY FOR YOU. WE NEED ENGINEERS SKILLED IN ANALOG & DIGITAL CIRCUIT DESIGN TO JOIN IN THE DEVELOPMENT OF EQUIPMENT WHICH IS AT THE FOREFRONT OF THE STATE OF THE ART. YOU CAN SEE SOME OF IT AT NAB—IN THE MEANTIME CONTACT

**AL BUSCH 812-332-7251  
SARKES TARZIAN, INC.**

## BROADCAST FIELD ENGINEERS

If you have experience in the maintenance of television tape, UHF, VHF and TV transmitters, or color studio equipment, we can offer you a career opportunity as a Field Engineer. Positions are in the Mid-Atlantic, Midwest and West Coast areas.

RCA offers outstanding benefits including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: C. H. Smith, RCA Service Company, Bldg. 204-2, Cherry Hill, Camden, N.J. 08101. We are an equal opportunity employer M/F.

**RCA**

## BROADCAST FIELD ENGINEERS

**WE ARE EXPANDING**

If you are experienced in maintenance of color studio equipment we have an excellent growth opportunity for you in a new career with challenge and real advancement possibilities.

Write: **SARKES TARZIAN, INC.**  
Broadcast Equipment Div.  
E. Hillside Drive  
Bloomington, Ind. 47401

## TV EQUIPMENT INVENTORY CLEARANCE

Studio Quality Color Cameras

**NEW**

**\$12,000 (Less PbO Tubes) 6 Avail.**

Contact  
**Ron Adamson**

**Sarkes Tarzian, Inc.**  
812-332-7251

**WE ARE EXPANDING**

**Help Wanted Producer**

## FILM PRODUCER

A major firm in publishing and broadcasting is looking for experienced, imaginative producer to produce series of 18 high quality half-hour documentaries for television and theatrical showing. Documentaries to deal with Mexican-American and Hispanics in American history and culture. Applicants should have knowledge of and empathy for this subject matter. Will be required to work with planning committee. Should have knowledge of film and VTR production facilities and budgeting requirements. Must be able to adhere to tight deadlines. Should be free to travel. Salary negotiable.

Apply to  
Claude Gallegos,  
123 Speer Boulevard, Denver, Colorado 80217

An equal opportunity employer. M/F.

**Cable Help Wanted Management**

## GENERAL MANAGER CATV

New cable television systems in top 100 markets create management opportunities for general managers who have proven record in commercial television management or as large cable system managers. Desirable Western and Southern cities. Attractive salary, liberal benefits and relocation expenses. Please submit full details including salary requirement in confidence to:

Personnel Director  
LVO CABLE, INC.  
P. O. Box 2848  
Tulsa, Oklahoma 74101

"An Equal Opportunity Employer"

**Help Wanted News**

**PROFESSIONAL METEOROLOGIST  
FOR  
MEDIUM-MIDWEST MARKET  
Box C-172, BROADCASTING**

**NEWS-SPORTS**

Top 25 Network affiliate East Coast needs experienced newsmen with sports-weather capacity. No play-by-play. Top pay, benefits and working conditions demand only the best, for a prestige station. Position involves gathering the news as well as presenting it.

**Box C-201, BROADCASTING**

**Employment Service**

527 Madison Ave., New York, N.Y. 10022

**B**

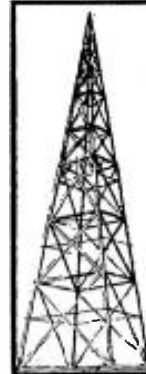
**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

**Miscellaneous**

## FOR RENT TV STUDIO

FORMERLY  
WNED TV

INCLUDES 380 FT. HIGH T.V. ANTENNA. Located in Hotel Lafayette, Buffalo, N.Y. Call Mr. M. Lynn (212) 947-6000, or write c/o Carter Hotels, 250 West 43rd St., NY, NY.



## INCREASE YOUR BILLING

And lock-in annual spot contracts . . .

We've produced dynamite billings for nearly 100 broadcasters, in markets big and small . . . with a total sales plan and a proven record of success.

**VISIT MR. GOLD AT THE NAB  
SUITE G-600—SHOREHAM HOTEL**

**WE CAN MAKE IT HAPPEN . . . NOW!**



**SPORTS**

Exciting, interesting, and informative Sports Shows featuring all the top stars are now available to you. A perfect addition to your station. Major League talent at a nominal price.

Contact: Good Sports Productions  
850 7th Avenue, Suite 705  
New York City, N.Y. 10019  
212—LT 1-6470

**EASTERN  
MAJOR MARKET DAYTIMER**

Strong signal. Strong dial position. Strong market. We have had several offers recently from people interested in buying our station and just received one offer "that I can't refuse." Before entering into further negotiations, we have decided to entertain other inquiries. If you are seriously looking for our type property, we want to hear from you immediately. No brokers please. All replies confidential both ways.

Box C-212, BROADCASTING

**LaRue & McGauren  
Media Brokers, Inc.**

341 Bayside Dr. 116 Central Park  
Newport Beach, CA. South  
(714) 675-4585 New York, N.Y.  
(212) 265-3430

Hospitality Suite NAB

Embassy Row Hotel

Class B FM exclusive top  
12 markets.

Various cable systems.

See us for complete listings.

For Sale Stations

Profitable AM/FM  
New Jersey  
Realistically priced  
Principals only

Box C-68, BROADCASTING

**PLAINS STATE EXCLUSIVE**

Excellent opportunity to owner-operator. Operates with staff of five including owner. Gross \$72,000. Price \$110,000. Terms.

Box C-183, BROADCASTING

**FOR SALE  
MAJOR MARKET**

High-power FM major market—South. Principals only.

Box C-214, BROADCASTING



**BROKERS & CONSULTANTS**  
SUITE 217

11300 NORTH CENTRAL EXPRESSWAY  
DALLAS, TEXAS 75231 (214) 368-9545

CLASS C FM. Growing top 50 market. Full over. Excellent equipment and quarters. Underdeveloped billings. \$475,000. Terms.

SMALL MARKET AM/FM. Texas. Beautiful area. Valuable real estate. Breakeven with potential. Ideal for owner/operator. \$100,000. Terms.

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# Profile

## Standout engineer: Fetzer's A. James Ebel

It has been an eventful year for Jim Ebel, an engineering man. Appointed chairman of the board of the Omaha branch of the Federal Reserve Bank of Kansas City, named president of the three Fetzer-owned television stations in Nebraska and Iowa, selected by the National Association of Broadcasters as "man of the year" in engineering—that's his overflowing cup for 1973.

The big moment comes next week at the national NAB convention in Washington. At the Tuesday luncheon (March 27), A. James Ebel, a broadcaster and engineer since he was a junior in high school, will receive NAB's coveted engineering award, traditionally given to the person who is thought to have contributed the most to engineering during the year.

He's being honored for his intensive work in studying the questions involved in satellite transmission: What will be the effects of satellites on the interconnection between the network and stations? What about the ramifications of the real possibility of direct satellite-to-home broadcasting? Jim Ebel's part in this work began some five years ago, when as vice president and general manager of Nebraska's KOLN-TV Lincoln and KGIN-TV Grand Island, both CBS-TV affiliated stations, he was chosen to head a special sort of task force—a communications-satellite study committee of CBS affiliates. Subsequently, he was able to talk to ABC and NBC affiliates associations and get them to set up similar satellite committees.

By 1970, an over-all satellite study committee of the three network affiliate organizations was formed with Jim Ebel as chairman. It had become the serious concern of the affiliate groups to stake a place for themselves in a future containing the prospect of direct broadcasting from satellite to home—a potential national distribution from a single station in the sky. Thus when the FCC announced plans to take applications for domestic satellites, the three affiliate associations, led by Mr. Ebel, submitted an application for a satellite ground station in Phoenix that would be owned and operated by the three network-affiliated stations there (KOOL-TV, KTVK and KTAR-TV).

The plan of this Phoenix Satellite Corp., as it is called, is to construct a single-purpose, receive-only station to serve the nonlocal program interconnection needs of all commercial and non-commercial Phoenix-area television stations in hopes that television broadcast stations throughout the nation will be encouraged to file similar applications



Albert James Ebel—president, John E. Fetzer stations in Nebraska and Iowa (KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, and KMEG-TV Sioux City, Iowa); b. May 30, 1913, Waterloo, Iowa; attended Iowa State Teachers College, Cedar Falls, 1930-34; BA, University of Iowa, 1934-36; MS, electrical engineering, University of Illinois, 1943; engineer KFJB(AM) Marshalltown, Iowa, 1930; engineer, KGDE(AM) Fergus Falls, Minn., 1931; engineer, WMT(AM) Cedar Rapids (then Waterloo), 1931-36; engineer, WBAA(AM) Lafayette, Ind., 1936; director of engineering, WILL(AM) Urbana, Ill., 1936-46; assistant professor, electrical engineering, University of Illinois, 1943-46; broadcast consulting engineer, 1942-48; director of engineering, WMBD-AM-FM Peoria and WDZ(AM) Decatur, both Illinois, 1946-54; president, KXIC(AM) Iowa City, 1952-53; vice president and general manager, KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, 1954-73; VP, KMEG Sioux City, Iowa, 1969-73; named president of KOLN-TV, KGIN-TV and KMEG, February 1973; director, Fetzer Broadcasting Co., Kalamazoo, Mich., 1969-present; m. Elouise Hanson of Waterloo, Iowa, May 26, 1935; children—Marilyn, James, Marjorie, Douglas.

for earth-station facilities. "The result of this plan," explains Jim Ebel, "has been a favorable rulemaking from the FCC, so far as broadcasters are concerned, in establishing their right to own satellite receiving stations as opposed to only common carriers owning them."

Yet there has been more to Jim Ebel's efforts on behalf of the broadcasting industry in the uncharted satellite-transmission field. The satellite-transmission committees of the three networks financed his way as part of the U.S. delegation to the World Administrative Radio Conference on Space Telecommunications in

Geneva in 1971. He was able to represent the interests of broadcasters in both specifically getting a 7 ghz allocation into the U.S. proposal (such an allocation would make possible community reception of satellite transmission instead of direct-to-home broadcasts) and generally protecting the interests of commercial broadcasters when satellite broadcasting was under consideration.

All of this study of satellite effects has, of course, left Mr. Ebel with certain conclusions. "I think it's entirely possible that we might be receiving our network programs by means of satellite in five years," he observes. "I'm not saying that it's probable. It all depends on how fast things work with the people who are putting up domestic satellites and when and if the networks decide to use satellites for station interconnections."

That's Jim Ebel, the station executive, speaking. Is it unusual for an engineer-bred-and-educated broadcaster, who retains a deep interest in engineering, to rise to the top on the managerial side of the business? Not at the Fetzer stations, it isn't.

John E. Fetzer, the pioneer broadcaster who founded what is now a group of six TV, three AM and two FM stations, was a radio ham at 17, the proud builder and operator of amateur stations w9FD and w8AZ. Carl E. Lee, the other top executive in Fetzer Broadcasting Co., recently named president of the Michigan Fetzer radio and television stations, rose through the ranks starting as an engineer and has never lost an infatuation that took hold when he built his own crystal set at the age of 12.

Jim Ebel, too, growing up in Waterloo, Iowa, when he was 17 visited WMT(AM), then located there (now in Cedar Rapids), saw the engineer at work and fell in love with the idea of being able to do the same job. From the summer between his junior and senior year in high school until he joined the Fetzer organization in 1954, some 24 years later, Jim Ebel was essentially an engineer. He worked with seven different stations, taught electrical engineering at the University of Illinois, served as a broadcast consulting engineer practicing before the FCC, did extensive work in FM broadcast engineering and in early television.

Mr. Ebel went to Mr. Fetzer's KOLN-TV Lincoln, Neb., to supervise the building of a new transmitter and before the assignment was completed the manager left and the engineer was asked to take an interim turn at running the station. Now, some 19 years later, Jim Ebel is still based at KOLN-TV, but has added KGIN-TV Grand Island, a satellite station, and KMEG-TV Sioux City, to his responsibilities.

# Editorials

## No legislation

All of the principal parties—the National Association of Broadcasters, the National Cable Television Association, the copyright owners—profess to be pleased by the decision of the U.S. Second Circuit Court of Appeals holding cable systems subject to copyright liability for programing they import on distant signals (BROADCASTING, March 12). Then why is Senator John McClellan (D-Ark.), chairman of the Copyright Subcommittee, resurrecting his bill to place ceilings on the fees that cable systems would pay to carry copyrighted programs?

The answer may suggest a dissembling by the cable interests and may be related to the senator's close ties to cable interests. While there was doubt about the applicability of present copyright law to cable television, the senator was content to let matters stand. Now statutory limits on cable payments suddenly acquire a high priority.

If the court decision stands, it means that the free market will price the programing that cables carry, just as it prices the programing that broadcasters carry now. It's a little late for the senator to get back into the act on this issue.

## Too many cooks

The Congress is now encumbered with more bills than it needs to restore stability to broadcast-license renewals. To the spate that had already been introduced or endorsed by 201 members of Senate and House (BROADCASTING, March 12) were added last week the White House legislative draft that Clay T. Whitehead has been obfuscating since last December and a sudden FCC revival, in legislative form, of the commission's own attempt to write off the Boston case that created this whole mess. The chances of meaningful legislation emerging from all this diminish with every submission.

In its final form the White House bill contains the virtues of the original draft, which was described here last Jan. 1. It would prohibit the FCC from dismantling broadcasting piece by piece, as its Boston decision set it up to do. It would take the government out of program surveillance.

But it still contains that offensive reference to the fairness doctrine, which has been assumed to be the instrument that Mr. Whitehead intends the FCC to use to force affiliates to keep network news departments in line. And it is now accompanied by an "explanation and section analysis" that would all but instruct the FCC to use the bill as a whole new system of controlling radio and television programing.

As a substitute for present government requirements that affect the content of programing (X% should be agricultural, Y% news or public affairs), the White House bill is now interpreted by the White House to mean that the FCC would consider such matters as "programing expenditures; equipment and facilities devoted to programing; policies regarding pre-emption of time to present special programs; and the like." Here is the formula for government capture of the management function. The regulators could not wait to decide what percentage of revenues ought to be spent on programing; what kinds of programs ought to be pre-empted at what times for what kinds of specials; how many cameras or turntables must be in the inventory to qualify a station for renewal as a program source. The White House did broadcasters no favors when Mr. Whitehead linked license-renewal relief to bias in network news, and its disservice is compounded now by the comments it has appended to its message to the Congress.

The FCC takes a much simpler approach. It would merely write into law the 1970 policy statement it adopted to give

licensees a preference over challengers on a showing of substantial service. At the time of its issuance, the policy was greeted as at least a measure of relief, and its subsequent reversal by the appellate court was regretted. By comparison with the White House model, the old FCC statement, rewritten into law, looks modest. It would provide no relief from the burdensome reporting that the FCC requires of renewal applicants and that will be accentuated in the agency's new rules, as a story elsewhere in this issue explains. But neither does it come with the defective trappings of the White House measure.

If the choice had to be made between the two, the FCC bill would deserve support. There is, however, the third choice of the model bill that the National Association of Broadcasters drafted and that now bears many congressional names. It is looking better every day.

## Men in the news

Before this month ends two leaders in broadcasting will have been honored by their peers.

J. Leonard Reinsch on March 15 received the gold medal of the International Radio and Television Society in New York.

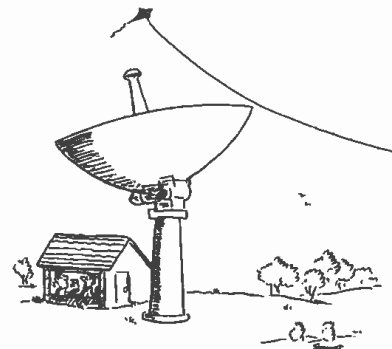
Next Monday at the annual convention of the National Association of Broadcasters in Washington Ward L. Quaal, the head of WGN Continental Broadcasting, will receive the distinguished service award of the National Association of Broadcasters.

The careers of these two broadcasters are strikingly similar. Each sprang from a Midwest family of modest means and worked his way through school. Each began in radio part-time as an announcer. Each eventually went into single-station management and expanded newspaper-owned operations into separate corporate ownerships.

Each has been conspicuous in extracurricular broadcast activities here and overseas. And each, in his own way, has had an avid interest in public service and politics as part of his notion of good citizenship. The parallel extends to authorship of separate books on broadcast-station management.

Mr. Reinsch, who turns 65 in June, plans to retire from the Cox Broadcasting Co. presidency at year's end. But he will continue on the boards of both Cox Broadcasting and Cox Cable. Mr. Quaal, at 54, isn't convinced he should slow down, much less contemplate retirement.

Every young person with management aspirations in broadcasting will find inspiration in the careers of these two executives who made it the hard way.

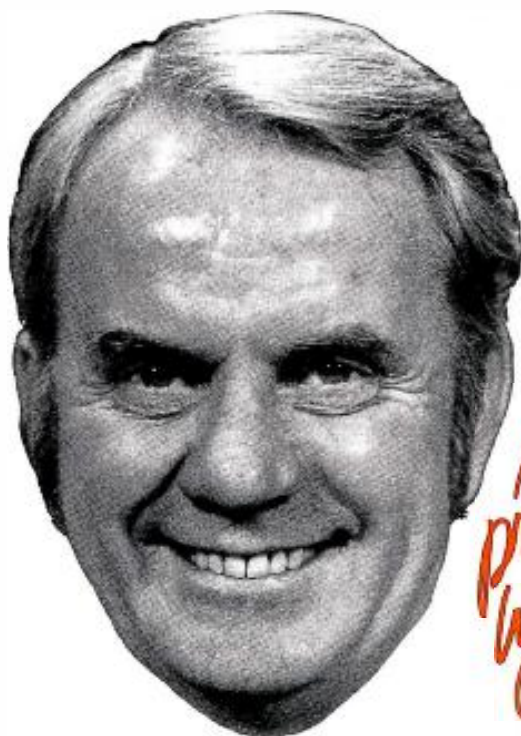


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