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Broadcasting Mar 26

The newswweekly of broadcasting and allied arts

Our 42nd Year 1973

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VOLUME 18

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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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For 20 years we've established a reputation as ABC Films, supplying programming to television stations around the world. Now the same solid management team, the same creative talent, the same dynamic and knowledgeable sales force will continue to provide the same fine service under a new banner... Worldvision Enterprises, Inc.

For 20 years, we've offered outstanding shows like "Mod Squad," "Let's Made A Deal," "The Fugitive," "Ben Casey," "Prime Features," and "Harvey Captoons" to name just a few.

And for 20 years we've become known for our reliability, innovation, and imagination.

Starting now, look to us as Worldvision Enterprises, Inc. for the best in television programming. We're the brand new company with two decades of experience behind us.

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New York, Los Angeles, Chicago, Atlanta, London, Paris,
Rome, Sydney, Caracas, São Paulo, Toronto, Tokyo, Munich

Let's Make A Deal



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

"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.

No gamble either with this series. As a two-year old entry in the primetime access race, "Let's Make A Deal" finished first two times running against all other half-hour syndicated shows.

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.

WORLDVISION
ENTERPRISES, INC.

The New Way to Say ABC Films

The Mod Squad



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

They're young... they're adventurous... and they've been the favorites for years among young adults across the country.

Because they know the ways and language of the young, they go where other policemen cannot... and reach audiences other shows do not.

With a four year average of seven million 18-49 women weekly, MOD SQUAD delivered the desired demographics... and in four completed network seasons dominated all competitors including "Ironside," "Beverly Hillbillies," "Lancer," "Green Acres," 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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in broadcasting
now selling together...**
the new

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Children's programming

"The Most Important Person" is everything that children's programming should be. Fifty lively 3½ minute color films that children love to watch and parents love to have them watch. Each film is about something very important to a child growing up. About eating breakfast or going to the dentist or loneliness or playing with friends or how young muscles work.

When "The Most Important Person" was presented first on CBS's award-winning "Captain Kangaroo" program last year, critics said:

"...we could only heap the highest praise on this first-run film series." NEW YORK DAILY NEWS

"A valuable effort in children's broadcasting... it is delightful." WASHINGTON POST

"...a bright little educational series...presented in a way that will entertain the toddlers while teaching them." TV GUIDE

Sutherland Learning Associates, in cooperation with the Office of Child Development (HEW), gathered leading authorities in psychology, education and communication to produce "The Most Important Person."

The animated stars are Fumble, an ostrich-like creature with a nose that would



grows up.

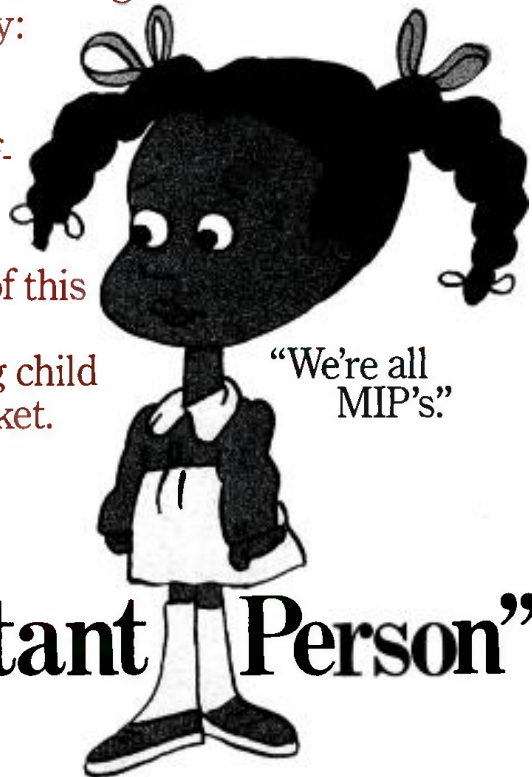
make Durante jealous; Hairy, a bell-ringing mop-like character; and Bird, a fine and sagacious feathered friend. They join real and cartoon children to re-create in lively song and action sequences the countless commonplace experiences that baffle youngsters until they are explained in a simple and entertaining fashion.

“The Most Important Person” is television that gains support from all sides: from youngsters who love it and from parents, educators and communities who give it the highest praise. The characters are delightfully merchandisable—as dolls, posters, coloring books, place mats, sheets and towels, sweatshirts, records—to serve as continuing promotion for the series.

The fifty 3½ minute segments give stations ultimate flexibility: as inserts in locally-originated or syndicated children’s programs, or as self-contained program blocks of any length.

As you consider the purchase of this new series, remember who the most important person is: your own young child and the thousands more in your market. They deserve the best.

“I’m Bird.”



“We’re all MIP’s.”

“The Most Important Person” from Viacom

Sold in Boston, Chicago, Cleveland, Detroit, Philadelphia and San Francisco.



Dean Burch
1969- CHAIRMAN



Robert Emmett Lee
1953-



Nicholas Johnson
1966-



H. Rex Lee
1968-



Charlotte T. Reid
1971-



Richard E. Wiley
1972-



Benjamin L. Hooks
1973-



Robert Taylor Bartley
1952-1972



Robert Wells
1969-1971



Thomas J. Houser
1970-1971



Kenneth A. Cox
1963-1970



*Rosel Herschel Hyde
1946-1969



James J. Wadsworth
1965-1969



*E. William Henry
1962-1966



*Frederick W. Ford
1957-1964



*Newton N. Minow
1961-1963



T. A. M. Craven**
1937-1944/1956-1963



John S. Cross
1958-1962



*Charles Henry King
1960-1961



*John C. Doerfler
1953-1960



Richard A. Mack
1955-1958**

*George C. McConaughy
1954-1957**



Edward Mount Webster
1947-1956



Frieda Barkin Henock
1948-1955**



George Edward Sterling
1948-1954



*Paul Atlee Walker
1934-1953**



Eugene H. Merrill
1952-1953



Robert Franklin Jones
1947-1952**



*Albert Wayne Coy
1947-1952**

Clifford J. Durr
1941-1948



Ray C. Wakefield
1941-1947**



*Ewell K. Jett
1944-1947**



*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946



William H. Wills
1945-1946**



*James Lawrence Fly
1939-1944**



Norman S. Case
1934-1945**

George H. Payne
1934-1943**



Frederick I. Thompson
1939-1941**



Thad H. Brown
1934-1940**



*Eugene O. Sykes
1934-1939**



*Frank R. McNinch
1937-1939**



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937**



Hampson Gary
1934**

Federal Communications Commissioners July 10, 1934 to March 15, 1973

*Served as Chairman

**Deceased

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

Closed Circuit.

Stock dips

That all-but-certain nomination of Chicago lawyer, David E. Bradshaw, to succeed Nicholas Johnson on FCC may not be quite as certain as it looked ("Closed Circuit," Feb. 12). For one thing, there's question about his retention of directorship (and reportedly piece) of Trans-American Video, Hollywood-based mobile-video facility that his father-in-law, W. Clement Stone (\$2-million contributor to Nixon campaign), reportedly financed; Trans-American is not FCC licensee but it does business with licensees. For another, there's opposition to appointment of fourth Chicago member to FCC that already has three from that area.

White House consideration of Mr. Bradshaw was reportedly prompted by Mr. Stone, though Mr. Bradshaw and Mr. Stone's daughter are reportedly estranged. If Bradshaw's election is aborted, it's presumed candidacy of James Quello, veteran Detroit broadcaster, will take new spurt and that others may emerge, including Time-Life's Barry Zorthian ("Closed Circuit," Feb. 19).

Air pollution?

If his intentions of late last week are pursued, FCC Chairman Dean Burch will give broadcasters stiff lecture on morality when he addresses National Association of Broadcasters luncheon Wednesday (March 28). (Delegates will already have word of FCC determination to crack down on broadcast pornography in actions of last week [see "At Deadline"].) Mr. Burch is expected to assert that broadcasters who carry indecent programming are in wrong line of work. He'll say that broadcasters, unlike book sellers or theater operators, are public trustees and hence carry special responsibilities.

There may be effort by NAB radio code board to reclaim initiative for self-regulation in current furor over sex on air. Board was scheduled for what originally was to be routine meeting yesterday (March 25). Word last week was that it would go deeply into sex-talk problem and at very least re-emphasize doctrine of caution it released on that subject last fall.

Crown prince

Unofficial "line of succession" at National Association of Broadcasters has been established with elevation of Grover C. Cobb as senior executive vice president (BROADCASTING, March 12). That move provides Vincent T. Wasilewski with number-two executive for first time since he assumed presidency in 1965. If Mr. Wasilewski should elect to enter law practice (he's talked about it), assumption is that Mr. Cobb would be good bet to take helm. Mr. Wasilewski, 50, has been with NAB since graduating from law

school in 1949. Mr. Cobb, 51, was joint-board chairman of NAB in 1967-68; joined executive staff two years ago.

Superstar

Who, if anyone, will inherit mantle of Dr. Frank Stanton as leading spokesman for broadcasters after his retirement March 31? From trade standpoint, president of National Association of Broadcasters is titular head, but during past two decades, Dr. Stanton has been in class by himself. Incumbent NAB president, Vincent T. Wasilewski, has assumed larger role in recent months, reflected in new rapport with networks, presumably triggered by administration broadsides. But there is bound to be jockeying for status.

Last year CBS Inc. transferred Richard W. Jencks from president, Broadcast Group, in New York, to vice president-director of its enlarged Washington corporate bureau. How much time CBS's new president, Arthur Taylor, will spend in Washington isn't indicated, but it's expected John A. Schneider, who has resumed presidency of Broadcast Group, will pick up part of Stanton Washington function. Some observers, who wonder whether Washington "coverage" will ever be the same, look in direction of Julian Goodman, NBC's president and chief executive officer, with background in network news as well as station management, as having good credentials.

GI competition

Long-standing cordial relations between military broadcasting services and commercial broadcasters may be jarred by project understood to have endorsement of Department of Defense for introduction of commercial-type program service at military bases by closed-circuit radio, with TV in offing. Protests already have been made by broadcasters in Alaska over carrier-current station in area claimed to be adequately covered by several commercial outlets. Plan is said to have endorsement of John C. Broger, director of Office of Information, Armed Forces.

Inching toward policy

Latest—and perhaps last—draft of report by special administration committee on cable-television policy is circulating among members for final look before being submitted to President Nixon. Draft reportedly follows basic outline of version that surfaced in July (BROADCASTING, July 31, 1972), but is said to have been rewritten. Major proposal remaining intact is that cable television be treated as common carrier, with ownership of systems separated from control of content. Report would still oppose federal rate regulation, and would permit local regulation only of rates owner charges subscribers and channel lessees (and then only if abuses are shown to be

present)—and not rates channel lessees would charge.

Report is also said to provide for what one source described as "sophisticated" transition from existing cable regulations to those proposed in report. Final draft was prepared by Office of Telecommunications Policy, whose director, Clay T. Whitehead, is chairman of committee. Two committee members are no longer in government—former Secretary of Housing and Urban Development George Romney and former Secretary of Commerce Peter Peterson—but they are among those reviewing final draft. Others are Secretary of Defense Elliot L. Richardson (who has moved over from Health, Education and Welfare) and White House aides Herbert Klein, Leonard Garment and Robert Finch.

Over lightly

In what is billed as big potential advance for pay-cable-TV, Goldmark Communications Corp., Stamford, Conn., is reported to have developed scrambling-unsrambling device that will sell for less than \$10. It's described as set attachment that scrambles pictures on assigned channels until activated—by insertion of money, card or whatever—to let them pass unscrambled. Reported price compares with estimated \$40-\$50 for similar device now available. Goldmark is subsidiary of Warner Communications, whose Television Communications Corp. is one of largest multiple-system CATV operators.

In house

Revised Monday-afternoon joint radio-TV assembly of NAB convention once had under consideration not only Clay Whitehead on panel to discuss newsman's privilege, but when Office of Telecommunications Policy director balked at facing questions from station management, former White House special counsel, Charles Colson, suggested as substitute. Mr. Colson, now in private practice, was not considered acceptable because he'd be speaking as private citizen. As revised, NAB session will stick to question-and-answer format with station people confronting NAB executive-committee members in lieu of government newsmakers.

America first

Reversing its usual custom of producing initially for Britain and commonwealth and then selling elsewhere, Associated Television, London, is developing half-hour science-fiction series that is aimed for prime-time access in U.S. and to be distributed here by Independent Television Corp., New York, its subsidiary. Tentatively titled *Space: 1999*, series is designed for fall 1973 start in U.S. and then to be marketed in other parts of world.

**What a
schedule
you would have
if you bought
it all
from Viacom!**

NAB Suite E720 Sheraton Park



The Beverly Hillbillies



The New Price Is Right



Viacom Features



Perry Mason



Gomer Pyle—USMC



What's My Line?



The Andy Griffith Show



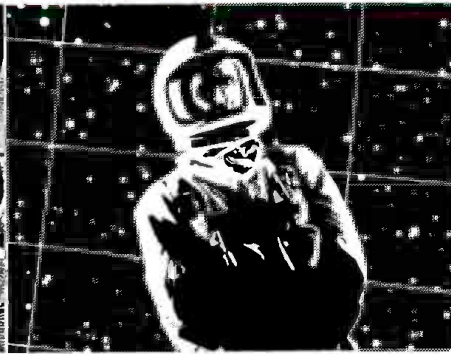
Hogan's Heroes



Wild Wild West



Petticoat Junction



Twilight Zone



The Dick Van Dyke Show



The Amazing World of Kreskin



I Love Lucy



Terrytoons

A \$149 Misunderstanding

(Or how all those little billing discrepancies can waste \$50,000,000).



A wise man once said, "Discrepancies in the spot business are like death and taxes—inevitable." But must they happen 20% of the time? Must they cost stations 3-4% of their spot income and agencies 5-10% of their spot broadcast commissions? At these rates, the broadcast advertising industry is paying \$50,000,000 — mostly in unaccounted for expense—to reconcile discrepant paperwork and payments. Incredible? Not really. Here, in one little case history, is how it happens.

April 1971

A case history.

A major advertising agency placed a three month schedule on a TV station in the Southwest.

There were several revisions to the original order and multiple traffic instructions because this was a "corporate buy" involving several products. Communication of this data was garbled. Film arrived in time—just. In June several spots were missed, but they were eventually made good with the agency's consent. The station's affidavit/invoice for the June portion of the schedule was sent to the agency in early July. It called for a payment of \$1,124.

October 1971

Down the garden path.

On October 11 agency pays \$975. Jumbled traffic instructions,

missed spots and makegoods kick up clouds of dust along paper trail. Agency accounting clerk reckons deduction called for. Deducts \$149.

November 1971

Sorry, wrong number.

Station phone call November 1 obtains agreement from agency's media department that short payment in error. Follow-up memo from agency to station says balance to be paid month end—"If not, please call on 30th."

December 1971

A case of mistaken identity.

Agency payment November 21 includes \$149. But this payment applies to July portion of schedule. June shortage still open. Station calls December 6 per instruction. Agency clerk out. Co-worker promises prompt response.

January 1972

Back to square one.

Agency letter to station confirms \$149 payment on November 21 applies to July billing. No mention of June balance. All concerned getting punchy. Station returns letter to agency with note: "\$149 for June paid October 11, 1971."

June 1972

Total confusion.

Both sides call up fresh troops. Two new accounting clerks reopen issue. They muck it up worse than predecessors. Memos fly back and forth June, July, August. Final flutter: new station clerk requests reason for deduction. Because there is no reason, agency clerk has nothing to say. Says nothing.

September 1972

One more time.

September 13 station sends to agency summary of billing and payments pertaining to schedule. Includes copies of contract, revisions and affidavits. It still comes out "\$149 net due" for schedule.

January 1973

Up and down the organization chart.

Agency treasurer begins talking to station comptroller about \$149 misunderstanding. March 1973, still talking. It may have to go back to two new clerks.

Everybody loses.

How much did this one discrepancy cost the station? How much did it cost the agency?

If you work at a station or an agency you've probably been through one of these situations. Name your own figure. Surely it costs more than it's worth in dollars, time and aggravation. Sad, but true. Especially sad when you realize that one out of every five spot schedules results in a discrepancy hassle.

A happy ending.

The number and expense of discrepancies in broadcast advertising can be significantly reduced. What it takes is a place to store, audit and transmit order, revision, traffic and invoice information . . . an organization to provide an interface between station and agency systems, negotiate standards, assign and publish codes and create compatibility in data communication . . . a company which is properly funded, professionally staffed, systems-sophisticated and profit motivated . . . a paperwork and payments clearinghouse. It's called:



Media Payment Corporation
245 Park Avenue New York 10017
(212) 972-2480

At Deadline

FCC will definitely do more than just talk about sex

In offing: closed-door probe with possibility that Oak Park FM may be fined to create test case

FCC has begun several-faceted campaign to—as one official put it—“clean up the airwaves.” Targets are type of material heard on some so-called topless radio programs and X-rated movies and other suggestive material that is both broadcast and cablecast.

Commission is said to have voted on Thursday (March 22) to hold closed-door inquiry aimed at determining whether broadcasters or cablecasters are violating law banning obscenity, profanity or indecency.

Inquiry will be conducted by administrative law judge with power to subpoena witnesses and documents.

What's more, commissioners reportedly made it clear they are prepared to vote fine for WGLD-FM Oak Park, Ill., as a result of comments made on female call-in show. If levied, fine could lead to court case commission has been seeking to test its power to deal with allegedly off-color material.

Nor is that all. General Counsel John Pettit is said to be reviewing material on other stations in search of additional possible forfeiture cases (KGBS[AM] Los Angeles, because of Bill Ballance show, granddaddy of topless radio, is said to be likely choice).

Mr. Pettit is also reviewing other options commission could select for dealing with problem. These range from calling up station for early renewal and hearing on renewal application to issuing public notice warning broadcasters of their responsibility to be aware of material they broadcast.

One purpose of special inquiry, reportedly, is to examine X-rated movies that KVVU(TV) Henderson, Nev., has shown on Sunday nights on its *Adult Theatre*. Station owner William H. Herstadt said two weeks ago that station has abandoned policy of showing X- and R-rated movies under pressure from community (BROADCASTING, March 19).

Commission sources indicated some material cablecast on public-access channels of systems in New York may also become subject of inquiry.

Commission, which has been under increasing pressure from members of Congress as well as public to crack down on stations broadcasting allegedly off-color material, discussed matter last week after listening to tape containing excerpts from number of topless-radio shows.

One commissioner who chose not to

listen was Nicholas Johnson. He is said to have walked out of room while tape was being played, contending that it was illegal for commission to listen to content of broadcasts. Other commissioners, however, reportedly felt that since they were dealing with criminal statute, they should listen to what might be considered to be violation of law.

It was not certain when commission will make final decision on whether or not to fine Oak Park station and take other actions. Officials said timing depends on when general counsel's office can complete its review and prepare recommendations.

Buchanan gives his version of Nixon discontent with CPB

White House aide Patrick Buchanan, in appearance on ABC-TV's *Dick Cavett Show* Thursday night, virtually said in so many words that administration will keep public broadcasting on short financial leash until satisfied public broadcasting will give it “fair shake” in news and public affairs programs.

He ticked off public broadcasting figures and programs he said were anti-administration in discussing what he said

was thinking that went into President Nixon's decision last June to veto two-year \$165-million authorization bill for Corporation for Public Broadcasting.

Administration, Mr. Buchanan recalled, had proposed only one-year authorization of \$45 million, up \$10 million from preceding year, but that public broadcasting “fellows” persuaded Congress to approve more generous measure. He said White House and he personally “looked at the situation” and saw Sander Vanocur, “a notorious Kennedy sycophant,” and Robin MacNeil and Elizabeth Drew, both “anti-administration,” and *Washington Week in Review*, *Black Journal* and *Bill Moyers' Journal*, all “unbalanced against us.” For “fig leaf,” he added, “they threw in William F. Buckley's program.”

Mr. Buchanan said that in view of lopsided vote by which Senate approved two-year bill (85-to-1), bill's backers believed President would not dare veto it. But, he said, President “hit that ball 450 feet down the right-field foul line right into the stands.”

Now, he said, there is different situation in public broadcasting, with “new board on CPB . . . a new awareness that people are concerned about balance. And all this administration has ever asked for on that or on network television is frankly a fair shake. . . .”

Some administration officials reacted with dismay to Mr. Buchanan's remarks—including his comment that he spoke from the vantage point of one who had hand in drafting President's veto message.

Message, one source said, was written entirely in Office of Telecommunications Policy. Furthermore, official said, reasons for veto were not those suggested by Mr. Buchanan but those contained in message—that President was dissatisfied with structure of CPB and felt funding should be provided on yearly basis until it is revamped along lines he said were intended by Congress (BROADCASTING, July 3, 1972).

Mr. Buchanan also lashed out at commercial networks in general and CBS in particular. He said that “over the last three years, there's been a greater collapse in public confidence in the objectivity, balance and fairness of network television than in all the previous history of it.”

He said CBS's anti-administration bias shows up in fact that network has assigned Daniel Schorr to cover administration's social policies. Mr. Buchanan said Mr. Schorr “detests . . . this administration,” judgment he said was based in part on speech Mr. Schorr made at Beaver College, Jenkintown, Pa., last fall.

Why would administration want to hire individual who disliked it as much as Mr. Buchanan said Mr. Schorr did? (Disclosure that Mr. Schorr was being in-

In Brief

Buy 'George'! Timex Corp., Greenwich, Conn., will sponsor *George*, half-hour series centered around 250-pound St. Bernard dog, in prime-time access, starting in fall of 1973. Series, produced by Winters-Rosen Productions, Los Angeles, in Switzerland, has been running in Canada on the CTV network since last fall. Winters-Rosen will handle distribution of *George* on behalf of Timex and its agency, Warwick, Welsh & Miller, New York. ■ **Douglas stays with Group W.** Mike Douglas Entertainments Inc. and Group W announcing today (March 26) that they have signed new five-year contract for production of *The Mike Douglas Show* through 1978. It's believed that contract calls for \$2 million annually to cover major elements—though not all—of daily, 90-minute talk-variety show. ■ **It's permanent.** Henry Goldberg, acting general counsel of Office of Telecommunications Policy since September 1972, has been named general counsel by OTP Director Clay T. Whitehead. Mr. Goldberg, 33, joined OTP in 1971, after five years with Covington and Burling law firm in Washington. ■ **Harvard time again.** Fifth in series of week-long sales management seminars designed to help radio and TV executives analyze and solve sales problems has been set by National Association of Broadcasters for campus of Harvard University Graduate School of Business Administration, July 22-27.

2:00 P.M., Friday March 23, 1973:

GROUP

W

PRODUCTIONS

WESTINGHOUSE BROADCASTING

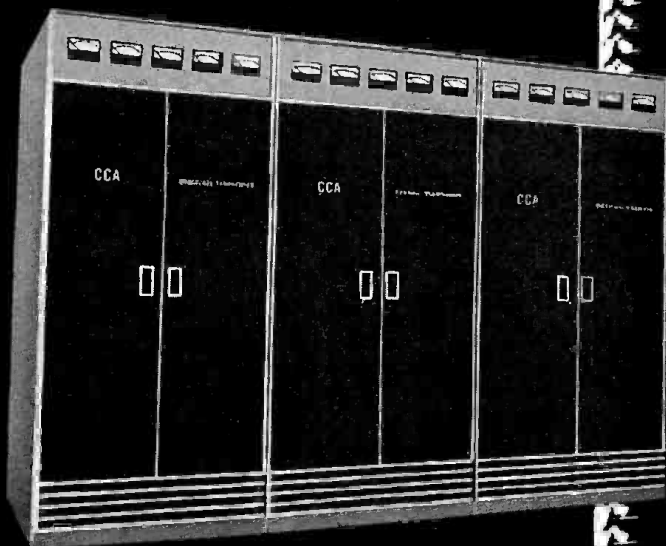
Mike Signs!

A lot of people wanted to cash in on his success. More than 2,800 performances and still taking off! Ratings climbing, stronger than ever with the all-important 18-49's. But Mike Douglas, the hottest property in TV, has signed with Group W for years to come. And we're proud of it.

[Handwritten signature]
CTIONS INC

OMPANY

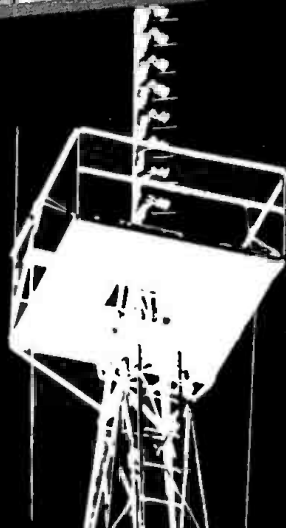
YOUR BEST COMBINATION FOR TV COVERAGE



CCA Electronics offers a complete line of UHF and VHF TV transmitters from 100 watts to 55KW featuring IF modulation, solid state exciters and field proven, long life power tubes.

CCA offers VHF and UHF antennas in low, medium and high power versions with guaranteed performance to achieve coverage where required.

Patented design permits directing patterns without added cost. Field tested at our one mile long test site assures conformance with specifications.



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Canadian subsidiary

CALDWELL A/V EQUIPMENT CO., LTD. Scarborough, Ontario

Datebook®

■ Indicates new or revised listing.

This week

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, see page 37).

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

■ **March 28**—Semi-annual East Coast membership meeting, *American Society of Composers, Authors and Publishers*. New York Hilton, New York.

March 28—Extended date for filing reply comments on proposed revision of FCC fee schedule (Doc. 19658).

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**—"Truth or Consequences in the Ad Game" conference, New York chapter, *American Marketing Association*. Luncheon speaker: David S. Den-

Major meeting dates in 1973

March 25-28—Annual convention, *National Association of Broadcasters*. Sheraton-Park and Shoreham hotels, Washington (see page 37).

May 12-16—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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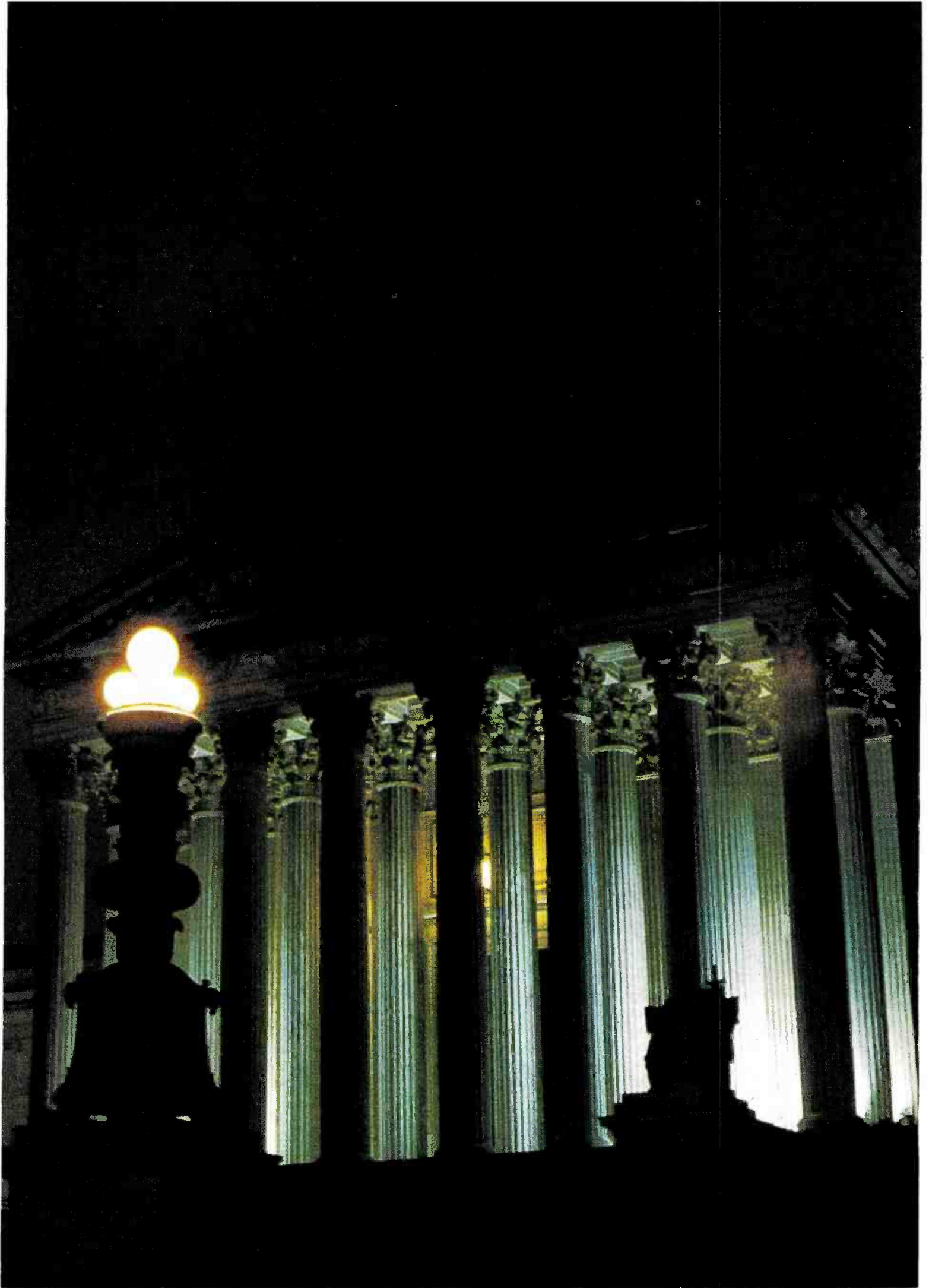
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IN THE COMPETITION OF THE MARKET."**

Oliver Wendell Holmes, Jr., 1841-1935

"But when men have realized that time has upset many fighting faiths, they may come to believe even more than they believe the very foundations of their own conduct that the ultimate good desired is better reached by free trade in ideas—that the best test of truth is the power of the thought to get itself accepted in the competition of the market, and that truth is the only ground upon which their wishes safely can be carried out. That at any rate is the theory of our Constitution."

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nison, FTC. Other speakers: Stanley Tannenbaum, Kenyon & Eckhardt; Maurice Kelley Jr., Eastern Airlines; Benny L. Kass, partner, Washington law firm, Boaberg, Hewes, Smith & Kass. Hotel Biltmore, New York.

■ **March 29**—Florida Cable Television Association annual convention. Speakers include: Clay T. Whitehead, director of Office of Telecommunications Policy; and David H. Foster, president, National Cable Television Association. Desert Inn hotel, Daytona Beach, Fla.

■ **March 30**—Deadline for filing comments on *Federal Trade Commission* guidelines on endorsements and testimonials.

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

■ **March 31**—Cable TV symposium, "Update on Cable Television: Performance and Promise," under auspices of Hollywood chapter, *National Academy of Television Arts and Sciences*. Beverly Hilton hotel, Beverly Hills, Calif.

■ **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-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 1**—Mid-America Broadcasters Association, semiannual meeting. Royal inn, Kansas City, Mo.

Also in April

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

■ **April 6-7**—Indiana Associated Press Broadcasters Association meeting. Marriott inn, Fort Wayne.

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

■ **April 8-8**—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.* Carousel 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 9-10**—The New York State Cable Television Association annual spring meeting. The Country House, Syracuse, N.Y.

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

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

■ **April 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**—Luncheon, *Federal Communications Bar Association* with Representative Torbert Macdonald (D.-Mass.), guest speaker. Army-Navy club, Washington.

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

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

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

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

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

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

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

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

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

■ **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 18**—Annual meeting, *CBS shareholders*. North Hollywood, Calif.

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

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

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

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

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

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

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

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

■ **April 26-28**—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**—Charity ball, *Bedside Network of Veterans Hospital Radio and Television Guild*. New York Hilton.

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

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

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

■ **April 28**—Radio Television News Directors Association regional seminar. Studios of KMGH-TV Denver.

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

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

May

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

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

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

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

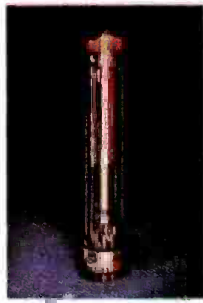
■ **May 4-5**—Region 3 meeting, *Women in Communications Inc.* Holiday inn #2, Madison, Wis.

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

■ **May 4-6**—First annual meeting, *Michigan News Broadcasters Association*. Hospitality inn, Grand Rapids, Mich.

■ **May 5**—Conference on cable TV programing for

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

May 14-15—Annual spring conference, Oregon As-

sociation of Broadcasters. Thunderbird Motor Inn, Janzen 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—West Virginia Associated Press Broadcasters Association meeting. Pipestem (W. Va.) resort.

■ May 19—Radio Television News Directors Association regional seminar. Benson hotel, Portland, Ore.

May 19-27—Video-tape 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—Luncheon meeting, Federal Communications Bar Association, with CBS President Arthur Taylor as guest speaker. Army-Navy club, Washington.

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

■ May 24-25—Annual spring convention, Arizona Broadcasters Association. Westward Look, Tucson.

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

■ May 26—Conference, California AP Television-Radio Association. Beverly Hilton hotel, Beverly Hills, Calif.

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: Clivic division/ISA, Box 187, Kensington, Md. 20795.

■ June 4—14th "Clio" Awards ceremonies and festival. Philharmonic hall, Lincoln Center, New York.

Open Mike®

Siding with CBS

EDITOR: The whole industry should be grateful to you for your March 12 editorial on the CBS decision to postpone *Sticks and Bones*. Personally, I feel that the CBS decision to postpone the program and Bob Wood's statement concerning this difficult decision were commendable indeed. Having guts enough to "put the program on even if all the affiliates objected" (as Joseph Papp put it) is one thing, but postponing the program primarily because of a sincere concern that its presentation at this particular time could completely frustrate and alienate so many millions of people underscores the kind of mature leadership and statesmanship we have all learned to expect from CBS. I'm terribly proud to be associated with a network with "guts enough" to make such a decision.—Charles H. Crutchfield, president, Jefferson Pilot Broadcasting Co., Charlotte, N.C.

Make it 202

EDITOR: Your March 12 article "The 201 on Hill who are seeking renewal relief" inadvertently left out Democratic Representative David E. Satterfield III of Virginia's third district. Congressman Satterfield has introduced two bills (H.R. 4671 and H.R. 4672) that effectively cover the same areas as the Rooney-Broyhill bill.

Since our station is located in Mr. Satterfield's district, and since Mr. Satterfield is the only member of Virginia's congressional delegation who serves on the Commerce Committee, which will consider the renewal legislation, we didn't want this oversight to go unnoticed.—John B. Tansey, president and general manager, WRVA(AM) Richmond, Va.

Job jumble

EDITOR: Concerning your "Headliner" item in the March 12 issue of BROADCASTING, may I call your attention to two errors: John Tyler, who was elected pres-

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ident and chief executive officer of Pacific & Southern Broadcasting, will continue as general manager of WQXI-TV Atlanta and not as general manager of WQXI-AM-FM, as stated. Further, James G. Rogers, not "James G. Robinson," has resigned as executive vice president, but continues as treasurer of Pacific & Southern.—Ruth Letowsky, director of publicity and public relations, WQXI-TV Atlanta.

Marriage counselor

EDITOR: The National Association of Broadcasters' document, "A License to Serve the Public" (BROADCASTING, March 12) strikes a very poor analogy in comparing license challenges to what might happen if Robert Redford could file on your wife and outpromise you, forcing denial of renewal to your marriage license.

Marriage is essentially self-regulatory. If your wife finds you're not up to performance, nothing is stopping her from divorcing you and running off with Robert Redford. Broadcasters, however, still maintain the fantasy that they are "married" to their frequency and their audiences. Unlike wives, audiences cannot divorce broadcasters. They can, however, petition to deny license renewals or file competing applications.

Marriages succeed or fail because of two-way communication. Broadcasters must begin to succeed or fail because of the presence and depth of two-way communication with their audiences as well. The public will become more and more unwilling to go to bed with a broadcaster who will wait until death before he does his part for public service. Until broadcasters realize this, we citizen groups, like a thousand nagging wives, will not let broadcasters get any sleep.—James McCuller, executive director, Action for a Better Community Inc., Rochester, N.Y.

Students to students

EDITOR: I read your article on the survey of campus carrier-current radio (March 12) with great interest. I personally and professionally disagree with surveys of college radio—frankly, because I have not yet seen one that accurately describes the medium. I think we must each time we announce a survey remember the concept of this medium varies greatly from both commercial and public radio, and yet it includes both elements of commercialism and public-service broadcasting.

This is why I would deny the survey results that less than 5% of programming is devoted to public affairs. What is truly indicated when a survey states the 5% figure and also denotes that 87% are operated by students to (21%) train broadcasters and service the campus area? The stations are designed in concept to serve students. What does the 5% figure mean in the context of college radio? It indicates a definite lack of programming material devoted to community affairs outside the campus—material only duplicating the commercial and public media if it was aired, while the whole being of campus radio is devoted to servicing the student public. And information, however meager, is aired on student affairs and it is found no other place. To reiterate, the

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1

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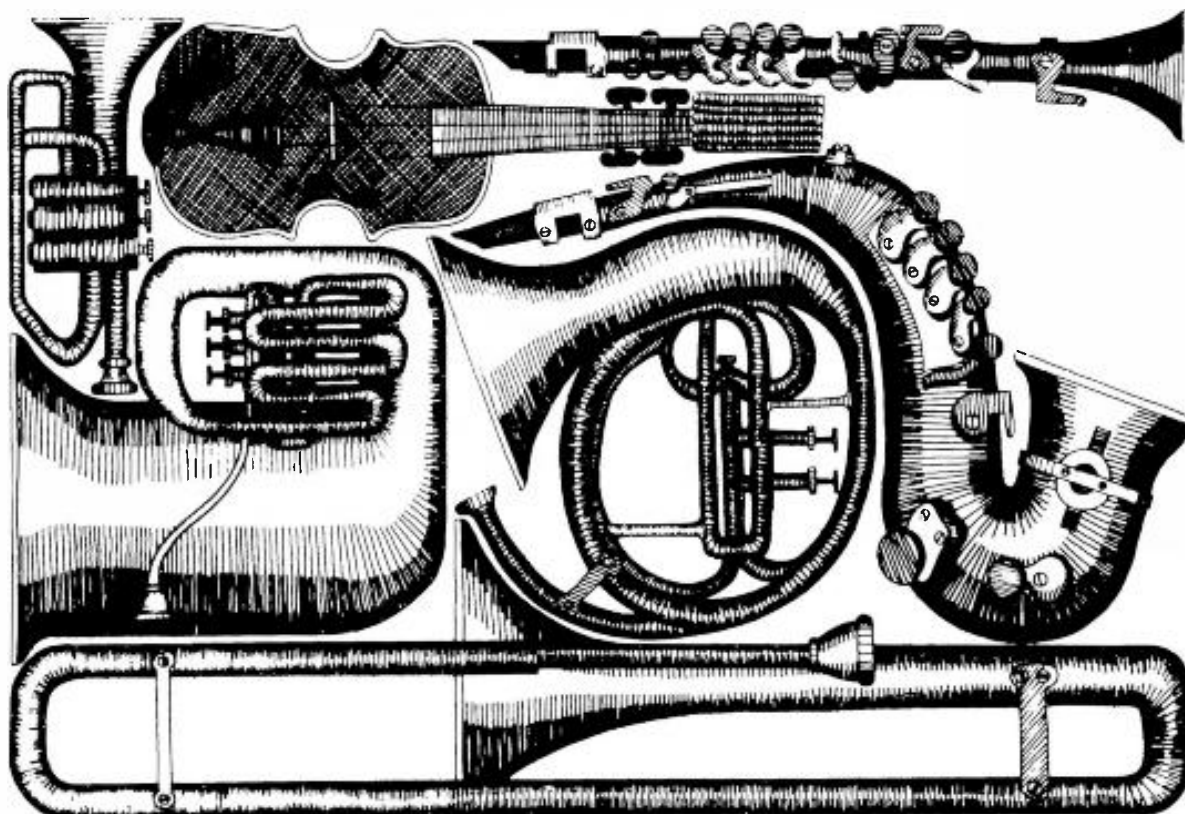
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* 1 GOOD MUSIC 12+, AVG. 1/4 HR. METRO AUD. EST.
CLEVELAND ARB OCT. - NOV. 1972 MON. - SUN., 6AM - MID.



METRO RADIO SALES

A DIVISION OF METROMEDIA NEW YORK/CHICAGO/DETROIT/LOS ANGELES/SAN FRANCISCO/PHILADELPHIA/ATLANTA/DALLAS

WLXY



1260

CLEVELAND



*CONTEMPORARY STATION IN
CLEVELAND FOR 12 YEARS.*



METRO RADIO SALES

A DIVISION OF METROMEDIA NEW YORK/CHICAGO/DETROIT/LOS ANGELES/SAN FRANCISCO/PHILADELPHIA/ATLANTA/DALLAS

college radio medium programs to students, and what is important is student affairs, not "public affairs."—*Don Grant, president, Intercollegiate Broadcasting System, Vails Gate, N.Y.*

Inflation

EDITOR: I read with much interest the "Closed Circuit" item in the March 5 issue about portable color cameras for on-scene telecasting. Reference was made to a \$50,000 Akai color camera. I think you will understand how many eyebrows were raised in our company at this high price, when, in fact, the Akai color camera sells for under \$4,000.—*Frank D. Benson, director of video marketing, Akai America Ltd., Compton, Calif.*

(The \$50,000 included costs of associated electronics systems, as the item failed to make clear.)

Didn't say yes, didn't say no

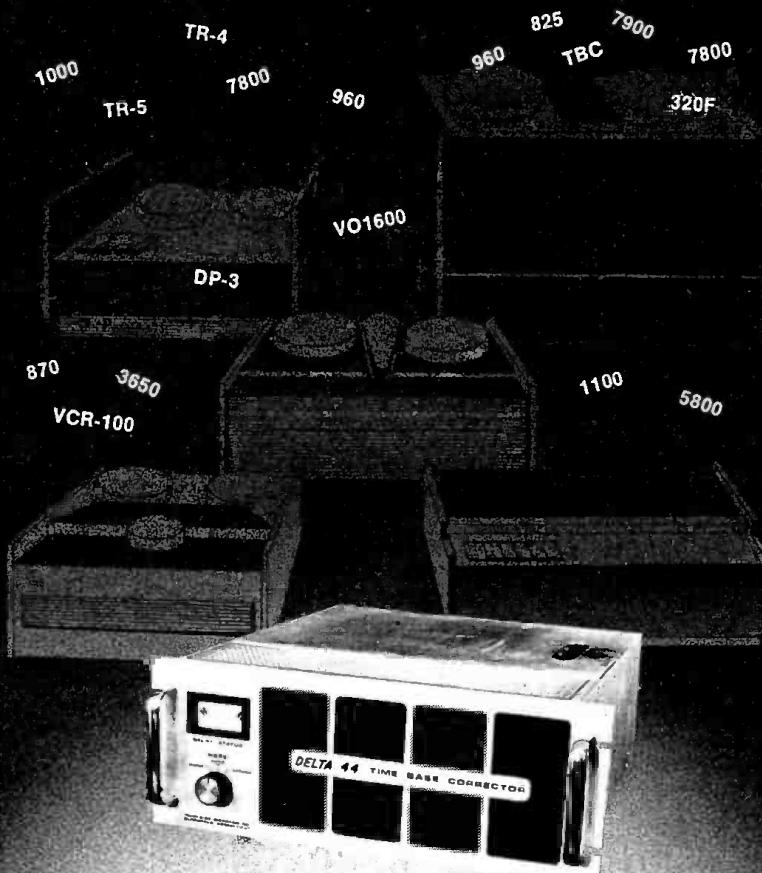
EDITOR: In the March 5 BROADCASTING you printed an article captioned: "Cry for ad reforms grows louder." In [that article] you made reference to testimony of Tony Schwartz, president of New Sounds Inc., New York, before a U.S. Senate subcommittee, erroneously stating that Mr. Schwartz supported the proposed federally funded bill which would establish a National Institute on Marketing and Health. That is simply not true. We have the entire tape of Mr. Schwartz's testimony in which he makes it patently clear that he was not taking a position one way or another on the bill.—*Irving M. Wall, attorney, New York.*

Books

Telepolitics: The Politics of Neuronic Man. Frederick D. Welhelmsen and Jane Bret. Tundra Books of Northern New York. \$10. The author's thesis is that the form—not the content—of television has created a new kind of man with a new kind of politics; has hurled him into an Orwellian age well before 1984. Through TV, they say, "image outdoes reality and reality becomes image," and politics becomes a matter of personalities and images rather than issues. In dissecting the claim of the networks to objectivity in news reporting, the authors contend that a rigid set of priorities and "an implicit ethics concerning what is important and what is not is accepted innocently by broadcasters and programers," not only in news broadcasts but in everything shown on TV.

The Open University. John Scupham. **Frequencies for Broadcasting Satellites.** Abderrazak Berrada. **Communications Satellite Tariffs for Television.** Peter Passell and Leonard Ross. All International Broadcast Institute Ltd., London. Each 50 pence (\$1.17). Monographs on major communications issues commissioned by nonprofit body based in London, with membership throughout many countries, particularly Europe and the U.S. The studies cover the origins, history and constitution of the Open University of the United Kingdom, which started in 1971; the technical and administrative problems of use of frequency in broad-

STILL LOOKING FOR THE RIGHT TIME-BASE-CORRECTOR?



Look No Further!

SEE IT ALL AT NAB BOOTH 600,
AMBASSADOR ROOM, SHOREHAM HOTEL

DELTA Series TBC Systems

Interface to all kinds of VTRs — Broadcast Quads — 1" Helicals — 1/2-inch EIAJ Portables — 3/4-inch Cassettes.

DELTA 44 MODULAR TBC SYSTEM

Five optional models with built-in proc amp — Field Convertible to work with low-cost VTRs in mono and color, with new Delta 28 TBD™ — and Delta 36 HETRO COLOR™ Modules.

DELTA 47 — PIC-PROC™ TBC SYSTEM

Time Base and Velocity Error Correction down to the proverbial Gnat's Eye — in one 7-inch standalone rack package.

DELTA 7 — VELCOR™ HUE SHIFT CORRECTOR

Standalone Velocity Error and Color Jitter Corrector — add one to your quad or heliscan VTR already equipped with its own internal TBC.

Write or phone for catalog, technical specs, and the name of your nearest demonstrator equipped distributor.



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casting satellites, especially direct broadcasting from satellites, and the issues affecting the prices charged for transmission of television programs and material over the existing Intelsat communications satellite system.

Electric Evangelism. Dennis Benson, Abingdon Press, Nashville. \$3.95. A guide for the churchman with limited money

and manpower in creating and producing religious TV and radio programming and getting it aired on local stations.

Small-Studio Video-Tape Production. John Quick and Herbert Wolff. Addison-Wesley Publishing, Reading, Mass. \$11.95.

Performing Arts Management and Law. Joseph Taubman. Law-Arts Publishers

Inc., New York. \$50 for two-volume set. An in-depth study of current copyright law—and proposed revisions—relating to television, motion pictures, pay TV, music, publishing and recording, tapes and cassettes. Two more volumes—one for the TV industry, another for the motion-picture industry—are to be published this spring and will sell for \$90. The four-volume set will cost \$125.

Monday Memo

A broadcast-advertising commentary from Barney McClure, executive vice president, Botsford Ketchum Inc., San Francisco

Fish story: What radio did for sardines from Norway

The calm voice of a UN interpreter puts into clear English the tribute someone is paying in a foreign tongue. Your radio is bringing you both voices, right from the UN floor. But wait—something's fishy here.

You bet there is. A fishiness that's climbing right through the radio and selling sardines from Norway to millions of Americans.

These radio spots are performed with tongue in cheek. That UN interpreter's last comment is: "The people who hand-pack those delicious sardines from Norway made me say this." But at the conclusion of any of the series of one-minute radio spots you realize that while you have had a little fun, you have also learned some things: Norway sardines have something different to offer; they are lightly smoked with oak smoke and carefully packed by hand. And you're suddenly hungry for a sardine snack. At least that's the way hundreds of sardines-from-Norway radio spots are affecting millions of Americans. Sales of sardines from Norway are up 30% over 1969 sales, up from 700,000 cases, when the campaign was launched by Botsford Ketchum, to nearly a million cases this year.

Perhaps more important is the fact that back in 1969 sardines from Norway were sold much too frequently on the basis of price, and more often than not discount operations accounted for the bulk of those sales. And with a few exceptions the result was a loss to Norwegian packers. Today it no longer takes a price war to move sardines from Norway off supermarket shelves. They are selling at an ever-increasing rate despite increases in their prices.

The spot campaign has run for nearly three years, using the same spots. They were created under the supervision of Botsford Ketchum and utilized top Hollywood writing, production and acting talent. They originally were scheduled in major markets only; now they are aired both on local and network (CBS) radio.

Interestingly, not only Norway sardines, which have attained a 55% share of the U.S. sardine market, but sardines of every kind have benefited from the



Barney McClure has more than 20 years of experience in all phases of commodity promotions. He currently serves Botsford Ketchum Inc., San Francisco, as executive vice president and management director of the recently established commodity division, a group of nine generic commodity clients. Mr. McClure is a true Westerner—a fourth-generation Californian and a graduate of Stanford.

pioneering effort of the Norway sardine industry. This is not attributable solely to radio advertising, which is only part of the well-rounded marketing effort that has been executed over the three-year period. Public relations, merchandising, publicity, and more active selling efforts played an important part, too.

The PR program has been targeted along a narrow, intense beam directed at that segment of the housewife market reached with frequency and editorial-copy believability in the food pages of newspapers and magazines. Tempting food photographs show how to use sardines from Norway in unusual dishes. Food editors are provided with article suggestions, along with agency-created menus, recipes and taste-provoking descriptive copy.

In 1967 the sardine industry was in the doldrums and had been for more than a decade. Brokers, wholesalers and retailers considered sardines to have a very narrow market with virtually no interest to the mass consuming public.

At that point the Norwegian fish can-

ning industry decided that promotion was essential to its future in the U.S. Sardine packers agreed to assess themselves for the purpose of launching an advertising, merchandising and public-relations campaign which they hoped would change the U.S. consumer's attitude toward sardines in general, and Norway sardines in particular. They requested and received from the Norwegian government's Trade Council a matching-fund allotment to assist in an all-out effort to turn their industry around. Next, they surveyed advertising and public-relations agencies in the United States. Generic commodity promotion experience was their primary prerequisite, and they found what they were looking for in Botsford Ketchum Inc., San Francisco. Then Arn Haug & Associates, a capable research firm, was asked to conduct a consumer survey to determine how best to win back product acceptance.

The study showed the situation was indeed bad. Less than 20% of American consumers were regular sardine eaters, and this group consumed sardines no more than three or four times per year. Per-capita consumption was only one-third of a 3¼-ounce can. The average age of the sardine eater was over 35. Furthermore, there were frustrating and unexplainable ethnic and geographic variations in consumption.

With research data in hand, Botsford Ketchum assigned the account to its commodity division and developed the initial approach to the turn-around campaign.

The advertising medium selected was, of course, radio, a radical departure for sardines. The appetite-appeal potential of magazines or television, or the immediacy of newspaper food sections might seem a more normal buy. But considering the peculiarities of sardine consumption, radio offered the flexibility of timing, the opportunity of reaching the target sardine consumer, and it offered the opportunity of specifying the geographical areas needed. Lastly, and possibly even more important, the price was right.

The big sardines from Norway turn-around is now a matter of history. What's more, the Norway sardine industry is planning to keep sales doldrums a thing of the past—by continuing a strong, well-planned advertising/public-relations program in its future.

LASSIE

America's Favorite



is available in September, 1973,
beginning her 20th season.
Lassie is in over 175 markets
and has 50 color episodes.

Lassie is sponsored by:

Campbell Soup Company

Contact: Charles Bachrach or Arthur Topol
Ogilvy & Mather Inc.
2 East 48th Street
New York, N.Y. 10017
212-688-6100 TWX 710-581-2918

WCCO RADIO OUTSCORES TV 15-1.



When it comes to ranking broadcast media, you'll find a different kind of ball game in the Minneapolis-St. Paul market. Because WCCO Radio outscores all four television stations in an analysis of comparable data from all ARB Reports for 1972. WCCO Radio wins by a one-sided margin—taking 15 out of 16 points of average quarter-hour (AQH) audience comparison. This marks the fifth year in a row that WCCO Radio has been victorious. No wonder this unique bigger-than-TV story is getting to be a legend.

Here are a few high spots from the 1972 ARB box scores:*

Persons 12+ AQH 6 am-Midnight, M-S

WCCO RADIO.....	112,750
Best TV Station.....	106,200

Adults 18+ AQH 6 am-6 pm, M-F

WCCO RADIO.....	146,850
Top 2 TV Stations combined.....	129,400

Men 18+ AQH Prime Time, M-F

WCCO RADIO (6-10 am).....	96,900
Best TV Station (6:30-10:30 pm).....	93,800

The full story—with the scores for all stations on all 16 points—is now available from your WCCO Radio or CBS Radio Spot Sales representative. It's must reading for any advertiser seeking winning results in the Minneapolis-St. Paul market.

FOR MAJOR LEAGUE ACTION...

Another winning tradition on WCCO Radio is Minnesota Twins Baseball. Again in 1973, it's the exclusive play-by-play coverage of the full American League season. New this year is the WCCO Radio sponsorship plan that combines outstanding media values (59¢ CPM) and the flexibility of spot scheduling with the excitement of big league sports. The season opens April 6. Let's play ball!

*Sources: ARB estimates. WCCO Radio—average of April-May and October-November, 1972. TV—average of January, February-March, May, October and November, 1972. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

WCCO RADIO
MINNEAPOLIS/ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

A mass movement to a scene of troubles

Focus now is turned to renewal relief as broadcasters return to Washington after four years that produced prohibition against cigarettes on air, wholesale attacks on license renewals, threats to proprietary advertising

Most of the nation's broadcasters were to converge this week on Washington in accord with a custom decreeing that annual conventions of their principal trade association will be held there every fourth year, after the inauguration of a President. The hope is that a new administration will be persuaded to subdue the hostiles who infest the federal establishment. The hope is seldom realized. But once again the migration is in progress, and soon it will be known whether this is yet another jet-age version of the lemmings' doomed excursions to the sea.

Washington has been the site of contradictions, disappointments and downright humiliations. At the opening session of the National Association of Broadcasters' 1961 convention a young President who had been elected by television debates breezed in unexpectedly with the nation's first astronaut in tow, fresh from his space capsule. That sensational curtain raiser was followed by the maiden speech of the young President's young appointee to the chairmanship of the FCC. Newton Minow discovered instant fame when he stabbed the delegates in their P&L statements with the charge that television had become a vast wasteland.

Only four years ago Richard Nixon, new in office, made a smiling appearance at the NAB's opening session, spoke about his Vietnam policies and antiballistic missiles, then much in the news, but said virtually nothing about broadcasting or broadcast regulation. At about the same time the White House was releasing the text of a letter the President had written to compliment Senator John O. Pastore (D-R.I.) for threatening legislative suppression of so-called sex and violence on the air. The President said he shared the senator's concern about "misuse" of television.

In the four years since then, cigarette advertising has been legislated off radio

and television: an FCC decision in the Boston channel-5 case has made licensees vulnerable to challenges, and the commission's efforts to repair things have been reversed by an appellate court. The fairness doctrine has been applied to some types of advertising; the principle of counteradvertising—messages intended to take issue with the content of those that advertisers place in paid time—has been vigorously espoused by Mr. Nixon's appointee, recently retired, to the Federal Trade Commission chairmanship. On the Hill booby traps await the unwary step of every passing broadcaster.

Then why are all those delegates smiling as they begin circulating through the hospitality suites? It may be partially explained by 1972 revenues that were the best in history and by 1973 sales that are on the upside. But is it also because this is the quadrennial when the hope of a turnabout in Washington will be fulfilled at last? There are those who think so.

"I am optimistic," said Grover Cobb, the NAB's senior executive vice president and over-all boss of government relations. "The lines are more open than they used to be. The dialogue is freer with both the FCC and Congress."

In legislation the NAB's principal attention now is directed to the bills that would restore the license-renewal process to the state it was in before the Boston case was decided. Mr. Cobb said he thinks there is a chance that the Congress will adopt remedial legislation this year, though the connection of license

renewals with affiliate surveillance of network news by Clay T. Whitehead, director of the Office of Telecommunications Policy, "occluded the situation."

Different experts give different odds on license-renewal relief. Among the three network vice presidents in Washington, Eugene Cowan of ABC, Richard Jencks of CBS Inc., and Peter Kenney of NBC, the range is wide, though none will be quoted. One said last week the chances of passage were "very good" before Mr. Whitehead made his Indianapolis speech last December linking renewal legislation to affiliate responsibility for network bias. Chances diminished afterward but have now "brightened considerably." In this network executive's view the White House bill would be desirable, and the legislative history compiled in hearings now going on before the House Communications Subcommittee (see page 52) would serve to disconnect it from Mr. Whitehead's observations about "ideological plugola" in network journalism.

The Washington representative of another network is less sanguine. "Renewal relief is alive but breathing heavily," he said last week. "The exact role of Whitehead is hard to appraise."

This executive lines it up this way: Favoring the bill are the broadcasters who admittedly "are better organized than ever before." Opposing it are minorities who assert it would discriminate against them in challenging incumbents. Congressmen who support the broadcasters run the risk of being tarred as



Mr. Shea



Mr. Ockershausen

Now it's a horse race. After a long week-end of thinking it over ("Closed Circuit," March 19), Hamilton Shea, executive vice president of Gilmore Broadcasting, Harrisonburg, Va., last week announced his candidacy for joint-board chairman of the NAB. Mr. Shea's entry into the election campaign promises to make a contest of what once seemed a shoo-in for Andrew M. Ockershausen, vice president of the Washington Star Station Group, Washington, the only previously announced candidate still in the race.

Mr. Shea, who supervises the broadcast activities of WVA-AM-FM-TV Harrisonburg; KODE-AM-TV Joplin, Mo.; WEHT(TV) Evansville, Ind.; and WREX-TV Rockford, Ill., currently is chairman of the NAB legislative liaison committee, but is not now an NAB board member. Previously, however, he was on the television board for four years, serving as vice chairman in his third year and chairman the fourth year during the course of two-year terms ending June 1971.

Mr. Ockershausen, responsible for the operations of WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va.; and WCIV(TV) Charleston, S.C., has been on NAB's executive committee for the last three years. He is also currently in his second year as chairman of the radio board and previously was vice chairman.

Election of a joint-board chairman to succeed Richard W. Chapin, of Stuart Stations, is scheduled for June 19 in Washington at the summer meeting of the joint radio-TV board of directors.

Right on, Gomer!



Gomer Pyle wins
bigger audiences than
year-ago programs

up 100% Amarillo
up 16% Baton Rouge
up 17% Burlington-Plattsburgh
up 4% Charleston-Huntington
up 46% Cincinnati
up 58% Dallas-Ft. Worth
up 4% Detroit
up 100% Green Bay
up 27% Hagerstown
up 717% Houston
up 81% Huntsville-Decatur
up 14% Indianapolis
up 88% Knoxville
up 46% Madison
up 18% Miami
up 34% Milwaukee
up 70% Minneapolis-St. Paul
up 106% New Orleans
up 311% Providence
up 23% San Antonio
up 1250% Savannah
up 7% Springfield
up 11% Tampa-St. Petersburg
up 186% Worcester

Source: NSI, Nov. 1972 & 1971 market reports and
Nov. 1972 Report on Syndication Programs.
Audience estimates are subject to qualifications
available on request.

Gomer Pyle wins an
average 45% more viewers
than year-ago programs
in 24 markets in his
first tour of syndication
duty.

And he's right on target.

Gomer combines an
average 42% adults with
36% kids and 22% teens
to produce the kind of
sitcom audience that wins
strong station and advertiser
support.

Draft him and get ready
for action.

Gomer Pyle

Another great sitcom
from Viacom

insensitive to minority interests. The question, he says, is whether the White House will seriously try to get its legislation passed. "If the White House decides not to use up any of its chips, there won't be any legislation," he said. "In the legislative process it's always easier to block something than to enact something."

The third network executive put the prospects in other terms: "On a scale of

10 the chance of adoption was never better than six and is now less than five." Why? "Moderate to liberal Democrats who were originally prepared to accept the accusation of racism as the price of supporting a bill that black groups oppose are unwilling to act as agents for the White House in its game to pit affiliates against network news."

Whatever the outcome on the license-renewal front, NAB officials believe they

have brought off one legislative gain by adopting new television-code restrictions on drug commercials (BROADCASTING, March 5). The action, they are confident, has forestalled legislation to suppress drug advertising on television and radio. But other measures of varying conse-

*Text continues on page 44;
below and on page 42
is the NAB convention agenda.*

The official NAB agenda

(SH for Shoreham, SP for Sheraton Park, MF for Mayflower, WH for Washington Hilton)

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 employes. 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. Invocaton: 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 Helffrich, 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 Wilber, president, Wilber & associates; Allan Page, KGWA(AM) Enid, Okla.

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,

STAN BROCK

THE JUNGLE COWBOY

an adventurer feeding his desire to accomplish what the other man talks about and is not capable of achieving.

FOUR STAR ENTERTAINMENT

Now Brings You Stan Brock in

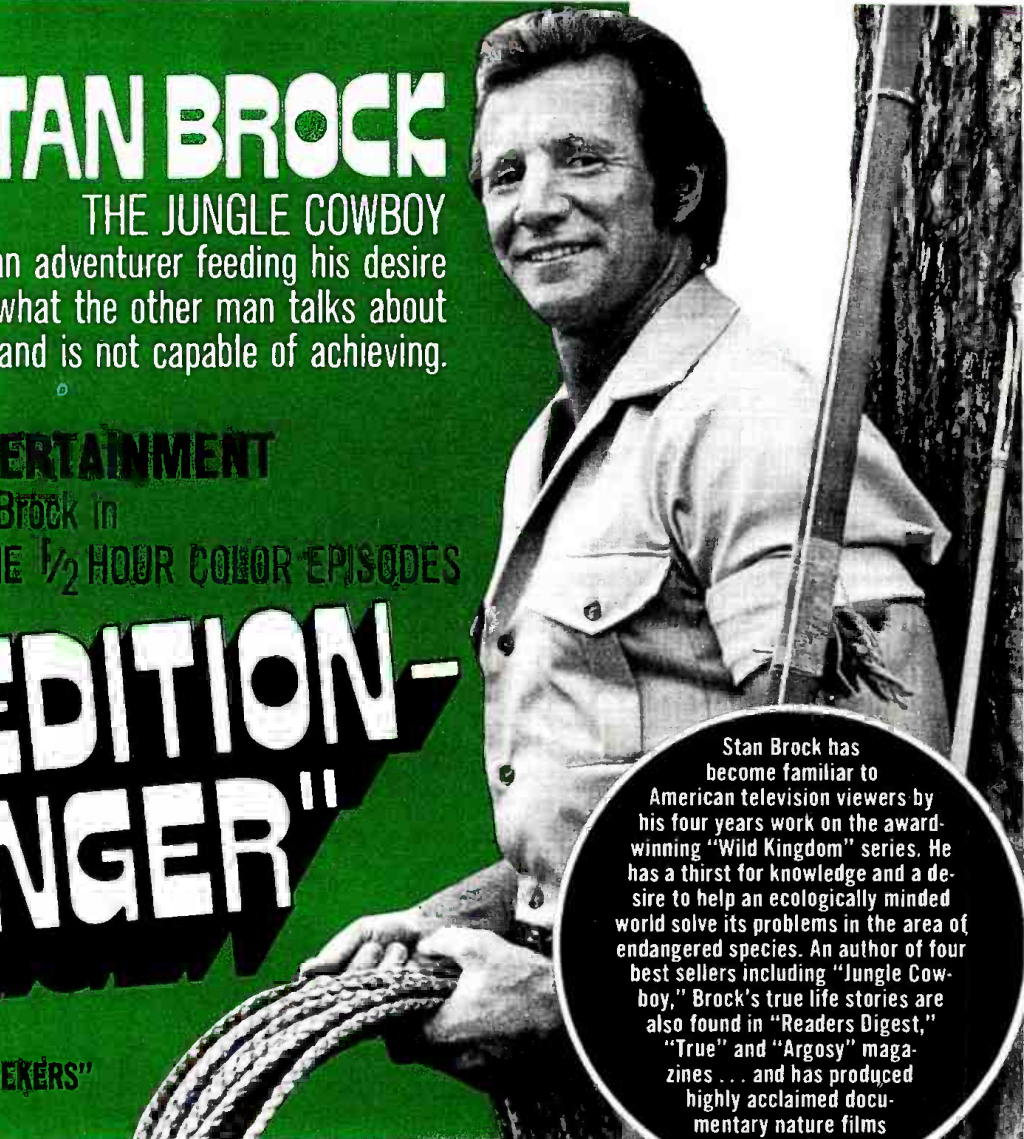
26 PRIME ACCESS TIME 1/2 HOUR COLOR EPISODES

"EXPEDITION-DANGER"

from the producers of the highly acclaimed "THRILLSEEKERS"

STAN BROCK WILL TAKE YOUR AUDIENCES ON REAL LIFE ADVENTURES... seeking scientific information as a naturalist... catch a ferocious giant wildcat that is destroying a native's small herd of cattle and transport him to distant mountains... go into the wilds in search of a lost hunting party... witness a giraffe round-up... explore the Amazon River and trek through the forbidding Brazilian Jungle... lead a safari for a research institute in need of rare venomous snake poisons...

Your viewers will go with Stan as our camera crew records the dangers, excitement, thrills and perils of civilized man as he tries to expand his boundaries, add to his knowledge, or just test his strength and brain power against an adventure... THIS IS "EXPEDITION - DANGER."



Stan Brock has become familiar to American television viewers by his four years work on the award-winning "Wild Kingdom" series. He has a thirst for knowledge and a desire to help an ecologically minded world solve its problems in the area of endangered species. An author of four best sellers including "Jungle Cowboy," Brock's true life stories are also found in "Readers Digest," "True" and "Argosy" magazines... and has produced highly acclaimed documentary nature films for the BBC.



visit us at NAB in Washington, D.C. Sheraton Park Hotel, Suite B-420 and screen EXPEDITION - DANGER... it may very well be the most important screening that you have attended this year.



400 South Beverly Drive
Beverly Hills, California 90212
(213) 277-7444

240 East 55th Street
New York City, New York 10022
(212) 421-4444

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 Malsel, 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, WTKO-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 Associa-

tion. 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. Hurlley, 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.

Sunday, March 25

8:30 a.m. Association for Professional Broadcast Education workshops. MF.

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

9:00 a.m. ABC Radio 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. Dolly Madison room, Madison hotel.

10:00 a.m.-2:00 p.m. Management workshops, sponsored by McGavren-Guild. Presidential suite, Watgate 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 the Rev. Kenny Sweeney, president of UNDA and director of communications for the Diocese of Indianapolis. Following 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 Radio 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 Radio 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.

7:00 p.m. Rocky Mountain Broadcasters Association banquet. Senator Frank Moss (D-Utah) speaks. WH.

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.

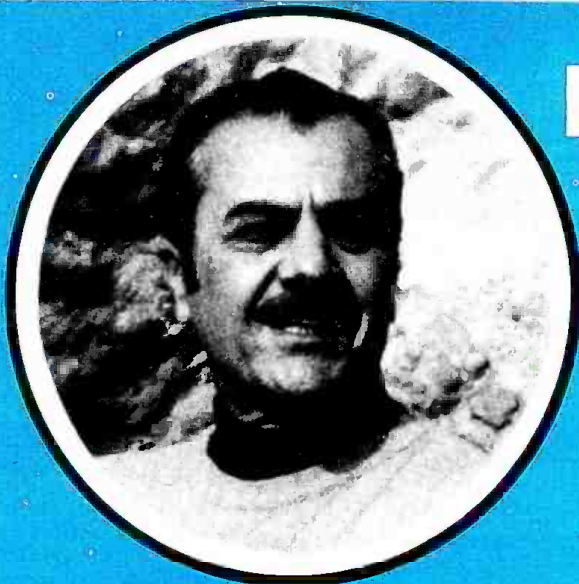
2:30 p.m. NAB board of directors meeting. Virginia suite, SP.

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.



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quence and support still command broadcaster attention. Among them:

▪ S. 805 by Senator Frank Moss (D-Utah) and H.R. 2744 by Representative Robert Tiernan (D-R.I.) to establish a federally funded institute to study the impact and effects of advertising. "This looks harmless enough in its original form," said one network vice president last week, "but sooner or later that institute would begin producing antiadvertising material." Said Mr. Cobb: "I get queasy thinking about it. That institute would get into counteradvertising, kid shows, proprietary remedies."

▪ S. 966 by Senator Gaylord Nelson (D-Wis.) to require, among other things, that all drug advertising be cleared by

the Food and Drug Administration and that it contain complete information on therapeutic values and possible side effects. "That," said one Washington operative, "is the sort of copy print can accommodate but we can't."

▪ S. 1231 by Senator Moss to eliminate advertising of alcoholic beverages as a tax-deductible expense.

▪ H.R. 4397 by Representative Jerry Pettis (R-Calif.) to prohibit broadcasting of alcoholic-beverage advertising during hours when children may be tuned in.

There are perhaps 20 other bills of direct application to broadcasting pending in the Congress to deal with such matters as the measurement of alleged violence on television, elevation of ceil-

ings on political-campaign spending, prohibition of television blackouts of sports events if sold out, modification of the equal-time law for political candidates.

Perhaps the liveliest prospect for legislative interest is promised by a bill not yet introduced—to establish fees that cable television will pay to copyright owners. In the aftermath of an appellate-court decision holding cable systems liable for copyright payments on the distant signals they import, a revival of Hill interest in new copyright legislation is expected. In that, there will be three sides—broadcasters, copyright owners and cable interests, and perhaps a fourth element among the broadcasters. The Association of Maximum Service Telecasters will insist that any copyright bill contain a "graveyard clause" embedding FCC rules on cable carriage in the law, where they could be changed only by an act of Congress. "That," said Lester Lindow, executive director of AMST, "is the important part. Broadcasters aren't vitally concerned with the schedule of copyright fees that may be adopted."

When delegates' minds stray this week from problems on the Hill they can turn to the other principal pressure point, the FCC. There the head of steam may be somewhat abating, but Washington representatives think the gauge will stop long before it gets to zero.

This, of course, is the year in which, as broadcasters note with unanimous relief, Nicholas Johnson's term on the FCC at last expires. And who is to succeed him? Little matter to those who have had to deal with him. "This is one time," said a network official, "that I prefer the devil I don't know to the devil I do."

It is also the year in which Chairman Dean Burch is expected to leave for larger enterprises. There are some broadcasters, the more militantly anticable, who hope for a successor who will be more congenial to their aims. In their view Mr. Burch has inclined toward cable interests when the broadcasters wanted him to incline toward them.

That view is reflected in the concern that most broadcast-establishment figures now express about the outcome of rule-making to impose restrictions on what broadcasters call the threatened siphoning of movies and sports from commercial television to pay-cable television. All of the comments have been in the FCC's hands long enough for staff analysis, and a decision is due. Some broadcasters find it an "ominous silence," as one described it, and fear that there may be sentiment among commissioners to give broadcasters less protection than they want.

Other rulemakings of prime importance also await disposition. Among them:

▪ The one-to-a-market proposal to prohibit common ownerships in the same markets of television and radio stations, television stations and newspapers and cable systems and newspapers.

▪ The proposal to limit or prohibit commercials in children's-television shows and to impose minimum criteria on the programming.

▪ The proposal to legitimize the re-

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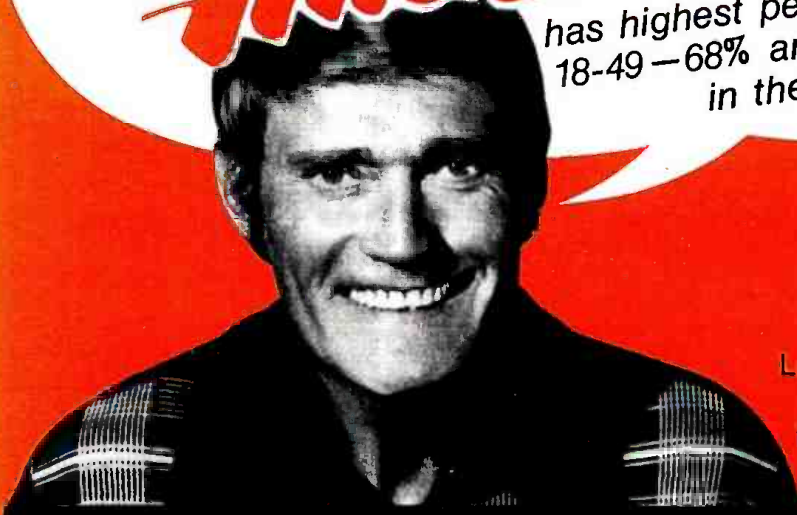
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San Diego	
Portland	
Chicago	Wk. of Feb. 7-13, ARB
Los Angeles	
Cleveland	Jan. '73, ARB
Wash., D.C.	

and from **CHUCK CONNORS** here are some further facts and figures

SEATTLE - KIRO - 7:30 p.m. - Friday Of all 7:30 p.m. access shows on this station, THRILLSEEKERS is #1 with men 18-49 and #2 with women 18-49. Source: November 1972 ARB

SAN DIEGO - KFMB - 7:30 p.m. - Friday #1 in rating and share and all demographics in direct competition to TO TELL THE TRUTH and PRICE IS RIGHT. Source: November 1972 ARB

PORTLAND - KOIN - 6:30 p.m. - Saturday Huge 41 share in a 4 station market, reaching far more women 18-49 than other 3 stations combined; also far ahead of all other stations in men of all ages. Source: November 1972 ARB

CHICAGO - WMAQ - 6:00 p.m. - Saturday #1 in women and men 18-49 compared to other 2 affiliated stations in first rating. Source: February 7-13, 1973 weekly ARB

LOS ANGELES - KNBC - 7:00 p.m. - Saturday Dominate #1 in direct competition to LAWRENCE WELK, U.F.O., PARENT GAME, BOWLING FOR DOLLARS, MOVIES, NEWS, and IT TAKES A THIEF. Seven station market. Source: January 1973 ARB

CLEVELAND - WJW - 7:30 p.m. - Tuesday #1 with women 18-49 vs. THE PRICE IS RIGHT, KILDARE, DRAGNET, and LUCY. Total men 18-49 are equal to two other affiliates combined. Five station market. Source: January 1973 ARB

WASHINGTON, D.C. - WTOP - 7:30 p.m. - Friday Of all 7:30 p.m. access shows, THRILLSEEKERS has the highest share of women 18-49 and very close 2nd with men 18-49 though just started in January. Source: January 1973 ARB

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imbursement of expenses incurred by challengers to broadcast licensees.

▪ Refinements in license-renewal procedures (BROADCASTING, March 19).

And still in progress is the re-regulation of radio, intended to remove some of the encrusted rules that broadcasters contend have no modern meaning. About that, said the NAB's Mr. Cobb, broadcasters may be hopeful.

However, if all else fails to swing the FCC toward moderation there awaits a remedy in the form of legislation introduced but never seriously considered. H.R. 3252 and 3254 by Representative John Dingell (D-Mich.) would abolish the FCC and distribute its functions to other agencies.

Addenda

Following are companies at the NAB convention in Washington which were not available for inclusion in the BROADCASTING, March 19 special report. List also includes revisions and corrections to the earlier compilation.

Hotel abbreviations: SP-Sheraton Park; SH-Shoreham; WH-Washington Hilton.

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sonnel: Frank Marx, Tom Einstein, Edward Hamilton.

Kline Iron & Steel Co. SH D306

1225 Huger Street, Columbia, S.C.

Product: Towers.

PAMS Electronics SP F540

4141 Office Parkway, Dallas 75204

Product: Distributor and representative for various equipment lines.

Rowe International SP M390

75 Troy Hills Road, Whippany, N.J. 07981

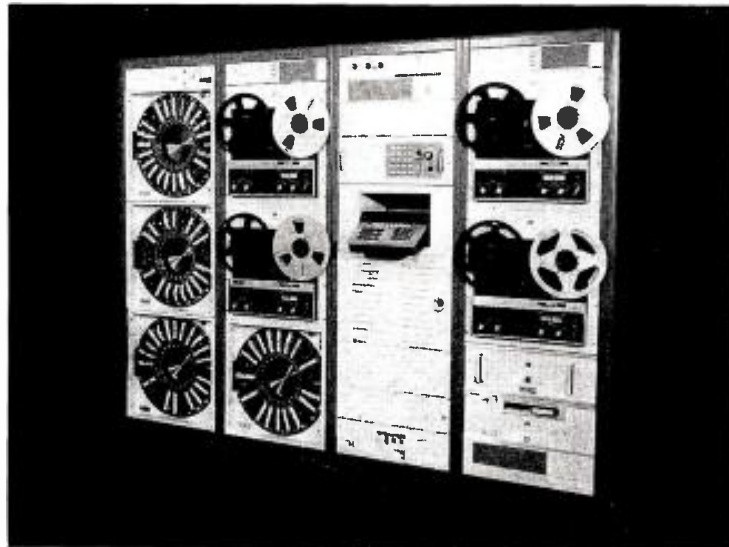
Product: CPC-75 player/recorder, CPC-60 and CPC-10-1 background/music player, central-studio music service. Personnel: Russ Eckel, Bob Johnson.

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TV program exhibitors

Capricorn Productions Solar Suite, WH
711 Third Avenue, New York 10017

Product: *Living Easy with Dr. Joyce Brothers* (195). Personnel: Dan Helpern, Ed Pierce, Dennis Kane, John Murphy, Vic Bikel, Marty Pollins, Mike Seligman.

Century 21 Productions WH
21 Turtle Creek Square, Suite H, Dallas 75219

Product: TV audio/video ID and intro series; Telesounds, TV audio thematic series. Personnel: Mike Eisler, Tom McIntyre, Al Shore, Jim Kerr.

Trans-American Video Inc. SP K300

5900 Wilshire Boulevard, Los Angeles 90036

Product: *Animal World* (26), *Nancy Wilson Show* (65), *King Family* (three specials). Personnel: Leslie Wallwork, Jim Isaacs.

Winters-Rosen Productions/Georgetown Inn Distribution

10 East 49th Street, New York, N.Y. 10017

Product: *George* (26), *George Kirby Show* (26), *Rollin* (26), *Story Theatre* (26), *Roger Ramjet* (156), entertainment specials (12). Personnel: Burt Rosen, Ernie Glucksman, Pierre Watkins, Tad Reeves, Len Hammer, Bill Madden, Tom Keegan.

Yongestreet Productions WH

357 North Canon Drive, Beverly Hills, Calif. 90210

Product: *Hee Haw* (26), *New Hollywood Palace* (26). Personnel: Nick VanOff, Alan Courtney, Sam Lovullo and Jerry Franken (of McFadden, Strauss & Irwin, PR representative).

Radio program exhibitors

Century 21 Productions WH

21 Turtle Creek Square, Suite H, Dallas 75219

Product: ID's, commercial production and related services. Personnel: Mike Eisler, Tom McIntyre, Al Shore, Jim Kerr.

Century System Solar Suite, WH

Product: Adult popular-good music. Personnel: Gordon Potter.

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Product: Big Country, Old Gold, New Day, Something to Love, Rock and Roll Reunion, Black Gold, Music City Hotline, Hollywood Plus, Music People, Legend Makers (all 24-hour, full-format automated radio programs).
Personnel: Bo Donovan, John Price.

PAMS Inc. **SP F540**
 4141 Office Parkway, Dallas 75204
Product: Jingles, music productions, three music services. *Personnel:* Bill Meeks, Dennis Meeks, Jerry Atchley, Alan Box, Fred Hardy, Jim Ford, Bob Bruton, Dick Dimier.

TM Productions and TM Programming **SH G600**
 3103 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 Burns.

Networks

Keystone Broadcasting System **SP D700**
Personnel: Sidney J. Wolfe, Harry Albrecht, Kathy Gaines, George Perkins, George Caccipio.

BPI contingent. *Broadcasting magazine is attending this year's National Association of Broadcasters convention with the following representatives. Its 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 Zeidenberg, Dan Rudy, Fred Fitzgerald, Al Jarvis, Don Richard, Mike Shain, Carol Dana and Ann Cottrell. *Business:* Maury Long, Dave Whitcombe, Larry Kingen, John Andre, Bill Merritt and Stan Soifer.

Representatives

Buckley Radio Sales **Watergate**
Personnel: Richard D. Buckley Jr., Robert V. Coppinger, David C. Croninger, Mel Trauner, Mike Weiner, Arne Ramberg, Tom Beauvais, Bob Kerrigan, Tom Blose, Sam Hall.

Century National Sales **Solar Suite, WH**
Personnel: Allan S. Klamer, Marv Korach, Gordon Potter.

Devney Organization **Embassy Row**
Personnel: Ed Devney, Al Spiegel, Bob Walton.

Herbert E. Groskin & Co. **WH**
Personnel: Herbert Groskin, Dianna Groskin, William Dunn.

Bernard Howard & Co. **WH**
Personnel: Bernard Howard, Jack Davis, Bob Weiss, Carter Jones.

Others at convention

Association of Independent Television Stations **SH**
Personnel: Herman W. Land, Roger D. Rice, Naomi (Nicki) Goldstein.

Atwood Richards Telescreen **SH G409**

Image Transform Inc. **WH**
 4142 Lankershim Boulevard, North Hollywood, Calif. 91602

Personnel: Robert Sher, Warren Rosenberg, Bryon Hickox, Robert Ringer, John Lowry, Jack Sinclair, Paul Hudson, Kenneth Holland.

Media Statistics Inc. **SH A601**
Personnel: James Siler, Tom Church, Pam Robertson, Jean Jacobs, George Arnold.

Media Stock Exchange **WH**

Gunnar A. Olsen Corp. **WH**

Radio Advertising Bureau **SH G808**
Personnel: Miles David, Robert H. Alter, Carlton F. Loucks, Richard J. Montesano, Peter J. Romanov.

Ralph Stachon & Associates **SH A402**



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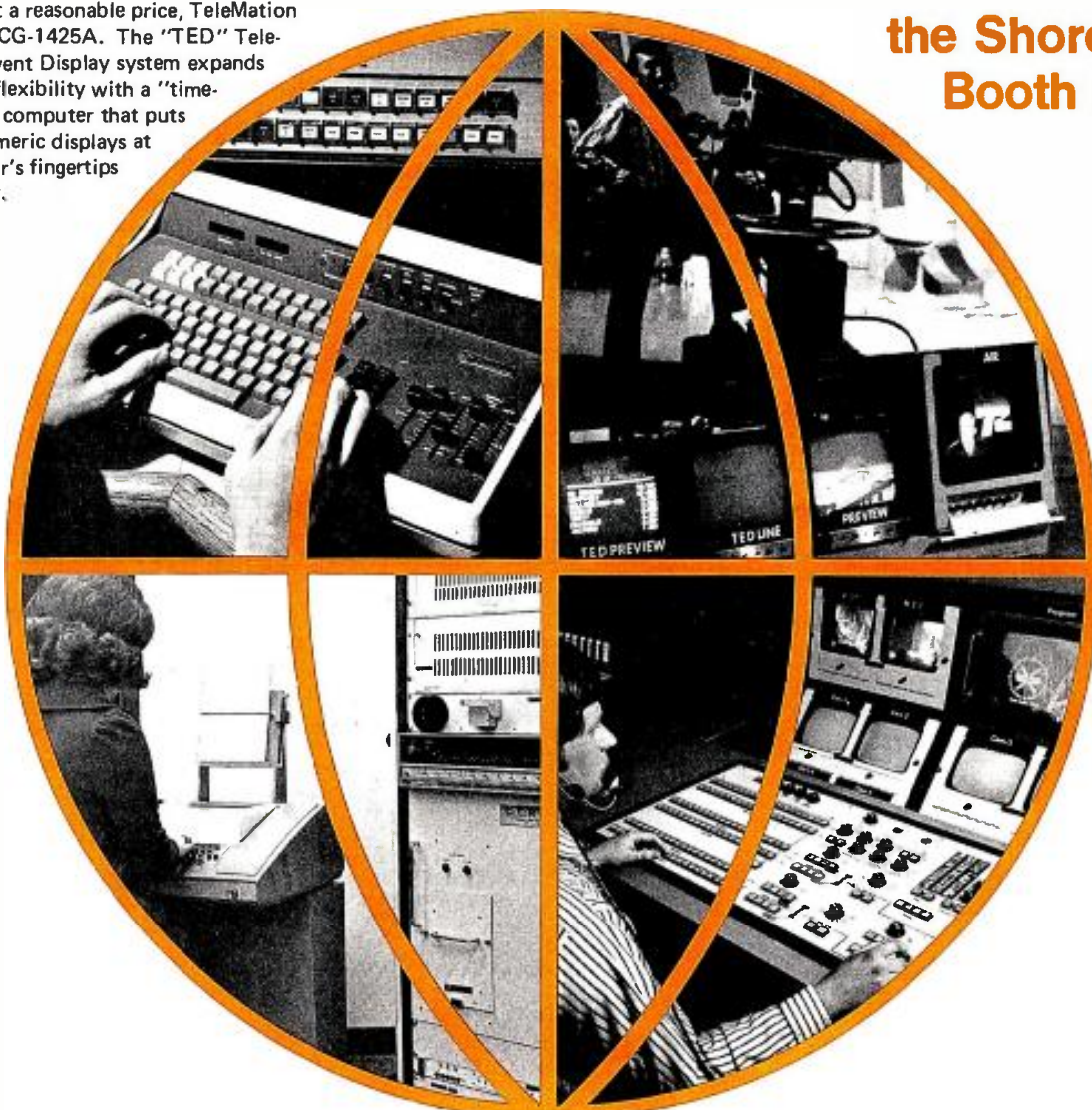
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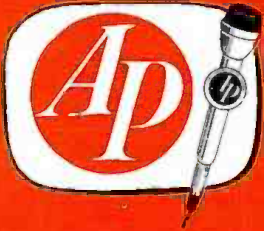


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Broadcasters press for fair shake at renewal time

Testimony at Macdonald hearing underscores need for revamping present system, but witnesses are wary of too-tight guidelines

NBC President Julian Goodman and other broadcast witnesses at last week's House hearings on license-renewal legislation supported an overhaul of the renewal process but shied away from the

strict performance guidelines that Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) has favored since the hearings began two weeks ago (BROADCASTING, March 19).

Mr. Goodman testified that NBC believes a five-year license-renewal period "would bring about greater stability and reduce the growing administrative burdens of the three-year license-renewal process. Equally important—perhaps more important—is a procedure that does not automatically require a full-scale hearing every time someone files a competitive application against a renewal."

He said "the emphasis of the renewal process should be on the good-faith efforts of the licensee to serve the needs and interests of his audience. This ap-

proach will enable stations that do a substantial job of meeting public interests to continue in operation. At the same time it provides a basis for terminating a license where this is not the case."

NBC, he said, supports legislation with this objective—including H.R. 5546, the administration's proposal introduced two weeks ago by House Commerce Committee Chairman Harley Staggers (D-W. Va.) and Representative Samuel Devine (R-Ohio), ranking minority member of the Commerce Committee.

"In supporting the general goal of this bill," said Mr. Goodman, "we want to emphasize that consideration of it should be wholly separated from the rhetoric and atmosphere with which it was first announced" by Office of Telecommunications Policy Director Clay T. Whitehead.

Mr. Goodman cited Mr. Whitehead's statement that "station managers and network officials who fail to act to correct imbalance or consistent bias from the networks—or who acquiesce by silence—can only be considered willing participants, to be held fully accountable by the broadcaster's community at license-renewal time." Indicating he thought this was an attempt at government intervention in news content, Mr. Goodman said that renewal legislation "should in no way be coupled with an implied threat to exercise government influence over broadcast news."

One of Mr. Macdonald's first questions was whether Mr. Goodman thought the FCC should establish specific guidelines on performance standards. Mr. Goodman replied that remedial legislation—perhaps along the lines of the FCC's proposal, which differentiates between substantial and minimal service in a comparative hearing—coupled with a five-year license provision would be the best solution.

Referring to Mr. Goodman's comments about government control of the news, Mr. Macdonald reminded Mr. Goodman that OTP has no control over licensees. "I can guarantee you that Congress will not stand by and let any arm of government dictate the news," he said.

What about a bill that would extend the renewal period and exclude the considerations involving local residency, ownership-and-management integration and multiple ownership to try to avoid ad hoc remaking of the rules? In reply to that question from subcommittee member Lionel Van Deerlin (D-Calif.), Mr. Goodman said: "I think that would be quite workable."

Charles H. Tower, executive vice president of Television Stations Division of Corinthian Broadcasting Corp., cited five reasons why "the need [for renewal relief] is both immediate and intense":

- To restore stability to the industry. "I know of no other regulated industry," he said, "where the right to exist is subject to competitive challenge every three or four years . . . no situation in which someone can come along and take away what I have built simply by alleging that he can do it better."

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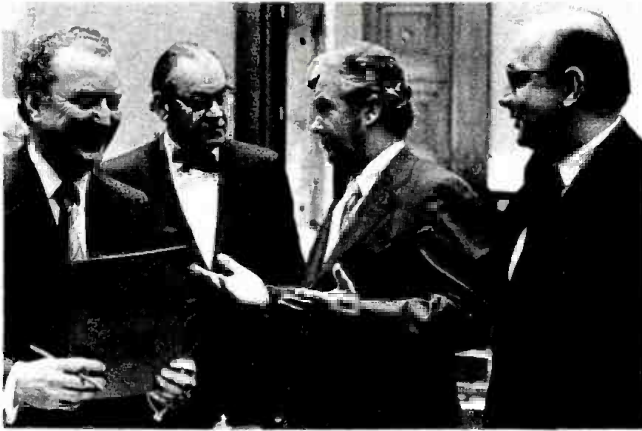
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SEQUENTIAL





NBC contingent. President Julian Goodman (l) appeared before the Macdonald hearings in company of aides Thomas Ervin, executive vice president; Peter Kenney, Washington vice president, and Corydon B. Dunham, vice president-general counsel.



Mutual's own. This prehearing conference included (l to r) Mrs. Henry Rau, Mr. Rau, Richard Brown, Hollis Seavey (of the National Association of Broadcasters) and Mike Michaelson (of the radio-TV gallery). In background Sam Anderson.

audiences and advertisers. "The five Corinthian [TV] stations," he said, have \$13.5 million on a cost basis tied up in land, buildings, and capital equipment. This is a substantial sum for a company whose sales are about \$25 million a year." He added that the stations' commitment for programming in 1972 was nearly \$2 million.

■ In fairness to those involved in broadcasting — employes, management and stockholders.

■ To "restore integrity to the adminis-

trative and judicial process." The WHDH decision, said Mr. Tower, is "offensive to an elemental sense of fair play and justice."

■ To remove the danger that politics — either from the legislative or executive branch — could enter the renewal process. Another danger to the renewal climate, he said, is that licensees — in their own self-interest — will be compelled to follow the programming preferences of the FCC majority.

Five-year licenses are desirable, he

said, but there are two principles basic to the solution: that a broadcaster "should be judged on his record of program performance in the context of the needs of his area," and that "the structural rules should not be changed case-by-case."

As he had two weeks ago, Mr. Macdonald discounted the importance of the WHDH decision. But Mr. Tower pointed out that the case could have "general application," a danger he pointed to a number of times.

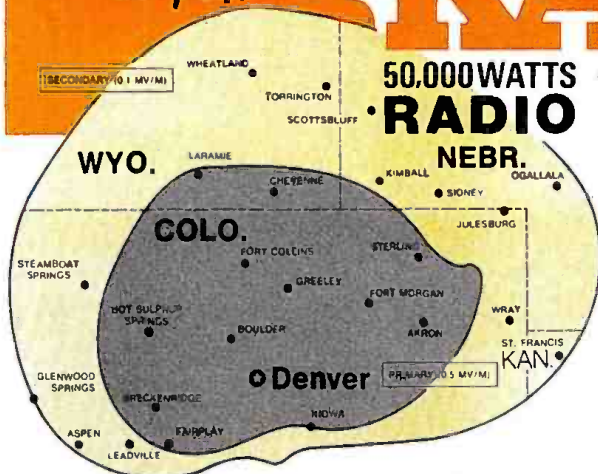
In answer to Mr. Macdonald's question

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on guidelines, Mr. Tower replied that a more complex but more realistic solution would be some form of community ascertainment. "The idea of talking to people in the community in some way is essential," he said.

G. Bennett Larson, executive vice president and general manager of Flower City Television Corp., licensee of WOXR-TV Rochester, N.Y., told how his station had been subjected to "extortion" by local groups demanding increased minority programming and hiring in return for considering a withdrawal of their petition to deny WOXR's license. He urged the subcommittee to reaffirm the licensee's responsibility for his programming, to condemn such extortion practices and take steps to shorten the petition-to-deny process

so that the commission would have to issue a decision within five months after the filing of a renewal application. Mr. Larson also asked the subcommittee to make clear that a licensee may not be coerced in any way to employ anyone it does not need. (Mr. Van Deerlin noted later in the hearing that, according to FCC records, WOXR has 78 full-time employees, of whom one is a black and three are American Indians.)

The commission should be empowered to issue five-year licenses, said Mr. Larson, but "should stay out of the day-to-day decisions of programming, commercial load, copyright, fairness doctrine, censorship, children's programs, news and access time."

"For the past four years I have watch-

ed the progressive terror of license protest systematically follow the renewal calendar," said Harold Krelstein, president of Plough Broadcasting Co. "The approach of the protestant is not marked with civility and reason. Instead, it's insult, obscenity, harangue and threat."

Mr. Krelstein said measures should be taken to shield broadcasters from indiscriminate petitions and other threats. "If order, stability and continuity of our system of broadcasting is to survive," he said, "a five-year license renewal system embracing checks and balances . . . must be enacted into law by this Congress. . . ."

In answer to Mr. Macdonald's familiar question about performance guidelines, Mr. Krelstein indicated that such yardsticks would "create sameness" and destroy the specialized services of radio.

The reply to that same question from Ancil H. Payne, president of King Broadcasting Co. was that it is difficult to establish such standards and to rate program content. Congress and the FCC should, on First Amendment principles, stay out of the programming area, he said.

In his prepared testimony, Mr. Payne contended "that the licensing procedure has become so oppressive and even perilous as to be at least partially self-defeating. . . . It would seem logical and reasonable to reduce this investment in time, energy and paperwork and allow broadcasters to employ their resources toward better programming. . . . Simplifying applications and extending the license period from three to five years would be a step in the right direction."

Once licensed, Mr. Payne said, a broadcaster should receive renewal if he has lived up to the promises he has made; otherwise, his license should either be revoked or become a matter of competition.

The concern of minority and other groups about gaining access to broadcast facilities is a legitimate one, Mr. Payne said. "Congress can, through proper funding and capital financing, enable already well-trained minority groups to legally and properly acquire ownership right now."

Other witnesses who favored license-renewal relief included Mutual Affiliates Advisory Committee President Henry Rau and committee members Richard Brown, Sam Anderson and Edwin Mullinax.

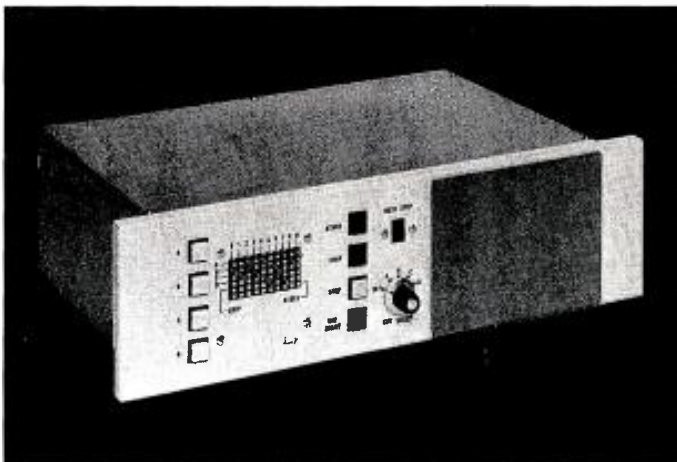
Mr. Rau suggested inclusion in renewal legislation of a requirement that a challenger post a bond to cover the expenses of the station if its strike application is unsuccessful.

Another suggestion, which Mr. Van Deerlin termed "excellent," came from Mr. Mullinax. It was for replacing the massive renewal detail required by the FCC with a 300-500-word summary, describing past performance and future plans.

Virginia Pate Wetter, president and general manager of WASA(AM)-WHDG(FM) Havre de Grace, Md., came out in favor of licenses in perpetuity, subject to periodic review by the FCC, which would place heavy emphasis on past performance.

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73-18

Changing Hands

Announced

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

▪ **KTIB-AM-FM** Thibodaux, La.: Sold by Delta Broadcasters Inc. to James J. Buquest Jr., Ken Watkins and Raymond A. Saadi for \$300,000. F. H. Block is president of the selling firm. Buyers have ownership interests in **KHOM(AM)** Houma, La. They plan to spin off **KTIB-FM** to another interest, the identity of which was not disclosed. **KTIB(AM)** operates daytime on 630 khz with 500 w. **KTIB-FM** is on 106.3 mhz with 3 kw and an antenna 285 feet above average terrain. Broker: Chapman Associates.

▪ **WTVY(FM)** Dothan, Ala.: Sold by F. E. Busby and others to Farnell O'Quinn and others for \$250,000. Mr. O'Quinn has interests in **WUFE(AM)** Baxley, **WULF(AM)** Alma, **WUFF(AM)** Eastman and **WOFE(AM)** Rockwood, all Georgia. **WTVY** operates on 95.5 mhz with 100 kw and an antenna 1,078 feet above average terrain. Broker: Hamilton-Landis & Associates.

▪ **WKOL(AM)** Amsterdam, N.Y.: Sold by Paul E. Carpenter to Manuel N. Panosian for \$100,000. Mr. Carpenter retains **WCBA(AM)** Corning, N.Y. Mr. Panosian has controlling interest in **WIQT(AM)-WQIX(FM)** Horseheads, N.Y. **WKOL** is a daytimer on 1570 khz with 1 kw. Broker: Keith W. Horton Co., Elmira, N.Y.

▪ **WLSC(AM)** Loris, S.C.: Sold by Pee Dee Broadcasting Co. to H. R. (Tad) Fogel, Carl D. Cooke and James C. Roling for \$71,000. Mr. Fogel has an interest in **WINH-AM-FM** Georgetown, S.C. Messrs. Cooke and Roling are local businessmen with no other broadcast interests. **WLSC** is a daytimer on 1570 khz with 1 kw. Broker: Chapman Associates.

▪ **WUAV(FM)** Henderson, Ky.: Sold by Futura Sound Inc. to Richard Albright, James K. Miles, Walton N. Smith Jr., Herbert E. Baggett and Bob Wicks for \$65,000. Messrs. Albright and Miles have ownership interests in **WBAR(AM)** Bartow, Fla., at which Mr. Miles is station manager. Mr. Wicks is an employee of **WJZM(AM)** Clarksville, Tenn. Messrs. Baggett and Smith are Clarksville businessmen. **WUAV** operates on 103.1 mhz with 3 kw and an antenna 300 feet above average terrain. Broker: Chapman Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 125):

▪ **WEST-AM-FM** Easton, Pa.: Sold by the Steinman Stations to Sound Communications Corp., for \$760,000. John F. Steinman is board chairman and Clair McCollough is president of the Steinman group, which is based in Lancaster, Pa. Principals of the buying firm are Frank G. Stisser, Wallace J. Borker, and Roy M. Schwartz. Mr. Stisser, a principal in a Riverside, Conn., real-estate firm, was

once with old C. E. Hooper research firm. Mr. Borker is a New York attorney. Mr. Schwartz is a 50% partner in Media-Max, a New York advertising-services firm, and in Roy Barry Programs, a TV production firm there. WEST(AM) operates full time on 1400 khz with 1 kw day and 250 kw night. WEST-FM is on 96.1 mhz with 50 kw horizontal, 47 kw vertical.

▪ WLOH(AM)-WHGC(FM) Princeton, W. Va.: Sold by Mountain State Broadcasting Co. to Betap Corp. for \$250,000. Buying principals are Henry Beam, Herbert M. Taylor and William S. Propst. Mr. Beam is sales manager of WAAY(AM) Huntsville, Ala. Mr. Taylor is president and 90% owner of Service Steel Inc., a Huntsville steel construction firm. Mr. Propst is president of K-Mart Pharmacy, Detroit. WLOH operates full time on 1490 khz with 1 kw day and 250 w night. WHGC is on 95.9 mhz with 3 kw and an antenna 285 feet above average terrain.

▪ KANA(AM) and CP for KGLM(FM) Anaconda, Mont.: Sold by Magicland Broadcasting Co. to Jack K. and Jean M. Boley for \$127,000. Mr. Boley is advertising and circulation manager of the Anaconda Leader, a biweekly newspaper. Mrs. Boley is an employe of the Magicland-Gregson Project, a research complex under construction in Anaconda. KANA is a daytimer on 580 khz with 1 kw. KGLM is authorized for operation on 97.7 mhz with 215 w and an antenna 950 feet above average terrain.

▪ WHEL(AM) New Albany, Ind. (Louisville, Ky.): Sold by Robert Brown, receiver in bankruptcy for Shell Broadcasting Inc. to WHEL Inc. for assumption of liabilities up to \$200,000. James J. Nathan is president and major stockholder (32%) of the buying firm, which includes nine other principals. Mr. Nathan is general manager of the station. WHEL operates daytime on 1570 khz with 1 kw.

Issue piles on issue in KORK-TV proceeding

Both competitor for and licensee
of station have to go to hearing
on increased complexities

The comparative hearing in which Las Vegas Valley Broadcasting Co. is attempting to unseat Don W. Reynolds's KORK-TV Las Vegas from its channel-3 facility took a new turn last week when the FCC's review board added hearing issues against both parties.

Western Communications Inc., licensee of KORK-TV and a subsidiary of Mr. Reynolds's Donrey Media Group, was assessed a comparative hearing issue to determine whether Valley should be preferred over it as a result of FCC findings that two other Donrey stations, KOLO-TV Reno and KFSA-TV Fort Smith, Ark., had engaged in illegal clipping of network material. KFSA-TV last year paid a \$5,000 fine after the commission determined that it had cut away prematurely from certain

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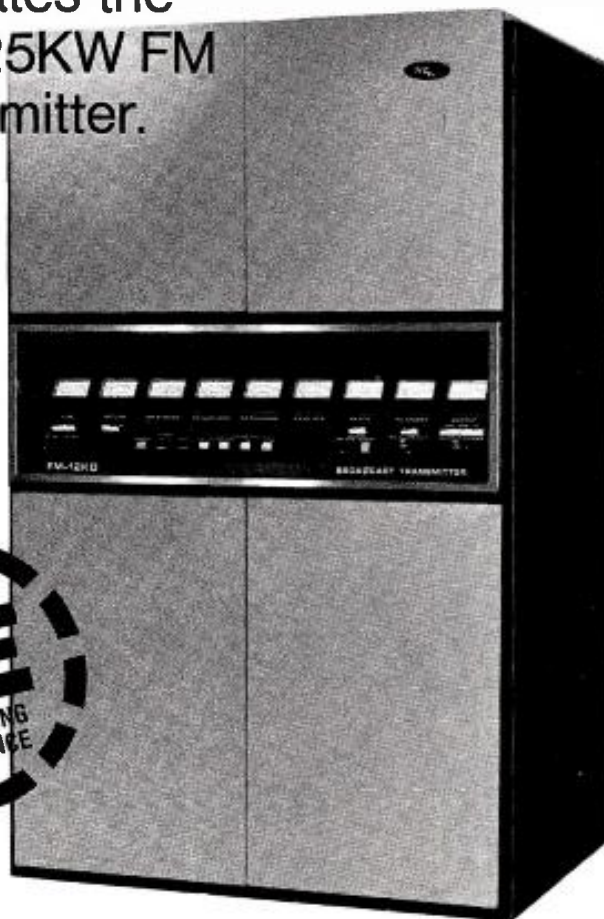
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network feeds before sponsor credits were given and had substituted its own local commercials. Similar charges led the commission last year to designate KORK-TV's license-renewal application for hearing. No action, however, was taken against KOLO-TV.

In a separate action last week, the review board added an issue against Valley to facilitate an investigation of the conduct of Meyer (Mike) Gold, a Valley vice president and 12.5% stockholder. Western had claimed that in requesting FCC permission in 1969 to sell KLUC-AM-FM Las Vegas, Mr. Gold had stated that the sale would permit him to devote more time to KLOM (AM) Lompoc, Calif., in which he holds a 50% interest. Despite this claim, Western had said, Mr. Gold now spends less time at KLOM than he did prior to the KLUC sale. While Mr. Gold had explained that he did not consider his presence at KLOM essential due to the competence his partner had shown in running that station, the review board found that inconsistencies between Mr. Gold's initial testimony and subsequent depositions could best be resolved in hearing.

The commission ruled that Western's and Valley's mutually exclusive applications for channel 3 in Las Vegas should be judged in a comparative hearing after merger plans that would have permitted the two firms to jointly operate KORK-TV fell through (BROADCASTING, Sept. 4). The merger was terminated after KORK-TV's renewal application was designated for hearing on clipping and fraudulent billing charges.

VHF frequency swap in Nashville

**FCC approves 'exceptional' switch
between public outlet and WSIX-TV**

Educational station WDCN-TV Nashville, operating on channel 2, and WSIX-TV Nashville, operating on channel 8, received FCC authorization last week to switch to each other's channels.

The commission said that although it does not usually authorize exchanges between high- and low-number VHF channels, it felt there were "exceptional circumstances" justifying the Nashville swap.

For WDCN-TV, which is licensed to the Metropolitan Board of Education of Nashville-Davidson county, the exchange will mean an enlarged service area on channel 8 because of an increase in antenna height and a substantial amount of new equipment that will enable it to improve its reception and make its programming more flexible.

General Electric Broadcasting Co., licensee of WSIX-TV, will make the new equipment available or provide cash equivalents over the next five years totaling \$962,000.

For WSIX-TV, the swap means a gain in Grade B coverage on channel 2. The commission said that the area servable by channel 2 lies in large part outside Tennessee, where the Metropolitan Board



*Do all the good you can,
By all the means you can,
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of Education has little need to extend its coverage.

The Nashville channel exchange is the second involving an educational station and a commercial station in two years. The earlier one involved Screen Gems' swap of channel 12 New Orleans, on which WVUE-TV was operating, for the Greater New Orleans Educational TV Foundation's channel 8 in that city, where the educators were operating WYES-TV.

Ford stays funding pending outcome of special PTV meet

Foundation takes stance behind station licensees against CPB; Washington session to explore suggested new organization plan

The preliminaries to this week's critical meetings in Washington to resolve the conflicts between public-television station licensees and the Corporation for Public Broadcasting were spiced by word from the Ford Foundation that it will be more than just a casual observer.

The foundation, a principal source of programing funds for PTV, last week indicated that its sympathies were with the station licensees and that its program-funding decisions would be finalized after this week's sessions.

The foundation also scotched reports that it will spend between \$13 and \$15 million on public television shows in the coming fiscal year and will specifically aid *Bill Moyers' Journal* and William F. Buckley's *Firing Line* series, among other programs threatened with cancellation. The foundation emphasized that it has not as yet made any decision as to where its national programing funds will go.

In addition, the foundation revealed that it has but \$8 million available for national programing. "We have nowhere near even \$13 million this year for national programing," said a spokesman for the office of public broadcasting for the Ford Foundation in disclosing the \$8-million budget. "I wish we did. And what we have has to be divided up to meet the programing needs of the whole public broadcasting system."

The foundation spokesman stressed that no decisions would be made on the allocation of this \$8 million until the public-television licensees and the Corporation for Public Broadcasting resolve their current conflict over who controls the interconnection system. He made it equally clear that the foundation would not commit its funding until the determination is made that the public-television licensees control their own destiny, meaning, he said, "having free access to the interconnection system" and operating it where "there is no prior restraint on programing."

Why this Ford Foundation position which seems totally aligned with the public television stations against CPB? It's the way the Ford Foundation thinks

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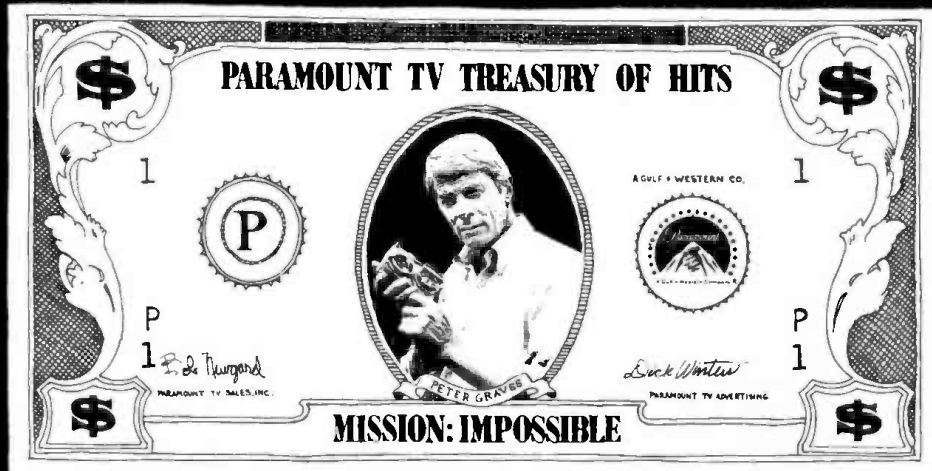
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the rules of the game ("the rules that have been changed on us"), have been and should continue to be played. These rules, according to the spokesman, call for a licensee organization representing all 232 public-television stations (the Public Broadcasting Service, for the most part), to make specific program recommendations to CPB and the Ford Foundation. Subsequently these programs (with some exceptions) would be funded jointly by the corporation and the foundation.

"What appeared on the air was essentially left to the individual licensee—that was the system," the spokesman explained. Now, however, he said, CPB, "for whatever reasons it has, says, 'this is not the way the system is going to be any more.'" Instead, he contended, CPB has told the station licensees that they can submit a list of recommendations, but that the corporation will make individual programming decisions about what programs to fund or not to fund. "More important," the spokesman emphasized, "no matter who funds any programs, CPB has said that the final decisions as to what appears on the interconnection system will be determined by the corporation, and that has left the foundation in the position of saying: 'How do we still play in this kind of a ball game?'"

According to the spokesman, the Ford Foundation feels that it must be responsive to the requests of licensees to fund specific programs and that it may, in the final analysis, wind up funding certain public affairs programs, such as *Bill Moyers' Journal*, *Washington Week in Review* and *Firing Line*, which CPB has chosen not to fund. "There's a very important philosophical difference," the spokesman stressed, between the Ford Foundation now announcing funding for these programs and subsequently doing so. "It would be inappropriate and irresponsible for the foundation to pick and choose now as it would be for the corporation," the spokesman said. "Until all the issues between the licensees and the corporation are resolved satisfactorily, I don't think we'll be making any programming decisions."

The March 28-30 meetings in Washington over problems between the public television station licensees and CPB will involve the Public Broadcasting Service and Educational Television Stations boards and the station managers and chairmen. The scene will be the Washington Hilton and Shoreham hotels. During these public-television meetings, the individual licensees will further consider and probably vote on the creation of a major new single organization to represent all public-TV licensees—a concept already approved in principle by the leadership of the three existing public TV groups: PBS, ETS and Governing Board Chairmen of public television stations (BROADCASTING, March 12).

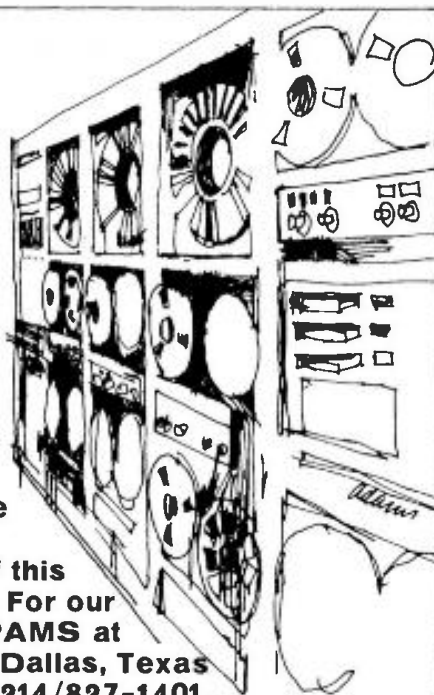
Creation of this single, strong licensee organization is considered essential to the reaching of any accord with CPB. In a closed-circuit report to the licensees from representatives of the PBS and ETS

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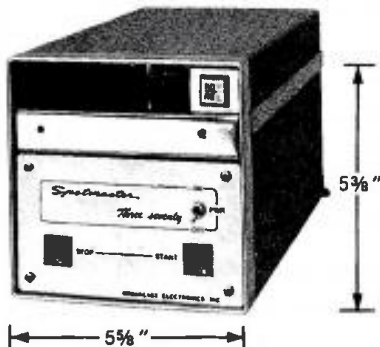
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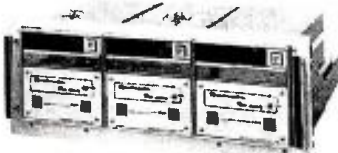


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boards and staff and from the chairman of the National Coordinating Committee for Governing Board Chairmen unanimous endorsement was given to the new organizational plan (BROADCASTING, March 19). "We're coming down to the wire on making some important decisions about the future of public television." Dr. Frederick Breitenfield Jr., chairman of the ETS board of directors, stressed.

Mr. Breitenfield, at that meeting, delivered a capsule status report of public television's negotiations with CPB. According to his version, the PBS and ETS boards and the chairman of the Governing Board Chairman (Ralph D. Rogers, president and a director of Public Communication Foundation for North Texas, licensee of KERA-TV Dallas), have agreed on the need for a single strong organization to represent the licensees. The PBS and ETS boards and the chairmen's group agreed, too, that the new licensee organization should be governed by a board of laymen—that is men and women who are chairmen or members of the board of local stations or their designated representatives. All three groups further agreed that there should be a managers' board or a professional board to develop and propose policy to the governing board of laymen and to generally carry forward methods of implementing and operating on behalf of the licensees. In addition, all three groups agreed that the single licensee organization, should, in effect, embrace the functions presently being carried on by the three separate groups (ETS, PBS and the chairmen's group). The purposes of the new organization would include operation of the interconnection system and delivery of a national program service.

Dr. Breitenfield further reported that the CPB board and negotiators on behalf of the licensees (namely Mr. Rogers) have agreed to three basic principles: that licensees have free access to the interconnection, that CPB should not expend its scarce dollars and program selections on programs the licensees do not want or can not use, and that a full partnership be created between the licensees and the corporation on the condition that a single licensee organization is formed, one which would be governed by laymen who would relate in the partnership with the lay governors of CPB.

This last area is where much of the controversy now resides. Dr. Breitenfield conceded this when he said in the closed-circuit telecast, "Look, gang, we can't give you the impression that nobody raised any serious concern to the idea of a single licensee organization governed by laymen. They did," he acknowledged, "and some still have some reservations."

According to Dr. Breitenfield some of the questions being asked are: "Why the hurry?" "We're driving a wedge between management and governing boards." "The licensees should determine who represents them on various boards."

So why are PBS, ETS and chairmen's group concurring in putting lay people in control of licensee affairs? "The CPB board has made it clear that they want



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1
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MUSIC #

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on their way up: Pat Sky,
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3
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MUSIC #

ranges from contempo-
rary folk to Irish rock:
Diane Marcovitz, JF
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"Diane Marcovitz is a
satirist with a wild but
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4
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A joyful, communal love rock
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WOUC-TV	Cambridge, Ohio	1189'
WOSU-TV	Columbus, Ohio	1124'
WNPB-TV	Marquette, Michigan	1101'
WBGU-TV	Bowling Green, Ohio	1100'
WILL-TV	Terre Haute, Indiana	1000'
WPBO-TV	Portsmouth, Ohio	969'
WOUB-TV	Athens, Ohio	874'
WGVC-TV	Allendale, Michigan	861'
WENO-TV	Alliance, Ohio	774'
WHP-TV	Harrisburg, Pennsylvania	500'
WNJM-TV	Montclair, New Jersey	656'
WJNB-TV	New Brunswick, New Jersey	401'
WCCB-TV	Lewiston, Maine	641'
WRFT-TV	Roanoke, Virginia	263'
WUNL-TV	Winston-Salem, North Carolina	360'

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a partnership with the licensees but they want the CPB staff professionals to deal with the systems staff professionals and they want the systems lay leaders to deal with the lay CPB board in determining public policy matters and over-all direction for public television," explained Dr. Breitenfeld, who is with the Maryland Center for Public Broadcasting in Owings Mills, Md.

Still, Dr. Breitenfeld thinks that public-television professionals should accept this condition because "it is the best way to go" and isn't as frightening as it may appear at first to station managers. The lay board, he explained to the station licensees, will have to assume the responsibility for making sure that there is enough money for the new single licensee entity to operate effectively, and also will "have to carry the fight to preserve the system's integrity." Such a large assumption of responsibility, he pointed out, will leave the professionals in public television with "a strong measure of insulation that will guarantee more time for us to do the job we know how to do best."

He reminded station managers that there is an arrangement written in to the proposed guidelines for the formation of a new licensee organization that calls for an automatic review every 18 months on the question of whether or not professionals or lay people should sit on the governing board.

"Remember," he said, "we can undo what we do. We can change."

Presley Holmes, a director of the National Association of Educational Broadcasters and its ETS division, told station licensees during the closed-circuit meeting, that "the advantages of single licensee organization far outweigh the disadvantages. Hartford N. Gunn Jr., president of PBS, noted the paradox of public television's diversity being on the one hand its greatest strength but on the other hand—when licensees cannot act together or speak with one voice—its greatest weakness. "The creation of a single licensee organization can only strengthen public television's ability to provide a healthy national program service," he said. Ralph Rogers, the dynamic business executive (chairman and executive officer of Texas Industries Inc., Dallas, a company he built from some \$300,000 in assets in 1950 to where it now has more than 30 subsidiaries and affiliates and multimillions in revenues), explained that there is a genuine willingness on the part of the board of CPB to establish a true partnership with the public-television licensees but there is a concern about having to deal with too many organizations.

"It is understandable," Mr. Rogers said, "that laymen—and the board of CPB is made up of distinguished laymen from all walks of life who serve without compensation in the interests of the public—feel that policy should be set by people who are also laymen on the individual licensee board." According to Mr. Rogers, such a partnership "would allow the laymen to relate to laymen and professionals to professionals." What's more, Mr. Rogers feels that such a partnership, based on the condition of having laymen

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Why we created the MGM Television Network.

We looked at the Saturday and Sunday program schedules of stations across the country for the last couple of years.

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In other words, we found a vacuum. A large family audience was going virtually untapped.

(Why? Because the prime-time access rule has prevented the networks from presenting family shows in that time period.)

We knew we had the resources to fill that vacuum.

What kind of programming?

Each program on the MGM Television Network will be chosen for its ability to get a whole family to sit down and watch together. Each will be a full two hours.

And each will be hosted by one of the biggest names in show business—a star well-loved by adults and children alike.

There will be movies from the MGM Library of Great Films. All with the star and production values you would expect from MGM. Many will be released to television for the first time.

Starting in the Fall of 1974, we will explore the production of original programs to fill the Network's continuing needs.

How well will they do?

According to all the research data we can get our hands on, very well indeed.

In the past, family movies shown in the 6 to 8 time period have clobbered everything in sight. (The *twelfth* showing of our Wizard of Oz, for instance—a 50% share!)

Research also indicates that this type of film really does capture an "all-family" audience—especially young housewives.

In fact, the general conclusion is that movies will increase a station's rating in virtually *any time slot*.

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The programming provided by the MGM Television Network will help our affiliates to fill their prime-time access needs and requirements for family viewing.

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The Affiliate Board

Our affiliates will have a voice in what the MGM Television Network presents.

Stations large and small, from all sections of the country, will be represented.

They will help us to decide what films have the strongest family appeal, and—in the future—what original stories and specials to produce for Network showing.

When does it get off the ground?

A group of 10 classic family films from the MGM Library has already been assigned to the Network.

The first broadcast is scheduled for this coming fall. Others will follow at two- to three-month intervals.

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rule the policy-making and direction-
setting apparatus of public television sta-
tions appears to be "proper."

Mr. Rogers, who has come close to
saving the public television station system
from complete domination by CPB
("Look, the corporation wouldn't even
meet with the professional guys and
Ralph Rogers got a meeting with them
in 48 hours," recalls one admiring ob-
server), is the hero of the day on the
licensee side and his opinion may swing
the vote. There seems no question that
the public television station meetings of
this week seem crucial to the future of
public broadcasting in this country.

"The stations are quite capable of re-
jecting the single organization concept as
a solution," says the Ford Foundation
spokesman. "But I don't know where we
are—or where we go from there—if the
concept is rejected."

Robert F. Schenckan, board chairman
of PBS, laid the cards on the table for
the licensees at the closed-circuit meet-
ing. "Will the licensees continue to con-
trol the selections, the scheduling and
distribution of programs—that is the
pivotal issue to be resolved," he said. He
emphasized that the great importance of
the spring meeting this week is to allow
a "united voice of the licensees" to deal
with CPB in the resolution of a policy
regarding the interconnection.

FCC judge rebuffs attempt to scuttle WTAR-TV Norfolk

**Kraushaar rules that incumbent's
programming record is substantial,
rejects challenger Hampton Roads**

To the FCC administrative law judge,
the choice to be made in the compara-
tive-renewal hearing was between "an
incumbent that has demonstrated it has
performed substantially in the public
interest" and a "newcomer" consisting
of five individuals with virtually no ex-
perience in broadcast management who
have been unable to demonstrate they
will "in fact" do anything different from,
better than, or even as well as, the licen-
see.

On that basis, Judge David I. Krau-
shaar had little difficulty in recommend-
ing the renewal of the license of WTAR
Radio-TV Corp., for WTAR-TV (ch. 3)
Norfolk, Va., and the denial of the com-
peting application of Hampton Roads
Television Corp.

Judge Kraushaar, in his initial deci-
sion, issued last week, concluded that
WTAR-TV's "record of performance, with
minor blemishes duly accounted for, was
substantially good or 'superior' and is
entitled to be characterized as a 'plus.'"

He also said WTAR-TV's stockholders
and managers have had extensive experi-
ence. As for Hampton Roads, he noted
that it consists of four practicing at-
torneys—three of them stockholders-
directors and one nonstockholder-director
—and one "broadcast journalist lacking



Cash for trash.

Litter is becoming more of a problem everywhere, especially after elections when posters cover buildings, fences, telephone poles and vacant lots.

After a recent election, the Fetzer radio station in Kalamazoo offered two cents for every used poster brought into the station. In three days, they were swamped with more than two thousand posters.

Not only was the town cleaned up, but the job of the local trash collectors was made a lot easier. (One defeated candidate asked for his posters back—a hint to the news department that he might be thinking of running again.)

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WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac	KMEG-TV Sioux City

in general broadcast experience." (The journalist is John R. Griffin, a 5% owner, a former director of public affairs and news for WTAR-TV.)

Judge Kraushaar said Hampton Roads was superior in terms of diversification of ownership of mass media. WTAR-TV is owned by Landmark Communications Inc., which publishes the only two daily newspapers in Norfolk, owns WFMY-TV Greensboro, N.C., publishes two newspapers there and two more in Roanoke, Va., and, owns cable-television systems in eight states. Hampton Roads has no other media interests.

But Judge Kraushaar said that the commission did not intend renewal applicants to be held to the same diversification of ownership standard as new applicants. He also said that while comparative proceedings can be used "wherever feasible," to diversify the sources of news and views, "it would be the height of despotism, nonetheless, to apply such reasoning without regard to the evidence of record or to the over-all facts in the record."

Judge Kraushaar said the record in the WTAR-TV case "is characterized significantly . . . by the total absence of any persuasive showing by Hampton Roads that a grant of its application will result in a significant benefit accruing to the public in any sphere of comparison other than 'diversification.' On the other hand, he said, the record demonstrates WTAR-TV has performed "in the public interest" and merits a "slight qualitative preference" in the area of integration of

management and ownership. Accordingly, he said, WTAR-TV deserves renewal.

Judge Kraushaar's initial decision, if affirmed by the commission, could become an important ingredient in the policy the commission is attempting to establish for judging renewal applicants in hearing with challengers seeking their frequencies. About a dozen licensees, most of them television broadcasters, are being challenged for the frequencies they now occupy. Judge Kraushaar noted that the commission's 1970 policy statement proposing preferential treatment for renewal applicants with records of "substantial" community service was overturned by the U.S. Court of Appeals because it did not assure competing applicants full comparative hearings. But in the process, he noted, the court said that "superior performance" by a licensee warranted "a plus of major significance." (Hampton Roads was one of several plaintiffs in the suit.)

Judge Kraushaar, noting that the commission has yet to resolve the policy questions involved, said he is in the "anomalous position of having to rule on an important and sensitive matter with no firmly established, currently applicable, guidelines or precedents.

Judge Kraushaar used as his guide commission statements in notices of inquiry on the subject as well as the commission's decision in the Moline Television Corp. case—the only commission decision involving a comparative-renewal proceeding subsequent to the court's rejection of the 1970 policy statement—in

which the renewal of WQAD-TV Moline, Ill., was granted. The commission had found that the station's record deserved "a plus of major significance" (BROADCASTING, Aug. 23, 1971).

In determining that WTAR-TV deserved that advantage, Judge Kraushaar made these observations: The licensee has successfully operated the station since 1950; has "apparently not stinted in its expenditures for capital improvements to upgrade its programing;" "has a program-pre-emption policy to interrupt regularly scheduled programs" when it considers that to be in the public interest; has broadcast a number of public affairs, religious, children's, and agricultural programs, as well as a number of specials and documentaries designed to meet community problems, and has maintained "a superior news department . . . which operated under guidelines to assure integrity and responsibility in reporting."

Judge Kraushaar ruled in WTAR-TV's favor on the question of whether Landmark had violated the commission's multiple-ownership rules or its cross-ownership policy. The issue involves the Virginia National Bank, which holds, or has held, the stock of licensees in the area through trust indentures and whose directorate seemed to interlock with the boards of same licensees.

Judge Kraushaar noted that Frank Batten, Landmark's principal owner, is a member of the bank's board of directors and owns 1% of the bank's stock, and that officers and directors of WVEC-TV Hampton-Norfolk, Va., serve as

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Omaha	KFAB	27.1	Oklahoma City	WKY	51.9
Oklahoma City	KTOK	24.6	Akron	WAKR	51.6
Akron	WAKR	23.5	Buffalo	WKBW	50.2
St. Louis	KMOX	23.2	Hartford	WTIC	50.2
Buffalo	WBEN	21.5	Pittsburgh	KDKA	49.6
Oklahoma City	WKY	21.5	Providence	WPRO	46.8
Des Moines	WHO	21.5	Omaha	KOIL	46.0
Pittsburgh	KDKA	21.1	Atlanta	WSB	44.7
Atlanta	WSB	20.7	Toledo	WSPD	43.9
Toledo	WSPD	20.5	Cincinnati	WLW	42.4
Richmond	WLEE	19.8	Dayton	WING	42.2
Omaha	KOIL	19.7	Des Moines	KRNT	42.0
Nashville	WMAK	19.4	Des Moines	WHO	42.0
Louisville	WAVE	18.9	Richmond	WRVA	42.0
Charlotte	WGIV	18.8	St. Louis	KMOX	41.7
Providence	WLKW A/F	18.7	Rochester	WHAM	41.6
Rochester	WEZO	18.6	Hartford	WDRC	41.5
Des Moines	KRNT	18.5	Louisville	WAXY	40.6

*ARB, Oct./Nov. 1972. Markets ranked by spot time sales according to FCC 1971 revenue figures.

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Source: ARB, Nov. 1972. Audience estimates are subject to qualifications available on request.

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either "honorary" directors of the bank or members of a so-called "advisory board."

But, Judge Kraushaar said, the bank does not vote Landmark stock, nor does it hold the stock of any other Norfolk licensee. He also noted that only Mr. Batten is actually a bank director; WVBC-TV's principals are not. And the "advisory board" does not appear to have any direct contact with the bank's board of directors.

"There is no evidence that could justify even an innuendo that competition between WTAR-TV and other TV stations serving the Norfolk area is somehow less than "arms-length," Judge Kraushaar said.

WOR-TV, challenger argue over finances

Incumbent's questions to FCC trigger counterrequest for look at the books

An FCC staff inquiry requesting further information on the financial qualifications of the applicant seeking to supplant RKO General Inc. as licensee of channel 9 in New York has mushroomed into an effort on the challenger's part to examine the recent financial reports of the station on the channel, WOR-TV.

The commission staff last month wrote Multi-State Communications Inc. seeking substantiation of its claim that a proposed

\$4-million loan from Chase Manhattan Bank will be available to finance construction and operation of its station ("Closed Circuit," Feb. 19).

The letter inspired RKO, through its attorney, Thomas Dowd, to suggest additional questions the staff might want to ask Multi-State concerning its finances—among others, the bases of Multi-State's cost estimates regarding program-origination equipment and programing. The attorney said WOR-TV's actual costs cast doubt on the validity of the estimates.

In his response to the staff's letter, Multi-State's attorney, Joseph Morrissey, said "informal discussion" with commission staff members indicated that they would like Multi-State's responses to RKO's questions.

But, he added, "to respond properly," Multi-State will have to review WOR-TV's financial reports for 1969, 1970, 1971 and, when it is available, 1972. He noted that some of the questions are based on material in the reports.

Mr. Morrissey said there was ample precedent for the request. He said the commission in December 1972 upheld its executive director's ruling authorizing disclosure of financial reports of KTTV-TV Los Angeles to a citizen-group petitioning for denial of the station's license-renewal application.

In that action, which it affirmed on March 2, the commission said it has "consistently permitted inspection of such reports in analogous situations when the party against whom disclosure was sought

had put them in issue in the proceeding by relying upon confidential information they contained." And RKO, Mr. Morrissey said, has placed its financial records in issue by relying on certain financial allegations.

Last week it was Mr. Dowd's turn again. He urged the commission to deny the request, asserting that Multi-State, as an applicant, "has an initial burden of filing a complete application which establishes its basic legal, technical and financial qualifications." As the incumbent licensee, he added, RKO has "no legal, ethical or moral responsibility to aid this applicant in the completion of its application."

He also said the only question at present is whether Multi-State's application is complete and accurately reflects the proposed operation.

Media Briefs

CBS in Claremont. CBS Radio network has added WTSV(AM) Claremont, N.H., to its affiliates. Station is owned and operated by Electromagnetic Corp. and operates fulltime on 1230 khz.

Honored outpost. National Park Service of Department of Interior has designated FCC's monitoring station at Grand Island, Neb., as "historical place." Classification, according to FCC Secretary Ben Waple, is in recognition of fact that outpost, constructed in 1930, was first monitoring station to be erected on federal property.

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Olivia De Havilland
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Rodney Dangerfield
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Adelle Davis
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Kitty is a past president of the AWRT (New England), the first woman ever elected president of the Valley Press Club, and is a vice president of Springfield Television, whose Dayton, Ohio, station, WKEF-TV, carries the initials Kitty was born with.

A mother of four, a constant participant in community civic activities and a goodwill ambassador for the broadcast industry at all levels of government, Kathryn F. (Kitty) Broman is one of television's most charming advocates.

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FS, man and boy. Frank Nicholas Stanton was only seven years old when he was photographed in his father's workshop in Ohio—looking much the same as he does today. By 1929 he was taller but



no less determined when pictured atop Mount Vesuvius. There followed a number of academic and business attainments, leading up to his being named president of CBS in 1946. He was at his



Man in the News

Frank Stanton, vice chairman of CBS Inc., retires from that company this Saturday (March 31) after 37 years of employment, 27 years as chief operating officer.

An early-morning visitor to Frank Stanton's office several years ago told of finding the then president of CBS on the floor, adjusting the hems of the draperies. It is an unlikely story to those familiar only with the serious and dignified demeanor of a Stanton public appearance. But even if apocryphal it accurately illustrates the dedication to detail—and to form—that has been a hallmark of his 37 years at CBS.

That concern for detail is described by associates in various ways. "Almost always," one long-time CBS'er said last week, "he knew more about any given problem than the people who had come to discuss it with him." A former high executive recalled that "internally, always a source of wonderment was his capacity to send little notes around to people—about something they had done, or hadn't done, or something that should be done. People couldn't understand how he did it—how he could keep up with so many things—but it was very effective. It let us know he was on top of everything."

He has also been on top of a lot of other things, outside CBS as well as in, among them art and architecture, typography, photography, zoology, sculpture, psychology and something more than rudimentary mechanics.

But his most acclaimed attainments

have been in broadcasting, where he has become recognized as foremost spokesman and elder statesman. He refuses to attempt to rank his accomplishments himself, but his official biography—which at 32 lines may be the shortest corporate biography ever compiled since the invention of the bicycle pump—may offer some clues.

If so, he is proudest of his long fight for repeal of Section 315, particularly his related role in bringing about the 1960 "Great Debates" between John F. Kennedy and Richard M. Nixon, and his sustained defense of broadcast journalism, broadcast journalists and the people's right to know.

All those efforts brought him awards, and the Great Debates role an accolade from President Kennedy, as the biography duly notes. But along with those he must prize another—the only other one mentioned by the corporate biographer—from the American Institute of Architects, "for his significant achievements in the advancement of man's environment, architecture and the applied arts."

But past and present associates do not respond with talk about awards and specific accomplishments when asked to describe his biggest contributions. They tend to talk about intangible qualities, like tone and character and style.

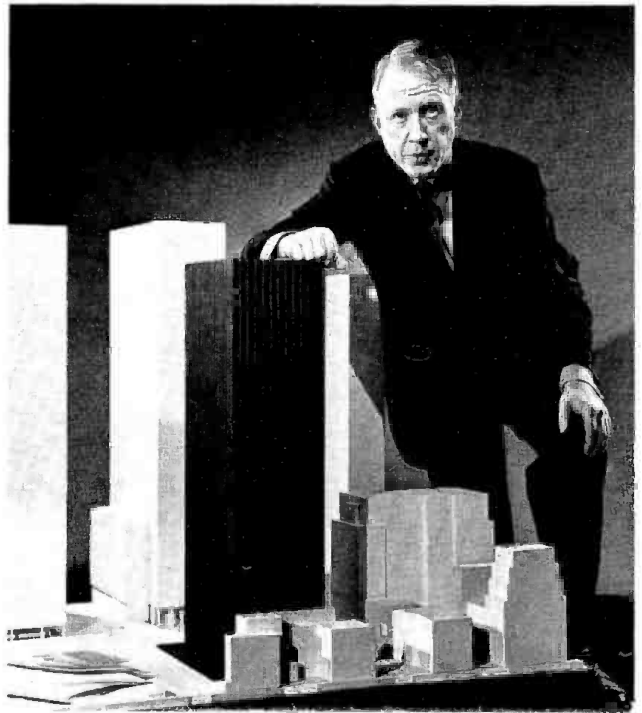
One former executive, a key CBS figure for many years, said with an emotional intensity that would never get past Frank Stanton's editorial pencil that "in the history of broadcasting there have been four or five people who made contributions that cannot be forgotten. Frank gave us one that he alone gave, and that was character.

"In every discussion I had [with people critical of broadcasting], if I mentioned the name of Frank Stanton, informed people would always make the exception that 'he's different.' That difference became cemented in the superstructure of broadcasting and will never go away."

Several cuts below that in eloquence, but not in apparent sincerity, another CBS veteran, still on the premises, entered "a sense of style and design" in his inventory of Stanton contributions, and another said bluntly, "When he goes down in that elevator for the last time, a lot of our image is going with him."

The man who will be in that elevator was born 65 years ago last Tuesday, on March 20, 1908, in Muskegon, Mich.: built his first crystal set at the age of 10 or 11, and as an undergraduate at Ohio Wesleyan University researched and wrote a number of special papers on radio, including for starters one undertaking to show how it was being used commercially and how many sets and stations there were. There weren't many of either, but neither were there central sources, so it was one-man basic research.

In getting his master's he strayed into the print media with a thesis on "The Influence of Surface and Tint of Paper on the Speed of Reading." But for his PhD, at Ohio State University, he was back into broadcasting, exploring existing systems of audience measurement and not only proposing a new system employing automatic recorders, but building those recorders—the forerunners of those Nielsen uses—himself. Friends in later years attempted to deduce that he was destined to be a success in print media, and a failure in broadcasting,



top weight when pictured with CBS's star newsmen Edward R. Murrow and a team Bill Paley at the company Christmas party that year. By 1960, established as the industry's leading spokesman, he

would enjoy one of his most satisfying accomplishments: the first Great Debate. At right: with a model of the architectural masterpiece that externalizes the qualities Frank Stanton forged in CBS.

from the fact that his thesis on reading was published in the *Journal of Psychology* but the one on audience measurement was not published anywhere. The unpublished one and the recorders he had devised did, however, get him a job at CBS in the fall of 1935—as number-three man in a three-man research department.

He didn't remain number three very long, and the department quickly grew, as he "applied research against everything you could think of," from affiliate-relations problems to program selection and scheduling as well as audience measurement. He also set up a library of facts and figures on the whole industry that typified CBS's emphasis on research over the years, sometimes called "the best G2 operation in the business."

Another CBS preoccupation, with form and design, polished so highly that CBS letterheads are preprinted with a dot to show secretaries precisely where to start typing, may have an even earlier origin—in Dr. Stanton's college days, when he freelanced layout and production for the advertising department of a Dayton, Ohio, department store and, subsequently, taught typography for a Depression year in a Dayton trade school.

By 1942, when he became one of three CBS administrative vice presidents, his penchant for long hours of hard work was well known. A contemporary sketch said "never a line shows in his face when, as he frequently does, he's been up all night putting together a report for a client who is in the inevitable hurry" (*BROADCASTING*, Dec. 21, 1942). The same sketch also said his "full, round face and wispy yellow hair give

him the appearance of being, as an old associate said, 'the best-fed man in radio.'"

And he has not been known to want, since then, as his rise took him to the CBS presidency in 1946 and escalated both his salary and his fortunes. In 1971, according to the latest CBS proxy statement, he received \$200,000 in salary and \$198,450 in additional compensation and owned a total of 326,534 shares of CBS stock, worth—even at today's depressed Wall Street prices—approximately \$13 million. His CBS pension-plan benefits were put, effective at retirement, at \$88,341 a year. In addition he has a 14-year consultancy contract with CBS for office space, secretarial assistance, transportation and \$100,000 a year adjusted for cost-of-living increases.

In 1971 he moved up to vice chairman to make way for a successor as president—first the late Charles T. Ireland, now Arthur R. Taylor—but continued as chief operating officer.

Was he a hard man to work for? Both current and former CBS executives, including some whose leaving was not entirely voluntary, insist he was not. "He always gave us as much time as we thought we needed to discuss our problems with him, not just as much as he thought we needed," said one executive. "He always ushered you in—he never ushered you out," said another.

The worst anyone would say was that his work habits, his passion for detail and long hours could at times combine to be "terribly frustrating" or, as one put it, "drive you crazy." But in the context of his over-all performance, no one faulted him.

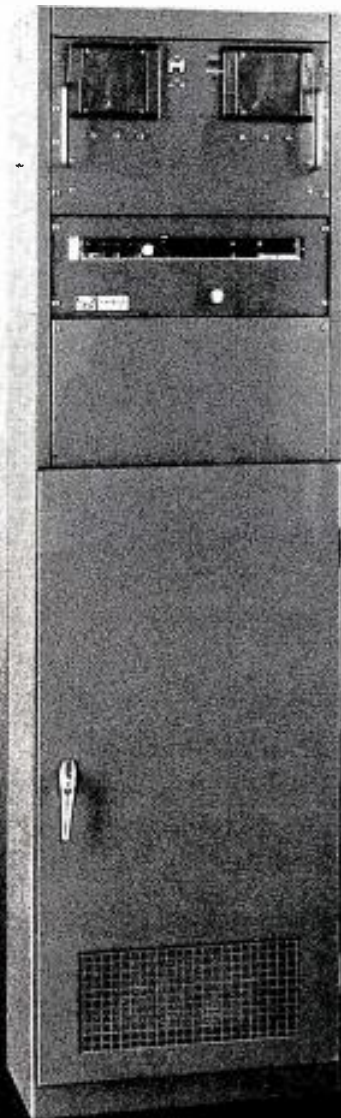
As much a wonderment as his ability to stay "on top of everything" at CBS has been his ability to find time for a wide range of outside interests.

To name a few, he is a trustee and former chairman of the Rand Corp.; was the founding chairman of the Center for Advanced Study in the Behavioral Sciences; served three terms (1964-73) as chairman of the U.S. Advisory Commission on Information; is a graduate member of the Business Council; first vice chairman (and chairman-designate) of the American National Red Cross; a trustee of the Rockefeller Foundation and the Carnegie Institution of Washington; founding member and chairman of the Business Committee for the Arts, and a director of the Lincoln Center for the Performing Arts. He is a fellow of the American Academy of Arts and Sciences, the American Association for the Advancement of Science, the American Psychological Association, the New York Academy of Science and Sigma Delta Chi. And he is a director of American Electric Power, Atlantic Richfield, New York Life and Pan American World Airways as well as CBS.

Dr. Stanton and his wife, the former Ruth Stephenson, whom he married in 1931, live in a Manhattan East Side townhouse. Lately he has been scouting for office space in the vicinity of CBS to serve as the base for his consultancy. He figures the Red Cross chairmanship will take about a week a month. To no one's surprise, he is a nominee for reelection to the CBS board at the annual stockholders meeting later this spring.

He has let associates know he wants no fuss made about his departure from active management, but some notice has

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been taken nonetheless. In the U.S. Advisory Commission on Information's report to Congress last month, his four fellow-members managed to slip in a few lines of praise for his "unstinting generosity" with "time, thought and energy" and for the "personality, foresight and accomplishments" of "one of America's statesmen in mass communications."

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, took note of Dr. Stanton's "valedictory" appearance as a witness earlier this month, telling him he had been "a very important spokesman for the broadcasting industry" and "a great American." And two competitors who were subsequent witnesses, Chairman Leonard H. Goldenson of ABC Inc. and President Julian Goodman of NBC, echoed the senator's sentiments.

Later, 750 guests at an International Radio and Television Society dinner gave Dr. Stanton a standing ovation when he was introduced, and RCA Chairman Robert W. Sarnoff, accepting an IRTS award, also cited Dr. Stanton's "most distinguished career" (and suggested, in an allusion to his forthcoming Red Cross chairmanship, that perhaps now he would have an opportunity to "bandage the wounds of that career").

One of the most telling tributes was private. At the March 14 meeting of the CBS board of directors, Chairman William S. Paley said he had wanted to have a dinner at which colleagues and friends "could express our appreciation for his many years of outstanding service and wish him well for the future." But Dr. Stanton, he said, insisted he did not want such an event to take place. Therefore Mr. Paley chose the last board meeting to be attended by Dr. Stanton as chief operating officer as the occasion to present him a small sculpture by Dr. Stanton's long-time friend, Henry Moore, the English artist. It is one of a series of Moore works called "Atom Piece"—a larger version of which stands outside the CBS boardroom—and carries the inscription, engraved in Mr. Paley's handwriting: "To Frank, with this goes the affection and appreciation of all your friends at CBS. Bill. March 14, 1973."

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Border fight flares anew

Mexican V, which had agreed to give up ABC affiliation to San Diego U, cries foul after sale of KCST to Storer is announced

The agreement ending the legal controversy over the ABC-TV affiliation in southern California has come undone, a victim of the surprise announcement that KCST(tv) (ch. 39) San Diego is to be sold to Storer Broadcasting Co. for \$12 million.

XETV(tv) Tijuana, charging "fraud," last week declared the agreement to be



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Broadcasting escapes blame for drug abuse

Presidential commission calls for industry self-regulation, while exonerating the media

Mass communications, including radio and television, and advertisers of proprietary drugs come away looking surprisingly good in the 481-page "Drug Use in America: Problem in Perspective" report submitted last week to the President and Congress by the National Commission on Marijuana and Drug Abuse. Industry self-regulation, instead of censorship or prohibition, is called for by the report. The FCC, equally surprisingly, is somewhat rebuked for overreacting to the drug-abuse problem.

Mass communications, while mildly admonished for sometimes sensationalizing the subject of drug use, essentially is asked to act on its own initiative to re-examine the impact of not only its informational messages on young people's interest in drugs, but also to appraise what effect advertising, antidrug public-service announcements, program content and news coverage of drug stories have on the youth of the country. The commission, strongly urging against governmental intervention, said the media should sponsor and support "long-term longitudinal research." The commission also recommended the elimination of "feel better fast" advertising pitches and other such suggestions that proprietary drugs can result in pleasurable mood-alteration or relieve stress or anxiety.

The 13-member commission, headed by Raymond P. Shafer, former governor of Pennsylvania and now chairman of the board of Teleprompter Corp., further recommended that proprietary drug producers develop clearly defined advertising standards that "reflect correct use of home medication and establish a procedure which insures industrywide compliance with these standards." At a minimum, the commission would want to see procedures for self-regulation including:

- An independent mechanism to review any advertisement for compliance with advertising standards.
- Opportunity for the public to submit an advertisement for review.
- Specific sanctions to be imposed on advertisers who do not abide by review board decisions.

"In theory," says the report, "the advertising code of the National Association of Broadcasters, if applied consistently and firmly, would eliminate most undesirable proprietary drug advertising practices." The report, however, points out that in practice the NAB code has not achieved the desired result (a footnote to the report acknowledges that the TV code review board of NAB, as well as the Proprietary Association, last month

void and said it would reinstitute its court fight to retain the ABC affiliation. It also urged the FCC to reopen the proceeding in which it denied ABC's application for renewal of authority to feed network programming across the border.

The announcement of the sale, which must be approved by the FCC as well as the boards of directors of the buying and selling companies, also drew an expression of concern from Representative Lionel Van Deerlin (D-Calif.), whose district includes San Diego. He wrote FCC Chairman Dean Burch, asking that the commission look into the matter. "With a change of ownership, what assurances do television viewers have that they also will get value received from this lucrative transaction?" he asked.

The agreement signed last month by the three parties to the dispute—ABC, KCST and XETV—indicated the acquiescence of ABC and XETV in the commission decision. It provided for a gradual change-over of ABC programming from XETV to KCST, with the switch to be complete by July 1 (BROADCASTING, Feb. 26).

The commission action, which ended a 17-year relationship between San Diego and the Tijuana station, was a result of a petition filed by KCST. The station was not only the one UHF in the three-station city, it was the only outlet without a network affiliation and was seeking to force ABC to change that condition.

What XETV professed to find shocking was that the announcement of Bass Brothers Enterprises' sale of KCST followed by only eight days the issuance of a commission order providing for implementation of the parties' agreement. "Before the ink on the commission's 'final' action . . . had time to dry, and almost four months before the settlement of this litigation was to become effective," XETV said: "the Bass brothers [the parent corporation is owned principally by four Bass brothers] of Fort Worth, Tex., have decided to traffic in the ABC affiliation in San Diego for a windfall of at least \$10 million." The Bass brothers purchased the station (then KAAR-TV) in 1967 for \$1,108,000.

Representative Van Deerlin expressed a similar point in his letter to the com-

mission. He said "this deal would seem to violate the spirit, if not the letter of the laws against trafficking. The proposed transaction may not be trafficking in licenses," he said, "but it certainly involves trafficking in network affiliation. For it presents the affiliation as if it were a license of some kind, to be won in court and then turned over at a profit to a stranger."

XETV said the Bass Brothers Enterprises sale agreement "is more than just an incredibly crude act of rapaciousness." XETV said it comes after a five-year effort on the part of the company to persuade the commission to switch the ABC affiliation to KCST, and "vitiates" the basis of the decision of the commission and of the U.S. Court of Appeals, which upheld the commission's decision on appeal—"the alleged superiority of KCST's local program service over that of XETV." XETV noted that the decision was based on a showing by KCST as to its past programming, its ascertainment of needs and interests, "and, in particular, its future local programming upon becoming the ABC affiliate."

XETV's charge of fraud is based on the assumption that "the complex details of a \$12 million stock transaction" could not be worked out in the week between the commission's March 6 order and the March 14 announcement of the sale to Storer. XETV said that the Bass brothers during the negotiations leading up to the affiliation change-over agreement of Feb. 21 did not "reveal they were seeking to sell KCST and, indeed, were probably at that very time actively negotiating the sale of Storer."

Since its entry into the Feb. 21 agreement "was procured by fraud," XETV said, it was declaring that agreement to be void. It said it will pursue plans—dropped with the signing of the Feb. 21 agreement—to seek Supreme Court review of the appeals-court judgment upholding the commission's decision in the case.

XETV asked the commission to reopen that proceeding, with a view to determining "all of the facts" regarding negotiation of the Bass brothers-Storer agreement and to reversing the original decision in the case and granting ABC's application for renewal of authority to transmit programs to Tijuana.

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adopted "loose sets of rules" to regulate the TV advertising of nonprescription medications, but notes that "implementation procedures" have not as yet been developed).

In its section on the media and drug use, the marijuana and drug abuse commission, detailing the efforts of the FCC to restrict broadcasts of recorded rock music and lyrics that could be thought to promote or glorify the use of drugs, leads into the subject by pointing out that when use of drugs increases, "officials may sometimes search for targets which offer opportunities for visible, decisive action." The result, the drug abuse commission found, is that sometimes "whatever the dangers of information which encourages use, the dangers of government suppression of such information are far greater."

The commission asserted that media are only one of the many channels of communicating drug messages and "hardly the most important." Families and peer groups were listed by the report as "the most potent agents of communication."

Additionally, the commission, in more than one section of the report, pointed out that antidrug messages on media appear to have only a limited effect. The report also contends that "there seems no basis to assume that pro-drug messages are substantially more influential."

Engman presses FTC's case for bigger stick

Senate hearing told commission
needs consumer-protection power

Lewis A. Engman, after a month as chairman of the Federal Trade Commission, made his first appearance, before Congress and brought what by now has become a familiar FTC message—the commission needs more and stronger powers to protect the American consumer. Testifying before the Subcommittee on Commerce and Finance of the House Interstate and Foreign Commerce Committee, Mr. Engman urged approval of the Federal Trade Commission Improvements Act of 1973, calling it the most important consumer legislation currently pending in Congress. The Senate passed similar legislation strengthening the FTC's powers during the last two sessions of Congress. The House subcommittee approved a similar bill last session but it subsequently was buried.

Specifically, Mr. Engman, noting that it is sometimes years before court cases are resolved while unfair practices are allowed to continue, asked preliminary restraint authority.

"A small but significant fraction of the matters which come to the commission's attention," he pointed out, "involve unfair, fraudulent or deceptive practices which are so pernicious as to require immediate prohibition."

Mr. Engman also suggested that the FTC be authorized to take its own cases to court in all instances and to control their direction instead of depending on the Justice Department. He further rec-

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ommended an increase from \$5,000 to \$10,000 as the maximum civil penalty that could be imposed for violation of the FTC's final orders.

Mr. Engman indicated that the commission is still committed to having its authority to issue rules defining unfair and deceptive practices spelled out but he did not ask for support of such a provision in the pending legislation. He noted, in explanation, that a decision on the commission's rulemaking authority is imminent from the court of appeals (in a case involving National Petroleum Refiners) and expressed confidence it will be favorable to the FTC.

"The commission is becoming increasingly apprehensive that the controversy over this provision could unnecessarily jeopardize the rapid passage of the other essential, but less controversial, provisions in the legislative package," Mr. Engman said. He added that the commission would be unwilling to support any statutory rulemaking authority less flexible than the authority the FTC believes it now has under existing law.

Advertisers chafe at the bit for new-season TV schedules

Agency timebuyers point to client readiness to spend 'up-front' money once networks firm up '73-'74 line-ups

From reports by leading advertising agencies last week, it appeared that all that is needed is the crack of a target pistol to start feverish buying of network prime time for 1973-74.

The television networks have yet to announce their nighttime schedules for next fall, but agencies are freely attesting to an abundance of advertiser interest—and money—in anticipation of the new season. Agency buyers and network salesmen agreed, as one put it, "Nobody is standing in line on other peoples' heels to put money down on the season," but they also generally conceded that once schedules were committed, so would advertiser budgets.

According to such network-buying agents as George Simko, senior vice president in charge of media management at Benton & Bowles, New York, "We are now at the point of having identified those of our clients committed up front." Among agency media buyers and network sellers, "up-front buying" is the commitment of budgets for nighttime programing that will be made in the period of roughly April through June, before the start of a new television season.

Mr. Simko said, and other agency executives agreed, that this season would find a "very significant up-front marketplace—perhaps one of the biggest in history with all, or substantial, parts of

advertiser budgets so committed." Some went so far as to say that a larger portion of brand budgets for the fall would be committed than in previous selling periods. (In practice, an advertiser placing "substantial" funds, or up-front money, might, for instance, commit as much as \$15 million of a total \$20 million budget he has to spend in nighttime TV. He will then hold the other \$5 million back to spend quarterly for available participations.)

The networks were said to be at a snail's pace this year in deciding new schedules. Barring some change in plans, the networks can be expected to be out with the first drafts perhaps by early April, some days after the conclusion of this week's National Association of Broadcasters convention.

Moreover, say the networks, the factors of the Writers Guild of America strike and a preponderance of pilots are further delaying new-program commitments.

A sellers' market should prevail, however. The advertising agencies say they are aware that the prime-time-access rule will continue to restrict commercial availabilities in nighttime programs, that there are more "new-to-network" advertisers and that there are increases in sponsor participation in such advertiser categories as soft-drink companies and franchise chains.

Frank McDonald, Cunningham & Walsh senior vice president, said that there is every indication that the economy in the second half of the year will be healthy, and "based on last year's economy, the marketplace should continue to be tight—a sellers' market." He said that probably "advertisers should be prepared to move faster if need be." He concluded: "Everything is healthy except the dollar."

Another top agency buyer of network time said: "Proportionately more money will be committed for longer periods [in nighttime network] this fall and winter than in the past."

Concluded Warren Boorum, ABC-TV vice president and general manager of sales: "This has been happening every year. It was a very fast-selling season last year with substantial buying up front. Advertisers want to know the proper shows for their products and see no advantage in holding back."

Auto makers again targeted for ad substantiation

FTC continues to 'gather information' in asking car manufacturers to back advertising claims

For the third time in two years, the Federal Trade Commission last week put a yield sign in front of the national advertising campaigns of certain automobile manufacturers. Six auto makers—General Motors Corp. and Chrysler

Corp., both Detroit; Renault Inc. and Volkswagen of America Inc., both Englewood Cliffs, N.J.; Ford Motor Co., Dearborn, Mich.; and Nissan Motor Co., San Francisco—all were given 60 days (from March 20) to document specific safety, performance and design claims made in national advertising, including radio and television, on behalf of 1973 model cars. Ford was ordered to prove six claims, Chrysler four, General Motors three and the three foreign auto manufacturers, one claim each.

Ford, as an example of a claim made in a national television commercial, was asked to show how roping a mustang horse from the back of a Ford pick-up truck was "relevant and material" to the smooth-riding capabilities of the truck, as the advertising claimed. Ford also was asked to back up its claim that the LTD Brougham is quiet and well made.

Among other claims challenged;

- That GM's Nova, under normal driving conditions, is economical, dependable, hard working, reliable, durable, thrifty to operate and easy to maintain.

- That inside Chrysler's Dodge the noise of a large crowd nearby can hardly be heard.

- That Nissan's Datsun is the only economy car to offer front disk brakes, overhead cam engine and independent rear suspension.

- That Volkswagen's Audi has independent front suspension similar to the Aston Martin, luxurious interior comparable to the Mercedes-Benz 280 SE and an ignition system such as is included in the Porsche 911.

- That the Renault sports coupe resists the effects of ice or snow thanks to its front-wheel drive.

The FTC, in issuing its orders to the automobile manufacturers, stressed that it is not filing complaints against the companies or indicating that they are necessarily guilty of violating any rules or regulations. Instead, said the commission in its announcement, by asking the auto makers to prove their claims, the FTC "is merely gathering information" as part of a continuing program "to determine what substantiation exists to support advertising claims."

The commission first announced that it would call on advertisers to back up claims regarding safety or performance or efficacy or quality or comparative price of products advertised nearly two years ago (BROADCASTING, June 14, 1971). The first of these actions is against seven auto makers including General Motors, Chrysler, Ford Motor, American Motors, Volkswagen of America Inc., Toyota Motor Co. and Nissan Motor Corp. Last year, the commission called the advertising substantiation by 12 automobile manufacturers, challenging claims made by Fiat-Roosevelt Motors Inc., Saab-Scania of America Inc., Subaru of America Inc., Volvo Inc., Renault Inc., and British Leyland Motors, in addition to American Motors, Ford Motor, General Motors, Chrysler, Toyota Motor Distributors Inc. and Volkswagen of America Inc.

Twentieth Century-Fox Television
and
Alberto-Culver Company
announce the availability of

**THE NEW
STRIKE IT
RICH**

"The show with a heart"

STRIKE IT RICH . . . the number one quiz
show on network television is back . . .
with a bigger heart than ever!

*26 half-hours for prime time.
In Color-On Tape.*



**TWENTIETH
CENTURY-FOX
TELEVISION**

Twentieth Century-Fox Television announces the world wide distribution of



Great Mysteries Hosted By Orson Welles

A distinguished series for
first-run syndication.
26 half-hours available
Fall 1973.
In Color—On Tape.



STARLOST

THIS IS THE WORLD.
THE ONLY WORLD THEY HAVE EVER KNOWN.
A GIGANTIC ENCLOSED WORLD IN A SPACESHIP 200
MILES LONG, 50 MILES ACROSS THE LAST REMNANTS
OF THE DEAD EARTH.
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 DIS
COVERS THE TRUTH.
WHAT THEY ARE

THE STARLOST



A new
exciting hour-long
series for first
run syndication.
Available for the
1973-74 season.
In Color—On Tape.

Executive producer:
Doug Trumbull

Creator/writer:
Harlan Ellison

CENTURY THEATRE

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.

Scientists and technicians from five major cities 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.

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Moonbase Three



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The Pathfinder

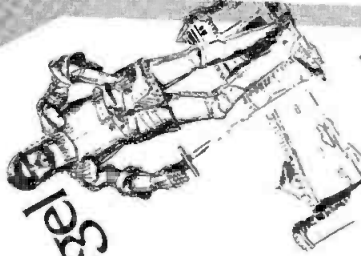


James Fenimore Cooper's exciting tale of a courageous guide in the American wilderness. Outdoor adventure in five one-hour segments.

THEATRE

CENTURY

The Nigels Fortunes



Sir Walter Scott's saga of a Scottish noble's fortune to king James I and back to ruin when the crown falls to a romantic. A romantic adventure in five one-hour segments.

A distinguished series
for first-run syndication
nineteen hours
available
Fall 1973



• Visit the World Of
Twentieth Century-Fox Television
Shoreham Hotel
Suite G-809



OTP takes new tack in its campaign to restrict reruns

Whitehead shifts pressure from networks to FCC

Clay T. Whitehead, director of the Office of Telecommunications Policy, has changed direction in his efforts to secure a reduction in the number of same-season, prime-time reruns networks broadcast. Instead of talking to the networks about a voluntary solution, he has asked the FCC to "conduct a full inquiry . . . and consider whatever regulatory remedies may be appropriate in protecting the public interest."

Mr. Whitehead, in the same letter to FCC Chairman Dean Burch, last week urged repeal of the prime-time access rule at least in its present form. "There are enough anticompetitive forces at work in TV without the government adding more," Mr. Whitehead said. He also said the rule has contributed to the decline in employment among Hollywood craft-union members.

Mr. Whitehead disclosed in September that President Nixon had asked OTP to seek a voluntary solution to the rerun problem or, failing that, to explore regulatory recommendations (BROADCASTING, Sept. 18, 1972).

The disclosure was a major development in the escalating dispute between Hollywood craft unions and the networks over the issue. The craft unions complained about the adverse impact they said reruns were having on employment for their members. The networks, for their part, said economic factors were behind the rising number of reruns, that if they were restricted in the number of programs they could rerun in prime time, the economic consequences would be severe for all concerned, including the craft-union members.

The President entered the dispute on unions' side at the request of John Gavin, president of the Screen Actors Guild. And the instructions President Nixon gave Mr. Whitehead forced OTP to reverse its earlier position on the issue—that the government has no proper role in "dictating to the networks what their programing should be" (BROADCASTING, Sept. 25, 1972). The position was expressed in a letter to Richard Balmuth, the Hollywood film editor who had precipitated the controversy with a request to the FCC that it restrict the number of reruns networks could air.

Mr. Whitehead, in his letter to Chairman Burch, noted that OTP has completed its study of the causes and effects of the rerun issue, and that it shows a substantial increase in the percentage of prime-time programs rerun within the same television year. A draft of the report, which has been forwarded to the President, became available in February

(BROADCASTING, Feb. 5).

One example he cited from the report was the experience of NBC. In the 1962-63 season, Mr. Whitehead said, that network bought 32 original episodes for a series, but in 1971-72, only 24. He said some series now have "as few as 22 original episodes."

Furthermore, Mr. Whitehead said, the combined effects of the increase in reruns and the commission's prime-time access rule, which prevents major-market affiliates from taking more than three hours of network programing in prime time, reduced the amount of original prime-time programing on the three networks combined by 25% between 1962-63 and 1971-72.

(According to the OTP report, the percent of rerun programing carried by the networks rose in those years from 31% to 35% for ABC, from 29% to 44% for CBS and from 29% to 41% for NBC.)

He also said those factors, plus the increased use of feature films in prime time have contributed significantly to the decline of employment in the television production industry. The OTP report says that the number of hours devoted to feature films weekly on the three networks rose from four in 1962-63 to 14 in 1971-72 (although some of the films in recent years were made-for-TV movies and pilots that represented original production).

Mr. Whitehead acknowledged that the principal reason for the increased percentage of reruns was increased cost of prime-time programing: Network payments for such material increased by almost 90% in the past 10 years, he said.

But Mr. Whitehead also noted that the study found that "the most plausible explanation" for most of the cost increase "is the rivalry of the networks for ratings, which causes them to bid up the fees of the highly popular talent and increases other costs that the studios incur."

Since there are no economic forces at work to halt the trend to ever-higher percentages of prime-time reruns, Mr. Whitehead said, "the networks should exercise voluntary restraints" or "regulatory restraints should be considered."

As he has previously, Mr. Whitehead said the networks have rejected OTP proposals to consider voluntary restraints—although one—reportedly ABC—indicated it would be willing to do so if program costs could be reduced. Despite the letter, however, an OTP official said efforts to obtain the network's cooperation would continue.

As for the prime-time access rule, Mr. Whitehead said the data OTP has collected in its study of network practices indicate that the rule, like reruns, limits the amount of diverse, original and high-quality programing available to the public in prime time. He also said the effect of the rule is to weaken the nation's program-production industry, contrary to the rule's basic objectives.

Since there are enough anticompetitive factors at work already in television, Mr. Whitehead said, OTP recommends that

the commission modify the rule to permit networks to program "on a regular basis in the 7:30-8 p.m. period beginning this fall." Networks now leave that slot vacant to permit affiliates to comply with the rule.

The commission is currently taking another look at the rule in the light of experience gained since it became effective with the start of the 1971 season, and repeal is one of the possible options. However, CBS and NBC, which have urged the commission to take that course, and ABC, which backs retention of the rule, though possibly in some modified form, have said it is already too late to plan a full three-and-a-half-hour schedule for the 1973-74 season.

NBC leads winners of 1973 Peabodys

Bill Monroe, Alistair Cooke get individual honors

NBC has won five of 22 George Foster Peabody awards that are to be announced today (March 26).

Three British Broadcasting Corp. productions were honored. ABC-TV and CBS-TV won two Peabodys each. The awards, administered by the University of Georgia, will be presented at a Broadcast Pioneers luncheon May 2 in New York's Hotel Pierre.

The 1973 winners in radio:

- NBC Radio for its *Monitor* program, in recognition of "its return to more traditional forms of radio programing."

- KOAC(AM) Corvallis, Ore., for *Conversations with Will Shakespeare and Certain of his Friends*.

- Washington, D.C., schools' radio project for *The Noise Show*, "an innovative use of radio in education."

- KGW(AM) Portland, Ore., for *Open Door*, "providing use and opportunity to express views about religious values."

- The Broadcasting Foundation of America, New York, for "programs promoting international understanding."

- Voice of America for "outstanding coverage of the 1972 American political conventions and national election, distributed to a worldwide audience."

- Group W, New York, for *Breakdown*, "a critical examination of the nation's most crucial problems."

- NBC and the NBC owned-and-operated stations for two programs, *No-Fault Insurance—Right Road or Wrong?* and *Second Sunday*, a seven-part series on the cities.

- National Public Radio, Washington, for *All Things Considered*, "an innovative use of investigative reporting."

Television winners:

- Bill Monroe, Washington editor of NBC-TV's *Today*, "for his excellence in news reporting."

- CBS-TV for *The Waltons*.

- NBC-TV three special programs devoted to 20th century American music—*Jack Lemmon in S'Wonderful*, *S'Marvelous*, *S'Gershwin*; *Singer Presents Liza*

with a Z, and *The Timex All-Star Swing Festival*.

- WHRO-TV Norfolk, Va., for "its over-all classroom programming."
- The British Broadcasting Corp. for *The Search for the Nile*.
- ABC-TV for *ABC After-School Specials*.
- CBS-TV for *Captain Kangaroo*.
- WNET-TV New York and the BBC for *The Restless Earth*.
- WWL-TV New Orleans for *China '72: a Hole in the Bamboo Curtain*.
- NBC-TV for *Pension—the Broken Promise*.
- WABC-TV New York for *Willowbrook: the Last Great Disgrace*.
- ABC-TV for *XX Olympiad*, "an outstanding example of a network's coverage of a worldwide sports event."
- Alistair Cooke for *America* presented by the BBC and NBC.

How to change format and survive challenge

FCC says there may be trouble if old format is only one in town

With the FCC facing a number of petitions from citizen groups opposing station sales because of proposed changes in formats, FCC Chairman Dean Burch last week warned that "locking" broadcasters into their current formats is a good way to discourage innovative programming.

Sexless. WITH(AM) Baltimore cancelled the syndicated Bill Ballance *Feminine Forum* last week, announcing its action with ads in local newspapers. By Wednesday, according to Gordon Faulkner, vice president and general manager, the station had received a "ton of mail" running 30-to-1 in favor of the cancellation. The Ballance series, syndicated by Dick Clark Productions, is one of several "sex-talk" radio programs that have come under attack in recent weeks, both in the Congress and at the FCC (*Broadcasting*, Feb. 26, et seq). It had been on WITH since September 1972. John Barrett, a former WITH general manager now with Dick Clark, says nine new stations have been added to Ballance string in past three weeks, bringing U.S. total to 21. In addition, three Canadian stations carry series, and 10 Australian stations plan to.

But he also said that licensees and applicants are not completely free in selecting formats. The commission, he said, will take a hard look at any proposal that would deprive a community of its only source of a particular type of programming.

The chairman made the comments in "additional views" he attached to a commission order denying a petition that a Chicago group filed for reconsideration of the commission's decision in December approving Zenith Radio Corp.'s \$1.1-

million sale of WEFM(FM) to G.C.C. Communications of Chicago (*BROADCASTING*, Dec. 18, 1972).

What's more, five of his colleagues—Robert E. Lee, H. Rex Lee, Charlotte Reid, Richard E. Wiley and Benjamin L. Hooks—joined in the "additional views," elevating the chairman's statement to the level of a significant commission document. The seventh commissioner—Nicholas Johnson—dissented to the denial of the reconsiderable the group sought.

The Committee to Save WEFM is protesting the sale because of G.C.C.'s plan to drop the classical-music format the station has employed for 30 years in favor of a "contemporary" sound. The Chicago committee has appealed the commission's decision to the U.S. Court of Appeals.

Spreading it around for 'Sticks and Bones'

CBS admits decision to postpone was not solely the work of Wood

CBS-TV sources conceded last week that the decision to postpone showing of the controversial *Sticks and Bones* had been a collective one, with all CBS top-echelon executives contributing input, but insisted—as they and he had insisted at the time—that the decision was also the responsibility of CBS-TV President Robert D. Wood.

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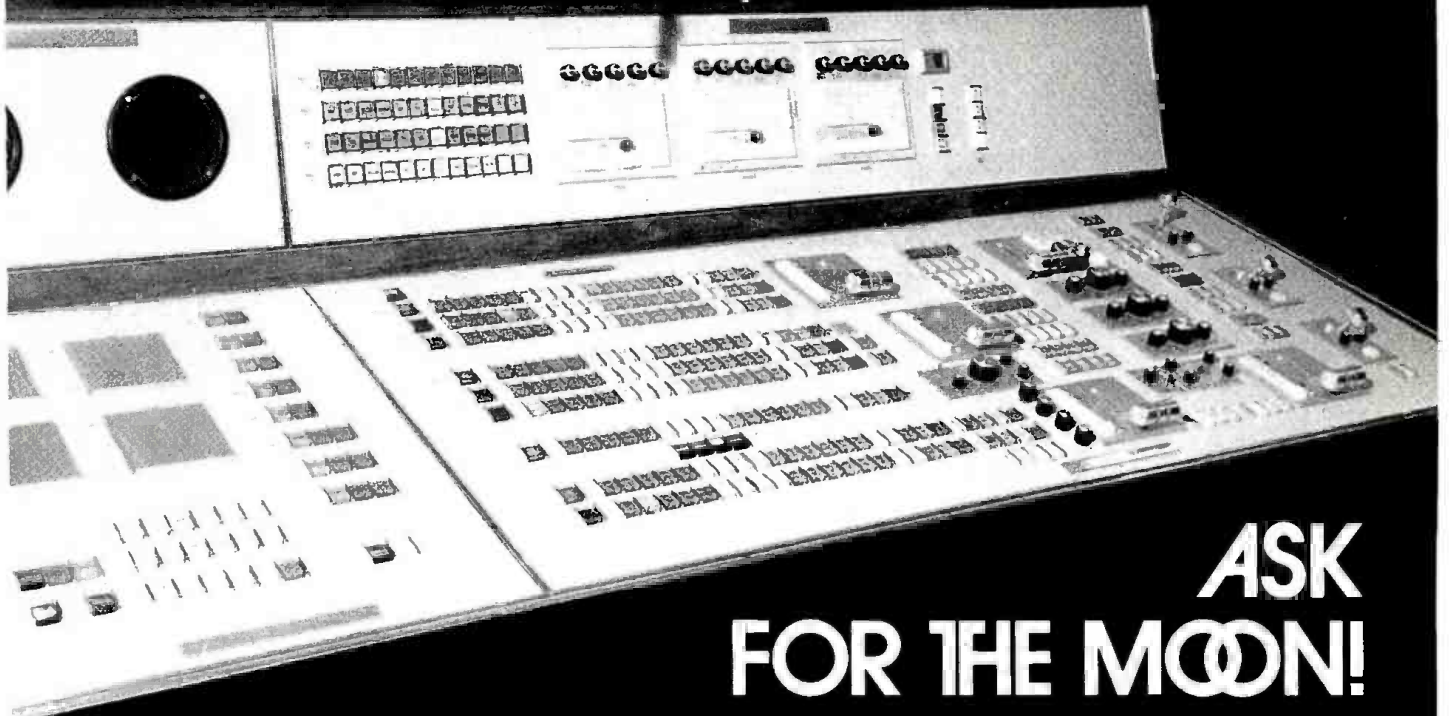


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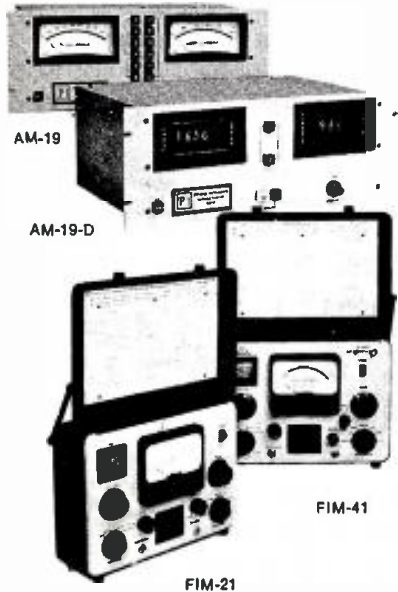
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menting on a *New York Times* report quoting "independent sources" as saying CBS Chairman William S. Paley "personally vetoed" the showing after it had been approved by other top management officials. They said it was "unfair" to call it a decision "by a majority of one" or to say that all others involved had approved the broadcast. Actually, they said, personal viewpoints had tended to fluctuate both pro and con.

When Mr. Wood announced postponement of the March 9 telecast, on grounds that its depiction of a blinded veteran would be "unnecessarily abrasive" to many viewers at a time when former prisoners of war and other Vietnam veterans were returning home (BROADCASTING, March 12, 19), he said he took responsibility for the decision. However, his postponement message to CBS-TV affiliates was less specific, citing the views of "many of us" at the network as well as among affiliates—of whom 69 had already said they would refuse to clear the program.

Mr. Wood said then, and has said since, that he would reschedule the program at a more appropriate time but wanted to wait until the controversy had died down before considering the timing.

NBC and BMI come to terms

Network, in agreeing to three-year blanket license, appears to have been dropped from antitrust suit

An intricate skein of claims and counterclaims between NBC and Broadcast Music Inc., some going back to 1961, was disposed of by an agreement jointly announced by the two sides last week.

Terms of the agreement were not disclosed beyond the announcement's statement that they terminate "differences on a variety of matters which include antitrust, accounting and copyright-infringement claims," and provide for issuance of a blanket license for the use of BMI music on NBC-TV programs through Sept. 30, 1976.

Among the implied effects were the removal of NBC as a defendant in a massive antitrust suit brought by BMI charging the major TV networks and the American Society of Composers, Authors and Publishers with conspiring to put BMI out of business; withdrawal of BMI infringement suits against NBC; abandonment of NBC's efforts to get a BMI license to use (and pay less for) only a few hundred BMI works rather than the entire BMI catalogue and agreement between BMI and NBC on how much NBC-TV is to pay for the BMI music it has used since its last license expired April 1, 1970, and how much it is to pay for the remaining three-and-a-half years of the new blanket license.

In an earlier agreement, NBC-TV consented to pay—and BMI to accept—\$1.4 million a year for BMI music used pending settlement of their various dif-

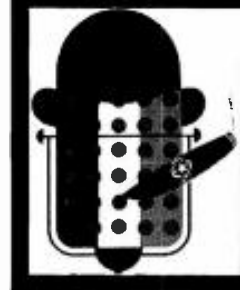
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A series of unstaged half-hour group therapy sessions with Dr. Kassorla leading adults in daring and dramatic discussions of their most intimate problems, this show was the Public Affairs standout of the '71-'72 season... caused a sensation when screened at the NATPE... is certain to be a winner for you.

The series includes 39 half-hour shows, plus 1 two-hour marathon special, and is available in barter in September '73 from Brut Productions. Ask us about it now.



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Bob Knight in *Variety* calls *The Protectors* "...a clear-cut rating success on both coasts, pulling average 33 and 31 shares, respectively, on the CBS O & O's in N.Y. and L.A.... During the full season it has often topped the ABC network movie—must be given its due as an outstanding audience-puller. No other prime access show has steadily logged 30-share or better numbers in the top two markets."

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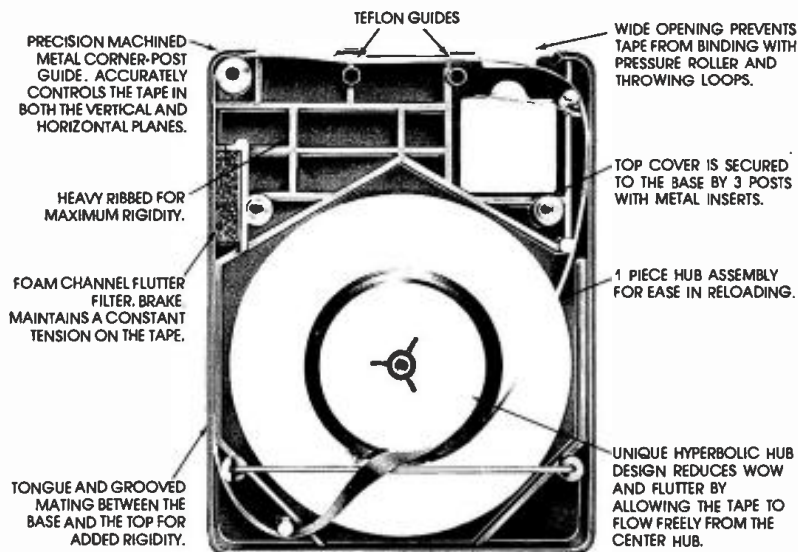
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ferences (BROADCASTING, June 14, 1971). The new rate is believed to be about twice that.

Although the settlement narrowed the range of pending litigation in the music-license field, many complex cases remain. Among them are a suit by CBS-TV seeking to force both BMI and ASCAP to license and charge it for only those musical works it actually uses (BROADCASTING, Jan. 5, 1970); counterclaims by ASCAP seeking to strip CBS and NBC of their owned stations and restrict their network programming to news and public affairs and BMI's antitrust suit against the TV networks and ASCAP.

Eight FM's receive top Armstrong honors

Commercial, noncommercial outlets
split honors for program achievement

The 1972 Edwin H. Armstrong awards, given annually for excellence in FM programming, were to be presented Saturday (March 24) at the National Association of FM Broadcasters convention in Washington. The awards honor commercial and noncommercial FM programs in the areas of community service, education, news and music.

Commercial FM's receiving awards were WFMT Chicago, for community service programming in *The Studs Terkel Program*; KHQ-FM Spokane, Wash., for educational programming in *An American Youth Culture*; KSAN San Francisco, for music in *Fillmore Weekend*, and WBCN Boston, for news in *The Election: Nixon 49, America 1*.

Noncommercial stations awarded were WMUK Kalamazoo, Mich., for community service in *Abortion Special*; CBL-FM Toronto, for educational programming in *The Oceans—Tears on an Azure Floor*; WITF-FM Hershey, Pa., for music in *RVW—A Musical Biography*, and WBUR Boston, for news in *Kids Talk*.

Merit certificates were awarded to runners-up. Stations receiving certificates for community-service programming were WLIR Hempstead, N.Y., for *The Nassau County Jail: Punishment or Rehabilitation?* and noncommercial WGBH Boston for *Stateline*; for educational programming, WGLF Tallahassee, Fla., for *Top of the Hour Vignettes* and noncommercial KOAP Portland, Ore., for *Conversations with Will Shakespeare* and *Certain of His Friends*; for music, WQXR-FM New York for *The Listening Room* series and noncommercial CJRT-FM Toronto for *Speaking of Organists*, and for news, WRVR-FM New York, for *Editorial Day* and noncommercial WWM Williamsburg, Va., for *Politics '72*.

Program Briefs

Proselytizing. Five-hour pop-music radio documentary, *The Christ Chronicles*, dealing with Jesus movement, is expected to be carried by 150 U.S., Canadian and

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Radio Sweep April 12-May 9.

ARB.

American Research Bureau
A Subsidiary of Control Data Corporation

overseas radio stations during Easter season. Some, in New York, Los Angeles, Cleveland, Toronto, and other cities have already aired special as part of Lenten programming. Program was produced and is being syndicated by Harry O'Connor, Hollywood.

Tapes, please. Broadcasting Foundation of America has asked radio stations in U.S. to submit program tapes for consideration as official American entries in the 1973 Italia Prize competition (Sept. 12-24 in Venice under auspices of Radiotelevisione Italiana). Categories are music or drama or about 50th anniversary of radio. Programs go to BFA, 52 Vanderbilt Avenue (suite 1810), New York 10017. Reel-to-reel 7½-inch-per-second tapes may be sent to foundation by June 20 with authorization for contest and later broadcast.

Broadcast Journalism

No help from high court on newsmen's privilege

Newspaperman Peter Bridge loses appeal contending grand juries have to prove compelling need, but district court offers some encouragement in Watergate ruling

The U.S. Supreme Court last week turned down an opportunity to provide further judicial comment on the privilege newsmen have—or do not have—in appearing before grand juries on matters on which they have reported.

The court refused to review the contempt citation against Peter Bridge, formerly a reporter for the now-defunct *Newark Evening News*, who had spent 20 days in jail for refusing to answer questions of an Essex county grand jury.

Mr. Bridge had appealed from state court rulings upholding the contempt citation. He contended that grand juries should be required to show a compelling need before questioning reporters. The Supreme Court, in ruling last June that reporters did not have a First Amendment right to refuse to appear before grand juries, said that grand juries could not be used to harass the press (BROADCASTING, July 3, 1972).

The Bridge case prompted the New

Jersey state legislature to adopt a newsman's shield law more comprehensive in the coverage it would afford reporters unwilling to disclose their sources of information than the one already in force.

But Governor William Cahill last week—on the same day that the Supreme Court acted—vetoed the legislation. He said, "It is no more acceptable to have the press all powerful than it is to have government all powerful."

However, journalists concerned about efforts to force them to disclose sources and information they regard as confidential received some encouragement last week in a ruling of U.S. District Judge Charles Richey in Washington. He rejected a request from officials of President Nixon's re-election committee that reporters and officials of four publications submit documents concerning the publications' coverage of the June 17 break-in and bugging of the Democratic National Committee's headquarters at the Watergate in Washington.

Judge Richey said that complying with the request might have a "chilling effect . . . on the flow of information to the press and, thus, to the public."

The re-election committee officials made their request in connection with three civil suits and countersuits involving them and Democratic party officials which have grown out of the incident.

If the court "allows the discouragement of investigative reporting into the highest levels of government," Judge Richey said, "no amount of legal theorizing could allay the public's suspicions engendered by its actions and by the matters alleged in this lawsuit."

WCCO stations accused of foul news play

Newspaper publisher tells FCC that outlets, co-owned 'Tribune' distorted news stories about it for unfair competitive purposes

WCCO-AM-TV Minneapolis and the commonly owned *Minneapolis Tribune* have been accused by a local print competitor of conspiring against it through falsified news stories.

In a brief filed with the FCC last week,

Sun Newspapers Inc., publisher of 28 weekly newspapers in the Twin Cities area, asked the agency to take action against the WCCO stations based on charges that they, in conjunction with the *Tribune*, "engaged in a joint and concerted effort to cause embarrassment and serious financial injury" to the Sun firm.

The allegations stem from the November 1972 broadcast on WCCO-AM-TV and corresponding articles in the *Tribune* relating to job cutbacks at the Sun firm. According to the Sun brief, WCCO-AM-TV had reported that nearly half of the Sun firm's editorial employees had been let go, and the *Tribune* had said that some 25 Sun employees had lost their jobs, as the result of severe financial losses by the firm. All three media had speculated that Sun would soon be sold, the Sun brief charged. The firm further charged that the *Tribune* and the WCCO stations failed to report in full a statement subsequently issued by Sun denying those stories. Actually, Sun told the commission, it had terminated the jobs of 13 full-time and three part-time editorial staff people. At no time, Sun said, had it indicated that the firm would be sold, and the cutbacks in question were not significant when it is considered that Sun's total editorial staff consists of 80 persons and its entire employe roster of 450 persons.

The Sun brief requested that the commission review an FCC staff action last month in which an initial Sun complaint against WCCO-AM-TV had been denied on the ground that the commission is forbidden by Congress from censoring the news programming of its licensees. Sun claimed that the staff determination is improper since the commission has said it would take action against licensees that had willfully falsified news content.

Nevertheless, the Sun brief continued, the "crucial issue" is not whether WCCO-AM-TV falsified their news stories, but rather whether they did so in an attempt to gain competitive advantage over the Sun publications.

NBC defends health special

NBC has prepared a 39-page document undertaking to answer, point-by-point, the 29 allegations of inaccuracy or bias charged to its *What Price Health?* documentary by the American Medical Association (BROADCASTING, Feb. 12, et seq.). In general, the document says that case histories AMA complained about had been used by AMA itself in other contexts; cites data to show the documentary under-stated some situations AMA claimed were overstated; quotes from unaired portions of interviews to deny AMA allegations in some cases and, in another, to show unaired quotations were harsher toward the AMA position than quotations AMA complained about.

To the 39-page report is attached a 13-page listing and brief descriptions of other NBC programs and news reports related to health and medical practice, plus text of AMA's 15-page initial complaint and transcript of *What Price*

J. RICHARD LEE'S

"might be mistaken, at first, for any other popular-music radio program . . . emphasis is on the individual and his relationship to God. But mostly, it's the music. What J. Richard Lee [has] done is change the setting and the script while retaining the message."

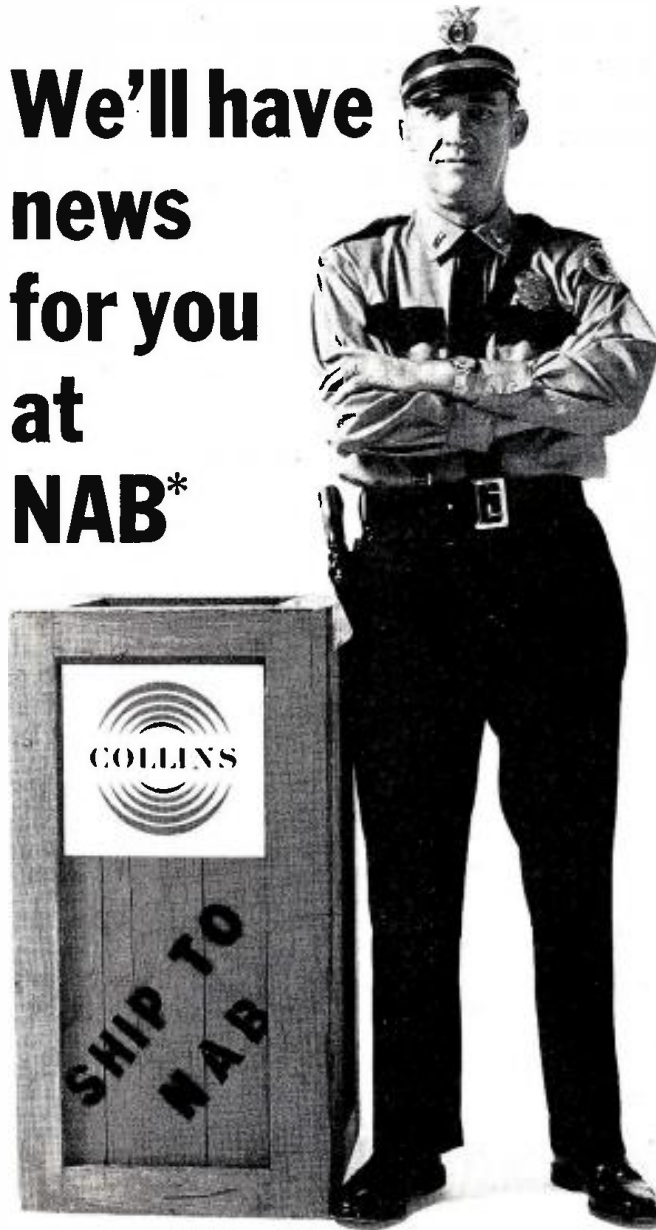
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The Colonel's quote...

"Broadcasting is the only industry I know where you have to run the gauntlet every three years to stay in business. No one is suggesting that broadcasters who do not live up to their responsibilities be shielded from competition. On the other hand, those who make charges against licensees should be compelled to bear the burden of proving them."

Thomas H. Well, Past President
Federal Communications Bar Association
as reported in Nation's Business.

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Health? The entire package has been sent to AMA, along with a four-page addendum based on a *Cleveland Press* news story in which a local family—whose depiction on the program had been attacked by AMA as “fallacious in every detail”—was quoted as saying that “everything NBC quoted us on was true and accurate.”

NBC also told AMA it would be inappropriate to withdraw “Health” from distribution by NBC Educational Enterprises, as AMA had asked, but that the program would be updated to incorporate post-production developments involving the Cleveland family, whose omission AMA had criticized.

Cablecasting

Kennedy urges cable to show its stuff

He says services provided now
instead of later will not go
unnoticed by copyright lawmakers

The cable-television industry last week was gently admonished to stop stringing wire and start providing “enriched programming and broader consumer services” to the country. Wagging the finger was Senator Edward M. Kennedy (D-Mass.), who as a member of the Senate Judiciary Committee can be expected to take part in copyright-revision legislation if it is introduced.

Speaking in Washington before the National Cable Television Association's



Senator Kennedy, NCTA's David Foster
Northeast/Mid-Atlantic Region Legislative Conference, Senator Kennedy pointed out that the cable-television industry, to a large measure, can shape its own destiny by the value of the services it will render to the public. Those in decision-making positions, Senator Kennedy indicated (noting his position on the Senate Judiciary Committee), will be “guided above all else” by the demonstrations of the cable industry's services.

“It seems to me,” he observed, “that the time is now to turn some of cable's billion-dollar investment from stringing

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Our new Model 201C record/only VTR meets all quadruplex color broadcast levels of performance. Only the color electronics are new. In the last three years the tape transport has flown millions of tough environmental miles for the military. It's been there and back.

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more wire to the development of enriched programming and broader consumer services." Pleading lack of money to provide the kind of services the country wants to see would not only be shortsighted, he suggested, but could lead to the industry's undoing. "For, between the chicken of growth and the egg of service, Congress and the public want to see evidence that the American people will in fact be best served by public policy decisions fostering cable's growth," he explained.

But don't try to sell Congress on an expand now, provide service later line, Senator Kennedy cautioned. Instead, he recommended that the industry show its willingness to provide more services to the public now, with the likely reward of governmental responses that will permit greater and faster cable expansion ultimately.

The occasion for Senator Kennedy's speech was the second of five planned regional legislative conferences sponsored by NCTA.

Time and Hilton tie pay-TV knot

**Hotel owner and largest holder
of Computer Television stock
agree to almost \$6-million,
40,000-wired-rooms deal**

Time Inc. took a giant step into the expanding hotel pay-TV business last week with the announcement of an association with Hilton Hotels Corp.

Time Inc. President James R. Shepley and Hilton President Barron Hilton told a news conference in New York on Wednesday (March 21) that Hilton has concluded a long-term agreement with Computer Television Inc., New York, a Time Inc. affiliate, to install the CTI system in 40,000 Hilton rooms in the U.S. Time Inc. is the largest stockholder in CTI, having about 40% of the shares outstanding.

Under the agreement with Hilton, Time Inc. will make an investment of \$2.2 million for the initial installation in 15,000 rooms in 15 hotels. Time Inc. also pledges to wire an additional 25,000 rooms in the Hilton chain within one year. Mr. Hilton said his company plans to invest \$3.5 million in the venture, largely for new color-television receivers.

The initial 15 hotels scheduled to be wired within the next few months are the Waldorf-Astoria, New York Hilton, Conrad Hilton (Chicago), Palmer House (Chicago), San Francisco Hilton, Los Angeles Hilton, Washington Hilton, Statler Hilton (Dallas), Denver Hilton, Beverly Hilton (Beverly Hills, Calif.), Hilton Inn (San Francisco), St. Paul Hilton, Portland Hilton, Hilton Inn (Atlanta) and Hilton Inn (New Orleans).

Paul Klein, president of CTI, said that at the outset, three pay channels will be used to transit films and other programs. He added that the system is adaptable either for one-way communication with guests telephoning their selections, or two-

Quality health care— a right, or a privilege?

Most people tend to think of high-quality health care as a right, one of our many *Blessings of Liberty*. But in reality, this has become more of a privilege.

Medical care costs are at a record high and still rising. Few people can afford to be sick, even for a short time. A long-term disablement—a stroke, for example—can easily bring financial ruin.

Why? Present health care methods are not working. *Medicare* and *Medicaid* are inadequate to today's needs. They're inefficient and archaic. They promote the use of costly acute care centers for all illnesses—both short and long-term—when alternative facilities for the convalescent or the chronically ill would be equally efficient and far less costly.

The inadequacy of present programs represents the root cause of the crisis in American health care. If the collapse of our entire medical care delivery system is to be prevented, we must have a realistic and comprehensive National Health Insurance Program that covers all of our citizens. The need is urgent.

What kind of program should the Congress adopt? Seven major proposals have been submitted to the Senate and House for consideration. Only one of these is addressed solely to chronic illness—the nation's current major health problem. It's called **CHRONICARE**—a national plan for long-term health care. The other plans are primarily oriented toward acute, short-term care.

The American Nursing Home Association feels the time has come for society to end the tragic and shameful neglect of the chronically ill and disabled. This is why we've asked Congress to make **CHRONICARE** an essential part of any legislation that reconstructs our health care insurance pro-

grams. Without it, many of the mentally ill and retarded still will be living in today's shocking and inhumane conditions.

Many of the aged still will suffer from the lack of drugs, nutritious foods and other medical services. Many disabled still will lack necessary prosthetic appliances, rehabilitative services and drugs to ease pain. Why should these segments of our society be left out? Why can't a complete care system be adopted by Congress? Why should a person with mental illness, a retarded child, a paraplegic be treated differently under a national health care delivery system?

CHRONICARE is a bold, new concept in providing health care services for the chronically ill and disabled. It calls for the modern, high-quality nursing home to play a larger role in the nation's health care system. And it calls for an end to the barriers that have limited the capabilities of modern nursing homes.

CHRONICARE is a realistic approach to today's health care problem. It places principle over precedent by recognizing that every American has a right to high-quality, convenient, long-term health care, regardless of age, color, race, creed or income.

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way communication, which will enable guests to dial their choice as in conventional TV selection.

The fee for first-run theatrical features will be \$3 per showing and live coverage of major sports events will be priced according to the value of the contest, according to Mr. Klein.

Mr. Shepley was asked if there was an inconsistency in Time's heavy emphasis on hotel pay TV while one of its affiliates, Sterling Manhattan, had protested to the FCC that Trans-World Communications was feeding feature films to hotels in New York in an area that is franchised for cable TV. Mr. Shepley said there was a difference: Trans-World, he explained, is using telephone lines to transmit programming from a central point to various hotels, while CTI will feed its programming from the premises of the hotels to the rooms.

CTI systems now are operating in hotels in New York; Chicago; Orlando, Fla.; Phoenix; Virginia Beach, Va.; Anaheim, Calif., and Newark, N.J.

Trans-World Communications, a division of Columbia Pictures Industries, ran newspaper advertisements last week in New York, Chicago and Los Angeles, saying its pay-TV system has been installed in 29,210 rooms in 64 hotels.

It was also a busy week for Time Inc. in other areas of pay TV and cable TV. Reorganization of the executive staffs at Sterling Communications Inc., New York, group CATV systems operator, and at Home Box Office Inc., New York, pay-

TV programing company, also were announced. Time Inc. owns 66.5% of the shares in Sterling and, together with Sterling, owns Home Box Office. Sterling plans to distribute its stock in Home Box Office to Sterling shareholders, and following the distribution, Time Inc. will own more than 75% of Home Box Office shares.

The big news at other Time-affiliated companies was that Charles F. Dolan, president of both Home Box Office and Sterling Communications, had resigned. No reason was given for Mr. Dolan's departure. He was reported to be on a vacation cruise last week and could not be reached for comment. A spokesman for Time Inc. said there was no truth to a report that Mr. Dolan had left because of policy differences with Time management. He noted that Mr. Dolan will continue to serve as a board member at both Home Box Office and Sterling Communications.

Gerald M. Levin, vice president for programing at Home Box Office, succeeds Mr. Dolan as president and chief executive officer there. Rhett Austell, group vice president of Time Inc., was named chairman of Home Box Office.

Richard M. Galkin, who has been president of Downe Broadcasting Inc., succeeds Mr. Dolan as president and chief operating officer of Sterling Communications. Barry Zorthian, president of Time-Life Cable Communications Inc., is chairman and chief executive of Sterling Communications.

Equipment & Engineering

American Satellite plans operation start by fall of this year

First stage calls for leasing services of Canadian satellite; later phases include ASC's own bird and earth stations

American Satellite Corp., Germantown, Md., disclosed last week a fall 1973 target date for its entry into domestic communications-satellite operations. Service would be implemented through ASC's leasing of up to three full-period and three occasional-use transponders from the Telesat Canada satellite already in orbit. The arrangement is subject to the FCC's granting of ASC's request for permission to use the Telesat facilities.

ASC, a joint venture of Fairchild Industries and Western Union International, is one of six interests that are awaiting approval of applications to construct and operate a domsat system. The Western Union Telegraph Co. received such an authorization last January. Introduction of ASC's system on the Telesat facilities would constitute phase one of the firm's planned three-stage entry into the domestic satellite field. The second phase, which has a fall 1974 target date, would involve ASC's launching of two 12-transponder satellites. Phase three, which ASC officials project as being from four

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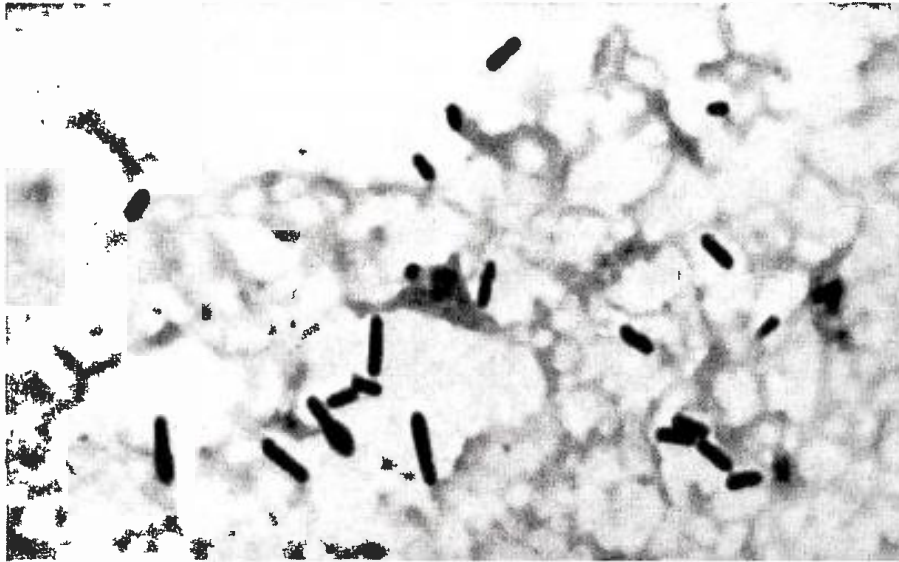
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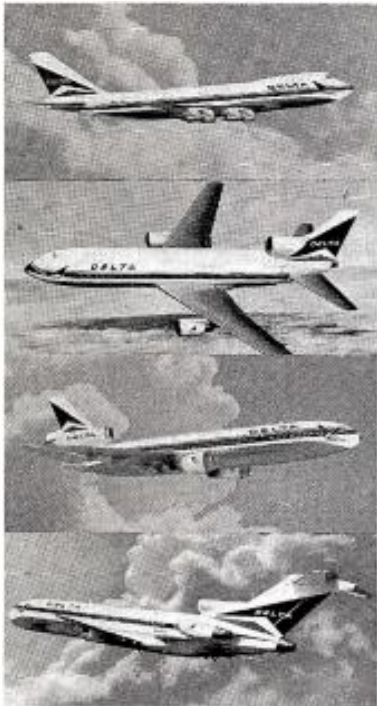


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to five years away, would involve the replacement of the 12-transponder spacecraft with 24-transponder vehicles.

At a Washington news conference last week, ASC President Emanuel Fthenakis announced that his firm has signed a \$25-million contract with Hughes Aircraft Corp. for Hughes' construction of three 12-transponder satellites to be used in the 1974 launch. The third unit would remain on the ground as a reserve facility. The Hughes-ASC transaction follows an FCC waiver last month of its rules to permit the firm to purchase its space hardware from Hughes, prior to action on its domsat application (BROADCASTING, Feb. 26).

In outlining ASC's long range satellite plans, Mr. Fthenakis said the entire system will cost an estimated \$85 million to put in operation.

Mr. Fthenakis also said that the firm's phase-one satellite plans include the implementation of four earth stations—in New York, Chicago, Los Angeles and Dallas. Contracts for the construction of the ground stations are to be announced shortly. The initial earth stations are to be augmented at the start of phase two with ground facilities at Washington, San Francisco, Seattle and Atlanta or Miami.

Hughes gets Intelsat pact

Hughes Aircraft Co., Los Angeles, which last year received a \$20-million-plus order from Western Union Telegraph Co. for spacecraft, last week added \$72 million worth of new communications satellites business from Intelsat, the International Telecommunications Satellite Organization. The new contract, approved by the



Promising projector. One of the principal attractions at RCA's exhibit at this week's National Association of Broadcasters convention will be a prototype of the firm's new TCP-1624 film-cartridge projector, which RCA is touting as the first such unit capable of broadcasting an uninterrupted sequence of short program material from 16 mm film cartridges. The mechanism includes a circular magazine holding 24 cartridges—each capable of containing up to two minutes of film material—which when inserted into the projector provides at the push of a button a possible 48 minutes of continuous programming.

board of governors of Intelsat at their first meetings in Washington (BROADCASTING, March 19), calls for Hughes to build three advanced birds, designated as Intelsat IV-A series, for use by mid-1975. The new satellites, a derivation of the Intelsat IV series now operating over the Atlantic, Pacific and Indian oceans, reportedly will have nearly twice the communications capability of the present global system, with 20 transponders-capability as compared with the current 12 transponders. The Western Union Telegraph Co. order with Hughes was for three 12-transponder birds at a cost of \$20,706,500 (BROADCASTING, Aug. 14, 1972).

Microband to unveil new system in D.C.

An introduction of one of the nation's first private television-program systems utilizing the multipoint distribution service will be a highlight of the 1973 convention of the International Industrial Television Association, which begins this Wednesday (March 28) at Washington's Shoreham hotel.

More than 500 industry and government representatives are expected to attend the IITA conference, which will run through March 30. The MDS demonstration at Wednesday's opening session will feature a live color transmission direct to the hotel via the facilities of Microband Corp. of America. Microband was authorized last November by the FCC to construct a private industrial TV distribution system in Washington using the high-frequency MDS approach. Full commercial service in the city is expected by May 1. At present, MDS systems have been authorized in 14 cities.

The program will feature an interview with FCC Chairman Dean Burch regarding the future of private and industrial television as well as an address by White House Communications Director Herb Klein, who will speak on the need for effective communications to select audience groups. The program will also explore the various applications of private television in industry and government. The opening session of the convention is open to nonregistrants by invitation.

AT&T to get out of Comsat

AT&T plans to make a public offering of its original ownership in the Communications Satellite Corp., about 29% of the total shares in the company. The proposed sale—a registration statement covering is expected to be filed with the Securities and Exchange Commission by the end of next month—will be made only by prospectus. The Bell System purchased 2,895,750 Comsat shares on the original issue in 1964. This ownership has continued unchanged since that time. AT&T is selling its Comsat stock now as a condition for getting involved in a domestic-satellite system as required by the FCC in its domestic-communications satellites decision of late last year.

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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	Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	1	1	1	1
4	2	Love Train (2:59) O'Jays—Philadelphia Intl.	5	3	4	2
2	3	Dueling Banjos (2:10) "Deliverance" Soundtrack—Warner Brothers	3	2	2	6
7	4	Neither One of Us (4:15) Gladys Knight & the Pips—Soul	6	4	3	3
3	5	Also Sprach Zarathustra (5:06) Deodato—CTI	4	5	5	4
5	6	Last Song (3:15) Edward Bear—Capitol	2	6	6	5
10	7	Sing (3:20) Carpenters—A&M	8	12	7	7
12	8	Break Up to Make Up (4:00) Stylistics—Avco	9	7	11	8
15	9	Could It Be I'm Falling in Love (4:13) Spinners—Atlantic	7	8	10	12
23 •	10	Call Me (Come Back Home) (3:03) Al Green—Hi	11	9	8	9
9	11	Crocodile Rock (3:56) Elton John—MCA	12	11	9	11
14	12	Danny's Song (3:06) Anne Murray—Capitol	10	10	12	13
8	13	Ain't No Woman (2:59) Four Tops—Dunhill	15	13	13	10
24 •	14	Masterpiece (5:30) Temptations—Gordy	14	17	14	18
25 •	15	Tie a Yellow Ribbon (3:19) Dawn—Bell	13	16	19	15
16	16	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	16	14	15	17
20	17	Stir It Up (3:09) Johnny Nash—Epic	17	18	18	14
11	18	Rocky Mountain High (4:39) John Denver—RCA	18	15	20	16
6	19	Cover of Rolling Stone (2:53) Dr. Hook & the Medicine Show—Columbia	19	20	16	20
13	20	I'm Just a Singer (4:16) Moody Blues—Threshold	23	21	21	21
22	21	Space Oddity (5:05) David Bowie—RCA	28	25	17	19
17	22	Do You Wanna Dance? (2:44) Bette Midler—Atlantic	21	19	23	24
21	23	Dancing in the Moonlight (2:57) King Harvest—Perception	20	22	24	23
33	24	The Twelfth of Never (2:40) Donny Osmond—Kolob/MGM	24	23	22	26
18	25	Don't Expect Me to Be Your Friend (3:38) Lobo—Big Tree	22	24	25	25
26	26	Daddy's Home (2:59) Jermaine Jackson—Motown	25	27	26	32
34	27	Cisco Kid (3:47) War—United Artists	35	26	30	22
27	28	Aubrey (3:38) Bread—Elektra	27	29	32	29
32	29	Hummingbird (3:30) Seals & Crofts—Warner Brothers	26	31	28	28
39	30	Drift Away (3:30) Dobie Gray—Decca	32	28	27	30
43 •	31	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	33	30	35	27

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
44 •	32		Stuck in the Middle With You (3:24) Stealers Wheel—A&M	37	32	31	31
29	33		Dead Skunk (3:08) Loudon Wainwright III—Columbia	31	36	29	34
42	34		Pinball Wizard (See Me, Feel Me) (3:23) New Seekers—MGM/Verve	30	35	33	37
36	35		Wildflower (4:08) Skylark—Capitol	34	33	37	35
31	36		Little Willy (3:13) The Sweet—Bell	38	34	34	33
41	37		Peaceful (2:50) Helen Reddy—Capitol	29	37	36	38
30	38		Big City Miss Ruth Ann (2:34) Gallery—Sussex	36	38	38	41
— •	39		A Letter To Myself (4:10) Chi-Lites—Brunswick	40	48	39	52
37	40		Jambalaya (3:06) Blue Ridge Rangers—Fantasy	39	51	48	40
59 •	41		Armed and Extremely Dangerous (2:49) First Choice—Philly Groove	57	43	63	36
— •	42		One Man Band (3:29) Ronnie Dyson—Columbia	47	41	46	45
50	43		Funky Worm (2:41) Ohio Players—Westbound	41	47	42	51
67 •	44		Frankenstein (3:28) Edgar Winter Group—Columbia	45	49	43	46
38	45		Peaceful Easy Feeling (4:15) Eagles—Asylum	61	40	44	48
49	46		Let Your Yeah Be Yeah (3:30) Brownsville Station—Big Tree	62	39	69	39
46	47		Don't Cross the River (2:22) America—Warner Brothers	51	42	51	50
56	48		Cook With Honey (3:29) Judy Collins—Elektra	42	58	47	49
66 •	49		Master of Eyes (3:26) Aretha Franklin—Atlantic	44	53	46	56
19	50		You're So Vain (4:07) Carly Simon—Elektra	46	62	40	62
47	51		Keep on Singing (3:40) Austin Roberts—Chelsea	43	44	66	43
45	52		Superstition (3:57) Stevie Wonder—Tamla	53	64	41	44
40	53		Dreidel (3:45) Don McLean—United Artists	55	45	49	47
73 •	54		Drinking Wine (3:37) Jerry Lee Lewis—Mercury	56	50	55	42
54	55		Bitter Bad (2:30) Melanie—Neighborhood	48	46	70	54
51	56		Love Is What You Make It (2:50) Grass Roots—Dunhill	49	59	54	68
28	57		Oh Babe, What Would You Say (3:22) Hurricane Smith—Capitol	50	61	50	60
69 •	58		Cindy Incidentally (2:34) Faces—Warner Brothers	54	57	58	57
52	59		Walk on the Wild Side (3:37) Lou Reed—RCA	64	52	56	53
53	60		One Less Set of Footsteps (2:46) Jim Croce—Dunhill	52	63	60	61
— •	61		Reeling in the Years (4:35) Steely Dan—ABC	59	65	62	65
57	62		Kissing My Love (3:50) Bill Withers—Sussex	58	56	63	64
48	63		The World Is a Ghetto (3:59) War—United Artists	66	55	64	67
60	64		Cherry, Cherry (3:56) Neil Diamond—MCA	68	54	74	59
65	65		Why Can't We Live Together (3:11) Timmy Thomas—Glade	71	71	52	73
64	66		Daisy a Day (2:48) Jud Strunk—MGM	60	66	67	70
—	67		Who Was It (3:00) Hurricane Smith—Capitol	69	67	65	69

continued on page 112



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Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
61	68	68	Pardon Me, Sir (3:37) Joe Cocker—A&M	70	69	72	63
70	69	69	Fortune Teller (2:16) Rolling Stones—London	67	72	75	68
68	70	70	Magic Woman Touch (3:17) Hollies—Epic	*	*	57	65
72	71	71	If You Gotta Break Another Heart (2:35) Albert Hammond—Mums	*	60	73	71
63	72	72	Out of the Question (2:57) Gilbert O'Sullivan—MAM	63	73	71	*
71	73	73	Elderberry Wine (3:34) Elton John—MCA	73	68	*	66
—	74	74	I Knew Jesus (2:50) Glen Campbell—Capitol	65	70	*	*
58	75	75	Give Me Your Love (2:59) Barbara Mason—Buddah	*	*	61	*

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

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

A Letter to Myself (39), Ain't No Woman (13), Also Sprach Zarathustra (5), Armed and Extremely Dangerous (41), Aubrey (28), Big City Miss Ruth Ann (38), Bitter Bad (55), Break Up to Make Up (8), Call Me (10), Cherry, Cherry (64), Cindy Incidentally (58), Cisco Kid (27), Cook with Honey (48), Could It Be I'm Falling in Love (9), Cover of Rolling Stone (19), Crocodile Rock (11), Daddy's Home (26), Daisy a Day (66), Dancing in the Moonlight (23), Danny's Song (12), Dead Skunk (33), Do You Wanna Dance? (22), Don't Cross the River (47), Don't Expect Me to be Your Friend (25), Dreidel (53), Drift Away (30), Drinking Wine (54), Dueling Banjos (3), Elderberry Wine (73), Fortune Teller (69), Frankenstein (44), Funky Worm (43), Give Me Your Love (75), Hummingbird (29), I Knew Jesus (74), I'm Just a Singer (20), If You Gotta Break Another Heart (71), Jambalaya (40), Keep on Singing (51), Killing Me Softly With His Song (1), Kissing My Love (62), Last Song (6), Let Your Yeah Be Yeah (46), Little Willy (36), Love Is What You Make It (56), Love Train (2), Magic Woman Touch (70), Master of Eyes (49), Masterpiece (14), Neither One of Us (4), Night the Lights Went Out in Georgia (16), Oh Babe, What Would You Say (57), One Less Set of Footsteps (60), One Man Band (42), Out of the Question (72), Pardon Me, Sir (68), Peaceful (37), Peaceful Easy Feeling (45), Pinball Wizard (34), Reeling in the Years (61), Rocky Mountain High (18), Sing (7), Space Oddity (21), Stir It Up (17), Stuck in the Middle with You (32), Superstition (52), Tie a Yellow Ribbon (15), Twelfth of Never (24), Walk on the Wild Side (59), Who Was It (67), Why Can't We Live Together (65), Wildflower (35), World is a Ghetto (63), You Are the Sunshine of My Life (31), You're So Vain (50).

Cox expects records in fiscal 1973

Cox Broadcasting Corp., Atlanta, is projecting another record year for per-share earnings in fiscal 1973. J. Leonard Reinsch, president of the firm, also told the annual stockholders meeting last week that first-quarter 1973 revenues are expected to exceed by 10% the \$17.1 million produced in the comparable period last year.

Mr. Reinsch reported that broadcasting revenues in the first quarter were 11% over the year-ago figure, and that over-all per-share earnings in the first quarter were about the same level, 31 cents, as last year's.


Mr. Reinsch also took the occasion to urge congressional passage of renewal legislation. "We do object strongly to the grossly unfair burden of regulation that is pressing so hard on the industry today that it threatens to stifle future growth," he said.

Financial Briefs

International Video Corp., Sunnyvale, Calif., broadcast-equipment manufacturer, reported 52% increase in sales for first half of its fiscal year, with net income after extraordinary credits more than two-

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and-a-half times similar figure for the same period in 1972.

For six months, ended Jan. 27:

	1973	1972
Earned per share	\$ 0.48	\$ 0.19
Revenues	12,189,000	8,011,000
Net income	1,249,000	474,000

Gross Telecasting Inc., Lansing, Mich., reported record highs in earnings and revenues for 1972. For year ended Dec. 31:

	1972	1971
Earned per share	\$ 1.53	\$ 1.33
Revenues	6,157,354	5,310,306
Net income	1,223,604	1,062,717

Wometco Enterprises, Miami, reported new records last year in earnings (up 24.4% over 1971), net income (gain of 23.4%) and sales (12.7% increase). For year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 1.07	\$ 0.88
Revenues	114,072,000	101,196,000
Net income	8,720,000	5,445,000
Shares outstanding	6,016,000	6,017,000

Kansas State Network board of directors has authorized corporation to buy up to 10,000 shares of its own stock on open

market for use in stock options and for other corporate purposes.

Clarification. In BROADCASTING's March 12 report on the Post Corp., Appleton, Wis., revenues and earnings for year ended Dec. 31, 1972, earned per share figure referred to earnings without capital gains. The earned per share figure with capital gains included is, for 1972, \$2.05, and for 1971, \$1.88. Without capital gains included, that figure is, for 1972, \$1.90, and for 1971, \$1.84.

Broadcasting Stock Index

Weekly market summary of 139 stocks allied with broadcasting

Stock symbol	Exch.	Closing March 21	Closing March 14	Net change in week	% change in week	1972-73 High	1972-73 Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting										
ABC	ABC	N 25 3/8	59 1/2	- 34 1/8	- 57.35	31 1/2	25 3/8	16,836	427,213	
ASI COMMUNICATIONS			1		.00	5	1	1,815	1,815	
CAPITAL CITIES	CCB	N 49	53 1/4	- 4 1/4	- 7.98	64 1/4	48	6,991	342,559	
CBS	CBS	N 39	40 1/2	- 1 1/2	- 3.70	63	39	28,096	1,095,744	
CDX	CDX	N 26 3/4	28	- 1 1/4	- 4.46	51	26 3/4	5,850	156,487	
FEDERATED MEDIA		O 3 1/2	2 3/4	+ 3/4	+ 27.27	4 1/8	2	820	2,870	
GROSS TELECASTING	GGG	A 14 5/8	15 1/8	- 1/2	- 3.30	23 7/8	12 1/4	800	11,700	
LIN	LINB	O 11 1/2	12 7/8	- 1 3/8	- 10.67	22 3/8	10 3/4	2,341	26,921	
MOONEY	MOON	O 7 7/8	8 1/8	- 1/4	- 3.07	11 5/8	4	250	1,968	
PACIFIC & SOUTHERN	PSDU	O 10 1/2	11 1/4	- 3/4	- 6.66	18 1/4	6 1/2	2,010	21,105	
RAHAL COMMUNICATIONS	RAHL	O 9 1/2	11	- 1 1/2	- 13.63	29	8	1,296	12,312	
SCRIPPS-HOWARD*	SCRPO	O 19 1/4	19 1/2	- 1/4	- 1.28	27	18	2,589	49,838	
STARR*	SBG	M 17	18 1/2	- 1 1/2	- 8.10	30 1/2	15 1/2	1,061	18,037	
STORER	SBK	N 25 3/4	28 1/2	- 2 3/4	- 9.64	49 3/8	25 3/4	4,402	113,351	
TAFT	TFB	N 40	44 5/8	- 4 5/8	- 10.36	59 1/4	40	4,064	162,560	
								TOTAL	79,221	2,444,480
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A 3 5/8	4 1/8	- 1/2	- 12.12	8 3/4	3 5/8	1,259	4,563	
AVCO	AV	N 12 7/8	13 7/8	- 1	- 7.20	20 7/8	12	11,497	148,023	
BARTELL MEDIA	BMC	A 2 1/8	2 3/8	- 1/4	- 10.52	7 1/8	1 3/4	2,257	4,796	
CHRIS-CRAFT	CCN	N 6	5 7/8	+ 1/8	+ 2.12	8 3/4	4 5/8	4,008	24,048	
COMBINED COMMUNICATIONS	CCA	A 29 1/2	30 5/8	- 1 1/8	- 3.67	44 3/8	28 1/2	3,436	101,362	
COWLES COMMUNICATIONS	CWL	N 7	7 1/4	- 1/4	- 3.44	13 1/8	7	3,969	27,783	
DUN & BRADSTREET	DNB	N 79 3/8	80 1/4	- 7/8	- 1.09	81 3/8	63	13,021	1,033,541	
FAIRCHILD INDUSTRIES INC.	FEN	N 9	9 5/8	- 5/8	- 6.49	14 1/4	9	4,562	41,058	
FUQUA	FOA	N 13 3/4	14 3/8	- 5/8	- 4.34	27 7/8	13 1/2	9,587	131,821	
GARLE INDUSTRIES	GBI	N 15 3/4	15 7/8	- 1/8	- .78	32 1/4	15	2,551	40,178	
GENERAL TIRE & RUBBER	GY	N 23 3/4	25	- 1 1/4	- 5.00	32 5/8	22	20,651	490,461	
GLOBETROTTER COMMUNICATION INC	GLBTA	O 7 5/8	7 1/2	+ 1/8	+ 1.66	20 1/2	7	2,843	21,677	
GRAY COMMUNICATIONS	O	11	11		.00	14	6 1/2	475	5,225	
HARTE-HANKS NEWSPAPERS INC.	HHN	N 25 3/8	26 7/8	- 1 1/2	- 5.58	29 1/4	24 3/4	4,321	109,645	
ISC INDUSTRIES	ISC	A 7	7 1/4	- 1/4	- 3.44	9 1/4	6	1,658	11,606	
KAISER INDUSTRIES	KI	A 4 3/4	5 1/8	- 3/8	- 7.31	9 5/8	4 3/4	26,948	128,003	
KANSAS STATE NETWORK	KSN	O 5 3/4	5 3/4		.00	7 7/8	5 5/8	1,741	10,010	
KINGSTIP INC.	KTP	A 8 3/4	10 3/4	- 2	- 18.60	17 3/4	8 3/4	1,155	10,106	
LAMB COMMUNICATIONS*	O	2	2		.00	4 7/8	2	475	950	
LEE ENTERPRISES	LNT	A 19 1/2	20 3/8	- 7/8	- 4.29	30	17 1/2	3,340	65,130	
LIBERTY CORP.	LC	N 17 5/8	18 1/2	- 7/8	- 4.72	25 1/2	17 1/2	6,753	119,021	
MCGRAW HILL	MHP	N 11	12 1/4	- 1 1/4	- 10.20	20 7/8	11	23,518	258,698	
MEDIA GENERAL INC.	MEG	A 4 3/4	43	- 1 1/4	- 2.90	49 3/8	27 7/8	3,434	143,369	
MEREDITH CORP.	MDP	N 15	15 3/4	- 3/4	- 4.76	30 3/4	15	2,827	42,405	
METROMEDIA	MET	N 20 1/4	22 1/4	- 2	- 8.98	39	19 7/8	6,078	123,079	
MULTIMEDIA INC.	O	25 1/4	26 1/2	- 1 1/4	- 4.71	45	14	3,620	91,405	
OUTLET CO.	OTU	N 13 1/2	14 1/4	- 3/4	- 5.26	19 3/8	13	1,336	18,036	
PACIFIC SOUTHWEST AIRLINES	PSA	N 15 1/2	17 1/2	- 2	- 11.42	37 1/2	15 1/2	3,779	58,574	
POST CORP.	POST	O 13 1/4	13 3/4	- 1/2	- 3.63	30	9	942	12,481	
PUBLISHERS BROADCASTING CORP.	PUBBB	O 1 1/2	1 1/2		.00	4 7/8	1 1/2	919	1,378	
REEVES TELECOM	RBT	A 2 1/4	2 1/2	- 1/4	- 10.00	4 1/4	2 1/8	2,294	5,161	
RIDDER PUBLICATIONS	RPI	N 25	26 1/8	- 1 1/8	- 4.30	34 1/2	21 7/8	8,327	208,175	
ROLLINS	ROL	N 22 1/4	25 3/4	- 3 1/2	- 13.59	43 1/4	22 1/4	12,916	287,381	
RUST CRAFT	RUS	A 22	22		.00	39 3/8	21 1/2	2,350	51,700	
SAN JUAN RACING	SJR	N 16 7/8	16 7/8		.00	34 3/4	16 3/4	2,153	36,331	
SCHERING-PLOUGH	SGP	N 146	149	- 3	- 2.01	151 1/2	82 5/8	25,471	3,718,766	
SONDERLING	SDB	A 11 3/8	11 5/8	- 1/4	- 2.15	30 3/4	11	1,005	11,431	
TECHNICAL OPERATIONS, INC.	TD	A 8 3/4	9 7/8	- 1 1/8	- 11.39	17 7/8	8 3/4	1,386	12,127	
TIMES MIRROR CO.	TMC	N 19 3/8	21 1/2	- 2 1/8	- 9.88	27 7/8	18 3/8	31,080	602,175	
TURNER COMMUNICATIONS*	O	5 1/4	4 7/8	+ 3/8	+ 7.69	7	2	1,486	7,801	
WASHINGTON POST CO.	WPO	A 28 1/4	28 3/8	- 1/8	- .44	38	23 1/2	4,818	136,108	
WHDH CORP.*	O	21	20	+ 1	+ 5.00	30	11	589	12,369	
WOMETCO	WDM	N 14	15	- 1	- 6.66	25 7/8	13 1/4	6,073	85,022	
								TOTAL	272,908	8,452,979
Cable										
AMECO	ACO	O 7	1	+ 6	+ 600.00	12 3/4	1	1,200	8,400	
AMERICAN ELECTRONIC LABS	AELBA	O 2 1/2	2 3/4	- 1/4	- 9.09	9 3/4	2 1/2	1,726	4,315	
AMERICAN TV & COMMUNICATIONS	AMTV	O 32 1/2	32 1/4	+ 1/4	+ .77	47 1/4	17 1/4	2,856	92,820	
BURNUP & SIMS	BSIM	O 29 3/4	28 3/4	+ 1	+ 3.47	31 3/4	6 3/4	7,510	223,422	
CABLECOM-GENERAL	CCG	A 6 1/2	5 1/2	+ 1	+ 18.18	18 1/4	5 1/8	2,472	16,068	
CABLE FUNDING CORP.*	CFUN	O 7 7/8	7 5/8	+ 1/4	+ 3.27	15 1/4	5 3/4	1,233	9,709	
CABLE INFORMATION SYSTEMS*	O				.00	4 3/4	1 3/4	955	1,671	

	Stock symbol	Exch.	Closing March 21	Closing March 14	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitali- zation (000)	
							High	Low			
CITIZENS FINANCIAL CORP.	CPN	A	7 1/8	7 1/8		.00	15 1/4	7 1/8	2,416	17,214	
COMCAST CORP.	D		4 1/4	5	- 3/4	- 15.00	7	4 1/8	1,280	5,440	
COMMUNICATIONS PROPERTIES	COMU	D	5 7/8	6 5/8	- 3/4	- 11.32	27 3/8	5 7/8	1,917	11,262	
COX CABLE COMMUNICATIONS	CXC	A	23 5/8	24 3/4	- 1 1/8	- 4.54	41 3/4	20 1/4	3,556	84,010	
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	17 3/4	21 1/4	- 3 1/2	- 16.47	32 7/8	17 3/4	6,503	115,428	
HAWKEYE COMMUNICATIONS INC.	O		10 1/2	11	- 1/2	- 4.54	17 1/2	7	345	3,622	
LVD CABLE INC.	LVOC	O	8 1/8	8 1/2	- 3/8	- 4.41	16 1/2	6 3/4	1,466	11,911	
SCIENTIFIC-ATLANTA INC.	SFA	A	9	11	- 2	- 18.18	15 3/4	8 1/8	917	8,253	
STERLING COMMUNICATIONS	STER	O	3 1/2	3 3/4	- 1/4	- 6.66	7 3/4	2 7/8	2,162	7,567	
TELE-COMMUNICATIONS	TCOM	O	12 1/2	14	- 1 1/2	- 10.71	35 1/4	12 1/2	3,866	48,325	
TELEPROMPTER	TP	A	26 3/4	29 1/2	- 2 3/4	- 9.32	44 1/2	24 1/4	16,513	441,722	
TIME INC.	TL	N	38 7/8	40 3/4	- 1 7/8	- 4.60	64 3/4	38 7/8	7,284	283,165	
TOCOM	TOCM	O	8 1/4	9	- 3/4	- 8.33	12 1/8	7	596	4,917	
UA-COLUMBIA CABLEVISION INC.	UACC	O	10 1/4	11 1/4	- 1	- 8.88	19	10 1/4	1,832	18,778	
VIACOM	VIA	N	12 1/4	14 1/8	- 1 7/8	- 13.27	28 1/2	12 1/8	3,931	48,154	
VICOM	VIA	A	6 1/8	6 1/2	- 3/8	- 5.76	19 3/4	5 7/8	2,333	14,289	
Programming									TOTAL	78,959	1,519,373
COLUMBIA PICTURES	CPS	N	6 3/8	7 1/4	- 7/8	- 12.06	14 7/8	6 3/8	6,335	40,385	
DISNEY	DIS	N	92 5/8	99 3/4	- 7 1/8	- 7.14	123 7/8	92 5/8	28,552	2,644,629	
FILMWAYS	FWY	A	4 1/2	3 3/4	+ 3/4	+ 20.00	8	3 1/4	1,877	8,446	
GULF & WESTERN	GW	N	25 7/8	27 3/8	- 1 1/2	- 5.47	44 3/4	25 7/8	16,387	424,013	
MCA	MCA	N	25 1/4	26 1/2	- 1 1/4	- 4.71	35 7/8	23 1/8	8,243	208,135	
MGM	MGM	N	20 1/4	21 7/8	- 1 5/8	- 7.42	27 1/2	16 3/4	5,958	120,649	
MUSIC MAKERS	MUSC	O	2 5/8	2 1/2	+ 1/8	+ 5.00	3 3/4	1 1/8	534	1,401	
TELE-TAPE PRODUCTIONS*	O		1 1/2			.00	2 7/8	1	2,190	3,285	
TELETRONICS INTERNATIONAL*	O		8 1/4	8 1/2	- 1/4	- 2.94	18 1/2	6 1/4	724	5,973	
TRANSAMERICA	TA	N	14 1/2	14 3/4	- 1/4	- 1.69	23 1/2	13 7/8	67,413	977,488	
20TH CENTURY-FDX	TF	N	8 7/8	9 7/8	- 1	- 10.12	17	8 1/4	8,562	75,987	
WALTER READE ORGANIZATION	WALT	O				.00	4 1/8	7/8	2,203	1,927	
WARNER COMMUNICATIONS INC.	WCI	N	26 1/4	27 7/8	- 1 5/8	- 5.82	50 1/4	26 1/4	18,883	495,678	
WRATHER CORP.	WCO	A	13 3/4	14 3/4	- 1	- 6.77	17 7/8	7 1/8	2,164	29,755	
Service									TOTAL	170,025	5,037,751
JOHN BLAIR	BJ	N	9 1/4	9 1/2	- 1/4	- 2.63	22 3/8	8 3/4	2,606	24,105	
COMSAT	CO	N	55 3/4	57 3/4	- 2	- 3.46	75 3/8	51	10,000	557,500	
CREATIVE MANAGEMENT	CMA	A	8 3/8	7	+ 1 3/8	+ 19.64	15 1/2	6 3/4	975	8,165	
DOYLE DANE BERNBACH	DOYL	O	15 3/4	16 3/4	- 1	- 5.97	34 3/4	15 3/4	1,984	31,248	
ELKINS INSTITUTE	ELKN	O	7/8	7/8		.00	16 3/8	7/8	1,664	1,456	
FOOTE, CONE & BELDING	FCB	N	9 1/2	9 5/8	- 1/8	- 1.29	14	9 1/2	2,152	20,444	
CLINTON E. FRANK INC.*	O		8 1/2	9 1/4	- 3/4	- 8.10	20	8 1/2	720	6,120	
GREY ADVERTISING	GREY	O	12 1/2	13	- 1/2	- 3.84	18 1/8	9 1/4	1,200	15,000	
INTERPUBLIC GROUP	IPG	N	19	21 1/8	- 2 1/8	- 10.05	36 1/8	17 1/4	2,587	49,153	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 3/4	14 3/4		.00	18 1/2	5 7/8	825	12,168	
MCCAFFREY & MCCALL*	O		8 3/4	9 1/4	- 1/2	- 5.40	16 1/2	7	585	5,118	
MCI COMMUNICATIONS	MCIC	D	6 1/4	6 1/2	- 1/4	- 3.84	12 3/4	6 1/4	11,810	73,812	
MOVIELAB	MOV	A	1 1/2	1 5/8	- 1/8	- 7.69	3 1/8	1 3/8	1,407	2,110	
MPO VIDEOTRONICS	MPO	A	4 1/2	3 3/8	+ 1 1/8	+ 33.33	7 1/8	2 1/2	540	2,430	
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O	20 3/4	21	- 1/4	- 1.19	34 1/8	20	911	18,903	
A. C. NIELSEN	NIELB	O	39	40 1/2	- 1 1/2	- 3.70	78 1/8	37 5/8	10,598	413,322	
DGILVY & MATHER	OGIL	D	27 3/4	28	- 1/4	- .89	48 1/2	16	1,716	47,619	
PKL CO.*	PKL	O	2 3/8	2 3/8		.00	9 1/2	3/4	778	1,847	
J. WALTER THOMPSON	JWT	N	16 1/4	16 7/8	- 5/8	- 3.70	49 1/4	16	2,694	43,777	
UNIVERSAL COMMUNICATIONS INC.*	O		7 1/2	7 1/2		.00	17	7 1/2	715	5,362	
WELLS, RICH, GREENE	WRG	N	14 1/2	15 3/4	- 1 1/4	- 7.93	27 7/8	14 3/8	1,568	22,736	
Electronics									TOTAL	58,035	1,362,395
ADMIRAL	ADL	N	12 5/8	14	- 1 3/8	- 9.82	27	12 5/8	5,813	73,389	
AMPEX	APX	N	5 5/8	5 3/4	- 1/8	- 2.17	15 1/8	5	10,875	61,171	
CARTRIDGE TELEVISION INC.	O		7 7/8	9	- 1 1/8	- 12.50	43 1/2	7 7/8	2,083	16,403	
CCA ELECTRONICS	CCAE	D	1 1/4	1 5/8	- 3/8	- 23.07	6 1/4	1 1/4	881	1,101	
COLLINS RADIO	CRI	N	23 3/4	25 1/8	- 1 3/8	- 5.47	27 1/4	13 1/4	2,968	70,490	
COMPUTER EQUIPMENT	CEC	A	2 1/4	2 1/4		.00	4 5/8	2	2,421	5,447	
CONRAC	CAX	N	24 5/8	25 3/4	- 1 1/8	- 4.36	39 3/8	23	1,261	31,052	
GENERAL ELECTRIC	GE	N	64	68	- 4	- 5.88	75 7/8	58 1/4	182,123	11,655,872	
HARRIS-INTERTYPE	HI	N	39	40 1/8	- 1 1/8	- 2.80	59	39	6,301	245,739	
INTERNATIONAL VIDEO CORP.*	IVCP	D	11	11 1/2	- 1/2	- 4.34	15	10 1/2	2,745	30,195	
MAGNAVOX	MAG	N	15 1/4	16 1/8	- 7/8	- 5.42	52 1/4	15 1/4	17,685	269,696	
3M	MMM	N	82 7/8	86 1/4	- 3 3/8	- 3.91	88 7/8	74 1/4	113,009	9,365,620	
MOTOROLA	MOT	N	108 1/2	122	- 13 1/2	- 11.06	138	80	13,648	1,480,808	
OAK INDUSTRIES	OEN	N	16	16 3/8	- 3/8	- 2.29	21 3/4	9 5/8	1,638	26,208	
RCA	RCA	N	28 1/8	29 3/8	- 1 1/4	- 4.25	45	28 1/8	74,432	2,093,400	
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8		.00	4 3/8	1 5/8	3,458	6,483	
SONY CORP	SNE	N	42 3/4	46	- 3 1/4	- 7.06	57 1/4	40 1/2	66,250	2,832,187	
TEKTRONIX	TEK	N	38 1/2	42 1/8	- 3 5/8	- 8.60	65 1/2	32 3/4	8,162	314,237	
TELEMANIX	TMT	O	4	4 1/4	- 1/4	- 5.88	13 3/4	3 1/2	1,050	4,200	
WESTINGHOUSE	WX	N	36 1/4	38	- 1 3/4	- 4.60	54 7/8	36 1/8	88,235	3,198,518	
ZENITH	ZE	N	42 5/8	43 7/8	- 1 1/4	- 2.84	56 5/8	39 3/4	19,040	811,580	
									TOTAL	624,078	32,593,796
									GRAND TOTAL	1,283,226	51,410,774

Standard & Poor's Industrial Average

123.81

129.06

-5.25

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



Mrs. Bitensky

Lorna Bitensky, contract attorney and assistant director, business affairs department, ABC, New York, joins NBC-TV there as senior administrator, talent and program administration. Mrs. Bitensky's primary responsibilities will be in field of contract negotiation with program suppliers. **Jay Michelis**, director of promotion, NBC, New York, named director, promotion, West Coast, Burbank, Calif. **Arthur C. Badavas**, administrator, station promotion, NBC, named manager, promotion.

Ray Gonzales, minority recruiter, CBS, and associate producer, CBS-owned KNXT(TV) Los Angeles, joins KTLA(TV) there as director of minority affairs.

Jack W. Ward, operations manager, broadcast division, WBOC Inc., assumes additional post, assistant secretary-treasurer, WBOC Inc., licensee, WBOC-AM-FM-TV Salisbury, Md.

Fred C. Mueller, VP and general manager, WEEK-TV Peoria, Ill., retires. He is succeeded by **Philip L. Mergener**, general sales manager.

Larry Keenan, formerly with KGNC-TV Amarillo, Tex., joins KGLD(TV) Garden City, Kan., as station manager.

Calo Mahlock, program manager, WKJG-TV Fort Wayne, Ind., appointed assistant general manager.

Ben Ludy, founder, president and general manager, KWFT(AM) Wichita Falls, Tex., relinquishes managerial duties, but remains as member of board and managerial consultant.

Julian M. Brownstein, general manager, WORC(AM) Worcester, Mass., resigns.

Norman R. Brownell, chief engineer, WLOD(AM) Fort Lauderdale, Fla., assumes additional post, operations manager.

Gerald Minnucci, director of advertising, promotion and press information, KGO-TV San Francisco, joins KABC-TV Los Angeles as director of advertising and public relations.

William Row, director of sales promotion and research, KRON-TV San Francisco, appointed to newly created post, advertising director, heading new advertising and promotion division. **A. Richard Robertson**, director, promotion department, KRON-TV, heads newly formed publicity and public relations division.

Dennis Grayson, production manager, WXIX-TV Cincinnati, appointed director of advertising and promotion.

Judith Ritchie Waugh, teacher, Indianapolis public school system, joins WRTV(TV) Indianapolis as public affairs manager.

Terry Gurley, promotion director, Oglebay Institute, joins WWVA-AM-FM Wheeling, W. Va., as director of promotion and public relations.

Broadcast advertising



Mr. Tolson



Mr. Johnston

D'Arcy-MacManus & Masius, New York, reports major realignment of top man-

agement and consolidation of former Masius, Wynne-Williams personnel: **David Tolson**, president, MWW, named corporate executive VP and director of creative services. **DM&M. William Johnston**, chairman, MWW, appointed executive VP and chairman, New York operations committee. **William E. Chambers Jr.** continues as executive VP-general manager, DM&M. **Kenneth W. Mihill**, VP and managing director, Mexico City office, named VP and group head, Anheuser-Busch accounts, agency's St. Louis office.



Mr. Dillon



Mr. Feldman

Jack Dillon and **Lester Feldman**, creative management supervisors, Doyle Dane Bernbach, New York, elected senior VP's.

Edmond C. Semel, VP-account supervisor, Cunningham & Walsh, New York, joins SSC&B, New York, as VP-management supervisor. **Howard H. Becker**, VP-management supervisor, Conahay & Lyon, New York, named VP-account supervisor, SSC&B.

Roby Harrington III, senior VP, Young & Rubicam, New York, appointed assistant manager, New York operations.

Bertram A. Tunnell Jr., VP-account supervisor and secretary, APCL&K, New York, elected senior VP.

James T. Vandiveer, account supervisor, Erwin Wasey, Los Angeles, joins Clinton E. Frank, San Francisco, in similar post.

Steve Freidheim, account executive, Metro TV Sales, New York, joins WCIX-TV Miami as national sales manager.

William R. Adams, local sales manager, WEEK-TV Peoria, Ill., appointed general sales manager.

Michael K. Kincaid, account executive, WXYZ(AM) Detroit, named national sales manager.

Ralph D'Amico, with WCAU-AM-FM Philadelphia, appointed sales manager.

Nicholas Nickson, sales manager, WBBF(AM) Rochester, N.Y., named general sales manager-national sales. He is succeeded by **Paul Orto**, formerly with Avco Broadcasting, New York.

Ronald E. Rice, account executive, WBEN-TV Buffalo, N.Y., appointed local sales manager, WBEN-AM-FM.

Walter J. Smith, formerly sales manager,

R. C. CRISLER & CO., INC.

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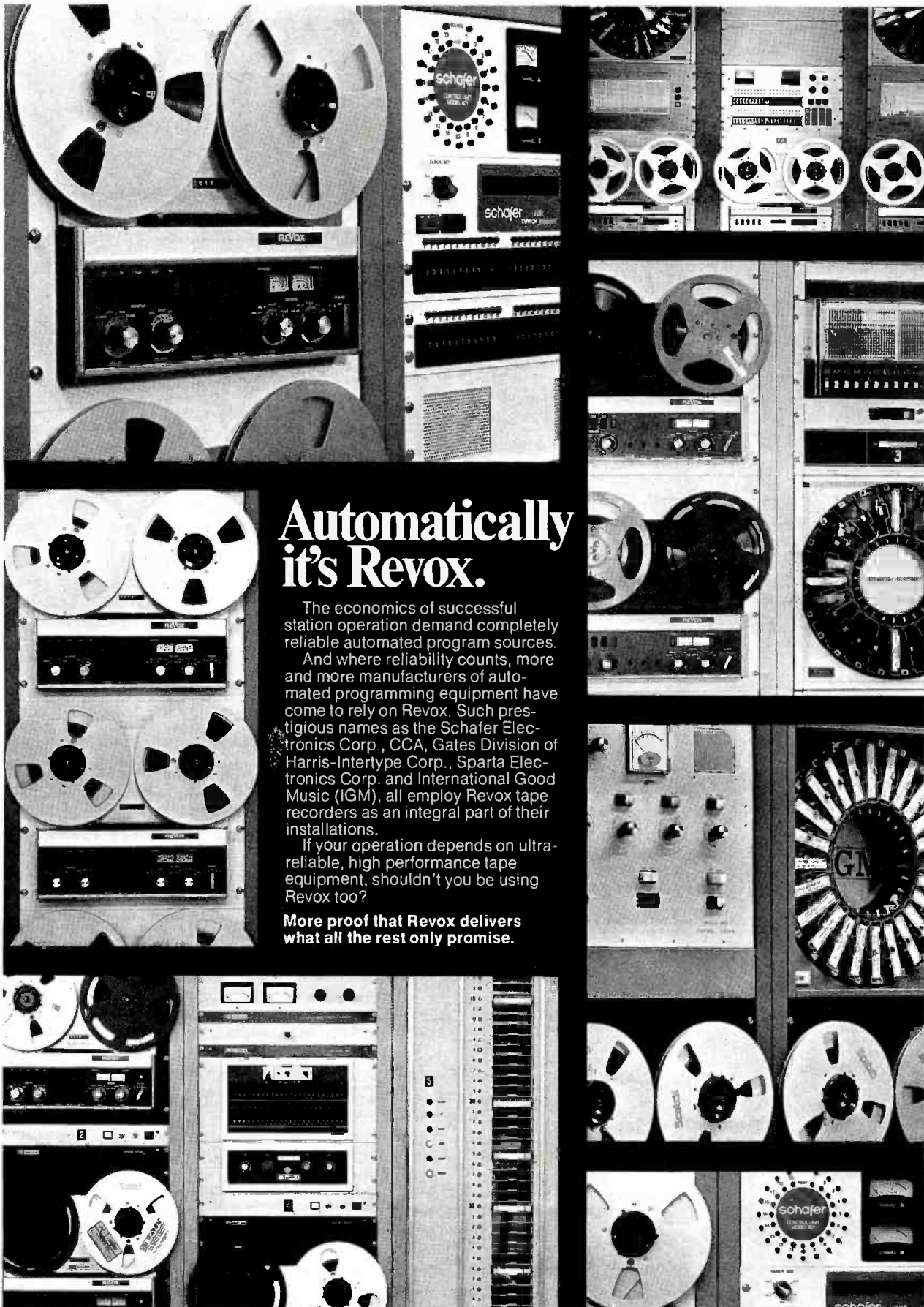
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TUCSON—

Edwin G. Richter Jr., Frank Kalil
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full choice line includes
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WWWE(AM) Cleveland, joins WSUM(AM),
under construction in Parma, Ohio, in
similar capacity.



Mr. Hersh

Barry Hersh, local
sales manager, Avco
Broadcasting's
WLWT(TV) Cincin-
nati, appointed gen-
eral sales manager.
John D. Livoti, with
Avco's WLWC(TV)
Columbus, Ohio,
joins WLWT as na-
tional sales manager.
Judith Richards, re-
search analyst, Shil-
lito's department store, Cincin-
nati, joins
Avco as corporate research director, work-
ing in audience and sales research for
five Avco television stations.

Marv Goldsmith, television group super-
visor, BBDO, New York, named man-
ager, nighttime sales proposals, ABC-TV,
New York. **Wesley Dubin**, assistant to di-
rector of sales proposals, and **Michael
Rubin**, assistant to director of sales serv-
ice, ABC-TV, Chicago office, named di-
rector of sales proposals and assistant to
director of sales proposals, respectively.

Henry C. Filter, VP-account supervisor,
Norman, Craig & Kummel, joins ad-
vanced methods group of N.W. Ayer &
Son, New York, as associate.

Donald G. Dalton, VP-Eastern sales
manager, Major Market Radio, named
VP-general sales manager, New York of-
fice. **Thomas L. Tiernan**, manager, De-
troit office, MMR, named VP-sales.
Richard C. Mahoney, manager, Los An-
geles office, MMR, named VP-sales.

David S. Abbey, sales manager, Katz TV
West, New York office, named divisional
VP-sales coordinator, West Coast Katz
TV, San Francisco. **Jim Keeley**, sales-
man, Katz TV West, New York, ap-
pointed sales manager of team.

Charles S. Brandt, supervisor of market-
ing and sales, Varicom, commercial com-
munications subsidiary, Campbell-Ewald,
Detroit, appointed VP and associate gen-
eral manager of subsidiary. **John H. Long**,
VP-associate general manager, Varicom,
appointed general manager.

Programing

Michael W. Rollens, program supervisor,
daytime programing, ABC Entertainment,
Hollywood, appointed manager,
daytime program development.

Bud Austin, executive VP, Filmways Inc.,
appointed VP-network liaison and sales,
Paramount Pictures Corp., with head-
quarters in New York.

Donald M. Hine, sales representative,
Time-Life Films, New York, appointed
national sales manager, new post cover-
ing supervision of sales to national clients,
advertising agencies and networks. **Bob
Lloyd**, Midwest sales manager, Independ-
ent Television Corp., named to new
post, Midwest sales manager, Time-Life
Films, with headquarters in Chicago.

Lawrence D. Shackelford, director of ad-

vertising and promotion, WXIX-TV Cin-
cinnati, named program director. **Douglas
Smock**, film director, WXIX-TV, ap-
pointed production manager. **James T. Clear**,
with WXIX-TV, succeeds Mr. Smock.

Ed Aiken, program director, Meredith
Corp.'s WNEM-TV Bay City-Saginaw-
Flint, Mich., joins Meredith's KPHO-TV
Phoenix in similar capacity. He is suc-
ceeded by **Erwin Parthe**, formerly pro-
gram-production manager, WDIO-TV Du-
luth, Minn.

Jeanne Findlater, producer, WXYZ-TV De-
troit, appointed assistant program di-
rector.

Enoch Gregory, air personality, WWRL-
(AM) New York, named to succeed
Jerry Boulding as program director. Mr.
Gregory has served as interim program
director since Mr. Boulding's departure
to become a programing consultant in
January.

Tom East, with KITE(AM) Terrell Hills,
Tex., appointed program director. **Roger
B. Rodgers**, with KITE, appointed assist-
ant program director.

Terry Lionberger, production manager,
Kaiser Broadcasting's WKBS-TV Philadel-
phia, joins Kaiser's WKBG-TV Boston in
similar capacity.

Max Wulf, with WLAV-FM Grand Rapids,
Mich., joins WLMD(AM) Laurel, Md., as
production director.

Len Levy, TV commercials producer, Leo
Burnett Co., New York, appointed presi-
dent, Wyld Films, New York TV com-
mercials subsidiary of 20th Century-Fox.

Tony Asher, creative supervisor, Ogilvy/
Mather, Los Angeles, joins Wes Farrell
Organization, Hollywood, as director,
commercial management group, and
chief, West Coast operations, commercial
division of WFO. WFO provides music
for radio and TV commercials.

Charles Boren, vice chairman, Associa-
tion of Motion Picture and Television
Producers, Hollywood, retires.

John E. Barrett, formerly VP-general
manager, WITH-AM-FM Baltimore, joins
Dick Clark Radioshows Inc., Los An-
geles, as VP-sales for syndicated *Bill
Ballance Show*.

Broadcast Journalism

Louis D. Boccardi, managing editor, As-
sociated Press, New York, named execu-
tive editor, assuming post that has been
vacant since 1963 with retirement of
Alan J. Gould. **Robert H. Johnson Jr.**,
AP sports editor, appointed managing
editor. **Rene J. Cappon** continues as gen-
eral news editor. **Nat Polowetzky**, en-
terprise editor, becomes foreign editor,
succeeding **Ben Bassett** who will assist
Mr. Cappon for next 18 months until he
reaches retirement age.

Howard S. Williams, editorial director,
KNXT(TV) Los Angeles, elected chairman,
California Freedom of Information Com-
mittee, statewide organization represent-
ing all media when First Amendment is-
sues are involved.

Christopher A. Horan, chief engineer,
United Press International's Europe-Af-

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Hospitality Suite 257-F
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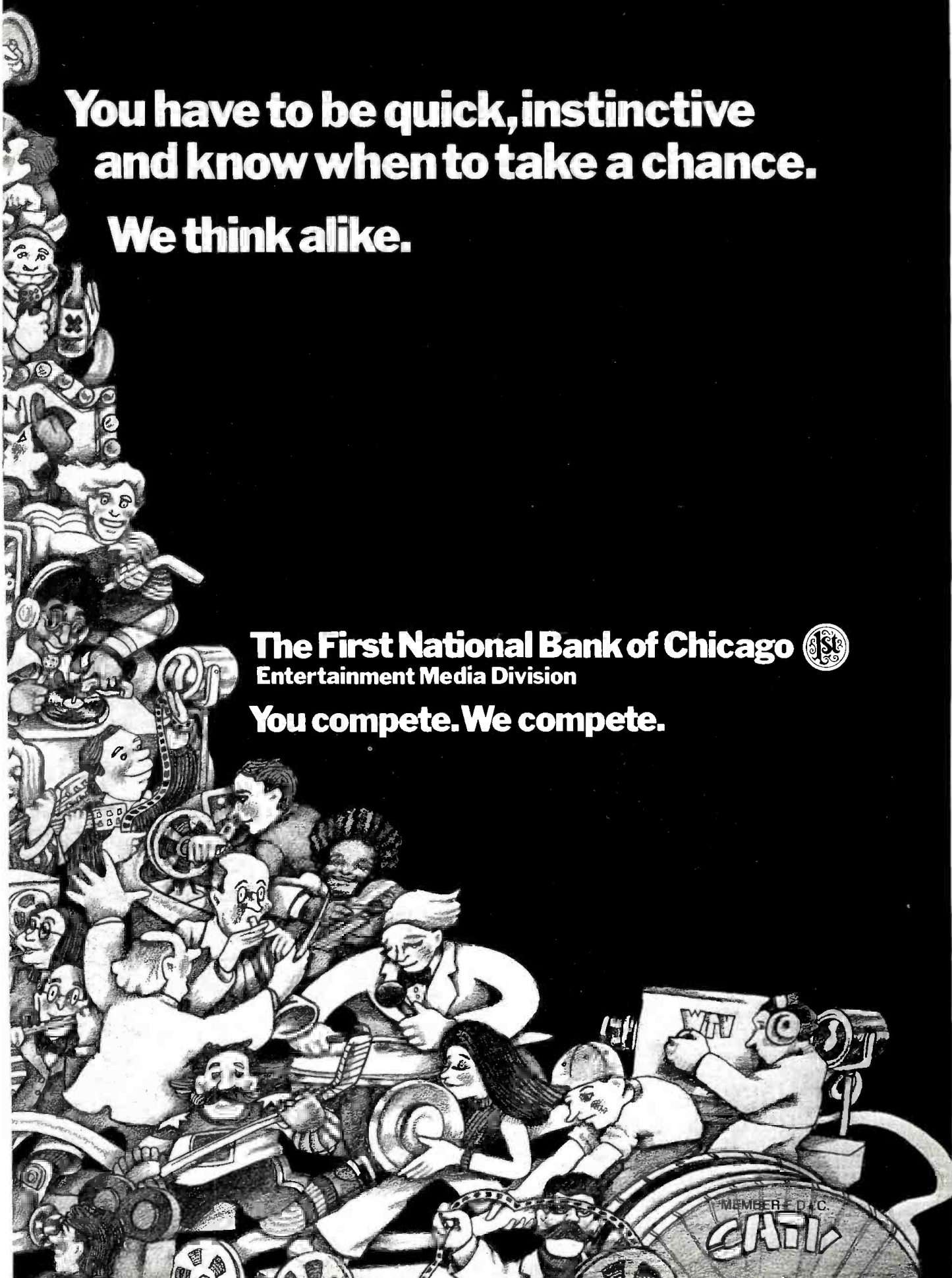
We think alike.

The First National Bank of Chicago

Entertainment Media Division



You compete. We compete.



MEMBER D.C.

CATV

rica-Middle East division, Brussels, named communications manager of division. **Philip K. Elliott**, manager, UPI news-pictures bureau, Chicago, appointed news-pictures editor for Germany, based in Frankfurt.

Ron Scott, director of news operations, WISN-TV Milwaukee, appointed news director.

Dave Emery, assistant news director, WBNS-TV Columbus, Ohio, joins WJW-TV Cleveland in similar capacity.

Bob Allen, news director, KDEN(AM) Denver, elected president, Colorado Associated Press Broadcasters Association.

Wayne Valentine, news director, KWNO(AM) Winona, Minn., elected president, Minnesota Associated Press Broadcasters Association. **Don Madison**, news director, WNUJ-FM New Ulm, Minn., elected VP.

Bob Barth, news director, KVSF(AM) Santa Fe, N.M., elected president, New Mexico Associated Press Broadcasters Association. **Frank Pinnock**, news director, KOBE(AM) Las Cruces, N.M., elected VP.

Alan Scott Parcell, newsman, KWGN-TV Denver, joins WGN news bureau, Washington, as correspondent. He succeeds

Larry Roderick, who joins WGN-TV Chicago news staff. **Mark W. Edwards**, formerly reporter and newscaster, WRAU-TV Peoria, Ill., succeeds Mr. Parcell at KWGN-TV. **Robert H. Jordan Jr.**, staff announcer and reporter, WSM-TV Nashville, joins WGN-AM-TV as reporter. WGN-AM-TV and KWGN-TV are owned by WGN Con-



Mr. Benton

William B. Benton, 72, former U.S. senator active in broadcast policies in the 1950's and a co-founder of Benton & Bowles advertising agency, died March 18 in his sleep in his New York apartment. Mr. Benton had been recently hospitalized at Lenox Hill hospital in New York with pneumonia but had been released Feb. 26. In addition to advertising, Mr. Benton's mark was left on publishing (publisher, Encyclopaedia Britannica), government (served as assistant secretary of state for public affairs in 1945, organizing Voice of America broadcasts), and music services (developed and expanded Muzak in the fifties. In the thirties, he was a pioneer in market research and in the use of radio as an advertising medium. His agency

was one of the first to take a definite interest in radio and its *Maxwell House Show Boat* was credited with vitally influencing the trend of broadcast entertainment. Also in B&B's radio pioneering, the shows *Palmolive Beauty Box Theater*, *Gang Busters* and *Town Hall Tonight* ranked high in listener popularity.

Throughout his career Mr. Benton was actively interested in broadcasting as an educational medium, initially at the University of Chicago where he developed *The University of Chicago Round Table*. He served as a vice president of the university from 1937 to 1945, after having retired from Benton & Bowles in 1935 at the age of 35, thus achieving a stated ambition to quit the agency business at that age with a million dollars in the bank. He was appointed to the Senate to represent Connecticut by that state's Governor Chester Bowles, a former business associate who had been co-founder of the ad agency. Senator Benton was appointed to fill a vacancy, was elected in 1950 and in his few years in the Senate was an advocate, among other things, of educational broadcasting. In the spring of 1951 he introduced a major piece of broadcast legislation—a bill to set up National Citizens Advisory Board for Radio and Television to advise the FCC on program standards.

He is survived by his wife, Helen, two sons and two daughters.

tinental Broadcasting Co.

Herb Holmes, public affairs director, non-commercial WUWM(FM) Milwaukee, joins National Public Radio, Washington, as reporter.

Lee Arthur, weekend sports broadcaster, WCBS-TV New York, joins KDKA-TV Pittsburgh as sports broadcaster-reporter. Station claims Ms. Arthur is only full-time female television sports broadcaster-reporter in country.

Barbara Borin, director of advertising and public relations, Sonesta International Hotels Corp., Boston, assumes additional post, weekend sportscaster, WNAC-TV Boston.

Steve Shannon, sports director, KCBC(AM) Des Moines, Iowa, joins KOA-AM-FM Denver as sportscaster.

Jim (Mudcat) Grant, former major league pitcher, joins WJW-TV Cleveland as sportscaster.

Richard A. Kurlander, producer-director, WKYC-TV Cleveland, joins KPX(TV) San Francisco as director, evening news.

Music

Thomas J. McKay, with KDAY(AM) Los Angeles, joins KNX-FM there as music director.

Cable



Mr. Williams

Jack L. Williams, director of programming, Television Communications Corp., New York, elected VP in charge of programming. **Joan M. Reppa**, assistant to executive VP, Cypress Communications Corp., Los Angeles, appointed manager of system

administration, TVC, New York.

Robert P. Stice, managing director, CATV services division, A.J. Wood Co., Philadelphia, named VP of marketing services firm.

Robert S. Long, with Athena Communications Corp., appointed manager, subscriber installations-CATV, Burnup & Sims Inc., Atlanta. B&S provides design, engineering, manpower and related services to CATV, telephone and utility companies.

Dick Doty, president, Dick Doty & Associates, Fort Lauderdale, Fla., advertising and public relations agency, joins Gulfstream Cable TV Inc. there as executive VP. Gulfstream is applicant for cable franchises in several Florida cities.

Derek White, general manager, Bay Television, CATV systems serving Coos Bay and Myrtle Point, both Oregon, appointed manager, Teleprompter's Tacoma, Wash., system.

Equipment & Engineering

Edwin T. Karl, formerly VP-engineering, Beck-Ross Communications, operator of WGLI(AM) Babylon-WBLI(FM) Patchogue, both New York, and WKMF(AM)-WGMZ(FM) Flint, Mich., elected VP-engineering, WSNL-TV Patchogue, N.Y.

Joel A. Stroback, electronics technician, Philco-Ford microelectronics division, Lansdale, Pa., joins C-Cor Electronics, State College, Pa., as systems engineering administrator.

Herb Kraft, manager of studio operations, ABC West Coast broadcast operations and engineering, appointed Hollywood manager, technical manpower planning and schedules. **Frank Genereux**, technical operations supervisor, succeeds Mr. Kraft. **Beverly Marko**, with ABC West Coast accounting department, appointed West Coast business manager,

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An exciting new daytime strip show.

Pilot available for viewing. First Guests:

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TAV SYNDICATION DIVISION

How radio sells every market, except one.



Pick a market, any consumer market except one. You'll find radio sells it and sells it better than any other medium. And when we say better, we mean two things: reaching more people with your current ad budget, and reaching them with less waste.

We'll start by telling you who listens.

96.6% of all Americans over the age of 12 listen to radio in a week. 96.9% of men 35-49 listen. 96.1% of all persons 18 and over. And so on. Useful information. It proves radio delivers every major group.

Radio Reaches Over 90% of Every Market Weekly (except one)

Persons 12+	96.6%	Men 50+	93.5%
Teens 12-17	99.3%	Women 18+	95.5%
Persons 18+	96.1%	Women 18-34	99.5%
Men 18+	96.6%	Women 35-49	96.3%
Men 18-34	99.4%	Women 50+	91.5%
Men 35-49	96.9%	SOURCE: RADAR	

Now that we've established the large percentage of people radio reaches we're going to compare its cost efficiency to tv.

Want to reach men earning \$15,000 plus? Radio 60's cost \$8 per thousand, tv 30's cost \$31. Women 18-34? Radio 60's cost \$4, tv 30's cost \$14. How about men 35-49? Radio, \$8, tv, \$25. Mothers of children under 2? Radio, \$13, tv, \$47.

We could keep this up all day. And we're comparing radio prime time with tv prime time. The figures aren't ours. They're BBDO's.

You can see that radio is less expensive to use than tv. And you know that print is also far more costly.

Except one.

The only market radio doesn't seem to reach as well is the kids . . . 6-to-11-year-olds. The figure for that group is 68.8%. Actually, almost 70% isn't bad at all. Until you start comparing it with the percentages radio reaches of the other demographic groups.

How about results?

Now we'll tell you how well radio has worked as reported by advertisers themselves at the Radio Workshop sponsored by Association of National Advertisers and Radio Advertising Bureau.

■ A quality wine increased sales 77% because of an all-radio campaign. ■ A sausage became a household word in radio ■ A national insurance company turned on its agents with heavy radio. ■ A flavoring product reversed a decline with radio.

Want more evidence? Available through the industry's Radio Advertising Bureau—RAB.

Media strategy: RAB will provide a computer sweep of W.R. Simmons data that will help you compare your present media with radio only, or radio in a mix. Free. We call this service MAPS for Media Alternatives Planning Systems.

Creative: We'll provide you with examples of radio commercials which helped solve marketing problems like your own.

Mail coupon below to start an alliance for profit between you and RAB.

"Alliance for Profit" Services Available from RAB

- We would like to discuss a W.R. Simmons analysis of media alternatives (RAB MAPS service).
- We need case histories of successful advertisers in radio.
- We want a tape of outstanding radio commercials.
- Other help? _____

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____



Mail to Radio Advertising Bureau, Inc.
555 Madison Avenue, N.Y., N.Y. 10022

Space for this ad was donated in behalf of radio by Plough Broadcasting Company, Inc.

broadcast operations and engineering.

Stephen D. Kerman, with Tektronix Inc., Beaverton, Ore., appointed to newly created post, marketing product manager, television products. **Joseph A. Gayer**, district manager, Tektronix, appointed Western sales manager-television products, with headquarters in Palo Alto, Calif.

Larry Gay, Southwest sales representative, Anixter-Pruzan, Los Angeles, appointed CATV sales representative for Oklahoma and Texas with headquarters in Dallas. Anixter-Pruzan is national distributor of CATV equipment, among other things.

C. David Batafsky, with Jerrold Electronics Corp., Philadelphia, joins AEL Communications Corp., Lansdale, Pa., as sales specialist.

Allied Fields

Bette Jerome, freelance radio and television spokeswoman, producer-moderator and actress-singer, elected president, Washington-Baltimore local of American Federation of Television and Radio Artists (AFTRA). Miss Jerome has served on the AFTRA executive board in previous years.

Isobel Katleman Silden, manager of national press and station relations, Rogers, Cowan & Brenner, Beverly Hills, Calif., agency, resigns.

Deaths

Newman F. McEvoy, 68, known in advertising-agency business as one of deans of media field, died March 20 at Greenwich, Conn., hospital. Mr. McEvoy was with Cunningham & Walsh, New York, more than 40 years (he was one of the partners of Newell-Emmett Co. when it reorganized as C&W in 1950) and at time of his retirement in 1969 was senior VP,



Mr. Codel

Martin Codel, 70, co-founder and first editor of *Broadcasting* magazine and later of *Television Digest*, died last Tuesday (March 20) in Denver, Colo. Death was attributed to heart attack. Mr. Codel, who in recent years spent most of his time on a farm in Rehoboth, Del., had gone to Steamboat Springs, Colo., to attend wedding of his daughter, Sureva.

Mr. Codel began *Broadcasting* in association with Harry Shaw, the first publisher, and Sol Taishoff, then managing editor and now chairman and editor, in 1931. He had been author of "Robert Mack" daily radio column for David Lawrence's Consolidated Press Association as well as writer on *United States Daily*, predecessor to *U.S. News and World Report*. Before that he was reporter in native Duluth and Hibbing, Minn., covered Olympic games in 1924 for *Detroit News* and worked for Associated Press in New York. Mr. Codel became publisher of *Broadcasting* in 1932, position he held until after wartime service as director of information, Mediterranean area, for the Red Cross. In 1944 he sold his interest in *Broadcasting* to Mr. Taishoff, who became sole owner, founded *Television Digest* and *FM Reports* (newsletter) in 1945 and *FM Business* (monthly) in 1946. Mr. Codel sold his publishing interests to Triangle Publications in 1958 (*TV Digest* was subsequently purchased by Albert Warren in 1961). In recent years he had been consultant to RCA, NBC and Time-Life, investigating broadcast opportunities world wide.

Mr. Codel is survived by his wife, Ella April; two daughters, Sureva Towler and Martha Codel; a son, Richard, and three grandchildren. A brother, Edward Codel, for many years with Katz Agency, New York, now lives in West Palm Beach, Fla.

director of media services and member of board. He is survived by one daughter.



Mr. Strauss

Herbert D. Strauss, 63, senior executive officer of Grey Advertising, New York, died March 17 in his apartment in St. Thomas, Virgin Islands. Mr. Strauss had been with Grey 34 years, assuming the presidency in 1961, relinquishing the post in 1969 to become senior executive officer. He is survived by his wife, Sarann, one daughter and one son.

Jesse L. Kaufman, 93, one-time director

of Hearst Corp. radio stations, died in Sarasota, Fla., Jan. 8. He is survived by his wife, now living with son at 1201 Torrey Road, Grosse Point Woods, Mich.

Sylvia Sullivan, wife of television personality Ed Sullivan, died March 17 at Mount Sinai hospital in New York of a heart ailment. Mrs. Sullivan served as treasurer of Sullivan Productions and as financial adviser to her husband. She is survived by her husband and one daughter, Elizabeth.

Stacy Harris, 54, TV and radio actor (*This is Your FBI*, *Doorway to Danger*, *Return to Peyton Place* among others), died March 13 of heart attack at his home in Los Angeles. In his early career he was sportswriter, political cartoonist and Broadway actor.

For the Record®

As compiled by BROADCASTING March 14 through March 20, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Final actions

■ *New Haven, Conn.—Connecticut Educational Television Corp. Broadcast Bureau granted UHF ch. 65 (776-782 mhz); ERP 9.12 kw vis., 1.82 kw aur. HAAT 270 ft.; ant. height above ground 100 ft. P.O. address 24 Summit Street, Hartford. Esti-

mated construction cost \$673,261; first-year operating cost \$1,430,000; revenue none. Geographic co-

ordinates 41° 19' 42" north lat.; 72° 54' 25" west long. Type trans. RCA TTU-2A. Type ant. RCA

**NAB
1973**



**EDWIN TORNBERG
& COMPANY, INC.**

**Hospitality Suite
MAYFLOWER HOTEL**

ED TORNBERG

ED WETTER

DOUG KAHLE

TFU-6J. Consulting engineer T. Brask. Principals: Paul K. Taff, president, et al. Action Feb. 22.

■ *Waterloo, Iowa—State Educational Radio and Television Facility Board. Broadcast Bureau granted UHF ch. 32 (578-584 mhz); ERP 912 kw vis., 182 kw aur. HAAT 1,820 ft.; ant. height above ground 1,923 ft. P.O. address Box 1758, Des Moines, Iowa 50306. Estimated construction cost \$859,250; first-year operating cost \$153,702; revenue none. Geographic coordinates 42° 18' 59" north lat.; 91° 51' 31" west long. Type trans. Gates BT-110U. Type ant. RCA TFU-42J-DAS. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Jansky & Bailey Telecommunications Consulting Department, Atlantic Research Corp. Principals: John A. Montgomery, executive director, et al. Action March 1.

■ *Baton Rouge—Louisiana Educational Television Authority. Broadcast Bureau granted UHF ch. 27 (548-554 mhz); ERP 1230 kw vis., 245 kw aur. HAAT 930 ft.; ant. height above ground 1,025 ft. P.O. address 421 North Street, Baton Rouge 70804. Estimated construction cost \$1,094,144; first-year operating cost \$500,000; revenue none. Geographic coordinates 30° 22' 22" north lat.; 91° 12' 15" west long. Type trans. RCA TTU-55B. Type ant. RCA VEE-ZEE. Legal counsel Charles O. Verrill Jr., Washington; consulting engineer W. J. Kessler & Associates, Gainesville, Fla. Principals: Max Fetty, director of authority, et al. Action March 1.

Action on motion

■ Administrative Law Judge Jay A. Kyle in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, on presiding judge's own motion scheduled further hearing conference for April 3; by separate action granted petition of Alabama Television Inc. and dismissed application with prejudice; retained applications of other applicants in hearing status; by separate action granted motion by Birmingham to strike reply to opposition to petition to amend filed by Chapman Radio and Television Co.; ordered that oral argument on petition to amend filed by Chapman will be held at hearing conference scheduled for April 3; dismissed motion to dismiss Birmingham application filed by Alabama Television (Docs. 15461, 16761, 16758). Actions March 8, 9 and 12.

Call letter application

■ Connecticut Educational Television Corp., New Haven, Conn.—Seeks *WEDY(TV).

Call letter action

■ Ohio Educational Television Network Commission, Lima, Ohio—Granted *WQOL(TV).

Existing TV stations

Final actions

■ FCC granted Mutual Insurance Co. of Omaha extension of waiver of prime-time access rule until Oct. 1, 1974, for *Wild Kingdom* television series. As condition for waiver, at least 12 of programs must be new to television, and another six must be programs not previously shown on network. Action March 13.

■ Fort Smith and Jonesboro, both Arkansas—FCC denied request by George T. Hcnreich to add issues concerning broadcast records and public service benefits of all stations to hearing on applications for KFPW-TV Fort Smith and KAIT-TV Hot Springs, Ark. (Docs. 19291-2). Action March 13.

■ KFTV(TV) Hanford, Calif.—FCC granted Spanish International Communications Corp. extension of authority to April 30 to operate KFTV(TV) as a satellite of commonly owned KMEX-TV Los Angeles. Action March 13.

■ WHNB-TV New Britain, Conn.—FCC denied petition by Connecticut Television Inc., licensee, for reconsideration of commission action denying motion that FCC process applications of 11 Connecticut cable system operators for certificates of compliance in 43 communities. Action March 13.

■ WRBT(TV) Baton Rouge—Broadcast Bureau granted request for authority for remote control operation of trans. from 5220 Essen Lane, Baton Rouge. Action March 13.

■ KDUH-TV Hay Springs, Neb.—Broadcast Bureau granted request to operate by remote control from 2.75 miles south of Hay Springs on Highway 87. Action March 13.

■ WNED-TV Buffalo, N.Y.—Broadcast Bureau granted request to operate trans. by remote control from 184 Barton Street, Buffalo. Action March 13.

■ WIIC-TV Pittsburgh—Chief, complaints and compliance division, informed Carol Los Mansmann that no further action is warranted on complaint that WIIC-TV had violated fairness doctrine in presenting documentary entitled *Abortion: To Be or Not to Be*. Ann. March 16.

■ WRIC-TV Ponce, Puerto Rico—FCC denied Ponce Television Corp. reconsideration of notice of apparent liability incorporated in order designating for hearing application for change of facilities (Doc. 19459). Action March 13.

Actions on motions

■ Administrative Law Judge Isadore A. Hoening in High Point, N.C. (Southern Broadcasting Co. [WGHF-TV] and Furniture City Television Co.), TV proceeding, granted petition by Furniture City to amend application to reflect that John W. Thomas Jr. has relinquished his 3 1/2% of capital stock of Furniture City (Docs. 18906-7). Action March 9.

■ Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV] et al.), TV proceeding, granted petition by Community Broadcasting of Boston Inc. to amend application to reflect change in business and financial interests of Eugene F. Merkert and Stephen P. Mugar, and to report past broadcast interest of stockholder Theodore Jones inadvertently omitted; granted petitions by Dudley Station Corp. to amend application to show change in corporate mailing address, resident address of specified stockholders, current data on business interests of various stockholders and to show filing on Jan. 10 with Securities & Exchange Commission of stock offering; granted petition by RKO General to provide data on recent changes in media interests (Docs. 18759-61). Action March 9.

Other action

■ Review board in Las Vegas, TV proceeding, in response to motion by Western Communications Inc., applicant for renewal of license for KORK-TV Las Vegas, for addition of issues against Las Vegas Valley Broadcasting Co., mutually exclusive applicant for new TV at Las Vegas, added issues to determine whether Valley can reasonably expect to secure an NBC affiliation, and if not, effect it would have on financial qualifications (Docs. 19519, 19581). Action March 2.

New AM stations

Final action

■ Elmhurst, Ill.—DuPage County Broadcasting Inc. FCC granted 1530 khz, 250 w, DA-D. Competing

application of Central DuPage County Broadcasting Co. for same frequency at Wheaton, Ill., was denied. Estimated construction cost \$31,846; first-year operating cost \$72,000; revenue \$84,000. Principals: Frank Blotter (51%) and Lois Blotter (49%). Miss Blotter is office manager of Peoples Gas, Light & Coke Co., Chicago. Mr. Blotter is self employed in advertising, sales and promotion. Action Feb. 21.

Action on motion

■ Administrative Law Judge Ernest Nash in Centerville, Va. (Centerville Broadcasting Co.), AM proceeding, on request of Centerville Broadcasting, extended to April 20 time to file proposed findings and to May 4 time to file replies (Doc. 18888). Action March 12.

Call letter action

■ United Community Enterprises Inc., Greenwood, S.C.—Granted WMTY.

Existing AM stations

Applications

■ KFRB Fairbanks, Alaska—Seeks CP to change frequency to 820 khz, requests waiver of rules. Ann. March 15.

■ KVON Napa, Calif.—Seeks CP to change daytime directional pattern parameters. Requests waiver of rules. Ann. March 15.

■ KEEP Twin Falls, Idaho—Seeks CP to change ant.-trans. and main studio location to north side of Park Avenue South, east of South Washington Street, Twin Falls, and increase tower height. Ann. March 6.

■ WNKY Neon, Ky.—Seeks CP to change ant.-trans. and main studio location to two miles south-east of Neon. Ann. March 15.

■ WNOP Newport, Ky.—Seeks CP to change ant.-trans. site to 3900 Delhi Avenue, Delhi township, Ohio, and make changes in ant. system. Ann. March 14.

Final actions

■ KATO Safford, Ariz.—Broadcast Bureau granted license covering changes; redescribe trans. location as 2.5 miles west of Safford, 1.2 miles south of Thatcher, Safford. Action March 9.

■ KARM Fresno, Calif.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to south side of American Avenue between Fowler and Clovis Avenues, Fresno. Action March 13.

■ KRDD Redding, Calif.—Broadcast Bureau granted license covering changes; studio and remote control located at 1735 Market Street, Redding. Action March 9.

■ KSON San Diego—Broadcast Bureau granted CP to install new aux. trans. to be operated by remote control from main studio location. Action March 9.

■ WKAO Boynton Beach, Fla.—Broadcast Bureau granted license covering new station; trans. location redescribed as Knuth Road, Boynton Beach. Action March 9.

■ WEBY Milton, Fla.—FCC denied motion by Milton Broadcasting Co. for stay of effective date on FCC order denying renewal of license of WEBY (Doc. 17613). Action March 13.

■ WKIS Orlando, Fla.—Chief, complaints and compliance division, informed F. G. Fuller Jr. that he had not provided commission with any factual basis for claim that WKIS had broadcast only one side of controversial issue of public importance in commentary critical of opposition to location of rehabilitation center in Pine Hills area of community. Ann. March 16.

■ WSGC Elberton, Ga.—Broadcast Bureau granted license covering use of former main trans. as alt. trans. Action March 9.

■ KGU Honolulu—Broadcast Bureau granted license covering CP for aux. trans. Action March 9.

■ KASI Ames, Iowa—Broadcast Bureau granted CP to change ant.-trans. site to west end of Martin Street, Ames; increase tower height; condition. Action March 9.

■ KCRG Cedar Rapids, Iowa—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only and granted license covering changes for main trans. Action March 9.

■ WMT Cedar Rapids, Iowa—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 602 Old Marion Road, Cedar Rapids. Action March 9.

■ WCAP Lowell, Mass.—Broadcast Bureau granted license covering use of former main trans. as aux. trans. Action March 9.

■ WPON Pontiac, Mich.—Broadcast Bureau granted mod. of license covering operation of aux. trans. by remote control from 300 Riker building, 35 West Huron Street, Pontiac. Action March 13.

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■ WSGW Saginaw, Mich.—Broadcast Bureau granted mod. of license covering change of main studio location to 1795 Tittabawasee Road, Carrollton township, Mich. (outside corporate city limits); condition. Action March 9.

■ KDWB St. Paul—Broadcast Bureau granted request for waiver of rules to identify as St. Paul-Minneapolis. Action Feb. 22.

■ KXEO Mexico, Mo.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action March 9.

■ KOTD Plattsmouth, Neb.—Broadcast Bureau granted CP to make changes in DA pattern. Action March 9.

■ WENY Elmira, N.Y.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action March 9.

■ WBLA Elizabethtown, N.C.—Broadcast Bureau granted CP to increase ant. height. Action March 9.

■ WFMC Goldsboro, N.C.—Broadcast Bureau granted CP to replace expired permit for changes. Action March 5.

■ WKBO Harrisburg, Pa.—Broadcast Bureau granted CP to change ant.-trans. site to City Island southeast of Market Street bridge, Harrisburg; conditions. Action March 9.

■ WBZY New Castle, Pa.—Broadcast Bureau granted CP to install new aux. trans. to be operated by remote control from main studio location. Action March 9.

■ WZBS Ponce, Puerto Rico—Broadcast Bureau granted license covering new station. Action March 9.

■ WCOS Columbia, S.C.—Broadcast Bureau granted CP to remove series dissipative resistance from ant. during daytime hours, thereby increasing radiation efficiency. Action March 5.

■ WKGN Knoxville, Tenn.—FCC waived rules and granted application of WKGN Inc. to relocate trans. site. Action March 13.

■ WSIX Nashville, Tenn.—Broadcast Bureau granted CP to change ant.-trans. site to western side Neelys Bend Road, 3700 feet south of Menees Lane, Nashville. Action March 9.

■ WFAX Dallas—Broadcast Bureau granted request for waiver of rules to identify as Dallas-Fort Worth. Action Feb. 22.

■ KAMA El Paso—Broadcast Bureau granted CP to increase tower height to 230 ft. Action March 9.

■ KNUZ Houston—Broadcast Bureau granted CP to increase tower height. Action March 5.

■ WXCX Clifton Forge, Va.—Broadcast Bureau granted license covering new station. Action March 9.

Action on motion

■ Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc. [WHLN]), AM proceeding, scheduled further prehearing conference for March 14 (Docs. 19614-5). Action March 12.

Other actions

■ Review board in Carrollton, Ga., AM proceeding, denied petition by Faulkner Radio Inc. to add meritorious programming issue to proceeding involving applications of Faulkner for renewal of license of WLBB and Radio Carrollton for new AM in Carrollton (Docs. 19636-7). Action March 12.

■ WSBC Chicago—FCC set aside staff action of Nov. 20, 1972, granting application of WSBC Broadcasting Co. for CP authorizing removal of 10-ohm series limiting resistor, application has been returned to pending status. Action March 13.

Fines

■ Gainesville, Fla.—FCC ordered DAE Broadcasting Co., licensee of WDVH, and University of Florida, licensee of WRUF, both Gainesville, to forfeit \$2,000 each for violations of law by broadcasting information relating to lottery. Action March 13.

■ KASM Albany Minn.—FCC ordered Stearns County Broadcasting Co., licensee, to forfeit \$500 for violation of rules by having improperly licensed operator in charge of routine operation of trans. during certain hours. Action March 13.

■ KRZE Farmington, N.M.—FCC ordered E. Boyd Whitney, licensee, to forfeit \$1,000 for repeated violation of rules by operating station without authority prior to hours of local sunrise specified in license. Action March 13.

■ KVAS Astoria, Ore.—FCC ordered Lower Columbia Broadcasting Co., licensee, to forfeit \$500 for willful or repeated violations of Communications Act and rules by allowing station to be operated by employee who held no operator's license or permit for broadcast purposes and who signed operating logs. Action March 13.

Call letter applications

■ WCMQ Miami—Seeks WCNQ.

■ KTBC Austin, Tex.—Seeks KLBJ.

Call letter action

■ WZAM Prichard, Ala.—Granted WKXS.

New FM stations

Applications

■ La Junta, Colo.—La Junta Broadcasters Inc. Seeks 92.1 mhz, 3 kw. HAAT 287 ft. P.O. address Box 485, La Junta 81050. Estimated construction cost \$25,752; first-year operating cost \$20,400; revenue \$40,000. La Junta Broadcasters is licensee of KBZZ(AM) La Junta. Principals: Grady F. Maples, president (80%), et al. Mr. Maples has interests in car sales firm in Englewood, Colo., and ski shop at Denver University. Ann. March 7.

■ Pueblo, Colo.—American Radio Corp., trading as American Radio Corp. of Kansas. Seeks 97.9 mhz, 100 kw. HAAT 1,134 ft. P.O. address 3357 West Central, Wichita, Kan., 67203. Estimated construction cost \$92,964; first-year operating cost \$15,000; revenue \$60,000. Principals: Lowell D. Dennison, Frank L. Carney and Robert D. Freeman (each 33 1/3%). Mr. Dennison is president and majority stockholder of KEYN-AM-FM Wichita. Mr. Freeman is vice president, general manager and 10% owner of KEYN. Mr. Carney owns Pizza Hut restaurants in Wichita. Ann. March 7.

■ Booneville, Miss.—Booneville Broadcasting Co. Seeks 99.3 mhz, 3 kw. HAAT 170 ft. P.O. address Box 232, Booneville 38829. Estimated construction cost \$25,595; first-year operating cost \$12,000; revenue \$12,000. Principals: E. O. Roden, president (100%). Mr. Roden owns WBIP(AM) Booneville. He also has interests in WTUP(AM) Tupelo and WGCM(AM)-WTAM(FM) Gulfport, both Mississippi; WBOP-AM-FM Pensacola, Fla.; WTUG(AM) Tuscaloosa, Ala., and WOKJ(AM) Jackson, Miss. Ann. March 7.

■ *Mississippi State, Miss.—Mississippi State University. Seeks 89.1 mhz, 15.7 w. HAAT 112 ft. P.O. address Drawer NJ, Mississippi State 39762. Estimated construction cost \$6,000; first-year operating cost \$300; revenue none. Principals: T. K. Martin, vice president of college, et al. Ann. March 7.

■ *Little Falls, N.J.—Board of Trustees of Montclair State College. Seeks 90.3 mhz, 8 w. HAAT 688 ft. P.O. address Valley Road at Normal Avenue, Upper Montclair, N.J. 07043. Estimated construction cost \$15,000; first-year operating cost \$8,700; revenue none. Principals: W. Lincoln Hawkins, chairman of board of trustees, et al. Ann. March 7.

■ Miami, Okla.—Miami Radio Inc. Seeks 100.9 mhz, 3 kw. HAAT 253 ft. P.O. address Box 511, Miami 74354. Miami Radio Inc. is licensee of KGLC(AM) Miami. Principals: K. C. Jeffries, president (50%), et al. Mr. Jeffries is president of K. C. Jeffries Investment Inc., wholesale oil firm, in Miami. Ann. March 7.

■ La Grande, Ore.—Struck and Associates. Seeks 98.3 mhz, 1.4 kw. HAAT minus 704 ft. P.O. address 1801 Cedar Street, Box 627, La Grande 97850. Estimated construction cost \$22,861; first-year operating cost \$35,621; revenue \$52,272. Principals: Grant and Monte Struck (each 50%). Grant Struck was formerly employed with Boise Cascade Corp., La Grande. He owns La Grande motel there. Monte Struck owns Central Security Agency, private police department, La Grande. Ann. March 7.

■ Mercersburg, Pa.—Fulton Broadcasting Co. Seeks 92.1 mhz, 3 kw. HAAT 294 ft. P.O. address RD 3, Shippensburg, Pa. 17257. Estimated construction cost \$83,534; first-year operating cost \$29,100; revenue \$25,000. Principals: Susan B. and Richard A.

Fulton (together 100%). Mrs. Fulton is account executive with WASH-FM Washington. Mr. Fulton, a lawyer, is vice president and general counsel at United Business Schools Association, Washington. Ann. March 9.

■ *Pittsburgh—Carnegie-Mellon Student Government Corp. Seeks 88.5 mhz, 15 w. HAAT 100 ft. P.O. address 5000 Forbes Avenue, Pittsburgh 15213. Estimated construction cost \$2,578; first-year operating cost \$7,000; revenue none. Principals: Robert W. McCurdy, president of board of directors, et al. Ann. March 7.

■ Beaumont, Tex.—Lamar University. Seeks 91.3 mhz, 24 kw. HAAT 554 ft. P.O. address 4400 Port Arthur Road, Beaumont 77710. Estimated construction cost \$53,207; first-year operating cost \$8,514; revenue none. Principals: Jerry C. Hudson, director of Radio-TV Department, et al. Ann. March 7.

Starts authorized

■ WTUB(FM) Troy, Ala.—Authorized program operation on 105.7 mhz, ERP 100 kw, HAAT 410 ft. Action Feb. 2.

■ *WXCI(FM) Danbury, Conn.—Authorized program operation on 91.7 mhz, TPO 10 w. Action Feb. 27.

■ *WLRA(FM) Lockport, Ill.—Authorized program operation on 88.1 mhz, ERP 250 w, HAAT 95 ft. Action Feb. 28.

■ *KOPN(FM) Columbia, Mo.—Authorized program operation on 89.7 mhz, TPO 10 w. Action Feb. 27.

■ *WJGF(FM) Romney, W. Va.—Authorized program operation on 91.5 mhz, TPO 10 w. Action Feb. 28.

Final actions

■ *Fremont, Calif.—Fremont-Newark Community College District. Broadcast Bureau granted 89.3 mhz, 194 w. HAAT 60 ft. P.O. address 650 Washington Boulevard, Fremont 94537. Estimated construction cost \$6,020; first-year operating cost \$19,323; revenue none. Principals: S. E. Epler, superintendent-president of college district, et al. Action March 13.

■ Jackson, Calif.—Vernon C. Hatfield dba Gold Country Radio. Broadcast Bureau granted 94.3 mhz, 175 w. HAAT 1076 ft. P.O. address 7 St. Stephens Drive, Orinda, Calif. 94563. Estimated construction cost \$29,964; first-year operating cost \$26,640. Revenue \$18,000. Principal: Vernon C. Hatfield, former owner of KTUX-FM (now KYTE-FM) Livermore, Calif., owns Edmonds Printing Co., Berkeley, Calif. Action March 9.

■ Rensselaer, Ind.—J. C. Broadcasters. Broadcast Bureau granted 97.7 mhz, 3 kw. HAAT 300 ft. P.O. address 1616 West Bryn Mawr Avenue, Chicago 60626. Estimated construction cost \$9,863; first-year operating cost \$26,000; revenue \$12,000. Principals: A. Catherine and John A. Felthouse (together 100%). Mr. Felthouse is technician with WBBM-TV Chicago. Action March 9.

■ McPherson, Kan.—McPherson Broadcasting Inc. FCC granted 96.7 mhz, 3 kw. HAAT 245 ft. P.O. address Box 186, McPherson 67460. Estimated construction cost \$26,958; first-year operating cost \$8,620; revenue \$13,620. McPherson Broadcasting is licensee of KNEX(AM) McPherson. Principals: K. R. and Dorothy H. Krehbiel (together 100%). The Krehbiels own McPherson Sentinel, only daily newspaper in community. Action March 2.

■ *Grambling, La.—Grambling College. Broadcast Bureau granted 91.3 mhz, 10 w. HAAT not applicable. P.O. address Grambling 71245. Estimated construction cost \$639; first-year operating cost \$4,000; revenue none. Principals: George L. Wesley, director of broadcasting at college, et al. Action March 5.



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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.

■ **Portland, Me.**—University of Maine. Broadcast Bureau granted 90.1 mhz, 48 kw, HAAT 1,920 ft. P.O. address: Alumni Hall, Orono, Me., 04473. Estimated construction cost \$97,353; first year operating cost \$29,155; revenue none. Principals: Donald McNeil, chancellor of university, et al. Action March 1.

■ ***Oak Park, Mich.**—Board of Education of Oak Park School District. Broadcast Bureau granted 90.3 mhz, 18.5 w, HAAT 101 ft. P.O. address 13900 Granzon Avenue, Oak Park 48237. Estimated construction cost \$5,790; first-year operating cost \$1,000; revenue none. Principals: Samuel Sniderman, superintendent of schools, et al. Action March 6.

■ ***Pipestone, Minn.**—Minnesota Educational Radio Inc. Broadcast Bureau granted 91.7 mhz, 99 kw, HAAT 800 ft. P.O. address Collegeville, Minn. 56231. Estimated construction cost \$157,843; first-year operating cost \$15,023; revenue none. Principals: William H. Kling, president, et al. Action March 1.

■ ***Dix Hills, N.Y.**—Half Hollow Hills Youth Development Corp. Broadcast Bureau granted 88.9 mhz, 10 w, HAAT 100 ft. P.O. address Box 875, Melville, N.Y. 11746. Estimated construction cost \$1,200; first-year operating cost \$1,000; revenue none. Principals: Frank Petralito, president of board, et al. Action March 1.

■ **Bend, Ore.**—Paulina Broadcasting Corp. Broadcast Bureau granted 100.7 mhz, 50 kw hor, 20 kw vert. HAAT 520 ft. P.O. address 1329 East 10th Street, Bend 97701. Estimated construction cost \$7,000; first-year operating cost \$63,000; revenue \$60,000. Principals: Richard E. Gervais, president (17.6%), Marvin Rheinholdt (23.4%), et al. Mr. Gervais owns Mountain Fir Lumber Co., Independence, Ore. Mr. Rheinholdt owns electronics shop in Bend. Action March 6.

■ **Columbus, Tex.**—John L. Labay. Broadcast Bureau granted 98.3 mhz, 3 kw, HAAT 195 ft. P.O. address 514 Spring Street, Columbus 78934. Estimated construction cost \$56,891; first-year operating cost \$36,000; revenue \$37,599. Principals: Mr. Labay (100%). Mr. Labay owns auto parts store in Columbus and cattle ranch in New Ulm, Tex. Action March 8.

■ **Hartford, Wis.**—Iroquois County Broadcasting Co. FCC granted 104.9 mhz, 3 kw, HAAT 295 ft. P.O. address Route 4, Box 68A, Watseka, Ill. 60970. Estimated construction cost \$17,300; first-year operating cost \$5,000; revenue \$23,000. Iroquois County Broadcasting is licensee of WTKM (AM) Hartford and WGFA-AM-FM Watseka. Principals: Samuel L. Martin, president and director (43%), et al. Mr. Martin is president of First Trust and Savings Bank and of People's Coal and Lumber Co., both Watseka. Action March 7.

■ **Kewaunee, Wis.**—Harbor Cities Broadcasting Inc. Broadcast Bureau granted 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address Route 3, Box 224-A, Kewaunee 54216. Estimated construction cost \$45,151; first-year operating cost \$37,990; revenue \$39,100. Principals: Robert F. and Betty J. Stroebel (together 23.7%), George and Mary E. Scoufis (together 23.7%), et al. Mr. Stroebel is employed by WVM (FM) Milwaukee. He owns Stroebel Educational Materials, audio-visual materials firm in Milwaukee. Mr. Scoufis, formerly employed by numerous radio stations in Wisconsin, is insurance claims adjuster in Green Bay, Wis. Action March 6.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in West Palm Beach, Fla. (Guy S. Erway, et al.), FM proceeding, canceled hearing presently scheduled for April 2; stayed all procedural dates and ordered that presiding judge shall establish new procedural dates and set new hearing date as soon as practicable (Docs. 19601-4). Action March 12.

■ Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc.), FM proceeding, granted petition by Colorado West to

amend application by submission of recent balance sheet of one of principals, William R. Dunaway and two credit commitment letters to Mr. Dunaway, and by updating list of Mr. Dunaway's current business interests; by separate action granted petition by Glenwood to amend application to supply change of address for John Hooker; to change type of equipment specified; to supply currently quoted costs of such equipment, and to update bank letter of credit (Docs. 19588-9). Actions March 8 and 9.

Other action

■ Review board in Ogallala, Neb., FM proceeding, denied motion by Ogallala Broadcasting Co., applicant for new FM in Ogallala, to add economic dominance and lack of candor issues against competing applicant Industrial Business Corp. (Docs. 19559-60). Action March 12.

Rulemaking actions

■ **Sault Ste. Marie, Mich.**—FCC proposed three alternative FM channel assignments to Sault Ste. Marie. First would add ch. 237A to existing channel assignment in community, 224A; second would substitute class C ch. 258 for ch. 224A and assign second class C ch. 267, to community; third would retain ch. 224A and add either class C ch. 258 or 267. Action March 13.

■ **Park Rapids, St. Cloud and Albany, all Minnesota**—FCC proposed, in notice of rulemaking, amendment of FM table of assignments to assign ch. 251 to Park Rapids-St. Cloud as third FM assignment in that area; ch. 249A or 288A to Albany; substitution of ch. 227 or 248 for ch. 279 in Park Rapids; and ch. 223 for 227 in Jamestown, N.D. Action March 13.

Call letter applications

■ **Northeast Louisiana University, Monroe, La.**—Seeks *KNLU(FM).

■ **Franklin Broadcasting Corp., Farmington, Me.**—Seeks WKTJ-FM.

■ **WDHP Inc., Presque Isle, Me.**—Seeks WDHP(FM).

■ **Sam Houston State University, Huntsville, Tex.**—Seeks *KSHU(FM).

Call letter actions

■ **Eucler Valley Broadcasting Co., DeFuniak Springs, Fla.**—Granted WQUH(FM).

■ **Venice-Nokomis Broadcasting Co., Venice, Fla.**—Granted WQHW(FM).

■ **WCUW Inc., Worcester, Mass.**—Granted *WCUW(FM).

■ **George A. Freeman, Munising, Mich.**—Granted WQXO(FM).

■ **Rochester Area Educational TV Association, Rochester, N.Y.**—Granted *WXXI-FM.

■ **Oklahoma State Department of Education, Oklahoma City**—Granted *KQOW(FM).

Designated for hearing

■ **Geneva, N.Y.**—FCC consolidated in hearing mutually exclusive applications of Radio Geneva Inc. and Buccaneer Broadcasting Ltd. for new FM on ch. 269A (101.7 mhz, 3 kw) at Geneva. Issues include determination of financial qualifications of Buccaneer Broadcasting. Action March 13.

Existing FM stations

Final actions

■ **KWFM(FM) Tucson, Ariz.**—Broadcast Bureau granted license covering changes; studio and remote control location 199 North Stone, Suite 210, Tucson; ERP 28 kw; ant. height 55 ft. Action March 9.

■ ***KASU(FM) Jonesboro, Ark.**—Broadcast Bureau granted CP to change trans. location to three miles north of Jonesboro and 1.6 miles east of State Route 141, Jonesboro; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 510 ft.; remote control permitted. Action March 6.

■ ***KAHS(FM) Arcata, Calif.**—Broadcast Bureau granted license covering new station. Action March 13.

■ ***KCSN(FM) Northridge, Calif.**—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action March 13.

■ **KUNA(FM) San Luis Obispo, Calif.**—Broadcast Bureau granted license covering changes; ERP 3.8 kw; ant. height 1410 ft. Action March 9.

■ **KLIR(FM) Denver**—Broadcast Bureau granted license covering changes; ERP 100 kw, ant. height 330 ft. (main trans.); ERP 4.3 kw, ant. height 330 ft. (aux. trans.). Action March 9.

■ **WDJF(FM) Westport, Conn.**—Broadcast Bureau granted license covering main trans. changes; ERP 50 kw; ant. height 245 ft. Action March 13.

■ **WGMS-FM Washington**—Broadcast Bureau granted CP to install new trans. Action March 13.

■ **WAXY(FM) Fort Lauderdale, Fla.**—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action March 9.

■ **WMYQ(FM) Miami**—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action March 13.

■ **WAIA(FM) Miami**—Broadcast Bureau granted CP to change trans. location to 695 Northwest 19th Street, Miami; install new trans. and ant.; make change in ant. system; ERP 98 kw; ant. height 790 ft.; remote control permitted. Action March 7.

■ **WJWP(FM) Joliet, Ill.**—Broadcast Bureau granted CP to use formerly licensed main trans. as aux. trans. at main trans. location; ERP 1.45 kw; ant. height 250 ft.; remote control permitted. Action March 9.

■ **WDDD(FM) Marion, Ill.**—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 300 ft. Action March 13.

■ **WLBH-FM Mattoon, Ill.**—Broadcast Bureau granted CP to change trans. location to 1½ miles north of Mattoon; change studio location and operate by remote control from 1632½ Broadway Avenue, Mattoon; install new trans. and ant.; make change in ant. system; ERP 50 kw; ant. height 500 ft. Action March 6.

■ ***WVVK(FM) Rock Island, Ill.**—Broadcast Bureau granted CP to change frequency to 91.1 mhz, ch. 216. Action March 6.

■ ***KCOE-FM Cedar Rapids, Iowa**—Broadcast Bureau granted CP to change frequency to 90.3 mhz, ch. 212. Action March 6.

■ ***KCKK-FM Cedar Rapids, Iowa**—Broadcast Bureau granted CP to change frequency to 88.3 mhz, ch. 202; install new ant.; make change in ant. system; ant. height 108 ft. Action March 6.

■ ***KHKE(FM) Cedar Falls, Iowa**—Broadcast Bureau granted CP to change frequency to 90.9 mhz, ch. 215; change trans. location to 4.5 miles northwest of Walker, Iowa; install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 1,610 ft.; remote control permitted; condition. Action March 6.

■ **KSWT(FM) Topeka, Kan.**—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action March 13.

■ **WCME-FM Brunswick, Me.**—Broadcast Bureau granted license covering changes; ERP 80 kw; ant. height 205 ft. Action March 13.

■ **WCME-FM Brunswick, Me.**—Broadcast Bureau granted mod. of SCA to make changes in programming. Action March 9.

■ **WITH-FM Baltimore**—Broadcast Bureau granted license covering changes; ERP 20 kw; ant. height 130 ft.; granted license covering use of former main trans. for aux. purposes only; ERP 11 kw; ant. height 130 ft. Action March 13.

■ **WKTK(FM) Catonsville, Md.**—Broadcast Bureau granted CP to make changes in transmission line; condition. Action March 13.

■ **WBOS(FM) Brookline, Mass.**—Broadcast Bureau granted license covering changes; ERP 12 kw; ant. height 880 ft. Action March 13.

■ **WWEL(FM) Medford, Mass.**—Broadcast Bureau granted license covering changes; ERP 2 kw; ant. height 710 ft. Action March 13.

■ ***WMMC(FM) North Andover, Mass.**—Broadcast Bureau granted license covering new station. Action March 13.

■ **WAIC(FM) Springfield, Mass.**—Broadcast Bureau granted license covering changes; ERP 230 w.; ant. height 66 ft. Action March 13.

■ **WSBM(FM) Saginaw, Mich.**—Broadcast Bureau granted mod. of license covering change of studio location to trans. site at 1795 Tittabawasee Road, Carrollton township, Mich. Action March 9.

- KEZZ(FM) Aitkin, Minn.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 190 ft. Action March 9.
- WWTX(FM) Corinth, Miss.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action March 9.
- KTTS-FM Springfield, Mo.—Broadcast Bureau granted license covering changes; ERP 29 kw; ant. height 660 ft. Action March 9.
- *KUFM(FM) Missoula, Mont.—Broadcast Bureau granted license covering changes; ERP 4.3 kw; ant. height minus 980 ft. Action March 13.
- WSUS(FM) Franklin, N.J.—Broadcast Bureau granted license covering changes; ERP 360 w.; ant. height 750 ft. Action March 13.
- WSLT-FM Ocean City, N.J.—Broadcast Bureau granted license covering new station; ERP 2.9 kw; ant. height 310 ft. Action March 13.
- WVOX-FM New Rochelle, N.Y.—Broadcast Bureau granted CP to make changes in transmission line; condition. Action March 9.
- WWYD(FM) White Plains, N.Y.—Broadcast Bureau granted CP to install new ant. and change TPO; condition. Action March 5.
- WGWR-FM Asheboro, N.C.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action March 9.
- WRNS(FM) Kinston, N.C.—Broadcast Bureau granted CP to install new trans.; change TPO; ERP 100 kw. Action March 5.
- *WKSU-FM Kent, Ohio.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 7.5 kw; HAAT 320 ft.; remote control from main studio on East Main Street at South Lincoln Street, Kent. Action March 5.
- WXYR(FM) Columbia, S.C.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 1.50 kw; ant. height 400 ft.; granted CP to install former main trans. as aux. and aux. ant. at main trans. location. Action March 9.
- KIJV-FM Huron, S.D.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 185 ft. Action March 9.
- KOAX(FM) Dallas.—Broadcast Bureau granted CP to install new ant. and change TPO. Action March 5.
- KDUX-FM Ocean Shores, Wash.—Broadcast Bureau granted license covering new station; ERP 48 kw; ant. height 155 ft. Action March 9.
- KBLE-FM Seattle.—Broadcast Bureau granted CP to make change in transmission line and change ERP to 36 kw. Action March 5.
- KRAB(FM) Seattle.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz and granted request for waiver of rules. Action March 9.
- *KPEC-FM Tacoma, Wash.—Broadcast Bureau granted license covering changes; ERP 39 kw; ant. height 180 ft. Action March 9.

Other action

- *KZSU(FM) Stanford, Calif.—FCC waived rules and accepted application of board of trustees of Leland Stanford Junior University to change facilities. KZSU operates on ch. 211 (90.1 mhz) with 10 w., and proposes to increase power to 500 w. and decrease ant. height to minus 13 ft. Action March 13.

Call letter applications

- WCOV-FM Montgomery, Ala.—Seeks WKLH-(FM).
- KTAR-FM Phoenix—Seeks KBBC(FM).
- KTBC-FM Austin, Tex.—Seeks KLBj-FM.
- WHLF-FM South Boston, Va.—Seeks WJLC-FM.

Call letter actions

- KWKO(FM) Anchorage, Ala.—Granted KJZZ-(FM).
- WABI-FM Bangor, Me.—Granted WBGW(FM).
- WSAI-FM Cincinnati—Granted WJDJ(FM).
- KJET-FM Beaumont, Tex.—Granted KWIC-(FM).
- KBOX-FM Dallas—Granted KTLc(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following Oregon translators: K71AL, K73CC, K76AM, K79AE and K82AT, all Tillamook; K77AP Rural area near Pendleton; K69AD, K71AO, K77AW and K81AF, all Willowa Valley; K71AV, K73AQ and K76AY, all Florence; K71AO, K77AQ and K81AF, all booster number 1, Willowa; K07JT Brookings; K13JQ North Bend and Empire; K13JR Jacksonville and Old Military Road. Actions March 7.

Modification of CP's, all stations

- KMUV-TV Sacramento, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 7. Action March 7.
- KDKO Littleton, Colo.—Broadcast Bureau granted mod. of CP for extension of time to June 25. Action March 13.
- W64AD (North) Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of CP for UHF translator to change trans. location to Boca Raton Hotel, Camino Real, (North) Fort Lauderdale, and make changes in ant. system. Action March 8.
- W69AA Hollywood, Fla.—Broadcast Bureau granted mod. of CP to make changes in ant. system of UHF translator. Action March 8.
- KMHI(FM) Wailuku, Hawaii.—Broadcast Bureau granted mod. of CP to extend time to Sept. 22. Action March 9.
- *KSJN-FM Minneapolis-St. Paul.—Broadcast Bureau granted mod. of CP to extend time to Sept. 15. Action March 9.
- *KRWG(FM) Las Cruces, N.M.—Broadcast Bureau granted mod. of CP to change ant. Action March 9.
- *WKWZ(FM) Syosset, N.Y.—Broadcast Bureau granted mod. of CP for extension of time of completion date for new station to Aug. 1. Action March 5.
- WOTT Watertown, N.Y.—Broadcast Bureau granted mod. of CP to make changes in MEOV's. Action March 5.
- WRBX Chapel Hill, N.C.—Broadcast Bureau granted mod. of CP for extension of completion date to April 16. Action March 5.
- WOTB(FM) Middletown, R.I.—Broadcast Bureau granted mod. of CP to extend time to July 23. Action March 9.
- W62AB Westerly, R.I.—Broadcast Bureau granted mod. of CP for UHF translator to extend completion date to Sept. 8. Action March 8.
- Mobridge, S.D., Mobridge Broadcasting Corp.—Broadcast Bureau granted mod. of CP to change trans.; ERP 56 kw; ant. height 560 ft. Action March 9.
- WNOR-FM Norfolk, Va.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 46 kw; ant. height 520 ft.; condition. Action March 9.
- *WBCR-FM Beloit, Wis.—Broadcast Bureau granted mod. of CP to change trans.-studio locations to Haven Hall, Beloit College, Beloit; ant. height 80 ft. Action March 9.
- WHA Madison, Wis.—Broadcast Bureau granted mod. of CP for extension of completion date. for changes, to Oct. 9. Action March 5.

Translators

Actions

- K08EQ Seiad Valley, Calif.—Broadcast Bureau granted CP for VHF translator to change trans. location to approximately 1½ miles west of Seiad Valley; change type of trans.; increase power and make changes in ant. system. Action March 5.
- K07KF Upper Frying Pan River area near Thomasville, Colo.—Broadcast Bureau granted license for new VHF translator. Action March 12.
- W61AA Fort Lauderdale, Fla.—Broadcast Bureau granted CP for UHF translator to change trans. location to First National Bank Building, Financial Plaza, Fort Lauderdale, and make changes in ant. system. Action March 8.
- K209AA Honolulu.—Broadcast Bureau granted CP for new FM translator to serve Kahala, Aina Haina, Nui, Kuliouou, Hawaii Kai and Honolulu, all Hawaii, on ch. 209 (89.7 mhz) by rebroadcasting programs of KTUH(FM), ch. 213 (90.5 mhz), Honolulu. Action March 6.
- K64AE Basalt, Nev.—Broadcast Bureau granted CP for new UHF translator to serve Fish Lake Valley, Nev., on ch. 64 by rebroadcasting programs of KTVN(TV), ch. 2, Reno. Action March 6.
- K11HD Big Bend National Park, Tex.—Broadcast Bureau granted CP for VHF translator to include rural and ranch area west-southwest of Elephant Mountain, Tex., in principal community; change type of trans.; increase power to 5 w.; make changes in ant. system, overall height above ground 50 ft. Action March 5.

Ownership changes

Applications

- KBSC-TV Corona, Calif.—Seeks assignment of license from Kaiser Broadcasting Co. to Pay Television Corp. for \$1.6 million plus assumption of liabilities. Sellers: Kaiser Broadcasting, publicly

held company, is licensee of KBHK-TV San Francisco. WKBD-TV Detroit, WKBF-TV Cleveland and WKBS-TV Burlington, N.J. It also owns 90% of WKBG-TV-WCAS(AM) Cambridge, Mass. Buyers: Jean Marianne McDonald (44%), et al. Mrs. McDonald, instructor at University of California at Irvine, owns Commander Oil Co., Houston; BLOS Inc., real estate firm in San Diego, and The Mad Greek, restaurant in La Jolla, Calif. Pay Television Corp. also seeks, contingent on assignment of license, authority to install subscription television equipment. Ann. March 14.

- WTRX(AM) Flint, Mich.—Seeks assignment of license from Eastman Broadcasting Co. to Mid America Media Inc. for \$875,000. Sellers: Robert E. Eastman, president and general manager, et al. Mr. Eastman owns KAFY(AM) Bakersfield, Calif. Buyers: Burrell L. Small, president (53%), et al. Mr. Small is principal of Mid America Audio-Video Inc., licensee of WKAN(AM) Kankakee, Ill., and owner, through subsidiaries, of WIRE-(AM)-WXTZ(FM) Indianapolis and WSWT(FM) Peoria, Ill. He also has interests in WQUA(AM) Moline and WIRL(AM) Peoria, both Illinois, and in KIOA-AM-FM Des Moines, Iowa. Ann. March 16.

- WTTO(AM) Toledo, Ohio.—Seeks assignment of license from Shepard Broadcasting Corp. of Ohio to Raystay Co. for \$580,000. Sellers: Herbert Weber, president, et al. Sheard Broadcasting is licensee of WLAV-AM-FM Grand Rapids, Mich., and WLYV(AM) Fort Wayne, Ind., and owns 60% of KITT-FM San Diego. Buyers: George F. and Marian B. Gardner (100%). Raystay Co. is licensee of WEEO(AM) Waynesboro, Pa.

- KWMC(AM) Del Rio, Tex.—Seeks transfer of control of Amistad Broadcasting Co. from Andres Portales (50% before, 29% after) to Daniel R. McDuff (30% before, 51% after). Consideration: \$11,000. Principal: Mr. McDuff is vice president and general manager of KWMC. Ann. Feb. 27.

- KVIL-AM-FM Highland Park-Dallas, Tex.—Seeks assignment of license from Carla Broadcasting Inc. to Fairbanks Broadcasting Co. of Texas Inc. for \$1,850,000 (subject to adjustments). Sellers: Robert D. Hanna, vice president, et al. Buyer: Fairbanks Broadcasting Co. (100%). Richard M. Fairbanks is president and 93% owner of Fairbanks Broadcasting Co., which owns WBC(AM)-WNAP(FM) Indianapolis; WKOX(AM)-WVBF(FM) Framingham, Mass., and WRMF-AM-FM Titusville, Fla. Ann. March 16.

- KHIT(AM) Walla Walla, Wash.—Seeks assignment of license from Leader Broadcasting Co. to STL Inc. for \$105,000 plus \$31,700 for covenant not to compete. Sellers: Arch LeRoux, president, et al. Buyers: Carl S. Tyler, John A. Lienkaemper and F. M. Stevens (each 33⅓%). Mr. Tyler is general manager and Mr. Stevens is sales executive for KSRV(AM) Ontario, Ore. Mr. Lienkaemper is partner in Bertelson-Lienkaemper Memorial Chapel, Ontario. Ann. March 16.

Actions

- KBIS(AM) Bakersfield, Calif.—Broadcast Bureau granted assignment of license from Robert K. Straus to Westco Media Inc. for \$237,500. Seller: Robert K. Straus, sole owner. Buyers: Edward G. Atsinger III and Stuart W. Epperson (each 50%). Mr. Epperson is licensee of WKBX(AM) Winston-Salem, N.C., and owner of WKBA(AM) Vinton, Va. Mr. Atsinger owns WKBQ(AM) Garner, N.C. He is special instructor at Los Angeles City College. Action March 9.

- KAOR(AM) Oroville, Calif.—Broadcast Bureau granted assignment of license from Hill Radio Inc. to Oroville Radio Inc. for \$150,000 plus \$65,000 covenant not to compete. Sellers: Duane E. Hill, president, et al. Buyers: James J. and Carol G. McGiffin (together 100%). Mr. McGiffin owns Daily Record Inc., newspaper publishing firm in Ellensburg, Wash. He also owns 33⅓% of *Fairfield Daily Ledger*, Fairfield, Iowa. Mrs. McGiffin is parttime reporter. Action March 7.

- WLIZ(AM) Lake Worth, Fla.—Broadcast Bureau granted assignment of license from partnership of Garland C. Burt and Sam C. Phillips, dba Gold Coast Broadcasting Co., to Sam C. Phillips, dba Gold Coast Broadcasting Co. for \$5,500. Buyer: Mr. Phillips is president and owns 32% of WHER-(AM) Memphis. He also is president and 65% owner of WJOI(AM)-WQLT(FM) Florence, Ala. Action March 12.

- WDHf(FM) Chicago—FCC granted assignment of license from National Science Network Inc. to Metromedia Inc. for \$2,750,000. Sellers: Stan Gurell, vice president and general manager, et al. National Science owns KPPC-AM-FM Pasadena, Calif., WNCN(FM) New York and KMPX(FM) San Francisco. It is also seeking reassignment of WNCN. Buyers: Metromedia Inc. is commonly-held broadcast owner with stations in New York, Washington, Baltimore, Philadelphia, Los Angeles, San Francisco, Kansas City, Mo., Oakland, Calif., Minneapolis, Newport, Ky., and Detroit, Mich. Action March 13.

- WPNO(AM) Auburn, Me.—Broadcast Bureau granted transfer of control of Andy Valley Broadcasting System Inc. from James M. Aikman, John J. Pineau and Gerald R. Pineau (as group 100%) to Valley Communications Inc. John J. Pineau and

Gerald R. Pineau, who each owned 30% before, will own 50% each of Valley Communications. Consideration: \$30,000. Principals: The Pineaus own 49% each of WSKW(AM)-WTOS(FM) Skowhegan, Me. They also own Skowhegan TV Inc., cable operator in area. Action March 1.

■ KUGN(AM) Eugene, Ore.—Broadcast Bureau granted assignment of license from KUGN Inc. to Obie Communications Inc. for \$500,000. Sellers: Carl O. Fisher, Nancy Harrison and Jane G. Whitbread. Group owns 33 1/3% each of KBZY(AM) Salem and 20% each of KUMA(AM) Pendleton, both Oregon. Buyers: Gordon Obie, board chairman (36%), et al. Obie Communications is outdoor advertising firm. Action Feb. 27.

■ WLOH(AM) Princeton, W. Va.—Broadcast Bureau granted assignment of license from Robert L. Harrison to Betap Corp. for \$150,000. Seller: Mr. Harrison owns, together with his wife, 50% of WHGC(FM) Princeton, which is also being sold to Betap (see below). Buyers: Henry Beam, president (49%), Herbert M. Taylor and William S. Propst (each 25%), et al. Mr. Beam is sales manager of WAAY(AM) Huntsville, Ala. Mr. Taylor is president, general manager and principal owner of Service Steel Inc., steel construction firm in Huntsville. Mr. Propst is president and director of K-Mart Pharmacy, Detroit. Action March 7.

■ WHGC(FM) Princeton, W. Va.—Broadcast Bureau granted assignment of license from Mountain State Broadcasting Co. to Betap Corp. for \$100,000. Sellers: Robert L. Harrison, et al. Buyers: see above. Action March 7.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced March 13 and 19 (stations in parentheses are TV signals proposed for carriage):

■ Huachuca City Cable TV Co., Huachuca, Ariz. (KVOA, KUAT, KGUN and KOLD, all Tucson, Ariz.).

■ Village CATV Inc., Bella Vista, Ark. (KGTO Fayetteville, Ark.; KYTV Springfield, Mo.; KOAM Pittsburg, Kan.; KODE and KUH1, both Joplin, Mo.; KFSa Fort Smith, Ark.; KOTV, KTUL and KOED, all Tulsa, Okla.).

■ Southern Cables Inc., Stuttgart, Ark. (Add KTVT Fort Worth and KDTV Dallas).

■ Theta Cable of California, Beverly Hills and Los Angeles, both California (Add KVST and KLCS, both Los Angeles).

■ LVO Cable of Hayward Inc., Hayward, Calif. (Add KTLA and KTTV, both Los Angeles).

■ TelePrompster of Los Gatos, Los Gatos, Calif. (Add KTLA Los Angeles; KTXL Sacramento, Calif.; KTSF-TV San Francisco).

■ TelePrompster Cable Communications Corp., Milan, Calif. (WHBF-TV Rock Island, Ill.; WOC-TV Davenport, Iowa; WQAD-TV Moline, Ill.; WGN-TV, WTTW and WFLD-TV, all Chicago; K11N Iowa City).

■ TelePrompster of Milpitas Inc., Milpitas, Calif. (Add KTLA Los Angeles; KTXL Sacramento, Calif.; KTSF-TV San Francisco).

■ TelePrompster of Los Gatos, Monte Sereno and Santa Clara county (unincorporated portion contiguous to Los Gatos), both California (KTLA Los Angeles, KTXL Sacramento and KTSF-TV San Francisco).

■ Shasta Cable TV, Mt. Shasta and Siskiyou county, both California (KOTI Klamath Falls, Ore.; KOB1 and KMED-TV, both Medford, Ore.; KRCR-TV and KIXE-TV, both Redding, KHSL-TV Chico,

KTXL Sacramento, KTVU Oakland and KPX1 and KBHK, both San Francisco, all California).

■ TelePrompster Corp., Newark and Santa Clara, both California (Add KUDO and KTSF-TV, both San Francisco; KTLA Los Angeles; KTXL Sacramento, Calif.).

■ LVO Cable of San Leandro Inc., San Leandro, Calif. (KTLA and KTTV, both Los Angeles).

■ Theta Cable of California, Santa Monica and Marine del Rey, both California (Add KVST and KLCS, both Los Angeles).

■ Belle Glade Community Television Co., Belle Glade, Fla. (WPBT, WTHS-TV, WTVJ, WCIX-TV, WKCT, WPLG-TV and WLTW, all Miami; WPTV Palm Beach, WEAT-TV West Palm Beach and WINK-TV and WBBH-TV, both Fort Myers, all Florida).

■ Storer Cable TV of Florida Inc., Fort Meade, Fla. (Add WMFE-TV Orlando, Fla.).

■ Martin County Cable Co., Jupiter Island, Ocean Breeze Park, Seawalls Point, Martin county and Stuart, all Florida (Add WEDU-TV Tampa, Fla.).

■ Storer Cable TV of Florida Inc., Lake Wales, Polk county (unincorporated areas) and Bartow, all Florida (Add WSWB-TV and WMFE-TV, both Orlando, Fla.).

■ TelePrompster of Florida Inc., Oakland, Fla. (WFTV, WDBO-TV, WMFE-TV and WSWB-TV, all Orlando, WESH-TV Daytona Beach, WTOG St. Petersburg and WTVT, WFLA-TV and WEDU, all Tampa, all Florida; WTCC Atlanta; WLTW Miami).

■ TelePrompster of Florida Inc., Port Richey, Fla. (WUSF-TV, WEDU, WFLA-TV and WTVT, all Tampa, WTOG St. Petersburg and WLCY-TV Largo, all Florida; WTCC Atlanta; WLTW Miami; WSWB-TV Orlando, Fla.).

■ Big Canoe Television System, Big Canoe, Ga. (WDB-TV, WAGA-TV, WQXI-TV, WETV, WTCC, WHA-TV and WAIL, all Atlanta; WRBC-TV, WTVC and WDEF-TV, all Chattanooga; WFTV Athens and WCLP-TV Chatsworth, both Georgia).

■ Camp Inc., Naalehu, Hawaii (KPUA-TV and KHAW-TV, both Hilo, Hawaii; K04FE and K74BA).

■ Madison County Cablevision, Alton, Wood River and East Alton, all Illinois (KMOX-TV, KSD-TV, KTVI, KPLR, KDNL and KECT, all St. Louis; WGN-TV and WSNL-TV, both Chicago; WSIU-TV Carbondale, Ill.).

■ LVO Cable of Northern Illinois Inc., Burton township (unincorporated areas) and Grafton township (IL177 (unincorporated areas), both Illinois (WBBM-TV, WMAQ-TV, WLS-TV, WFLD-TV, WSNL-TV, WCUI-TV, WGN-TV, WTTW and WXXW, all Chicago; WREX-TV and WTVO, both Rockford, Ill.; WCEE-TV Freeport, Ill.; WISN-TV, WTMJ-TV, WITI-TV, WVTW and WMVS-TV, all Milwaukee; WISC-TV Madison, Wis.).

■ Consolidated Cable Utilities Inc., Elgin, Ill. (WBBM-TV, WMAQ-TV, WLS-TV, WGN-TV, WTTW, WXXW, WCUI, WFLD, WCFL and WSNL, all Chicago; WREX and WTVO, both Rockford, WCEE Freeport and WTVG Joliet, all Illinois; WVTW Milwaukee; WTTV Indianapolis).

■ LVO Cable of Northern Illinois Inc., Greenwood township (unincorporated areas) and Algonquin township (unincorporated areas), both Illinois (WBBM-TV, WMAQ-TV, WLS-TV, WFLD-TV, WSNL-TV, WCUI-TV, WGN-TV, WTTW and WXXW, all Chicago; WREX-TV and WTVO, both Rockford, and WCEE-TV Freeport, both Illinois; WISN-TV, WTMJ-TV, WITI-TV, WVTW and WMVS-TV, all Milwaukee; WISC-TV Madison, Wis.).

■ LVO Cable of Northern Illinois Inc., McHenry township (unincorporated areas), Ill. (Add WVTW

and WMVS-TV, both Milwaukee; WISC-TV Madison, Wis.).

■ LVO Cable of Northern Illinois Inc., Nunda township (unincorporated areas), Ill. (WBBM-TV, WMAQ-TV, WLS-TV, WFLD-TV, WSNL-TV, WCUI-TV, WGN-TV, WTTW and WXXW, all Chicago; WREX-TV and WTVO, both Rockford and WCEE-TV Freeport, both Illinois; WISN-TV, WTMJ-TV, WITI-TV, WVTW and WMVS-TV, all Milwaukee; WISC-TV Madison, Wis.).

■ LVO Cable of Northern Illinois Inc., Richmond township, Ill. (WBBM-TV, WMAQ-TV, WLS-TV, WFLD-TV, WSNL-TV, WCUI-TV, WGN-TV, WTTW and WXXW, all Chicago; WREX-TV and WTVO, both Rockford and WCEE-TV Freeport, both Illinois; WISN-TV, WTMJ-TV, WITI-TV, WVTW and WMVS-TV, all Milwaukee; WISC-TV Madison, Wis.).

■ Golden Southwest Inc., Ulysses Kan. (KWGN-TV and KRMA-TV, both Denver; KTVG Ensign, Kan.; KGLD-TV and KUPK-TV, both Garden City, Kan.).

■ Mansfield Cablevision, Mansfield, La. (KTBS, KTAL and KSLA, all Shreveport, La.; KTVI Fort Worth; KDTV and KERA, both Dallas).

■ Massachusetts Cablevision Inc., Falmouth, Mass. (WSBE, WJAR and WPRI, all Providence, R. I.; WSBK, WNAC-TV, WGBH, WBZ-TV, WCVB and WGBX-TV, all Boston; WKBG Cambridge. WTEV New Bedford and WSMW-TV Worcester, all Massachusetts).

■ Greater Lawrence Community, Antenna Inc., Lawrence, Mass. (Add WOR-TV and WPIX, both New York).

■ General Television of Oscoda, East Tawas, Mich. (WJRT-TV Flint, WKNX-TV Saginaw, WWTW Cadillac, WNEM-TV and WUCM-TV, both Bay City and WKBD-TV Detroit, all Michigan).

■ General Television of Oscoda, Oscoda township, Mich. (delete WKNX-TV Saginaw, Mich.; add WKBD-TV Detroit).

■ General Television of Oscoda, Oscoda township, Mich. (WJRT-TV Flint, WKNX-TV Saginaw, WWTW Cadillac and WNEM-TV and WUCM-TV, both Bay City, all Michigan).

■ General Television of Oscoda, Tawas, Mich. (WKBD Detroit; WUCM and WNEM, both Bay City, WWTW Cadillac, WKNX-TV Saginaw and WJRT-TV Flint, all Michigan).

■ Knob Noster Cable TV Inc., Whiteman Air Force Base, Mo. (Requests certification of existing system).

■ Community Cable TV, Boulder City, Nev. (KLAS-TV, KORK-TV, KSHO-TV and KLVX, all Las Vegas; KVUU Henderson, Nev.).

■ Community Cable TV, Clark county and portions contiguous to Las Vegas (KLAS-TV, KORK-TV, KSHO-TV and KLVX, all Las Vegas; KVUU Henderson, Nev.).

■ Community Cable TV, Las Vegas (KLAS-TV, KORK-TV, KSHO-TV and KLVX, all Las Vegas; KVUU Henderson, Nev.).

■ Champlain Cablevision Inc., South Glens Falls, Lake George and Lake George village, all New York (WCAX-TV Burlington, Vt.).

■ Fayetteville Cablevision, Fort Bragg, Cumberland county (unincorporated areas) and Fayetteville, all North Carolina (add WRET-TV Charlotte, N. C.; WDCA-TV and WTTG-TV, both Washington; WTCG-TV Atlanta).

■ Fayetteville Cablevision, Spring Lake, N. C. (WFMY-TV Greensboro, WGHP-TV High Point, WSJS-TV Winston-Salem, WWAY and WECT, both Wilmington, WRAL-TV Raleigh, WRDU-TV and WTVD, both Durham and WUNC-TV Chapel Hill, all North Carolina; WBTW Florence S. C.; WRET-TV Charlotte, N. C.; WTCG Atlanta; WTTG and WDCA-TV, both Washington).

■ Armstrong Utilities Inc., Ashland, Ohio (Add WPIX and WOR-TV, both New York; CKLW-TV Windsor, Ont.).

■ Multi-County Cablevision Inc., Rittman, Ohio (WKYC-TV, WEWS, WJW-TV, WKBF-TV and WVIZ-TV, all Cleveland; WUAB Lorain, WAKR-TV Akron and WJAN Canton, all Ohio).

■ Lakeview TV Inc., Lakeview, Ore. (KATU, KGW-TV and KOIN-TV, all Portland, Ore.; KOIT Klamath Falls, Ore.; KOLO-TV Reno, Nev.; KRCR-TV and KIXE-TV, both Redding, Calif.).

■ Armstrong Utilities Inc., Butler, Pa. (Requests certification of existing system).

■ Johnstown Cable TV, Franklin borough, Ferndale borough, Dale borough, Upper Yoder township, Lower Yoder township, Westmont borough, Southmont borough, Benson borough, Stonycreek township, Richland township, Geistown borough, Lorain borough, West Taylor township, Johnstown, Brownstown borough and Conemaugh township, all Pennsylvania (Add WDCA-TV and WTTG, both Washington).

■ Railroad Cable TV, Railroad, Pa. (WLYH-TV Lebanon, Pa.; WMPB, WBAL-TV, WJZ-TV and WMAR-TV, all Baltimore; WBSA Wjz-TV, WGA-TV Lancaster, WITF-TV Hershey and WTPA-TV and WHP-TV, both Harrisburg, all Pennsylvania;

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WTTG-TV and WDCATV, both Washington).

■ Winner Cable TV Co., Winner, S. D. (Add WTCN-TV Minneapolis).

■ Frisco Cable TV Inc., Frisco, Tex. (KDFW-TV, WFAA-TV, KBFI-TV, KDTV and KERA-TV, all Dallas; WBAP-TV and KTVT, both Fort Worth).

■ Lewisville Cable TV Inc., Lewisville, Tex. (KDFW-TV, WFAA-TV, KBFI, KDTV and KECA-TV, all Dallas; WBAP-TV Fort Worth).

■ Television Enterprises Inc., Menard, Tex. (Add KRBC-TV Abilene, Tex.).

■ Capital Cable Co., Round Rock, Tex. Amended to delete KSAT-TV, KENS-TV and WOAI-TV, all San Antonio, Tex.).

■ Brownwood Television Cable Service Inc., Winters, Tex. (KACB-TV and KCTV, both San Angelo. KRBC-TV Abilene. KTXS-TV Sweetwater, KWAB-TV Big Springs, KDFW-TV, WFAA-TV, KDTV and KERA-TV, all Dallas, KTVT Fort Worth and KNCT Belton, all Texas).

■ Suburban Cablevision Inc., Culpeper, Va. (Add WVIR-TV Charlottesville, Va.).

■ Husco Broadcasting and Electronics Corp., Huntington, W. Va. (Add WXIX-TV Cincinnati).

■ Vacationland Cablevision Inc., Baraboo, Wis. (Add WMVS Milwaukee).

■ Complete Channel TV Inc., Madison, Wis. (Add WMVS-TV Milwaukee).

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Television Cable Co., Myrtle Beach, S. C.; General Electric Cablevision Corp., Peoria Heights and

Bartonville, both Illinois; Twin City Cablevision Inc., Tenino, Wash.; Cypress Cable TV of Oshkosh Inc., Oshkosh, Wis.; Nevada TV Cable Co., Nevada, Mo.; General CATV Inc., Florence township and Edgewater Park, both New Jersey; Pocono CATV Inc., White Haven, Pa.; Presidio TV Cable, Presidio, Tex.; Multi-View Systems of Woodland Inc., Woodland, Calif.; Kay-B-L Vision Inc., Storm Lake, Iowa. Actions March 16.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Bucks County Cable TV Inc., Bensalem township, Pa.; TelePrompser of Quincy Inc., Quincy, Fla.; Rainier Valley Cable TV Inc., Castle Rock, Wash. Actions March 13.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Sullivan Cable Systems Inc., Benton, Ill.; Florida CATV of Pinellas County Inc., West Pasco county marketing area, Fla.; Community Video Inc., Grand Rapids and Grant, both Wisconsin. Actions March 9.

■ Buena Vista, Colo.—FCC denied certificate of compliance application of Leacom Inc., proposed operator of cable TV system at Buena Vista. Action March 13.

■ Rockford, Ill.—FCC denied requests for reconsideration of grant of cable certificate of compliance to CATV of Rockford Inc., proposed operator of Rockford system, filed by Metro Cable Co., another proposed operator, and Winnebago Television Corp., licensee of WTVO(TV) Rockford. Action March 13.

■ Coldwater township, Quincy township and village of Quincy, all Michigan—FCC granted certificate of compliance and authorized Coldwater Cablevision Inc. to continue carriage of *WKAR-TV East

Lansing, Mich., and to add signals of WXON(TV) Detroit and CKLW-TV Windsor, Ont. Action March 7.

Action on motion

■ Administrative Law Judge David I. Kraushaar in matter of Warrensburg Cable Inc. (complainant) versus United Telephone Co. of Missouri, United Utilities Inc and United Transmission Inc. (defendants) for certificates for cable TV channel facilities in Warrensburg, Mo., dismissed as moot motion by United Telephone Co. of Missouri and United Telecommunications for extension of time for filing replies (Docs. 19151-2). Action March 7.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through March 19. Reports include applications for permission to install and operate CATVs, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Holland, Mich.*—Continental Cablevision of Holland Inc., Century Cable Communications, Booth Communications and General Electric Cablevision Corp. have applied for franchise.

■ *Fairborn, Ohio*—Town council awarded 10-year franchise to Continental Cablevision Inc., Findlay Ohio. Firm will charge monthly rate of \$6 and \$10 for installation.

■ *Perry, Okla.*—Franchise was granted by public referendum to Haynes Lathrop Video Organization of Perry Inc.

■ *Arlington county, Va.*—County board granted franchise to Arlington Telecommunications Corp. Firm will charge \$5 monthly.

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- Situations Wanted, 30¢ per word—\$5.00 minimum.
- All other classifications, 50¢ per word—\$5.00 minimum.
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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.

Help Wanted Sales Continued

Good opportunity. Established station. Salary, commission. Send resume, sales record. KFRO, Longview, Texas 75601.

Bay area MOR AM/FM needs self starter with strong retail experience. Call or write KRE, Berkeley, Calif.

Experienced salesman, AM or FM. Ideal community. Growing organization. Liberal salary/commission for right person. Send resume: Manager, WBRD-AM-WDUV-FM, Box 1038, Brantford, Fla. 33506. Equal Opportunity Employer.

Opportunity to work into Assistant Mgr. position and Sales Manager for experienced salesman-announcer. Start \$125 salary plus 15% plus other benefits, gas allowance. 314-586-8577 for Manager. Also applications accepted for engineer-announcer.

Help Wanted Announcers

Growing Florida group needs 1st ticket men/women. All airshifts. Engineering, sales, for future expansion. All fringes with a straight company. Write Box C-162, BROADCASTING.

Strong air personality for #1 top 40 station in Western medium market. Must have good personal character, creative talent, production ability and willingness to take direction. Send air check and resume to Box C-179, BROADCASTING.

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.

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.

Stable air personality with production ability for expanding Eastern Contemporary. Tape, resume to Box C-240, BROADCASTING.

Northeast medium market station needs staff man for music and talk show shift. Tape and resume to Box C-257, BROADCASTING.

Experienced personality: We are looking for a top radio personality for an outstanding Southwestern station. Must have at least five years experience in a major market with a population of 500,000 or more. Stable, responsible organization. Good fringe benefits and excellent working condition. An Equal Opportunity Employer. Send resume and tape to Box C-259, BROADCASTING.

Announcers Continued

Does your personality show? Do you have original wit? Are you bright sounding? Then send tape and resume to this top rated Contemporary that does things in a big way. Beautiful place to live. Box C-266, BROADCASTING.

Top rated Easy Listening station in major East Coast city needs morning announcer with board experience and FCC 3rd endorsement. Solid, straight news delivery. Minority group applicants encouraged to apply. Send resume and tape with news and a few commercials to Box C-288, 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.

Immediate opening for a professional broadcaster-announcer-commercial production man. Stable operation, good pay. New "C" FM going on air in May. 5KW AM MOR-ABC, adult programed. Resume, tape, references required. Q. P. Coleman, KOLY, Box 1300, Mobridge, S.D.

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.

Personality with big voice for fast moving mid-day shift. Must be big on production. If you are experienced and have a desire for a good home with a congenial staff in the nation's finest climate, call PD Ted Brown, 714-757-1320, KUDE, Oceanside, Calif. 92054. Equal Opportunity Employer.

Wisconsin MOR AM/FM in Milwaukee area needs experienced announcer for evening FM Stereo. Mature voice. WBKV-FM, Box 60, West Bend, Wisc. Call Paul Krejci, 414-234-2344.

WGOM Radio is looking for mature contemporary announcer that has program capabilities. Must be clean cut and able to take direction. Send tape, picture and resume to G. M., Box 538, Marion, Ind. 46952.

Wanted announcer. Small market AM-FM. Send tape and resume to WMFC, Monroeville, Ala.

Growing AM/FM located small market covering major metro. Seeking mature, bright sounding person who reads news like pro, knows variety of music, PD ambitions. Recent Career Academy, etc., grads don't bother us. All info, tape, first letter, WPDC, Elizabethtown, Pa. 17022.

Looking for solid pro air personality. Very competitive medium market. Contemp MOR format. Outstanding broadcasting team. Send air check, resume and salary requirements to Tom Casey, WRTA, Altoona, Pa. Please, no beginners.

Promotion minded, young thinking, mature pro for afternoon shift/PD. \$600 month minimum. Tape and resume to Manager, WSKW, Skowhegan, Me. 04976.

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.

Philadelphia Beautiful Music FM wants an Easy Talker with smooth, mature voice and relaxed delivery. Experience plus third ticket required. Call Mr. Wachs, 1-215-839-7832.

Help Wanted Technical

Chief engineer for Coastal Carolina AM/FM. Send salary desired and resume to Box C-110, BROADCASTING. Insurance offered.

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.

Chief Engineer: Leading communications firm seeks chief engineer for 50,000 watt AM station in Midwest. Strong technical background and directional array experience will guarantee this engineer top salary, good benefits, and an opportunity for professional advancement with an aggressive and growing company. Send complete resume and photo to Box C-264, BROADCASTING.

Major Philadelphia FM station seeking experienced qualified Chief Engineer. Excellent career opportunity for right man. Box C-265, BROADCASTING.

Chief Engineer, Directional AM and Class A FM. 60 miles from New York City. Send resume of qualifications and salary requirements to Box C-286, BROADCASTING.

Technical Continued

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 skiing'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.

First phone man to read transmitter meters. Age no barrier. WAMD, Aberdeen, Md. 21001.

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.

Strongly oriented individual to news first—possibly to talk show second—needed by New England small market station. Tape and resume first letter. Box C-258, BROADCASTING.

Nome, Alaska needs News Director immediately. Present N.D. (Alas! leaving after year's hitch) has made us one of the leading news stations 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.

Local news man. Immediate opening. Beautiful California area near Sequoia, Kings Canyon Parks. Must be able to gather, write and deliver on air in professional voice. Send tape, employment record. KONG, Box 3329, Visalia, Calif.

News Director for new 100KW FM. Requires BA plus two years in broadcast news. Complete credentials to William Devine, KUMR, G-5 Library, Univ. of Missouri-Rolla, Rolla, Missouri 65401. The Univ. of Missouri is an Equal Opportunity Employer.

Wanted Immediately: Experienced newsman for KXXL, Bozeman, Mont. Must have excellent voice and willing to work long hours! Call Gary Petersen, area code 406-587-1622.

Experienced newsman, eager with good voice. Tape and resume, WCIT, Box 940, Lima, Ohio.

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.

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.

Music Director for new 100KW FM. Requires BA plus two years experience. Jazz, Semi-Classical, Classical, Folk format. Position includes regular air shift. Complete credentials to William Devine, KUMR, G-5 Library, Univ. of Missouri-Rolla, Rolla, Missouri 65401. The Univ. of Missouri is an Equal Opportunity Employer.

Audio Production Director. MOR-CBS affiliate seeks good voice with radio production experience. Send tapes, resume and recent snapshot to Mike Parker, Program Director, WMBD-AM-FM, 212 SW Jefferson, Peoria, Ill. 61602.

Situations Wanted Management

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 FTC 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.

Situations Wanted Management Continued

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.

General Manager available. Short but good track record. Prefer single markets of 8,000 or less. Sales, engineering, programing, books, billing, etc. Box C-271, BROADCASTING.

Situations Wanted Sales

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 8¢ stop you. Box C-194, BROADCASTING.

Ten year, sales oriented station manager desires relocation. Present market good, interested in larger market-career interest, stock buy. Box C-276, BROADCASTING.

Pulled board, gathered news, pd, engineering, needs sales for gm. Write: William Fellows, 847 Greenvale Ave., St. Marys, Ohio 45885.

Mature, family man, 1st ticket seeks good job in sales and air shift. 4 years experience C/W Easy Listening. James Davey, 2017 Kelbourne Rd., Baltimore, Md. 21237.

Situations Wanted Announcers

Very hard worker, reliable, experienced announcer, tight, 1st phone, degree. Presently working in small TV radio market. Box C-117, 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.

Experienced, 1st phone, cooperative, professional training. Desires position in Up-Tempo MOR, Rock, MOR in medium or small market. Will relocate. Write now for tape and resume to Box C-239, BROADCASTING.

Creative Rock or Soul personality. 2 1/2 years experience on air. First phone. DC, Baltimore or Canada preferred. Box C-278, BROADCASTING.

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. 61013. 312-289-5151

First phone, college grad, good news, good copy. Will dj, sell and PD, available 5/25/73. Dave Anthony, Box 257, Manchester College, North Manchester, Ind. 46962.

DJ with 14 years experience in Country and Rock music. Have 1st class phone. Looking for position in stable medium or major market as dj or pd. Have pulled top ratings in other markets. More information upon request. Call 615-622-1503. Day or night.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Company president will give it all up to pursue true goal, radio announcer. Third endorsed, AFRR 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 8¢ 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.

Looking for big voice? Twenty years radio and television, including major market. Third class with endorsement. Available now. Box C-242, BROADCASTING.

DJ, announcer, newscaster. Authoritative, creative, experienced, dependable, 3rd endorsed. Seeking position in Florida area. Box C-262, BROADCASTING.

Situations Wanted Announcers Continued

Young dj, third phone with some experience is seeking permanent position. Tight board, good news, commercials. Ready now. Larry Fertitta, 12 Lawrence Circle, Middletown, N.J. 07748. 201-671-5741.

The Loving Sounds of Jim West. Available to Top 40 and MOR station. Young, mature, knowledgeable. Good references, relocation no problem. Looking for permanent full time position. 3rd, tight board, good PD potential. 516-746-4154. Write: Jim West, 190 Kilburn Rd., Garden City, NY 11530.

Recent broadcast school grad seeking dj, newscaster position. Experienced, young, aggressive. A love for all music. 3rd phone, dependable, creative, versatile. Prepared to relocate "anywhere." Right now! Alonzo Burris, 145 Presidential Blvd., Apt. 7-C, Paterson, N.J. 07522. 201-279-7174.

Hard working, talented beginner some experience. Tight board, authoritative news and production. Will relocate anywhere. Box C-197, BROADCASTING.

"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.

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.

Married, intelligent, knowledgeable, MOR, Top 40 or Contemporary pd in small market 5 kw directional. Experience, seven years in top four market production trained by CBS FM, OM seeks medium or major market challenge as morning dj, pd or combination news. All replies considered as confidential. Excellent references all employers. All markets considered. Opportunity most important. Prefer Northeast or West Coast. Box C-289, BROADCASTING.

After three years on college radio as dj and MD, I'm ready for that break into commercial radio. MOR, EL, or Rock. Will relocate. Call Gary Arnold, 219-523-0043, Elkhart, Ind.

Major market pro, Top 40, CW, MOR. Call 512-653-1258.

Situations Wanted Technical

Chief Engineer's job desired for experienced missionary engineer home on furlough. Available July 9 to August 31, 1973. Prefer Chicago or Midwest area. Twenty-seven years experience all phases of AM and FM. Hold 1st class license since 1946. Box C-269, BROADCASTING.

Long haired chief engineer prefers Rock Station. Highly experienced. Ron Pessa, WGDY, Calais, Maine.

Chief Engineer. Within 1 year I will have my BSEE degree and ready to move up. Presently CE of AM. Five years experience in radio-TV. Available for interview at Sheraton Park Hotel during NAB. Robert Herman, 2035 So. Josephine, Denver, Colo. 80210.

Situations Wanted News

Nine years radio experience. First class license. Recent J-School grad. Ready to move up and learn with experienced news team. Looking for a station that is serious about quality and its public responsibility. Box C-94, 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.

Experienced sports director announcer seeking station with heavy year round sports format. Married, presently employed, 7 years experience as sports director, play-by-play announcer, dj, production, first phone. BS in RT, TV experience. Willing to serve in your sports department and other needed capacities. Box C-241, BROADCASTING.

Sports is my game. Football, basketball and baseball play-by-play. 1st phone. Sales. Family man looking to settle. Box C-254, BROADCASTING.

Newsman, seven years, all phases, first phone. Mostly news and sports, last two ND. Solid operations only. Box C-260, 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.

Female news-journalist with major market radio news experience and PR background wants radio-television news/community relations challenging position. MA Telecommunications, teaching experience. Will relocate and travel. Box C-250, BROADCASTING.

News Continued

Now working as newswriter-producer at one of the biggest stations in the country. Want back on the air as major market reporter or medium market news director. Experienced behind the typewriter, microphone and on the street. Former small market news director. Journalism my career, not just my job. Box C-255, BROADCASTING.

Sports play-by-play experienced, also good news and production. Box C-279, BROADCASTING.

Florida stations: 30 years news, sports, music. References, tapes on request. Locate by June first. Ed Hinkle, 1080 Steiner Circle, Prescott, Ariz. 86301.

Female 3/73 U.C.B. graduate with major in Communications and Public Policy and on job training in radio news production seeks job on West Coast, in any area of communication. Lori Lerner, 3206 Wrightwood, Studio City, 91604. 464-1193 (Messages).

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.

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.

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.

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, dj, newscaster, sportscaster. Cooperative, resourceful, flexible and open-minded. Resume and tapes available. Write Box C-256, BROADCASTING.

#2 slot wanted in your station. Eight years experience in sales, engineering, programing. Some major market, five figures puts me to work for you—anywhere, anytime, anything. Box C-272, BROADCASTING.

Strange, all the stress put on sales department while quality of product is ignored! I can produce saleable product, then sell it, for sane, Southern operator. No dingbats! Box C-281, 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.

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

National Sales Manager. Immediate opening with independent U in top forty Gulf South market. Send resume to Box C-290, BROADCASTING.

Help Wanted Technical

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.

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.

Chief Engineer . . . Philadelphia independent needs chief who is strong in administration and technical. Will consider assistant ready to move up. Send resume to Ted Baze, Station Manager, WPHL-TV, 1529 Walnut St., Philadelphia, Pa. 19102. An Equal Opportunity Employer.

Help Wanted Technical Continued

Chief engineer for group owned NE small market UHF. Take-charge, savvy engineer with transmitter background preferred. Write: Mr. Nixon, WRLH-TV, Lebanon, NH 03766.

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 Pincumbe, Instructional Services, Ferris State College, Big Rapids, Mich. 49307.

Studio engineer-tape and camera control. First class license and experience required. Equal Opportunity Employer. William Coddling, WEAT-TV, Box 70, West Palm Beach, Fla.

Western television station has opening for experienced maintenance engineer. Send resume and requirements to General Manager, Box 2610, Reno, Nevada 89505.

Assistant Chief Engineer wanted for Western television station. Send resume and requirements to Box 2610, Reno, Nevada. 89505. Attention Gen. Mgr.

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.

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

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.

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.

CBS-TV affiliate in 39th market seeks production manager. Seeks experienced director/producer ready for move up who knows all phases of TV production, with ideas that will work. Station active in program and commercial production. Box C-277, BROADCASTING.

Cinematographer needed for production department of leading television station in Northern Michigan very active in commercial production. Previous experience with 16 mm including single and double system sound and multiple roll editing techniques essential. Submit resume to Sales Manager, Fetzer Broadcasting Company, Box 627, Cadillac, Michigan 49601, an Equal Opportunity Employer.

Situations Wanted, Management

Station attorney, double as excellent news anchor-man-producer; fine prospect for medium market asst. GM, best professional and personal references, 15 years broadcasting, graduate important law school. Mid 30's, family, handle FCC matters, house legal work, news, promotion. \$20,000 start. Box C-248, BROADCASTING.

Television Program Director experienced in station management, presently employed, seeking a top management position with growing "V" in top 50. Experienced in all phases of operation and administration. Box C-274, BROADCASTING.

Situations Wanted Management Continued

MBA, experienced, operations, marketing, news, finance. Young, aggressive with first phone. Radio, TV, or CATV. Will relocate at own expense. While you're in Washington, DC call 301-431-6736 without charge or write Box C-275, BROADCASTING.

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.

Sales is the key and management is my goal. Two years' radio sales experience. Currently station's top biller. Graduate training in radio and TV; other credentials. Single. Will relocate. Box C-285, BROADCASTING.

Situations Wanted Technical

First phone desires position in the Hartford, Conn. area with a professional group. Two years tech degree. AM, FM, TV, CCTV, ITV, presently in CATV. Construction, maintenance and production. Box C-174, BROADCASTING.

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.

TV engineer who's interested and dedicated. After ten years in major market radio as announcer-engineer with first class ticket and experience as TV relief engineer, I sincerely desire that permanent position in TV control. Commercial or Ed. Box C-245, BROADCASTING.

Situations Wanted News

March J-School grad. Nine years radio experience. Been with present employer for the past six. Ready to move up to TV and work with an experienced news staff. First Class license. Good references. Box C-93, 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.

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.

Professional writer-reporter-anchorman wants any job in effective news operation. Box C-252, BROADCASTING.

Seven years radio . . . open to news, sports or combo job. Dedicated professional, but no sweat shops, please. Box C261, BROADCASTING.

Sportscaster, experienced, versatile, knowledgeable, college graduate, 32, have covered and broadcast major college and professional sports. Box C-273, BROADCASTING.

Situations Wanted Programing, Production, Others

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.

Peace Corps vet. Associate producer desires stateside career. Internationally experienced. Heavily creative. Presently working in DC market. Contact Box C-237, BROADCASTING.

Situations Wanted Programing Continued

Producer-Director seeks responsible management position as Production Manager. 11 years broadcasting and PR experience, BS in Bus. Admin., age 31, veteran. Box C-238, BROADCASTING.

Wanted: Position providing experience to qualify as documentary writer-producer. Already have solid background in news and film. Please reply Box C-246, BROADCASTING.

Top 60 market, producer director looking for similar position. Professional and experienced in all phases of broadcasting from radio to television. Box C-247, BROADCASTING.

Production Manager. Extensive production/administrative experience. Free lancing, but now desires permanent association. Relocate for right opportunity. Box C-253, BROADCASTING.

CABLE

Situations Wanted Programing, Production, Others

Manager-Program Director, experienced VHF, cable. Strong admin., programing, technical engineering, sales. Put cable origination system on air. 36, college, vet, FCC first. Box C-284, BROADCASTING.

WANTED TO BUY EQUIPMENT

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Profile

The man without whom the NAB convention wouldn't be the same

In a large measure the 51st annual National Association of Broadcasters convention that got under way in Washington yesterday (March 25) and runs through Wednesday is Harold Niven's show. He's the man behind the scenes—the executive producer of the biggest coming together of broadcasting professionals in the world.

Since January, for six or seven days a week, Hal (or Doctor—in respect for his PhD from Ohio State University—as most associates call him) Niven has been intensely concerned with the convention. As vice president for planning and development at NAB he has in recent months had to concentrate more on the first than the latter part of his title—planning the various meetings and early-bird workshops; arranging the different stage sets at the Shoreham and Sheraton Park hotels; supplying the background information that the secretary-treasurer's office needs to determine facilities and equipment. He has had a hand in every pie: the scheduling of the management program sessions, engineering conference and convention luncheons. His responsibilities range from the routine—getting the various head tables lined up and seated—to the unusual—making quick adjustments to accommodate the President, should he appear.

This is Hal Niven's 11th NAB convention and he is going to be on the job 18 hours a day this week. He will get up at 5:30 in the morning, conducting rehearsals before the sessions start, scurrying everywhere to see that everything is going the way it should be. And if the pace is somewhat grinding, the race, at least, is not dull.

"It's one of the few jobs you ever run into where it's exciting to go to work every morning and there's a different challenge waiting," Dr. Niven says.

In what other job, after all, does your wife get chased out of bed by the President of the U.S.? That's what happened to Rosemary Niven in Chicago on that historic occasion in 1968 when Lyndon B. Johnson arrived on short notice to affirm and explain his stunning news of the night before that he had decided against accepting renomination. There wasn't a room to be had at the Conrad Hilton hotel so Hal Niven, after discussing the emergency in a 2 a.m. lobby meeting with NAB President Vince Wasilewski, called his wife and said, "Honey, get up. The President needs your room." With this summons to duty, Mrs. Niven was a hotel vagabond until the President left the next afternoon.

Hal Niven tells of the incident in an amused way, with a smile and then a re-



Harold Franklin Niven—VP-planning and development and assistant to president, National Association of Broadcasters, Washington; b. July 2, 1923, Rocky Ford, Colo.; BA, University of Denver, 1942-43, 1946-48; MA, Stanford University, Palo Alto, Calif., 1948-49; PhD, Ohio State University, 1954-58; producer-director, noncommercial WKAR-TV East Lansing, Mich., 1953-54; with WLWC(TV) Columbus, Ohio, 1954-55; producer-director, then operations director, WBNS-TV Columbus, 1955-58; assistant professor in radio, television, communications, University of Washington, 1958-63; assistant director of evening classes, University of Washington, 1961-63; assistant to VP for planning and development, NAB Washington, 1963-67; assistant to Vincent T. Wasilewski, then NAB's executive VP, 1963-65; assistant to president, after Mr. Wasilewski's election to that position, 1965-present; VP for planning and development, Nov. 13, 1967-present; m. Rosemary Buskirk of Montrose, Colo., Sept. 1, 1947; children—Harold, 22; Beverly, 19; Patricia, 14.

strained laugh, but not jocularly—a far way from exuberance. He's an intense person, dedicated to doing his job precisely, seemingly forever with a pad and pencil quietly taking notes. With his short-styled graying hair, horn-rimmed glasses, solid Midwestern appearance (actually he was born and grew up in the Rocky Mountain area), Hal Niven looks like the academician he was before joining the NAB.

Dr. Niven took a two-year leave of absence in 1963 from the University of Washington to try out the NAB, and he hasn't gone back yet. He really started as a speech and theater major, not as a broadcaster, and took his master's degree in theater at Stanford University. He then settled in at Michigan State University to become a technical director and designer and to teach speech and theater. But a

computer kicked out a card that informed the people at Michigan State that he had been involved in a television course at Stanford, so Mr. Niven was among those called on to put WKAR-TV East Lansing, an educational station (one of the first in the country), on the air.

Soon he was teaching radio and television ("I was learning one hour ahead of my class"), subsequently moving on to Ohio State University to study for his doctorate, meanwhile working full time first at WLWC(TV) at nights and then at WBNS-TV (both in Columbus). By the time he left Columbus, with his doctorate in hand, he had worked his way up in television from the floor crew to operations director at WBNS-TV.

Teaching at the University of Washington, he became president of the Association for Professional Broadcasting Education, and through that position got to know the NAB staff. Howard Bell, now president of the American Advertising Federation, was then vice president in charge of planning and development and because he was spending a good deal of his time assisting the then NAB president LeRoy Collins, was granted authority to add to the staff an assistant for himself. That new assistant was Hal Niven, who was to follow in Mr. Bell's footsteps as vice president for planning and development and assistant to the president.

Beyond planning for NAB's annual conventions (planning which theoretically, at least, will begin the week after the current one ends), Dr. Niven's responsibilities include arrangements for NAB's fall conferences, administrative work with the association's joint board of directors and staff liaison with NAB's freedom of information committee. A responsibility that is particularly satisfying to him is developing educational programs in radio and television in junior colleges and universities. The first job he had at NAB was working with the state broadcasting association in Wyoming to establish a radio and television curriculum at the University of Wyoming, the first such course in the state. In the last five or six years, working closely with local broadcasters and state associations, Dr. Niven has helped set up two-year broadcasting curriculums at 35 to 40 junior colleges across the country.

Hal Niven can look back at a decade with NAB, at sort of the eye of the whirlwind of changes and problems that have swept over the industry. What's the difference between 1963 and 1973?

"I can remember," he says, "when I first came aboard, people said there were going to be peaks and valleys. And 10 years ago the commission used to knock off in August and there were lulls, breathing room. But that hasn't been the way in the last two or three years. Now the pressure is on all of the time."

Editorials

A trip that's necessary

There will be more for broadcasters to do in Washington this week than they can do. The convention of the National Association of Broadcasters and associated activities present broadcasters with vexing conflicts in scheduling.

There is, however, one mission that every delegate ought to undertake without fail. It appears on no agenda, but it may be the most important reason for any delegate's trip. It is a personal contact with home-state congressmen in support of license-renewal relief.

There are signs of growing sympathy among congressmen of all political persuasions toward the restoration of reasonable stability to the renewal process. All congressmen need assurance of the public interests that are at stake.

A cab ride to Capitol Hill from either of the NAB headquarters hotels costs \$1.65 plus tip.

All the way

A House subcommittee ended hearings last week on legislation to protect confidences entrusted to journalists, and it now turns to the writing of some kind of bill. As Chairman Robert W. Kastenmeier (D-Wis.) said, the writing won't be easy, especially if it attempts to define circumstances under which newsmen's privilege would be withheld.

A Senate subcommittee headed by the venerable Sam Ervin (D-N.C.) has also taken extensive testimony and is at work on a bill. Senator Ervin, a one-time advocate of absolute privilege, has said he sees little prospect of that clearing the floor. He is struggling with qualified legislation.

We are convinced that the more the Congress tries to write explicit rules of privilege, the more harm will be done to a First Amendment that the Supreme Court has already damaged. If there is to be a bill, let it be absolute.

Unequal opportunity

The hundred-odd broadcasters whose license renewals are hanging in suspension while the FCC considers protests by local activists may be excused for wondering why their adversaries have been given a private audience with the seven FCC members who are to vote those renewals up or down. As reported here March 12, some 50 blacks, chicanos, orientals and Indians, accompanied by the professional and foundation-supported organizers of petitions to deny, met in closed session with the FCC to recite their grievances and aspirations. At the very least the challenged broadcasters deserve equal time.

As procedures now stand at the FCC, minorities have the advantage when they file a petition to deny. Their legal services are donated or underwritten. The broadcasters must spend huge sums for defense. The \$400,000 that Richard Stakes, executive vice president, testified it cost WMAL-TV Washington to resist challenges in 1969 (BROADCASTING, March 19) is a figure that can be duplicated by others. In these circumstances, victims of discrimination change roles.

This is not to say that minorities are without claim to a larger place in radio and television programming and employment. The point is that reverse discrimination is now at work and will only be accentuated by such questionable developments as secret sessions that exclude principal parties to adversary actions. One commissioner was quoted, after the meeting with minorities, as saying: "I'll tell you one thing: Broad-

casters are in for a lot of trouble." The minorities, he said, "are well organized, and they're putting the heat on us." If heat is to be applied, it ought to come from both sides.

Where it's at

At the FCC and the White House and among special interests of little proved constituency there is more and more talk about localism in broadcast programming, in ascertainment of community needs. It is as though Washington believed that all of those radio and television stations out there were screwed into a national pipe and turned on and off from New York.

That isn't quite the way things work. There used to be a newspaper space-selling slogan: "All business is local." The point was that although national advertising might cover the country, its effects would vary where it was received, that sales were made in the retail outlet, not the executive suite.

It could be said that all broadcast programming is local too. Whatever its source, it is received as a local experience by the individual viewer or listener. Local, national and international news and special events; the network series and the network special; the special network; the syndicated special; the syndicated series; the local service show; two-way talk; the record program—all are part of the mix provided by stations and networks that are reaching for the same star, if by different paths. The objective is a total audience, and it is closer to attainment than Washington thinks.

The spokesman

When we searched our picture files for candid shots of Frank Stanton to illustrate the story on his retirement from CBS in this issue, we made a discovery. Practically all of the photos, going back more than three decades, showed him testifying before committees of Congress or the FCC, or speaking at other significant forums.

And that tells the story of a man who became broadcasting's foremost statesman and representative, of a rare human being who combined academic scholarship with business acumen.

At 65 (on March 20), Frank Stanton isn't forsaking business or seeking seclusion. As the number-one executive of the American National Red Cross, he embarks on a second career. And he will make it exciting. Moreover, as a consultant to CBS for the foreseeable future he will have continued visibility in the profession that owes him an everlasting debt.



Drawn for BROADCASTING by Jack Schmidt
"There will be a brief delay in the start of part two of tonight's movie . . ."

PROBING

WSTV/TV's "Focal Point" explores Wheeling-Steubenville's problems.



Rust Craft Broadcasting is

GIVING HOPE

WRCS/TV's 7th Chattanooga March of Dimes Telerama brought over \$90,000 in pledges.



SERVICE

WEYI/TV, Saginaw-Flint-Bay City, delivers CBS to over a million with Michigan's greatest power and tallest tower above ground.



SPIRITUAL COMFORT

WPIT broadcasts spiritual programming in Pittsburgh.



CULTURE

WRDW/TV, Augusta, is represented in the US-Japan cultural exchange film, "Face of America."



THE AMERICAN SOUND

WRCP, Philadelphia, and WWOL, Buffalo, exclusively broadcast country music in their markets.



TRADITION

WROC/TV's public interest programming in Rochester includes the weekly "The Rabbi Looks at the World."



ETHNIC

WSTV specializes in black and Italian programming in Steubenville.



SPANISH

WSOL broadcasts in Spanish to Spanish-speaking listeners in Tampa.



ATTENTIVENESS

WJKS/TV listens to Jacksonvillians as they sound off about what's bothering them, on "90 Seconds," weeknights at 8:00.



SPORTS

WROC brings baseball, football, basketball, golf and auto racing to listeners in Rochester.

If you lived in San Francisco...



...you'd be sold on KRON-TV