Our 6 o'clock news has a 15-year-old anchorman.

Anchorman on KPRC-TV's 6 o'clock news is Larry Rasco. He's been turning on Houston viewers for 15 years, because that's how long they've been tuning him in.

Fact is, Larry has more on-camera experience than any other Houston TV news personality. What's the secret of his success? Maybe it's because Houston is Larry's hometown and he knows how to report hometown news.

Or that he's a familiar face people know and trust.

Could Larry Rasco's success be because KPRC TV has won more news awards than all the other Houston stations combined?

Or because he has Houston's most experienced news organization backing him up?

Or that he works beside some of the best news people in the country?

It might even have something to do with the fact that KPRC has the finest new broadcasting facility in America, but we doubt it.

We think the real secret for Larry Rasco's success is Larry Rasco.

KPRC TV HOUSTON
EDWARD PETRY & CO., NATIONAL REPRESENTATIVES
NBC AFFILIATE
In memory of a bad trip on drugs
... one of a series produced by
WBIR-TV, Knoxville. This type of
program on public affairs buttressed
with numerous announcements on
various community needs ... is a
regular practice of WBIR-TV—
operating in the public interest.

CBS and KATZ.

WBIR-AM-FM-TV, Knoxville, Tenn.
WMAZ-AM-FM-TV, Macon, Ga.
WXII-TV, Winston-Salem, N.C.
Dixie National favored for Jackson, Miss., ch. 3.

Miss Chiquita, TV's top banana, returns to the air.

Not quite half-way there on license renewal, prospects are now weighed as better than half-hopeful. Some see longer license term as certain, say big test will be in Senate.

FTC staff goes after reversal in Wonder Bread case.

The CPB-PBS gap takes on cavernous proportions as Curtis quits in wake of compromise rejection.

Combined Communications, Pacific & Southern detail merger plans.

Cox wins FCC approval of KFI purchase for record $15.1 million.
To be a winner in ADI
Providence
Buy WTEV

In this burgeoning area - PROVIDENCE, NEW BEDFORD, FALL RIVER and other nearby important cities and communities - be sure to use the strong voice of WTEV to carry your sales message. Count on this station to reach and deliver an unusually responsive audience.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
New contender
Name of Luther Holcomb, vice chairman of Equal Employment Opportunity Commission, is latest to surface in speculation on successor to FCC Commissioner Nicholas Johnson whose term expires June 30. Mr. Holcomb is Texas Demo- crat (from Dallas) whom President John- son appointed to EEOC when business was established, in 1965, and whom Presi- dent Nixon reappointed in 1969 to full five-year term. Mr. Holcomb has strong supporter in Texas’s Republican senator, John Tower, is said to be “interested” in FCC but says he is not candidate.

If he did join commission, Mr. Hol- comb would be its second member with religious background. (Commissioner Benjamin L. Hooks was pastor of two churches, besides pursuing law career.) Holcomb, who is doctor of theology, was executive director of Dallas Council of Churches before joining EEOC.

Roadblock
Most cable-television authorities see ar- rest of trend of major mergers in their industry, now that American Television & Communications Corp. and Cox Cable Corp. have called off their consolidation under antitrust pressure from govern- ment (see page 28). Though most be- lieve Justice Department’s Clayton Act suit was unwarranted and might have been successfully defended, they also feel Justice is now emboldened to file similar suits if any big companies try getting together. As ATC-Cox, experience proves, mere delay caused by legal inter- vention can itself be decisive.

No letdown
TV-network sales on new 1973-74 season were moving solidly last week, showing no signs of slowdown that some agency sources claimed was taking place in re- sistance to “exorbitant” price tags on network packages. That was word Fri- day (April 20) from sales chiefs and others at ABC-TV, CBS-TV and NBC- TV, retaining bullish enthusiasm with which they took their new schedules to market week before (BROADCASTING, April 16). “There’s a normal amount of negotiation,” one said. Another noted that “buyers always complain about prices.” Third blamed slowdown reports on “two or three agencies that apparently talk to impress their clients.” All three said such talk. They said clients in most cases had embargoed an- nouncements for time being. ABC source said he had five such sales that alone accounted for $40 million.

NBC sources said 1973-74 sales there were “substantially ahead” of year ago. At CBS, they said that “we’re way ahead,” with sales already “way over” $100 million, and sure to have biggest

year we ever had.” ABC executive said he could make no chronological compari- sons but that sales were going more smoothly and budgets higher. He esti- mated more than $325 million in “up- front” (long term) money in New York market last week. Although he had no comparable 1972 figure for New York, he did for Chicago market, where he estimated up-front money was $50 mil- lion year ago, $100 million now.

One shot
Viacom Enterprises is reported to have given up on plans to produce half-hour syndicated Addams Family Fun House as weekly series for access time (BROAD- CASTING, Feb. 12). Viacom enlisted 42 stations in plan to help underwrite cost of pilot, but apparently 42 weren’t enough to launch regular series. Pilot is slated to be carried as special on stations that helped defray cost.

Journalistic judgment
Senate hearings on Watergate affair, cur- rently scheduled to start May 15, could provide television’s biggest “news spec- tacular” in years—if. All three com- mercial network news organizations say they’ll give it whatever coverage its news justifies, but—unlike Public Broadcasting Service, which says it will provide live coverage gavel to gavel (story page 33)—they say they cannot make plans until they find out who witnesses will be. One executive put it this way: “If it’s just a bunch of clergymen, who cares? But if it’s John Mitchell and John Dean and people like that, we’ll give it the works.”

Some news executives, however, think chances are better than even that substan- tive hearings won’t start May 15 or for long time thereafter. They reason that if, as President Nixon hinted and other government sources said, further indict- ments are issued, Senate committee would have to defer hearings to avoid prejudic- ing rights of new defendants.

Radio measurements
Support of Radio Advertising Bureau has been put behind efforts of radio-station reps to create source of monthly reports on spot sales. Seventeen rep firms re- sponded affirmatively to Alan Torbet As- sociates’ sounding out their in- terests in reporting their own monthly figures confidentially to independent source. But if it’s—John Mitchell and John Dean and people like that, we’ll give it the works.”

If reports were available now, they would show spot radio business better than it has been in months. Number of sources say there’s been definite pick-up in activity in recent weeks, after pro- tracted slowdown. It hasn’t reached all markets yet, they say, but they consider it solid enough to suggest start of uptrend.

Equal time
End may at least be in sight for hearings on license-renewal legislation by House Communications Subcommittee (see page 17). Chairman Torbert H. Macdonald (D-Mass.) is beginning to think he has heard about all there is to hear, though six or eight other witnesses still want audience. One is Rev. Carl McIntire, fundamentalist clergyman, who wired re- quest to appear last Friday, after Rev. Everett C. Parker, of United Church of Christ, had testified in opposition to re- newal relief. Best hope is that committee will wind up after sessions in week of May 10. Last act will be return of FCC for review of testimony.

Sampling
Television News Inc., new TV newsmagazine service, has deferred starting date of its daily line-fed operation from April 30 to May 14 and will offer it free for two weeks from that date to all stations in top-50 markets and to smaller-market stations where feasible. Officials say sta- tions will incur no obligation by accepting two-week introductory offer, which is being made in hope that if stations try it they’ll like it. TVN, headed by President John O. Gilbert and Chairman Robert R. Pauley, with Richard C. Graf as vice president and news director, plans to feed 12 to 15 national and international news stories daily, Monday through Fri- day, using own news bureaus in New York, Washington, Chicago and Los An- geles and international newsmagazine from London-based Visnews Inc.

Money to . . . ?
Though company is not prepared to make announcement, Cable Funding Corp., New York, formed in 1971 to engage mainly in making loans to cable TV firms, is on verge of changing direc- tions. Letter soon to go to stockholders will explain company is considering other courses. One is acquisition and operation of cable TV systems. Initial idea was for Cable Funding Corp., which raised some $12 million in public stock offering—to ob- tain equity participations in cable com- panies through its lending activities. But now field is becoming highly competitive, particularly with recent announcements that A. G. Becker & Co., Chicago, and Management Credit Corp., Phila- delphia, will make financing available for cable TV.
“Ozzie’s Girls”

Don’t lock up Fall access time until you see what’s going on in the Nelson household! Ozzie and Harriet star in a great, new, half-hour, once-a-week, all-family sitcom. It’s prime-time entertainment from Hollywood, produced by Filmways. David and Ricky are grown up and gone. And two local college girls move in as boarders with the Nelsons. It’s like having children all over again. Only this time the gap is a giant step wider. And the bridge between the generations swings and sways with every encounter. The result is hilarious, heart-warming comedy as new as next year.

When “Ozzie’s Girls” met the public last September on NBC, the pilot drew a 34% share of the national audience, 32% in New York and 30% in Los Angeles. Such a reception is what you would expect from the creators of 13 prime-time network series.

Act fast and get Filmways’ newest hit for Fall 1973!

Viacom

Source: NTT (Sept. 1, 1972), New York and Los Angeles Instantaneous Audimeter reports. Audience estimates are subject to qualifications available on request.
At Deadline

Dixie National favored for Jackson, Miss., ch. 3

Composition of black-white ownership and diversification of mass media in ownership sway FCC administrative judge

FCC administrative law judge has recommended that Dixie National Broadcasting Corp. in which whites and blacks would play major roles, be granted construction permit for channel 3 Jackson, Miss.

Judge Lenore Ehrlig based her recommendation, issued Friday, on grounds of proposed integration of white and black ownership in operation of station, and of diversification of ownership of mass media.

Facilities involved are those vacated by Lamar Life in Jackson, Miss., and the TV station operated by Fair Enterprises, Inc., Lamar City, after U.S. Court of Appeals, for second time, reversed commission order renewing station's license. Second reversal, in June 1969, was climaxed to five-year effort on part of United Church of Christ and Jackson area blacks to win denial of station's license renewal on ground WLT was not served needs of blacks in service area and had presented only segregationist point of view in programming on racial issues.

Judge Ehrlig picked Dixie from among four other competing applicants - Lamar Life, Civic Communications Corp., Jackson Television Inc. and Channel 3 Inc.

Judge Ehrlig, noting that the commission considered integration of management and ownership extremely significant in securing best service to the public, said Dixie deserved a "distinct preference over all of the other applications" under that criterion since it was "the only applicant" which placed black in a top management post where he would work at station full time.

Jackson proposed substantial black ownership-management, but Judge Ehrlig called its proposal "unrealistic." Several principals are elderly, and others occupy time-demanding jobs.

The top black in the Dixie operation is Talmadge Portis Jr., director and 1% owner, who will serve as chief executive assistant to company's president, William D. Monger. Mr. Monger, 40% owner, also allotted to integration preference since he plans to be full time at station.

Judge Ehrlig also said that Dixie's proposed supporting principals include number of blacks and whites "whose training and writings reveal them to be highly sensitive to the needs and interests of the black citizen in the South."

In ruling on diversification issue, Judge Ehrlig noted that only Dixie and Jackson had no other media interests.

Lamar Life, licensee of WJDX-AM-FM Jackson, received no credit for their record. Judge Ehrlig said they had compiled average record. But she concluded that Lamar's record in connection with WLT's 1961-64 programming warranted imposition of substantial demerit.

Nationally known civil rights figure Medgar Evers, 9% owner of Civic Communications, was cause of significant demerit that application was given in connection with character issue that had been raised against him. Issue originally involved illegal activity - gambling, bootlegging and prostitution - which he had openly discussed in his biography, Evers. Judge Ehrlig concluded that Mr. Evers' activities in recent years "outweigh his unlawful conduct, and do demonstrate redemption."

But she said Mr. Evers had "flagrantly disregarded" commission's processes in refusing to comply with orders that he produce tax returns on his illegal income "and provide relevant information" regarding them. Ultimately, she noted, information was obtained from Internal Revenue Service indicating he had not filed returns, even though he had testified under oath that he had.

In Brief

Book on Schick. Federal Trade Commission this week will place on public record in Washington advertising substantiation material of Schick Inc., Lancaster Pa., for its Flexamatic electric shaver. Material covers test results on which Schick has based its controversial comparative advertising campaign for Flexamatic. Commission is releasing material under provisions of Freedom of Information Act. * Russians are coming. Approximately 125 TV stations will carry basketball games between teams from U.S. and U.S.S.R. on April 30 and May 7 (9-11 p.m. NYT), sponsored by United Air Lines, Schlitz Beer, American Motors, Mobil Oil, Warner Lambert and Kentucky Fried Chicken. Telecasts arranged by TVS, independent TV network for sports, division of Corinthia Broadcasting Corp., which is member of Dun & Bradstreet group. * Sinatra special. Frank Sinatra, who hasn't made public appearance since 1971 (except for White House show April 18), will do one-hour special on NBC-TV next fall for Magnavox Co. Special, which airs Nov. 11 (8:30-9:30 p.m. NYT), will be used by Magnavox to merchandise its new line of consumer-electronic equipment and color-television sets. * Into show biz. Athena Communications Corp., New York, cable-TV company, has reached agreement in principle to acquire Music Fair Enterprises Inc., Philadelphia, operator of theaters-in-the-round, via exchange of stock.

Canada's Anik II goes up; FCC sets policy for use by firms in U.S.

Anik II, Canada's second national communications satellite, was launched April 20 from Cape Kennedy. It will serve not only as back-up for Anik I, launched last November, but will be used by number of U.S. companies to provide domestic satellite relay service in U.S. Launch of 1,240-pound, 12-transponder Hughes Aircraft Co.-built spacecraft by National Aeronautics and Space Administration for Telesat Canada (which operates that nation's domestic satellite system) came after first launch attempt was aborted on April 19 for last-minute equipment check.

Launch followed by day FCC issuance of policy permitting temporary use of Telesat satellites by U.S. firms under terms of U.S.-Canadian agreement entered into on Nov. 8, 1972.

Commission adopted policy in connection with its consideration of comments on American Satellite Corp. for authority to lease transponder channels on Telesat's Anik satellite for use with earth stations near New York, Chicago, Dallas and Los Angeles. Amsat plans to introduce service this fall.

Other companies proposing temporary use of Telesat satellites are RCA Global Communications Inc. and RCA Alaska Communications, which have said they intend to begin providing service as early as Aug. 1; Teleprompter Corp., and General Electric Co.

Commission's policy governing American companies' use of Canadian facilities requires applicants to make showing that their use will be temporary in compliance with U.S.-Canadian agreement.

Commission noted in that connection that American Satellite has applied for its own domestic communications satellite system and that company's lease with Telesat is for one year, with options to renew for shorter periods. Commission said it will require American Satellite to obtain commission approval before renewing lease. One factor it will consider before granting renewal, commission said, is whether U.S. space system is available.

Viacom gains in quarter, plans pay cable for July

Viacom International Inc. told stockholders at annual meeting in New York Thursday (April 19) that revenues and profit in first quarter of 1973 rose significantly over corresponding period of 1972.

Ralph M. Baruch, president of Viacom, said advances were made by both program syndication and cable-television areas of company. He expressed confi-
tance that progress in both sales and profit would continue through 1973.

Mr. Baruch also reported that pay-cable TV will begin on or about July on company's cable operation in Cumack, L.I. area. This test, he said, will use sys-
tem developed by Trans-World Communications, division of Columbia Pictures Industries.

For three months ended March 31:

<table>
<thead>
<tr>
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<th>1973</th>
<th>1972</th>
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<tr>
<td>Earned per share</td>
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<td>$0.10</td>
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<tr>
<td>Revenues</td>
<td>8,137,000</td>
<td>5,485,000</td>
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<tr>
<td>Net income</td>
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<td>282,000</td>
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Calif. cable group asks
FCC to stop pole-rent hike

California Community Television As-

sociation has urged FCC to compel Gen-
eral Telephone Company of California to
stay proposed 100% increase in annual
pole-rental rates it charges cable televi-
sion companies.

General Telephone notified California cable companies using its poles that an-

nual rates will be increased from $3 per pole to $6 as of May 1.

CCTA, in letter to commission deliv-
ered on Friday (April 20), said proposed doubling of annual rate would breach commitment General Telephone made that it would not raise rates during pendi-
cy of commission inquiry into question of what regulatory control it should as-

sume in connection with pole-rentals.

California association said General Tele-

phone's actions "threaten the economic viability of the California cable opera-
tors," and threaten to hamper their ability to meet "costly channel capacity, access-

channels and other service requirements" commission has imposed on cable te-

levision.

CCTA estimated that California cable systems are on more than 150,000 Gen-

eral Telephone poles, and that total may rise to 170,000 by end of year. As result, CCTA said, if rate increase is not stayed, California operators "will have almost one-half million additional dollars ex-

tracted from them by General Tele-

phone."

Schafner vows to set
record entirely straight

Teleprompter Corp. Chairman and Chief Exec-

utive Officer Raymond P. Schafner late last week said firm was "deeply grat-

ified" by FCC's determination that Tele-

prompter is qualified to remain cable op-

erator (see page 28). He said commis-

sion's declaration that Teleprompter "has been turned around and their controlling management has high credentials" is "rec-

ognition of the new management's efforts to reorganize Teleprompter over the past year."

Mr. Schafner said firm anticipates "satis-

factory resolution" of cable proceedings in Johnstown, Pa., and Trenton, N.J., in

which former Teleprompter President Irving Kahn was implicated in bribery scan-
dal. He said company will "make every effort possible to provide all necessary in-
formation to the FCC" in its investiga-
tion of those incidents.

Specialty. Metromedia Producers
Corp., New York, is developing weekly
half-hour news program geared to
nation's black audience. MPC has
approached stations in number of
key markets and initial reaction is
said to be favorable. Concept calls
for subscribing stations in market to
serve as reporters-producers of seg-
ments when story of national news
interest develops in their communi-
ties. Target date is fall.

TLF gets Harold Lloyd rights

Time-Life Films Inc. has acquired world
rights for $1.2-million to show all 61 of
late Harold Lloyd's movies. Time-

Life reported Thursday (April 19) that
Los Angeles Supreme Court Judge Earl
H. Riley had approved agreement at re-
quest of co-executors of Mr. Lloyd's

estate. Comedian died in 1971. Agree-

ment covers use of material in all media,

including television. Full-length feature films in package include such classics as "Safety Last," "The Freshman," "Kid Brother," "Grandma's Boy" and "For Heaven's Sake." Contract gives Time-Life

rights to Mr. Lloyd's family, home movies, scrapbooks, and memorabilia.

Europeans buy from Optical

Optical Systems Corp., Los Angeles,
whose pay-TV operation began late last
year in San Diego, announced sale of
long-term, subordinated convertible de-
bentures to group of private European in-

vestors, with first step receipt of $274

million. Debentures pay 6% interest,
mature in 15 years and are convertible
into common stock of company at be-

tween $6 and $9.50 per share. Optical

Systems already has $5.5-million line of
credit from First Pennsylvania Bank,
Philadelphia, of which $2.2 million has
been used, as well as original $1.2 mil-

lion financing from private sources.
REFLECTIONS

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

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

If you'd like to talk more about it, give us a call for a no-obligation presentation.

M&H
McHUGH and HOFFMAN, INC.
Television & Advertising Consultants
7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

Datebook

Also In April


May

May 1—International Council of National Academy of Television Arts and Sciences sponsors "A Salute to RAI" (Radio-television Italia) on its 20th anniversary in television. Alice Tufts Hall, Lincoln Center, New York. Similar ceremony will be held in Washington in Department of State auditorium on May 3.

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 23rd Street, New York 10010.


May 3-5—Annual International Idea Bank convention. Organization is composed of broadcasters and functions in the exchange of information among station members. Camous Inn, Richmond, Virginia.


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

May 4-6—Conference, Sigma Delta Chi regions 6 and 7, with national annual awards presented at concluding banquet. Total of 16 awards in categories of radio, TV, newspapers and magazines. Hilton hotel, Omaha.


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


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

May 7-9—Seminar '73, Association of Canadian Advertisers. Royal York hotel, Toronto.


May 7-9—Spring meeting, California Community Television Association. Mesa Country Club, Simi Valley, Calif.


May 8—Silver Award banquet. Public Relations Exhibit Center, New York.

Major meeting dates in 1973-74


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


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


March 17-20, 1974—52nd annual convention, National Association of Broadcasters, Albert Thomas Convention and Exhibit Center, Houston.
When Engineering Excellence creates a more functional design, it creates the AEL 25KW FM Transmitter.

AEL's engineering excellence has once again created new concepts in functional design which integrate ease of operation with better reliability for a new high in transmitting performance.

Engineered for automatic operation, with designed-in quality and solid state control circuitry, the FM-25KD Transmitter proves that engineering excellence is an everyday quality at AEL.

Let it be an everyday quality at your station. Contact AEL to see the advanced design capabilities of our entire "EE" Transmitter Line.

American Electronic Laboratories, Inc.
P.O. Box 552, Lansdale, Pa. 19446 • (215) 822-2929 • TWX: 510-661-4976 • Cable: AMERLAB

Broadcasting Apr 23 1973

11
Greeks gripe
Editor: In your April 2 article, "Government and the NAB close in on sex programs," which referred to radio talk-show programming, a comparison was drawn between the discussion of "intimate details of sex" with those "not often heard outside a sorority house." As members of Greek sororities, we were disturbed at the insinuated image. To us it seems it was stated that during my client, the American Broadcasting Company, in the course of contract negotiations, it has made the following public comparison: "In the course of contract negotiations, it has been stated that during the time that the ABC program has been on the air, Miss X has performed as many nude scenes as have the ABC program's " seminar on human sexuality."

No move in mind
Editor: In your story on the Association of Independent Television Stations in the April 2 issue, you quote an unnamed "station executive" as reporting "the St. Louis Blues hockey team was thinking of staying out of broadcast to go into cable." On behalf of my client, the St. Louis Blues Club, let me assure you that this statement is absolutely incorrect. The Blues have enjoyed a long and fruitful working relationship with KPLR-TV, the fine St. Louis independent. While we have engaged in an experiment with pay cable in Jefferson City, Mo., this season, in no way affects our current working relationship with KPLR-TV nor should it be interpreted in any way that the "blues [are] thinking of staying out of broadcast to go into cable."—James D. Cullen, general counsel, St. Louis Blues.

X's banned by Trans-World
Editor: In the April 9 BROADCASTING there is a summary of remarks by William J. Butters, president of the Trans-World Communications division of Columbia Pictures Industries. Your story reports as follows: "The subject of R. and X-rated movies came up at this point; Mr. Butters said his firm made no distinction, because, from a business point of view, 80% of hotel guests are men, and most men want sex and action pictures."

Mr. Butters made no such remarks. What Mr. Butters said was that the experience of Trans-World indicated that most of the guests at hotels prefer sex and action movies, and for this reason Trans-World showed mainly PG- and R-rated movies. With respect to X-rated movies, the company policy is to never show X-rated movies (this, in fact, is specified in the contracts Trans-World has with several hotel chains). Moreover, Columbia Pictures, a sister division of Trans-World, has a similar policy with respect to the production of X-rated movies: It has never made any and does not intend to make any.—Marvin Korman, vice president, advertising and public relations, Screen Gems, New York.

Where credit is due
Editor: I'd like to add a name to the Broadcast Education Association story [BROADCASTING, April 2] to give special credit to KPRC, the Houston affiliate of Kaiser Broadcasting for designing the new BEA logo type.—Clark Pollock, president, BEA, Columbus, Ohio.

Insider
Editor: In your April 2 article, "The other side comes forward on renewal talks," you note that I testified at House hearings in behalf of NOW "and other groups." The most newsworthy and significant aspect to this testimony is that while NOW strongly supported this effort, the "other groups" were in fact a large coalition of American Women in Radio and Television. Thus we are not the "other side." Rather, we are working to be even more "inside," contributing more fully to and benefiting more equally from the broadcast industry.—Jan Crawford, New York.
Would you cover a trial without going to court?

Of course you wouldn't.
Yet with America's growing concern for the environment, that's exactly where today's forest is: on trial.
There've been a lot of changes in modern forestry—and in the modern forest. Changes in industry technology and government policy. Changes in supply and demand and price. Changes that are creating public debate—and making front-page news. And just as you wouldn't cover a court case without going into the courtroom, we don't think you can cover the forest without going into the woods. So we'd like to show you what's happening.
In the past two years our forest experts have taken more than 200 newsmen and newswomen on candid fact-finding tours of America's forests. Some tours last three hours. Some take three days. This year we'd like to add you to the group. So write for more information. Or call Jim Plumb at AFI in Washington, (202) 667-7807.
It's time you talked to the trees. And listened.

American Forest Institute

American Forest
1619 Massachusetts Avenue, N.W.
Washington, D.C. 20036
I'd like to know more about the forest—and about your forest tours.

Name

Title

Company

Address

City

State/Zip
Chiquita bananas are back with something old and something new

The hardest thing about an advertising campaign is to continue it—especially when it's recently created and executed a huge success. When Chiquita Brands decided last year to return to television with a bright new image for a well known, high-quality product we were looking for impact. We found it with a 14-foot banana that peeled back to reveal a brand new Miss Chiquita singing newly created lyrics set to a muted Latin-rock version of the original Chiquita jingle.

The purpose of the campaign was to remind housewives across the nation that Chiquita has always been synonymous with the very best quality in bananas, and also to remind the wholesalers and retailers of the large, important and active consumer franchise of the Chiquita Brand.

At the close of 1972, after heavy national TV coverage, the figures were studied and it became quite apparent that the desired message had been received loud and clear. Consumer awareness stood at an all-time high of 87% and the final excellent sales picture for 1972 would seem to indicate that the trade was paying attention too. The brand, the product, the 14-foot banana, the girl and the music were firmly implanted in the public's mind and in just about that order. Firmly implanted in our mind was, what to do for an encore?

From experience in the fifties, sixties and seventies we knew that the order of awareness would rapidly change if we followed the same format. In the case of the original Chiquita image, radio, theater and early television audiences remembered the music, the girls, the brand and the product. Almost the reverse order. As a result, Chiquita became a generic name for bananas, and that might have been highly desirable except for the introduction in recent years of competitive branded bananas into the marketplace.

But a banana is a banana is a banana, and while the housewife might call it a Chiquita, she buys what she finds in the supermarket. Her selection process is limited to choosing the best looking cluster from those on display. On rare occasions she might ask the produce manager if he has a greener, or yellower, or better quality bunch. In the back room but seldom would she specifically ask for Chiquita bananas.

Product promotions similar to the ones mounted by hundreds of grocery manufacturers provide a partial solution to creating and maintaining a genuine demand for Chiquita. Give the housewife a specific reason to ask her produce man for Chiquita bananas and she will. And she will then discover the quality benefits of Chiquita all by herself—hopefully. But that leaves a great deal to chance.

It became obvious that the 1973 television campaign would have to support the brand and product promotions by relating the quality story to the broadest possible audience. Who would do the telling and how would it be answered?

Again, we know from experience that Chiquita's name could and did bring fame to any number of female vocalists. (A favorite nostalgia party game today is to name the Miss Chiquitas. The first guess is invariably Carmen Miranda and that's dead wrong. Carmen appeared as Chiquita three times on three consecutive weeks of the Fred Allen show. In each case, her lines were parodies of the jingle then being voiced by the unrelated Elsa Miranda, who, along with 10 other girls, received more exposure and popularity as the voice of Miss Chiquita than they ever did in their own right.)

But, nostalgia has its merits and two of them are acceptance and believability. It is no secret that people today are looking for something or someone to believe in. The buoyant sea of nostalgia is supporting an enormous amount of talent and if the talent happens to have achieved household-word status, the audience tends to believe what they hear from them.

Fishing in the sea of nostalgia, though, has major drawbacks. All too often you could come up with a creel full of endorsements. Endorsement is a fine way to launch a new product, but bananas are hardly new and Chiquita bananas minus their blue labels are indistinguishable from the competition fruit.

What was needed was well known talent who would not so much endorse the product but would remind the audience of the Chiquita heritage. We needed talent for whom Chiquita would do nothing more than remind the viewer of some point in his immediate or distant past. With this type of instant nostalgia the talent has only to truthfully say that he or she is the "top banana." Done in a fun way, like rising out of a 14-foot banana, the audience easily and instantly recalls that Chiquita is and always was the "top banana."

No hard sell, no possible unsubstantiable claims and no danger that our famous product would do more for the performer than the performer did for the product. That was the formula and as expected, finding talent to fit it was no problem. Milton Berle, Mickey Rooney, Joanne Worley, Godfrey Cambridge and for Canadian audiences, Giles Latulippe eagerly grasped the concept.

Careful review and selection of programming on all three major networks completed the mix and provided our answer to the question, how do you follow success? Each commercial in the new campaign has recorded recall scores over double the normal food norms as shown in tests.

Now all we have to do is figure out something for next year.

Monday Memo

A broadcast advertising commentary from Peter D. Bond, director of brand communications, Chiquita Brands Inc., Boston
Freedom... liberty... America. We don’t realize how important they are until they’re taken away.

Ask them.

The courage and faith of those who served in Southeast Asia have made us at Gilmore Broadcasting even prouder of our country – and much more aware of the rights and privileges we enjoy as free men.
"...I believe I have just found the cause of my eight year old son's trouble..."

So wrote one mother in response to KNBC's study of hyperkinetic children. Hundreds of letters praising the program flowed into the station from parents, educators, physicians and hyperkinetic children.

Last year, the KNBC Newservice brought the problems of hyperkinetic children to the attention of Southern Californians in a six-part study. The series was so well received that it was expanded into a one-hour special, "In A Class . . . All By Himself." Recently, the program received a nomination from the National Academy of Television Arts and Sciences as one of the ten best community service programs in the country. It didn't win, but we're very proud of the nomination and producer, Mike Gavin.

Above all, we're proud of the response and good the program has done. (That's what it's really all about.) "In A Class . . . All By Himself" shows that TV has enormous power to help . . . we at KNBC pledge to do a lot more like it.
Pendulum swings on license renewal

If the cup was half empty before, it looks half full now—and perhaps a little fuller. Whether it will ever run over may depend on what happens in the Senate.

Broadcasting's Washington representatives, who have been a grim, worried-looking lot during the past month as the House Communications Subcommittee worked its way through exhaustive hearings on license-renewal legislation, are beginning to show signs of relaxing. The congressional battle broadcasters regard as the most crucial in which they have been engaged for years, is not yet won. But, like the Washington spring, the time for hope seems finally to have arrived.

"Going into the hearing I thought it was 60-40 against getting a bill," said one Washington-based network official. "Now I think it's 60-40 in favor."

Indeed, the talk now is not about whether a bill will emerge, but of what kind. Extension of the license period from three to four or five years is regarded as sure. But the only other certainty seems to be that the subcommittee will not endorse the administration bill. It has become a fallacy of the fallow from the controversy Clay T. Whitehead, director of the Office of Telecommunications Policy, generated with his speech denouncing network news, which critics regard as an attempt at censorship.

One subcommittee member who has never been impressed with broadcasters' need for the kind of legislation under consideration—and who appears less so now than when the hearings began—nevertheless seems resigned to seeing the subcommittee approve some form of legislation, most likely a measure it will draft itself from the smorgasbord of bills before it.

"Any time half the members of the House have introduced a bill"—as is true in the case of license-renewal legislation—"there will be one," he said.

National Association of Broadcasters staffers who keep a close eye on Congress and who have been doggedly optimistic about broadcasters' chances in the House, say the real test will come in the Senate. House passage, even if not so much a time for rejoicing as for the industry's representatives to look grim again, as the fight moves to the Senate. OTP's Mr. Whitehead appeared before the House Communication Subcommittee last week to explain the administration's license-renewal proposal and to try to dispel misconceptions about it. But he left Chairman Torbert H. Macdonald (D-Mass.) and other members of the subcommittee unconvinced that the executive branch has the answer to the problem.

What did seem to impress at least some members of the subcommittee was a proposal by former FCC Commissioner Kenneth Cox, which he said would protect the interests of both licensees and challengers, and another proposal under which the FCC would encourage stations and the communities they serve to resolve their own disputes.

In his testimony Mr. Whitehead said the system of licensing "presents the government with a unique dilemma"—on one hand requiring the FCC to issue licenses in the public interest, meaning that the commission has to judge a station's service, "an important component of which is the broadcaster's programing," and on the other providing the broadcast media full protection under the First Amendment. To deal with this dilemma, he said, requires balancing the goals of stability in renewals and maintaining "the spur of competition and the threat of non-renewal."

Mr. Whitehead then outlined the basic elements of the administration's proposal, which he said is designed to provide that balance. The measure would:

- Extend the license term from three years to five.
- Eliminate the requirement for an automatic comparative hearing when a competing application is filed against a renewal applicant. The incumbent's license would be renewed if he is "substantially attuned" to his community's needs, demonstrates "a good-faith effort" to meet those needs and "affords reasonable opportunity [in over-all programing] for the discussion of conflicting views on issues of public importance." Mr. Whitehead noted that community groups could still file petitions to deny renewal applications.
- Prohibit the "restructurings of the broadcasting industry through the license-renewal process."
- If, for example, FCC rules permitted multimedia ownerships in the same market, an incumbent holding such ownerships would not lose a point to a competing applicant without such ties. Changes in industrywide standards of ownership or operation could be made only through rulemaking.
- Preclude the FCC from using against the incumbent at renewal time "any predetermined performance criteria, categories, quotas, percentages, formats, or other guidelines of general applicability respecting the extent, nature or content of broadcast programing."

Some critics have argued that if the administration feels the FCC's public-interest standard is too vague, it should support the establishment, by the FCC or Congress, of specific program standards, said Mr. Whitehead. "What is the ultimate stability of specific program categories and percentages set by the government is grossly incompatible with the letter and the spirit of the First Amendment."

A second concern, he said, centers on the bill's "good-faith" standard. Mr. Whitehead explained that such a standard, along with the fairness obligation, would further elaborate on the FCC's "public interest, convenience and necessity" standard used at renewal time. It is "an objective standard of reasonableness" that "makes clear the intent of Congress that the FCC is to focus on the community's definition of its needs and interests in programing rather than imposing on the broadcaster and the community the commission's own judgments about what is good programing," Mr. Whitehead said. A third concern has been directed at the administration's "backtracking" on the fairness doctrine by including it in renewal legislation, said Mr. Whitehead. "The administration has supported the enforcement of this fairness obligation as long as it is done principally on an overall basis at renewal time," he said. "What we have not supported is the commission's present approach of enforcing this obligation on an issue-by-issue, case-by-case basis. It is this enforcement process that
has come to be known commonly as the fairness doctrine and has become so chaotic and confused." Inclusion of the obligation in renewal legislation, he said, "would serve as an expression of congression intent as to the preferred method for its enforcement."

Minority groups are concerned that the administration's bill would preclude challenges to licensees, Mr. Whitehead said. "It is true that competing applications based on frivolous or spurious grounds would be more easily rejected. But responsible competing applications . . . are in no way penalized and would still have the benefit of a thorough public hearing." And, he added, the bill does not spell out procedures for the petition to deny, "the tool that has been the traditional and most useful recourse of the minority groups."

Finally Mr. Whitehead attempted to explain the motives behind the bill and its relationship to the speech he gave in Indianapolis last December.

"The central thrust of my Indianapolis speech was that broadcast licensees have not, by and large, been doing an adequate job of listening to their communities and conforming their broadcasts to the needs of the broadcasting system—faults that are not, and should not, be dealt with through the use of government power . . . My speech was intended to remind broadcasters and the public that such attention takes on even more importance if governmental controls are to be reduced, as we have proposed. The speech and the bill are related—but not in the way portrayed in the press coverage of my speech. The relationship . . . is no more than the relationship between freedom and responsibility we find everywhere in our society," said Mr. Whitehead.

"This office has steadily promoted the cause of less rather than more regulation of broadcasting. But, in the public and the Congress should not think of increasing the freedom in broadcasting by easing government controls without also expecting some indication from the broadcasters that voluntary exercise of responsibility by local stations is an adequate substitute for such controls." He was not asked what kind of "indication from the broadcasters" he had in mind.

Mr. Whitehead told the subcommittee that the administration's renewal bill "is designed to strengthen the First Amendment freedoms of broadcasters," substituting "the voluntary exercise of responsibility . . . for the often heavy hand of government." And, he added: "I challenge anyone to find in our bill any increase in government power over the media."

Despite Mr. Whitehead's explanation, Mr. Macdonald contended that the Indianapolis speech was interpreted by most network affiliates as a warning that they were responsible for the content of network news. The speech created an atmosphere of the administration "breathing down the necks" of broadcasters, he said. But Mr. Whitehead repeated that the bill is aimed at removing government controls and "an atmosphere would couple this bill with political threat and pressure."

Mr. Macdonald was also critical of OTP's interference in matters concerning the FCC. But Mr. Whitehead answered that it was OTP's responsibility to make policy recommendations to the commission dealing with the prime-time access rule, network reruns and other matters.

Both Mr. Macdonald and subcommittee member Lionel Van Deerrl (D-Calif.) were critical of the administration bill's failure to establish specific renewal standards, but Mr. Whitehead pointed out that any such standards would inevitably become minimum ones.

Mr. Van Deerrl was concerned that the bill would make secure the licenses of stations that have not served the public interest, but the OTP director denied that was the case.

Mr. Staggers (D-W Va.), chairman of the parent Commerce Committee, read into Mr. Whitehead's testimony a suggestion that the administration was proposing to take away the government's power to wipe obscenity and violence from TV and radio, "I say the government better get into some of these things," Chairman Staggers said indignantly.

But Mr. Whitehead said the government should delve into such matters to the extent that broadcasters do not deal with them on a voluntary basis.

Representative Clarence Brown (R-Ohio) indicated he thought the bill was overprotective in that it "seems to discourage competition by locking in the local station."

Mr. Van Deerrl said he thought the bill would establish lower renewal standards than those existing for new stations.

At one point in the hearing Mr. Macdonald told Mr. Whitehead that "you are hanging your hat on a very loose peg" to use the good-faith-effort standard to protect broadcasters against competing applications and petitions to deny because of the difficulty of defining that term.

And, said Mr. Macdonald, the ascertainment process, on which the administration bill relies "has been so emasculated that nobody pays any attention to it."

One matter on which Mr. Whitehead and Mr. Macdonald reached accord, however, was the need for the FCC to act as a catalyst in bringing licensees and community groups together to discuss problems. This concept was brought out in the testimony of former FCC Commissioner Cox.

The commission should, by rule or policy statement, "recognize and encourage a process of good-faith negotiation at the local level," Mr. Cox said. He described a proposed system under which a commission unit, perhaps a division of the general counsel's office, would advise community groups and licensees on negotiations and keep tabs on the progress of the talks. If the negotiations were unsuccessful, a petition to deny could be filed at the end of the license term.

"I think such a method of letting off steam and seeking an accommodation under commission auspices, but at the local level and without involving the agency in the decisional process unless it breaks down and a formal petition is later filed, is about as far as the commission should go in changing its handling of petitions to deny," said Mr. Cox.

For competing applications, Mr. Cox suggested a renewal bill similar to the FCC's 1970 policy statement on comparative renewal hearings, which held invalid the following year by the U.S. Court of Appeals because it denied competing applicants a full hearing.

Mr. Cox's proposal would permit a renewal hearing, but the incumbent would receive credit for his past performance and his license would be renewed if found to have "substantially" served his community. If such a finding were not made, the commission would make a full comparison between the licensee and the challenger as if they were applying for a construction permit for a new radio or TV station.

Mr. Macdonald readily agreed with the negotiation proposal, but wanted to know why the FCC could not dispatch a field examiner to meet a person with broadcasters and community groups. Mr. Cox said that method would be effective, albeit costly.

Mr. Macdonald also seemed to agree with Mr. Cox's proposal for dealing with comparative renewal applications for a new definition of "substantially," but Mr. Cox said that would require FCC rulings to clearly define.

Mr. Cox's proposals also received praise from Mr. Brown and Mr. Van Deerrl, Mr. Van Deerrl commented: "Yours is the best prepared and one of the most helpful statements we've heard."

Donald H. McGannon, president of Westinghouse Broadcasting Co., told the Macdonald subcommittee that the legislation proposed by FCC Chairman Dean Burch "appears to be a reasonable balance between the two fundamental considerations inherent in the renewal process"—providing broadcasters with reasonable assurance of renewal if they have served their communities and providing a "comprehensive review of applications that provides that in a renewal hearing the incumbent would receive renewal if he had "substantially, rather than minimally" served his community.)

Equally important, Mr. McGannon said, is the need for renewal legislation that would leave the commission free to
adopt standards or guidelines under which it can carry out its renewal activities.

In addition, he said, "properly drafted criteria should also facilitate more meaningful and effective participation by public groups in FCC licensing proceedings."

In a letter to the subcommittee, Radio Television News Directors Association President Charles F. Harrison, of Woman-AM-TV Chicago, told Mr. Macdonald the RTNDA board has voted to support "the enactment of legislation which would tend to promote stability and tenure for the ownership and management of broadcast stations. . . . In the recent past, the uncertainty caused by the number of competing applications and petitions to deny has too often been an illegitimate factor in the news judgments made by broadcast journalists at both challenged and unchallenged stations. The newsmen . . . is tempted by this uncertainty to opt for the bland and less controversial approach to, or the omission of, any newsworthy matter which may involve the station in a dispute before the FCC."

But, Mr. Harrison asserted, RTNDA "opposes any coupling of a longer license period with an improved license renewal standard, on the one hand, with a 'fairness' admonition, on the other." No showing has been made that news coverage is not fair, he said, and thus there is no case for further codification of the fairness doctrine.

Two outspoken critics of renewal legislation were the Rev. Everett Parker, director of the Office of Communication of the United Church of Christ, and Robert Choate, chairman of the Council on Children, Media and Merchandising.

Dr. Parker, who said he was testifying as a private citizen, charged that the bills pending before the subcommittee "pre- vent—or, at best, make more difficult—citizen participation in broadcast regulation and will foreclose competition to provide better service."

Labeling the bills as "racist," "sexist," "elitist," and "anticapitalist," Dr. Parker attacked the "dinosaurian" lobbying of the broadcasting industry.

Dr. Parker asked that licensees be "required to bargain in good faith with responsible community groups when they have complaints."

He also suggested the commission conduct, on a random-sample basis, studies of licensee performance. He said a distinction should be made between public demand that a license not be renewed and a private action to take over the license itself. If you require full disclosure it makes it more difficult for a private party to file a competitive application by extending the license period," he said, "you should not make it more difficult for the public to express its dissatisfaction."

In his statement Mr. Choate gave most broadcasters low marks on exercising responsibility for the area of advertising directed at children and said his organization opposes relaxation of license requirements.

He said he could understand the rationale for longer licenses, but a broadcaster should be more open to the public about the programing he proposes in the five-year period.

Mr. Choate's suggestions included requiring broadcasters to devote 20% of their nonprogram time to paid and nonprofit messages in the public interest, making public their financial figures.

Mr. Choate noted the FCC could develop a third process in addition to the competing application and the petition to deny: "The public should be able to initiate a breach-of-promise action [against stations] in the courts which would have a monetary implication to those judged lacking in performance."

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**Broadcast Advertising**

**FTC staff seeks reversal on Wonder Bread**

Dixon sees it as effort to effect 'historical step' in advertising, requiring that ads mention others that share claimed qualities

The Federal Trade Commission staff last week went before the full five-member commission to ask for reversal of an administrative law judge's decision that dismissed the FTC's complaint of false nutritional claims for Wonder Bread and Hostess Cakes brought against ITT Continental Baking Co. and Ted Bates & Co. In presenting the argument for appeal, the FTC counsel, in the words of Commissioner Paul Rand Dixon, seemed to be urging the commission to take a "historical step," one that could have deep- felt impact on the advertising industry.

According to the interpretation that Commissioner Dixon (as well as Commissioner Mary Gardner Jones, apparently) has: The commission staff wants to prohibit the advertising of products as possessing one or more special qualities, even if true, unless full disclosure is made in the same advertising that such special qualities are also claimed in competing products. As an example of this approach, if a candy advertiser used the slogan, "Eat our candy bar; it is high in protein," the advertising would have to add that other candy bars, made by other manufacturers, are also high in protein.

Commissioner Jones expressed concern during the proceedings that advertisers may be "pilloried" because they chose to build an advertising campaign around a unique, yet truthful, selling proposition. She wondered: Are advertisers who use informational messages going to get "trapped" by the commission because their information is not comprehensive enough?

The commission counsel, David O. Bickert, deputy assistant director for national advertising, denied that such interpretations and concerns are valid. Instead, his appeal contended for a number of reasons, Administrative Law Judge Raymond J. Lynch committed reversible error in his initial decision of Dec. 19, 1972, when he dismissed the FTC's complaint that the advertising of ITT Continental Baking and its agency, Ted Bates, for Wonder Bread and Hostess Cakes is false, misleading and deceptive (BROADCASTING, Jan. 9).

Perhaps most significant of the reasons the FTC cited for reversal is that the judge was wrong in not sustaining the FTC's charge that the advertising of ITT Continental Baking and Ted Bates represented directly or by implication that "Wonder Bread is an additional source of nutrients, distinct from other enriched breads."

The FTC's objection claims that the judge did not base his finding on the complaint itself, which requires only proof that the ads contain the false implication that Wonder Bread was nutritionally superior to "other enriched breads." Instead, the FTC argued, the judge found that it was never proved that Wonder Bread was advertised as being "nutritionally superior to all other enriched white breads."

The proceeding against ITT Continental Baking and Ted Bates was started in 1971. According to the FTC, Wonder Bread has been advertised at the rate of $8 million since 1962.

The five commissioners took the appeal under advisement.

**Under way: RAB's Idearamas**

The Radio Advertising Bureau's 1973 round of "Idearama" regional meetings got into full swing last week with four sessions of a projected total of 57 to be held by mid-July.

The one-day meetings offer what RAB describes as "a barrage of immediately salable ideas for small-market radio stations." Last week's were at Kansas City, Mo., on Tuesday (April 17), Huntington, W. Va., and Phoenix on Wednesday and Jefferson City, Mo., on Thursday.

The rest of the schedule follows:

April 25—Albany, N.Y.; Springfield, Ill., and Birmingham, Ala.; April 27—Hartford, Conn., and Mobile, Ala.;

May 1—Bakersfield, Calif., and Wichita, Kan.
Golden West buys out rest of MMR holdings

Major Market Radio Inc., New York, radio station representative firm, will become a full subsidiary of Golden West Broadcasters on May 1.

Concurrently, George E. Lindman, now president, sales and assistant general manager of Golden West's KMPC(AM) Los Angeles, becomes president of MMR, headquartered in New York. Ernest W. Kitchen, present MMR president remains as senior vice president and assistant to Mr. Lindman.

GBW's acquisition of minority holdings—it had been a principal stockholder right along—was for an unidentified sum. Sellers were MMR officers and account executives numbering about 20. Named liaison officer between the group broadcasters and MMR is William D. Shaw, vice chairman of GBW. MMR currently represents 11 radio stations.

Advertising and the academic

Eight lectures on the broad topic of "Advertising and Society" are being held at the University of Chicago's Graduate School of Business. Under the direction of Yale Brenner, professor of business economics at the school, the lectures began April 10 with Richard Posner, professor of law at the University of Chicago, discussing truth in advertising and the role the government plays in it.

Other speakers in the first half of the series: Philip J. Nelson, associate professor of economics, State University of New York at Binghamton (April 24); Robert Pitofsky, professor of law, New York University, and former director of the Bureau of Comsumer Protection of the Federal Trade Commission (May 15), and Daniel J. Boorstin, director of the National Museum of History and Technology, the Smithsonian Institution (May 24).

The other four lectures will be scheduled for the fall. The series is made possible by a grant from International Telephone & Telegraph Corp.

Moss's new truth-in-ads bill

Senator Frank Moss (D-Utah) has introduced a revised version of the Truth-in-Advertising bill he offered in the 92d Congress. S. 1512, introduced on April 10, would require an advertiser that makes claims about the safety, performance, efficacy or characteristics of a product to provide, upon request, a statement's language summary of all tests, in support of any claim in the advertising..."

The bill Senator Moss introduced last year would have required advertisers to provide written documentation of all claims. A spokesman for the senator said the revised requirement would make it possible to condense the information and make it more understandable.

Another portion of the bill makes explicit what is required of the broadcast and print media. It stipulates that the media are not to be held liable—under the Federal Trade Commission Act—for dissemination of false and misleading advertising unless they refuse to provide upon request the name and address of the company responsible for the advertising.

Carte Blanche spots questioned by code

The accusation is disparagement of American Express credit card

National Association of Broadcasters Code Authority editor Mark Meisel has sent a letter to the Los Angeles office of Delta Fenima, Travisano & Partners criticizing its TV commercials for Carte Blanche credit card. The spots, Mr. Meisel wrote, "promote incomplete and misleading comparison [and] constitute disparagement" of American Express credit card.

The commercials have been running in 14 markets since Feb. 26. All three networks found them acceptable. Theme of the campaign is: "American Express is good but it isn't enough." Peter Newman, management account supervisor for Carte Blanche, told Broadcasters that problems began when National Media Services (buying service DFT&P uses) received a letter from the code authority on March 6 stating "an inquiry has been received" regarding the Carte Blanche commercials.

A check of stations bought for the campaign revealed no inquiry originating there. Mr. Newman said: "We feel we're getting the flack directly from American Express."

Mr. Newman has prepared a rebuttal to every challenge of substantiation and sent it to the code authority last Tuesday (April 17). Mr. Newman acknowledged that the Carte Blanche campaign is tough, but he emphasized that every claim is substantiated. It is the first TV campaign for Carte Blanche.

Bar reports television-network sales as of April 1

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<th>Day parts</th>
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<td>82</td>
<td>$506,300</td>
<td>$5,622,400</td>
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<tr>
<td>Sign-on-10 a.m.</td>
<td>82</td>
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</tr>
<tr>
<td>Monday-Friday</td>
<td>1,002</td>
<td>$8,435,100</td>
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<tr>
<td>10 a.m.-6 p.m.</td>
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<td>$54,247,300</td>
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<tr>
<td>Sign-on-6 p.m.</td>
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<td>Monday-Sunday</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
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*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.
Hot and cold. Payne Co., Los Angeles, air conditioning firm, has announced $230,000 spot-TV campaign in 30 major markets, principally in South and Southwest, through N. W. Ayer/Jorgenson/ MacDonald, Los Angeles. Planned also are radio spots in cooperation with local dealers.

Name dropping. Edward H. Weiss & Co., Chicago-based agency, will be changing to Lee King & Partners, effective May 1. Name change reflects purchase of agency's stock by Mr. King and five senior partners in 1971. Lee King & Partners will remain at present address: 360 North Michigan Avenue, Chicago, 60601.


OK, campers. Sportsmen and picnickers will be reminded, "Don't forget to pack the Dak, Mac" this summer. That's theme of radio campaign that will run in 15 major markets beginning July 1. Dak is line of imported Danish meats. Agency is Stieffel/Raymond Advertising, New York.

More 'Survival' for Miles. Miles Laboratories, Elkhart, Ind., has renewed sponsorship of The World of Survival, half-hour nature and wildlife series, on advertiser-syndicated basis for 1973-74 season. J. Walter Thompson Co., New York, is serving as syndicator for series, now carried in top-50 markets and being offered to all 226 TV markets, starting next fall.


Introspection. A one-hour study of commercials and their effect on viewers is scheduled for showing Thursday (April 26) on CBS-TV's CBS Reports (10-11 p.m.). Among the spokespeople in the program: Dr. Eric Fromm, author and psychiatrist; Robert Pitoysky, former director of the Federal Trade Commission's Bureau of Consumer Protection; Archibald McG. Foster, board chairman, Ted Bates & Co.; Peter Alport, president of Association of National Advertisers; Herminio Traviesas, vice president of broadcast standards, NBC, and Alvin Achenbaum, executive vice president and director of marketing services, Wm. J. Donovan & Co., New York. According to CBS, producer-writer Irv Draasen and his staff viewed more than 6,000 TV commercials in one year and "all or parts of 150" will be seen on the show.

Mr. Curtis reportedly had staked his position on working out a compromise and had all but presented it as a fait accompli. He was left, according to some reports, considerably shaken by the CPB's board decision of April 13 to disband its negotiating committee, form a new one, and to ask for a "cease fire" until the differences between the corporation and PBS can be resolved.

The compromise that Mr. Curtis apparently was instrumental in working out, principally with Ralph B. Rogers, chairman of the board of governors and chief executive officer of PBS, would seem to have been favorable to the public-television licensees. It was said to have called for:

* CPB to fund programs through its program department. Should the licensees dissent from any particular program and decision of CPB, appeal could be made to the chief operating officers of CPB and the PBS board of governors. Should there still be no agreement, final appeal would be to the respective chairman of CPB and PBS with their joint decision carrying.

* All programs not funded by CPB to
have access to the interconnection. Should there be disagreement as to balance, fairness and objectivity of any program, either CBP or PBS could appeal to a monitoring committee that would include three CBP trustees and three PBS board of governors trustees. It would take four votes of this monitoring committee to keep a program off the interconnection.

Responsibility for scheduling the interconnection to rest with the PBS board of governors in direct consultation with CPB's program staff. Appeals from scheduling decisions could be taken first to the chief operating officers of both PBS and CPB and finally to the respective chairmen of both groups.

Supposedly, Dr. James Killian and Jack Valenti, who were on CPB's original ad hoc negotiating committee, favored such a compromise agreement. Thomas Moore, the other member and chairman of the committee, had a dissenting view.

According to some published reports, Mr. Curtis and the majority members of the CPB negotiating committee who supported the compromise were undercut by what was claimed to be a last-minute, telephone campaign conducted by members of the White House staff to convince other CPB board members to vote against the agreement. The vote against the compromise was believed to be 10-4.

The Office of Telecommunications Policy, whose director Clay T. Whitehead was said to be one of those who pressured CPB board members, acknowledged that calls were made, but that no concerted campaign was waged. It was indicated that Mr. Whitehead, who regularly confers with board members, talked by phone to "very few" members to elabo-rate on his public stance on the question of who controls the public-television interconnection. According to an OTP spokesman, Mr. Whitehead said—as he did before the Senate Communications Subcommittee hearing on public-broadcasting funding—that he opposes compromise on the ground that it would amount to a surrender of responsibility the CPB board has for programming. It was not made clear who originated the calls, but it appeared that Mr. Whitehead initiated some of them.

Immediately after the CPB board meeting that deferred action on the compromise agreement, which had been some four months in the making, Neal B. Freeman was named chairman of a new three-member CPB negotiating committee, with Jack K. Wrather and Dr. Gloria Anderson as associate members and Albert Cole and Michael A. Gammino Jr. as alternate members. They replace the Messrs. Moore, Valenti and Killian.

The PBS board of governors chairman, Ralph Rogers, before leaving for Europe on an extended vacation, expressed disappointment over the collapse of the compromise. "We feel our cause is just and that our approach to a solution has been reasonable," he said. He pointed out that the PBS board of governors and managers will meet May 17 in Washington to consider future action, but that in the meantime "PBS will continue to operate exactly as it is now operating."

Mr. Rogers also noted that the failure of the compromise negotiations "may mean a severe reduction in the quality and scope of programing available nationally from the Public Broadcasting Service."

The next CPB board meeting is May 9 in New York.

**P&S goes under wing of CCC**

Five stations included in merger estimated worth $38.6 million

Combined Communications Corp., Phoenix, and Pacific & Southern Broadcasting Co., New York, have signed a "definitive agreement" calling for the merger of P&S into the former firm. The transaction, which is subject to the approval of the stockholders of both firms, their creditors and the FCC, carries an estimated consideration of $38.6 million. It would include the acquisition by CCC of five of P&S's eight broadcast stations. It would also give CCC, which only two years ago was a regional broadcast operation in three Southwest markets, a full complement of seven TV stations and assure it status as one of the nation's foremost broadcast entities.

The agreement by the two firms follows by three months a tentative pact by which they formally acknowledged their intentions to merge—but did little more (BROADCASTING, Jan. 29). Last week's announcement was accompanied by a full—and detailed—explanation of how they intend to do the deed.

Under the agreement, no more than 1.6 million and no fewer than 750,000 CCC shares will be issued in exchange for all P&S's 1,930,000 shares outstanding—signifying what could be more than a two-for-one stock exchange. For transfer purposes, P&S's stock will be assigned a value of between $20 and $24 a share, depending on the firm's total 1973 net income. CCC's stock will be valued, for exchange purposes only, at the average market price during a 60-day period which will end either on Jan. 1, 1974, or upon FCC approval, whichever date occurs first. The value of the CCC shares to be issued will equal the value of the P&S outstanding shares, the announcement said.

The P&S stations to be involved in the merger are WQXI-TV (ch. 11, ABC) Atlanta; WSAY-FM Cincinnati; WWDJ-AM Hackensack, N.J., and KMBZ-FM Los Angeles. Not included will be WQXI-AM-FM Atlanta (Smyrna, Ga.) and KIMN-AM Denver. CCC is barred by the FCC's one-to-a-market rules in the top-50 markets from purchasing both the Atlanta television and radio properties. FCC rules also preclude the acquisition of KIMN, since CCC already owns a VHF station in Denver, KBTV-TV.

CCC currently owns seven television stations, but the way will be paved for the WQXI-TV acquisition by the firm's proposed sale of KBLU-AM Yuma, Ariz., to that station's general manager and several associates. KBLU-AM is also included in that transaction. (Yuma is below the top-50-market list.)

Stations to be retained by CCC are KTAR-AM-FM-TV Phoenix; KOCP-TV Oklahoma City; KRTV-TV Denver; KARK-TV Little Rock, Ark.; WPTA-TV Fort Wayne, Ind., and WLKY-TV Louisville, Ky. Of that inventory, the last four television stations have been acquired within the past two years. KRTV and KARK-TV were purchased in 1972 from the trustees of Mullins Broadcasting Co. The FCC approved CCC's purchase of WPTA and WLKY-TV, both UHF's, just two weeks ago (BROADCASTING, April 16). The Fort Wayne station was acquired from Sarkes Tarzian Inc.; the Louisville property was sold by Sonderling Broadcasting Co.

Karl Eller is president of CCC, a publicly owned firm which has diversified in

**FRUIT STAND.** Traffic at 72d and Pacific Streets in Omaha now knows that "WOW Radio's Gone Bananas." But for two weeks, beginning the last week in March the sign read: "'s Gone Bananas." Now that the teaser part of the campaign is over, WOW(AM)'s 7 p.m.-midnight disk jockey Eddie Hudson (shown next to the sign) moved into the giant banana and will live there until one person in Omaha answers a telephone call from the station by saying: "WOW Radio's gone bananas." The promotion is part of the station's 50th anniversary celebration, which will include a banana-eating contest and a rock-and-roll revival show.
Cox gets KFI in $15-million record breaker

FCC approve a transfer from estate of Earle C. Anthony, broadcast pioneer

The largest single-station transfer in radio history sailed through FCC clearance last week. As a result, the venerable KFI (AM) Los Angeles—with a 50 kw clear-channel signal—will become the property of Atlanta-based Cox Broadcasting Corp. within a matter of weeks.

The commission approved the $15.1-million transaction by a vote of 4 to 1. Commissioner Nicholas Johnson dissented. Commissioners Robert E. Lee and H. Rex Lee were absent.

The agency imposed one condition on two Cox executives, J. Leonard Reinsch, president, and Ivan Allen Jr., a director. Cox, the commission noted, owns five VHF television stations—the most permitted under multiple-ownership rules. Both Messrs. Reinsch and Allen hold directorships in investment firms that have minority interests in other VHF's. The commission resolved that question by accepting Messrs. Reinsch and Allen's commitments to refrain from taking part in deliberations affecting broadcasting companies other than Cox's.

Mr. Reinsch is a director of the First National Bank of Atlanta, which is a co-trustee of minority interests in two Georgia licensees. The bank holds a 19.8% interest in WSAV-AM-TV Savannah and 13% in WLAG-AM-FM LaGrange. Mr. Allen is a director in the Equitable Life Assurance Co., which has a 1.8% interest in Gannett Co. (WHEC-TV Rochester, N.Y.) and a 4.7% holding in Time, Inc., which owns WOTV (TV) Grand Rapids, Mich.

Cox's acquisition of KFI will culminate six years of negotiating. Bids for KFI were finally entertained last April. Cox's $15.1-million offer won out over two Chicago-based corporations—WGN Con-
The principal beneficiaries of the KFI sale will be the two scholastic institutions—the University of California and the California Institute of Technology—to which the late Earle C. Anthony, who founded the station in 1922, left the bulk of his estate. For tax purposes, the KFI license will be transferred from Earle C. Anthony Inc. to the Earle C. Anthony Trust, administered by Los Angeles attorney Donald H. Ford, prior to license assignment to KFI Inc., a new Cox subsidiary. The assets of the Anthony trust can be distributed after April 1975, or sooner if the six minor beneficiaries also named in Mr. Anthony's will die prior to that time.

KFI will be the fifth AM station owned by Cox, a publicly owned corporation. Its other stations are WSB-AM-FM-TV Atlanta; WWHO-AM-FM-TV Dayton, Ohio; WSO-AM-FM-TV Charlotte, N.C.; KTVU(TV) Oakland, Calif.; WIC-AM-TV Pittsburgh, andWDG(W)WAIA (FM) Miami. Cox, whose major stockholders are James M. Cox Jr., Anne Cox Chambers and Barbara Cox Anthony, has in recent years branched into diverse interests. It also owns a majority of Cox Cable Communications, which last week called off a planned merger with American Television & Communications Inc. to become the nation's second largest cable firm—a transaction announced at the same time the KFI deal was disclosed (Broadcasting, July 24, 1972). The firm also has interests in common-carrier microwave facilities, publishing, television and motion-picture production, automobile wholesaling, real estate and data processing.

FCC staff proposes more trouble for KAYE

To fairness-doctrine charges it would add accusations about 45-minute commercials

The FCC's Broadcast Bureau has requested that three additional negative issues be added to the current proceeding involving the license-renewal application of KAYE(AM) Puyallup, Wash. All three stem from allegations that the station last month broadcast "program length" commercials for a Hayward, Calif., manufacturer of organic household products.

A brief filed by the bureau last week contended that on March 5 and 6, KAYE broadcast a 45-minute program containing a nearly continuous endorsement of goods manufactured by Shaklee Products. The commission last February ruled that the broadcast of "program length" commercials constitutes "a serious dereliction of duty" by the licensee (Broadcasting, Feb. 26). The bureau asserted that KAYE's program logs for those time periods did not specify the programs as commercial time. It also accused the station's management of using KAYE's facilities "to serve the private interests of its principals" rather than the public generally. KAYE Manager Jim Nichols had disclosed that the proceeds derived from the Shaklee "marathon" were earmarked for a "Truth and Justice Fund" for KAYE's legal expense in the current FCC proceeding.

KAYE was originally charged with violating the fairness doctrine in its regular programming over several years. FCC Administrative Law Judge Ernest Nash has twice recommended that renewal be denied. Those proposals are subject to a final decision by the commission itself, and are also contingent on the resolution of charges by KAYE's attorney, Benedict Cotton, that Judge Nash had displayed bias and prejudice against the station.

Changing Hands

Announced

Following sale of broadcast stations was reported last week, subject to FCC approval:

- WXQI-TV Atlanta, WSAI-AM-FM Cincinnati, WFDJ(AM) Hackensack, N.J., and KKD3(FM) Los Angeles: Named as assets in proposed merger of Pacific & Southern Broadcasting Co. into Combined Communications Corp. (see page 22).

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see "For the Record," page 54):

- KPI(AM) Los Angeles: Sold by Earle C. Anthony Inc. to Cox Broadcasting Co. for $15.1 million (see page 23).
- WMIK-AM-FM Mt. Vernon, Ill.: Sold by John R. Mitchell to W. Russell Withers Jr. and James K. Withers for $600,000. Buyers have, together, majority interest in KGMO-AM-FM Cape Girardeau, Mo. W. R. Withers is also principal in firm that recently acquired WDTV-TV (ch. 5) Weston, W. Va. (Broadcasting, April 16). WMIK is daytimer on 940 kHz with 5 kW-directional WMIK-FM operates on 94.1 mhz with 50 kW and antenna 550 feet above average terrain.
- WTNJ(AM) Trenton, N.J.: Sold by Delaware Valley Broadcasting Co. to Marketing Survey and Research Corp. for $295,375. Herbert Greenberg and his wife, Jeanne, are owners of buying firm, Princeton, N.J., management consultant. WTNJ operates full time on 1300 kHz with 5 kW, directional during daytime.
- KZAP(FM) Sacramento, Calif.: Sold by California Talking Machine and Wireless Co. to New Day Broadcasting Co. for $200,000. Sellers are executives of estate of late Lawrence Gahagen. Buying firm has eight stockholders, of whom George J. Fickes (board chairman) is largest (83.33%). Carl Edward Beimfohr is president of New Day and 4.13% stockholder. Mr. Beimfohr was formerly employed by Proctor & Gamble in brand advertising management. Mr. Fickes is retired businessman residing in Fort Lauderdale, Fla. KZAP is on 98.5 mhz with 35 kW and antenna 255 feet above average terrain.
**WJPR(AM)** Greenville, Miss.: 50% sold by J.C. Noble to Bruce H. and John K. Gresham for $190,000. Messrs. Noble and Bruce Gresham have since 1961 been 50% partners in station. Transaction involves sale of all Mr. Noble's holdings in licensee to Messrs. Gresham, after which Bruce Gresham will control 70% of licensee's stock and John Gresham, 30%. Bruce Gresham is general manager and John Gresham, advertising manager, of WJPR. WJPR operates full time on 1330 kHz with 1 kw day and 500 w night.

**KSMK(AM)** Kennewick, Wash.: Sold by Columbia View Properties Inc. to C. Loal Smith, Clarence Jensen and Donald M. Heinen for $181,000. Buyers own KUTI(AM) Yakima. Mr. Heinen is general manager of that station. KSMK operates full time on 1340 kHz with 1 kw day and 250 w night.

**KKLO(AM)** Lewiston, Mont.: 75% sold by David L. Sather and Lewis G. Boucher to Fred Lark for $130,832. Mr. Boucher retains half of his 50% interest in station. Mr. Sather relinquishes his holdings. Mr. Lark acquires 75% of licensee. Mr. Lark is general manager of Lark Enterprises Inc., Boone, Iowa, farming-ranching operation. KKLO is full time on 1230 kHz with 1 kw day and 250 w night.

**WSOQ(AM)** Sault Ste Marie, Mich.: Sold by estate of Walter S. Patterson to Richard E. Hunt for $250,000. Mr. Hunt owns 50% of WPTW-AM-FM Piqua, Ohio, and 100% of WCBY-AM-FM Cheboygan, Mich. WSOQ is full time on 1230 kHz with 1 kw day and 250 w night.

Newark interim grant remanded to FCC

Appeals court says double standard may have been used, questions whether pact was 'open-ended'

The U.S. Court of Appeals in Washington has directed the FCC to take another look at its order granting WJNR Radio Co. interim authority to operate WJNR(AM) Newark, N.J.

The court said it is concerned with various aspects of the grant to the company, which is composed of three of the nine applicants for permanent authority, and directed the commission to consider further the interim authority issue.

One matter troubling the court was what it appeared to feel was the double standard the commission used in accepting the interim application of WJNR Radio but not that of two other permanent applicants, who were later joined by two others, in North Jersey Radio Inc. (The four have since announced they intend to merge their applications for permanent authority also.)

The three applicants in WJNR Radio had originally filed individual applications for interim authority before the cutoff for filing applications. However, only one of the original two applicants in North Jersey had filed an interim application before the cutoff.

Another question cited by the court was whether the WJNR Radio interim...
agreement was "open-ended," as claimed. The court noted that the four appellants in the case—the participants in North Jersey—had held the agreement was not open-ended since the new members were invited into the organization only on the assumption that the operation would be conducted by nine key employees who would be identified with five of the applicants.

The court said that consideration should be given to the petitioners' assertion that "special freezing, and security for employees having long-term identification with particular applicants, is likely to raise problems."

In remanding the case, the court did not say an evidentiary hearing is necessary. But it did say "an appropriate procedure for presentation of the issues must be adopted."

The contest for the 1430 kHz frequency began after the commission in 1968 refused to renew the license of Rollins Inc. for WNJR. The commission acted on a number of grounds, including misrepresentations to the commission and submission of "doctored" contracts to the commission staff.

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**San Diego outlets squabble over calls**

KSON accuses KOZN-FM of playing games with phonetics, pressuring ARB to perpetuate confusion

KSON (AM) San Diego has asked the FCC to revoke the call letters of KOZN-FM there, charging that the station's owner has ignored commission directives to identify the facility with an "-FM" suffix. Broadmoor Broadcasting Corp., licensee of KSON, claimed that the assignment of a new call to KOZN-FM would be especially justified in light of an alleged attempt by KOZN-FM owner Sherwood R. Gordon to force the American Research Bureau to incorrectly identify his station as KOZN, and thus confusion because of phonetic similarity of KSON and KOZN-FM.

Broadmoor noted that KOZN-FM (formerly KSDO-FM) had changed its calls last year over its objection, and that the commission had ordered KOZN-FM to identify itself with the FM suffix at all times. The situation is complicated, it said, because both KSON and KOZN-FM program country-and-western music and are situated on frequencies that are roughly in the same position on AM-FM receivers. In order to negate the possibility of confusion in ARB surveys for San Diego between the ratings of KSON and KOZN-FM, Broadmoor said, it had requested that ARB designate the latter station with the FM suffix in its printed reports. ARB had initially agreed to this request, Broadmoor said, but later changed its mind after Mr. Gordon threatened to bring suit against it if such a designation was made. ARB normally does not include FM suffixes in its printed station designations.

Broadmoor also charged that KOZN-FM has refrained from using the FM suffix at all times other than when it is giving the half-hourly identification required by the commission. These actions, it said, constitute "a deliberate design" by Mr. Gordon to confuse his station with KSON.

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**Chicanos lose on petition to deny**

Colorado stations get renewals on a finding they complied with ascertainment standards

The license renewal applications of KLMO-AM-FM Longmont, Colo., have been approved by the FCC, which rejected a petition to deny filed by a Colorado chicoano group. However, in a separate action, the stations were admonished for several rule violations and were warned that further wrongdoing would result in "administrative sanctions."

The Colorado Committee on Mass Media and the Spanish Surname Inc. had asserted that KLMO-AM-FM should be ordered off the air for inadequate ascertainment-reporting procedures. The stations had updated an original survey, compiled over a year ago, with a revision including consultations with seven chicoano community leaders. The commission did not rule on the adequacy of the initial survey, but found the entire project, including the revision, to be in accordance with its rules.

In a letter to KLMO-AM-FM licensee Radio Longmont Inc., FCC Broadcast Bureau Chief Wallace Johnson noted that a field investigation of the stations revealed several apparent violations of the rules, including KLMO-AM-FM's failure to receive written permission from KCOL(AM) Port Collins, Colo., to rebroadcast Colorado State University football games; charging certain political candidates higher advertising rates than those assessed some regular customers; exaggeration of coverage areas in station sign-offs; failure to supply the commission with required information, and an individual logging violation. Stating that Radio Longmont had assured the commission that corrective measures had been taken, Mr. Johnson concluded that no sanction should be now imposed.

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**NBC completes gift payment**

NBC, as the final installment of a five-year grant originally committed in 1969, has awarded $56,000 to the Greater Washington Educational Telecommunications Association Inc. In making the grant, NBC President Julian Goodman indicated he hoped it would generate additional financial support for Washington area's public stations. The association is licensee of WETA-FM-TV Washington.

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**Metromedia appeals order**

Metromedia Inc. has gone to court to prevent the counsel for several citizen groups from inspecting the financial records of Metromedia's KTTV(TV) Los Angeles. Metromedia two weeks ago filed notice of appeal with the U.S. Court of Appeals in Washington from FCC order authorizing Citizen Communications Center of Washington to review the records for 1969 through 1971. CCC is representing a number of groups that have petitioned the commission to deny KTTV's license-renewal application.

Done. Representatives of some 80 nations participating in the World Administrative Telephone and Telegraph Conference of the International Telecommunication Union, in Geneva, completed work, on April 11, on a treaty governing the routing of international telecommunications traffic and the settlement of financial arrangements among nations. FCC Commissioner Robert E. Lee, second from bottom on right side of picture, was chairman of the U.S. delegation. Others from the U.S. are (l-r) Morris Pincus, RCA; Francis Urban, Office of Telecommunications Policy; Representative Barry Goldwater Jr. (R-Calif.) and, three down from him, Representative J. J. (Jake) Pickle (D-Tex.). Sidney Goldman, Commissioner Lee's legal assistant, is seated three places away from the commissioner.
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Justice suit effectively blocks Cox-ATC merger

Firms agree that fighting antitrust litigation would not be worth the effort and they give up marriage plans

The Department of Justice, without a court decision being rendered, last week won its first attempt to block a cable-telecasting merger. The acquisition of Cox Cable Communications Inc., Atlanta, by American Television & Communications Corp., Denver—pending since last November—was called off by mutual consent.

The decisive consideration was time. A Justice Department antitrust suit to prevent the uniting of the two companies—both among the top-five multiple systems owners in cable TV with more than 500,000 subscribers in aggregate—had acquired revenues of some $30 million—was not scheduled to be tried until June. With various ramifications and appeals possible, the case could have dragged on for more than another year.

Monroe M. Rifkin, president of ATC, and J. Leonard Reinsch, chairman of Cox Cable, made it clear in a joint statement that the merger attempt was stymied because of "the adverse effect on the operations of both companies due to the pending Justice Department suit to block the merger." While expressing confidence that the ultimate outcome of the Justice Department suit would have been favorable, Mr. Reinsch and Mr. Rifkin pointed out that "a decision in the matter could possibly take a minimum of five or six months." Breaking off the merger agreement was said to be "best for both parties."

Last week's action took the industry by surprise. In February, the boards of directors of both companies took what appeared to be a good, hard look at the pending civil antitrust proceeding and still voted to extend the merger plan until Aug. 31. At that point, apparently, they were still optimistic that the proceedings might be moved somewhat quickly.

The sudden termination of the merger evidently was prompted by what Mr. Rifkin described "as intangibles building on top of themselves." Among these intangibles:

1. A "very good likelihood" that the time by which ATC and Cox were hopeful of getting a decision out of the federal district court had "slipped" from September to October or November.
2. While, if a favorable district court decision had been handed down, the companies in theory would have been permitted to merge, there also was a remote possibility that the Justice Department could have coupled an appeal of the decision with a request for a further injunction that the companies not take place.
3. The absolute likelihood that a favorable decision would have been appealed to the U.S. Supreme Court, tacking as much as another year of uncertainty onto the situation.
4. If a court decision was still pending by fall, when ATC's annual meeting is normally scheduled, the company probably would have been forced to redo its proxy statement that granted shareholder authority for the merger.

"The prospects for a timely closing didn't look as good to us," was the way Mr. Rifkin summed up the net effect of the intangibles.

The stocks of both companies have declined since the merger was announced (Broadcasting, July 24, 1972). Under the original merger plan, Cox shareholders would have received 0.875 shares of ATC for each share of Cox stock held. With ATC issuing a little more than 3 million shares and a decline in its stock price of about $10, the stock transfer originally amounting to about $140 million, last week was worth some $110 million, or off $30 million.

Mr. Rifkin said the stock decline played no part in the decision to terminate the merger. He expressed "relief" that the uncertainty of the merger now is ended. "Both management have been obsessed with this thing for six months," he explained, "It has consumed our waking moments. It was not constructive. It's awfully good to be free of this thing."

It's expected that the Justice Department now will move to dismiss the case without prejudice.

FCC puts stamp of approval on Teleprompter

CARS grant in Elmira indicates FCC is satisfied company 'has been turned around'

Teleprompter Corp., the cable industry's largest single operator, last week received word it had long been awaiting from the FCC—that the commission regards it as qualified to operate cable systems and to hold the various commission licenses needed in connection with them.

The commission indicated its position by granting a Teleprompter application for a license to cover a construction permit in the community antenna relay service at Elmira, N.Y. The determination that the grant is in the public interest, the commission indicated, is to be regarded as applicable to the more than 50 applications Teleprompter has pending for certificates of compliance and to dozens of nonbroadcast licenses. All told, Teleprompter owns or has substantial interests in 115 cable systems.

The principal question that had to be resolved was whether the company had sufficiently cleansed itself following its conviction and that of its former president, Irving Kahn, in October 1971, in connection with illegal payments to Johnstown, Pa., officials in return for a cable TV franchise.

Earlier that year, Mr. Kahn and other
company officials were named as co-conspirators in the indictment of Trenton, N.J., officials on charges of conspiring to accept money in return for a franchise in Trenton. The Teleprompter officials, who were not indicted, were granted immunity in order to obtain their testimony.

The commission held that Teleprompter had taken steps necessary to assure no recurrence of past misconduct. It noted that a new management team had taken over and had undertaken a program of control and education within the company to prevent future misconduct. The company, the commission said, "has been turned around."

However, still to be resolved are questions regarding certificates of compliance for the systems in Johnstown and Trenton ("Closed Circuit," April 9). The commission said it will examine the Teleprompter applications for compliance certificates to determine the continuing validity of the franchises in view of the circumstances under which they were awarded. (Johnstown authorities reconsidered the Teleprompter franchise and decided a second time to grant it to the company after the Kahn-Teleprompter convictions.) The commission directed Teleprompter to file applications within 60 days and to state its position on the issues in connection with both applications.

The Johnstown-Trenton matters were not the only ones to be resolved before the commission could begin granting the Teleprompter applications. There was a question of an unauthorized transfer of control of the company and a violation of a common-carrier rule by a Teleprompter microwave common carrier in Montana—the resolution of which will benefit individual subscribers financially.

The first was a byproduct of the replacement of the Kahn-led board of directors, with a new group headed by Jack Kent Cooke, Inc. after the resignations of Mr. Kahn and the corporation. The commission held that the election of the new board constituted a transfer of control requiring commission approval, which was never given.

The commission, however, found a number of mitigating factors. It noted that before the old and new boards signed a settlement agreement, there would have been some uncertainty as to who was in a position to apply for commission approval. Furthermore, the commission said that the new group had kept it informed.

The common-carrier rule violation was a product of the Teleprompter merger with H & B American in August 1970. Since the merger converted a number of H & B systems from unaffiliated to affiliated customers of the microwave common carrier, it could not make the required showing that at least 50% of its customers were unaffiliated. The commission had temporarily waived the rule to give Teleprompter time to "cure" the violation. The common carrier was to have come into compliance by Feb. 1, 1971, but it was not until April 5, 1973, that it filed the applications to provide service that would enable it to meet the 50% standard.

As a result, the commission directed the carrier to reduce its charges for that 26-month period to each of its affiliated cable systems, and to pass the savings on through refunds, totaling about $25,000 to individual subscribers.

The commission vote was 4-1, with Commissioner Benjamin L. Hooks concurring and Commissioner Nicholas Johnson the lone dissenter. Commissioners Robert E. Lee and H. Rex Lee were absent. Commissioner Johnson, in a statement, said Teleprompter's actions called for penalties. He said the commission imposed no sanctions on the company despite the convictions for bribery and had only "winked" at the unauthorized transfer of control in which he said Teleprompter had engaged "deliberately, and with overt misrepresentation to the commission."

Appeals court backs NCTA on fee issue

Remand to lower court says FCC must specify documents it used as basis for 1970 schedule of charges to cable-TV

The National Cable Television Association won a round in its three-year-old fight to force the FCC to divulge information on which it based the fee schedule adopted in July 1970. Since then, however, the commission has proposed a further hike in its fees.

The U.S. Court of Appeals in Washington last week overturned a lower court's decision granting the commission's request for a summary judgment that the requested documents need not be divulged. The appeals court sent the case back to the lower court for trial on the commission's assertion that the documents are exempt from the Freedom of Information Act, under which the NCTA brought its suit.

Since the rules involved were adopted, and later upheld on appeal by the Fifth Circuit Court of Appeals, it was not clear last week what the practical effect of the court's ruling will be. NCTA is seeking Supreme Court review of the court decision affirming the rules, and presumably could cite the appeals court's decision if it agrees to take the case.

At a minimum, however, the decision is seen as likely to serve the interests of others seeking information from the commission and other administrative agencies under the Freedom of Information Act. For the appeals court was critical of the commission not only for failure to provide more detailed information in support of its proposed fee schedule—"the commission insulated itself from external criticism of its method and rationale, leaving nothing open to challenge except the legality of its result"—but for holding NCTA to what the court suggested were reasonable standards in identifying the

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McCLATCHY
BROADCASTING
Material it was requesting.

The court was also critical of the commission's administrative processing of NCTA's request for information. Noting that parties were given 30 days in which to comment on the proposed fee schedule, the court said that the commission took 23 days "to issue a total refusal." Furthermore, the court said, the commission relied in part on a claim that some of the documents involved belonged to the Bureau of the Budget, "yet it violated its own regulations mandating that in such case, a request be forwarded to the appropriate agency."

NCTA had originally sought various categories of documents—one relating to material used to determine the "value to the recipient of the privileges granted," one of the bases on which the commission said its schedule rested, and several others relating to the "cost factor," which involves the cost the commission says is chargeable to a particular industry.

The commission eventually provided a number of the documents, although three categories remained at issue. Two involved the cost factor—documents used to arrive at the commission's budget for fiscal 1971, and others used to determine the direct and indirect costs to the government of the privileges granted the cable industry in that year (although the court concluded no such documents exist). The third category dealt with the "value to the recipient," and, according to a commission witness, included confidential financial statements and staff memoranda and "various trade publications."

The court said that on remand the commission should be required to specify, by category and subcategory, the documents it used to support its fee schedule, and then to establish which are exempt under the Freedom of Information Act. The court said there remains "a substantial factual issue as to whether the commission relied on trade publications and confidential reports, rather than vague concepts of the profitability of its regulated industries, in preparing its fee schedule.

The court also said there were two possible exemptions that might justify the commission's withholding some of the requested materials—one involving intra-agency memoranda, the other confidential financial statements. But the court said the commission, on remand, must make factual showings supporting the exemption claims.

The court's decision, which was unanimous, was written by Chief Judge David Bazelon. The other members of the panel were Spottswood W. Robinson III and William J. Jameson, senior U.S. district judge for Montana, who was sitting by designation.

From fee to free

A Portsmouth, Va., communications firm reportedly has resolved a conflict that developed when its new Dallas UHF cable television station was being sold to CATV operations in that area for a fee. The Christian Broadcast-
current regulatory scheme." Specifically, he doesn't think the cable-TV industry has been given sufficient definition on the various lines of jurisdiction among local, state and federal authorities. "I think it's creating considerable confusion on a day-to-day basis in the field," he says.

What's his hope; what would he like to see happen? "I think, if we can get out of the commission, or out of any body of stature, a clear statement of regulatory demarcation, it would be an extremely constructive step." To further such a conclusion, Bud Hostetter has been serving, and will continue to serve, on the FCC's Federal-State/Local Advisory Committee.

With all this industry activity, what does Bud Hostetter do for a living? How does he find time to do it? The base of his private operations is Continental Cablevision Inc., a loosely structured, middle-sized cable system owner with about 80,000 subscribers in Ohio, Illinois, Iowa, Michigan, Maine and New Hampshire. Bud Hostetter, an Amherst College cum laude with a Harvard Graduate School of Business Administration masters, is executive vice president, treasurer and a director of Continental Cablevision. In 1963—after a brief business career during which time he got turned on by the cable industry and decided to be the entrepreneur building systems instead of the financier providing the capital to do it—Mr. Hostetter, together with a Harvard Business School research associate, Harold Irving Grousbeck, founded the cable-TV company. Today there are about 40 stockholders in the private organization, with Mr. Grousbeck and Mr. Hostetter owning the largest interests, each about 20%.

"Our company is young, enthusiastic and professional," says Bud Hostetter with pride. A highly decentralized organization, the home office has a staff of four, housed in a 1930 Quonset hut building on Lewis Wharf, perhaps the longest protrusion into Boston harbor. No line functions are performed there. Mr. Hostetter, instead, concentrates on recruiting "young Turks who want as little direction as possible" and financing. A bachelor, he keeps free-wheeling hours, works often into the night, travels about a third of his time criss-crossing the country.

Bud Hostetter has staked his promising future on the cable-TV business. "I think this business is going to be a continuing and very delicate balancing of market demands—that really we all think are going to happen but have not surfaced sufficiently for anybody to build a business on in terms of potential uses—and pressure, well-intended pressure, from public-interest groups and regulators to provide services that are in anticipation of these demands," he offers as his consideration of the future. "In many respects," he continues, "the public interest is our worst enemy. Its expectations so far exceed what is justifiable today that we're in a constant squeeze between what we can afford to do and what the technology would allow us to do."

Does such a situation make an indus-

**Cable has something to offer education, but it's some time off**

Aspen conference assesses role medium might play with its many technological advantages

Cable television's two-way capability is one of the medium's four unusual advantages that offer a great potential to education in the U.S., but two-way uses of cable on a major scale remain at least 10 years away and will require substantial investments in terminal and software development. This was one of the more significant and clear-cut conclusions reached last month in Aspen, Colo., at a special conference on "The Cable and Continuing Education."

Other capabilities of cable that promise usefulness for education, the conference was told, are multiple channels permitting repeated showings of programs as well as "narrowcasting" of specialized programs; controlled access to channels allowing for experimentation in programming, reaching of target audiences and direct user support of programing; and the requirement by the FCC for an educational-access channel (available free for a five-year period on all new systems in the top-100 TV markets). Particularly, it was stressed, cable's many channels can transform television from a mass-oriented, advertiser-supported medium into one supported directly by users with a wide variety of special interests.

But cable operators at the conference pointed out that the technology of cable is far ahead of its actual performance and that the preoccupation, at this time, is with winning new franchises, financing and building systems, and coping with a bewildering array of regulations. The operators emphasized that their principal business is not producing programs, but providing a controlled distribution service between program originators and their audiences. Some operators also indicated doubt that educational programming ever will be a significant part of their subscriber base.

A study conducted before the conference got under way disclosed few current uses of cable for continuing education programs. The conference spent a good deal of time identifying the areas in which cable could contribute to continuing education, and to determine how such uses might best be developed.

Essentially, the conference concluded that while cable promises to be of special value in serving the needs of education, it is only one of a number of alternative...
Cable is a doorway to beginner—Nathanson

The future of communications belongs to cable television, but "advertising is just a minor part of cable's needs." That's what Don Paul Nathanson, president, Grey-North Advertising Inc., last week told the Women's Advertising Club of Chicago in answer to the rhetorical question: "Cable TV—What's in it for you?"

In essence, Mr. Nathanson, who also is executive vice president of Harriscope Broadcasting Inc., Los Angeles, indicated that the cable-TV industry is similar to the minor or bush leagues in baseball. "Cable television will offer young people a chance to learn broadcasting and copywriting and producing on the ground level." The training cable will offer—allowing fledgling advertising people to write, produce, do the camera work for their own ads for neighborhood merchants—generally will create more job and help advertising in the long run, he pointed out.

But don't get expectations up too high, he cautioned. "Budgets will be very tight and salaries set at beginner's rates."

His over-all words of advice to advertising women, particularly the ones just starting out: "Get in on the ground floor—or encourage some of your young friends to do so. Cable television is the future of communication."

Plan offered for local authority over access

Open Channel, a nonprofit organization that claims to have aided more than 500 groups in gaining access to cable-origination channels in the past year, has asked the FCC to give its blessing to a proposal that would establish community-level agencies responsible for administration of all CATV public-access programming.

The group told the commission that its proposal would insure that all systems with access capacity would have the necessary equipment for producing such programming. Community agencies, which would be funded either entirely or substantially from CATV-system revenues, would have jurisdiction over time allocations and the monetary appropriations for access programs. Open Channel said that there is a need for an FCC declaration ruling on the proposal due to industry concern that funds allocated by CATV operators to local agencies would be treated as franchise fees by the commission, and would therefore be subject to FCC-imposed limitation of 3.5% of a system's gross revenues.

FCC approval of the plan, the group said, would guarantee that production equipment would be available, "which is presently not necessarily the case" since many cable systems are not originating programming due to a court-imposed stay of an FCC order that all systems with 3,500 or more subscribers provide local program service.
Broadcast newsmen on scene and in it

WABC-TV's Borgen negotiates for safe arrest of robbers, as he has done twice before

Chris Borgen, a former New York City police detective turned newsmen, played a key role in the story he was covering for WCBS-TV last Wednesday (April 18). He served as an intermediary in arranging the safe release of two holdup men from a Harlem bank that was encircled by New York City policemen.

For Mr. Borgen, it was the third time in three years that criminals summoned him to act as mediator in tense situations. In 1970 and in 1972 he helped effect a truce between authorities and convicts involved in prison uprisings in the Tombs in New York and in the Rahway, N.J., penitentiary, respectively, according to wcbs-tv.

Before Mr. Borgen stepped into the role of the man-in-the-middle last week, a trio of bandits had held up the bank; an alarm had been set off and one of the criminals had been killed by police. The remaining stickup men retreated into the bank and held some 30 employees and patrons as hostages.

Word was relayed that the criminals wanted Mr. Borgen and a policeman they knew to act as negotiators. The newsmen and a policeman conferred with the bandits in the bank and assured them they would be unharmed if they surrendered. Police authorities agreed and the criminals were ushered out safely.

Mr. Borgen provided special live reports from the scene and from a nearby police precinct. Mr. Borgen was a city policeman and detective for seven years until 1960 when he became a broadcast news reporter. He has been with wcbs-tv since 1966.

PBS will go full time on Watergate hearings

NPACT will produce live, with hopes for delay until prime time

Public broadcasting, jumping on the gun on the commercial networks, has committed to uninterrupted, complete coverage of the pending Senate Watergate hearings scheduled to begin May 15. The National Public Affairs Center for Television proposed the gavel-to-gavel coverage and it was accepted by the Public Broadcasting Service. As of last week, the nation's 234 public television stations were being polled as to whether they prefer coverage to be provided live during the daytime or delayed by New York last Wednesday (April 18).

A decision by the stations was expected today (April 23), with NPACT president Jim Karayn hoping for the prime-time broadcasts. "It's quite likely that the networks would do daytime coverage and we want to be an alternate to their coverage," he explained. The networks, as of late last week, had not yet made any decision on covering the Watergate hearings.

It's likely that if the commercial networks do commit to coverage it will be on a pooled basis with possibly ABC-TV providing the pool and NPACT (producing for PBS) joining in. The Watergate hearings by a Senate Select Committee headed by Sen. Sam Ervin (D-N.C.) are expected to run a minimum of three days and possibly as long as 10 days.

Scripps-Howard honors Rivera reports in N.Y.

WABC-TV newsmen gets top award in print and broadcast prizes

WABC-tv New York was one of two top winners of the Scripps-Howard Foundation's 1972 Roy W. Howard public-service awards last week. The station received a $2,500 check and a plaque at a luncheon held Thursday (April 19) in New York.

The other top winner was the St. Louis Globe Democrat.

Three broadcast organizations were also among winners of $1,000 cash awards and certificates given by the foundation, created in 1962 by the Scripps-Howard station and newspaper organization to promote the advancement of journalism. They were wcct-tv Miami, WIND(AM) Chicago and KING-AM-FM-TV Seattle.

WABC-tv won for its reports by newsmaking newsmen. Chris Borgen, WABC-TV New York (at left, with hands up), leads one of two remaining would-be robbers from a Harlem bank after helping to negotiate their surrender. The man carrying the makeshift flag was identified as the bank manager.

Salant disputes story of why Smith left CBS

Richard S. Salant, president of CBS News, said last week that Howard K. Smith told "a total, complete, absolute lie" when he linked his dismissal by CBS News to a lawsuit brought by the city of Birmingham, Ala., against CBS.

Mr. Smith, now with ABC News, had told a luncheon meeting of the Federal Communications Bar Association that when he was covering the entry of freedom riders into Birmingham in 1961 he saw undraped Ku Klux Klansmen beat up riders after police deserted the streets, and that he reported this to the Federal Bureau of Investigation. This incident, he said, led to a $1.5-million suit by Birmingham against CBS, and CBS "decided to do without my services" (Broadcasting, April 16).

Mr. Salant, who had been in Puerto Rico and unavailable for comment immediately after Mr. Smith made his remarks, said last week he had "checked the files" and that Mr. Smith's "termination occurred before CBS heard about Mr. Smith's report to the FBI and before the city of Birmingham had filed its suit. The first he heard that there
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Movies are still the best buy in television.

MGM-TV
might be a suit, Mr. Salant said, was after termination had been decided and settlement terms were being worked out, when Mr. Smith's agent came to him, he said, and reported he had heard Birmingham might be a suit and asked whether CBS News was interested in Mr. Smith's defense. He said he told him CBS would.

He said CBS News and Mr. Smith agreed that Mr. Smith's departure would be announced as resulting from "a difference of interpretation of CBS News policy" and both committed themselves never to go further in divulging reasons.

Last Thursday it was Mr. Smith's turn not to be reached for comment. He was in the Bahamas.

TV newsman turns up abuses in Fla. capital

Lieutenant governor under fire for acts first reported on WTVT

A news exclusive that WTAV(TV) Tampa-St. Petersburg broke as part of its regular early-evening news program on Feb. 4 has led Florida's Lieutenant Governor Tom Adams to the brink of impeachment. Following a report written and broadcast by John Hayes, WTAV's state capital bureau chief in Tallahassee, that the lieutenant governor was using a state employee to manage his farm, the speaker of the house of representatives and Governor Reubin Askew initiated independent investigations. It was subsequently asserted that the lieutenant governor was having public employees do more private work for him than even the station first suspected.

WTAV and bureau chief Hayes kept on the story, reporting, among other findings, that the lieutenant governor was using a state worker as a maid at his Tallahassee residence. The station, following the initial report, broadcast an editorial pointing out that the lieutenant governor was engaging in a questionable practice and that something should be done about it.

Something has been. The lieutenant governor has been dismissed as state secretary of commerce (he functioned in a dual capacity) and a special investigating committee of the house of representatives has recommended he be impeached. The next move is up to the full house where a two-thirds vote would be needed first there and then in the senate for impeachment.

Five win AP awards

Associated Press Broadcasters Association named five member stations last week as winners of national awards for different categories of news coverage. Co-winners of "best weekend coverage," were KVOO(AM) Fresno, Calif., and KARN(AM) Little Rock, Ark. Other winners were KVFV(AM) Santa Fe, N.M., for "best over-all cooperation in news"; KPLR-TV St. Louis for "spot story coverage" and KVT(TV) Springfield, Mo., for "enterprise."

Equipment & Engineering

Translator meet agenda set

Thirteen national manufacturers of radio and television translators have been invited to exhibit and talk about their equipment at the annual meeting and conference of the National Translator Association, scheduled for the Hotel Utah Motor Lodge, Salt Lake City, April 27-28. Speakers lined up for the two-day conference, in addition to Judge Nat Allen, president of NTA, include Lester W. Lindow, executive director of the Association Maximum Telecasters Inc., Washington; Gordon Oppenheimer, with the translator department of the FCC, and Arch L. Madsen, president, Bonniveille International Corp., Salt Lake City. Other speakers scheduled: Ed B. Crane, retired Northwest broadcast who long has been a vigorous proponent of TV-FM and UHF translator use; Dr. B. W. St. Clair, president, Television Technology, Silver Spring, Md.; John B. Field, president, Continental Transcomm; Vincent Clayton, director of engineering for Bonnieville International; and Gordon B. Affleck, attorney and pioneer in the translator field.

The National Translator Association, whose administrative secretary is Lennox Murdoch of Salt Lake City, is, according to the organization's credo, "dedicated to the improvement of over the air broadcast service to all United States residents through the maximum utilization of TV and FM translators."

Electronics sales up 9.6%

Total dollar volume of electronic equipment sales in the U.S. during 1972 was $30.6 billion, 9.6% more than total sales of $27.9 billion recorded for 1971. The electronic-sales figures are contained in "1973 Electronic Market Data Book," published by the Electronic Industries Association. Of the $30.5 billion in electronic products last year about 40% went to the communications and industrial market; 36% to the government market; about 22% to the consumer market; with the remaining 2% accounted for by replacement components. The recently released data book qualifies the 1972 total sales figure of $30.6 billion by noting that it reflects sales of telephone equipment and consumer electronic products imported by distributors for resale, practice which was not started prior to 1971.

Technical Briefs

RCA's $2 million deal. RCA reports that Scripps-Howard Broadcasting Co., New York, has ordered 11 color-TV cameras, three video-tape cartridge recorders and other broadcast equipment valued at almost $2 million. Equipment will be used at WVEA(TV) Cleveland, WCPD-TV Cincinnati, WMC-TV Memphis and KTKW(TV) Tulsa, Okla.

Tall order. ABC has placed $1.2 million order with Gates division of Harris-Inter-type Corp. for two 50-kw TV transmitters to be installed on top of new Sears tower in Chicago. Transmitters and related equipment go to WLS-TV Chicago, which is moving to 1,454-foot-high Sears building. Gates previously received order from WABC-TV New York for transmitting equipment it will use from World Trade Center building in Manhattan. Company also is equipping million-dollar transmitter facility for ABC's KGO-TV San Francisco.

Doubling coverage. KOLR(TV) Springfield, Mo., has ordered $1.3 million in RCA transmitting and video-tape equipment. Station said new transmitting system will double its coverage area.

Hardware. Scientific-Atlanta Inc. has developed an experimental mobile receiving station unit (model of which is shown above) to demonstrate the interconnection of cable-television systems with communications satellites. The unit, built for Teleprompter Corp., New York, consists of a 25-foot receiving antenna mounted on a limited-motion positioner which can be disassembled for transport. The entire earth station, estimated to cost under $100,000 when produced in volume, can be transported on a single tractor trailer. Teleprompter has agreed to the purchase assuming FCC approval of its pending application to use the receive-only earth station (Broadcasting, March 19).
A huge field in the running for an Emmy

Nominations for annual awards:
CBS 113, NBC 87, ABC 70;
"Waltons" hottest program entry, followed by cancelled "Andrews Hour"

All in the Family may be the most popular program to TV viewers, but it is not considered TV's top show by those who work in television—if nominations for the Emmy Awards are any criterion. The program with the most nominations in the list of 232 nominations announced last week by the National Academy of Television Arts and Sciences, is The Waltons, CBS's unpretentious series about rustic family life during the Depression years. It was nominated in 12 categories.

That program was followed by The Julie Andrews Hour (which was not renewed for the coming season) and the Wednesday Movie of the Week, both ABC programs, with 10 nominations each. Wednesday Movie's "That Certain Summer" received eight nominations and "Go Ask Alice," two. CBS's Mary Tyler Moore Show followed with nine.

Other programs receiving more than five nominations: Lisa with a Z, NBC; "Red Pony" on Bell System Family Theater, and M*A*S*H, CBS, all with eight. All in the Family and Carol Burnett Show, on CBS; Sunday mystery movie (Colombo with five and McMillan and Wife with two), NBC, and Masterpiece Theater ("Last of the Mohicans," two, "Tom Brown's School Days," two, "Cousin Bette," one, "Vanity Fair" one and "Moonstone" one), PBS, all received seven nominations. Kung Fu, ABC, received six.

In the entertainment categories, CBS was the leader with 93 nominations; ABC and NBC tied with 59 nominations each. Public Broadcasting Service received 17, syndicators got three and the Dec. 1972, Apollo 17 splashdown pool coverage received one.

CBS, however, was the undisputed leader with 113 nominations when the entertainment and news and documentary nominations are counted (see page 40). NBC followed with 87, ABC with 70, PBS with 20, syndicators three and pool coverage, two.

Eligible programs were those that were broadcast from March 13, 1972, through March 18 this year. Voting on the nominations were the same 7,000 members of the academy. Most entertainment-category winners will be chosen by blue-ribbon panels during the next few weeks, and announced at the 25th annual Emmy awards broadcast by ABC on May 20 from Los Angeles. Some winners will be at the banquet following this broadcast. News and documentary winners will be reported on a special CBS broadcast May 22 from New York. And, for the first time, news and documentary choices will be made by selected TV critics across the nation.

Outstanding comedy series award to executive producer(s) and/or producer(s): All in the Family, Norman Lear, executive producer; John Rich, producer—CBS. The Mary Tyler Moore Show, James L. Brooks and Allan Burns, executive producers; Ed Weinberger, producer—CBS, M*A*S*H, Gene Reynolds, producer—CBS. Meade, Norman Lear, executive producer; Bob Proctor, producer—CBS. Sanford and Son, Bud Yorkin, executive producer; Aaron Ruben, producer—CBS.

Outstanding drama series—containing, award to executive producer(s) and/or producer(s): Cannon, Quinn Martin, executive producer; Harley Cokel and Adrian Semist, producers—CBS. Columbo, Dean Hargrove, producer—NBC. Hawaii Five-O, Leonard Freeman, executive producer; Bob Sweeney and William Fieneman, producers—CBS. Kung Fu, Jerry Thorpe, producer—ABC. Mannix, Bruce Geller, executive producer; Ivan Goff and Leslie Robinsons, producers—CBS. The Waltons, Lee Rich, executive producer; Robert L. Jacks, producer—CBS.

Outstanding drama/variety—limited episodes—award to executive producer(s) and/or producer(s): "The Last of the Mohicans, Masterpiece Theater, William Finnegan, producers; Sonny Bono, producer; "Tom Brown's School Days," Masterpiece Theater, John McRae, executive producer; "The Life of Leonardo da Vinci, Istituto Luce, executive producer—CBS. "Tom Brown's School Days," Masterpiece Theater, Christopher Saxon, executive producer; John McRae, producer—CBS.

Outstanding variety musical series award(s) to executive producer(s) and/or producer(s) and start(s) (if applicable): The Carol Burnett Show, Joe Hamilton, executive producer; Bill Angelos and Bux Kahan, producers; Carol Burnett, star—CBS. The Dick Cavett Show, John Sallen, producer, Dick Cavett star—ABC. The Price is Right, Monty Hall, executive producer; Bob Henry, producer—CBS. The Julie Andrews Hour, Nick Valenti, producer—Julie Andrews, star—ABC. The Sonny & Cher Comedy Hour, Alland Byuo and Chris Beard, producers, Sonny and Cher, stars—CBS. Outstanding single program—strings or comedy, award to executive producer(s) and/or producer(s): Long Day's Journey Into Night, Cecil Clarke, executive producer—ABC. "The Marcus-Nelson Murder," The CBS Thursday Night Movies, Abby Mane, executive producer, Matthew Pacht, producer—CBS. "Red Pony," Bell System Family Theater, Frederick W. Brogger, producer—NBC. "That Certain Summer," Wednesday Movie...
Off Jane Fonda. An unexpected barrage of irate phone calls from viewers last week prompted the network to suspend the showing of the film. The actress Jane Fonda, who appeared in the feature film "Sunday in the Park with George," added to the difficulties. The film, a critical and commercial failure, was withdrawn from the theaters.

CBS Tuesday Night Movies, Roger Gimbel, executive producer; George Sheehan, producer; Merrill Heater, executive producer; Bob Fosse, singer-producer; CBS. "Liza, Liza, Liza:" "Liza with a Z." Bob Fosse and Fred Ebb, producers; Lisa Minnelli, star.-ABC.

Outstanding single program—variety or music: "Hollywood Salute to the American Soldier," producer-director: Fred Astaire; choreography: Bob Fosse and Fred Ebb, producers.-CBS. "Yes, Sir!" singer-producer: Bob Fosse, singer-producer; Fred Ebb, Musical Director.-CBS. The Julie Andrews Hour, Dick Van Patten, producer.-ABC.

Outstanding single program—variety: "A Star is Born," producer-director: Val Guest; producer: John Barrowman.-ABC. "A Star is Born: Behind the Scenes at the Toronto World Film Festival." singer-producer: John Barrowman; producer: John Barrowman.-ABC.

Outstanding single program—variety or music: "A Star is Born," producer-director: Val Guest; producer: John Barrowman.-ABC. "A Star is Born: Behind the Scenes at the Toronto World Film Festival." singer-producer: John Barrowman; producer: John Barrowman.-ABC.

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What's to happen to talk radio, now that topless talk is under the gun? The all-talk stations have just kept on talking—on just about any subject that comes to their listeners' fertile minds. The format, according to its experienced practitioners, is here to stay.

In its May 28 issue * Broadcasting will present a special report on the stations that emphasize two-way talk in most of their broadcast day. How do their hosts handle sex discussions in the aftermath of the FCC crackdown? Who is really out there talking back? Why do some types of advertisers get extra sales action from their commercials in talk shows while others stay away? Are talk audiences different from other kinds?

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Broadcasting


Outstanding achievement in film editing for entertainment programming: For a series or a single program: Gene Fowler, Jr., "March of Time," ABC. Marycane Ey, "The Red Pony."—CBS. For a special or feature-length program made for television: "The Julie Andrews Movie of the Week"—ABC. Alan Heim, "Singer Presents Liza with a Z!"—NBC. Howard Snyder, "Make Way for Tonight."—Tuesday Movie of the Week—ABC.


There were 63 nominations in the news and documentary programs category, with NBC having a total of 28 (including performers, writers, directors and creative crafts), CBS 20, ABC 11, and PBS 3. One nomination was for the network pool that covered the Apollo 17 splashdown Dec. 19, 1972.

Leading network in the program and individual classification was NBC, with 15 program nominations and 12 individual nominations. CBS followed with nine program nominations and nine. PBS received two program nominations and one individual nomination.

The nominations:


Special classification of outstanding program and individual achievement—an award for unique program and individual achievement, which does not fall into a specific category, is to be otherwise recognized. Two categories: Greg Harris, executive producer, Tom Burrows and Russ Morash, producers—PBS—various; The Last Interview, Burton Benjamin, producer—CBS—Feb. 1, 1973; "VD Blues," Special of the Week, Tom Rosoff, producer—CBS—Oct. 9, 1972; Dick Cowen, host, "VD Blues," Special of the Week—CBS—Oct. 9, 1972; Walter Cronkite, Correspondent, "In God's Image," ABC News Special, Jan. 17, 1973.


Outstanding achievement in film editing for news and documentary programming—for a series, a single program or a special program, program segments or elements within a series: Regularly scheduled news programs, coverage of special events; "The Smiling Walrus," The Undersea World of Jacques Cousteau—ABC—Nov. 15, 1972; "The Undersea World of Jacques Cousteau—ABC—Nov. 19, 1972; "The Undersea World of Jacques Cousteau—ABC—Nov. 23, 1972.


'57 sells in 24. Independent Television Corp. reports its new Department S one-hour action-adventure series has been sold in 24 markets following pre-release test marketing purchase by KABC-TV Los Angeles and KGO-TV San Francisco. Latest buys of series include WCPX-TV Cincinnati, KEEN-TV San Diego, KUTV (TV) Salt Lake City, KOA-TV Denver and KOOL-TV Phoenix.

Range cathedral. Hap Day Industries, Boston, announces national syndication of Stuart Hamblen's Cowboy Church, weekly inspirational radio hour.

Breaks new ground. Syndicast Services Inc., New York, has sold Sports Challenge, half-hour sports quiz show which has been in syndication for past three years, to CBS-TV for showing on Sunday (5:50-6:30 p.m.), starting May 20. Program is produced by Jerry Gross and distributed by Syndicast, which said it marked first time a syndicated sports show has moved to network.

Expanding in radio. Jay M. Kholos Enterprises, Encino, Calif., which is making its debut as radio-producer-distributor with The Zero Hour, original mystery dramas, also plans to introduce daytime soap opera, half-hour comedy strip and weekly one-hour dramatic anthology. Target date for these radio projects is mid-July. Mr. Kholos said that 110 stations have bought daily, half-hour mystery series, scheduled for June 4 start. Mr. Kholos has organized Hollywood Radio Theatre to produce and distribute radio series. Kholos Enterprises also includes an advertising agency, promotion-publicity firm, music publishing company, talent-booking organization and commercial production unit.

Western talk show. Frank J. Fitzgerald & Associates, Larchmont, N.Y., has produced five-minute weekday talk program, The Billy Walker Show, for broadcast on 21 radio stations, starting in early May. Show features Billy Walker, top country music singer, in discussions with other country-music personalities. Iron and Steel Institute, Washington, is sponsoring program on barter basis.

New health show. Gittelman Film Associates, New York, has begun production of half-hour television series focusing on health and medicine. Series is titled Today's Health and is being produced in association with American Medical Association's consumer magazine of that name. Gittelman plans to barter series.

Merchandising. Music from ABC-TV children's series Multiplication Rock, created by David McCall, president of ABC-TV based advertising firm of McCaffrey & McCall, will be merchandised on record by Capitol Records. Multiplication Rock is produced by Scholastic Rock Inc., with Tom Yohe, co-creative director of McCaffrey & McCall.

CBS Laboratories Mark III Image Enhancer is preferred by most TV stations. Because it sharpens both vertical and horizontal detail automatically. And improves picture resolution as well as color fidelity. The Mark III, with unique "crispenced comb" filter, separates chrominance from luminance, providing sharper contrasts with more defined picture detail. Available for all monochrome and color cameras. From CBS Laboratories, of course.
inclined the chairmen of the Senate and House committees and subcommittees having jurisdiction over the commission, in recent weeks took every opportunity to badger the commission on why it had not put a stop to programing they considered offensive. The number of complaints from the public was soaring. And the commissioners themselves, although privately referring to these pressures as a major factor in their decision, were disposed to take the action they did in any event, according to commission sources. Without these pressures, the action might have been delayed; but eventually one like it would have been taken.

Furthermore, there was no counter fire from any source—not from the press, certainly not from the broadcasting establishment whose members probably not only were made uncomfortable by the kind of broadcasts WGDL-FM’s Morgan Moore was doing but were concerned about their impact on a Congress being asked to adopt license-renewal legislation that broadcasters badly wanted.

No wonder, then, that Egmont Sonderling, president of Sonderling, has no desire to provide the opposition that would enable the commission to test in court its authority to move against alleged obscenity and indecency in broadcasting. And a test case was one of the benefits the commission had hoped to achieve.

WGDL-FM’s *Femme Forum*, the now-defunct Feminine Forum on KGBS (AM) Los Angeles, on which it was based, had tested the waters of what appeared to be a new permissiveness in American society. But it got in over its head, with two programs on oral sex that caused even Commissioner Nicholas Johnson, the sole dissenter to the commission’s action, to blush, at least figuratively. (“I personally find those portions of the tape which are repeated in the majority’s opinion to be extremely distasteful,” the commissioner wrote in his dissent. “I would not engage in such conversation privately or publicly, let alone over a radio station.”)

Perhaps the single most important factor in the commission’s action was the role of Chairman Dean Burch. For it was he, sources said, who provided the leadership. Combating alleged obscenity and indecency on the air was one of the first crusades on which Chairman Burch embarked after joining the commission, in November 1969. Indeed, a speech he delivered in January 1970 today reads like one of the sources that he might have used in preparing the tough antiobscenity talk he delivered to the National Association of Broadcasters convention last month and that the commission used in drafting the notice of apparent liability it sent to Sonderling. The 1970 Burch speech and the notice to Sonderling talk of a “Gresham’s Law” being at work where obscene or indecent programing is concerned—of such programing driving out material that is “good” and “worthwhile,” as he said in 1970.

What’s more, all three documents talk of the special or unique nature of broadcasting—of the fact that it is designed to be received by millions of listeners and viewers of all ages in the home. And it is that quality—the “pervasiveness” or “obtrusiveness” of the medium—all three documents suggest, that set it apart from...
opinion or controversial issues," he added. "That's different. The commission does not have a major role in public-affairs programming. (Others in the commission say that "difference" is not the only factor providing assurance that the commission could not be stumped by Congress into moving against a broadcaster as a result of his handling of a public-affairs program.) But they note that a long line of cases in which the commission has shunned the censor's or arbiter's role stands as firm protection against government interference in such programming; similar cases, they say, show where allegations of obscenity or indecency are involved.

Chairman Burch freely concedes that the kind of action the commission took in the Sonderling case is fraught with danger. And, yes, he agreed, it does have "a chilling effect" on broadcasting generally. But he said that the commission has "a responsibility" to act and that Commissioner Johnson's suggestion that broadcast obscenity cases be left to the Justice Department Department under the statute is "ridiculous.

Furthermore, the commission would be "taking on the basis of its own definition, which is an imperfect guide, as some commission officials will acknowledge. Furthermore, deciding where matters of taste veer off into matters of legal obscenity does not appear to be the kind of job for which the commission is fitted; fortunately, perhaps, its experience in the field is limited. The commission was disheartened three years ago when WJZ-FM Philadelphia, fined $100 for indecency (the station broadcast language the commission considered foul) in a Burch-led effort to find a test case, paid the fine. And although Sonderling's apparent decision to take the same route did not surprise commission officials, Chairman Burch still has hopes that a case will arise that will enable the commission to test its authority in court.

A test could emerge from the secret inquiry the commission now has under way to examine whether broadcasters or cablecasters have purveyed obscene, indecent or profane material. Several motion pictures shown on KVW(TV) Henderson, Nev., have been considered pos-

sible choices for a test, particularly since the station owner, William H. Herrnstadt, has said he would fight the commission all the way to the Supreme Court on the issue of obscenity (Broadcasting, March 19, 26).

However, the commission, as Chairman Burch said, wants to take its "shot" with its "best case." (The commission clearly thought WGLD-FM provided it with such a case as far as radio was concerned.) And several, though not all, of the commission staffers who viewed the theatrical-release versions of the films involved, reportedly do not believe they would provide the commission with a strong case. If the commission were to lose an obscenity case involving the televised showing of a motion picture, it would, as Chairman Burch said, "lose a lot." For while few if any stations are airing such material now, the legal barriers to presenting them would clearly be down.

Conceivably, the obscenity statute itself may be challenged. The Stern Community Law Firm is considering various ways of bringing about a test of its constitutionality. One possibility is simply to request the convening of a three-judge court to rule on the question and to enjoin the government from enforcing the statute. Tracy Weston, the public law firm's director, became interested in the issue while representing a Norfolk, Va., disk jockey, who had been charged by the Justice Department under the statute. Justice dropped the case after the disk jockey, John Nesbitt, was taken off the air by WWOI(FM) and assigned to other duties (Broadcasting, Nov. 27, 1972).

Meanwhile, the failure of the commission's action to stir much interest—other than that reflected in some critical mail the commission has received—is itself a subject of comment. Some Office of Telecommunications Policy officials, observing the rush of events toward the Sonderling forfeiture, remarked somewhat caustically on what they saw as the "double standard" being employed. OTP Director Clay T. Whitehead, it was noted, is still being denounced as a would-be censor of network news as the result of a speech—"he didn't do anything"—four months ago; yet congressional demands for commission interference in programming, and the commission move to fine a station for its programming, caused not a ripple of protest, in Congress or the press. Indeed, in the same week that he accused Mr. Whitehead of attempting to infringe broadcasters' First Amendment rights, Senator Pastore called on the commission to deny a license renewal application as a means of obtaining a test case to clarify its authority to move against allegedly obscene broadcasts.

Chairman Burch was probably right last week in his explanation of the difference in the reactions. "Issues involving underarm deoderants and oral sex," he said, "do not bring the Daniel Websters to their feet in defense of the First Amendment." Or even the Clay T. Whiteheads. Mr. Whitehead, in his congressional appearances, supported the idea of government action to clean the airwaves of obscenity.

(This "Perspective on the News" was written by Leonard Zeldenberg, senior correspondent, Washington.)
Rule vows radio-TV will not be bullied

ABC president says the easy way would be the costliest

The necessity for broadcasters to resist pressures to eliminate or reduce provocative and controversial programming was stressed last week by ABC Inc. President Elton H. Rule.

He told a meeting of the Comstock Club in Sacramento, Calif., that the path of expediency would be easier for broadcasters but said that would mean the loss of dramas of social content and significance, the loss of topical comedy, the demise of talk shows dealing with controversial issues and the decline of broadcasters' efforts to innovate and improve their programing.

"The pressures to back off, to forfeit responsibility, to forgo courage could be great if broadcasters were not true to their trust," Mr. Rule said. "Not because of any presidential administration's petty attacks at bullying. All of those present fellows will be gone some day, and another set will take their place, armed with new or disguised versions either of intimidation or of putting forward what they want the public to think is their best face."

He pointed out that in the area of reality programming in news and public affairs, it would be "simplest to take the official announcements and let them stand...and not look behind the stories that are represented—or misrepresented—as fact for broadcasting to report."

Television and radio news, he continued, "did not bug the Watergate, but somebody did" and "did not promise money in support of questionable favors at home and abroad, but one conglomerate did." (This was an apparent reference to ITT, with which ABC Inc. was to merge several years ago. An ABC spokesman said, however, that Mr. Rule did not want to be more specific.)

Mr. Rule told his audience that "ABC News is acknowledged for its fairness in reporting on both sides of the political aisle in Washington," but said that "does not mean that we play favorites; it means that we extend our impartiality fairly."

'More' demands to hear those Oak Park tapes

Publication rejects FCC claim that material is exempt from Freedom of Information Act

More, a monthly journalism review, has asked the FCC to make available the tape of topless-radio segments the commission reviewed before proposing to levy a $2,000 fine on WQOL-FM Oak Park, Ill., for violating the statute barring the broadcasting of obscene or indecent matter.

More, in a letter to the commission last week, said disclosure of the tape is required by the Freedom of Information Act and that the public and broadcasters are entitled to know the basis of "a censorious reaction by the commission." If the request is denied, it added, it will seek judicial review.

The 25-minute tape in question was assembled from tapes of a number of topless radio programs monitored by the FCC Field Engineering Bureau.

Thomas A. Asher, a public-interest attorney representing More, said in his letter that Richard Pollack, More's editor, had been turned down both by Leonard Weinles, chief of the commission's Office of Information, and John Pettit, the general counsel, when he sought access to the tape. Mr. Pettit, he said, held that the tape is exempt from the disclosure requirements of the Freedom of Information Act because it is part of an investigatory file.

Mr. Asher said disclosure of the tape is required not only by the Freedom of Information Act but the public-interest and First Amendment imperative imposed on the commission. He asserted that the proposed forfeiture and the commission's announcement of an inquiry into obscenity in broadcasting "are plainly intended to exert pressure upon broadcast licensees to curtail the airing of sexually related materials."

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Pittsburgh stealer: how Heftel hopes to shake up top 40

WKPO, the newcomer in town, tries to grab an audience from dominant KQV with money, a unique logo, low spot loads

Enter WKPO(AM); exit a relatively complacent top-40 scene in Pittsburgh. The horse race began in mid-March when Cecil Heftel put his newly purchased station on a contemporary format in direct competition with ABC-owned KQV(AM) for what now amounts to 20% of the listeners that tune in top-40 radio in the nation's 10th largest market.

Every radio station in Pittsburgh must live in the shadow of the city's only 50 kw clear-channel station, Group W's KDKA(AM), which by itself accounts for about one-quarter of Pittsburgh listeners. Together, contemporary stations there take about a 20% share of the market — on the low side of average.

The Heftel people say they can up that percentage just by being on the air. WKPO's image is being fostered by its national program director, Buzz Bennett, former programer of Bartell's KCKQ(AM) San Diego, which was rated number one when Mr. Bennett left; Dick Casper, former head of Bartell's radio division, who put WMYQ(FM) Miami, KCBQ(AM) San Diego and WQY(FM) Milwaukee on the air for Bartell and now serves as executive vice president of Heftel Broadcasting, and Cecil Heftel, owner of KGBM-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, Hawaii, who has been on a station-buying spree that has brought him WKQF (formerly WJAS, an NBC-owned, all-talk outlet) and four FM facilities in 10 months (he is awaiting FCC approval for two of those FM's). These three men have a reputation for high-energy
rock stations, big-money promotions and high-powered selling techniques.

Behind kov stands the ABC radio division with all the muscle, money, expertise and reputation it has accrued from the success of its contemporary AM operations in New York (wabc) Chicago (ksl) and Pittsburgh.

From programming philosophies to sales techniques, kov and wkpo offer different fates. Wkpo's air sound, though classic in its gushing, active presentation of the hits of the day, has come up with some novel twists. The station has changed its on-air logo from the traditional use of call letters to the identification "13-Q." "13" is for the dial position —1320 khz— and "Q" for the last letter of the calls. There are no jingles on the station. "Wkpo" is used only once an hour while "13-Q" is punched constantly.

Dick Casper, executive vice president of Heftel, says, "It's so simple, it confounds people. It's like re-inventing the bobby-pin."

And, ready to capitalize on one distinction, wkpo slots its only repeating shot-gun slogan—an actuality recording of a woman saying "13-Q plays less commercials"—in close proximity to the times that kov is running its spot clusters. The philosophy is that listeners switching to wkpo from the commercials on kov will hear about the former's lower spot count.

To top all this, wkpo has been running a big-money contest—if a Pittsburgher answers his phone "I listen to the new sound of 13-Q" he can win several thousand dollars. The station has given away $43,000 to six winners in about four weeks on the air.

Wkpo is offering more music, showcased by a vintage fast-talker, Jack Armstrong from wksw(AM) Buffalo, N.Y., at night especially, to attract teen-agers, the base audience of any top-40 station.

Kov commands a 35-plus share of Pittsburgh's teen-agers and the Heftel people at wkpo want to take kov's base away.

Which is allowing wkpo to play more music than kov, is a commercials policy that allows only eight commercial minutes an hour. That light a spot load is practically unheard of on the AM dial.

And if wkpo can hold it at that level—they say they can—the implications for top-40 radio may be far-reaching.

It is a well-known practice for stations just beginning in a market to cut spot loads down to an almost impractical level to garner an inflated audience, which is then treated to a quickly raised commercial level once the first rating books come out. Though there may not be an AM top 40 in a major market in the country with so low a spot count, Larry Garrett and Dick Casper say they can hold it to eight commercial minutes by creating the impression among timebuyers that if they do not buy the station now, they may face a sold-out situation in several months. The better the ratings and the deeper the impression, they say, the quicker wkpo will be able to get the price up to around $100 a minute—the profit level.

Many radio people in the Pittsburgh market privately say that wkpo will never be able to retain its eight-commercial-minutes policy. "Kdka's open rate is $106 a minute and they don't really sell them at that rate," one Pittsburgh radio veteran said. "And if you make the station hard to buy, then they'll just buy around it."

What of kov? "Pittsburgh radio has gone a long, long time without any changes," Bob Harper, program director of kov, says. "But the whole market has changed now, all in the last seven months." Besides the Heftel entrance into the market, he points to change in kdka's music policy last summer with the arrival of Alan Mitchell as program director of the station. "They're playing just about the same records as we are," Mr. Harper says, "And wtae(AM) has been sounding a lot younger as well."

Kov has also had to deal with a station that has been taking part of its audience in the last year that's under the same roof as kov. That is wdve-(FM) Pittsburgh, the ABC-owned rock FM. Wdve has come dangerously close to surpassing kov at night. But Dwight Douglas, the programer under whose direction wdve did so well, has gone to newly turned progressive-rock wyny-(FM) Pittsburgh. And Bob Harper is free to admit, "I'm very happy that there's a second FM rocker here now."

With stations old and new after its audience, kov also had to deal with the fact that wkpo hired away its general sales manager, Gary Popkin, and two other salesmen before it even went on the air. Mr. Popkin was quickly replaced by Dick Benzon, who was shifted down from his sales manager position at ABC's wxzy(AM) Detroit, while the other two salesmen were "easily replaced" as well.

Kov cannot be expected to stand still amid all this market activity. When the sale of wjas to Mr. Heftel was announced, kov picked up wjas's Perry Marshall to do midday two-way talk. His ment, Bob Henabery, stated ABC's...
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

<table>
<thead>
<tr>
<th>Title (length)</th>
<th>Artist-label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Night the Lights Went Out in Georgia (3:36)</td>
<td>Viki Lawrence-Bell</td>
<td>1 2 2 1</td>
</tr>
<tr>
<td>Tie a Yellow Ribbon (3:19)</td>
<td>Donny Osmond-Kolob/MGM</td>
<td>3 2 1 2</td>
</tr>
<tr>
<td>Dawn-Bell</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cisco Kid (3:47)</td>
<td>War-United Artists</td>
<td>4 3 3 3</td>
</tr>
<tr>
<td>Killing Me Softly With His Song (4:46)</td>
<td>Roberta Flack-Atlantic</td>
<td>4 4</td>
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<tr>
<td>You Are the Sunshine of My Life (2:45)</td>
<td>Stevie Wonder-Tamla</td>
<td>5 4 4 4</td>
</tr>
<tr>
<td>Ain't No Woman (2:59)</td>
<td>Four Tops-Dunhill</td>
<td>5 6</td>
</tr>
<tr>
<td>Neither One of Us (4:16)</td>
<td>Gladys Knight &amp; The Pips-Soul</td>
<td>6 8</td>
</tr>
<tr>
<td>Sing (3:20)</td>
<td>Carpenters-A&amp;M</td>
<td>6</td>
</tr>
<tr>
<td>The Twelfth of Never (2:40)</td>
<td>Donny Osmond-Kolob/MGM</td>
<td>11 9</td>
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<tr>
<td>Stuck In the Middle With You (3:24)</td>
<td>Stealers Wheel-A&amp;M</td>
<td>15 10</td>
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<tr>
<td>Reeling in the Years (4:35)</td>
<td>Steely Dan-ABC</td>
<td>22 11</td>
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<tr>
<td>Danny's Song (3:06)</td>
<td>Anne Murray-Capitol</td>
<td>12 13 15</td>
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<tr>
<td>Break Up to Make Up (4:00)</td>
<td>Stylistics-Avco</td>
<td>13 14 11 11</td>
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<tr>
<td>Drift Away (3:30)</td>
<td>Dobie Gray-Decca</td>
<td>14 17 12 13</td>
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<tr>
<td>Daniel (3:52)</td>
<td>Elton John-MCA</td>
<td>15 13 14 16</td>
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<tr>
<td>Love Train (2:59)</td>
<td>O'Jays-Philadelphia International</td>
<td>16 15 26 19</td>
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<td>Last Song (3:16)</td>
<td>Edward Bear-Capitol</td>
<td>17 18 26 23</td>
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<tr>
<td>Loving You Is the Right Thing to Do (2:57)</td>
<td>Carly Simon-Elektra</td>
<td>19 21 18 18</td>
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<td>Peaceful Program (2:50)</td>
<td>Helen Reddy-Capitol</td>
<td>20 21 19 23</td>
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<td>Masterpiece (5:30)</td>
<td>Helen Reddy-Capitol</td>
<td>21 19 22 21</td>
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<td>Temptations-Gordy</td>
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<td>Also Sprach Zarathustra (5:06)</td>
<td>23 22 21 22</td>
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<td>Wildflower (4:08)</td>
<td>Skylark-Capitol</td>
<td>24 22 25 27</td>
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<td>Thinking of You (2:17)</td>
<td>25 24 24 17</td>
<td></td>
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<tr>
<td>Lorgins and Messina-Columbia</td>
<td>26 24 27 20</td>
<td></td>
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<td>Little Willy (3:13)</td>
<td>Gilbert O'Sullivan-Mam</td>
<td>27 27 20 25</td>
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<td>The Sweet-Bell</td>
<td>28 25 27 25</td>
<td></td>
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<tr>
<td>Stir It Up (3:09)</td>
<td>Johnny Nash-Epic</td>
<td>29 26 29 24</td>
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<tr>
<td>Space Oddity (5:05)</td>
<td>30 26 29 24</td>
<td></td>
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<tr>
<td>Call Me (Come Back Home) (3:03)</td>
<td>31 26 29 31</td>
<td></td>
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<tr>
<td>Al Green-Hi</td>
<td>32 26 29 28</td>
<td></td>
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<tr>
<td>Out of the Question (2:57)</td>
<td>Hocus Pocus (3:18)</td>
<td>33 32 31 28</td>
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<tr>
<td>Focus-Sire</td>
<td>34 31 30 30</td>
<td></td>
</tr>
<tr>
<td>Pinball Wizard (See Me, Feel Me) (3:23)</td>
<td>New Seekers-MGM/Verve</td>
<td>35 31 30 30</td>
</tr>
</tbody>
</table>

### Tracking the Playlist

Independent Bell Records demonstrates that the ever-expanding recording conglomerates have no infallible grip on the charts. Two of its records have the first and second places on this week's Playlist — "The Night the Lights Went Out in Georgia" and "Tie a Yellow Ribbon." Donny Osmond's "Twelfth of Never" (9) and Stealers Wheel's "Stuck in the Middle with You " (10) have moved into the top 10. Breaking into the top-40 this week is the David Bowie-produced, Lou Reed-recorded "Walk on the Wild Side" (33), a song about a man who becomes a transvestite Jumping onto the chart is Number 34 in its first week is the much touted R&B cross-over by the Independents, "Leaving Me," Jade Strunk's stay on NBC-TV's Laugh-In may have been short-lived (at the beginning of the season he joined the cast of the six-year-old program that was canceled this month), but his record, "Dailey a Day," has been around for many weeks. This week it is bulleted at Number 32. And Clint Holmes' "Playground in My Mind," which has been around at least as long as "Dailey," jumps from Number 48 to 35 in its steady climb. Immediate reaction to Barry White's "I'm Gonna Love You"—it's Number 38-bullet in only two weeks—makes it one of the hottest cross-overs on the chart as well, while Lobo's "It's Sure Took a Long, Long Time" comes in at Number 40 this week. Five other records besides "Leaving Me" come on the playlist this week for the first time: Edward Bear's new single, "Close Your Eyes" (52), Mystic Moons' "Cosmic Sea" (named after a lyric in a Bob Dylan song called "If Dogs Run Free") (67), Susan Jack's "You Don't Know What Love Is" (68), Albert Hammond's "Free Electrical Band" (69) and a song by the former Buckinghams, "Music Everywhere," by Tufano & Giannarese (74).
<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist—label</th>
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<tr>
<td>42 • 32</td>
<td></td>
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<td>Daisy a Day (2:48)</td>
<td>Jud Strunk—MGM</td>
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<tr>
<td>41 • 33</td>
<td></td>
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<td>Walk on the Wild Side (3:37)</td>
<td>Lou Reed—RCA</td>
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<tr>
<td>— • 34</td>
<td></td>
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<td>Leaving Me (3:20)</td>
<td>Independents—Wand</td>
</tr>
<tr>
<td>39 • 35</td>
<td></td>
<td></td>
<td>I'm Doin' Fine Now (2:46)</td>
<td>New York City—Chelsea</td>
</tr>
<tr>
<td>48 • 36</td>
<td></td>
<td></td>
<td>Playground in My Mind (2:55)</td>
<td>Clint Holmes—Epic</td>
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<tr>
<td>35 • 37</td>
<td></td>
<td></td>
<td>Cherry, Cherry (3:56)</td>
<td>Neil Diamond—MCA</td>
</tr>
<tr>
<td>50 • 38</td>
<td></td>
<td></td>
<td>I'm Gonna Love You (3:58)</td>
<td>Barry White—20th Century</td>
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<tr>
<td>30 • 39</td>
<td></td>
<td></td>
<td>Armed and Extremely Dangerous (2:49)</td>
<td>First-Choice—Philly Groove</td>
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<tr>
<td>47 • 40</td>
<td></td>
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<td>It Sure Took a Long, Long Time (3:12)</td>
<td>Lobo—Big Tree</td>
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<td>— • 41</td>
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<td>Pillow Talk (3:41)</td>
<td>Sylvia—Vibration</td>
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<td>33 • 42</td>
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<td>The Cover of Rolling Stone (2:53)</td>
<td>Dr. Hook &amp; the Medicine Show—Columbia</td>
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<td>44 • 43</td>
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<td>One Man Band (3:29)</td>
<td>Ronnie Dyson—Columbia</td>
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<td>45 • 44</td>
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<td></td>
<td>Drinking Wine (3:37)</td>
<td>Jerry Lee Lewis—Mercury</td>
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<td>38 • 45</td>
<td></td>
<td></td>
<td>Cindy Incidentally (2:34)</td>
<td>Faces—Warner Brothers</td>
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<tr>
<td>36 • 46</td>
<td></td>
<td></td>
<td>Let Your Yeah Be Yeah (3:30)</td>
<td>Brownsville Station—Big Tree</td>
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<td>31 • 47</td>
<td></td>
<td></td>
<td>Dead Skunk (3:06)</td>
<td>Loudon Wainwright III—Columbia</td>
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<td>43 • 48</td>
<td></td>
<td></td>
<td>My Love (4:08)</td>
<td>Paul McCartney—Apple</td>
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<td>54 • 49</td>
<td></td>
<td></td>
<td>Step by Step (3:20)</td>
<td>Joe Simon—Spring</td>
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<td>68 • 50</td>
<td></td>
<td></td>
<td>Back When My Hair Was Short (2:39)</td>
<td>Gunhill Road—Kama Sutra</td>
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<tr>
<td>55 • 51</td>
<td></td>
<td></td>
<td>No More Mr. Nice Guy (3:05)</td>
<td>Alice Cooper—Warner Brothers</td>
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<tr>
<td>— • 52</td>
<td></td>
<td></td>
<td>Close Your Eyes (2:58)</td>
<td>Edward Bear</td>
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<tr>
<td>57 • 53</td>
<td></td>
<td></td>
<td>I Knew Jesus (2:50)</td>
<td>Glen Campbell—Capitol</td>
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<tr>
<td>53 • 54</td>
<td></td>
<td></td>
<td>And I Love Her So (3:14)</td>
<td>Parry Como—RCA</td>
</tr>
<tr>
<td>71 • 55</td>
<td></td>
<td></td>
<td>Hearts of Stone (2:10)</td>
<td>Blue Ridge Rangers—Fantasy</td>
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<tr>
<td>64 • 56</td>
<td></td>
<td></td>
<td>Let's Pretend (2:51)</td>
<td>Raspberries—Capitol</td>
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<tr>
<td>61 • 57</td>
<td></td>
<td></td>
<td>Steamroller Blues (3:07)</td>
<td>Elvis Presley—RCA</td>
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<tr>
<td>52 • 58</td>
<td></td>
<td></td>
<td>Haitianah Day (2:53)</td>
<td>Jackson Five—Motown</td>
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<tr>
<td>75 • 59</td>
<td></td>
<td></td>
<td>Right Place Wrong Time (2:50)</td>
<td>Dr. John—Alto</td>
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<tr>
<td>62 • 60</td>
<td></td>
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<td>I'm a Stranger Here (3:19)</td>
<td>Five Man Electrical Band—Lion</td>
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<td>24 • 61</td>
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<td></td>
<td>Dueling Banjos (2:10)</td>
<td>&quot;Deliverance&quot; soundtrack—Warner Brothers</td>
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<tr>
<td>69 • 62</td>
<td></td>
<td></td>
<td>Gudbuy T'Jane (3:30)</td>
<td>Slade—Polydor</td>
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<tr>
<td>— • 63</td>
<td></td>
<td></td>
<td>Long Train Runnin' (3:25)</td>
<td>Doobie Brothers—Warner Brothers</td>
</tr>
<tr>
<td>49 • 64</td>
<td></td>
<td></td>
<td>Could It Be I'm Falling in Love (4:13)</td>
<td>Spinners—Atlantic</td>
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<tr>
<td>58 • 65</td>
<td></td>
<td></td>
<td>Blue Suede Shoes (2:48)</td>
<td>Johnny Rivers—United Artists</td>
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<tr>
<td>46 • 66</td>
<td></td>
<td></td>
<td>Hummingbird (3:30)</td>
<td>Seals &amp; Crofts—Warner Brothers</td>
</tr>
<tr>
<td>— • 67</td>
<td></td>
<td></td>
<td>Cosmic Sea (2:40)</td>
<td>Mystic Moods—Warner Brothers</td>
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</tbody>
</table>
Over-all rank
Last week
Title (length)
Artist—label
Rank by day parts

— 68
You Don't Know What Love Is (2:51)
Susan Jackson—London
6 7 10 12
67 73 65 71

— 69
Free Electric Band (3:15)
Albert Hammond—Mums
7 7 12 6 7 2 6 8
61 60 61 2*

59 70
Teddy Bear Song (2:57)
Barbara Fairchild—Columbia
7 7 60 61 59 60 61 59

66 71
Oh La De Da (2:39)
Staple Singers—Stax
7 7 74 62 69 65

40 72
Daddy's Home (2:59)
Jermaine Jackson—Motown
7 7 63 70 64

51 73
Bitter Bad (2:30)
Melanie—Neighborhood
7 7 68 71 73 73

— 74
Music Everywhere (3:37)
Tuffano-Gianmarse—Ode
7 7 75 68 70

70 75
You Can't Always Get What You Want (5:00)
Rolling Stones—London
7 7 72 59

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

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

Ain't No Woman (9), Also Sprach Zarathustra (22), And I Love Her So (54), Armed and Extremely Dangerous (60), Back When My Hair Was Short (50), Bitter Bad (73), Blue Suede Shoes (65), Break Up To Make Up (13), Call Me (58), Cherry, Cherry (37), Cindy Incidentally (45), Cisco Kid (3), Close Your Eyes (65), Cosmic Sea (67), Could It Be I'm Falling In Love (64), Cover of Rolling Stone (42), Daddy's Home (72), Dailey a Day (32), Daniel (15), Danny's Song (12), Dead Skunk (47), Drift Away (14), Drinking Wine (44), Dueling Banjos (61), Frankenstein (18), Free Electric Band (69), Gutdby T' Jane (62), Hallelujah Day (58), Hearts of Stone (55), Hocus Pocus (35), Hummingbird (168), I Know Jesus (53), I'm a Stranger Here (86), I'm Gonna Fine Now (35), I'm Gonna Love You (38), It Sure Looks Like (65), Killing Me Softly With His Song (4), Last Song (17), Leaving Me (54), Let Your Yeah Be Yeah (49), Let's Pretend (58), Little Willy (26), Long Train Runnin' (63), Love Train (16), Loving You Is the Right Thing To Do (19), Masterpiece (21), Music Everywhere (74), My Love (48), Neither One of Us (7), Night the Lights Went Out in Georgia (1), No More Mr. Nice Guy (61), Oh La De Da (71), One Man Band (43), Out of the Question (98), Peaceful (20), Pillow Talk (41), Pinball Wizard (21), Playground in My Mind (38), Reeling in the Years (11), Right Place Wrong Time (59), Sing (8), Space Oddity (27), Steamroller Blues (57), Step by Step (49), Stir It Up (38), Summer of '69 (7), Thinking of You (24), Tie a Yellow Ribbon (2), Twelfth Of Never (9), Walk on the Wind Side (33), Wildflower (23), You are the Sunshine of My Life (5), You Can't Always Get What You Want (73), You Don't Know What Love Is (88)

Continues from page 46

... You have to establish what you should do in a market and then do it better than anyone else. But after that, you have to ride with it.

And that is what KQV can be expected to do, ride with it. It is, and has been, in constant competition with WTAI and WWSW (AM) Pittsburgh for the precious number-two spot in Pittsburgh and will probably remain with the basic format that has taken it that high. "WVWE has a demeanor on the air that says something about the radio station," Bob Harper says. "It says FM rock. The high energy of '13-Q says something too. And our demeanor says we are a controlled top 40, which we are. There's an attitudinal difference between the 19-year-old that listens to them and the 19-year-old that listens to us, I think. But it's too early to tell who will get what. What about that older audience that WJAS had? Where are they going to go? We just haven't seen any definitive research yet."

The American Research Bureau diaries went into the Pittsburgh market last Thursday (April 12) for the spring sweeps. The spring books in Pittsburgh have traditionally belonged to KDKA because of the beginning of the baseball season. KDKA's share in the spring books has been known to go as high as 40% and rarely lower than 33%.

Together, KQV and WYVE share more than half of Pittsburgh's nighttime teen audience, in an average of 1972 ARB's. That, WPKQ says, speaks of a lack of choice in the market. This spring's ratings may tell at least the beginning of the story of whether Pittsburgh is in for a change.

Music Everywhere—Tuffano & Gianmarse (Ode) * Dennis Tuffano and Carl Gianmarse (pronounced Gee-am-er-ee-se) began in Chicago in the mid-sixties as a group called the Buckingham's. Behind several strong hit singles—"Kind of a Drag," "Susan"—they have been doing the beer-club circuit for all the years since then. Last summer, Lou Adler's Old Records signed the duo, Mr. Adler produced an album with help from Carole King, who plays piano on the single, and the record was finally released at the beginning of this month.

FM progressive stations were the first to pick up their loopy, lyrical "Music Everywhere." The single soon followed, making the move from LP cut list to regular rotation on top 40's in short time.

The song's simple melody and lean production seem to have given the record broad demographic appeal. And during a rating time, when playlists will be stagnant for the next few weeks, such appeal is a salable commodity. Music Everywhere is no experimental track.


"Bad Bad Leroy Brown"—Jim Croce (ABC/Dunhill) * Jim Croce doesn't seem to have as much success with his subtle, lyrically oriented love songs as he does when he puts out records about big, tough characters. "Around with Jim," his first and only top-10 hit, was just such a story about a mythical meany. "Operator," his follow-up from the same album, was a poignant love- lost tale. It did no better than mid-chart.

"One Less Set of Footsteps," the first single from his second album, another soft, sad song, didn't even do that well. But "Bad Bad Leroy Brown"—the second single and out of the same mold as "Jim" —("badder than old King Kong" as the chorus goes) may finally provide his second hit.

Out for only three weeks, major stations began to go on the record last week. No pattern to the airplay has emerged and the major-market programmers who have decided to play the record seem to be playing it by ear.


WDHF, CHICAGO

The undersigned assisted in this transaction

Hogan - Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS
4404 Riverside Drive, Box 1545, Burbank, California 91505
Area Code 213 849-3201

Broadcasting Apr 23 1973 48
CBS first quarter also a record breaker

Revenues were up 12%, pre-share earnings rose 40% and the outlook is 'excellent'

CBS Chairman William S. Paley had nothing but good news for stockholders, meeting April 18 in North Hollywood, Calif.: CBS, he said, has posted its best first quarter in the company's history—per-share earnings up 40% on a 12% increase in sales volume over the comparable period last year. And, Mr. Paley said, '1973 promises to be an excellent year.'

Also during the meeting, Mr. Paley criticized some activities in Washington that he said were detrimental to broadcasting—pay TV, attacks on advertising, moves toward program control, compulsory allocation of time and counter-advertising.

Broadcasting, Mr. Paley told the 500 stockholders at the meeting, is still the major source of CBS earnings. But he noted, more than half of CBS's sales derive from nonbroadcast activities.

The upbeat in revenues for the first quarter was underscored by Arthur R. Taylor, president of CBS. CBS-TV, he said, enjoyed record sales in 1972 "with better results reported to date." First-quarter sales of the CBS Television Stations Division, he said, were up 11%, with the radio division up 17% over the same period last year.

Asked by a stockholder about the closing last year of CBS's feature-film activities, Mr. Paley reported that many of Cinema Center Films' 33 features ("April Fools," "Boy Named Charlie Brown" are two) are still in distribution and that revenues will be realized from their sale to TV.

Re-elected were all 16 CBS directors, including Frank Stanton, who retired as vice chairman March 31, but who remains as a consultant to the company at $100,000 annually through 1987. One nomination—that of stockholder Keats A. Pullen Jr., Kingsville, Md.—was made from the floor, but failed to make any sort of showing.

For the first quarter ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
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<tr>
<td>Earnings per share</td>
<td>$0.78</td>
<td>$0.42</td>
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<tr>
<td>Net sales</td>
<td>353.7 million</td>
<td>324.1 million</td>
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<tr>
<td>Net income</td>
<td>22.3 million*</td>
<td>12.3 million*</td>
</tr>
<tr>
<td>* Includes nonrecurring on gain from sale of New York Yankees of $5.4 million (0.18 per share).</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Up year for NBC Films buyer

National Telefilm Associates Inc., Los Angeles, which is taking over NBC Films at a price of $7.5 million subject to Department of Justice clearance, reported increased revenues and net income for the fiscal year that ended Sept. 30, 1972. The annual report was issued late, according to NTA sources, because of changes in accounting practices that involve gross revenues from film-rental contracts. The change, it was noted, had

the effect of reducing net income by $343,600 (0.03 per share) below what it would have been under the old accounting procedure. The net income figure also includes extraordinary income of $94,994 ($0.01 per share) in 1972 and $58,870 ($0.01 per share) in 1971. NTA is principally owned by Telecommunications Inc., Salt Lake City-based group CATV owner and common-carrier microwave firm.

For the year ended Sept. 30, 1972:

<table>
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<th></th>
<th>1972</th>
<th>1971</th>
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<td>Earnings per share</td>
<td>$0.02</td>
<td>$0.01</td>
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<tr>
<td>Gross film-rental income</td>
<td>$5,845,697</td>
<td>4,913,813</td>
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<tr>
<td>Net income</td>
<td>324,700</td>
<td>91,076</td>
</tr>
</tbody>
</table>

Financial Briefs

Metromedia Inc., New York, reported 39% jump in income and 21% hike in revenues for first quarter of 1973. For 13 weeks ended April 1:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.23</td>
<td>$0.18</td>
</tr>
<tr>
<td>Revenues</td>
<td>49,370,007</td>
<td>40,791,869</td>
</tr>
<tr>
<td>Net income</td>
<td>1,253,915</td>
<td>954,435</td>
</tr>
</tbody>
</table>

Scripps-Howard Broadcasting Co., Cincinnati, reported increases in revenues and income for first quarter of 1973. For three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.45</td>
<td>$0.36</td>
</tr>
<tr>
<td>Revenues</td>
<td>6,583,992</td>
<td>5,820,045</td>
</tr>
<tr>
<td>Net income</td>
<td>1,162,582</td>
<td>993,417</td>
</tr>
</tbody>
</table>

Walt Disney Productions, Los Angeles, reported increases in revenues and earnings for the second quarter of its fiscal year that ended March 31. Donn B. Tatum, chairman, said all aspects of the company's business operated profitably for the period and that film revenues for the second quarter, and for the six months, increased over last year to record highs for the periods.

1973 1972
Earnings per share $0.36 $0.31
Revenues 86,451,000 75,421,000
Net income 10,409,000 9,956,000

Harte-Hanks Newspapers Inc., San Antonio, reported increases in revenues and earnings for first quarter of 1973. For three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.65</td>
<td>$0.22</td>
</tr>
<tr>
<td>Revenues</td>
<td>18,865,000</td>
<td>14,495,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,074,000</td>
<td>831,000</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.20</td>
<td>$0.26</td>
</tr>
<tr>
<td>Revenues</td>
<td>4,072,875</td>
<td>3,908,960</td>
</tr>
<tr>
<td>Net income</td>
<td>505,501</td>
<td>427,952</td>
</tr>
</tbody>
</table>

Filmyways Inc., Los Angeles, reported jump in income but dip in revenues for first half of fiscal 1972-73. For six months ended Feb. 28:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.50</td>
<td>$0.58</td>
</tr>
<tr>
<td>Revenues</td>
<td>25,301,000</td>
<td>26,183,000</td>
</tr>
<tr>
<td>Net income</td>
<td>462,000</td>
<td>242,000</td>
</tr>
</tbody>
</table>

Time Inc., New York, reported 25% jump in earnings, and 8% hike in revenues, for first quarter of 1973. For three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.73</td>
<td>$0.58</td>
</tr>
<tr>
<td>Revenues</td>
<td>124,375,000</td>
<td>114,874,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>5,286,000</td>
<td>4,232,000</td>
</tr>
</tbody>
</table>

source

SOURCE EQUITIES INC., 160 BROADWAY, NEW YORK, NEW YORK 10038 (212) 349-3518

Broadcasting Apr 23 1973
Weekly market summary of 142 stocks allied with broadcasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing April 18</th>
<th>Closing April 11</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

Telepro Industries Inc., Cherry Hill, N.J., diversified company that manufactures Fidelipac tape cartridges and related broadcasting products, reported record sales and earnings for year ending Dec. 31, 1972:

1973 1972
Earnings per share $1.14 $0.94
Revenues 518,650,079 278,769,718
Net income 9,246,482 5,968,433

ABC Inc. plans to purchase open market shares during next several months up to 200,000 shares of its own common stock to be held in treasury and be available for general corporate purposes. These shares are in addition to 300,000 shares recently purchased by ABC.

Cable

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing April 18</th>
<th>Closing April 11</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

ADAMS-RUSSELL
AV
BARTETT MEDIA
CHRIS-CRAFT
COMBINED COMMUNICATIONS
COWLES COMMUNICATIONS
DUN & BROADSTREET
FAIRCHILD INDUSTRIES INC.
FUGA
GABLE INDUSTRIES
GENERAL TIRE & RUBBER
GLOBETROTTER COMMUNICATION INC
GRAY COMMUNICATIONS
HARTE-HANKS NEWSPAPERS INC.
ISC INDUSTRIES
Kaiser Industries
KANGAROO INC.
LAMB COMMUNICATIONS*
LEE ENTREPRISES
Lipton
MOUNTAIN NEWS
MEDIA GENERAL INC.
MICROCOMMERIC CORP.
METROMEDIA
MULTIMEDIA INC.
OUTLET CO.
POST CORP.
PSA INC.
PUBLISHERS BROADCASTING CORP.
REEVES TELECOM
RIDDER PUBLICATIONS
ROLLS ROYCE
RUST CORP.
SAN JUAN RACING
SCHULTZ/COOK
SOUNDING
TECHNICAL OPERATIONS, INC.
TIMES MIRROR CO.
TURNER COMMUNICATIONS*
WASHINGTON POST CO.
WHOD CORP.
WHOKEDO

Cable broadcasting Apr 23 1973

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing April 18</th>
<th>Closing April 11</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

AMERICAN ELECTRONIC LABS
AMERICAN TV & COMMUNICATIONS
BURNUP & SIMS
CABLECOM-GENERAL
CABLE FUNDING CORP.
CABLE INFORMATION SYSTEMS*
CITIZENS FINANCIAL CORP.
Media

Pat Norman, VP and general manager, RKO General’s kkee(fm) San Francisco, assumes additional post, general manager, RKO’s kfrc(am) there. He succeeds Hal Trout who has resigned (Broadcasting, April 9).

Donald H. Knautz, assistant program manager and manager of operations, wgn-tv Chicago, named VP, and assumes new title: manager of operations, wgn-tv, and director of administrative services, WGN Continental group stations. In addition to wgn-am, WGN Continental is licensed to Duluth, Minn. and kwon-tv Denver.

Richard DeAngelis, general manager, wnew-tv Flint-Saginaw-Bay City, Mich., named VP.

Virginia R. Dawes, assistant to general manager, kmox-am-fm St. Louis, appointed station manager, kmox-am. Robert C. Osborne, program director, kmox-fm, appointed station manager.

Richard F. Carr, VP and general manager, kveg-am-fm Las Vegas, joins wll-am St. Louis as general manager. He succeeds Tom Puyrwardt, named general manager, kffs(fm) St. Louis, FM affiliate of wll.

Lynda Duggan, traffic director, noncommercial wvum(fm) Coral Gables, Fla., named general manager of University of Miami station. Ms. Duggan’s appointment complements recent addition of another woman to station’s staff: Sally Baker, as wvum’s first female news director.

Bonnie Simmons, music librarian and disk jockey, ksan(fm) San Francisco, appointed operations director.

J. Garrett Blowers, manager of business information for ABC, named to new post of director of corporate information for ABC Inc., with responsibility for corporate and financial communication with business press and for supervising all trade-press activities of ABC Inc. and its divisions. Tom Mackin, manager of program publicity, East Coast, ABC, named to new post of director of program information for ABC Inc., to direct consumer publicity for ABC’s TV programming and support consumer-press activities for ABC Inc.‘s nonbroadcast operations.

Howard Rothstein, manager, budgets and financial forecasts, ABC-TV, named VP, assumed as executive assistant to ABC-Los Angeles manager, vp ac financial services.

Mr. Knautz

Mr. DeAngelis

Mr. Blowers

Mr. Mackin

Mr. Fates

Mr. Fortunes

Mr. Brejla

James A. Johnson, director of client service, kWPC(am) Los Angeles, named national sales manager.

Lenny Meyers, account executive, wmac-tv Boston, joins wmeer(am) there as sales manager.

Andy Anderson, manager, Blue Ridge Communications, Lynchburg, Va., agency, joins whaz(am) Troy, N.Y., as sales manager.

Frank J. Lodolce, director of administration, KCBS(am) San Francisco, appointed director of operations, CBS Radio Spot Sales, New York.

Erv Rosner, Eastern sales manager, ASI Communications, joins McGavren-Guild, New York, as director of special projects.

Ellen Adler, Eastern research coordinator, McGavren-Guild, appointed station information services coordinator.

John Philip Oldham, director of programing & syndication, David Jeffrey Televis,...
Spencer K. Meschter, VP and account supervisor, APCL&K, Philadelphia, joins Kalish & Rice there as VP.

Jan Jaffe, VP-research, Tatham-Laird & Kodner, New York, joins Smith/Greenland there in similar position.

William Appleman, copy supervisor, Doyle Dane Bernbach, New York, named creative supervisor, Foote, Cone & Belding, New York. Lawrence M. James, account executive, Doyle Dane Bernbach, New York, joins FCB in similar position.

Robert Tallman Jr., VP, Young & Rubicam International, New York, named assistant general counsel.

Hadley A. Miller, media director and account executive, Flournoy & Gibbs, named VP and operating manager, newly formed Hill Advertising, Toledo, Ohio.

Robert Brown Montgomery, formerly editor, Standard Oil Co.'s Scenic South magazine, joins Richard Newman Associates, Louisville, Ky., agency, as manager and account supervisor.

Fred Still, president, Together of Memphis Advertising and Together of Memphis Inc., syndication firm, appointed general manager, Fort Lauderdale, Fla., office, Rowe, Kirkland, White & Schell, Atlanta-based agency.

William R. McQuiston Jr., art director, Sterling Recreation Organization, named advertising director. SRO is owner of KASH(AM) Eugene and KODL(AM) The Dalles, both Oregon, KBFW(AM) Bellingham, KEDO(AM) Longview and KALE(AM) Richland, all Washington.

Timmy Kabak, assistant estimating supervisor, Carl Ally, named media estimating supervisor, Keenan Keane & McLaughlin, both New York.

Raymond J. Hunter, account executive, Ketchum, MacLeod & Grove, Washington, appointed account manager.

Thomas R. Peretti, production manager, Schraff & Candy Co., joins Robenbergs, Feldman & Moore, Chicago agency, as account executive on McDonald's account.

Michael J. F. Plaskett, advertising and promotion manager, wjas-fm Pittsburgh, joins Lando/Bishopcope, Pittsburgh agency, as account manager.

Hack Ross, most recently operating own advertising agency in Birmingham, Ala., and Jim Wilson, with wapi-fm-tv Birmingham, join Luckie & Forney, Birmingham agency, as account service executives.

George E. Jacobs, VP-creative supervisor, Grey Advertising, New York, named art director, based at McCann-Erickson there.

Frank Rocenov, group head, Grey Advertising, named senior art director, Jack Byrne Advertising, both New York.

Richard A. Balo, with Harris D. McKinney, Philadelphia agency, joins APCL&K, New York, as art director.

Programing

Robert Kotlowitz, editorial director, non-commercial wnet(tv) New York, appointed director of programing.

Rog Martin, formerly with KCBM(fm) Los Angeles, joins KGO(AM) Thousand Oaks, Calif., as program director.

Tom Crockett Jr., formerly with WFRC(AM) Reidsville, N.C., joins WWTI(AM) Rocky Mount, Va., as program director.

Robert Spano, producer-director, WYEA-tv Columbus, Ga., appointed production manager.


Bill Thels, assistant manager, technical facilities, Viacom Enterprises, New York, named manager, technical facilities, succeeding Sam Schwartz, who has resigned.

Irene Mizwinski, manager, reports and analysis, Viacom International, appointed administrator, business affairs, Viacom Enterprises, New York.

Ernie Andrews, with RKO General's WROK(AM) - WROW(AM) Boston, joins WFRP(AM) Chicago, newly acquired by RKO, as program director.

Bud Clayton, formerly with WEEH(AM) Rensselaer, N.Y., appointed program manager, WHAZ(AM) Troy, N.Y.

Ronald F. Snyder and George F. Eklund, with Cluster Television Productions, Baltimore, appointed sales manager for Bowling for Dollars and Romper Room, respectively.

Virginia Doyle, research analyst, Storer Television, New York, named director of research, Independent Television Corp., New York.

Audrey Maas, producer-writer for Talent Associates for 10 years until 1967, has rejoined company, now called Talent Associates-Norton Simon Inc., New York, as VP in charge of acquisition and development of motion picture, television and theatrical properties.

Jack Lease, formerly station manager, WPCH-TV Pittsburgh, joins Telecine Production Center there as operations manager. Don Acone, operations manager, Cathedral Teleproductions, Cuyahoga Falls, Ohio, joins TPC engineering/production staff.


John L. Bailey, formerly head of Production 13, film production unit of wzzm-tv Grand Rapids, Mich., has formed Alpha Production, audio-visual production firm located at 2852 Brisam Street, NE, Grand Rapids.
WJR-AM-FM-TV Providence, R.I., joins WNY5-TV Syracuse, N.Y., as anchorman/producer. Outlet is partial owner of WNY5-TV.

John Masterman, anchorman, 1 a.m. news, WNBC-TV New York, since 1971, joins WDAP-TV Kansas City, Mo., as lead anchorman and managing editor for station’s news department.

Ray White, news manager, WBAL-TV Baltimore, joins WTOP-TV Washington as editorial director.

Frank Licht, former governor of Rhode Island, and most recently in private law practice, will serve as news commentator on regular basis for WJAR-TV Providence, R.I.

Gary Putnam, with WTRY-FM Albany, N.Y., joins WAZ(A.M.) Troy, N.Y., as news editor.

Susan Peterson, co-host, Kennedy and Co., WLS-TV Chicago, joins WRC-TV Washington as reporter.

Music

Dennis Wilen, with University of Pennsylvania Law School, becomes music director, WMMR(FM) Philadelphia. Mr. Wilen has worked as reporter for Philadelphia Inquirer and Rolling Stone Magazine.

Mick Titer, with WQED(AM) Columbus, Ohio, appointed music director.

Equipment & Engineering

Clyde V. Hussey, VP, electronics group, Superior Continental Corp., Hickory, N.C., elected president. He succeeds Warner T. Smith who becomes senior group VP, responsible for corporate research and development, international sales and electronic products group. Superior Continental is manufacturer of wire, cable and communications equipment and products.

Robert N. DeHart, assistant director of engineering, Page Communications Engineers, joins Telecom Inc., McLean, Va., as director of engineering programs.

Gerald A. Nordliek, assistant chief engineer, WJXT-TV Jacksonville, Fla., named chief engineer, James O. Biggers Jr., supervisor-management, engineering department, WJXT-TV appointed assistant chief engineer.

Cable

Shirley Gilbert, co-founder, Suffolk Cablevision, named vice president of company which serves Islip, Shelter Island, Brookhaven and North Haven, all New York. Mrs. Gilbert will continue management duties in programming, community relations and new subscribers. Suffolk became subsidiary of Viacom International last December.

Allied Fields


Deaths

Peter A. C. Marriott, 51, managing director, NBC International, died in London on April 14 after a short illness. Mr. Marriott was appointed to NBC post in 1966 becoming at the same time director of European operations for NBC International Enterprises.

He had been in European posts for Desilu Sales and for 20th Century-Fox TV. He is survived by his wife, actress Lois Maxwell, who played Miss Moneypenny in James Bond films, and their two children. They made their home in London.

Earl Newsom, 75, public relations adviser to private industry, died April 11 in Sharon (Conn.) hospital. Mr. Newsom was founder in 1935 of Earl Newsom & Co., firm whose clients included CBS, Standard Oil Co. (New Jersey), Ford and General Motors, R. H. Macy & Co. and Trans World Airlines. Mr. Newsom retired in 1966, making his home in Salisbury, Conn., since then. He is survived by his wife, Lois, a daughter and a son.

Bradford Crandall, 52, community service director, WSM-TV Nashville, died April 12 following an extended illness. Mr. Crandall had been with the station since 1953 as production manager, operations manager, promotion manager and special projects director. He is survived by his wife, Bonnie, and three daughters.

As compiled by Broadcasting April 11 through April 17, and based on filings, authorizations and other FCC actions.


New TV stations

Application

Milwaukee—B & F Broadcasting Inc. Seeks UHF ch. 24 (530-536 mhz); ERP 2,000 kw, 400 kw aux. HAAT 7,004 ft. alt. height above ground 1,004 ft. F.O. address: 7597 West Glencoe Place, Milwaukee 53217. Estimated construction cost $2,823,184; first-year operating cost $629,825; revenue $810,000. Geographic coordinates 14° 23' 24" north lat.; 87° 48' 12" west long. Type trans. RCA TFU-110B; type aux. RCA TFU-36/DAS. Principals: Robert S. Block and Marvin L. Fishman (each 47.5%), et al. Mr. Block owns Robert S. Block Advertising Inc., Milwaukee, among other interests. Mr. Fishman owns M. L. Fishman Building Corp., real estate development.
Final actions

South Bend, Ind.—Q & E Religious and Educational Broadcasting Corp., Broadcast Bureau granted UHF ch. 46 (562-668 mHz); ERP 912 kW vis., 182 kW rad. power; 1,000 ft. ant. height above ground 983 ft. P.O. address c/o George H. McQuen, 915 Broad St., Mishawaka, Ind., 46544. Estimated construction cost $546,115; first-year operating cost $34,048; revenue $200,000. Geographic coordinates: 41° 36' 12" N, 86° 12' 41" W. Type trans. RCA TUF-60, Type ant. RCA TUF-26. Legal counsel Eugene T. Smith, Washington, consulting engineer B. Harold Mann Jr., Columbia, Mo. Principals: George McQuen, owner of recording studio in Mishawaka, and Glenn L. Smith, general manager of WHME(FM) South Bend. Action April 10.

Rulemaking action

Booneville, Miss.—FCC amended TV table of assignments to assign ch. 12 to Booneville for noncommercial use (Doc. 19510). Action April 11.

Call letter application


Existing TV stations

Final actions

WLTV-TV Largo, Fla.—Broadcast Bureau reduced grant of application for renewal of license. Action April 16.

WOR-TV New York—FCC denied application by Horse and Jester, Inc., for renewal of ch. 7, ruling by Broadcast Bureau refusing fairness complaint against WOR-TV. Action April 11.

WSTE-TV Fairchild, Puerto Rico—FCC denied application by WSTE-TV Inc., permittee of WSTE-TV, for renewal of license to increase frequency of their request for mod. of CP to change ant. site and increase power (Doc. 18046-9). Action April 18.

Action on motion

Chief, office of opinions and review, in Las Vegas (Western Communications Inc. [KORK-TV and Las Vegas Valley Broadcasting Co.]), TV proceeding, granted motion to dismiss appeal. Application of Larry Katz and Katz (Doc. 25304) is denied through April 23 due to response to applications for partial review and review of various review correspondence opinions and orders filed by Western Communications (Doc. 19519, 19581). Action April 10.

Other actions

Review board in Largo, Fla., TV proceeding, denied motion by Hubbard Broadcasting Inc., licensee of WOTG(TV) St. Petersburg, Fla., to add substitute party; consolidated applications of NVSU TV Inc., licensee of WLTV-Largo in proceeding involving WATE'S application to move channels in authorized facilities (Doc. 19627). Action April 9.

Review board in Las Vegas, TV proceeding, denied request by Western Communications Inc. for clarification of memorandum order and order released March 9 in proceeding involving Western's application for renewal of license for KORK-TV Las Vegas, and Las Vegas Valley's application for new TV at Las Vegas (Docs. 19519, 19581). Action April 13.

New AM stations

Processing line

Milton, Fla.—FCC announced that competing applications by James G. Shih and H. Byrd Williams, trading as Mapleson Broadcasting Co., for former facilities of WEKY Milton on 1330 kHz, 5 kW-D, are denied. Other applicants for same facilities must be submitted by May 25. Action April 11.

Lakeview, Wash.—FCC announced that competing applications of Clay F. Huntington and Dale A. Nelson, for former facilities of KZCI Lakeview on 1480 kHz, 1 kW-D are ready for processing. Other applications for facilities must be submitted by May 25. Action April 11.

Final action


Action on motion


Other actions

Review board in Eureka, Calif., AM proceeding, scheduled oral argument for May 22 on exceptions and briefs to decision granting grant of application of Carroll R. Hauser for new AM on 710 kHz with 5 kW-D at Eureka, and denial of competing applications of Phil D. Jackson and W. H. Hansen for same facilities (Docs. 19294-4). Action April 9.

Review board in Vinizia, Okla., AM proceeding, denied petition by Northeast Oklahoma Broadcasting Inc. for addition of misrepresentation, lack of candor and character qualification issues against PBL Broadcasting Co. in proceeding involving Northeast and PBL mutually exclusive applications for authority to operate facilities of KVKN Vinizia (Docs. 19639-40). Action April 12.

Review board in Houston, AM proceeding, referred petition by Albert L. Crain for stay or other appropriate action in proceeding involving four new AM stations, new new AM in vicinity of Houston, applications of Crain, Astrielle Broadcasting Co., Jester Broadcasting Co. and Space City Broadcasting Co. were designated for hearing on March 24, 1971 (Docs. 19186-9). Action April 12.

Call letter application

Jame River Broadcasting Corp., Norfolk, Va.—Seeks WZAM.

Kotezbe Broadcasting Inc., Kotezbe, Alaska—Granted KICE.

Existing AM stations

Applications

KLOV Loveland, Colo.—Seeks CP to change antenna facilities at Wabash St. and Taft Avenue, Loveland, April 16.

WCM Cambrid, Md.—Seeks CP to increase nighttime power from 2250 to 3000 watts (Doc. 19536). Action April 16.

WOKI Oak Ridge, Tenn.—Seeks mod. of CP to change to nondirectional ant. Ann. April 16.

WDLE-WL, West Palm Beach, Fla.—Seeks CP to move tower site to 1710 North Central Avenue, Marsha-
field, Ann. April 16.

Final actions

KFRB Fairbanks, Alaska—FCC denied request by North West Broadcasting Inc. for waiver of rules and returned application to change frequency of station from 1430 to 1480 kHz as unacceptable for filing. Action April 11.


KXU Honolulu, Hawaii—Broadcast Bureau granted license covering aux. trans. Action April 11.

WFIE-AM-FM Indianapolis—FCC reopened comments concerning competing applications of Star Stations of Indiana Inc. for license renewal of WFIE-AM-FM and Indianapolis Broadcasting Inc. for new AM in Indianapolis (Docs. 19122-5). Action April 11.

KLEU Waterloo, Iowa—Broadcast Bureau granted license covering new station. Action April 11.

KCIJ Humboldt, N.M.—Broadcast Bureau granted license covering aux. trans. Action April 11.

WKAL Rome, N.Y.—William B. Ray, chief, construction and compliance division, informed Maurer Broadcasting Co., licensee, that it violated personal-station rule by failing to transmit script or tape to local physician within seven days; while he was accused on program of "unethical conduct" in draft of two small children, and of having been found guilty in death of young boy. Ann. April 13.


WCVI Connellsville, Pa.—FCC modified order designating for bearing application of Connellsville Broadcast- ing Inc., for renewal of license to include notice of apparent liability for forfeiture of $10,000 or less (Docs. 19668). Action April 11.

WFRRM Coudersport, Pa.—Broadcast Bureau granted license covering new aux. trans. Action April 11.

KRBK Abilene, Tex.—Broadcast Bureau granted license covering new aux. trans. Action April 11.

WSTX Christiansted, Virgin Islands—Broadcast Bureau granted license covering use of former main and time trans. for aux. purposes only. Action April 11.

Other action

WHBB Selma, Ala.—FCC, in response to request by Citizens Communications Inc., extended to May 7 time to file petition to deny license renewal application of Tallion Broadcasting Co., licensee. Action April 11.

Fine

WCLD Cleveland, Miss.—FCC notified Radio Cleveland Inc., licensee, that it has incurred apparatus levy of $580 for violation of rules by failure to have qualified operator in charge of trans. on 11 days in April and May 1972, and to make entry required one-half hour readings in operating logs. Action April 11.

Call letter applications

WOOO Deland, Fla.—Seeks WKXX.

VWSP West Warwick, R.I.—Seeks WKRI.

Call letter actions

WABT Tuskegee, Ala.—Granted WBLI.

WSAF Sarasota, Fla.—Granted WQSA.

WXLN Potomac-Cabin John, Md.—Granted WCTN.

Designated for hearing

KVAN Vancouver, Wash.—FCC scheduled oral argument for May 24 before commission on exceptions and statement in support of initial decision concerning pending denial of application of Carl Ryn C. Murphy for renewal of license of KVAN (Doc. 18672). Action April 11.
New FM stations

### Applications

- **Juneau, Alaska—Capital Community Broadcasting Inc.** Seeks 104.3 mhz, 17 w. HAAT 97 ft. P.O. address 715 6th Street, Juneau 99801. Estimated construction cost $4,210; first-year operating cost $18,350; revenue $40,050. (Does. 18445-45, 18447). Application to file motions for change of ownership. By request of Juneau, Alaska, WJPC(TV), Inc., formerly KJGJ(TV) (now WDNH(TV)), seeks to change of ownership, WJPC(TV) to WDNL(TV). By request of Metrosound Broadcasting, Inc., broadcasting station WJG(TV) (now WDNL(TV)), seeks to change of ownership, WJG(TV) to WDNL(TV).


- **Tawas City, Mich.—Lawrence Norman DeBeau.** Seeks 101.7 mhz, 3 kw, HAAT 304 ft. P.O. address 1123 Bay Drive, Tawas City 48763. Estimated construction cost $73,046; first-year operating cost $30,768; revenue $127,764. Principals: Mr. DeBeau, formerly news director of WOAS(M) (Tawas City); et al. Ann. March 27.

- **Aurora, Ill.—N.J. Brick Township Board of Education.** Seeks 94.3 mhz, 3 kw, HAAT 287 ft. P.O. address 100 East Vernon Avenue, Rio Grande, N.J. 08242. Estimated construction cost $27,249; first-year operating cost $8,630; revenue none. Principals: Edward O. Busch, board president (100%), et al. Ann. March 27.

- **Baltimore, Md.—Word Communications Inc.** Seeks 94.3 mhz, 3 kw, HAAT 287 ft. P.O. address 100 East Vernon Avenue, Rio Grande, N.J. 08242. Estimated construction cost $27,249; first-year operating cost $8,630; revenue none. Principals: Edward O. Busch, board president (100%); et al. Ann. March 27.

- **N.J.—Brick Township Board of Education, Seeks 94.3 mhz, 3 kw, HAAT 287 ft. P.O. address 100 East Vernon Avenue, Rio Grande, N.J. 08242. Estimated construction cost $27,249; first-year operating cost $8,630; revenue none. Principals: Edward O. Busch, board president (100%); et al. Ann. March 27.


### Licensed

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<th>ERP (W)</th>
<th>HAAT (ft)</th>
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<td>225</td>
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* Special temporary authorization.
Professional Cards

- JANSKY & BAILEY
  Atlantic Research Corporation
  Shirley Hwy. at Edsall Rd.
  Alexandria, Va. 22314
  (703) 354-2400
  Member AFCCE

- PAUL GODLEY CO.
  CONSULTING ENGINEERS
  Box 798, Upper Montclair, N.J. 07043
  Phone: (201) 746-3000
  Member APOOB

- EDWARD F. LORENTZ & ASSOCIATES
  Consulting Engineers
  (formerly Commercial Radio)
  1334 Q St., N.W., Suite 300
  Washington, D.C. 20005
  Member AFCCE

- COHEN and DIPPELL, P.C.
  CONSULTING ENGINEERS
  1021 Monroe Bldg.
  (202) 783-0111
  Washington, D.C. 20004
  Member AFCCE

- GAUTNEY & JONES
  CONSULTING RADIO ENGINEERS
  2922 Teletor Ct. (703) 560-6800
  Falls Church, Va. 22042
  Member APOOB

- LOHNES & CULVER
  Consulting Engineers
  1242 Munsey Building
  Washington, D.C. 20004
  (202) 347-8215
  Member APOOB

- ROBERT E. L. KENNEDY
  1302 19th St., N.W., 785-2200
  Washington, D.C. 20036
  Member AFCCE

- SILLIMAN, MOFFET & KOWALSKI
  711 14th St., N.W.
  Republic 7-6646
  Washington, D.C. 20005
  Member APOOB

- STEEL, ANDRUS & ADAIR
  CONSULTING ENGINEERS
  2029 K Street N.W.
  Washington, D.C. 20006
  (202) 323-4664
  (301) 827-8225
  Member APOOB

- HAMMETT & EDISON
  CONSULTING ENGINEERS
  Radio & Television
  Box 68, International Airport
  San Francisco, Calif. 94128
  (415) 342-5208
  Member AFCCE

- JOHN B. HEFFELFINGER
  9208 Wyoming Pl.
  Hiland 4-7910
  KANSAS CITY, MISSOURI 64114

- JULES COHEN
  & ASSOCIATES
  Suite 716, Associated Bldg.
  1145 19th St., N.W.
  659-3797
  Washington, D.C. 20036
  Member APOOB

- CARL E. SMITH
  CONSULTING RADIO ENGINEERS
  8200 Snowville Road
  Cleveland, Ohio 44141
  Phone: 216-526-4366
  Member APOOB

- VIR N. JAMES
  CONSULTING RADIO ENGINEERS
  Applications and Field Engineering
  Computerized Frequency Surveys
  345 Colorado Blvd.—80206
  (203) 332-5562
  DENVER, COLORADO
  Member AFCCE

- F. Harold Munn, Jr.
  & Associates, Inc.
  Broadcast Engineering Consultants
  Box 210
  Coldwater, Michigan 49036
  Phone: 517-278-7539

- ROSNER LAMB, INC.
  Communications Consulting
  and Engineering
  250 West 37th Street
  New York, New York 10019
  (212) 246-3967

- JOHN H. MULLANEY
  CONSULTING RADIO ENGINEER
  9616 Pinkey Court
  Potomac, Maryland 20854
  301-299-3900
  Member AFCCE

- E. Harold Munn, Jr.
  & Associates, Inc.
  Broadcast Engineering Consultants
  Box 210
  Coldwater, Michigan 49036
  Phone: 517-278-7539

- CHU ASSOCIATES, INC.
  Telecommunications Division
  AM-FM-TV-CATV
  Applications—Facilities Planning
  Field Surveys and Proofs
  Aparatovi
  800 Essex St., El Cajon, Ca. 92020
  (714) 462-9459
  TWX 910 331 1178

- DAWKINS ESPY
  Consulting Radio Engineers
  Applications/Field Engineering
  P.O. Box 3172—10th St. Station 9212
  BEVERLY HILLS, CALIF.
  (213) 272-3344

- SPOT YOUR FIRM'S NAME HERE
  To be seen by 120,000* Readers—
  among them, the decision makers
  station owners and managers, chief
  engineers and technicians—applicants for
  am fm tv and facsimile facilities.
  *1970 Readership Survey showing 3.2
  readers per copy.

- COMMERCIAL RADIO
  MONITORING CO.
  PRECISION FREQUENCY
  MEASUREMENTS, AM-FM-TV
  Monitors Repaired & Certified
  103 S. Market St.
  Lees Summit, Mo. 64063
  Phone (816) 524-3777

- CAMBRIDGE CRYSTALS
  PRECISION FREQUENCY
  MEASURING SERVICE
  SPECIALISTS FOR AM-FM-TV
  445 Concord Ave.
  Cambridge, Mass. 02138
  Phone (617) 876-2810

- APPLIED VIDEO
  ELECTRONICS, INC.
  Box 25, Brunswick, Ohio 44212
  (216) 252-0442
  SYSTEMS DESIGN—INSTALLATION
  SERVICING—EQUIPMENT BROKERAGE
license covering use of former man, for aux. purposes, for ERP 20 kw; ant. height 120 ft. Action April 11.

* WSHA(FM) Raleigh, N. C.—Broadcast Bureau granted renewal of license for five-year term; condition of use in principal community of license; change in ant. system; ERP 12.5 kw; ant. height 115 ft.; no change; rate for renewal, Aug. 15. Action April 11.

* WRWR-FM Portland, Or.—Broadcast Bureau granted renewal of license for five-year term; change in ant. system; ERP 38 kw; rate of renewal, Aug. 15. Action April 11.

* WRFM-FM Clifton, Ohio—Broadcast Bureau granted permission to install new ant. and change trans. station location; condition of use; no change; rate for renewal, Aug. 15. Action April 11.

* WHFM-FM Harrisburg, Pa.—Broadcast Bureau granted renewal of license covering use of former man, for aux. purposes, for ERP 20 kw; ant. height 250 ft. Action April 10.

* KSAB, K60AA, K60AB and K60AE, all Coaffax, N. C.—FCC, in giving approval for renewal of license granted for two new UHF translators to serve Salisbury, Md., operated by Greensboro, N. C., to extend completion date to Oct. 4. Action April 4.

* KTQY(FM) Tacoma, Wash.—Broadcast Bureau granted renewal of license for five-year term, condition of use; change in ant. transmission line; ERP 38 kw; rate of renewal, Aug. 15. Action April 9.

Translation Stations

* K70FH, K72DS, K74DS, and K76CV, all H popul. Reservation, Ariz.—Broadcast Bureau granted renewal of license to replace expired license for new UHF translators and waived rules Action April 9.

* K129AD, Muncie, Ind.—Broadcast Bureau granted renewal of license for new translator to serve Muncie, Ind., covering a new UHF translator to serve the city of Muncie, Ind., to extend expiration date to Oct. 16. Action April 9.

* K13AO Roaring Fork Valley and Glenwood Springs rural area, both Colo.—Broadcast Bureau granted renewal of license for new translator to serve the city of Glenwood Springs, Colo., on ch. 29 (106.355 mhz) by rebroadcasting programs of KVOB(FM) Albuquerque, N. M. Action April 5.

* K230JL Elliston, Mont.—Broadcast Bureau granted renewal of license for new UHF translator to serve Elliston on ch. 10 (192.495 mhz) by rebroadcasting programs of KXLF-TV, Butte, Mont. Action April 4.

* K5GAF and K5GAE, both Carlin, Nev.—Broadcast Bureau granted renewal of license for two new UHF translators to serve Carlin on ch. 60 (746.752 mhz) by rebroadcasting programs of KTNP-TV, Boise, Idaho; and ch. 62 (758.764 mhz) by rebroadcasting programs of KOBO(FM) Boise, Idaho. Action April 9.

* K121JF Crystal Bay, Nev.—Broadcast Bureau granted renewal of license for new translator to replace expired permit when ant. capacity for renewal of use. Action April 9.

* WSSB9B North Woodstock and Lincoln, both N. H.—Broadcast Bureau granted renewal of license for new UHF translator; over-all ant. height approximately 250 ft. Action April 9.

* WSMAP Delta, Ind.—Broadcast Bureau granted renewal of license for new UHF translator to serve Delta on ch. 61 (750.544 mhz) by rebroadcasting programs of WMHT(FM) Schenectady, N. Y., WCNY-TV, Syracuse, N. Y., and WNETTV (Newark, N. J. Action April 9.

* K7K7J Conyville, Ridge and Tri City, all Ohio—Broadcast Bureau granted renewal of license for new translator. Action April 9.

* K130JW Daly and Swan Lake area, both Oregon—Broadcast Bureau granted renewal of license for new VHF translator. Action April 10.

* K131IO and K132ME, both Riverside, Ore.—Broadcast Bureau granted renewal of license for new VHF translators to serve Riverside on ch. 1 (198.154 mhz) by rebroadcasting programs of KXXF(FM) Roseburg, Ore.; and ch. 13 (110.150 mhz) by rebroadcasting programs of KOB1(FM); both, Boise, Idaho. Action April 10.

Ownership Changes

Applications

* KHVV(HAM) Honolulu—Seeks assignment of license from Western Telestations Inc. to KHVV Inc. for $400,000.00, or some other consideration. Action April 7.

* K70AB, K60AA, K60AB and K60AE, all Coaffax, N. C.—FCC, in giving approval for renewal of license granted for two new UHF translators to serve Salisbury, Md., operated by Greensboro, N. C., to extend completion date to Oct. 4. Action April 4.

* KTQY(FM) Tacoma, Wash.—Broadcast Bureau granted renewal of license for five-year term, condition of use; change in ant. transmission line; ERP 38 kw; rate of renewal, Aug. 15. Action April 9.

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Actions


* KORE(FM) San Jose, Calif.—Broadcast Bureau granted transfer of control of Audio House Inc., to Progressive Communications Corp., (none before, none after) to Progressive Communications Corp. (none before, 100% after) Consideration: $461,000. Principals: Richard Ulman (31%), Michael A. Wiener (23%), et al. Mr. Ulman is a stock broker in New York. Mr. Wiener is a business manager of KLAC(AM) Los Angeles. Action April 9.

* WPTA(TV) Roanoke, Ind.—Broadcast Bureau granted assignment of license from Sarks Talian, owner, to WPTA(TV) representatives, Sellers: Sarks Talian, president, et al. Sarks Talian Inc. to KDKA(AM) Pittsburgh 100% and Warner Bros.-Seven Arts. WPTF-FM Fort Wayne and WATI(TV) Indianapolis, all Indiana. Buyers: WPTA TV Inc. to Warner Bros.-Seven Arts Communications Corp., publicly held corporation which controls Warner Bros., all Warner Bros., TV and BR. Action April 9.

* KARK(TV) Little Rock, Ark.—KTAR-FM-Phoenix, Ariz., to KBLLU-AM-TAM Yuma, Ariz., KOCO-OKC Oklahoma City, Combined Communications Inc. recently acquired WLKY-TV Louisville, Ky. Combined Communications of Kentucky is wholly owned subsidiary of Combined Communications Inc. (See above.) Action April 9.

* WMJE-FM Jackson, Miss.—FCC granted assignment of license from Rebel Broadcasting Co. for Combined Communications Inc. Mississippi to Tri-Cities Broadcasting Co. for $291,000, all Mississippi. Action April 7.

* KSOA(AM) Avis, Mo.—Broadcast Bureau granted assignment of license from Interests in Tennessee, Inc. to Roden, president (45%), and other interested persons (55%). Mr. Roden has majority interest in Investors Inc., Wire Service, Inc. (both in prosperity this year of corporation). Action April 7.

* K75AB, K60AA, K60AB and K60AE, all Coaffax, N. C.—FCC, in giving approval for renewal of license granted for two new UHF translators to serve Salisbury, Md., operated by Greensboro, N. C., to extend completion date to Oct. 4. Action April 4.
Classified Advertising

Paysable in advance. Check or money order only. (Billing charge: $1.00)

Copy Deadline is 12:00 AM, WEDDAY for the following issue. Copy must be submitted by letter. No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send $1.00 to BROADCASTING for each package to cover handling and rental. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, class display ads:
---Help Wanted, 40c per word—$6.00 minimum.
---Situations Wanted, 30c per word—$5.00 minimum.
---All other classifications, 50c per word—$5.00 minimum.
---Add $1.00 for Box Number per issue.

Classified rate:
---Situations Wanted (Personal ads) $25.00 per inch.

---General Electric Cablevision Corp., Mich. (WKQW-TV Kalama-zoo, WOOD-TV, WZZN-
WDAY-TV, WBOA-TV, all Grand Rapids, WZTV- Battle Creek and WKAQ East Lansing, all Michi-
gan). All Grand Rapids, WZTV—Battle Creek and WKAQ—East Lansing.

---Faribault Cable Television Co., Faribault, Minn. (Add WGOE-FM Minneapolis, WDAY-FM
Minneapolis, WDAY-TV Minneapolis, WDAYR-FM Minneapolis). WDAY, WDAY-FM, WDAYR-
FM, all Minneapolis.

---Stevens own 25% of Cablevision Inc., N.O.M. (Add WGOE-FM Minneapolis, WDAY-FM


---Midcontinent Cable Systems Co. of Nebraska, 2-4th, Nebraska, (Add KOA-TV Denver). W&JU-
TV, W&JU- TV, all Nebraska.

---Western Pennsylvania Cable TV Co., Jestup November, (Add W&JU- TV, and W&JU- TV

W&JU, W&JU- TV, Watertown, all South Dakota.

---Pasadena CATV Ltd., Pasadena, Tex. (KPRC-
TV, KPRC-AM, KPRC-FM, all Houston, KPRC-AM, all Houston). KPRC, KPRC-AM, all Houston.

---Teleprompter of Florida Inc., Orlando, (Add WSWB- TV Orlando, Florida; WTCG Atlanta: 
WSWB- TV, WSBM- TV, WSBM- TV, all Florida). WSBM, WSBM- TV, Orlando, all Florida.

---Champaign-Urbana Communications Inc., Champaign, Il. (WCTA- TV, WCTA- TV, all 
Champaign County). WCTA, WCTA- TV, all Champaign County.

---Cablevision General, Inc., Moline, (Add WKSQ- TV, and WKSQ- TV, all Moline). WK-
SQ, WKSQ- TV, all Moline.

---Help Wanted advertisement. Employment Agencies and Business Opportunity advertisers 
should contact the Agency Commissioner only on display space. 

---Word Count: Include name and number of 
words. (Assume a word is any letter or group of letters): 

---Word Limit: 10 words per day. 

---Time Word: The right to omit Zip Code (and/or abbreviate if 
address space does not permit.) Count each abbreviation, 
initial(s), single figure or group of numbers: 

---Number Symbols: Symbols such as 35mm, CD, PD, G, 
are assumed to be one word. Hyphenated words count as two words.

---Other ads: 40c per word—$6.00 minimum.

---Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertisers 
should contact the Agency Commissioner only on display space. 

---Word Count: Include name and number of 
words. (Assume a word is any letter or group of letters): 

---Word Limit: 10 words per day. 

---Time Word: The right to omit Zip Code (and/or abbreviate if 
address space does not permit.) Count each abbreviation, 
initial(s), single figure or group of numbers: 

---Number Symbols: Symbols such as 35mm, CD, PD, G, 
are assumed to be one word. Hyphenated words count as two words.
Help Wanted Sales

Sports minded Florida station looking for experienced salesman to rebuild sales department from scratch. A change with maximum potential. Rush complete resume to Box D-208, BROADCASTING.

Nationwide company wants to add to staff of sales representatives. Full time positions, all areas. Earnings potential very good if you are an effective, hard-working professional. Future advancement very good, too. If you have a good sales record, are able to stand a thorough investigation and are bondable, send your resume air mail—now! Box D-228, BROADCASTING.

Top rated Stereo FM Rock station, WHVY in major New England market of Springfield, Mass., seeks services of aggressive salesman—above average salary with attractive management position and override based upon results. Be willing to do street work, agency solicitation and work with our national representatives. Must have proven track record. Write John Goodman, Manager, WHVY, 101 West St., Springfield, Mass. to arrange interview or telephone 413-737-1412.

Salesman eager to grow but no place to go? Sell yourself to us! Join a dynamic sales force in top 30 market. Steady family man who can document ability to sell and service regular business! Solid salary plus commission, incentive and fringe benefits! Call: write: Ron Glib, Wallingford, Ind. 219-844-1221.

DJ/Salesman for fast growing station will make $10,000—+ with much greater earnings potential. Sales or on air experience preferred but not necessary. From Contact Gerry Gallina, WRNC Radio, McLeansboro, Ill. 62859.

Salesman ... strong single station; high rates; excellent earnings. Rare opportunity. WMCR, AM-FM, Oneida, N.Y.

WAKC, Oshkosh, Wisconsin needs another good sales man to work at a respected full time radio station. Base salary plus performance plus outstanding benefits plus good working conditions plus ample sales tools to do the job. Contact William Shaw, Manager.

Excellent product sales person. AM/FM soon to split, requiring expanded force. We sell a lot, and we sell soft, at WYXT, Clarmonton, NH 03243. EOE.

Sales Manager for Progressive Rock 50K station. A good knowledge of the concerts and records industry would be an asset as would production capability. Send resume to the Business Manager, Box 1149, Providence, RI 02912.

Attention! Need local sales manager or salesman for 5000 watt full time AM-MOR station. WNPT in Tuscaloosa has this opening with good pay and chance for advancement. Write Vic Ruminoff, Box 331, Tuscaloosa, Ala. or send complete resume to Box 2787, Tuscaloosa, Ala.

Help Wanted Announcers

Growing Florida group needs 1st ticket men/women. All airshifts. Engineering, sales, for future expansion. All full time. With a straight company, write Box C-162, BROADCASTING.

Good enough for the big city? Then you might be good enough for the busiest and best middle market station in the East! Seasoned person needed for MOR/Information station. Production e, must, news background helpful. Send tape, Box D-178, BROADCASTING.

Immediate opening for versatile, experienced AM announcer with Mountain West format. Excellent salary. Send current tape and resume. Box D-239, BROADCASTING.

Here's your chance: Progressive MOR needs experienced morning drive personality. Smaller market, top sound. If you're looking for a choice position, this is it. Send resume, tape, and salary requirements to Box D-242, BROADCASTING.

#1 Eastern medium market MOR/Rock station seeks creative air/production personality. Excellent equipment, staff, opportunity. Send tape, resume salary requirements, Box D-244, BROADCASTING.

Help Wanted News

Wanted: Aggressive News Director for central Florida's fastest growing radio station. This man must have a hungry appetite for news gathering, writing, reporting and editing. The man I choose must also be able to handle those under him as he handles himself. Rush tape, resume and picture to Box D-204, BROADCASTING.

Major market morning AM newscaster wanted! One of Canada's largest & most successful. Salary and Information radio station is expanding its already big news operation and seeks mature morning newscaster who is mature, responsible and has news judgment and writing ability. Send aircheck, resume, references and income position to Box D-231, BROADCASTING.

News Director. Radio and TV in New York State. Great opportunity with expanding group for aggressive newshawk. Box D-234, BROADCASTING.

Help Wanted News Continued

Newsmen wanted for station where local news comes first. Persons selected will cover, write and broadcast news on 1410 AM, Norristown, Pa. Write Dick Vaughan, WARE, 90 South St., Ware, Mass. 01082.

Annoyed, interested in gathering and writing local news. Board work. 3rd phone. $150 with experience. WHIT, Eaton, N.J.

Newscaster-Reporter wanted for a top news operation covering Cleveland, Akron & Youngstown area. Must have news experience required. Send air check and writing samples to News Director WVIC, Radio 1200, Canton, Ohio 33134. We are an Equal Opportunity Employer.

Help Wanted Programming, Production, Others

Copy/production. Wisconsin radio station needs creative production/production man. Excellent experience in copy on promotion. Copy must be top caliber and sell. Send resume, sample copy and own production tape to Box D-38, BROADCASTING.

Broadcast Educator: Instructor in Broadcast Management, University Communications Program, Develop, teach courses radio management. Also, manage campus FM radio station. Salary $11,000; FT faculty status. At least 3 years broadcast industry experience. Demonstrated interest educational broadcasting: Box D-205, BROADCASTING.

If you are a conservatively creative music type that likes to handle the day time day and afternoon time live show, plus to a 1 million plus Midwestern FM market, supervise people well, understand the concepts of "Fine Arts," and be able to accomplish during the course of a normal week in addition to a 3rd phone day show, Friday basically open board shift, send your resume and air check to Box D-211, BROADCASTING or Broadcasting and third class endorsed required. Salary $570$/mo. + nice benefits. Available in June.

We're looking for a man who loves copy and production work. The man I hire is probably doing production on a full or part time basis now. If you know your way around a spinning black tape machine, etc., send examples of your work (tape, resume and salary requirements) to Penny S. Johnson, Program Director, WSO, Des Moines, Iowa 50317.

Director of Radio Services for a new public radio station. At least 2 years experience in a radio management position. Basic skills essential. Send resume to Business Manager, WXXI, 41 Alexander Street, Rochester, New York 14601.

Situations Wanted Management

A young, top flight GM ready to move into new challenge with $30,000 cash to invest, Location East Coast or West will be considered. Box D-120, BROADCASTING.

General Manager, Florida east or west coast. 17 year pro. 13 in the Sunshine State. Announcer through Sales Manager. Creative, solid, able to do it all and adapt as needed. Good pay, reasonable hours. Box D-111, BROADCASTING.

14 years of programming, production, promotion, sales and management experience. College degree in broadcast management. Seeking GM or Sales Management position in major market. Very aggressive. Like to work on incentive vs. performance basis. Complete resume and references available. Box D-152, BROADCASTING.

Experienced personnel executive with prior broadcast experience wishes to return to the field. Relocate anywhere. Box D-162, BROADCASTING.

Operations Manager with first 5 years experience desired. Position with major radio station. Married, 25, and digs the hell out of music, news locking and selling. Box D-179, BROADCASTING.

Compelling personal reasons dictate relocation to within 1 hour radius of Dallas. New position. Top $50,000. lump. Southern Contemporary. Qualified for: small market GM, medium market SM, rep office. RAB oriented. Seek man or woman offering good growth, secure equity and eventual ownership from earnings. Salary minimum $25,000 weekly. Box 311, BROADCASTING.

Atlanta, Ga. Sale of our station makes available experienced GM. For his resume write Box D-203, BROADCASTING.

Today—you may be looking for a responsible young man to train and groom for your station's future. My experience might be yours' as years of radio sports gives me a background—an intense desire gives me a future. Box D-221, BROADCASTING.

Broadcasting Apr 23 1973
Situations Wanted, Management Continued

GM or GSM. Currently in management top 20 market. Excellent reasons for change. Outstanding documented track record. Top references. Mature pro. Box D-236, BROADCASTING.

Presently employed manager in market of 50,000 wishing to work for a more progressive organization. Have a secure position now with 17 years radio/TV experience. Box C-214, BROADCASTING.

GM to save sick Classical Music FM: Earl Bradsher, 1178 Piedmont, Atlanta 30309. 404-773-1170, 6-7 P.M.

Station Management—Solid broadcasting background. Looking for challenging growth opportunity. Excellent references. 301-790-5123.

Situations Wanted Sales

College graduate (May 15) seeks position in news or sales department. Experienced and experienced. Let’s talk about your needs! 2012 W. Ash, N-11, Columbia, Missouri 65201 or call 314-445-5047.

Looking for lasting job. Sales and board work. 1st ticket, mature, family. Any locale considered, John Hall, Apt 83, 1663 W. Forest Park Ave., Baltimore, Md.

Situations Wanted Announcers

First phone, six years experience, want back into Top 40. Productive personality, a whole lot of production room. Stelow recently sold, things are getting tight. Security and advancement opportunity a must. NO, BROADCASTING.

Reliable first ticket announcer, nine years experience in all phases of radio. Looking for good town and climate to settle in. Will relocate. Box D-188, BROADCASTING.

Florida Rock jock, 1st phone, looking for Florida’s east coast or California. Will consider other. Please send station profile with reply. Chris E. Stevens, Box D-230, BROADCASTING.

Top 40 cooker, 5 years radio experience, 3 years sports director. 1st phone, ready right now. Tape and resume on request. Box D-246, BROADCASTING.

Personality plus. 1st phone, tight board. Creative but can follow directions 3 years experience. Need go anywhere. Prefer Top 40-MOR. Bill Lane, 833 Chestnut St., Indianapolis, Ind. 15,7021.


Hardworking, 1st beginner looking for start Good broad sound experience, salary not big item. Need chance to prove myself. Steven Burgess, 4103 E. Lake St., Minneapolis, Minn. 55406.


Free, one week worth of air time. Rusty dj with first, years back in. I’m single, 21 and willing to travel. If interested contact Al Robbins, 924 W. Cambridge, Fresno, Calif. 93705 or phone 209-233-1430.

1st phone searching for lock and music director job at stable Rock station. 3 years in radio, 7 in Top 40 music. 22, I’m ready! Mike West, Box 1064, Richmond, Ind. 47374. 317-966-6200.

DJ, tight board, good news, commercials, 3rd phone. Can follow directions, willing to go anywhere. Box C-106, BROADCASTING.

Play-by-play, sports caster also dj and news. 3rd ticket, 27, single. Available now. Box D-147, BROADCASTING.

Tired of the same old crap? Bright, imaginative, have training and talent. 3rd ticket. Needs 1st “big break”. Sick and tired of “no openings”. Box D-224, BROADCASTING.

Jack with third phone one year’s experience, available immediately. Family man, willing to relocate anywhere. Box D-226, BROADCASTING.

Reliable, good voice, experienced, radio-TV, dj/sports caster/producer, looking for fulltime position, place to settle down. Professional, 27, veterans, 3rd en- rolled, college broadcasting degree. Columbia Broad- casting. Box 151, BROADCASTING.

Would work weekends, responsible. Tape, resume available. 904-378-6782, Hamp Elliott, 2224 W. 37th St., Gainesville, Fla. 32601.

Situations Wanted Announcers Continued

Looking for first break. 3rd endorsed, Top 40 or Rock prefers position in market. 2 years board experience. Call: 212-375-7736.

Recent Columbia School of Broadcasting graduate seeks a first position. Desire to settle down with your station and stand out in terms of character and smooth delivery. DJ, sales work. South or West preferred. Should be endorsed. All formats. Rendell Currell, 7336 Southend Fl., Cincinnati Ohio 45243. 1-513- 561-6790.

Professional (Top 40) personality, four years, large medium or major only. References. Box D-155, BROADCASTING.

Needed new, 5 years experience, married, 3 children. Worked all formats, relocate anywhere. Prefer small market, chance to work up to PD. Box D-166, BROADCASTING.

Looking for first break, knows commercial delivery, tight board work, interviews, looking for job in Baltimore, Washington, Northern Va. area. Box D-183, BROADCASTING.

Former Program Director for four major market stations and excellent drive time talents want to relocate with MOR station either as PD and/or talent. Box D-202, BROADCASTING.

Versatile, experienced announcer with writing abilities, looking for the right station to work for. Must have opportunity to advance. Box D-206, BROADCASTING.

Money, guts hires me to make audience think. Progressive, young MOR personality wants major market home. Will wait in smaller station. Talks, creates, interviews, chutzpah, charm, innovates, wins! If afraid other dj will walk out when I walk in, don’t hire me. Box D-237, BROADCASTING.


Ten years music, three years Prog, Rock radio. Extensive music knowledge, currently looking. Replies to Frank Lehman, 222 N 25th St., Phoenix, Arizona, 85028. 602-992-8923.


Brother Ray/The Truckers seek permanent position. Prefer New England/Steers seeking years experience. Write to Ray Allard, 8 Fourth St., Fairhaven, Va. 50743, for air check.

Experienced announcer, copywriter, newsmen, college background seeks fulltime position in Country-Western, MOR. Retocate, Ray White, 919- 482-2693, Box 61, Merry Hilly, N.C. 27957.


Situations Wanted News

I’d like to join a multiple-man news department under a man who really knows his business. Operations experience seeking a position in major market. Fulltime news at network or news director. Box D-125, BROADCASTING.

Wire service broadcast editor, news director experience. 25, degree, 5 years experience, needs new challenge with dynamic news operation. Box D-128, BROADCASTING.

Newsmen. Medium or larger market. Top field reporting and writing. College grad, 26, Northeast. Box D-138, BROADCASTING.

Newsmen, gather, write, present, Excellent delivery, sports oriented. 3rd endorsed. Mature, dependable. Will relocate. Box D-134, BROADCASTING.

Mature and dependable sports director who can cover it all. Also has a great deal of experience in both media. Years of experience. Box D-150, BROADCASTING.

Situations Wanted Programing, Production, Others

10 Enthusiast-filled years. All phases. Programmer, promoter. Personable, positive! I know that more sales than any more dollars. Happy to coordinate your MOR accordingly. Box D-177, BROADCASTING.

Upcoming MA grad seeking PD slot with exciting potential, 12 years experience all phases. Personable, hardworking, great talent. Let’s talk. Box D-192, BROADCASTING.

Personality, entertainment and professionalism still have a place in radio. I have a dozen years in broadcasting, over half in major markets and I’m looking for a programming position with a station that feels the same. I’m looking for a position with a future. Box D-215, BROADCASTING.

Positive programming that pleases the public, a proven pathway to profits! Advertisers swear by you, competitors swear at you! If you’d like to stop following and start leading in your Southern market, it’s your move! Box D-233, BROADCASTING.

Hey! Hey! Hey! Are you looking for a Program Director, Music Director or a jock or maybe all three? Then look no further . . . because here I am. If you are a small to medium market Country station, then you have got to see my latenight telephone report. Tom, 2921 Witters, Saginaw, Mich. 48602. 517-793-6253.

TELEVISION

Help Wanted Management

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


Help Wanted Technical

Wanted: Technical Director for major broadcast chain; radio and television experience necessary. Salary and benefits excellent. Great career opportunity. Box D-170, BROADCASTING.

Transmitter supervisor for VHF network affiliate. Full responsibility for station's main transmitter and microwave. If you're ready to move up, do it in Florida. Box D-185, BROADCASTING.

Television transmitter, operator full time employment and VHF/FM promotion. Midwest location excellence salary and fringe benefits with Equal Opportunity Employer. Reply to Box D-186, BROADCASTING.

Chief engineer for Southeastern network VHF television station. New studio facilities and latest equipment offer great opportunity for a number two man to move up. This is a career opportunity with excellent benefits. Box D-223, BROADCASTING.


First class licensed engineer needed, full color operation. Write WSGX-TV, Box 97, Endwell, N.Y. 13760, 754-4777.

Audio Mixer with experience in multiple mile input music mixing for active TV production center. Call Don Ford, 918-743-3823, Tulsa, Okla.


Help Wanted News

TV sportscaster, Major Ohio market. Top pay for attractive, experienced, knowledgeable sport talent. All replies absolutely confidential. Equal Opportunity Employer. Send picture and resume only to Box D-166, BROADCASTING.

Announcer with good on-air presence for small network Midwest market. Send resume and requirements. Box D-213, BROADCASTING.

Needed: A sharp News Director with news production experience to take charge and shape up our news Castro, TV writer and rewrite editors. Top, Long- hard work. Box D-220, BROADCASTING.

TV anchorwoman, Large Ohio VHF, Equal Opportunity Employer. Send picture of non-returnable picture to Box D-222, BROADCASTING.

Latin news editor, TV writing/reporting/desk, Bil- lingual, Experienced, Only contact Dave Choate, WCTV-TV, Miami.

Help Wanted Programing, Production, Others

Promotion manager. Manage going department for #1 station in 3 VHF, top 50 Midwest market. Creativity in on-air promotion a must, plus experience in print layout and general publicity. Resume to Box D-92, BROADCASTING.

Major Southwest university seeks versatile production specialist. Applicant should have knowledge of color system used for teaching professional broadcast news, public affairs, and advertising courses. Equal opportunity Employer with affirmative action program. Send complete technical profile to Box D-150, BROADCASTING.

Executive producer, top 10 market. Responsible for P/D staff, content and style of all local P/A, entertainment and special events. A challenging position with future for the right person with proven abilities and production and content background. Box D-92, BROADCASTING.

Immediate South Florida VHF, experienced senior producer for full charge "studio" and control room crews and production operation. Enthusiasm and dedication a plus. Resume with salary require-ments to Box D-184, BROADCASTING.

Writer/researcher TV documentary unit. Experienced only. Contact Roger Burnham, WCTV-TV, Miami.

Help Wanted Management

Knowledgeable Prog Asst GM, PD, Operations Manager, 20 years experience. Net and Independent. Box D-173, BROADCASTING.

Controller/Business Manager, Nine years wide experience with affiliated VHF and with independent UHF top 10 market. Box D-209, BROADCASTING.

Top regional, national sales, 20 years experience, available now. Phone 703-222-8389.

Help Wanted Announcers

Weatherman-commercial announcer. Currently top weatherman in my market, now ready to move up. 16 years experience. Box D-193, BROADCASTING.

Announcer/copywriter, major market experience, 3 years TV/radio experience. VTR upon request. 910-762-4970 evenings.

Police radio announcer seeks television field reporter position. Call 240, Northwest, Box D-139, BROADCASTING.

If you want a pro, top announcer/reporter/documentarian, national awards, top ratings, impeccable references. Box D-159, BROADCASTING.

Weatherman, rating builder, track record prove it. Seeks larger market, greater opportunity. Box D-194, BROADCASTING.

Experienced weekend anchor/field reporter seeks reporter position in top 20 market. All inquiries answered, send info on your station, plus reason for looking. Box D-195, BROADCASTING.

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Experienced weekend anchor/field reporter seeks reporter position in top 20 market. All inquiries answered, send info on your station, plus reason for looking. Box D-195, BROADCASTING.

Female Black TV-news reporter, five years experience, desire relocation, Canada included. Assignment editor comment: "She's intelligent, super-personality, congenial, attractive . . . Our loss . . . your gain." State salary and benefits. Box D-190, BROADCASTING.

Weatherman, rating builder, track record prove it. Seeks larger market, greater opportunity. Box D-194, BROADCASTING.

Former news director in top 20 market. Twenty years experience in documentaries, reporting, writing, on-air talent. Has thorough knowledge of opportunities of prime importance. Box D-212, BROADCASTING.

Producer/Assignment Editor, 8 years experience broadcast news, MA Journalism, graduate work broadcast- ing. Professional and responsible. Box D-225, BROADCASTING.

Experienced newspaper photographer-reporter seeks TV opportunity. BSI-Broadcasting, Wigodsky, 310 North Ninth, Norfolk, Nebr. 68701.

Situations Wanted Programing, Production, Others

College graduate BA, AA in broadcasting and political science desires position in broadcasting industry. Four years experience in TV production, master control technician. Must be able to take direction and carry out orders. Will consider news or sales position. Box D-34, BROADCASTING.

Network producers/director (NYC). Heavy news background, expert in animation, creative, professional, ambitious and single. Willing to travel and relocate. Box D-75, BROADCASTING.

Situations Wanted Management


Experienced, capable director seeks challenging future as Production Manager or Director with progressive company in medium to large market. Resume available. Box D-207, BROADCASTING.

Art Director, 9 years television experience with some film processing experience. Desires to relocate, Mid- west or Southwest. Excellent references. Slides and resume received upon request. Box D-210, BROADCASTING.

Currently radio copywriter seeks same position in TV. Experienced in both radio and TV, able to work closely with production staff. Resume and samples supplied upon request. Box D-217, BROADCASTING.

RATV grad (BA), experienced in all phases television and film work, desires position in major market UHF station. Box D-245, BROADCASTING.

Young MA in TV production, studied in USSR, diverse work experience at CBS O & O station, eager to work for you in programming, news, sales. Excellent references. R. Brown, 2002 SE 57th, Portland, Oregon 97253-6914.

College student (Television major) seeks summer job in NYC area. S. Schwartz, 212-336-6932.

Producer-Director/Prod. Dir. 3 years experience with top VHF -232, Tulsa, Okla. Major network, Excellent background, photography and TV promotion experience. Ambitious, professional, personable. Excellent refer- ences, 203-682-3866 after 5. Relocate.

CABLE

WANTED TO BUY EQUIPMENT

Spotmaster and Tapecaster cartridge tape machines wanted. Highest prices paid on new or rebuilt equipment. Autolyne, 302-762-2626. Sorry, no collect calls.

FOR SALE EQUIPMENT

Thinking automation? Substantial savings on large, new, never used automation system designed for your busy AM format station. Random selection of cars and sources. Lots of paper sell piecemeal. Write Box D-146, BROADCASTING.

Used RCA-50G, 50,000 watt AM transmitter. Excellent condition. Clean. Tuned to 720 KHz. Box D-153, BROADCASTING.

Marlit-Used, reconditioned and new Marlit equipment in stock. Immediate delivery. Terms available. BESCO. 8565 Stemmons, Dallas, Texas 75247, 214-600-3600.


Consol-McMartin maintains a complete stock of five channel mono-dual stereo audio consoles for immedi- ate delivery. All feature plug in interchangeable in- puts and outputs, plug in booster/mix/talkback monitor, cue and audition features with optional step attenua- tors. B-501 mono 9750, B-502 Stereo $1050 and B-503 dual 1972, TOB Omhala, Inc. For immediate delivery cal Sales Dept., 402-342-2753 or write McMartin, 1522 2nd Ave, Omaha, Nebr. 68102.

New AM/RF Amplifier. Have AM remote monitoring problems? Solve them or avoid them with the new TBS-3000 AM/RF Amplifier. The TBS-3000 includes AGC, day/night gain adjustment and sepa- rate outputs for modulation and frequency monitoring, plus B-505, FDR, Omhala, immediate delivery. Call 402-342-2753 or write director of sales, Northlands Industries, Inc., 605 North 13th St., Omaha, Nebr. 68102.

Color camera talle, RCA TK-42 cameras $9,000 each, RCA TK-43 cameras $12,500 each. All excellent condi- tion. 1-500-380-6800.

3 RCA 22.922 antenna, with dac's less . . . excellent condition. For Sale, "cheap", KCFL, St. Louis, 314- 726-1077.

Marlit remote control and McMartin TBM-2900C 6 months old. Ampex 300 (new heads). WDDS, 618- 997-2341.
FOR SALE EQUIPMENT Continued

For Sale: Jamieson Color Processor Mark IV For 16mm and 8mm Ektachrome, 300μ, with eight 100 litre storage tanks, mixing tank, temp. controls, water filters, -valves etc. Used 18 months on special project. Call 703-820-4500 ext. 273 or write Production, WETA-TV, 3620 37th St. S., Arlington, Va. 22206.

865 Ft. stainless steel television tower with 12 bay, Channel 8 antenna, will be dismantled August, 1973, A. B. McManus Co., 541 Murfreesboro Rd., Nashville, Tenn. 37210, 615-259-2200.

COMEDY MATERIAL


INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree, Q.L. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.


In Chicago, OMEGA Services has the best price for a First Class License, Day or evening, Guaranteed results OMEGA Services, 333 East Ontario. 312-649-0927.


Ellings Institute In St. Louis. 314-752-4571. First Class FCC license.


Need 1st phone fast, Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available) learn from the first instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin April 20, 1973. For additional information call or write Don Martin School of Radio & TV, 4635 N. Cherokee, Hollywood, Calif. 90029, H-2328.

FCC First Class license in six weeks. Theory and laboratory training, Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, Ill. 60634. 312-286-0210.


REI teaches electronics for the FCC first class radio telephone license. Over 90% of our students pass their exams. Classes begin April 30, June 17, July 14, 16, 31, 52 South Palm Ave., Sarasota, Fla. 33577, phone 815-555-6622, REI, 809 Caroline St., Fredericksburg, Va. 22401, phone 703-733-1443.

MISCELLANEOUS

Deals! 11,000 classified gal. lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Eddy Orvin, Moripase, Calif. 95338.

Prize! Prizes! National brand premiums for promotions, contests, promotions. No better, or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 156 E. Superior St., Chicago, Illinois 60611, call collect 312-964-3700.

"Free" catalog... everything for the dealsly! Comedy books, alchohls, wild tracks, old radio shows, FCC tests, and moral Writer, Command, Box 26348, San Francisco 94126.

Cardiots spotlessly cleaned, rebuilt and reloded with Scotch 157. Like new at approximately half price. Also, best prices anywhere-paper Fidelicac carts, 3M professional tape and other studio supplies. Your order is our first invoice. Full guarantee. Free catalogue. Lauderdale Electric Labs, 125W 13th St., Ft. Lauderdale, Fla. 33315, Dept. B. 305-525-0478.

Help Wanted Announcers

TALK SHOW HOST M/F
East Coast major market news and information station needs light, learned and listenable open-form host/host with head and voice to handle issue-oriented two-way talk. Must be experienced, attractive and personable with ability to entertain as well as inform. Golden opportunity with prestige em- ployer. Rush detailed resume and tape. An Equal Opportunity Employer. Box D-243, Broadcasting

Help Wanted Technical

BROADCAST FIELD ENGINEERS

We are a leading producer of TV and Radio broadcast equipment with several openings in the Service Department for well trained and experienced TV and Radio Field Engineers. TV service experience should be in transmitters, antennas or studio equipment. Extensive travel is required and relocation to our Quincy office.

Salary commensurate with experience, full company benefits, paid travel and relocation expenses. Send resume and salary history, in confidence to: Tom Bedford, Employment Supervisor.

GATES DIVISION
HARRIS-INTERTYPE CORPORATION
123 HAMPSTEAD STREET, QUINCY, ILLINOIS 62301 U.S.A.

RADIO

Help Wanted Sales

Major market California FM Station needs sales person to handle Sale/Continuity/ Promotion. Opportunity for advancement. Permanent position. Excellent employee benefits. Apply in person or send detailed resume to:

McClyatchy Broadcasting 21st Street and O
Sacramento, Calif. 95813
Attention: Personnel Dept.
An Equal Opportunity Employer

TELEVISION

Help Wanted Management

READY TO MOVE UP? Here’s your opportunity to be considered for management positions with leading radio and television stations in every state. And, on a completely confidential basis! Send your resume today for openings in the $10,000 to $75,000 Income range. State position desired, salary requirements, and geographical preference. No fee and all replies answered.

ATTENTION: C. L. MITCHELL
RON CURTIS & COMPANY
O’HARE PLAZA, 5725 EAST RIVER ROAD
CHICAGO, ILLINOIS 60631

For Fast Action Use

BROADCASTING'S Classified Ad Order Form

Situations Wanted News

Journalist, Anchorman, Administrator... with exceptional credentials. Box D-181, Broadcasting

Broadcasting April 23 1973 63
You Belong in
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The newswy of broadcasting and allied arts

Situations Wanted
Programing, Production, Others

EXPERIENCED PRODUCTION MAN
Highly intelligent young man with 14 years experience both on air and in production broadcasting, wants position in native California. Considered by supervisors to be extremely perceptive with excellent sense of timing. Would be asset to any TV station or production house.
Box D-340, Broadcasting

CABLE
CATV FRANCHISE
The Town of Kent, New York, is requesting proposals for cable communication franchise to be awarded.
Public hearing for all interested parties will be held on April 30, 1973 at 7:30 in the evening at the Town Hall, Rt. 52, Kent, New York.
Address all inquiries to:
Frank R. Barbarita, Supervisor
Town of Kent
Town Hall
Carmel, New York

Miscellaneous

BROADCAST BROKER AM/FM/TV
Am working Chief Engineer. Ticker since '51! Let me help sell your facility at ethical commission. Any market.
Meyer Gottesman
C/O W7MI Radio
Miami, Florida 33133
Tel (305) 446-7134 anytime!

Wanted to Buy Stations

3 broadcast professionals experienced in all phases of the business looking for a station to own and actively operate. AM-FM—or both. Principals only. Replies confidential.
Box D-199, Broadcasting

For Sale Stations

Profitable Mountain States AM
Medium market
Good cash flow. Station well established with top billing in market. Price $500,000.
Principals only.
Box D-214, Broadcasting

Interest available in one of the fastest growing radio stations in the West. Flexible financial and Participation arrangements available.
Box D-237, BROADCASTING

For Sale Stations Continued

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Brokers, Consultants, & Appraisers
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1801 Ave. of the Stars
Century City, Suite 521
213/377-5577
902/332-1533

LaRue & McGavren
Media Brokers, Inc.
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(212) 265-3430

We are pleased to announce the opening of our new New York area office with:

Mr. James R. (Jim) Galbreath
Ready to serve you in Broadcast properties

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BROADCASTING'S CLASSIFIED AD ORDER FORM

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ADDRESS

CITY

STATE

ZIP

Indicate desired category: □ Radio □ Television □ Cable

HELP WANTED
□ Management
□ Sales
□ Technical
□ News
□ Programming
□ Others

SITUATIONS WANTED
□ Management
□ Sales
□ Technical
□ News
□ Programming
□ Others

WANTED TO BUY
□ Equipment
□ Stations

FOR SALE
□ Equipment
□ Stations

ADDITIONAL CATEGORIES
□ Instruction
□ Comedty Material
□ Miscellaneous

Insert time(s). Starting date. Box No. Yes No ($1 Additional)
□ Display Inches □ Non-Display

COPY:

See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.
On the front lines

with the headliners:

Bill Monroe of 'Today'

"Everybody concedes that freedom of the press is basic to our democracy. Does it make sense not to insist equally on the fundamental importance of freedom of broadcasting at a time when Americans are getting half of their information, at a rough guess, from radio and television?" These words were written in 1961 by Bill Monroe, shortly after the conclusion of his term as president of the Radio Television News Directors Association. More than a decade has passed since then, but in the interim, Mr. Monroe, now Washington editor of NBC-TV's 'Today' program, has had much more to say on the subject.

In 1967, for instance, Mr. Monroe, in a criticism of Canon 35, the judicial guideline that prohibits live broadcast coverage of court proceedings, wrote: "As the influence of television grows, only one branch of government, the judiciary, seems to have adopted a total hostility toward it." A year later, in a critique of the state of the art of political broadcasting, Mr. Monroe told a college audience: "If there's a danger of television creating a false image of candidates, the danger is certainly enhanced by the extent to which politicians are now exercising control over television's approach to politics." And in 1970, in referring to recent criticisms—most notably from the Vice President—of the alleged biases of broadcast journalism, Mr. Monroe proclaimed: "At present, we are busily engaged in cutting down even further the already limited freedoms of broadcasting. But despite cliche arguments to the contrary, there is no structural necessity for broadcasting to be any less free in its editorial judgments than in the printed press."

In more than 25 years as a broadcast journalist—much of the time in the forefront of his profession—Mr. Monroe has maintained a consistency in his condemnation of government tampering with the media. And he commands attention. Physically, his presence is formidable. Standing well over six feet tall and possessing the type of clean-cut, distinguished facial features of which executives are made, he projects authority that has propelled him into the dual role of leading journalist (affirmed by his in-broadcasting's staunchest advocates.

Mr. Monroe recalls well the circumstances that led him into the latter role. Having worked for five years as an associate editor at the 'Item,' a now-defunct daily newspaper in his native city of New Orleans, he made a return to broadcast in 1955, when he became news director of WDSU-TV there. His initial impression of the television news operation was one of surprise. "It seemed as if there wasn't the same feeling of freedom and independence there as there was at the at the paper." The climate, he determined, was not the result of a voluntary inclination on the part of WDSU-TV's management to shy away from controversial issues. Rather, it was the result of a tendency—common, he believes, among most broadcasters—to avoid confrontations with federal regulators, particularly the FCC, who would take issue with certain programs.

Mr. Monroe responded to this situation early in his stay at WDSU-TV. In 1955, he came on the idea that broadcast coverage of the upcoming session of the Louisiana legislature in Baton Rouge would make a good news story. The trouble was that nobody had ever done it before. Sensing that red tape could preclude such coverage, Mr. Monroe ordered his film crew to set up in the center aisle of the legislative chamber, without an invitation to do so. Strangely enough, no reprimands were forthcoming, and WDSU-TV continued its coverage unimpeded. But one day, after the station's cameras caught Louisiana Governor Earl Long scurrying about the chambers—a place he was traditionally barred from entering—the executive branch moved to force the broadcasters off of the premises. The campaign might have worked if it were not for the threats of the print representatives covering the legislature to walk out themselves if WDSU-TV were evicted.

That incident affirmed Mr. Monroe's belief that journalists, if convinced that a cause was proper, would resist government pressure as a united force. He still believes it today, which, perhaps, is why he feels that legislation will not be necessary to curb the current tide of judicial actions against newsmen who refuse to disclose confidential sources. "Newsmen seem to believe in the right of confidentiality," he says. "As long as they maintain their clear-cut belief in this principle, prosecutors and judges will have to give up this fad of jailing them."

While he remains encouraged by print support of broadcast causes today, Mr. Monroe feels the industry still faces a foreboding dilemma—the prospect of "semi-independence" inspired by the fear of FCC sanction. "We will never have a genuinely free system of broadcasting," he claims, "until we see licenses in perpetuity."

Mr. Monroe has not made these observations from an ivy tower. For the past four years, he has conducted live interviews on the 'Today' program with representatives of all parts of the political spectrum. Rising before dawn each morning, driving 10 miles from his Fort Sumner, Md., home to NBC's studios in upper-northwest Washington, he faces the daily prospect of entering into a potential adversary relationship with those in positions of power—all before a national television audience. "Interviewing is a harum-scarum, extemporaneous type of thing," says Bill Monroe, who views himself as nothing more than a catalyst. The interviewer, he says, is the one who is doing the work, is making the news. And, he adds, "I get a real pleasure out of seeing that somebody's done a good job."

"Rewards are hard to come by in this field," he insists although, in retrospect, he would have little trouble finding a few—a national reputation for excellence in reporting (affirmed recently by his nomination as the only broadcast newsmen to individually receive a 1973 Peabody award), a sense of accomplishment in being one of the nation's most renowned "catalysts," and a feeling of pride that the principles of press freedom he has endorsed for decades are now being embraced by so many of his peers.
The gun that's loaded
Clay T. Whitehead marched up the Hill last week to make a case for the administration's bill for license-renewal reform. Nobody asked him the right question.

Why does an administration that until now has professed abhorrence of the fairness doctrine insist that a "fairness obligation" be included among criteria for renewal?

The answer must be that the White House sees a fairness criterion as the mechanism the FCC can use to make affiliates exercise the "responsibilities" Mr. Whitehead spoke of in the clearance, rejection or counting of network news. At any time the FCC majority felt a network getting out of line, a discreet word to affiliates on fairness—by which their next renewal would be judged—ought to produce fast, fast relief.

In his testimony Mr. Whitehead made no effort to conceal the administration's determination to apply affiliate restraints to network news departments. The fairness provision in the administration's bill is the secret weapon. Hopefully it will be defused in the writing of a final bill.

Watergate watered down
President Nixon's admission that the Watergate case was real sent us looking through back issues of this magazine. In the one dated Nov. 20, 1972, we found the report we recollected. Its subject was a speech delivered to the New England Society of Newspaper Editors by Charles W. Colson, then special counsel to the President. Mr. Colson accused the Washington Post and CBS News of engaging in McCarthyism by reporting "unproven innuendo" about the Watergate affair. He was particularly critical of two special reports on the Walter Cronkite program that he said contained 10 minutes of "unlabeled" editorializing. Watergate, Mr. Colson was saying, was another example of the dreadful anti-Nixon bias by the Eastern press.

The President's announcements of last week would never have been made if journalists had not persisted in digging into a case that the White House did everything possible to hide. Watergate, Mr. Colson, wherever you are, is its own best argument against the kind of docile journalism that you and the White House secretariat yearn for.

It had to happen here
The noncommercial-television system in this country is being sorely torn by internal stresses that have been cleverly manipulated from outside. It has incurred the displeasure of an administration that holds the veto power over congressional funding. It is a federally subsidized system without much federal subsidy.

Still, nobody who is familiar with the system's origins and operations should be surprised that things turned out this way. Back in 1967 when Congress was considering how to set up and fund a permanent structure of noncommercial television, the legislators chose to ignore warnings that a centralized system depending on annual federal grant was doomed. As predicted, a network developed, its political coverage and commentary became pointed and political reprisal set in.

That the showdown occurred during the incumbency of a Republican President is happenstance. It was destined to occur during any administration that was rubbed the wrong way by the output of the noncommercial network.

What nobody has mentioned in the current dispute over the noncommercial system's future is that, under some conditions of political alliance, a capture of the system by the federal authority could also occur. Given a President and congressional majority of the same party and persuasion, program control would be unavoidable in the annual appropriations process.

There is growing reason to doubt that a governmentally subsidized broadcasting system should engage in journalism at all. The conditions of support are too conducive to corruption or coercion. Nor is there a compelling need for a government news service. It is not as though private media of journalism were drying up.

Maybe it is time for the Congress to rethink the whole concept of noncommercial broadcasting, including its sources of support and the limits of its service.

No contest
What freedom do you have to lose if, to maintain the freedom to do something, you must not do it?

That remains the catch—and, unfortunately, the lesson—in the FCC's decision to fine Sonderling Broadcasting's WGLD-FM Oak Park, III., for broadcasting a discussion of oral sex.

There is double trouble in this proceeding. The FCC now has on its books a standard for obscenity where none existed before. An FCC that had been advancing more and more toward the view that broadcasting fell within the same First Amendment that protects other media was forced back to language explicitly denying that protection.

Topless radio will be missed by few. It was a format that invited excesses, and, with the FCC, we agree that the WGLD-FM example was an excess of the grossest kind. But that's just our opinion. It is, we venture, the opinion of most responsible broadcasters. It may, indeed, be the opinion of a majority of residents of Oak Park, III. Add them all together and we still find no justification for five appointed officials in Washington saying what is fit for Americans to hear.

Having so said, we concur in the decision of Sonderling to pay the man the two (thousand) dollars. Given the circumstances of this case and the current dispositions of the courts, it would be unrealistic to anticipate from an appeal a decision enhancing the broadcasters' claim to First Amendment status. This is one case in which bad enough is better left alone.

"The set's been dead for a week, but Billy Graham and Oral Roberts are still coming in strong!"

Drawn for Broadcasting by Sid Hix
"Through all kinds of weather...
side by side..."

We've done something about our weather. It's in the way we look at it. By time-lapse photography looking right down the state line between the two Carolinas. As the day clicks away, frame by frame, minute by minute, rain or shine, we record the elements... South Carolina to the left and North Carolina to the right. And, in our news show, "Carolina in the Morning," "Carolina Moon" and everything in between is shown in a matter of seconds. It's seen from Carowinds, the 30-million dollar theme amusement park on the state line, 10 miles south of Charlotte. "What if the sky should fall..." Carolinians know where to look!

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