After Watergate: end to that antimedia campaign?  
From FCC new rules to strike up local dialogues

When women 18-49 are hard to get.  
It's time to get "The Bold Ones."

From its premiere season in 1969-70 on NBC-TV, when The Bold Ones advanced the network's share to 31% from the replaced program's 25%, it was evident women 18-49 would play the leading demographic role in the series.  
In its second and third seasons, The Bold Ones scored average season shares of 33% and 34% . . . with women making up most of its audience.  
During the 1972 rerun season, The Bold Ones scored a 34% average share and far outpulled the 18-49 women audience of the other hour series entering syndication last fall and this coming fall.  
The Bold Ones wins more women because its stories and characters truly involve and concern women.  
To get far more women this fall, get The Bold Ones. 100 hours in color.  
"The Bold Ones."  
MCA TV

Source: NTI, 9/69-9/72 Audience estimates are subject to qualifications available on request.
A return to the scene of the crime.

When the Sioux City Art Center opened its outdoor sculpture garden, it featured a figure of a dancer entitled "Young girl."
The statue, loaned by a local artist, disappeared.
A plea by the art center director for the sculpture's safe return ran on the Fetzer television news. On the following morning the statue was returned unharmed.
The director of the art center gave the Fetzer station sole credit for its speedy return. Supporting fine arts in the community is just part of the Fetzer total community involvement.

The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
South St. Marie

WJFM
Grand Rapids

WWTX-FM
Cadillac

WWAM
Cadillac

XMEG-TV
Silo City
Starlost
Distributed by Twentieth Century-Fox Television

Produced by Glen-Warren Productions Ltd.
Starring Keir Dullea

A microcosm of humanity—headed towards an unknown destination in a ship 200 miles long—Civilizations in a capsule locked in the only world they have ever known... until one man discovers the truth—that they are the STARLOST.

24 hour-long episodes for first-run syndication. In Color.

Already bought by
WNBC-TV, New York
KNBC-TV, Los Angeles
WMAQ-TV, Chicago
WKYC-TV, Cleveland
WRC-TV, Washington, D.C.
KYW-TV, Philadelphia
WBZ-TV, Boston
KPIX-TV, San Francisco
WJZ-TV, Baltimore

KDKA-TV, Pittsburgh
WRGB-TV, Albany/Schenectady
KGMB-TV, Honolulu
WTIV-TV, Miami
KKN-TV, Portland
WPRI-TV, Providence
WAVE-TV, Louisville
WHFC-TV, Rochester

with additional markets pending
It was the worst April storm Iowa ever had. During the three days we took 1195 phone calls from viewers and listeners and put on the air these vital messages:

- School Closings: 193
- Business Closings: 572
- Meeting Cancellations, Event and Funeral Postponements: 402
- Miscellaneous: 28

1195 calls

It was our third “Operation Snow Storm” this season, and as always, we were glad to be of service.

TV 8
KRNT • DES MOINES

KRNT RADIO

A Broadcast Division of Cowles Communications, Inc.
Court moves in opposite directions in Denver, Sylvania format cases.

The streamlining benefits of automation in advertising.

Indications in wake of President’s Watergate address point to thaw in administration-media relations. Journalists profess both surprise and encouragement although White House aids warn against interpreting developments as a complete change of heart.

Little-cigar legislation catches fire again.

Renewal challenges hit 27 La.-Miss. stations; New Orleans TV’s reach accord.

FCC financial report shows full recovery for TV networks in ’72.

American journalism finds a home at the Smithsonian.

Two conflicting studies illustrate dimensions of cable-copyright gap.

California pole-attachment squabble draws action from FCC, Congress.

Pastore’s new answer to blackouts: year’s moratorium.

Herb Jacobs predicts another victorious season for CBS.

CBS challenge of ASCAP, BMI blanket rates goes to court.

RCA stockholders hear upbeat reports on technology, economics.

From brewery to broadcast: WTMJ’s Mike McCormick.
Put them all together, they spell Mother.
By late afternoon the lady of the house is ready for a good laugh. That's why some television stations give her 3 good sitcoms back-to-back in fringe time.

The result: an average 84% buildup in women 18-49 over the 90-minute span. Viacom can cite 22 places where this is happening right now.

The significance? Fringe time is a budget-stretching time attractive to advertisers. And a time when three-fourths of all women 18-49 watch television during an average week. It's a time when the highest percentage of viewing is in homes where housewives are 18-49. And highest in homes with 5 or more family members.

If you want more moms in your fringe-time audience, schedule sitcoms. And before you buy, remember who has the biggest laughs in the business.
The unusual beauty and profusion of Mountain Laurel, Pennsylvania's official flower, attracts many thousands of visitors to the state when it's in full bloom.

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

WGAL-TV
Channel 8 • Lancaster, Pa.
Representative:
THE MEEKER COMPANY
New York • Chicago • Los Angeles • San Francisco
Running out?
Hollywood film interests, including unions, which are believed to have persuaded President Nixon to issue edict against "excessive" reruns of network programming (Broadcasting, Sept. 18, 1972) may lose their clout because of Watergate scandals. Persistence of administration pressures on reruns would raise interest in campaign contributions by entities that would benefit. And, it's pointed out, for foreseeable future GOP may be expected to keep its collective head down.

Near-term insurance
New chapter proposing protection for television broadcasting against program siphoning by pay cable is said to have been inserted in still-undelivered report of President Nixon's high-level committee on cable policy. Details are unknown, but chapter is said to urge FCC to adopt antisiphoning rules to serve along with other FCC cable regulations until ultimate regulatory policy comes from Congress. Transition to mature system, under legislated scheme of regulation, was originally figured by committee as likely to take five years. That estimate has now been extended to "much longer," according to one committee source.

Administration officials still have set no date for delivery to President of report that was commissioned two years ago. Preoccupation with Watergate is part of problem, but officials say they're hopeful of completing report in weeks.

Sheld-law movement
Senator Sam J. Ervin Jr. (D-N.C.) has decided it's time for his Constitutional Rights Subcommittee to act on news-men's-privilege legislation, since he'll be tied up with extensive Watergate hearings beginning next week. Subcommittee is expected to report to parent Judiciary Committee this week bill similar to Senator Ervin's S. 1128, which applies to both federal and state proceedings and protects from disclosure sources with whom newsman has confidential relationship. Protection is also afforded unpublished information, including unbroadcast video and audio material. Newsman would, however, have to testify about crime he witnessed. Meanwhile, House unit charged with legislation has yet to decide on bill.

Drive-time plus
Are drive-times and midday losing some of their appeal to spot-radio advertisers? Analysis by one radio rep, covering more than 250,000 individual station schedules placed in 12 months ended March 31, shows decline of more than one-third in number specifying placement in drive-times only (22.3% versus 34.8% in preceding 12 months) and even bigger decline in those calling for midday only (to 8.5% from 16.3%). But combinations of drive-times with other periods, particularly midday, were up, some by big margins: Those specifying drives plus midday rose from 16.3% to 23.2%; drives plus weekends from 20.8% to 22.6%; drives plus nights plus weekends from 1.6% to 9.5%. Analysis is part of Alan Torbet Associates' fourth annual Spot Radio Profile based on campaigns placed for stations it represents.

Study also showed spot-radio campaigns are getting a little longer: Fewer were shorter than one week (1.7% versus 4.8% year ago) and more ran 13-25 weeks (11.1% versus 8.5%). But one-to-four weeks still accounted for most (41.4% versus 40.4%).

Easy riders
Total of 33 TV stations had accepted Television News Inc.'s offer of two-week free trial of its new daily electronic news service (Broadcasting, April 30) by last Friday. TVN officials said they represented 20 of top-50 markets at that point, 10 days before new service is scheduled to begin regular operations May 14. Two-week free trial, open to any top-50 market station, also begins May 14. Among those set for trials are said to be three stations each in Los Angeles and Minneapolis-St. Paul and two each in New York, Washington, Chicago and Buffalo, N.Y.

Morning line
Even before selection of successor to FCC's Nicholas Johnson, whose term ends June 30, there's talk about who will fill another impending vacancy, that of FCC Chairman Dean Burch who does not deny persistent reports he'll depart next fall. Chairmanship is expected to go to incumbent member, Richard E. Wiley. But who's to get Burch seat for rest of term, which runs to June 30, 1976?

There's at least one avowed Republican candidate, R. A. Isberg, 59-year-old consulting engineer of Berkeley, Calif. Non-candidate who would be popular choice among Republicans and many licensees is John W. Pettit, FCC general counsel. Term of FCC's dean, Republican Robert E. Lee, expires in 1974, but he has expressed desire to serve third term.

Seven-year pitch
If Lee Sherman Dreyfus, chancellor of Stevens Point campus, University of Wisconsin, winds up as member of FCC he would take loss in pay of some $5,000. But he is willing to do so because, he has said, if any "I would want to do." Dr. Dreyfus, one of nine candidates for Nick Johnson's commissionership which expires June 30, now draws $43,000 annual salary. FCC commissioners get $38,000, chairman $40,000.

No official word emerged from Watergate-riddled White House last week on Johnson vacancy except determination to get nomination out in time for confirmation of successor by June 30. All stops were out on candidates, and while there's nothing authoritative, most talk centered on Messrs. Dreyfus, Luther Holcomb, of Dallas and Warren D. Quenstedt, Alexandria, Va. (Broadcasting, May 7).

Another way
Merger of Field Communications into Kaiser Broadcasting, through transfer of Field's WFLD-TV Chicago to consolidated group, was expected to win FCC approval last week but was hung up on technicality. Trustee of Kaiser Foundation, George D. Woods, is also trustee of Ochs Trust, which has interest in New York Times. WFLD-TV would be Kaiser's seventh TV. Times owns WREX-TV Memphis. Combination would tie eight TV's—one more than rules allow—to Mr. Woods. One solution FCC asked staff to study: simultaneous approval of Kaiser-Field merger and of Kaiser's pending sale of KBSC-TV Corona, Calif., to pay-TV group, reducing Kaiser portfolio to six.

Back to Gutenberg
Time Inc. which last year sold its string of broadcast stations (except one TV kept under settlement disposing of petitions to deny), is about to get out of cable TV too. Deals are near with multiple buyers for Time-Life Cable's many ownerships and minority interests, including control of Sterling Manhattan Cable in New York.

Student
Frank J. Shakespeare Jr. has been keeping low profile since he moved from director of U.S. Information Agency into executive vice presidency of Westinghouse Electric Corp.'s broadcasting, learning and leisure-time division in February, but he's been busy "all over the lot," as one executive put it, getting acquainted with division's components. In addition to communications (broadcasting, rep firms, program production and cable TV), these include Westinghouse Learning Corp., in publishing and production of educational films and other materials, and Leisure Time Industries which includes motel complex in Pennsylvania, Longines-Wittnauer watches and mail-order business, Econo-Car rental system and soft-drink bottling. In 12 months, Mr. Shakespeare, division's next-in-command to President Donald H. McGannon, expects to take some business courses later this year.
Ingmar Bergman creates his first work for television...

The Indianapolis Star
"...frequently absorbing drama... builds to a compelling climax. The drama is uniformly well acted and perceptively directed... Welcome back Playhouse 90."

Chicago Sun-Times
"...brings truth to television... one of the most emotionally absorbing TV events ever."

The Kansas City Star-Times
"It is unequivocally one of the most provocative and disturbing dramas to be offered in many seasons... a fascinating exploration of the breakdown in communication between a husband and wife... not only beautifully written, it is beautifully enacted and directed."

Seattle Post-Intelligencer
"It was adult television—even a milestone of adult television... a rare experience in television drama."

Philadelphia Inquirer
"...fascinating. George Segal, Shirley Knight and Robert Culp are excellent. Alex Segal... rose to the challenge masterfully."

Dallas Times Herald
"You must watch."

Los Angeles Times
"...ushers in what is promised as a new era of major TV drama... It is an auspicious beginning to the new series."

[New York] Daily News
"...honest, penetrating drama... rips the mask of hypocrisy off the two principals. Intelligently and perceptively written... don with taste."

The Pittsburgh Press
"A powerful drama... an extraordinary production, with magnificent performance from George Segal, Shirley Knight, Robert Culp and, in a memorable scene, William Daniels... first class TV all the way."
The Associated Press
‘Bergman’s “The Lie” offers powerful, adult drama....extremely subtle, complex on working on so many levels simultaneously. It boggles the mind. But it’s a brilliant show, with excellent production and fine acting throughout. When it ends, you’ll probably feel as if you’ve undergone one of the most strenuous emotional experiences of your life.”

The Dallas Morning News
“...engrossing...beautifully done. “The Lie” proves that quality can be its own reward.”

The Cincinnati Enquirer
“Superlative, adult entertainment...provocative drama bordering on the controversial...presented in good taste....“The Lie” is an overwhelming success.”

Chicago Daily News
“I wish...I could call each reader to remind him to watch this production. The play is that good....far truer and more emotionally involving than “Who’s Afraid of Virginia Woolf?”.... For the first time in my memory, every boast of those associated with this production is true.”

The New York Times
“...“The Lie” is superb television, perhaps more importantly. It is adult television....It is, in other words, a milestone for original television drama.”

The Philadelphia Evening Bulletin
“...one of the most powerful and shattering things shown on TV in recent years. It is above all adult in its discussion of marital relations and habits in a direct, but non-sensational fashion....the inevitable collision builds, moment by moment, and bit by bit.”

...and a hit with critics across the nation!
Format changes: FCC wins one, loses one

KBTR sale is passed, but court remands WGLN and recommends commission set up guidelines

U.S. Court of Appeals in Washington handed down decisions in two format-change cases on Friday (May 4)—reversing FCC in one, affirming it in other. Both cases turned on whether factual disputes were involved. But court suggested that commission set “guidelines for achieving the marketplace ideal” as means of dealing with increasing number of cases arising from format-change proposals.

Court remanded to commission for further consideration decision in which commission approved without hearing sale of WGLN(FM)—now WXKZ(FM)—Sylvania, Ohio, to Midwestern Broadcasting Corp. Sale had been opposed by local citizen group protesting Midwestern’s proposed abandonment of station’s progressive-rock format in favor of generally middle-of-road programing.

Commission was affirmed in case involving sale of KBTR(AM) Denver to Mission Denver Co. Opposition, based on Mission Denver’s proposal to replace station’s all-news format with country-and-western music, was provided by citizen group and by Lakewood Broadcasting Service, whose KLAC(AM) Lakewood, Colo., employs that format.

Court, in both decisions, sought to provide commission with guidance for handling such cases. In WGLN, it said “when public grumbling reaches significant proportions ... format change becomes an issue for resolution and hearing procedures are applicable if issues of fact are in dispute.”

And court found facts in dispute in WGLN. It cited conflicting arguments over financial condition of station’s owner, Twin States Broadcasting Inc. (court said question to be resolved is whether format is so economically unfeasible that sale involving format change is warranted) and over whether alternative sources of format are available.

But court also said questions regarding extent of support for format may themselves be material. And if those questions are substantial, court added, commission should either require survey of area or hold hearing.

Court found no factual disputes in KBTR case. It said record supported commission’s conclusion that station, owned by John C. Mullens estate, suffered heavy losses and that other sources of substantial news programing are available.

In process, court affirmed commission’s position that ascertainment survey required of applicants is designed to elicit views on problems facing community, not program preferences. Opponents of sale had maintained that Mission Denver’s summaries of interviews with community leaders were defective since they did not reveal that many of those interviewed favored all-news format.

Court said ascertainment survey need not be vehicle for supporting evidence regarding program-format alteration. This is especially true, court added, in light of fact that commission may assume new format is acceptable if “significant majoritiy” does not arise in opposition to it.

Also, court said that although community support of format is important, commission need not know “exact proportions” of that support before reaching reasoned determination. In KBTR case, it added, case for allowing format change, in view of financial problems, alternative sources of programing and buyer’s broadcast record was strong.

Court’s suggestion that commission take lead in setting guidelines for handling such cases in future came in final footnote in KBTR decision. It said that while court has recognized format changes may impair public interest in diversified programing, it has never attempted to establish guidelines “for achieving the marketplace ideal.”

Court said first, tentative steps into this area of complex regulation must be taken by the commission,” even though “appears loath to undertake a task which smacks of establishing it as the ‘national arbiter of taste.’” Court noted that law in that area “is in a state of transition” and that “whatever standards are set must remain flexible and open to new information and new understanding.”

Court said its function thus far has been to point out those circumstances in which commission must take closer look at results achievable and take of “the market environment and the business judgment of the licensee—and must test this result against the public interest in accommodating ‘all major aspects of contemporary culture.’”

Court also chided commission for its handling of format-change cases. It noted, in WGLN decision, that commission appeared to set great store, in its primer on ascertainment, on court’s decision in precedent-setting format-change case, which involved classical-music station in Atlanta. But, court added, “we suspect, not altogether facetiously, that the commission would be more than willing to limit the precedential effect of that case to cases involving Atlanta classical music stations.”

Both decisions were written by Judge Edward A. Tamm. He was joined in WGLN decision by Judge Carl McGowan and Judge William J. Jameson, senior U.S. District Judge for Montana. Chief Judge David Bazelon and Judge Harrison Winter, fourth circuit court, joined Judge Tamm in KBTR decision.

FCC affirms initial decision, finds no undue concentration of control, no manipulation of news, no harassment of ex-employees Streeter, Kihn

FCC has renewed licenses of KRON-FM-TV San Francisco after rejecting charges of two former employees that stations had manipulated news coverage to advance interests of parent company and had conducted investigation of complainants in order to harass them.

Commission’s order, prepared under supervision of Commissioner Richard E. Wiley and released on Friday (May 4), also found in favor of applicant on issues as to whether parent Chronicle Publishing Co. has undue concentration of control of media in San Francisco Bay area and whether it engaged in anticompetitive or monopolistic practices in newspaper field there.

Commission vote was 6 to 1, with Nicholas Johnson dissenting. He issued statement in which he said that decision, coming “in the face of immense problems of concentrated media control, anticompetitive practices and illegal harassment” of complainants, is one of commission’s “most outrageous to date.”

Commission, in its decision, denied Chronicle motion to disqualify Commissioner Johnson because he had received off-record presentations from interested parties. Commission, which had denied similar request earlier in proceeding, said that Chronicle’s allegations do not warrant commissioner’s disqualification. “Nothing before us suggests that Commissioner Johnson has not remained impartial member of this commission,” commission said.

Commission designated license-renewal applications for hearing on March 20, 1969, on basis of complaints filed by two ex-employees, Albert Kihn, who had been cameraman for television station, and Blanche Streeter.

Commission order, which affirmed initial decision by Administrative Law Judge Chester F. Naumowicz Jr., issued on

In sight. Nine-week-long strike by Writers Guild of America against TV and film producers and TV networks seemed to be reaching settlement stage Friday (May 4) as negotiations continued. Unofficial word was that agreement was in sight on major items, like minimum payments, royalties for cassettes, cable TV, pay TV and on hyphenates issue.

Broadcasting May 7 1973 12
March 1, 1971, held that record does not support charge that stations slanted news or public-affairs programs for self interest.

Commission said its review of record indicates that "complainants' arguments . . . are based solely upon misstatements of the facts and also either ignore or mischaracterize the [judge's] proper analysis of all of the evidence surrounding this record."

Commission also concluded that investigation of complainants was proper and that no evidence produced to indicate it was designed to harass complainants. It said they had exposed themselves to "reasonable and proper" search of their credentials by their complaint.

But commission also said that although KÁTV had acted reasonably in choosing responsible investigators, it should make impressions upon investigators "specifically rather than generally" need to adhere to legitimate purposes of investigation.

Commission rejected concentration of control of media issue on ground that it considers such matters in rulemaking proceedings "absent clear and substantial evidence of abuse or extreme concentration." And those factors are not present in KRON case, commission said.

**NBC tangled in fairness**

**AMA goes to FCC over one show while commission tells network another apparently violated doctrine**

American Medical Association has asked FCC to investigate "distortion and slanting of news" in NBC-TV's documentary on health care, What Price Health? AMA, in letter to commission, also asked that network be directed to make "reasonable amount of broadcast time" available both to AMA, for response to "personal attack on our organization," and to responsible spokesman of NBC's choosing for presentation of contrasting views on "controversial question" of health care.

AMA has hired Newton Minow, former FCC chairman now attorney in Chicago, where AMA has headquarters, to represent it.

In second fairness-doctrine matter affecting NBC, commission staff on Friday (May 4) notified network that it appears to have violated doctrine in connection with Pensions: the Broken Promise, which dealt with pension plans. In letter, written by Ernest B. Howard, executive vice president, AMA alleged specific cases of distortion and slanting. One involved a woman in Texas who was said to have been asked by cameraman "to uncoat her hair because she looked too good to be poor." In addition, woman's husband was said to have been asked to plow and repow field "for the cameras."

NBC in response to AMA filing said it "has previously responded to the AMA charges" in a 90-page document and believes it has "responded to the well-researched and fair documentary."

Mr. Ray's action with respect to Pen-

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**AAF seeks reply time to CBS ad program**

American Advertising Federation late last week registered protest with CBS News over what it called "inappropriate presentation of advertising" in April 26 program You and the Commercial (broadcasting, April 30). AAF President Howard Bell, in letter to CBS News President Richard Salant, pointed out that "while industry spokesmen were interviewed on the program, there was no opportunity to respond to the one-sided opinions expressed by others on such critical matters as counteradvertising, social impact, and economic value."

He said program's portrayal of advertising as "a con game" was "completely unjustified." Mr. Bell asked CBS to "consider an appropriate vehicle" in which to present views to balance those on April 26 program.

**Overmeyer statements held not to be misleading**

FCC Administrative Law Judge Herbert Scharfman has determined that D. H. Overmeyer Communications "misrepresented"—though not maliciously—amount of out-of-pocket expenses incurred in process of obtaining construction permit for Five UHF stations. Judge Scharfman's initial decision came in proceeding seeking to determine whether Overmeyer firm gave fraudulent information to FCC in applying for permission to transfer 80% of its interests in those stations to IVC Corp., parent of group broadcaster U.S. Communications Corp.

Judge Scharfman found that while Overmeyer had misstated its total expenses (it had represented that total to be more than $1.3 million; commission staff later set that figure at $970,000), it was not "cughtly false statement or intent to mislead the commission," but rather that there was no "reasonable concordance between the represented and 'actual' expenses."

Stations involved in case are KEMO-TV San Francisco; WPCH-TV Pittsburgh; WXIX-TV Newport, Ky.; WATE-TV Atlanta; and KJDO-TV Rosenberg, Tex. When transfers to IVC were granted by commission in 1967, Overmeyer was paid $1 million plus option to sell 20% of permits it retained to that firm. Case was later ordered to hearing on basis of findings of possible misstatements unearthed by House Investigations Sub-committee.

Judge Scharfman, in essentially exonerating Overmeyer from wrongdoing, went against staff recommendation that firm be held guilty of fraudulent conduct and be forced to transfer remaining 20% to IVC without compensation. Actually, latter finding carries little weight anyway, since all stations involved but WATE-TV have since been sold by IVC (WPCH-TV transfer still pending commission approval) and Overmeyer voluntarily relinquished its holdings in those stations with little or no material gain. Judge Scharfman's decision would benefit Overmeyer in another way, however. Overmeyer is licensee of WDHO-TV Toledo, Ohio, license renewal of which has been deferred pending outcome of this proceeding. If Scharfman decision stands, WDHO-TV can be expected to be renewed.

**Ammunition for blackout foes**

Most season-ticket holders favor ban of sports blackouts, according to partial results of survey by House Investigations Subcommittee (May 4). Questionnaires were sent to 8,000 randomly selected season-ticket holders of 26 National Football League clubs. Response was 78%. Sixty-five percent favored lifting blackouts, either for sold-out games or for all games. If blackouts were lifted, 60% would continue to purchase season tickets; 13% would not. Remainder were undecided. Subcommittee Chairman Harley Staggers (D-W.Va.), who released survey results, said more detailed analysis of data would be released later. (Blackouts also made news last week on Senate side of Hill. See page 55.)
SAVE ON TELEPHONE EXPENSE with CCA REMOTE PICK UP and STUDIO TRANSMITTER LINKS

CCA offers a complete line of solid state AM transmitters 4 to 60 watts for campus radio and broadcast emergency service.

MINI
Perfect for limited automation operation. Can be expanded to complex format.

CCA "CITADEL" CARTRIDGE MACHINES feature direct drive, built-in 150 cycle, at no additional cost, plug-in electronics — full accessibility — Playback $495 for Mono, $755 — Stereo; Record/Play $695 — Mono; $995 — Stereo.

CCA "CITADEL" PLAY UNITS are only 5 3/4" wide. Thus, three can be mounted side by side in a standard 19" rack.

CCA "CITADEL" CARTRIDGE TRANSMITTER LINKS available from CCA.

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YOUR BEST BUY FOR EDUCATIONAL AM & FM

CCA offers both vacuum tube and solid state FM transmitters from 10 to 100 watts for low power and emergency application.

CCA "CITADEL" STUDIO-STATION TRANSMITTER LINKS available from CCA.

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Gloucester City, N. J. 08030
(609) 456-1716

MAXI
For the most complicated format. Can control 12 different sources for as much as 600 events. Approx. $15,000.

Datebook

- Indicates new or revised listing.

This week
- April 28-May 12—35th session of administrative council of International Telecommunication Union, Geneva, Switzerland.
- 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—Spring meeting, California Community Television Association, including legislative reception and luncheon. Senator hotel, Sacramento.
- May 9—Silent Amil Awards banquet, Public Relations Society of America, Continental Plaza hotel, Chicago.
- May 9—Open conference to explain cable television to church and community groups, sponsored by Cable Communication Committee of Greater Milwaukee Conference on Religion and Urban Affairs, United Church West, 13001 West North Avenue, Brookfield, Wis.
- May 10—Open meetings of steering committee of the Cable Television Education/State-Local Advisory Committee, Room 6331 of west annex of FCC, 2025 M Street, N.W., Washington.
- May 11—Spring meeting, Washington State Association of Broadcasters, Rosario resort, Orcas Island, near Burlington.
- May 11—Tennessee Association of Broadcasters spring meeting, Nashville-Vanderbilt Holiday Inn, Nashville.
- May 11—National Cable Television Association 2d annual marketing workshop with 1973 presentation of national awards for marketing, advertising and public relations. Fairmont Hotel, Dallas.
- May 11—Conference, Sigma Delta Chi Region 9. Park City, Utah.

Also in May
IN NEW YORK MORE KIDS WATCH
THE NEW ZOO REVUE

than any other children's program currently being produced for commercial television!

50 KID RATING POINTS A WEEK—WPIX 8:30 AM
(1,775,000 KID VIEWERS)

Nationally too, the ratings continue to grow...
33½% INCREASE FROM NOV. '72 THROUGH FEB./MAR. '73 SWEEPS!

THE AWARD-WINNING CHILDREN'S SERIES

NOW IN ITS 2nd SEASON IN 116 MARKETS (82% coverage) WITH 115 PROGRAMS COMPLETED!
CURRENTLY PREPARING 40 NEW PROGRAMS FOR 3rd SEASON!

SUPPORT THE DEMAND FOR QUALITY FIRST-RUN CHILDREN'S PROGRAMMING WITH "THE NEW ZOO REVUE"...
A RATINGS WINNER!

A PRESENTATION OF
FunCo Corporation
and
W. Clement Stone / David E. Bradshaw
PRODUCTIONS

FOR 3rd SEASON INFORMATION CONTACT:
FUNCO CORP. /ANN MACON • 9046 Sunset Blvd. • Los Angeles, Calif. 90069 • (213) 278-8691
REGENCY ENTERPRISES • 17632 Burbank Blvd. • Encino, Calif. 91316 • DENNIS AND MAURIE GRESHAM • (213) 981-2280
May 17—Orson Welles: late-night television. "Queenie
dinner. Sigma Delta Chi, New York City professional chapter. Deadline Club.
May 18—Annual meeting, Cable Television Association.
May 19—Annual convention, Midwest Cable Television.
May 20—Annual convention, National Association of Broadc.
May 21—Annual convention, National Association of Broadc.
May 22—Annual convention, National Association of Broadc.
May 23—Annual convention, Midwest Cable Television.
May 24—Annual convention, National Association of Broadc.
May 25—Annual convention, National Association of Broadc.
May 26—Annual convention, National Association of Broadc.
May 27—Annual convention, National Association of Broadc.
May 28—Annual convention, National Association of Broadc.
May 29—Annual convention, National Association of Broadc.
May 30—Annual convention, National Association of Broadc.
May 31—Annual convention, National Association of Broadc.
June 1—Annual convention, National Association of Broadc.
June 2—Annual convention, National Association of Broadc.
June 3—Annual convention, National Association of Broadc.
June 4—Annual convention, National Association of Broadc.
June 5—Annual convention, National Association of Broadc.
June 6—Annual convention, National Association of Broadc.
June 7—Annual convention, National Association of Broadc.
June 8—Annual convention, National Association of Broadc.
June 9—Annual convention, National Association of Broadc.
June 10—Annual convention, National Association of Broadc.
June 11—Annual convention, National Association of Broadc.
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June 29—Annual convention, National Association of Broadc.
June 30—Annual convention, National Association of Broadc.
July 1—Annual convention, National Association of Broadc.
July 2—Annual convention, National Association of Broadc.
July 3—Annual convention, National Association of Broadc.
July 4—Annual convention, National Association of Broadc.
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July 23—Annual convention, National Association of Broadc.

**Broadcasting** May 11 1973
Above and beyond
Editor: It was with a great deal of satisfaction that I read your April 9 issue’s perceptive pieces on the recent cable seminar I organized and chaired for the Hollywood chapter of the Academy of Television Arts and Sciences. You succeed in taking reportage one step further, as I see it, is the special value of a publication like Broadcasting.
—Ethel Greenfield Booth, media consultant, Los Angeles.

Reunion
Editor: In conjunction with our 25th anniversary, I am attempting to locate the original staff from 1948. The station’s call letters at that time were KGAR. If any readers are among the original staff, they can write to me, personally.—Jim Throneberry, manager, KUPK-AM-FM Garden City, Kan.

Lapse
Editor: In your article, “Dixie National favored for Jackson, Miss., ch. 3,” April 23, you referred to “Medgar Evers, 9% owner of Civic Communications Corp.” The article further stated that Medgar Evers was the cause of a significant demerit that the application (for license of WLBT-TV) was given in connection with a character issue that had been raised against him.

The problem is that Medgar Evers was slain in 1963. His brother, Charles Evers, credited to his brother, Charles Evers, mayor of Fayette, Miss., is 9% owner of Civic Communications Corp.—Sandra McClaine Hathorn, graduate student, Ohio State University, School of Journalism, Columbus.

Tip of the hat to CBS
Editor: Bravo to the CBS telecast, You and the Commercial. Again, CBS News demonstrates no reluctance to expose the emperor without his clothes—even when the emperor is a member of its corporate family. And how fittingly ironic: not a single paid commercial in “the who-o-o-ole thing.”—Robert Thompson, Law School, University of Texas, Austin.

A dissent in favor of PTV news
Editor: Your April 23 editorial urging public television to get out of the journ-

alism business on the theory that private broadcasters already provide this kind of service is based on a misconception. As a citizen member of a local public-TV station (by virtue of my annual contribution), I believe that the hour-long daily newscast by “my” public-TV station provides coverage unduplicated by any of the six commercial TV stations here.

For instance, the average number of stories in each PTV newscast program is slightly less than seven. By contrast, the Dallas commercial stations consist on a high story count, which means the viewer is treated to headlines and little else.

Then too the PTV newscast on KERA-TV Dallas bills itself as a program of “news, analysis and opinion.” On the commercial stations precious little commercial time is devoted to an explanation of what the facts mean. And, to my knowledge, absolutely no time is devoted to expressions of reporter opinion.—George Wruck Jr., Dallas.

(Mr. Wruck may want fewer and longer television news reports than he finds on commercial stations and may like his facts flavored with the opinions of reporters, but he missed the editorials principal point: A governmentally subsidized system is inherently susceptible to governmental coercion, and its output of journalism can easily be corrupted into propaganda.)

Switched ID’s
Editor: Thank you for the “Headliners” on the appointments of Robert L. Glaser, new president of KRO General television division, and Henry V. Greene, new vice president and assistant to the president of KRO General Inc., in the April 30 Broadcasting. Recognition in this fine trade publication is always an honor. However, on the way to the presses the names between the photos were accidentally switched.—Pat Throne, director of television publicity, WOR-TV New York.

(Pictures and identifications should have been matched as shown below.)

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 came out the way they did 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.
Media department goes computerized for savings in expense and time

The ancient adage, "Necessity is the mother of invention," seems to have had its appropriateness severely blunted by the advertising industry. For a long time now, this industry has been plagued with fluctuating revenues, shrinking profits, higher costs and greater client demands, and saddled with an archaic, overly simplistic method of compensation—the 15% commission. The fact that such less-than-ideal conditions exist should have fostered some new thinking about potential solutions.

There is something being overlooked—the computer. But we have not, as an industry, moved wholeheartedly into the arena of automation. Yet, while there are obviously certain aspects of our business that do not lend themselves to automation, a great deal of what we do could well be computerized.

Just where can the computer fit in and how can it solve some of the problems I mentioned? Let's take a closer look at the role of the machine. Without a doubt, the computer is capable of handling complex problems and occasionally, its use is so justified. What the computer really does best, however—and most profitably from the standpoint of an advertising agency—is play the role of "super clerk."

My own shop, Sawdon & Bess, bills approximately $10 million per year, the bulk of this in spot radio and television. Our clients, for the most part, are retailers. Because of the fact that most of our billings are in broadcast and our clients are heavily promotion oriented—we were swamped by the paperwork involved. Our media department was the largest department in the agency. We were paying a media director, planners, buyers, assistant buyers, estimators, biller-checkers, statisticians, and secretaries. The job was being accomplished, but at a relatively high cost.

We decided to revamp our entire operational system within the media department and eventually expand new systems into other areas of the agency. We felt that the computer offered a viable means of accomplishing our objectives—better service to our clients at a more favorable profit ratio to ourselves. The results to date, after close to a year of operation—excellent.

Let's look at a typical example of a broadcast buy, as we might handle it through our agency manually, and then via the computer. We'll assume a fairly typical—for our agency—100-market, spot-television buy.

Avails are requested by telephone and TWX and normally take about a week to arrive. During this period, our assistant buyers go over the avails and check out all the ratings. This is a time-consuming job that takes close to a week to complete. The assistants attempt to correct the avails and edit them so that they are more readily understandable to the buyers.

The buyers then go over the avails and make their buys in the usual manner. After the buys are complete, the buyers write up buy sheets, a tedious process that actually consumes several days of writing for each buyer. We now have a situation where, from the first call for avails to the completion of the buy and the manual writing up of buy-sheets, a period of about three weeks has elapsed. At this point, the work moves from the buyers to the estimators and typists.

The first step is to type up the buy-sheets, a job that, for a 100-market buy, can take three to four days, depending on the number of typists available. Copies of the buy sheets are then sent to the client. In addition, our clients—and many others that I have worked with in the past—require salesmen's schedules, usually modified buy-sheets without specific cost information. These take another two to three days to type up.

Next, estimators, using the buy-sheets, prepare detailed estimates. The preparation of the estimates and the typing involved in their production take about a week. The final step is billing, which entails summarizing the estimates and typing up specific invoices in the particular format desired by the client. This job normally takes another two days.

We now have, from start to finish, a time element to complete the 100-market buy of about 29 working days—close to six weeks before the last of the paperwork concerning the buy leaves the agency. About 15 days were concerned with the actual making of the buy, while 14 days were needed to produce the paperwork.

Now let's take a look at how the computer can handle this. To begin with, avails are requested in the same manner as before. However, as the avails arrive, they are not rated out nor are they analyzed. Rather, the assistant buyers and the buyers simply code them, a rapid process that requires relatively little writing. The entire coding process, in actual working time, takes about two days. Usually, by the time the last set of avails arrive, all the previous avails are coded and keypunched. The computer now takes over and rates out every spot on the avails, using the latest Nielsen sweep, which is stored in its entirety in the computer. Not only is every spot rated out and analyzed on the basis of cost per point and cost per thousand for five demos, but all packages are similarly analyzed. The computer takes about two hours to provide all the buyers with uniform sets of avails, all fully analyzed. This part of the process actually saves close to a week.

Using these machine avails as a source, the buyer then goes about making the buys in the normal manner. However, it is unnecessary for him to write up buy sheets. Every spot on the avails is numbered and all the buyer need do is, on a special coding sheet, write in the ID number of the spot bought, the cost and the number of spots. This information is then keypunched and goes back to the machine. The buyer is now finished.

Let's assume that the actual buying process takes about a week, the same as for the manual system. We now have two weeks invested in the buy, rather than three.

The rest of the show is entirely the computer's. There are no estimators and no typists. With the last of the buy complete, the machine takes about two hours to run the buy-sheets, very detailed listings of the buy that contain a complete analysis by spot, station, and market for the entire buy. Immediately after running the buy-sheets, the salesmen's schedules are run—about an hour and a half; and finally, the billing is run off, a process that takes half an hour. And that's it.

The computer allowed us, in total, to compress the entire buying procedure from 29 days to about 11 days. And a time saving such as this must, ultimately, result in a substantial saving of dollars.
Most Adults.
6 am to 9 pm.
WGN Radio.

15 straight hours, every weekday, more adults in Chicago listen to WGN radio than to any other Chicago station.
Source: ARB, Chicago, Jan/Feb '73, Hour by Hour 6am-midnight averages, Metro Adults 18+, Avg Qtr Hour, Mon-Fri.
Data subject to qualifications listed in report.
WWL-TV
NEW ORLEANS
Gratefully Acknowledges
THE GEORGE FOSTER PEABODY AWARD

for
"CHINA '72: A HOLE IN THE BAMBOO CURTAIN"

WWL-TV is proud to be included, for the second time in three years, among those found worthy of this most prestigious award. We are also grateful for the other awards which have been bestowed upon us this year—the Overseas Press Award, the National Headliners Award, and the National Press Photographers Association Award, among others.

These, together with honors of the past few years—
    Three National Emmy Nominations,
    The First National Emmy Citation, Three Sloan Awards,
    The Atlanta Film Festival Award, and
    The Catholic Broadcasters Association Award,
make us realize more fully the importance of good, quality programming in public service and public affairs. And we pledge to continue in our efforts to serve our community well.

WWL
NEW ORLEANS
Represented Nationally by the Katz Agency
Did Watergate break the ice between White House and the media?

Journalists see vindication in Nixon's sudden recognition, but some of his surviving aides warn the thaw is not complete

Whatever else Watergate might mean for the rest of the country, the high drama unfolding story produced last week seemed for the nation's journalists to mark the end of a long night of travail.

There was President Nixon on Monday night, toward the end of the televised address in which he accepted responsibility for the scandal that has shaken his administration, giving credit to those institutions and individuals that were helping to unravel the mystery—the prosecutors, Federal Judge John Sirica and, finally, "a vigorous free press."

Later he was to walk into the White House press-briefing room, mount the podium where his news secretary normally fields reporters' questions, and address the dozen or so reporters and photographers present: "Ladies and gentlemen of the press, we have had our differences in the past, and I hope you give me hell even the time you think I'm wrong. I hope I'm worthy of your trust."

Nor was that all. The next morning, White House news secretary Ronald L. Ziegler apologized to the Washington Post, the newspaper that more than any other journalistic enterprise helped break the case, for characterizing its Watergate coverage as "based on hearsay, character assassination and innuendo or guilt by association." He said he had been "over-enthusiastic" in his comments about the Post.

These gestures came from an administration that for four years had, in the view of many newsmen, persisted in a calculated effort to destroy their credibility in the eyes of the public. A beleaguered White House, confronted by Democratic majorities in the Senate and House, contending nightly with what it considered liberal commentators on the networks and every morning with what it considered liberal commentators in the nation's leading newspapers, had indeed lashed out at its adversaries in the media, in the process politicizing the customary adversary relationship that exists between press and government. Its rationale, one administration source said last week, was that "everyone was against us but the people."

The White House's more familiar combative spirit was evident in the comments that H. R. Haldeman and John D. Ehrlichman, the two chief presidential assistants, made in connection with the resignations the Watergate investigation had obliged them to submit to the President. In his letter of resignation, Mr. Haldeman referred to "the flood of stories arising every day from all sorts of sources" that had made it "virtually impossible" for him to carry on his "regular responsibilities in the White House." Mr. Ehrlichman, in his letter, too, spoke of the "repeated rumor, unfounded charges or implications" carried by the media that he said were making it impossible for him to do his job. He pursued that theme in a filmed interview presented on CBS News's Walter Cronkite program Tuesday night. "It was going to be necessary" to devote "so much time to straightening out this kind of media treatment that I really couldn't stay on the job and try to do that and straighten out the stories at the same time," he said.

But those were isolated shots. The main barrage had lifted. And newsmen were caught by surprise. CBS News's Dan Rather, frequently denounced by White House aides as anti-Nixon, seemed hardly able to contain himself when, during the network's wrap-up analysis of the President's speech, he read a note handed him that quoted the President's remarks in the White House press-briefing room. And Bill Monroe, Washington editor of NBC's Today, who is among those in broadcasting most sensitive to what he considers government efforts to muzzle or intimidate the media, found it "very interesting" that the President would "go out of his way to say something nice about the press on a subject that's been an irritant."

But those were the immediate reactions. The caution and hope they reflected gave way later in the week to notes of confidence and even exultation in the remarks of other newsmen. The president of the American Society of Newspaper Editors, Edward Murray, of the Detroit Free Press, said the news profession's credibility was restored when Watergate finally erupted in the faces of a lot of people whose First Amendment track record was notoriously poor."

A network news executive who declined to be identified offered a similar observation. The administration "has to let up on the media," he said. "The whole incident of Watergate has improved the credibility of the media and decreased the credibility of the White House."

Victor Gold, who speaks with special knowledge as former news secretary to Vice President Spiro T. Agnew, the first and most virulent critic of the media that the Nixon administration produced, put the matter another way, in terms of tactics: "I believe the media issue as an issue is dead tactically... I would be very difficult for any member of the administration to criticize the Post."

CBS News President Richard Salant also expressed the view that Watergate would cause the White House to tone down, if not call off, its public attack on the media. "I'm looking back over his shoulder. "It's difficult to anticipate what the administration will do to us at any future time," he said.

And administration officials offered no support for the notion that the White House had undergone a complete change.
Three out of four. NBC research officials estimated last week that 77.5 million viewers watched President Nixon's Monday-night (April 30) speech on the Watergate scandal. They based their projection, which included viewing on all three TV networks, on Nielsen overnight ratings for New York and Los Angeles.

In New York the 9-9:30 p.m. period drew an 18.7 rating on CBS-TV, 17.1 on NBC-TV and 16.7 on ABC-TV. Their combined shares totaled 75%, indicating a fourth of the homes using TV were tuned to other stations. In Los Angeles NBC-TV had a 19.9 rating, ABC-TV 14.9 and CBS-TV 11.7, with shares totaling 72%. The 77.5 million viewers estimated for the Watergate speech compared with about 75 million for Mr. Nixon's March 29 (9-9:20 p.m. NYT) address on the imposition of ceilings on meat prices, and with 85 million for his Jan. 23 (10-10:10 p.m.) announcement of the Vietnam truce.

of heart. There was considerable support, in their comments, for a vigorous free press, but much advice, too, about not reading too much into what the President and Ron Ziegler had said.

White House Communications Director Herbert Klein, one of the few administration figures who has consistently attempted to maintain friendly relations with the news media, viewed the President's remarks concerning the press primarily as an attempt to "provide a willingness to admit error." And while he viewed the remarks, also, as a step in the direction of building closer relations with the media, he said it was going "too far" to suggest that a new era was dawning in those relations.

White House aide Patrick Buchanan, who is considered to be one of the most conservative members of the President's entourage as well as one of the most loyal to the President and, as such, one of the gathering points for media reports, would not "speculate" on the meaning of the President's remarks. "The words will have to speak for themselves."

Others in the administration say it is too much to expect Mr. Buchanan to change his attitude toward the media. "Pat is going to feel the same way about the media today as he did a month ago," said one official who knows him.

The same official also pointed out that policies affecting the media are not likely to be altered. Clay T. Whitehead, director of the Office of Telecommunications Policy, is not about to change his view that too much power is concentrated in the networks and that station affiliates should assume more responsibility for the programming they present. (OTP officials say Mr. Whitehead's concern with localism is not rooted in an antimedia or antinetwork bias.)

But if policies are not changing, it is possible that attitudes will. White House officials close to the President say his hand is on the ratchet controlling tension between the media and the administration; it is his choice to ease it or increase it. More frequent news conferences, for instance, could be taken as a sign of a friendlier—or at least less hostile—relationship between him and the press corps that the White House staff would recognize. And both Mr. Ziegler and Mr. Klein said that has been criticized for the infrequency of his meetings with reporters, will hold more news conferences in the future than in the past.

There is, too, the example of Vice President Agnew. He had opened the Nixon administration's attack on the media on Nov. 13, 1969, with a speech in Des Moines, Iowa, in which he impugned the objectivity and fairness with which the networks exercise what he said was their inordinate opinion-molding power, and talked of "a tiny and closed fraternity of privileged men [network news men], elected by no one, and enjoying a monopoly sanctioned and licensed by government" (BROADCASTING, Nov. 17, 1969).

In recent months, the Vice President has been taking a more conciliatory attitude toward the media, suggesting that both the administration and the media have been guilty of errors in their dispute and suggesting that the two sides cooperate in an effort to resolve their differences (April 16). He expressed that view again last week in a speech to the Maryland Press Club, in Baltimore. And although he expressly did not apologize for his earlier criticisms of the media, he conceded they "could have been stated less abrasively."

Marsh Thompson, the Vice President's new secretary, said the President's remarks last week have only encouraged the Vice President to pursue his new course. "Our attitude has been that a lot of things had to be called to the public's attention. That's been done. Now we have to work together, maybe set new ground rules." He could not be more specific on that point. But the lowering of the Vice President's voice seemed a clear enough message in itself.

Against that background, "Too far" became a phrase tossed carelessly around the White House. Against it was the speech delivered shortly after noon, on Monday, to the National Press Club, in Washington, seemed somewhat dated 24 hours later. It was delivered by the president of the American Bar Association, Robert W. Meserve, and supported the view that the news media's freedoms are being threatened by some in government. He expressed special concern over "the disturbing attitude of some politicians toward the broadcasting industry," where the presence of federal-licensing authority makes the news personnel sensitive to the possibility of governmental or political reprisal.

But even if the speech seemed less timely after the President's remarks than it did when delivered, the point of the talk remains reassuring. Those who attack the media for the wrong purposes, Mr. Meserve said, "will not succeed in repealing the First Amendment" because the courts will not let them. Indeed, said Mr. Meserve, who spoke on the eve of Law Day, that is "one of the messages" of the celebration of that day—"the indispensability of an independent judiciary."

Broadcast Advertising.

Little cigars light up in the House

Cook has his bill sent over again; Macdonald introduces his own

Legislation to ban broadcast advertising of little cigars moved to the forefront on Capitol Hill last week. The Senate passed such a bill at the request of Senator Marlow Cook (R-Ky.), and Representative Torbert H. Macdonald (D-Mass.) introduced an identical measure and promised that his House Communications Subcommittee will soon hold a hearing on it.

Senator Cook had indicated two weeks ago that he would ask for passage of the measure (BROADCASTING, April 30).

The Senate bill, S. 1165, originally sponsored by Frank Moss (D-Utah), was approved by the Senate April 10, but Senator Cook used a parliamentary tactic to stall the bill in the Senate in order to give Consolidated Cigar Corp. more time to change its mind about proceeding with a planned national TV campaign for its Dutch Treats little cigars (BROADCASTING, April 16).

Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) and Senator Cook had earlier persuaded R. J. Reynolds and P. Lorillard to drop broadcast advertising for their little-cigar products-Winchester and Omega, respectively (BROADCASTING, Feb. 19). Subsequently all other little-cigar makers except Consolidated also agreed not to advertise on TV and radio.

Senator Cook orchestrated the agreement. It was learned that the senator wanted to head off legislation that he thought could be more stringent than banning little cigars from the air.

Consolidated's refusal to agree to the advertising embargo was responsible for the Senate Commerce Committee approving S. 1165 on April 13. The measure was then routinely approved.

But Senator Cook, still hoping Consolidated President E. W. Kelley would change his mind, moved for reconsideration of the bill—a maneuver that stalled the bill until the Senate decided to vote on the motion for reconsideration.

Finally, by unanimous consent last Monday (April 30), the Senate passed Senator Cook's motion for reconsideration. (Technically, that opened the bill up for debate and amendments.) It then immediately passed the bill without amendments and sent it to the House, where it was referred to the Commerce Committee.

The Macdonald bill (H.R. 7482) was introduced last Thursday (May 3)—reported because the congressman wanted to assure that the communications unit would have jurisdiction over it. (The Public Health and Environment Subcommittee and the Commerce and Fi
nance Subcommittee could also legitimately claim jurisdiction over the Senate-passed little-cigar bill.) It's understood that, by introducing a separate House bill, Mr. Macdonald was virtually guaranteed that it would fall under his subcommittee's jurisdiction.

"It seems obvious that the intention of Congress in enacting the Public Health Cigarette Smoking Act [which banned cigarette advertising from the air] was to stop glamorizing smoking for young people," said Mr. Macdonald in a statement last week. "The difference between one roll of tobacco and another is so slight as to be almost invisible. To be consistent, I feel the law should apply to brown rolls of tobacco just as much as to white. Hopefully our young people won't be seduced into taking up smoking by seeing on TV and hearing on radio how romantic it all is."

Mr. Macdonald charged that "makers of certain so-called cigarillos, which are identical to brown cigarettes," have taken advantage of a loophole in the law banning broadcast cigarette advertising, "This callous disregard of the intention and spirit of the congressional act of 1969 must be stopped," he declared. Congressional action is necessary, he said, because voluntary agreements against using TV and radio "have been shunned by certain of these manufacturers."

Mr. Macdonald added that the subcommittee plans an early hearing on the bill and said he felt confident that there would be little opposition to it from the cigarette industry.

Both Senate and House bills amend the law banning broadcast advertising of cigarettes to include little cigars.

Bristol-Myers lets Avco handle the nitty-gritty

Bristol-Myers and Avco Broadcasting will begin a one-year test of a new buying arrangement that will run on "good faith." Beginning Oct. 1, Bristol-Myers will submit monthly buy requests for each of its products to be advertised with desired weights and time periods to be used on the four Avco stations participating in the test. Avco will place the spots without submitting further information to Bristol-Myers. Avco's monthly bill to Bristol-Myers will include only the product and the total dollar amount.

John Murphy, Avco Broadcasting president, said: "The elimination of the vast amount of paper work brings about significant expense savings." Participating Avco TV stations are: WLWT Cincinnati, WLWC Columbus, WLWD Dayton and WLWI Indianapolis.

As part of the plan, Bristol-Myers will commit 10% of its total annual budget in these markets to special local programs Avco stations will produce. Mr. Murphy anticipates six to eight such programs in each market will be involved. Marvin Koslow, vice president marketing services of Bristol-Myers, said: "It's a commonsense approach to the client/station relationship and within an atmosphere of mutual trust and good faith."

TVB session exudes sweet smell of success

Bureau offers upbeat report on retailer use of television, supplemented by case histories of satisfied sponsors

TV success stories and how-to-do-it advice were offered in a steady stream at the second annual retail TV commercials workshop, conducted in New York by the Television Bureau of Advertising last Tuesday and Wednesday (May 1-2).

Some 170 retailers and agency people attended.

Harvey Spiegel, senior vice president of sales and marketing at TVB, reviewed the growth of local television's top-20 advertiser categories in 1972, when spending was increased 19% over 1971. Department and discount stores remained the number-one local category with the number of commercials scheduled in an average week rising to 11,681 (from 10,438 in 1971), an increase of 12%. Auto and truck dealers, in second place, registered a 22% increase, followed by restaurants and drive-ins, up 19%. In fourth and fifth places were food stores and supermarkets, up 30% and furniture stores, up 43%. All figures are based on Broadcast Advertising Reports data.

Thomas McGoldrick, director of retail sales at TVB, discussed the TV advertising programs of 13 leading retailers in the top-10 local categories. Twelve of the retailers spent 50% or more of their total advertising budgets in TV and all three kept their production costs at 10% or less of their total TV budgets. One example given was C&R Clothiers in Los Angeles. In the two years it has been using television, C&R has grown from two to 20 stores. It began with an average of 19 commercials weekly; now the average is between 120 and 150. Asher Gould Advertisting, Los Angeles, is C&R's agency. Hal Asher said: "Television wasn't the only reason [for C&R's growth] but it was a major factor. C&R Clothiers invests 98% of its advertising budget in television because it's the best way to make people aware of them, what they sell and stand for."

Mr. McGoldrick said these examples of retail television advertising show that "commercials can be low-cost without being cheap. High quality commercials can cost less if they do more. Once you've created the commercial, you've done the hardest part. Now the more you run that commercial, the less of our TV budget it will cost."

Carl (Ding) Koehler, vice president and creative director of Sawdon & Bess advertising agency, advised retailers to "sell your catalogue of items and prices in newspapers . . . It's for clipping and perusing and comparing." He reminded the audience that "consumers have a tremendous choice. They can buy what they're selling in lots of places at comparable prices. Yet you still let the items speak for your stores . . . find something about your store's stock of interest to him, not just to you, and sell it to him [the consumer] persuasively."

Mr. Koehler showed commercials for Kinney Shoes and Woolworth's, S&B clients, and for Pathmark supermarkets to illustrate the concepts of store personality and merchandise image. He stressed that item advertising should always be done within the context of the store's over-all image. Mr. Koehler suggested that retailers "choose items with as much broad consumer appeal as possible. Choose items that should be demonstrated, glamorized, explored . . . If you have a multi-item spot, group them in reasonable merchandise categories . . . If it won't group as merchandise departments, group them as a lifestyle concept, or surround your merchandise with a promotion handle." Above all, Mr. Koehler said, "try being less concerned with selling things and more concerned with selling the place to buy them in."

Stephen Thorpe, vice president in

Shop talk: Pete Cash (l) TVB president, chats with Terry McDonald (c) VP-sales promotion, Cain-Sloan Department Stores, Nashville and Peg Van Amburgh, advertising manager, Cherry & Webb, East Providence, R.I., at the TVB retail workshop.

Broadcasting May 7 1973 23
BAR reports television-network sales as of April 15

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<td>2,123</td>
<td>$39,096,100</td>
<td>$39,721,800</td>
<td>$32,779,900</td>
</tr>
</tbody>
</table>

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

charge of sales promotion for The Hecht Co. department stores in the Baltimore-Washington area, told how, by adding TV to its media mix for a Christmas men's department campaign, Hecht increased sales by over 35%. The three-week campaign, called "Christmas with Love from The Hecht Company," stores ran an average of 30 messages daily in prime time. This included full sponsorship of three nighttime movies and a Sammy Davis Jr. special created for The Hecht Co. Mr. Thorpe said: "six May Co. [parent organization] stores have banded together to do a similar campaign on a syndicated basis for Father's Day."

Fred Blesner, national retail sales promotion and ad manager for Montgomery Ward, received TVB's Gold Screen award for the company's use of television. Ward's advertisements in 86 TV markets using 241 stations.

Zal Venet, president of Venet Advertising, New York, discussed his agency's campaign for Pathmark supermarkets. "Since our story was unique, we used a unique medium—we turned to the tube," Mr. Venet said, "Nothing fancy, nothing world-shattering, just an honest story honestly presented—but with such a ring of truth and such a strong promise that it brought people in by the droves. We used television in combination with all the tested channels. But it was television that added the excitement, that brought the whole package to life, that supplied the perfect tool we felt we needed."

Frederick Doner, account executive with W. B. Doner Agency, Detroit, discussed his agency's campaign for Joshua Doo re furniture warehouse and showrooms. Mr. Doner wrote the musical theme, "You've Got an Uncle in The Furniture Business." After four weeks on TV, Mr. Doner said, "on an unaided-recall basis, Joshua Doo re got 58% recognition, three times the level of our nearest competitor. Our study showed on the basis of recall that 90% remembered our messages from TV, three times more than from any other medium. In the last two months, our sales are up 51% and our earnings are up 35%.”

Neckritz loses again

Maneuver for fairness ruling fails as FCC upholds station renewals

Alan F. Neckritz has been turned down by the FCC in another effort by him to secure a ruling that Chevron F-310 commercials raise a fairness doctrine issue. This time, his vehicle was a petition to deny the renewal applications for three San Francisco stations that had carried the commercials—KPIX-TV, KRON-TV and KGO-TV. The petitions were filed against renewals due on Dec. 1, 1971.

He said the stations had failed to apply the fairness doctrine to product commercials raising ecological issues. He also said the commercials—which asserted use of the product helps reduce air pollution—were deceptive and that the stations had failed to take all reasonable precautions to guard the public from the allegedly deceptive advertising.

Mr. Neckritz made similar arguments in a complaint involving Chevron F-310 that was filed against the three San Francisco stations and two in Los Angeles, K NBC-TV and KNXT-TV, a year earlier, in 1970. Mr. Neckritz and his co-complainant, Lawrence B. Ordower, were then University of California law-school students; they have since graduated.) And the commission rejected the arguments. However, the case is now on appeal in the United States Court of Appeals in Washington.

The commission last week cited the earlier ruling, in March 1971, which it affirmed last March, in rejecting the petitions seeking denial of the three San Francisco stations. The commission said it had already ruled that the stations involved had "acted reasonably and in good faith" in determining that the commercials did not raise a fairness issue.

It also found no basis for imposing sanctions on the ground of deceptive advertising. The Federal Trade Commission has filed a complaint against the commercials involved, but has not yet ruled on whether they were in fact false or deceptive. Furthermore, the commission said, the five stations had met its requirements for exercising care in accepting ads subject to FTC complaint in that they had either required documentation of the advertisers' claims or made changes in the content of the commercials.

The commission acted on a 6-to-1 vote, with Commissioner Nicholas Johnson the lone dissenter.

Back-pay raises get by

Retroactive increases in rates covered by the new three-year television-commercials contract, negotiated by the Screen Actors Guild and the American Federation of Television and Radio Artists with the American Association of Advertising Agencies and the Association of National Advertisers, have been approved by the Cost of Living Council. The new rates have been in effect since Jan. 10, but were retroactive to Nov. 6, 1972. The Cost of Living Council approval covered the retroactive period. Phase II wage controls ended on Jan. 10. The new contract was ratified earlier this year (Broadcasting, Feb. 5).

NBC new formula: less TV, more radio

A television advertiser can improve its campaign's reach and frequency by cutting back—if it puts the saving into radio. Nicholas Gordon, sales vice president of the NBC Radio network, made the point in a speech prepared for delivery to the San Francisco Media Directors last Thursday (May 3).

He cited a schedule of 10 30-second TV announcements costing $240,000. Cutting back to eight TV announcements, he said, would save $48,000, which would buy 85 announcements on NBC Radio's News on the Hour over a four-week period. The 10 TV commercials would deliver 91-million-dio Artists with the American Association of Advertising Agencies and the Association of National Advertisers, have been approved by the Cost of Living Council. The new rates have been in effect since Jan. 10, but were retroactive to Nov. 6, 1972. The Cost of Living Council approval covered the retroactive period. Phase II wage controls ended on Jan. 10. The new contract was ratified earlier this year (Broadcasting, Feb. 5).

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### Birth announcement

A new advertising agency has been born in New York: Cohen, Pasqualina & Lowe. Howard Cohen and Bob Pasqualina, ex-vice presidents and creative group heads at Wells, Rich, Greene, achieved advertising stardom for their "Try it, you'll like it" and "I can't believe I ate the whole thing" commercials for Alka Seltzer. Messrs. Cohen and Pasqualina are chairman and co-chairman of the board, respectively. Burton Lowe is president and chief executive officer of the agency. Mr. Lowe's prior experience includes nine years in media supervision and product management at Procter & Gamble. Temporary address: Bowman Towers, 49th Street and First Avenue, Phone (212) 355-7300.
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 have 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 Institute
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
Doyle Dane Bernbach: The trend setter of the sixties works to stay that way

The emphasis on creativity and freedom remains at an agency that bills over $100 million in the broadcast media

"His agency is the most sought-after in advertising and he himself is the industry's chief fashion-setter. . . . He has pioneered with such campaigns as those for Volkswagen ("Think small!"); Avis ("We're only number 2"); Levy's ("You don't have to be Jewish to love Levy's real Jewish rye") and Laura Scudder's ("The noisiest potato chips in the world"). His agency was responsible for the Drey-fus Fund lion prowling Wall Street and the Columbian coffee grower's Juan Valdez. . . . As a result of these and other campaigns, more and more advertisers began demanding the DDB look in advertising, and more and more agencies began attempting to provide it." That seal of historical significance was bestowed on Bill Bernbach and Doyle Dane Bernbach by the Encyclopaedia Britannica, in its 1967 yearbook.

Few advertising agencies have had the impact on advertising that Doyle Dane Bernbach has. Its alumni have absorbed DDB's approach and gone on to form their own agencies, thereby extending its influence. They include such illustrious names as Ron Rosenfeld, Leonard Siro-witz, Mary Wells, George Lois and Carl Ally. DDB has quite a few famous names remaining—Bill Bernbach, now chairman of the board and chief executive officer; Bob Gage, executive vice president and creative management supervisor; and Bob Levenson, executive vice president and creative director.

If there is one essential factor in all the ingredients that have made DDB tick, it would be the total commitment to creative advertising. President Joseph Daly expressed that commitment in his address to shareholders last February: "I do not intend to belabor you . . . concerning DDB's position on creativity. It is not only our middle name; it is our first and last name as well. We were founded on this concept—and in another sense, we have founded the concept.

At a time when marketing men are selling the virtues of positioning and de-emphasizing the importance of creativity, Doyle Dane Bernbach has stood firm. Mr. Daly says: "There was a danger of a backlash against DDB because people were hollering against creativity. But they didn't realize they were criticizing imitations of the form, not the substance. Bob Levenson once said, 'It's not the end of the creative revolution— it's the end of the revolting creatives.'"

Mr. Bernbach adds: "I just hope they don't destroy the gains made by the creative revolution of the sixties. I think marketing is very important. It's just as bad to have brilliant work poorly premised as to have dull work strongly premised. Irrelevant dullness is just as bad as irrelevant brilliance. The truth is you need both marketing tools and creativity. We send our creative people into a client's factories. We want them to find out what the message is. You have to have something to say, to say it better."

Currently, Doyle Dane Bernbach is saying it for American Airlines ("The good life"); Mobil Oil (with arch-friend Mr. Dirt); Polaroid (with spokesman Sir Laurence Olivier), Volkswagen ("Few things in life work as well as a Volkswagen") and more. What started with DDB ("We try harder") and left in 1969 for another agency, returned to DDB in January—the product of that reunion will be seen this summer. In 1972, 60% of DDB's domestic billings were with broadcast media—that's over $116 million.

What is the Doyle Dane Bernbach approach to advertising? Joe Daly says, "We start with the premise if it doesn't get you involved it won't work—and the involvement is directed toward a sales point."

Many male viewers seem eager to get involved with DDB's current campaign for American Airlines—and it has little to do with Chet Huntley, American's spokesman. It has everything to do with curvaceous Babette Colby, who emerges from Caribbean waters and walks toward the camera as Julia La Rosa sings, "To the good life." Walter Carey, vice president and account supervisor for American says, "The reason they love the girl is that she isn't 19 or 20—she's about 30. People tell me, 'She's a real woman.'" Jack Piccolo, vice president and creative management supervisor/art on the account, says no one working on the commercial had any idea she would be such a hit. "Anyone who ever tells you they anticipated a big hit commercial is fooling you. Your best clue is the guy who brings the sandwiches into the mixing room who stops to watch the spot and says, 'That's good.'"

Marvin Honig, vice president and creative management supervisor/copy on American, explains why he joined the agency (about four years ago): "At the agency where I was, they kept bringing me DDB ads asking me to write a 'DDB-type' ad. Finally, I had so many DDB ads on the walls of my office I decided to work for DDB." Mr. Piccolo recalls: "I almost got out of advertising because I'd worked in a place I didn't like. Here, if you don't do great work you only have yourself to blame. The morale is very high here. It used to be a lot wilder—the junior copywriters used to go down the halls on skate boards with dart guns. Now it's quieted down."

That may be so, but Marv Honig points out: "You can still find a basketball game in someone's office every once in a while. . . . But it's like we went through adolescence."

Another Doyle Dane Bernbach crea-
tion that has people involved is the saga of Mr. Dirt versus Mobil, "the detergent gasoline." Joseph Landy, vice president and senior account supervisor, and Walter Guarino, account supervisor, work on the Mobil account, which is almost 100% in broadcast. They've received requests for Mr. Dirt sweatshirts and notices of fan clubs being formed around the country. The campaign has scored well in viewer awareness and benefit recall, according to Mr. Landy, who expects Mr. Dirt to have a life expectancy of about three years.

Mr. Landy describes DDB as, "a very hip agency, but we're not wild about it—we've been there. It's fun to work here. We give creative as much input as they can bear. They're very unselfish—if an account person has an idea, creative will use it. The account group had said, 'Why don't you put Mr. Dirt in a crop duster?' Creative took that idea and put him in a World War I biplane." Mr. Guarino has been with DDB almost a year and, he says, "I feel like I've finally gotten back into advertising. You don't have a sense of hierarchy here. You feel more a part of things."

Vice Presidents Bob Rees and John Noble, account supervisor and creative management supervisor, respectively, work on the Volkswagen-Porsche-Audi accounts. About 75% of VW's billings are in broadcast media (most of that's in TV). The figure for Audi is 40% in TV. According to Mr. Rees, current VW advertising has changed from the "pure imagery" of the early campaigns ("when we owned the field") to "making hard copy points." He says that the compact-car market has become "much more volatile and capricious. We've had to react much more quickly. That's why we're into TV more—it has a much more immediate impact. For example, with repeal of the excise tax, TV turned our image around—we ran a tag at the end of our spots saying 'We're under $2,000 again.'" Currently, there are two Volkswagen campaigns on the air. "Few things in life work as well as a Volkswagen," has testimonial spots by a cowboy who uses his VW to round up cattle, and a traffic reporter who chose the bug to get through traffic when he's not in his helicopter. There is also a spoof of hair-coloring commercials with the slow-motion, running-through-the-field blonde. In this case, however, she embraces a VW station wagon as the announcer intones: "If you're always loved each other, yet one thing has kept you apart—rejoice. The VW station wagon is now available with fully automatic transmission." Another spot shows a woman driving the station wagon to the top of a steep hill when the light turns red. As she waits for the light to turn, the announcer says, "Last year we gave you enough power to get up the hill. This year we give you automatic transmission to get over the hill." The light turns green and, sure enough, the clutchless VW crests the hill and rides off.

Mr. Noble describes DDB as "very loose. We called Bill [Bernbach] up five minutes before for a meeting. When we came up Joe Daly was there too. I don't feel I'm in a law firm." Mr. Rees says, "The atmosphere here is a lot of hard work and a lot of fun. We feel a commercial is an intrusion. No one says 'Let's go home and watch the seven o'clock commercial,' so we try to make it entertaining as a kind of reward for watching."

Polaroid does most of its advertising on television. It has two main campaigns, one for the "Square-Shooter" and another for the full line of Polaroid cameras. The newest commercials for Square-Shooter began airing in network prime time last March. Various mood vignettes are around the theme "The best minute of the day from Polaroid." The latest full-line spot airs this month and features a harried Gene Klaven as a photo dealer who tries demonstrating the different Polaroid cameras to a customer.
on the phone. Sir Laurence Olivier demonstrates the new SX-70 Land camera in commercials running only in Florida until June. Production has been unable to keep up with the volume of orders coming in for the new camera. Lloyd Highbloom, vice president and account supervisor for Polaroid, says Doyle Dane Bernbach is "one big merry-go-round. What's always amazing about this place is something good is always coming up—every week. It's like catching the brass ring every time around." Jack Dillon, vice president and creative management supervisor on Polaroid, says "Coming here from another agency was like getting out of the army. It was quite a surprise to me to find the competition down the hall—not across town. I was scared stiff, here were all these kid geniuses running around—I'd come from a place where I was the kid and here, at 37, I was the old man. Another thing that's common here, that I don't think is common at other agencies, is enthusiasm. In other places it's considered unprofessional to get excited over an ad—here it's just the opposite."

To get enthusiastic, talented creative people, Doyle Dane Bernbach spends an extraordinary proportion of its budget on their salaries. Bob Levenson points out that DDB employs 110 people in its creative department while Wells, Rich, Greene has about 35: "We have a depth that nobody else has—and we pay the price for it. And I think they're a happy lot. The only unhappiness is that they don't have enough to do. In the last year I've been taking that into account more and more. Maybe we don't need all these people because I know people are happiest working at 120% capacity. It would be easier for me to say to a guy, 'We're going to cut your salary in half,' than to say 'We're taking you off an account.'" Mr. Levenson prizes creativity and enthusiasm: "We encourage our creative people to use a lot of paper. I like them to come running in with, 'Hey, look what I did!'" The atmosphere at Doyle Dane Bernbach is a mixture of informality, fun and a sense of intense personal pressure to produce creative advertising. As Jack Dillon put it, "I'd rather be late with an ad than come in with an ordinary idea." Perhaps the last word should be reserved for Bob Levenson: "No one would ever dare deny me a chance to show that something creative is the Doyle Dane Bernbach way."

Ad abuses charged
Philadelphia agency head urges less clutter, more commercials with 'women identification'

"The most abused and dishonest phrase we hear nightly on television is: We pause for station identification," according to Thelma Gray, president of T. Gray Associates. Speaking before the Philadelphia chapter of American Women in Radio and Television, the agency head related that pause to commercial abuses that she said were a disservice both to the public and to advertising. "A look at the 'gang commercials' is enough to warn us that our message must be lost in a welter of tasteless superlatives," she said, referring to the practice of jamming multiple commercials into one time slot.

Mrs. Gray also expressed dissatisfaction with commercials that place men in positions of authority, telling women how to perform household chores, or instructing women on which products to purchase. Not only is better product identification needed in advertising, but better "women identification," she said.

AAF ready for New Orleans
The President's Committee on Mental Retardation will present awards at the American Advertising Federation convention in New Orleans for the best radio and television spots written to promote public acceptance of mentally retarded persons.

The five-day convention (May 12-16), to be held at the Fairmont Roosevelt hotel, will also feature a keynote address by AAF Chairman Barton A. Cummings; a hall-of-fame luncheon at which John P. Cunningham, honorary chairman of Cunningham & Walsh Inc., New York, and the late Bernard C. Duffy, former president of BBDO, New York, will be installed; a speech by Representative Lindy Boggs (D-La.), and an address by AAF President Howard H. Bell.

FCC issues its new rules for program reporting
The emphasis is on discovering and serving community needs; new forms await OMB clearance

The FCC's new license-renewal procedures designed to promote closer dialogues between stations and their communities became a reality last week, two years after work on the project began and six weeks after work was reported as all but complete (Broadcasting, March 19).

Well, almost a reality. The effective date of the new rules depends on clearance by the Office of Management and Budget of the new program-reporting section of the license-renewal form and of an annual program-reporting form provided for in the renewal-procedures package.

The vote to adopt the new procedures was unanimous. But despite the effort made within the commission to resolve all differences and to satisfy all doubts, five commissioners chose to concur in the result. Chairman Dean Burch and Commissioner Benjamin L. Hooks were the only members voting for the document without reservation.

The new rules track virtually word for word the proposals under discussion in March in most cases. But the intervening time has been used to settle some differences among the commissioners—the most controversial dealing with a question in the renewal form on whether network applicants have pre-empted network news and public-affairs programs. The question as approved is a compromise, an attempt to cover the gray area. The point is whether the applicant carried such programs "regularly" (that is, more than 50% of those offered), but not what programs he used to replace those that were pre-empted, as had originally been proposed. Some commissioners felt the question, even as amended, can be read as commission pressure on affiliates to carry all network news and public-affairs programs.

In resolving another disputed point, the commission decided to ask only for typical and illustrative programs—and not every program—that television broadcasters carried to meet what they have determined to be the "significant problems and needs of the service area" (which could include problems national and international in scope). The lists of problems (no more than 10) and programs carried to meet them are to be prepared annually and retained in each station's public files, but not submitted to the commission until the station files its renewal application.

The commission also decided to re-
SkyCab GUARANTEES YOUR PACKAGE DOOR-TO-DOOR:

New York-Chicago, 6 HRS; Chicago-Los Angeles, 8 HRS;
Los Angeles-New York, 10 HRS...

Ship ad materials, films, blueprints, engravings, samples—practically anything, anywhere today!

SkyCab is ready to deliver your package to and from anyone, anywhere in over 18,000 U.S. cities and towns today. Each SkyCab trip is a special express just for you—there's no faster way to get a package from one place to another, unless you take it yourself (even then, SkyCab might win). One call to our toll-free number does it all.

SkyCab is a unique marriage of a nationwide fleet of high-speed taxis with the fully-computerized facilities of one of the world's largest air freight systems. Call now—SkyCab is ready.

SkyCab is a unique marriage of a nationwide fleet of high-speed taxis with the fully-computerized facilities of one of the world's largest air freight systems. Call now—SkyCab is ready.

Your package flies with passenger baggage, not cargo. It's picked up within 30 minutes of flight arrival by another SkyCab agent who takes it directly and immediately to its destination. Instant proof of delivery available.

Delivery to your addressee's hands within specified time limits is guaranteed, or you get half your money back. (Maximum package limits: 90 inches aggregate dimensions and 50 pounds.)

ONE CALL DOES IT ALL. 800-257-7888

© 1973 by Shulman Air Freight, Inc.
quire radio stations to retain "comments and suggestions" for three years but without imposing an obligation to categorize them. The commission's re-regulation task force will review the requirement in a year to determine whether it should be retained or modified. The new rules will require television licensees not only to retain such material for three years but to separate them into two files—"programming" and "nonprogramming."

The requirement of a "comments and suggestions" file is part of the general approach the new rules take to the question of promoting closer station-community relations. So is the requirement for an annual listing of community needs and the illustrative programs carried to meet them. Community residents will be invited to inspect these materials and to comment on them.

The aim of promoting closer relations is to head off station-community disputes before they reach the point of a petition to the commission. These situations have reached staggering proportions. In the year ending June 30, 1972, 68 were filed against 108 stations. Last week alone, seven petitions were filed against 27 stations in Mississippi and Louisiana (see page 3).

Other principal provisions in the new rules require:

- Radio and television stations to broadcast announcements every 15 days throughout their license period describing their obligations and inviting comments and suggestions. During the months preceding the deadline for filing petitions to deny and competing applications, the announcements will note that the application is to be—or has been filed, that the public may inspect a copy and submit comments to the commission.

- Television as well as radio licensees to ascertain community needs in accordance with the guidelines laid down in the commission's "Programming." However, television licensees will not be required to file their reports with the commission; rather, they will certify to the commission that they have followed the commission's guidelines in conducting their surveys and will place in their public files all material connected with the surveys.

- All licensees to file renewal applications four months in advance of the date on which their licenses expire; the present deadline is three months ahead of expiration. The deadline for competitive applications and petitions to deny will remain one month prior to the renewal date.

The one-page annual report on programming that television broadcasters will file with the commission will state the amount of time—both in minutes and percentages of total broadcast time—that they devoted to news, public affairs and "other" programming (exclusive of entertainment and sports) during the year. The information will be required on a composite-week basis, in terms of actual weekly and total prime time, as well as of "all programs" and "local programs" only.

The commission feels the statistics will be helpful to members of the public, in providing more information on stations' programming during the license period, as well as to the commission itself; it could develop from the statistics information on industry trends and data that would be applicable to specific areas of inquiry and policy.

The new program-reporting section of the television license-renewal form contains 15 questions, about half the number in the present form. But some of the questions are new. Question on past and proposed commercial practices request a break-out of information on prime time as well as data on an over-all basis. (For instance, one question asks the number of prime-time hours in the composite week in which a licensee devoted up to eight minutes of commercial matter, between eight and 12 minutes, between 12 and 16 minutes and over 16 minutes.) The form also asks detailed information on public-service announcements—how many and when they were carried, the number involving local organizations and the number aired between 8 a.m. and 11 p.m.

One other new question reflects the commission's new-found interest in children's programming. It asks for a description of programs carried that were primarily directed to children 12 years old and younger.

One new aspect of the form indicates the commission's growing concern over the flood of paper that is increasingly associated with license-renewal applications. A note invites licensees to limit exhibits to two pages. An exception is made for exhibits submitted in response to questions as to whether the licensee believes answers to other questions adequately reflect or explain his programming—and then the limit is five pages. However, the commission will permit licensees—at their option—to supplement the information supplied the commission with material placed in their public file.

Commission officials say the new rules are compatible with the basic objective of the license-renewal bills pending before Congress. One notable exception is the Nixon administration's bill, which contains provisions that would conflict with requests for annual reports on specific kinds of programming.

The commission has not completed its work in the license-renewal field. A form for radio—shorter and simpler than the present one—is at least the goal. The drafting job will be the responsibility of the commission's re-regulation task force.

D.C. area broadcasters form association

Organization's purpose is ongoing asment of community problems

As an outgrowth of a self-styled "Committee for Community Ascertainment" which helped the stations prepare for their license-renewal period last year, 34 AM, FM and TV stations licensed to the greater metropolitan District of Columbia area have formed the Washington Area Broadcasters Association Inc.

According to the group's chairman, William Dalton, vice president and general manager of WASH(FM) Washington, the ascertainment committee last year interviewed more than 350 people over a six-week period as to the major problems of the community and because this process worked so successfully, it has become the cornerstone of the newly incorporated industry organization.

"What we hope to accomplish here, in addition to benefiting the welfare of the broadcasting community," Mr. Dalton explained, "is to hold a continuing ascertainment of community problems through meetings with major community leaders who cannot sit down individually with 34 broadcast stations."

Beyond the ascertainment objective, the new organization also will devote its efforts to minority problems and needs and to maintaining a strong government liaison.

The Washington Area Broadcasters Association includes among its membership 30 radio stations and four Washington TV stations—WJZ-AM, WMAL-TF, WRC-TV and WTTG(TV). The Post-Newsweek stations, WTOP-AM, TV, are not members. In all, the organization has attracted 34 of the 39 broadcast stations eligible to join, with membership limited to broadcasters licensed to Montgomery and Prince Georges counties in Maryland; Fairfax and Arlington counties and the cities of Falls Church, Fairfax and Alexandria, in Virginia; and the District of Columbia.

In addition to Mr. Dalton, who is serving a one-year term as chairman, other officers of the organization are William Sanders, vice president and general manager of WWDC-AM-FM Washington, vice chairman; and Klee Dobra, general manager, WMOD(FM) Washington, secretary-treasurer.

Kaiser about ready for radio swan song

Cambridge AM being sold to Family Stations

Kaiser Broadcasting Corp., Oakland, Calif., took a major step toward its exit from radio-station ownership last week when it signed an agreement to sell its WCAM(AM) Cambridge, Mass., to group broadcaster Family Stations Inc., subject to FCC approval. Price was $300,000.

Kaiser, which had previously announced that it was concentrating its broadcasting interests on the development of a chain of major-market independent UHF stations, is awaiting FCC approval on its $1.4-million sale of KFOG(FM) San Francisco to General Electric Broadcasting. The transaction is being delayed at the commission due to a citizen objection to the proposed new ownership. General Electric earlier purchased Kaiser's WJIB(FM) Boston for $3.6 million. FCC approval is expected shortly on Kaiser's proposed merger with Field Communications Corp., licensee of WFLD-TV Chicago. The deal would give Kaiser a fourth-fifths interest, and Field a one-fifth share in a new firm that would include WFLD-TV and five of Kaiser's six UHF stations—KBKX-
"If you want to find out how good our line-fed TV newsfilm service really is, try it for two weeks, starting May 14. Free."

First-hand. That's really the only way you can evaluate our service.

So we're offering stations a two week free trial starting the day we introduce our daily, line feed.

All you have to do is call our New York headquarters. We'll make all the arrangements to deliver our service to your local AT&T testboard.

Then, for two weeks starting May 14, you'll get line-fed newsfilm coverage on 12-15 of the top national, international and sports stories of the day — every day, Monday through Friday, along with appropriate scripting material.

Can you think of a better way to evaluate a newsfilm service?

For more information, call John Gilbert, collect: (212) 582-6666.

Call me collect (212) 582-6666. TELEVISION NEWS INC.
Michigan daytimer goes for $2.3 million

Greater Media seeks 10th outlet

The FCC has approved the purchase by New Brunswick, N.J.-based Greater Media Inc. of WQTE (AM) Monroe, Mich. The $2.3-million price is the largest ever for a daytime AM.

WQTE, which is being sold by Richard E. Jones and members of his family, operates on a signal of only 500 w. Its 560 kHz regional frequency, however, enables it to put a signal out over an area including Detroit.

Greater Media is principally owned by Peter A. Bordes and Joseph L. Rosenmiller Jr. The firm is the licensee of WQTC (AM)-WQMR (FM) New Brunswick; WQSM (AM)-WCTO (FM) Huntington-Smithtown, N.Y.; WQAY (AM)-FM Washington, and WCTR (AM)-WVQR (FM) Huntington, W. Va.-Ashland, Ky. It also awaits FCC approval of its purchase of WHPF (FM) Birmingham, Mich.

Taft selling WNEP (TV)

Group station owner Taft Broadcasting Co. reported last week that it has reached an agreement to sell WNEP (TV) (ch. 16, ABC) Scranton/Wilkes-Barre, Pa., to a group headed by Thomas P. Shelburne, the station's general manager. Subject to FCC approval, Mr. Shelburne and his associates will pay $3.9 million cash, Taft said.

Taft is the licensee of WBCR-TV Birmingham, Ala.; WDAF-AM-FM-TV Kansas City, Mo.; WGR-AM-FM-TV Buffalo, N.Y.; WKRK-AM-FM-TV and WKRQ (FM) Cincinnati, OH; and WTAI-FM Philadelphia.

WNEP is the surviving entity in a 1958 merger of WARM-TV Scranton and WLK-TV Wilkes-Barre. Taft acquired the station in 1964 as part of a major transaction with Transcontinent TV Corp. which also brought it the WDAF and WGR stations. Mr. Shelburne has been at the Scranton facility since its inception in January 1953.

WNEP operates with 1,410 kw visual, 141.6 kw aural and an antenna 1,219 feet above average terrain.

Stimson Bullitt switches

Stimson Bullitt, former president of King Broadcasting Co. (1961-71), has acquired principal ownership of Harbor Properties Inc., owner of real estate in the downtown area of Seattle, from King Broadcasting. Consideration was relinquishment of his 23.6% stock holding (his portion of the Bullitt family ownership of broadcasting company). The value of the stock was not disclosed. As part of the transaction, Harbor Properties also acquired ownership of six other cable systems in California, Oregon and Washington. Its radio-TV holdings include KING-AM-FM-TV Seattle, KOMO-AM, KIRO-FM Portland, Ore., and KREM-AM-FM-TV Spokane, Wash.

Changing Hands

Announced

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

- WNEP (TV) Scranton/Wilkes-Barre, Pa.: Sold by Taft Broadcasting Co. to Thomas P. Shelburne and others for $3.9 million (see this page).

- WCAS (AM) Cambridge, Mass.: Sold by Kaiser Broadcasting Co. to Family Stations Inc. for $300,000 (see page 30).

Approved

Following transfers of station ownership have been approved by FCC (for other FCC activities see “For The Record,” page 69):

- KTAC - AM-FM Tacoma, Wash.: Sold by Radio 850 Corp. to Entertainment Communications Inc. for $1.5 million. Buyer owns KLEF (AM) Houston, WAYL (AM) Minneapolis, KBRG (AM) San Francisco and has purchased interest in KBSA (TV) Guasti, Calif., subject to FCC approval. Principals of ECI are Joseph M. Field, Philadelphia attorney, and Herbert Kean and Joseph F. Uncicchio, both physicians in that city. KTAC is full time on 850 kHz with 10 kw, directional at night. KTAC-FM operates on 103.9 mhz with 950 w and antenna 490 feet above average terrain.

- WQTE (AM) Monroe, Mich.: Sold by Richard E. Jones and others to Greater Media Inc. for $2.3 million (see this page).

- WWQS (FM) Orlando, Fla.: Sold by American Home Stations Inc. to Roun saville of Tampa Inc. for $500,000. In approving sale, commission noted that several local residents had objected to buyer's plan to change WWQS’s format from religious to contemporary. It said AHS had experienced continued financial difficulty with present format and noted that seller will retain WWCF Windermere (Orlando), Fl., which will remain completely religious oriented. R. W. Roun saville is chairman and principal owner of buyer, which owns WCI N (AM) Cincinnati; WVOL (AM) Berry Hill, Tenn.; WYLD (AM) New Orleans, and WDAF-AM-FM-TV Tampa, WPLU (AM) Miami and WBTW (AM) Winter Park, all Florida. WWQS operates on 105.1 mhz with 90 kw and antenna 350 feet above average terrain.
Blacks are back against Miss., La. stations

This time renewal challenges seek to impose new responsibility on radio and television stations to upgrade community conditions.

The third-party movement in license-renewal proceedings returned last week to the region where, in essence, it began seven years ago—the Deep South. It was at the urging of minority activists in Jackson, Miss., that Washington's U.S. Court of Appeals rendered its historic 1966 decision that citizen groups had standing to challenge the renewal of WLBT(TV) Jackson—an edict that started an outpouring of petitions to deny around the country. And it can be seen in the pleadings directed at stations in Mississippi and Louisiana last week—collectively urging that the renewal applications of 27 stations be dismissed—that hostilities have not abated.

Racial relations were the key issue in last week's round of petitions to deny, as they had been in 1966. But there is a new element involved. Said one of the petitioners: "Many blacks are without jobs and are frustrated." Offered another: "The black section of town has many homes which have no plumbing and houses which offer little or no protection from the natural elements." It was obvious that the challengers believe that broadcasters should do something to combat those problems.

According to the three organizations that challenged the renewal of WTVK-TV Tupelo, Miss., that city in recent years has become enmeshed in poverty and pollution that seem to have had a primary effect only on the area's 24% black population. Yet, claimed the petitioners (the Mississippi Pollution and Consumer Protection Foundation and the Lee county chapters of the National Association for the Advancement of Colored People and the National Council of Negro Women), WTVK-TV has failed to deal with any of the crucial issues facing blacks in its programing. The groups claimed that only one of the 14 public-affairs programs the station broadcast during its last renewal term concerned local problems. Also, they claimed, the station's community needs—ascertainment procedures are "clearly deficient" in light of the fact that only 7.4% of the 94 community leaders interviewed were black. WTVK-TV, they added, employs only two blacks full time out of a staff of 30, and neither of these are in decision-making positions.

"Even though the economy has risen in terms of per-capita income, for blacks it has decreased," Concerned Citizens of Better Communications said of its native city of Hattiesburg, Miss. And the operation of WXXX(AM) there, which it is challenging, "beeps us of a licensee wedded to preconceived policies, a licensee unable and unwilling to root his opera-

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Brokers of Newspaper, Radio, CATV & TV Properties

Broadcasting May 7 1973 33
Friends. Volunteers who work with member broadcast stations in 46 markets met at KWTV(TV) Oklahoma City for the fifth annual convention of Call For Action, a cooperative organization dedicated to the presentation of integral community issues affecting the individual citizen by the broadcast media. Pictured above are (l-r) Ellen S. Straus, national chairman of Call For Action; Oklahoma City Mayor Patience Latting, who delivered the conference's keynote address; and Jacques DeLair, executive vice president and general manager of KWTV.

Two other Louisiana stations fell victim to petitions to deny, both resulting from charges of impropriety in connection with recent ownership changes. Bossier Broadcasting Co., applicant for a new FM station at Bossier City, La., claimed that the renewal application of KOKA(AM) Shreveport, La., must be deferred pending the outcome of a comparative proceeding in which the KOKA licensee is also an applicant for the Bossier City FM frequency. The petitioner claimed that KOKA's failure to file a program proposal with its renewal application (the station, it was asserted, merely made reference to a similar proposal prepared in connection with an application covering the AM transfer) would taint the FM proceeding in favor of the AM licensee, since KOKA's program proposal for the new FM is essentially the same as its AM proposal. Without the submission of a new proposal, the challenger asserted, the commission cannot make a determination as to whether the new licensee has fulfilled the promises it made when it applied to purchase KOKA. The sale was granted last November.

In another petition, a group calling itself Save Inspirational Radio objected to the renewal of KRMD-FM Shreveport on several grounds, including the licensee's decision to drop a 60% "spiritual" format. The group claimed that the KRMD-FM licensee, whose purchase of the station was also granted last November, had submitted a program proposal that had been prepared by two employees of the former station owner who have since left their positions.

A challenge is also expected to be filed shortly against the renewal of KLIN-TV Lafayette, La., by Vision Cable Communications, Inc., a cable firm serving areas surrounding that city. The company two weeks ago asked the commission to grant it a time extension to file a petition to deny, claiming that the station's failure to include in its application has precluded Vision from formulating an effective legal argument. Vision asked that it be permitted to file its challenge by May 18 or two weeks after KLIN-TV supplies the absent information. The FCC reported that it has granted Vision's request to have granted that request last week.

A challenge of another variety—in the form of a competing application for the facilities of an existing station—was filed last week against the pending renewal application of WLUX(AM) Baton Rouge. The applicants, Harry and Dorothy Ladas, told the commission that they are considering the purchase of the physical plant of WLUX, which is now in receivership, at a price not to exceed $30,000 if their application prevails in hearing. Mr. Ladas is 100% owner of Televue of Louisiana Inc., a New Orleans visual advertising display company. Mr. and Mrs. Ladas said they would manage the new stations themselves on a nonsalary basis if awarded WLUX's 1550 khz, 5 kw daytime facility.

New Orleans TV's deal with minorities

Agreements head off challenges by promising changes in programing and employment

New Orleans' three network-affiliated television stations have signed an agreement with a local citizen group calling for significant revisions in their programming and employment practices and also averting the prospect of challenges to the stations' license-renewal applications being filed with the FCC.

Citizens United for Responsive Broadcasting (CURB) reported that negotiations it has held with the broadcasters in connection with their 1973 renewal applications have resulted in agreements with WWL-TV (CBS), WWVE-TV (ABC) and WDSU-TV (NBC). The terms of the agreements will be included in the commission as amendments to the renewal applications, the group said.

The agreements state the stations' willingness to "strive on all levels" to insure the equal employment of blacks, women, Latin Americans and other minorities, and to engage in the active recruitment of members of those groups. They also provide for the establishment by all three stations of separate citizen advisory councils, which will meet with station officials on a regular basis to provide input toward improved service to minorities.

The most extensive program commitments appeared to have been secured with WWL-TV which, among other things, has agreed to institute a new half-hour weekly program on health care and services, a similar program concerning education and culture and a daily five-minute Spanish-language news broadcast. WWL-TV also agreed to provide at least 30 seconds of "free speech" time.

END
to members of the public on a daily basis, to air an increased number of public service announcements, and to schedule at least one 30-minute documentary per month.

The WVUE-TV agreement obligates that station to present an additional one hour of public-affairs programming per week, dealing with issues pertinent to minorities and women—30 minutes of which is to be presented in prime time. WVUE-TV has also agreed to run an increased number of PSA's and to present five "free speech messages" per week, which will be available for public access in an open forum.

Few changes from WDSU-TV's existing programming are specified in the agreement with that station, which took notice of WDSU-TV's "substantial commitment" to local, community-oriented presentations. The pact provides for the presentation of issues of particular significance to the community in "mini-documentary" form on the station's news programs, as well as the implementation of a half-hour monthly program dealing with community problems, which will be shown in prime time.

39 Southeast stations asked for EEO details

Letters follow pattern set earlier by FCC for others in East, South

The FCC has queried 39 stations in Alabama and Georgia on their equal employment opportunity practices after reviewing their 1971-72 annual employment reports.

The letters are part of a continuing effort by the commission to implement its rules barring discrimination in employment. The licenses of the Alabama and Georgia stations involved expired on April 1, and their renewals will remain deferred pending a resolution of the inquiry.

The stations selected for letters were among those with more than 10 full-time employees who reported no women on the payroll or a reduction in their number, or, if they were in areas with a minority population of at least 5%, employed no minority-group members full-time or reported a decline in that category.

These are the same criteria the commission used in sending EEO letters to stations in Pennsylvania, Delaware, Maryland, West Virginia, Virginia, the District of Columbia, North and South Carolina, and Florida.

The Alabama stations are WAAX(AM), WJBY(AM)-WJBY(FM), all Gadsden; WBAM(AM) and WMQY(AM), both Montgomery; WBHP(AM) Huntsville; WDNG(AM) Anniston; WJLD(AM) Mobile; WJLN(AM)-FM Birmingham; WSNE-AM-FM Muscle Shoals, and WBTC(AM)-WTOA(FM) Tuscaloosa.

The Georgia stations are WAUG-AM-FM and WBQQ-AM-FM Augusta; WDEN-AM-FM Macon; WDMG(AM)-FM Douglas; WDHM-AM-FM Gainesville; WFM(AM) Marietta; WGA(AM)-WNOM(FM) and WGTV(FM) (noncommercial), all Athens; WNIN(AM) and WOXI(AM), both Atlanta; WFXN(AM) Phenix City, Ala.-Columbus, Ga.; WOXI(FM) Smyrna; WBAL-AM-FM Columbus; WRAG-AM-FM and WROM-AM-FM, all Rome; and WSAY(AM) and WSGA(AM), both Savannah.

Twelve stations previously reported to have received EEO letters (BROADCASTING, April 30) did not. They are WAPF-AM-FM and WCKT-AM-FM, all Birmingham; WCUI(AM), WSFA(FM) and WKBATV, all Montgomery; WSGT(AM), WSGO(AM) and WAGA-TV, all Atlanta; WALA-TV Mobile, and WSAY-TV Savannah. They appeared on an FCC list that included a number of stations that were said to have been selected by the staff "for further inquiry" because they fell within the criteria for receiving letters. However, the 12 were among 24 that were eventually pared from the list on the ground that strict application of the criteria would not be justified because of various mitigating factors.

TV networks make recovery in '72

FCC-released figures show $1,598 million net revenues for ABC, CBS, NBC, O&O's

The three television networks have shown what appears to be a full recovery from a slump in 1971, when the congressionalmandated ban on cigarette advertising sent revenues plummeting in record proportions. According to figures released by
Broadcast financial data of three national television networks and their 15 owned-and-operated stations, 1972
(In millions of dollars)

<table>
<thead>
<tr>
<th>Total Networks</th>
<th>15 owned-and-operated TV stations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amount</strong></td>
<td><strong>% change from previous year</strong></td>
</tr>
<tr>
<td>1. Network advertising revenues</td>
<td>1,682.6</td>
</tr>
<tr>
<td>2. Deductions: a. Paid to owned-and-operated stations</td>
<td>34.3</td>
</tr>
<tr>
<td>3. Retained from network advertising revenues</td>
<td>1,497.4</td>
</tr>
<tr>
<td>4. Non-network time sales</td>
<td>1,453.0</td>
</tr>
<tr>
<td>5. Other broadcast revenues</td>
<td>1,576.3</td>
</tr>
<tr>
<td>6. Total broadcast revenues</td>
<td>3,974.3</td>
</tr>
<tr>
<td>7. Deduct—commissions to agencies and representatives and cash discounts</td>
<td>323.7</td>
</tr>
<tr>
<td>8. Net broadcast revenues</td>
<td>3,650.6</td>
</tr>
<tr>
<td>9. Broadcast expenses</td>
<td>1,604.0</td>
</tr>
<tr>
<td>10. Broadcast income (before Federal income tax)</td>
<td>213.4</td>
</tr>
</tbody>
</table>

Note: In some cases, last digits of figures do not add because of rounding.  
1 Includes payments from networks other than ABC, CBS, or NBC.

The FCC last week, not only did the networks in 1972 offset the setback of two years ago, but they also topped the 1970 totals.

The commission figures show that the net broadcast revenues of ABC, CBS and NBC and their 15 owned television stations rose 15.9% from $1,378.9 million in 1971 to $1,598.3 million in 1972. And the 1972 total was a $131-million increase over the combined network-O&O revenue figure for 1970—$1,467.3 million—when cigarettes were still a major factor in the broadcast advertising story.

Profits for the combined operations were $167.5 million in 1972—a 25.9% increase over the 1971 total of $144.9 million but short of 1970's $167.5 million.

Advertising revenues from strictly network operations increased 13.1% last year—to $1,682.6 million—over the 1971 total of $1,478.5 million. Last year's total in this category was also well in excess of the 1970 level—$1,546.5 million.

Net revenues from networking, after deductions were made for payments to affiliates and advertising agencies, stood at $1,271.3 million. This represents a 16.2% increase over the 1971 total of $1,094.1 million.

But perhaps the best indication of the extent to which the networks have recovered from the 1971 doldrums can be seen in the total profit figure derived from strictly network operations last year. That total more than doubled in 1972—from the 1971 level of $53.7 million to last year's $110.9 million. This marks the second straight year of increased network profitability; 1971's total was $50.1 million.

Positive returns were also achieved by the O&O's. The 15 network-owned facilities last year registered total revenues of $327 million, a 4.8% rise from the 1971 level of $284.8 million and also surpassing 1970's $312.5 million total.

Profits, which plunged dramatically in 1971, were also on the upswing again last year. Income for the O&O's stood at $102.5 million in 1972—a 12.4% increase over 1971 but well below 1970's $117.3-million achievement.

**FCC plans to rap with broadcasters in their backyards**

State association presidents at Washington meeting learn of commission's program for better lines of communication

The FCC, probably starting in September, will hold a number of informal, regional conferences with broadcasters to establish dialogue between the commission and the industry on a local level. The first of the sessions is likely to take place somewhere near Washington. Each of the sessions will possibly be attended by three or four staff members of the commission—two or three members of the Broadcast Bureau, maybe the FCC general counsel or somebody from that staff and possibly a commissioner (participants would depend on the scope of subject to be discussed). But before the meetings can be held, a number of questions still remain to be answered, such as: How many states should be represented at each regional conference?

Wallace E. Johnson, assistant broadcast chief, disclosed this plan to the opening business session of a three-day (May 1-3) conference of state association presidents, held under the auspices of the National Association of Broadcasters in Washington. Mr. Johnson also told NAB members that the commission is considering which would create regional full-service offices of the FCC tied together by computer. He said there currently is a Chicago regional center, but it is limited to handling technical matters.

NAB President Vincent T. Wasielowski, in his welcoming remarks, assured the 87 association officers from 47 states attending that progress is being made in getting a license-renewal bill enacted. "I'm really optimistic," Mr. Wasielowski said, while noting that because broadcasters are "so important in the social scene," they are always going to be "the butt of allegations and complaints."

NAB General Counsel John B. Summers moderated a lively general panel concerned with the question of program-length commercials. Mr. Summers pointed out that at this time because there is no clear indication where the FCC is going in this area, NAB is preparing to submit summaries of the problems that exist so that the commission can establish definite guidelines. In keeping with this tactic, Washington communications attorney Stanley Cohen, who participated in the panel discussion, revealed that he has written to the commission setting forth the problems experienced by broadcasters in handling programming that could or could not be interpreted as program-length commercials.

William B. Ray, chief of the FCC's complaints and compliance division, told of what appears to be a flagrant example of a broadcaster using program-length
A 12-hour radio documentary on the most spectacular figure in the history of rock and roll.

June 30, 1973 is it! After that date, all broadcast rights to Watermark’s award-winning, record-breaking “Elvis Presley Story” expire. Meantime, these 12 exciting hour-long taped episodes in the complete story of Elvis’s life, his music and his impact are still available in some U.S. radio markets... and at Special, Low, rates. For the story behind “The Elvis Presley Story”... how over 200 stations sold it to blue-chip advertisers at premium rates... how these stations racked up unbelievable ratings... Don’t write! Call Tom Rounds or Steve Aitken collect at (213) 980-9490.

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National Radio for Local Programming
10700 Ventura Blvd.
Los Angeles, California 91604

Producer/Director: Ron Jacobs
Writer: Jerry Hopkins
Narrator: Wink Martindale
Production Co-Ordinator: Sandy Gibson
Continuity: Ellen Johnson
Mastering Engineer: Bill Herganson
Mixing Engineer: John Horton
Executive Producer: Tom Rounds
Words continue to fly over public broadcasting

Mickelson thinks it's back to the drawing boards for CPB; Loper foresees total control by White House; Schwarzwalder calls for Rogers' Gunn's resignations

The public broadcasting controversy, hot and heavy since a proposed compromise in the power struggle between the Corporation for Public Broadcasting and the Public Broadcasting Service failed and led to the resignation of CPB Board Chairman Thomas B. Curtis, refuses to become a hibernating issue.

Sig Mickelson, professor of journalism at Northwestern University, citing various White House threatening policies toward the media, particularly the cancellation of public-affairs programs on public broadcasting, reminded a meeting of the Illinois News Broadcasters Association that "what happens to the public television stations may not affect you directly but the arbitrary outlawing of any shows which in any way question administration attitudes or administration policies should give some pause to those who think that privately owned stations are completely free from similar treatment."

Mr. Mickelson, a former president of PBS, suggested that "politicization" of the Corporation for Public Broadcasting is too far along for "decontamination procedures" to work. He wondered whether CPB is "beyond saving." Said Mr. Mickelson: "It may be necessary to abolish CPB and start over."

A day earlier, on April 27, a prominent public broadcasting manager, James L. Loper, conjured the specter of a CPB board of directors "controlled by the White House" and empowered to make "all decisions about what national public television programs will be funded and made available to local stations." Addressing the 12th annual Honors Convocation at California State University, Los Angeles, Dr. Loper, president and general manager of KCO-FM (Los Angeles), warned that the threat of a government-controlled network has become imminent. In an earlier speech to the Channel City Club and Women's Forum, Santa Barbara, Calif., Dr. Loper questioned whether CPB sees its role as "as a broadcasting arm of the federal government," or whether it instead is embarked on a policy of "controlling and limiting it."

John C. Schwarzwalder, a public broadcasting station manager (KCTA-TV Minneapolis-St. Paul) of totally different persuasion, circulated an open letter to other managers of noncommercial TV stations calling, among other actions, for the immediate resignation of Ralph B. Grover, president of ktxa-TV Dallas and chief negotiator of the defeated PBS-CPB compromise plan; and of PBS President Hartford N. Gunn Jr. In his letter dated April 25, Dr. Schwarzwalder said: "We cannot afford the luxury of allowing the architects of disaster to enter our councils again."

The "disaster," Dr. Schwarzwalder claims in his letter, was brought on by "Rogers and Gunn's attempt to "open up a government-supported interconnection to Fred Friendly's programs financed by the Ford Foundation." (Dr. Schwarzwalder has previously called for the resignation of Fred W. Friendly, consultant to the Ford Foundation, as well as Mr. Gunn and several other public broadcasting officials [Broadcasting, July 17, 1972].) The condition of the "disaster" facing public broadcasting, according to Dr. Schwarzwalder, includes the destruction of the Public Broadcasting Association of Educational Broadcasters as an organization and the equal destruction of the station managers' role in PBS.

He charged that those managers who supported the Rogers compromise plan, and voted to restructure PBS to encompass the former separate public-television licensee groups (the governing board chairmen, the educational television stations division of the NAEB and PBS) "have done almost irreparable harm to public television. He said the only hope for the immediate future is for stations to stop demanding federal funds to support the ideals of Fred Friendly, Ralph Rogers or Hartford Gunn and to start requesting funds "primarily to strengthen local stations and local programming on local stations."

550 from affiliates meeting with NBC-TV

Sarnoff to give first formal talk to group in seven years

A comprehensive look at programing and an address by Robert W. Sarnoff, RCA board chairman and chief executive officer, will be among the highlights of the three-day NBC-TV affiliates convention, that was scheduled to get under way yesterday (Sunday) at the Century Plaza hotel, Los Angeles.

Mr. Sarnoff, who switched to RCA from the NBC chairmanship some seven years ago, has not formally addressed the network's television affiliates at that time. (He did, however, speak to the affiliates convention in May 1969, but it was not a formal address, instead amounted to "casual remarks" by way of introducing Walter. D. Scott as NBC's then-chairman of the board.) The subject of Mr. Sarnoff's talk is being kept under wraps.

Some 550 affiliate representatives and guests from 218 NBC-TV stations are expected to attend the convention, which was to begin yesterday afternoon with an
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Of all the legends of old, none has a more lasting appeal than the tales of Camelot. The noble Arthur, the proud Lancelot, the love-torn Guinevere, the wicked Modred, the shining Galahad — their stories are stirringly told in this beautifully photographed film epic. The huge cast is headed by Robert Taylor, Ava Gardner, and Mel Ferrer.

Peter Rabbit and the Tales of Beatrix Potter

Squirrel Nutkin, Jemima Puddle-Duck, Pigling Bland, Jeremy Fisher, the Two Bad Mice — they're all here, in this whimsical ballet fantasy. The lilting music, the exquisite costumes, and the imaginative choreography of the Royal Ballet convey all the magic of Beatrix Potter's universe — though not a word of dialogue is spoken.

A television premiere.
THE PHANTOM TOLLBOOTH
What can a little boy do when he's got absolutely nothing to do? Butch Patrick drives his toy auto through a mysterious turnpike tollbooth and, accompanied by a dog that ticks named Tock, takes a fantastic journey through the Kingdom of Wisdom. This animated musical features the voices of Hans Conried, Mel Blanc, and Candy Candido. A television premiere.

LILI
This beautiful story about a puppeteer who woos a simple country girl through the mouths of his puppets is on practically every list of "best musicals" ever compiled. Mel Ferrer, Jean Pierre Aumont, Kurt Kaszner, Zsa Zsa Gabor. One Academy Award, seven nominations.

TOM THUMB
This won an Academy Award for - as if you couldn't guess - Special Effects. George Pal and his fellow magicians reduced Russ Tamblyn to a mere five-and-a-half inches. Terry-Thomas and Peter Sellers add a touch of comic villainy. A television premiere.
In spite of what W. C. Fields said about children and animals, when you put the two together in a motion picture, it's almost impossible to go wrong. And when you add a stirring Grand National Steeplechase for a finale — well, it's simply one of the greatest family pictures ever made. Elizabeth Taylor, Mickey Rooney, Angela Lansbury. Two Academy Awards, five nominations.
THE GLASS SLIPPER
There is no more enduring tale in all folklore than the story of Cinderella. This version provides an irresistible blending of romance, comedy, and fantasy. Leslie Caron plays the neglected stepchild, Michael Wilding the Prince who is posing as the palace cook, and Elsa Lanchester the daffy little old fairy godmother. Winner of the Parents' Magazine Award.

SLEEPING BEAUTY
The ageless romance of the story is matched by the artistry of the Leningrad-Kirov Ballet in this stunning film adaptation of Tchaikovsky's immortal classic. This is one of the few times that the dance has been really effectively translated to the screen. A television premiere.

WONDERFUL WORLD OF THE BROTHERS GRIMM
Laurence Harvey and Karl Boehm play the talented brothers, out of whose struggles came the multitude of stories that are a part of everyone's childhood. Claire Bloom, Walter Slezak, Yvette Mimieux, Terry-Thomas. Four Academy Award nominations. A television premiere.
THE YEARLING

This film classic received eight Academy Award nominations, and three Academy Awards. It is, of course, the story of Jacky (Claude Jarman, Jr.) and his love for his pet fawn. But it is also the story of his parents' (Gregory Peck and Jane Wyman) struggle to tear arriving from the land in backwoods Florida shortly after the Civil War. A sensitive picture that even strong men shed a tear or two.
There’s a certain kind of movie that makes the screen come alive with enchantment.

The kind of movie that a whole family can sit down and watch together, and be totally enthralled.

The ten films in these pages are that kind of movie.

And that’s why we chose them as the first offerings of the MGM Family Network.

Once upon a time the hours of 6 to 8 P.M. on Saturdays and Sundays were television’s “family hours.”

But when the prime-time access rule prevented the networks from presenting family shows in that time period, a vacuum was created. A large family audience began to go virtually untapped.

We created a Family Network to fill that vacuum.

All ten of these color films have the star and production values that you would expect from MGM. More than half are being released to television for the first time.

Each will be shown in a 2-hour one-time-only Special.

And each will be hosted by a star well-loved by adults and children alike.

Every bit of research that we can lay our hands on indicates that these films will do exceptionally well in the ratings.

They really will capture an all-family audience.

But don’t take our word for it. Let your own family tell you.

Note To Advertisers and Agencies:

You can buy time directly from us. We will guarantee to clear at least 125 stations and a potential TV household coverage of 85%.

If you are a station, you can get our initial programming by affiliating with the MGM Family Network. Over 100 stations already have.
The MGM Family Network

Our First Releases
organizational meeting followed by a reception for TV station and Hollywood production executives. NBC's board chairs David C. Adams, and president, Julian Goodman, were hosts.

The formal business sessions today are to be opened by Donald J. Mercer, vice president, station relations for NBC. Mr. Goodman will make an opening address (see page 49).

Four major programming presentations are to be given Monday and Tuesday. The Monday sessions will cover news, daytime programming and sports. Richard C. Wald, NBC's new president for news, will host the session. Chairman Carl Lindemann, Jr., the network's longtime vice-president for sports, will cover his specialty, while a triumvirate of executives will deliver the word on daytime programming. This group will be led by Lawrence R. White, vice-president, programs; and will include Lin Bolen, director, daytime programs and Joseph M. Tariero, director, children's programs.

Tuesday will be devoted to the new season's prime-time television schedule. This presentation, the key one of the week, will be held by NBC-TV President, Don Durgin. Helping will be Mr. White, Executive Vice President Herbert S. Schlosser, and the man who succeeded Mr. Schlosser as West Coast programs boss, John J. McMahon. The scene for this presentation will shift to the Shubert theater.

Social events at the affiliates meeting, in addition to the opening night reception, will feature a Monday-night reception and banquet and entertainment. NBC-TV sessions performer Flip Wilson will be the star act. The final event of the three-day meeting will be an outdoor luncheon in the open plaza area of the Century Plaza hotel. Mr. Sarnoff's speech will be delivered at the Monday luncheon.

**Arbor Day Foundation cites tree promotions**

Three broadcasters and two major advertisers were among those honored in the Arbor Day Foundation's first annual national awards program.

The awards, presented April 29 by the foundation in Nebraska City, Neb., recognize outstanding contributions made to the understanding, appreciation, conservation and wise use of trees.

WYMOX (AM) Providence, R.I., won an award for its "Save the Earth" series of promotions designed toward correct utilization of trees and tree planting. 

KMOX (AM) St. Louis was honored for its "Project Greenback," which undertook the promotion of reforestation in the area. An award went to WXT (TV) Jacksonville, Fla., for its "Plant a Flowering Tree" campaign.

In addition, awards went to Hunt-Wesson Foods for its promotion campaign aimed at reforestation and to Nissan Motor Corp. for its "Drive To Save Sun...Plant a Tree" advertising campaign whereby the company paid the U.S. Forest Service to plant one tree for every Datsun test drive.

**Big ideas from Proxmire**

Neophyte chairman of subcommittee dealing with FCC appropriation suggests a trade-off: heavy fees in return for full protection under First Amendment

Senator William O. Proxmire (D-Wis.), in his first year as chairman of the Senate Appropriations Subcommittee responsible for handling the FCC's budget request, is admittedly green in communications matters. Richard B. Schlosser, who succeeded Mr. Schlosser, is not reluctant to offer what he calls a "radical," even a "bad" idea.

What did the commissioners think, he wanted to know, in hearings last week on the agency's $36,860,000 budget proposal, about imposing heavy fees on broadcasters in return for which they would be given the same degree and kind of First Amendment freedom now enjoyed by the printed press?

"People in broadcasting say they ought to have the same rights as the press," said Senator Proxmire. "I can see why they should. But if we do provide such freedom, we should hit them with a whack of a charge, so the public isn't giving away anything."

Senator Proxmire, who indicated his suggestion was inspired in part by a story in the <i>Wall Street Journal</i> on the profitability of the cable-television industry, talked of imposing fees, not only on broadcasters but on cable operators, that would produce revenues of "hundreds of million dollars a year" that would be used for general Treasury purposes, not merely for recovering FCC costs, as is the case with present commission fees. He did not say what trade-off cable TV would receive for heavier fees.

Chairman Burch said the senator was talking about a tax—which he said would be a policy question for Congress to resolve—rather than a fee the commission could impose. But he also said he was not "terribly offended" by the idea, at least as it related to radio.

He noted, however, that the government would have to weigh the "costs" of offering broadcasting press-type First Amendment freedoms in return for substantial fees—elimination of the equal-time law, the fairness doctrine and the provision in the political-spending law requiring political candidates the lowest available rates from broadcast stations.

Senator Proxmire asked that the members of the commission individually respond to a suggestion that in return for press-type freedom, fees be imposed on broadcasters sufficient to hold their return on investment to about 15%. This was in accord with Commissioner Nicholas Johnson's assertions that broadcasters earn 100% return on investment and that Great Britain imposes heavy fees on its commercial broadcasters that bring their earnings into line with those in other industries.

And the phrasing of the question immediately drew retorts from Chairman Burch and Commissioner Richard E. Wiley. The chairman said Commissioner Johnson's figures are "not to be accepted," and Commissioner Wiley said "many stations" are losing money. The senator said those comments could be developed in the answers he was seeking.

Commissioner Johnson indicated he was not opposed to higher fees for broadcasters, but he was not sure that giving the fairness doctrine and the equal-time law would be wise. Removing those obligations, he said, "requires some sense of responsibility in place of oligopolistic power" on the part of broadcasters. He said the commission does not impose such measures aimed at opening the door to competitors reducing such power—proposals to free up cable television and to provide public access to the media, among them.

Chairman Burch, in discussing the commission's present fee schedule, which is designed to recover 100% of the agency's costs, said the commission may be obliged to reduce that goal in its current rulemaking aimed at modifying, and raising, its fee schedule. He noted that the commission does not impose fees on state and local governments seeking licenses. And unless the commission decides to change that policy, he said, it will be obliged to absorb the costs of serving state and local governments "as a cost of government."

Although the Senate subcommittee—on Housing and Urban Development, Space and Science—spent only an hour on the commission's budget, Senator Proxmire found time to quiz Chairman Burch. "In a matter of fact, with the head of every agency coming before him—the use of government limousine and driver to transport him between home and office."

Senator Proxmire concedes the amount of money involved is small—about $12,000 annually in the case of the FCC, for a rented 1973 Mercury and driver that are used by the chairman and other commission officials. But he sees the issue as important symbolically to taxpayers who earn much lower salaries than those of the government officials involved. He also says the law prohibits the use of drivers and cars for home-and-office transportation.

Chairman Burch at first declined to elaborate on the justification he had made for his use of the car in a letter to Senator Proxmire, saying the material in the letter was "classified." But after the senator said he saw no classification stamp on the letter, Chairman Burch cited the responsibilities assigned him by the Office of Emergency Preparedness. He said he must be available at all times and that the car is equipped with a telephone.

"Why not put a phone in your own car?" Senator Proxmire asked.

"If I did that," Chairman Burch responded, "my wife would answer it. I don't have a car."

The subject was dropped after the chairman agreed to ask the commission's general counsel to submit a legal opinion on the question to the Subcommittee.
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AFL-CIO opposes bills to ease license renewal

Union says stations now have more tenure than they deserve

The AFL-CIO has adopted a policy statement opposing the administration's license-renewal legislation and any other bill that would hamper the FCC's "administration of the fairness doctrine."

The statement, among a number of formulatd at a meeting of the union's executive council, said that the AFL-CIO "shares the concern of the general public that private individuals and groups should have a fair opportunity of access to the airwaves to present their views on public issues" and that air time "must not be monopolized by the views of licensees and commercial advertisers."

The union noted that it has a special interest in the subject because some licensees disseminate "antinulnion propaganda" and others, during a labor dispute, sell time to employers to state their views and refuse to sell time to the union.

The union noted that it adopted a policy statement in August 1971 calling on the FCC to broaden the fairness doctrine and castigating the commission for its "long record of lethargic enforcement." Since then, said the union, the commission has conducted an inquiry into the fairness doctrine, "but thus far it has brought forth not even a mouse."

Indeed, "the administration has recently proposed that the commission's efficacy be further enfeebled and attenuated," said the union, pointing to provisions in the administration's bill that extend the current three-year renewal term to five years; prohibit the FCC from considering any predetermined criteria of programming; and provide that a license can be taken from an incumbent only if it is shown he has failed to meet minimum requirements.

"Curiously," the union said, "these proposals to give the industry virtually complete freedom from government scrutiny have been put forward by the administration at the same time that administration spokesmen have launched a barrage of attacks upon the networks for supposed 'ideological bias' against the administration, and other dispensers of 'elitist gossip.' Obviously, the legislative proposals do not logically flow from the thesis of the speeches. The reverse is true: If networks and their affiliates have been derelict in their responsibilities, the rational cure is more government oversight, not less."

AFL-CIO charged that the Nixon administration "proposes to give licensees freedom from even the feeble authority the commission now exercises," but only if the content of network news is made more acceptable.

The union asserted that the commission should enforce the fairness doctrine more vigorously and that "station licensees have too much security of tenure, not too little."

It was also the union's contention that local stations, not networks, are the "worst offenders" in the fairness area.

Finally, the union charged that the carrot-and-stick approach evidenced by the administration's renewal proposal "is a grave threat to First Amendment freedoms. It should be flatly rejected by the industry, and if the industry is too shortsighted to perceive its own long-range interest, by the Congress."

Canonsburg citizenry fights for status quo

This time it's local establishment that protests sale, format change

If a petition filed with the FCC last week by a group of Canonsburg, Pa., residents means anything, WABO(AM) Canonsburg—the only radio station in the community—has managed to involve itself deeply in the warp and woof of community life. So deeply that the group is opposing the station's sale because of the proposed buyer's plans to change the station's character.

The proposed sale by Universal Communications of Pittsburgh Inc. to Mortenson Broadcasting Inc. for $230,000 is being opposed by a group called Save Our Station (SOS), which includes Canonsburg's mayor, by the Canonsburg Chamber of Commerce. They say their desire to preserve the locally oriented programming now provided by the station and Mortenson's "seemingly insensitivity" to the area's "cultural diversity" warrant a hearing on the assignment.

Since the station went on the air in 1958, the petition says, it has provided diversified program services geared specifically to "the multi-ethnic, cross-cultural needs and interests of the greater Canonsburg area." The religious and ethnic diversity of the community and its interests (particularly in local sports) has been reflected in WABO's entertainment and public-service programming, the petition says. The service has been provided through a series of licensees; Universal purchased the station in 1967.

Now, the petition says, "this program diversity and local orientation is . . .
threatened with extinction"; the "rich program and format diversity" is to be abandoned. Mortenson Broadcasting plans to devote 90% of the station's time to religious programming. Yet, the petition says, "there is not a scintilla of evidence anywhere in the application for assignment to explain the basis of Mortenson's precipitous decision to delete historically popular locally oriented program formats and services from the only radio station licensed to serve the Canonsburg area."

The petition says that of 59 community leaders listed in the survey, three have signed statements claiming never to have been contacted for the survey; another eight have claimed orally that they were not contacted. And of the 59 leaders, the petition adds, Mortenson misspelled the names of 19.

Mortenson, based in Canton, Ohio, is owned by members of the Mortenson family, who also are licensees of WOFF-FM Canton, WNKX-FM Erlanger, Ky., and WEMM (Am) Huntington, W.Va. The Mortensons also have an application pending for the purchase of WWLV-FM Versailles, Ky.

Goodman argues for restraints on cable siphoning
In speech readied for affiliates he says public endorses free TV and he ranges over regulatory front

Cable television, unless it is force-fed, will not become a major mass medium, much less threaten free television. The danger is that it may be artificially forced in that direction.

These views were offered by Julian Goodman, president of NBC, in a speech prepared for delivery today (May 7) at the opening of the annual NBC-TV affiliates' convention in Los Angeles (see also page 38).

"Our principal concern," he said, "is that cablevision may be pushed in a direction that is contrary to the public interest, simply to counterbalance television." That can happen, he explained, if cable is allowed to siphon off such free-TV staples as sports and feature films and to escape proper copyright liability.

"On that sort of a television base," Mr. Goodman asserted, "cable—which is today's form of pay TV—can divert popular attractions that the whole public can now see in their homes without charge. It can limit these attractions to the few people whose homes are wired and who are prepared and able to pay."

If that should occur, he continued, the cable industry not only would be rewarded for "feeding off television" but also would be deflected "from the course it would follow if left to the normal economics of the marketplace—the development of a variety of supplementary services to meet interests not met now, to respond to customer needs and to contribute additional values to home viewers, instead of subtracting from what they now enjoy."

Mr. Goodman cited research data to support the contention that in terms of audience potential CATV is falling far short of its own predictions, and short, too, of free TV's growth rate. Over the last 10 years, it was noted, cable homes have increased by a little over 5 million, TV homes by 15 million. NBC researchers forecast that by 1980 there will be 75 million TV homes, of which 14 million will be wired.

In his prepared remarks, Mr. Goodman also underscored the need for emphasis in the license-renewal process to be put on "the performance of the licensee with an operating record, not on the tailor-made promises of the new applicant with no record of operation or service." He condemned anew the Nixon administration's suggestion that, in his words, "stations act as censors over network news." He also reviewed a broad range of regulatory problems facing broadcasters.

"Whatever the future holds for television," Mr. Goodman concluded, "it all gets down to what appears on the screen and how the audience reacts to it. I am convinced that we are serving the public well, and what is more, that the public realizes we are doing so. The problems we have will be overcome if we continue to earn the support of our viewers and help them understand that television is their resource—that when a government moves in on television, it moves in on the public."

Limited format. Radio station that programs nothing but ticks, beeps, frequency signals and brief voice announcements is celebrating its 50th anniversary. It's WWV, run by National Bureau of Standards. It started on March 6, 1923, in Washington and now operates from a 380-acre site near Fort Collins, Colo. Station provides audio tones of 440 and 600 hertz, respectively, for musical and electrical industries; one-second time ticks; time-of-day voice announcements; time corrections to maintain proper earth-atomic time relationships; radio-propagation forecasts; geophysical alerts and summaries; weather information for Atlantic area; broadcasting of standard frequencies and official governmental announcements. WWV is received on any of six standard carrier frequencies: 2.5, 5, 10, 15, 20, 25 megahertz.

Full of figures. John Blair & Co., New York, has issued ninth edition of Statistical Trends in Broadcasting, compilation of economic data for TV and radio. Per-copy price of booklet is $4.95 and it is available from Blair at 717 Fifth Avenue, New York 10022.
Luce exhibit touches lightly on radio-TV

History of journalism recorded in new Smithsonian section

Electronic journalism plays a featured and colorful role but is hardly the star of the newly created "Multimedia History of American Journalism" exhibit at the Henry R. Luce Hall of News Reporting in Washington. Opened May 1 in the Smithsonian Institution's Museum of History and Technology, the exhibit, in cur- sory, somewhat arbitrary, but still interesting style, traces the mostly technological development of journalism in this country from The Boston Chronicle of 1768 to news coverage from China via communication satellites. The concentration is on newspaper journalism with news magazines receiving less prominent attention than either radio or television.

The radio news section of the exhibit is a corner of a floor display that includes a carbon microphone vintage 1926, said to have been used on NBC network broadcasts, and a microphone from KDIA(AM) Pittsburgh, which curator Peter C. Marizio credits as being used for the "first radio news broadcast" in 1920. The radio display also includes a group of vintage radio receivers, each equipped with a tape of a news report from the appropriate period.


Television news is exhibited similarly to the radio news presentation. In an island display near the hall's entrance, television sets from the 1940's to the present transmit video tapes of major historic news events. VI Day is reported by Ben Gauer for NBC on a 1940 RCA radio-TV combination floor model with a screen barely six inches by four inches. The same set carries an NBC Exit Report except with Paul Alley as reporter. NBC Camel News Caravan excerpts from 1949-51, with John Cameron Swayze as reporter, played on a 1947 RCA TRK-5 table model. CBS-TV's Edward R. Murrow's 1954 rebuttal to Senator Joseph McCarthy is depicted on a DuMont Rumson table model from 1949. The Kennedy-Nixon debates of 1960 are played back on a 1959 Zenith console model. A Zenith Avante Chromocolor SC 600-X model from 1972 is used to transmit via tape the Olympic tragedy of last year.

Other TV news tapes shown as part of the exhibit are Walter Cronkite's first half-hour news show carried by CBS-TV in 1963, President Kennedy's assassination as reported by NBC-TV in 1963 and CBS-TV's coverage of the last Apollo moon flight in 1972. The various news clips average about eight minutes in length.

The exhibit was made possible by a $250,000 grant given by Time Inc. Though the exhibit hall is named after the founder of the Time Inc. publishing and broadcasting organization, only a single photograph of Mr. Luce—in the display given to the development of news magazines—is shown.

Around the world

Establishment of a worldwide television news service to be operated on a daily, scheduled basis was proposed last week by Nicholas Archer, ABC News director of basic news. He told an international audience of broadcast news executives gathered in Cologne, Germany, for the annual International Broadcast Institute News Workshop that such a network could be organized by a "broadcast union," which might launch and maintain its own satellite facilities. He suggested that such a network would not specifically be for broadcast but for dissemination of news from one foreign broadcaster to all others for their use as desired.

Canada still seeks answer on guidelines for reporting crises

Is it desirable to have a written statement of principles and guidelines as to how to best handle the reporting and presentation of news in time of crisis? The Canadian Radio-Television Commission held a public hearing on the subject in Ottawa last month and apparently came away with some doubts.

The commission heard a discussion of a controversial document, "A Statement of Objectives, Principles and Operating Guidelines for Effective Working Relationships between the Peace Agencies of Canada and the Media," drawn between the Association of Chiefs of Police of Canada and the Canadian Association of Broadcasters. While evidently no formal agreement was signed between the two groups (whether or not there is an agreement is still being debated), a series of guidelines was published covering a sort of code of ethics for the coverage of news in periods considered as times of national crisis.

The guidelines grew out of events of Canada's so-called "October crisis" of 1970 when a group of separatist extremists in the Province of Quebec kidnapped a British diplomat and murdered a Quebec provincial cabinet minister. At the time, law enforcement officials charged that the news media's rush to come up with a "scoop" hampered their investigation and rescue attempts.

The Canadian Radio-Television Commission, in its hearing last month, heard concerns that creation of joint committees of police and news media representatives at national, provincial and local levels (as contemplated in the broadcasters-police guidelines), "might adversely affect the role of the news media as a watch dog on the exercise of police authority." Representatives of both the Canadian Association of Broadcasters and Association of Chiefs of Police at the open hearing assured the commission that the proposed guidelines are being treated as merely a working paper and that the entire matter will be discussed further with the Radio and Television News Directors Association and at the next annual CAB meeting.

The commission said it would await the outcome of these discussions, but cautioned individual broadcasters from implementing any of the guidelines until a conclusion was reached on the desirability of a joint code of news reporting ethics between the country's police and broadcasting forces.

Muskie's charge rejected

The Justice Department last week denied that the administration's proposed revision of the criminal laws relating to dissemination of classified government information was equivalent to a "national secrecy act." Senator Edmund Muskie (D-Me.) had used that phrase in attacking the ad-
ministration's proposal, S. 1400 (Broadcasting, April 30).

Kevin T. Monroney, deputy assistant attorney general in the Justice Department's criminal division, told the Senate Select Committee on Criminal Laws and Procedures, which is holding hearings on the bill, that changes in the law governing classified documents are meant to apply only "to persons who have or have had authorized possession of classified documents or who have obtained such information as a result of being a federal servant."

That section of the bill would make it a crime to communicate classified information to unauthorized persons.

The section "applies only to those who obtain classified information in a position of trust—not to any person or to any government employee," Mr. Monroney said. He noted that recipients of such information would not be subject to prosecution under that section of the bill.

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Headliner honors: six in TV, six in radio

ABC, NBC, four TV stations, four radio outlets and a radio production service will be among the recipients of National Headliner awards next week.

The awards recognize journalistic excellence of the broadcast and print media.

Winners in television categories:
- Consistently outstanding TV reporting: ABC, for excellence of reporting and continued use of well-made stories.
- Consistently outstanding TV reporting: cities over 500,000: wckt(TV) Miami.
- Consistently outstanding TV editorials: wmaq-TV Chicago.
- Outstanding network documentary: NBC-TV, for The Cave People of the Philippines.
- Outstanding station documentary: WQED(TV) Pittsburgh.
- Outstanding public service by a station: wtvn(AM) Columbus, Ohio, for Political Poster Pollution.

The awards will be presented at a banquet May 19 in Atlantic City, which sponsors the annual awards.

Total shield urged

The Supreme Court has "mandated" that Congress draft a shield law that would protect newsman from revealing their confidential sources—that's the opinion of Representative John B. Anderson (R-Ill.) as expressed on April 28 to the spring convention of the Illinois News Broadcasters Association.

An absolute shield law, indicated the congressman, would make it impossible for any investigative body with subpoena powers to force a professional newsman to reveal his sources. Representative Anderson, speaking in Rockford, Ill., to some 250 people—the largest INBA meeting in 19 years—defined a professional newsman as "someone whose principal source of income is derived from editing, reporting, or disseminating the news." He acknowledged that college and so-called underground newspapers object to this definition, but explained, "I'm pragmatic enough to know you aren't going to get any kind of law through Congress until you limit it to class限り." He elaborated on what he feels is the Supreme Court's mandate to Congress, the Illinois congressman cited the court's decision in the Earl Caldwell case (reporter for The New York Times San Francisco bureau who refused to provide information to a grand jury about Black Panther activities [broadcasting, July 10, 1972]). The Supreme Court "made it clear" in that decision, Representative Anderson said, that the Constitution does not cover testimony given by newsman. Instead, according to his judgment, "it mandated the Congress to act to set limits to any privilege to be afforded."

Rivera's 'Willowbrook' wins another prize

Geraldo Rivera of WABC-TV New York and Jean Heller of AP have been named winners of the 1972 Robert F. Kennedy Journalism awards.

Mr. Rivera received the television award for Willowbrook: The Last Great Disgrace, a documentary on care of the mentally retarded. Miss Heller received the newspaper award for her series on the Tuskegee syphilis study.

One of four honorable mentions went to Claire Crawford of WRC-TV Washington, for Mental Health: a Bureaucratic Breakdown and the Hidden Children.

Three of nine special citations went to broadcasters: Muncio Carlon, of the University of Arizona's noncommercial KUAT-(AM) Tucson, for the What It's Like series; wcia(TV) Champaign, Ill., for Migrants in Central Illinois, and non-commercial WQED(TV) San Francisco for Scan Goes to Jail.

The awards were presented in Washington on April 26. They recognize coverage of the disadvantaged.

Journalism Briefs

On scene. Jeff Hawkins, newsman for wxcl(AM) Peoria, Ill., obtained phone interviews with two of three robbery suspects who last Tuesday (May 1) held number of children hostage at Peoria Catholic grade school. Searching for information on the incident, Mr. Hawkins called school and reached cafeteria, where two suspects (third had been killed by police) were holding some of hostages. Wxcl broadcast taped interview after notifying police of location of gunmen.

Big names. CBS's telecast of news and documentary Emmy awards (Tuesday, May 22, 9:30-11 p.m., NYT) will feature Henry Kissinger, White House adviser; Frank Stanton, retired chief operating officer of CBS, and Coretta Scott King. These three will present key awards. Hosts of the National Academy of Television Arts and Sciences-sponsored show, which will originate in New York, are network anchormen: ABC's Howard K. Smith and Harry Reasoner, CBS's Walter Cronkite, NBC's John Chancellor and PBS's Robert MacNeill.
What can cable afford to pay for copyright?

Hire two different analysts and you get two different answers, as movie producers and NCTA have now paid to find out.

The rough dimensions of the gulf separating cable-television operators and copyright owners on the question of copyright fees are beginning to emerge, and they confirm speculation that the gulf is wide.

An economic study that was prepared for motion-picture producers and became available last week says that cable operators, even in markets below the top 100, could afford to pay up to 13% of their revenues in copyright fees—and that those in the largest markets could pay as much as 25%.

But the study also referred to one done last fall for the National Cable Television Association, presenting a much more bearish picture of cable's profitability. The NCTA-sponsored study indicated that not even the largest systems could afford significant copyright-fee payments—that a 5% fee would be a burden even on large, profitable systems and would "in an important proportion of cases" be enough to transform profitable systems into losers.

A source familiar with the two sides' thus far unsuccessful effort to compromise their differences and to settle on a fee schedule said the studies reflect the contrasting positions. He said cable interests are proposing payments of "2 or 3%" of revenues and the copyright owners, payments of about 16%. The NCTA-sponsored report said that the effect of the higher range of fees would be "devastating" and "would create a decidedly unprofitable investment climate for cable television throughout the top 100 markets.'

The study done for the copyright owners was prepared by Robert W. Crandall, an associate professor of economics at the Massachusetts Institute of Technology, and Lionel L. Fray, a management consultant. It is being circulated on Capitol Hill, where it is designed to counter the study that was done for NCTA by Bridger M. Mitchell in association with Robert H. Smiley. That study was not made public until last week, after the Crandall-Fray report became available.

At issue on the Hill is the copyright bill introduced by Senator John L. McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights. The bill, identical to measures introduced in the previous two congresses, contains a fee schedule the cable operators will accept: It would require a copyright fee of 1% on revenues up to $40,000, 2% on revenues between $40,000 and $80,000, 3% on revenues of between $80,000 and $120,000, 4% on revenues between $120,000 and $160,000, and 5% on revenues above that limit.

The copyright owners, however, contending that the proposed fees are far too low, are unless a mutually satisfactory schedule is constructed, the two sides should agree to legislation providing for arbitration. This was the resolution proposed in the consensus agreement that cable operators, copyright owners and broadcasters signed in November 1971, to pave the way for FCC adoption of its new cable-TV rules.

The continued inability of the cable operators and copyright owners to reach agreement indicates the McClellan bill is designed to go before Congress. And if the bill is not enacted, cable copyright liability, on the assumption of which the commission adopted the cable rules that became effective on March 31, 1972, will remain a promise unfulfilled.

FCC Chairman Dean Burch has been attempting to act as a mediator, but thus far without success. Jack Valenti, head of the Motion Picture Association of America and spokesman for the motion-picture copyright owners, rejected as unacceptable a compromise solution Mr. Burch offered—one providing for arbitration of copyright fees in the top-50 markets and a legislated fee schedule in smaller markets. However, the chairman is now turning his attention to officials of the motion-picture companies involved (BROADCASTING, April 30), and he may confer with them in Los Angeles this week. Mr. Burch left on Thursday for a week's trip to his home state of Arizona during which he will address the Arizona Bar Association. He said last week the trip had long been on his calendar, but acknowledged Los Angeles's proximity would give him the "capability" to confer with motion-picture company officials.

The Crandall-Fray study calculates cable companies' ability to pay substantial fees after setting aside a 15% rate of return on total investment before taxes—the amount the study says is needed to attract new capital. On that basis, the report says, the percentage of revenues available for copyright fees or other purposes is as follows: for systems in the top-50 markets, 20 to 25%; those in markets 51-100, 17 to 20%; and those in markets 101 and below, 13 to 21%.

The Crandall-Fray conclusions are different from Mitchell's, according to Crandall-Fray, for two principal reasons. First, Crandall-Fray uses what it says are the cable owners' estimate of an effective rate of growth in revenues per subscriber of about 4% annually, while the Mitchell study projects per-subscriber revenues of $46.60 per year without any increase, ever, despite the potential that new services, pay channels and subscriber fees promise. Second, Crandall-Fray, using NCTA projections, estimates maximum CATV penetration at 65% by the year 2000, while the Mitchell study assumes 22 to 45% of the homes passed by cable in the largest markets.

Assuming 64.8% subscriber penetration in the top-50 markets, 65.3% in all other markets and only 2% growth in revenues per subscriber, Crandall-Fray estimated that the rate of return on investment cable systems would earn before taxes and without copyright fees would vary from 18.6% in the smallest markets to 23.4% in the largest. Mitchell's estimates indicated that the largest return—17%—could be expected by systems in markets below the top 100 and that the smallest return—2.4 to 6.1%—could be expected by systems in markets between 51 and 100. Systems in the top-50 markets would earn 4 to 6.1% return, according to the Mitchell report.

Broadcast and cable: both on the same tube

Former NAB TV chairman now says his fears of cable were unfounded

Over-the-air broadcasting and cable television are really one business. Broadcasting is not going to wipe out cable, and cable won't kill broadcasting. So stop the talk about separate rules, regulations and conditions. Let broadcasting and cable operate under the one umbrella of television.

This evaluation came last week from Mike Shapiro, a broadcaster for 28 years, now vice president and general manager of WPFA-AM-FM-TV Dallas. He told a group of Texas cable-television executives that applications are sought and requested for the award of a franchise to install, operate and maintain a cable television service, pursuant to a franchise to be awarded by the Town of Brunswick, for the construction and operation of a Cable Television system within the corporate limits of the Town of Brunswick, County of Rensselaer and State of New York.

The system desired by the Municipality is as follows: 30 channels with two-way capacity built-in—dual transmission to originate cable casting with facilities for local productions and presentation of programs—must otherwise conform in all respects to FCC Regulations.

Applications will be received by the Town Supervisor, Fred W. Curtis, R.D. 1, BOX 321, Troy, New York, in accordance with Section E3 of the Rules of the Commission on Cable Television of the State of New York, and must be submitted on or before June 21, 1973. All proposals submitted in accordance with this Notice will be available for public inspection during normal business hours at the Brunswick Town Office, Center Brunswick, New York, and further information relative to the submission of such proposals or the Franchise to be hereinafter awarded may be obtained by contacting J. Trent Cox, whose address is 190 Brunswick Road, Troy, New York 12180, and whose telephone number is 518-272-5604.
that commercial television’s fight against cable TV has been going on for many years and that he used to be in the forefront of that fight, particularly when serving as chairman of the television board of the National Association of Broadcasters. “But things have changed in the past few years,” he pointed out. “Cable is here to stay. We are now talking about one business, not two.”

Mr. Shapiro’s announcement of reconciliation to changing times came in a speech to the 13th annual meeting of the Texas CATV Association (April 25-27) in Dallas. He advised the cable TV operators in his audience to recognize that they ultimately will have “all of the responsibilities” to their local communities that commercial TV licensees have today. Get involved in your local community, he strongly recommended. He pointed out that pornographic material is being televised on public-access channels of cable systems and stressed that “this is just as disgusting and unacceptable” as it would be if broadcast by a television station.

“Because some yahoo in Florida is making a pot of gold running dirty movies into the motel rooms in his town, don’t succumb to the temptation,” said Mr. Shapiro.

The cable industry, Mr. Shapiro said, “will have — and should have — self-imposed, self-regulated codes.” He noted that broadcasting has a similar problem because its TV codes are “ineffective,” at least “as they are administered today.”

Mr. Shapiro called for both industries to work towards the same goals in serving the public. “I am as convinced as I am standing here today,” he said, “that in the not too distant future we will not talk in terms of VHF and UHF network affiliated, independent, educational television, commercial television, cable television.” Instead, he asserted, “at some point in the future it will all be television.”

Thaw for New Jersey CATV
The New Jersey Board of Public Utility Commissioners on April 23 ended a 22-month moratorium on the granting of cable-television franchises. The moratorium began in July, 1971, and ended April 15, but then was extended for another week. The PUC ended the moratorium by approving rules to regulate cable TV throughout the state via an Office of Cable Television. The state legislature authorized creation of the office within the PUC last December.

Essentially, the rules call for individual municipalities to award cable-TV franchises either directly or as a result of competitive bidding. But performance goals of franchise applicants must subsequently be approved by the Office of Cable Television.

FCC calls for delay of pole-attachment rate increase
California phone company is asked for comments; commission promises action within 30 days; Walde introduces legislation giving agency jurisdiction over fees

The FCC last week requested that General Telephone Co. of California delay its planned rate increase for CATV pole attachments. The Commission was acting in response to petitions filed two weeks ago by the California Community Television Association and the National Cable Television Association, asking that the agency rule as improper General’s decision to hike annual pole-attachment fees from $3 to $6 per attachment (BROADCASTING, April 30). Also last week, Representative Jerome Walde (D-Calif.) submitted legislation that would give the FCC jurisdiction over pole-attachment arrangements.

In an April 30 decision, the commission requested that General Telephone defer its rate increase until the agency has had time to examine the cable association petitions as well as the phone company’s response. It asked General Telephone to submit briefs on the matter by May 4. It said the CCTA and NCTA petitions raise substantial questions regarding the impact and propriety of the proposed rate increases. The commission promised to decide on a course of action within a month.

The commission has been holding proceedings connected with the question of whether it has authority to assert jurisdiction in this area for the past six years. The current inquiry was initiated in 1970 but has been stymied by several developments, not the least of which was the death of the presiding administrative law judge.

The California case has become a prime candidate for a precedent-setting action by the FCC because that state’s public utilities commission has made it clear that it does not intend to regulate pole-attachment rates. The FCC has taken the position that government regulation is necessary in this area, and the California case has left it with a question of whether that regulation should be assumed by the federal government or local authorities. Cable interests are opposed to local control. The CCTA petition noted that there is “a serious and growing likelihood that cities and counties... will haphazardly move to regulate pole-attachment rates.” Such a move, CCTA claimed, “would be detrimental to any hope of shaping cable as a national communications medium.” CCTA estimates that cable firms will be making use of 170,000 of General’s 700,000 poles by the end of this year.

In expressing a need for federal intervention, Representative Walde noted last week that since utilities have a monopoly over existing poles, and because cable firms are required to utilize existing facilities when available, utilities are effectively controlling access charges to those facilities and costs, consequently, have skyrocketed. Legislation is urgently needed, he said, because of “the disastrous effects these unregulated and unwarranted increases in pole-attachment rates could have on the cable-television industry.”

The Walde bill (H.R. 7331) provides that the FCC set rental charges, following a hearing, that do not exceed cost “plus a reasonable profit.”

In light of the April 30 FCC ruling, a commission spokesman said last week that the agency has several alternative courses of action to take in the California proceeding: order a stay of the General Telephone rate increase pending the outcome of the blanket inquiry, order a new hearing on the individual case, defer action pending the enactment of legislation or rule outright on the desirability of the General Telephone proposal.

Optimism is the word at Teleprompter Corp.
Shaffer tells stockholders that new management team has firm headed for an even better ‘73

Teleprompter Corp., New York, reported to stockholders at its annual meeting last week that 1972 was a bright year in all aspects and pointed to an even more promising year in 1973. Board Chairman Raymond P. Shaffer referred briefly to the “dark period” be-
fore 1972 and said Teleprompter's new management team is now in control. He noted that the FCC has given "a clean bill of health" to the current management (Broadcasting, April 23). Mr. Shaver's reference was to the internal problems affecting Teleprompter in 1970 and 1971, which led to the conviction of former Chairman Irving Kahn and the corporation itself on various charges, including conspiracy and perjury.

Mr. Kahn's name cropped up later during the question-and-answer period when a stockholder asked if the deposed board chairman had any connection with Teleprompter. Mr. Shaver replied that Mr. Kahn's employment contract with Teleprompter had been settled and he has not been in the company's employ since Feb. 5, 1972. He said that to the best of his recollection, Mr. Kahn still held a "small number of shares" in Teleprompter. (Mr. Kahn is now serving a prison term.)

Other speakers were William Bresnan, president of Teleprompter, who reviewed the company's record-setting sales and earnings in 1972, and Hubert J. Schlafly, executive vice president for technological developments, who summarized the company's research activities in the technical area.

Governor Shaver also announced last week that the company's Manhattan CATV system has expanded its channel capacity from 17 to 24 channels, effective May 1. The original timetable called for expansion to 24 channels by mid-August.

CPI to lend hand in Philadelphia area

Communications Properties Inc., Austin, Tex., announced that it would cooperate with Delaware County Cable Television Co., Philadelphia, in building, helping to finance, managing and operating the latter's cable-TV system franchises in 15 communities adjacent to Philadelphia. According to a reported agreement between the two companies, CPI will have the right to acquire stock of the Delaware County Cable systems after they have been in operation "for a period of time." The systems, to be constructed at an estimated cost of $5 million, will cover franchises Delaware County Cable holds in such communities as Borough Chester, Chester township, Upper Darby township and Upper Providence township.

NCTA drawing exhibitors

The National Cable Television Association, with six weeks to go before its 22d annual convention, reported it already has 26 more exhibitors for the four-day meeting in Irving (June 17-20) than it had for the 1972 convention. To date, 156 exhibitors have signed to use 60,300 square feet of exhibit space. Last year, 130 exhibitors filled 50,000 square feet. NCTA still has some 700 square feet available for exhibit. The exhibit area at the Anaheim Convention Center, Anaheim, Calif., will cover the main exhibit hall, the grand lobby and the north lobby.

Programing

Rozelle gives an inch on football blackouts

But Pastore will submit bill for one-year moratorium

National Football League Commissioner Pete Rozelle met with Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) last week and offered to conduct two experiments in lifting television blackouts. But Senator Pastore was not satisfied with the NFL's proposals and said he would offer his own solution—legislation.

The private meeting last Thursday (May 3) stemmed from hearings last fall during which Senator Pastore suggested to Commissioner Rozelle that the NFL consider lifting TV blackouts on a trial basis (Broadcasting, Oct. 9, 1972). Prior to the hearings, Senator Pastore introduced S. 4010, a bill to prohibit TV blackouts of home football, basketball, baseball and hockey games when games are sold out 48 hours in advance.

At last week's meeting, according to a Senate spokesman, Commissioner Rozelle offered to allow local telecast of the 1974 Super Bowl, which will be played at Houston. In addition, he offered to lift blackouts of New York Giants football games this fall. (The Giants will be playing home games in New Haven, Conn., while a new stadium is being built for them in Hackensack N.J.) WTCN-TV Hartford, Conn., had been carrying the Giants' games when they played in New York City. Presumably the Rozelle offer would mean that wtc-

TV could continue to carry games played in New Haven.)

A spokesman, who described the meeting as "friendly," said that Senator Pastore was looking for a more typical set of circumstances to accurately determine the effects that lifting TV blackouts would have on professional sports. The spokesman said Senator Pastore told Commissioner Rozelle that he would introduce legislation similar to last year's S. 4010, but containing a one-year limit, to establish a trial period.

'Corner Bar' is ABC's designated pinch hitter

Last summer's fill-in series returns again; also slotted for rerun months are two new half-hour comedies, hour variety

ABC-TV's summer schedule will feature two new half-hour situation comedies, a new 60-minute comedy-series variety, and the return of last summer's The Corner Bar.

The new situation comedies are Thicker Than Water (Wednesdays, 5 p.m., NYT), starring Julie Harris and Richard Long, which is based on the British series Nearest and Dearest, and which has Bob Banner as executive producer, and Love Thy Neighbor (Fridays, 9:30 p.m.), also based on a British series, about a black family that moves into an all-white neighborhood. Rush Associates, with Herman Rush and Ted Bergman as executive producers, will be in charge of Love Thy Neighbor.

The new variety show is The Burns

Peabody people. The 33rd annual George Foster Peabody awards were officially presented last Wednesday in New York before an audience of more than 400. Awards were presented in 13 categories, with multiple winners in some classifications. The winners were announced in March (Broadcasting, March 26). NBC won five awards, ABC two and the BBC three. Pictured above is William Storke (l) who accepted one of the awards for NBC, this one in the television entertainment category, for the network's Jack Lemmon in 's Wonderful, 's Marvelous, 's Gertrud, Liza with a Z, and The Timex All-Star Swing Festival. Presenting the awards (a certificate and medallion in each category) was Warren Agee (c), dean of the University of Georgia School of Journalism, which administers the awards. Paul Porter (r), Washington attorney and former FCC chairman, read the citations.

Broadcasting May 7 1973 55
and Schreiber Comedy Hour (Saturdays at 9), with the comedy team of Jack Burns and Avery Schreiber as hosts. bernie Brillstein is the executive producer.

The Corner Bar (Fridays, 9:30) will have two new proprietors this summer instead of last year's one. Anne Meara and Gene Roche are the new characters; Gabe Dell, last year's lead, will not be back. Comedian Alan King will return as executive producer of the series.

Program Briefs

Classics sell. Time-Life Films reports sale of 21 drama half-hour episodes of Tom Brown's School Days (eight segments) and The Last of the Mohicans (13 programs) to CBS-owned KNXT(TV) Los Angeles, KMOX-TV St. Louis, WCAU-TV Philadelphia and WWB-MTV Chicago. Classic dramas were produced by NBC.

Spreading joy. Ed Walker and Willard Scott, personalities formerly with WRC-(AM) Washington and now with WWDC-(AM) there, have formed Joy Boys Productions to syndicate their comic radio routines. Segments are three to four-and-one-half minutes in length and available in market of choice exclusively basis. Series is sold on minimum option of 13 weeks at three times published 60-second prime-time rate. John Hickman or Robert Purish, 4417 Bradley Lane, Chevy Chase, Md. 20015. Phone: 202-737-1382.

NBC buys 'Squares', Hollywood Squares, used in TV access time for past two seasons, has been bought by NBC for its owned stations to use two nights weekly beginning in September. Syndicated program, produced by Heatter-Quigley Inc. and distributed by Jack Rhodes Productions, both Los Angeles, has been broadcast on once-a-week basis on 117 stations, including NBC-owned outlets. Similar but separate daytime show under same name continues on NBC-TV for seventh year.

Bike races. Vidistrib Inc., Los Angeles, has signed to distribute new TV program, Pro-Bike being produced by Great Empire Films Inc., Hollywood. Great Empire is video-taping live bike races scheduled in Los Angeles May 18, with future events set for Milwaukee, Detroit and Chicago thus far.

Horror host segments. Wrappapound portion for horror movies is being syndicated by Rhodes Productions, Los Angeles. Rhodes is offering 100 segments of "Seymour Presents," featuring actor-producer-director Larry Vincent as sinister host for movies. Mr. Vincent, whose presentation includes opening, middle and closing, has been hosting, under name Seymour, horror movies on KTLA(TV) Los Angeles for last two years. Camp narration already has been sold in Philadelphia, San Diego and Huntington, W. Va. Part of purchase agreement is visit by Seymour in his $10,000 hearse this summer. Producer is Gary Blair, Hollywood.

Name change. Broadcast Design, Los Angeles consulting firm specializing in image and identify programs, has changed name to Warren Earl Associates, and has moved offices to 10000 Riverside, Toluca Lake, Calif. Telephone: (213) 763-4353.

Herb Jacobs forecasts

CBS to win, NBC to place, ABC to show

Annual predictions put CBS in substantial lead with other two nearly tied; he claims to have guessed right on 87 periods in 1972-73, close on 25 and wrong on 14

Perennial prognosticator Herb Jacobs is putting his money on CBS-TV to win next season's prime-time sweeps. And the chairman of Telcom Associates sees that network taking it by a comfortable margin.

Mr. Jacobs's annual handicapping was later than usual this spring because of the tardy assembling of fall schedules by the networks, but he now predicts that CBS-TV will put together an average rating of 20.4 for the first 13 weeks of 1973-74, compared with averages of 18.9 for NBC-TV and 18.8 for ABC-TV.

As in past years, Mr. Jacobs also forecast shares of audience for each half-hour in network prime time (see accompanying charts). His new projections were made against a background of a claimed accuracy of 88.9% for his 1972-73 predictions.

According to Mr. Jacobs's calculations, he had 87 "bullseyes" last season (three share points either way of the actual shares) and 25 "scores" (five share points either way). For the other 14 half-hours, he reported 14 misses (six or more shares way from the actual shares).

Mr. Jacobs's forecast for 1973-74 gives ABC first place in 11 half-hours, second 16 and third in 15; CBS first in 23, second in eight and third in 11, and NBC, first in eight, second in 18 and third in 16.

He touts 20 of CBS's half-hour time periods as "strong" (with shares of 34 or higher), as against 11 for NBC and nine for ABC. He estimates that 16 of ABC's half-hour segments will be "good" (shares of 30-33), compared with 12 of NBC and 11 of CBS and rated as "weak" (26 shares or less) 10 of NBC's segments; five of CBS's and four of ABC's.

Mr. Jacobs noted that 18 of the 65 programs on next fall's schedules will be new. He prophesied that only one new series, Kojack on CBS-TV, will be first in its time period and only two will reach million-viewer position—Lois Luck and Girl with Something Extra, both on NBC-TV.

Mr. Jacobs hedges his selections with a note of caution: His estimates reflect the average shares of regularly scheduled programs, and do not include specials and their competing programs.
**Around the corner**

NBC-TV, on Aug. 16, and CBS-TV, on Aug. 31, will begin telecasting 90 games each of the National Football League schedule. Each network will broadcast 33 regular-season contests, three preseason and four post-season games. CBS-TV will carry 65 National Conference and 18 conference games. NBC-TV will carry 67 American Conference and 16 conference contests. CBS-TV will telecast the Super Bowl from Houston on Jan. 13, 1974. NBC-TV will present the Pro Bowl from Kansas City, Mo., on Jan. 20.

**An indecisive ending**

The contempt-of-court case against a WDEF-TV Chattanooga talk-show host who refused to divulge the identity of a person whom he admits has been dropped.

The Tennessee Court of Appeals in Knoxville last week dismissed the contempt charge against Harry Thornton after both the attorney general's office and Mr. Thornton asked that the matter be declared moot. They noted that the grand jury before which Mr. Thornton refused to disclose the caller's identity is no longer sitting.

Mr. Thornton was found in contempt of court by a county judge in December after refusing to answer the question of the grand jury had put to him (BROADCASTING, Dec. 4, 11, 1972) — who was the caller who had said the grand jury had "whitewashed" a case involving a former city judge.

**ABC in Liberty Bowl pact**

ABC-TV will televise the 1973 and 1974 Liberty Bowl collegiate football games and has an option for those in 1975, 1976 and 1977 under a contract announced last week by Roone Arledge, president of ABC Sports. The rights price was not disclosed but informed sources put it at about $1 million over the five-year span. The games are played in Memphis. This year's is scheduled for Monday, Dec. 17.

**Biggest underwriting for noncommercial TV**

**Exxon goes on the record book with its funding for new series**

The Exxon Corp., New York, has announced a grant of $1 million to non-commercial WNET (TV) New York for the production of a major new drama series, Theater in America. It is the largest grant ever made to noncommercial broadcasting by a commercial corporation for a single season's domestic television production. The $1 million will be matched by a previously announced $1 million in funding for the new series from the Corporation for Public Broadcasting (BROADCASTING, March 12).

The previous highest single season programming grant also was made by a gasoline company, Mobil Oil Corp., New York, a total of $821,500 in fiscal 1972 — most of it to the Masterpiece Theater series and some to The Children's Television Workshop. Mobil Oil also made a programming grant of $750,000 in fiscal 1971. There have been larger grants made by business to noncommercial broadcasting, but they did not necessarily cover programming. CBS, in fiscal 1968, made an unrestricted grant of $1 million. The following fiscal year, the Carnegie Corp. also gave $1 million. In fiscal 1971, the Ford Foundation made a grant of $1.2 million to the Public Broadcasting Service for technical equipment.

The combined grant of $2 million from Exxon and CPB will go for the production of from 18 to 20 dramas to be telecast during the 1973-74 season, with WNET acting as executive producer. The Theater in America series is to be carried on the PBS system.

While production plans are still in the planning stage, it's believed that about 12 of the dramatic presentations will be based on productions done by regional theater groups in collaboration with WNET. The remaining telecasts will include rebroadcasts of previous WNET productions. Jack Venezia, who heads the station's drama unit, will serve as the executive producer of the new series.

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**Broadcasting May 7 1973**

**Tuesdays**

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<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<tr>
<td>7:30</td>
<td>Local</td>
<td>Local</td>
<td>Local</td>
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<tr>
<td>8:00</td>
<td>Temperatures Rising</td>
<td>Maude</td>
<td>Chase</td>
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<tr>
<td>8:30</td>
<td>Tue Movie of the Week</td>
<td>Hawaii Five-O</td>
<td>The Magician</td>
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<td>9:00</td>
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<td>Tuesday Night Movies</td>
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<td>9:30</td>
<td></td>
<td>New CBS Shows</td>
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<td>10:00</td>
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<tr>
<td>10:30</td>
<td>Marcus Welby, M.D.</td>
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**Wednesdays**

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<tr>
<td>7:30</td>
<td>Local</td>
<td>Local</td>
<td>Local</td>
</tr>
<tr>
<td>8:00</td>
<td>Bob &amp; Carol &amp; Ted &amp; Alice</td>
<td>Sonny &amp; Cher</td>
<td>Adam-12</td>
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<tr>
<td>8:30</td>
<td>Wed Movie of the Week</td>
<td>Wednesday Night Movie</td>
<td>Thursday Night Movie</td>
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<td>10:00</td>
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<tr>
<td>10:30</td>
<td>Owen Marshall: Counselor At Law</td>
<td>Cagney</td>
<td>Love Story</td>
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**Fridays**

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<td>7:30</td>
<td>Local</td>
<td>Local</td>
<td>Local</td>
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<tr>
<td>8:00</td>
<td>Brady Bunch</td>
<td>Calucci's Dept</td>
<td>Sanford and Son</td>
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<tr>
<td>8:30</td>
<td>Odd Couple</td>
<td>Roll Out</td>
<td>Girl with Something Extra</td>
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<tr>
<td>9:00</td>
<td>Room 222</td>
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<td>Needles and Pins</td>
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<tr>
<td>9:30</td>
<td>Mr. and Ms.</td>
<td>CBS Friday Night Movies</td>
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<td>10:00</td>
<td>Love American Style</td>
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**Saturdays**

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<td>7:30</td>
<td>Local</td>
<td>Local</td>
<td>Local</td>
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<tr>
<td>8:00</td>
<td>Partridge Family</td>
<td>All in the Family</td>
<td>Emergency</td>
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<tr>
<td>8:30</td>
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<td>ABC Suspense Movie: Cyborg</td>
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<tr>
<td>9:00</td>
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<td>9:30</td>
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<tr>
<td>10:00</td>
<td>Bob Newhart</td>
<td>Carol Burnett</td>
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<td>10:30</td>
<td>Griff</td>
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Trial of CBS
suit for per-use
music licenses
is under way

It's the beginning of what may be years of litigation as network goes to court to force ASCAP and BMI to lift blanket payments.

A lawsuit seeking far-reaching changes in broadcast music licensing went to trial in New York last Tuesday (May 1).

The suit was brought by CBS-TV in an attempt to compel the American Society of Composers, Authors and Publishers, and Broadcast Music Inc. to issue it a so-called "per-use" license, under which it would have to pay them for only those musical works it actually uses. This would be a radical departure from the conventional blanket and per-program licenses on which broadcasters are charged at set rates regardless of how much or how little music they use.

The trial, before U.S. District Judge Morris E. Lasker, is expected to last

Continued on page 61

Tracking the 'Playlist'

Two new songs break into the top-10 of the 'Playlist' this week, two break into the top-40, while nine brand-new records go onto the charts for the first time. Elton John's "Your Song" and Steely Dan's second top-10 hit in a row - "Danite" and "Reelin' in the Years" - are numbers seven and eight this week, respectively, as Dobie Gray (11) and The Four Tops (12) drop down. "Close Your Eyes" by Edward Bear and the "Long Train Runnin'" by the Doobie Brothers (52) take exceedingly large steps to come into the 'Playlist' top-40 this week.

Though they did not make the top-40, three records had significant mid-chart jumps this week to render them bullets and worthy of mention: Billy Preston's "Will It Go Round in Circles" (45), J. Geils Band's "Give It to Me" (50) and Ohio Players' "Funky Worm" (55). Three records - all R&B crossovers and all bulletted - garnered enough airplay to cross the line for the first time in the fifties:

The Spinners' "One of a Kind (Love Affair)" (52), Dells' "Give Your Baby a Standing Ovation" (58) and the Southside Movement's "I've Been Watching You" (59) - all of which are on the Wand label, a division of Scepter Records. Also new with bullets this week are Michael Jackson's new single, "With a Child's Heart" (62), and "Superfly Meets Shaft" by John and Ernest (83). "Without You in My Life" by Tyrone Davis (72) is also new. This week, there is a tie for the number-74 spot between Charlie Rich's "Behind Closed Doors" (a number-one country hit now beginning to cross over pop charts) and "I Can Understand It" New Birth.
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's 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?

Whether your station is all-talk, part-talk or no-talk, your ad will get strong attention in the issue that contains this timely feature—in addition to the regular budget of industry news.

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*Which will be seen by the more than 120,000 influentials who read *Broadcasting* regularly. For more details and advertising opportunities available, call your nearest *Broadcasting* representative. Closing date: May 21.*

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Employers Reinsurance Corp.,
21 West 10th, Kansas City,
CBS chairman Stanton, until last month, and whole case could take several more years to pend in court.

CBS went into last week’s trial with a list of 22 witnesses, among them Frank Stanton, until last month CBS Inc.’s vice chairman and chief operating officer. CBS counsel said they could give no estimate as to when Dr. Stanton might take the stand.

Tentatively it was expected that sessions would be held Monday through Thursday of each week until the trial is completed.

### Breaking In

Diamond Girl—Seals and Crofts (Warner Bros.) * Jim Seals and Dash Crofts are an unlikely team for "Summer Breeze," their first hit single last fall, caught most programmers by surprise with its odd-ball harmonies and fuzzy guitar work. In the beginning, their music seemed too rich and too folksy to make it on Monaural AM radio. But all this is changed now; Seals and Crofts are as acceptable top-40 programming material as Neil Diamond.

"Diamond Girl," the title track from a new album, has a bell-like guitar setting the rhythm and pace, while high, searing vocal harmonies cover the instrumentation snugly. A change in meter between chorus and verse adds even greater definition. It's bright and fast-moving compared to the smokiness of "Summer Breeze" and their recent chart-maker, "Hummingbird."

### Music Briefs

Moving. Detroit-based rhythm-and-blues label, Invictus, has signed distribution agreement with Columbia/Epic Records. Invictus, owned by songwriting-production team Holland-Dozier-Holland, had been distributed by Capitol. It's third black-owned label to sign with Columbia/Epic recently—Gamble-Huff's Philadelphia International and Memphis-based Stax records are other two.

Helping hand. College promotion department of Atlantic Records has compiled names and resumes of more than 200 college broadcasters. List of prospective job-seekers was sent out last week to radio stations.

### Over-all rank

<table>
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<th>Rank by day parts</th>
<th>Week 8</th>
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<td>6-9</td>
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### Alphabetical list (with this week's over-all rank):

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

About five weeks barring a settlement—which seems unlikely since the three years of the suit's people U.S. failed to produce one. And the current trial may be the first only. Its purpose is to determine whether CBS has a legal right to a per-use license. If CBS loses—and also loses any appeal it might take—that would end it. But if CBS wins—and also wins on appeal—a second trial would be held to determine what form the per-use license should take.

Counting appeals at every stage, the whole case had take several more years to complete. And related to it directly or indirectly are counterclaims by ASCAP and an antitrust suit filed by BMI, all seeking to impose severe penalties on CBS and others.

CBS went into last week's trial with a list of 22 witnesses, among them Frank Stanton, until last month CBS Inc.'s vice chairman and chief operating officer. CBS counsel said they could give no estimate as to when Dr. Stanton might take the stand.

Tentatively it was expected that sessions would be held Monday through Thursday of each week until the trial is completed.
Future talk at RCA meeting

Sarnoff projects record profits in 1973; points to company's developments in new technologies

Profits and technological progress of TV-oriented systems and products were stressed last week at RCA's annual meeting, held in Dallas.

Shareholders were addressed by Chairman Robert W. Sarnoff and President Anthony L. Conrad. Mr. Sarnoff said he expected RCA in 1973 will reach or exceed its previous all-time profit record for a full year.

According to Mr. Sarnoff, RCA's sales and profits were continuing in the second quarter of 1973 with the vigor shown in the first quarter, when sales hit $1 billion, or a 10% rise above the corresponding period in 1972, and profits comparatively rose $41.7 million.

Mr. Sarnoff disclosed during the meeting that RCA expected to spend a record $200 million on expansion, compared with $144.8 million in 1972. The previous high was $198 million in 1966.

He also said that broadcasting and other communications operations continue as the "strongest performers among all our operations."

Among new technological advances Mr. Sarnoff cited were developments of a new low-cost TV camera for the consumer market and of a solid-state camera no larger than a cigarette package that he said RCA hoped to have on the market within two or three years.

RCA, he said, also hopes to have a Selectavision video disk, a color-TV equivalent of the phonograph record, ready for consumers as a "simple and inexpensive playback-only unit" in 1975. Moreover, Mr. Sarnoff said, the goal of a realistic flat-screen TV receiver (luminescent display center that could hang on a wall) has been advanced "considerably nearer" through new technology and the project now moved high up on RCA's priority list.

Mr. Sarnoff also saw advances made in home-information systems that would involve consumer TV sets and provide two-way sight, sound and data communications for individual instruction, remote shopping, banking, paying bills, voting, etc.

Other areas of technological development being explored by RCA, he said, must include a move to establish the company in an "important position" in the domestic communications-satellite business via a link of four RCA earth stations within the newly launched Canadian satellite.

Warner Communications has upbeat first quarter

Program revenues rise markedly; cable volume makes lesser gains

Warner Communications Inc., New York, an important supplier of prime-time TV series, as well as being in TV distribution and licensing of feature films to network TV, reported its television film rentals increased by more than $9.7 million for the first quarter of 1973 over results for a comparable period the previous year. Over-all, Warner's first-quarter revenues were up 15%, while net income rose 18% and earnings per share (fully diluted) jumped 20%. Included among these record high quarterly results was total TV film-rental revenues of $20.9 million, up from $11.2 million for the first quarter of 1972.

Warner, which also is the second leading cable-television firm in the nation in numbers of subscribers, registered what the company termed a "fine" level of growth in cable operations. Cable television revenues for the current quarter amounted to $6.5 million, up some $700,000 from the $5.8 million achieved in the quarter a year ago.

For the three months ended March 31:

    1973  1972

  Earned per share  $ 0.61  $ 0.51

  Revenues       144,296,000 120,811,000
  Net income     14,576,000  12,375,000
  Shares outstanding 24,300,449 24,525,964

Notes: Shares outstanding and earnings per share assume full dilution. The 1972 figures have been restated to include acquisition of Cypress Communications Corp., accounted for as pooling of interests.

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Financial Briefs

Tribune Co., Chicago, publisher of The Chicago Tribune and six other newspapers, and Continental Broadcasting Co., owner of WGN-AM-TV Chicago and two other TV stations and two cable-TV systems (and through interlocking ownership additionally one AM, one FM and one TV stations), reported 1972 net earnings of $19.3 million, increase of 43% over 1971 profit of $13.5 million. Total revenues last year rose 14%, from $479 million in 1971 to $547 million last year. Tribune Co. is privately held, with majority of company's outstanding stock owned by McCormick-Patterson trust, created in 1932. This is only second report of earnings made public by company.

P.S.A. Inc., San Diego, intends to purchase up to 150,000 shares of its common stock. Shares will be held in company's treasury to satisfy warrant agreements and employee stock-option plans. Stock closed at 14% on May 2.

Comsat raises limit. Board of directors of Communications Satellite Corp. voted to increase to 3% maximum percentage of outstanding shares of common stock that may be held by single shareholder. Previous maximum was 1%. Currently there are 10,000,014 shares outstanding. Thus, in effect, share ceiling of single shareholder has been raised to 300,000 shares from 100,000 shares. Board's action, not needing shareholder approval, does not affect common carriers or syndicates or affiliated groups of shareholders. Single shareholder limitation does not apply to them.

Storer Broadcasting Co., Miami Beach, reported increase in revenues and decrease in net income for first quarter of 1973. For three months ended March 31:

    1973  1972

  Earned per share  $ 0.27  $ 0.21
  Revenues       4,774,412 4,466,034
  Net income   966,227  523,948

LVO Cable Inc., Tulsa, Okla., estimates that its cable subscribers as of Feb. 28 increased 17% over period of year and now total 117,700. Company also reports that revenues for nine months increased 24% but net earnings are down due to operating losses of one acquired system and initial operating losses of two other recently-started systems. For nine months ended Feb. 28:

    1973  1972

  Earned per share  $ 0.23  $ 0.20
  Revenues       5,722,000 4,613,000
  Net income   353,000  428,000
  Shares outstanding 1,561,187 1,465,800

National Telefilm Associates, Los Angeles, reported increased revenues but loss for first quarter of fiscal year that
Wometco Enterprises Inc., Miami, reported 27.8% increase in net income and 17.7% rise in revenues for first quarter 1973. For 12 weeks ended March 24:

- **Earned per share**: $0.46 (1972) $0.16
- **Revenues**: 22,989,000 21,079,000
- **Net Income**: 1,160,000 1,160,000

Dun & Bradstreet Inc., New York, parent company of Corinthian Broadcasting Corp., reported 19% increase in revenues and 18.4% gain in net income for three months ended March 31:

- **Earned per share**: $0.63 (1972) $0.67
- **Revenues**: 96,343,700 96,624,100
- **Net Income**: 8,571,000 7,022,000

Marvin Josephson Associates, New York, reported 24% increase in net income and 8% hike in revenues for first nine months ended March 31:

- **Earned per share**: $1.21 (1972) $1.00
- **Revenues**: 8,867,000,000 8,225,000
- **Net Income**: 1,274,000 1,032,883

Cable Information Systems Inc., New York-based cable-TV systems operator with some 32,000 subscribers served and about 50,000 cable-TV homes passed as of Dec. 31, 1972, reported slightly increased revenues and gradually improving operating performance for last calendar year. Company's annual report noted virtual restructuring of its debt with repurchase of 4% note on Jan. 28, 1972, with note then having outstanding principal balance of some $2.4 million. Company also noted purchase in January 1973 of 324,307 shares of its common stock from Northern Corp. and certain individual affiliates. Northern had been record holder of about 54% of Cable Information Systems' outstanding stock. For year ended Dec. 31, 1972:

- **Earned per share**: $3.54 (1972) $3.14
- **Revenues**: (2,344,807) 1,901,354
- **Net Income**: (90,333) 1,901,354

Note: Figures exclude extraordinary gains of $775,243, or 78 cents per share, in 1972; and $61,018, or 10 cents per share, in 1971.

Fairchild Industries, Germantown, Md., licensee of KLIF(AM) Dallas and WYBC-(AM)-WRAH(FM) Richfield, Minn., and holder of majority interest in American Satellite Corp., applied for domestic communications-satellite system, reported nearly $3-million loss during first quarter of 1973. Fairchild President Edward G. Uhl told stockholders at firm's annual meeting April 25 that loss resulted from major delivery, production and cost problems in Fairchild's line of products manufactured for commercial airlines.

For three months ended March 31:

- **Earned per share**: $0.11 (1972) $0.17
- **Revenues**: 55,850,000 53,113,000
- **Net Income**: (2,937,000) 784,000

Reeves Telecom Corp., New York, reported big jump in income and increase in revenues for 1972. For year ended December 31:

- **Earned per share**: $0.51 (1972) $0.00
- **Revenues**: 8,665,255 7,488,485
- **Net Income**: 1,244,287 283,165

**ATC comes on strong**

American Television & Communications Corp., Denver, among the nation's largest publicly owned cable-television firms, whose merger with Cox Cable Communications Inc. was terminated last month (BROADCASTING, April 23, 30), reported better than a 60% increase in earnings per share for the latest nine-month period. The nine-month performance was hindered by record profits and revenues for the third quarter. For the nine months ended March 31, 1973:

- **Earned per share**: $0.42 (1972) $0.26
- **Revenues**: 15,003,865 10,773,355
- **Net Income**: 1,244,938 948,385
- **Shares outstanding**: 2,794,367 2,340,807

**Weekly market summary of 141 stocks allied with broadcasting**

| Stock symbol | Close. Wed. May 2 | Close. Wed. April 25 | Net change in week | % change in week | High | Low | Approx. shares out (000) | Total market capitalization (000)
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Gene Denari, VP-general manager, KBK-TV Bakersfield, Calif., named VP-general manager KHJ-TV Los Angeles, succeeding Charles Dwyer who will announce plans at later date. Robert W. Curry, general sales manager, KBK-TV Bakersfield, Calif., succeeds Mr. Denari as VP and general manager there.

James G. Saunders, VP-planning and administration, Kaiser Broadcasting Corp., named VP and general manager, Kaiser-owned WKBG-TV Boston.

George C. Carpenter, sales manager, who-TV, Des Moines, Iowa, appointed station manager. Rex L. Kinkade, with who-TV, appointed promotion director, who-AM-TV and KLYF-FM) Des Moines.


Leonard E. Maskin, VP, administration, ABC-TV network, named VP, administration, ABC Television, which encompasses all of company's activities.

Hazel Hardy and Robert J. Wright appointed managers of business information, East and West Coast, respectively, for ABC Inc. Ms. Hardy, in ABC trade publicity in New York since January and formerly with Westinghouse Broadcasting, NBC and Broadcasting, succeeds J. Garrett Blowers, named director of corporate information (Broadcasting, April 23). Mr. Wright moves into newly created West Coast post after serving as media representative, ABC, Hollywood, since 1963.

Robert E. Slaughter, executive VP for operations, McGraw-Hill Inc., New York, one of key figures in publishing firm's entry into broadcast ownership through acquisition of Time-Life stations last year, to take early retirement Sept. 1 but remain on board and be available for special assignments. He underwent major surgery last fall and company said that, although recovered, he had decided to retire at age 63. Ted Weber Jr., VP, public affairs, who also was involved in broadcast acquisitions, will become senior VP and assistant to President Shelton Fisher, also effective Sept. 1.

Richard O. Moore, president and general manager, noncommercial KQED-TV San Francisco, resigns effective June 30. Mr. Moore, who has spent almost 20 years at KQED, plans to return to writing and production.

James R. McQuade, general manager, CBS-owned FM stations, named general manager, WCBS-FM New York. Mr. McQuade succeeds John Cadlett, who returns to his previous position as general manager of WBBM-FM Chicago (Broadcasting, April 16). With CBS since 1953, Mr. McQuade was program director of WCBS(AM) New York before becoming general manager of FM group with responsibility for changeover of six FM's from automated to live programming.

Richard Novik, sales manager, WBLF-FM New York, elected VP-general manager.

Edward B. Nourse, general sales manager, KSD(AM) St. Louis, named general manager.

James L. Kelsey, program director, wo(AM) Washington, appointed gen
man. He succeeds Benjamin Bolden who resigns.

Douglas G. Thompson, formerly with WOIC(AM) Columbia, S.C., joins WHDG-FM Georgetown, S.C., as manager.

William Wippel, anchorman, WBAV-TV Green Bay, Wis., joins KORD-AM-FM Pasco, Wash., as station manager.

John C. O’Donnell, studio operations engineer, CBS-TV New York, appointed director, long range planning.


Robert F. Schenkenkhan, president and general manager, noncommercial KLRN-TV San Antonio, Tex., elected chairman, newly established national board of public television managers. New board of managers is composed of previously elected members of governing boards of Educational Television Stations division of National Association of Educational Broadcasters and Public Broadcasting Service. Mr. Schenkenkhan was elected chairman of PBS board last January.

Richard Wartell, Midwest regional manager, National Association of Broadcasters, Washington, appointed code subscription manager, station relations department, Steven Farahi, formerly safety engineer, Occupational Safety and Health Administration, succeeds Mr. Wartell.


Elizabeth Hayter, director of operations, CBS AM Radio Spot Sales, appointed manager of planning, CBS-owned WCAtv Philadelphia.

Shirley E. Conover, manager of records, Storer Broadcasting Co., Miami, appointed assistant secretary of company.

Ward L. Quala, president, Won Continental Broadcasting Co., will be honored for “outstanding achievement in field of communications” at dinner given by Brandeis University May 16 at Ambassador West hotel, Chicago.

William H. Wills, assistant manager of public relations and advertising, WON Continental Broadcasting Co., will be honored for “outstanding achievement in field of communications” at dinner given by Brandeis University May 16 at Ambassador West hotel, Chicago.

Bill Best, formerly federal and state government consultant, joins KNTV(TV) San Jose, Calif., as public affairs director.

Douglas L. Beich, with WWJ-AM-FM-TV Detroit, appointed assistant promotion manager.

Crystal Coryell, assistant to manager of advertising and promotion, press and publicity, WRC-TV Washington, joins WOWO(AM) Fort Wayne, Ind., as promotion manager.

Tom Knox, with WZAP(AM)-WWEZ(FM) Cincinnati, appointed minority affairs director.

Merrill Workhoven, chief announcer, WOW(AM)-KFMX(FM) Omaha, assumes additional post, public affairs director.

Broadcast Advertising

Robert E. Healy, member, board of directors finance committee, Interpublic Group of Agencies, New York, elected honorary chairman of board. Paul Foley, president and chief executive officer, elected chairman. J. Donald McNamara and Murray Hillman, senior VP’s, named executive VP’s. Edward A. Garba, VP, assistant treasurer, named senior VP/treasurer. Edwin A. Kiernan Jr., assistant general counsel and assistant secretary, named VP.


Bruce S. Wagner, VP and account supervisor, Grey Advertising, New York, designated office management supervisor on Ford division account. William J. Flavin, formerly account supervisor and marketing director, Burton Sohigian, Detroit, joins Grey, Detroit, as account supervisor.

Peter Burns, senior VP-management supervisor, Ogilvy & Mather, named VP-management supervisor, Doyle Dane Bernbach, both New York. Paul Zweller, VP-associate creative director, Warren, Muller & Dolobowski, and Charles Gennarelli, group head, Ogilvy & Mather, join DDB in similar capacities, all New York.

Edward M. Milarsky, sales manager of ABC-owned WABC(AM) New York, promoted to general sales manager, succeeding Marty Ross, resigned. Nicholas D. Trigony, account executive, succeeds Mr. Milarsky as sales manager.

Charles Meehan, VP-local sales manager, WNEW-TV New York, named VP-general sales manager. With WNEW-TV and other divisions of Metromedia since 1961, Mr. Meehan succeeds James Copersmith, named general manager of RKO General’s WNAC-TV Boston (BROADCASTING, April 30).

Richard Morgans, account executive, KG-W-TV Portland, Ore., named general sales manager.

Herman Stern, with Storer Television Sales, New York, joins WJW-TV Cleveland, as national sales manager.

Ed Dyer, account executive, WSIX-TV Nashville, appointed local sales manager.

Ken Miller, assistant sales manager, KXK(AM) Los Angeles, named general sales manager, succeeding George E. Lindman, who assumed new duties as president, Major Market Radio Inc., New York (BROADCASTING, April 23).

Robert C. Fouser, with WXLO(AM) New York, joins KUAM (FM) Houston as general sales manager.

Bill Dallmann, general sales manager, WSBA(AM) Cincinnati, joins WIP(AM) Philadelphia as general sales manager, replacing Jim Fox, who joins McGavren-Guild, station representative, as regional manager, Atlanta.

Norman Epstein, general manager, KOST (FM) Los Angeles, joins PSA Broadcasting as director of sales for KPSR(FM) San Diego, KPSA(FM) Los Angeles, KPSU(FM) San Jose and KPSF(S) Sacramento, all California.

Vince Benedict, local sales manager, KSDO(AM) San Diego, appointed general sales manager.

William H. Weber, account executive, KMOX(AM) St. Louis, named general sales manager, KMOX-FM. Viola S. Arnold, VP and media director, Winhus-Brandon Advertising, joins KMOX(AM) as national sales manager and director of sales operations.

Richard Brown, account executive, WBL-AM FM New York, appointed local sales manager.

Lane A. Saunders, salesman and sportscaster, KOOK(AM) Billings, Mont., named sales manager.


Blaise R. Leonardi, account executive, ABC-FM Spot Sales, New York, appointed Eastern sales manager.

Peter N. Barnett, account executive, Dancer-Fitzgerald-Sample, New York, elected VP-account supervisor.

Carl V. Abrams, group creative director; Irena Steckiv, associate creative director; Gustave Spiel, associate media director, and George Nigro, account supervisor, all with D'Arcy-MacManus & Masius, New York, named VP's. John Lilaars, account executive, D'Arcy, MacManus & Masius, appointed account supervisor.

William Aiston, VP-client services division, Clinton E. Frank, Chicago, named senior VP and manager of Chicago office.


John Hetherington, account supervisor, Ketchum, MacLeod & Grove, Pittsburgh, joins NHS, Chicago, in similar position.

John L. Lamson, VP-associate media director, Rumrill-Hoyt, New York, named media director.

Sheldon Jones, senior media planner, Norman, Craig & Kummel, New York, joins Cargill, Wilson & Acree, Atlanta, as media supervisor.

Marvin H. Kress, sales manager, KHJ-TV Los Angeles, joins Jay M. Kholos Advertising, Encino, Calif., as director of account services.

Edward J. Smith, account supervisor, Ketchum, MacLeod & Grove, named account group manager, Van Brunt & Co., both New York.

James Neville, VP-account supervisor and media director, Solow/Wexton, New York, joins Wyse Advertising there as VP-account services and general manager.

Mike Caferata, Mike Colt, and Judy Saylor, copy supervisors, Leo Burnett Co., Chicago, and Henry Parker, senior art director there, all named associate creative directors.

Dorothy M. Mallery, account executive, Barickman Advertising, Minneapolis, named VP. John W. Forney Jr., account executive, Barickman, named VP and manager, Minneapolis office. Bill Blake, executive art director, Barickman, appointed associate creative director.

Katie Rosenberg, advertising and public relations director, I. Miller Salons, New York, appointed director of public relations/account executive, Barnett, Zlotnick, New York.

Hal Golden, director, Avco Program Sales, syndication division of Avco Broadcasting, named VP.

John Louis, Midwest sales manager, Four Star Entertainment, Los Angeles, named VP-sales.

Charles M. Powell, director, advertising, publicity and exploitation, MGM-TV, named VP.

Norman Lear, producer of All in the Family, Maude and Sanford and Son, named to receive 10th annual "Broadcaster of the Year" award of International Radio and Television Society. Mr. Lear, cited for bringing to television "an entire new dimension in the area of situation comedy," will receive award May 10 at IRTS annual meeting at Waldorf Astoria Hotel, New York.


Jack Cook, assistant sales director, Warner Bros. Television, Burbank, Calif., named director of sales, United Kingdom, Europe, Middle East and Africa.

Jim White, news director, KMOX(AM) St. Louis, assumes additional post of program director.

Paul Michels, with WFBS(AM) Spring Lake, N.C., joins WFNC(AM) Fayetteville, N.C., as director of programming and operations.


Philip Gay, production manager, WLTY-TV Lancaster-Lebanon, Pa., joins WLW-(TV) Indianapolis as producer-director.

--

Mr. Golden.

Programing

--

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- Heavy-duty air-damped solenoid

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Area Code 301 881-8888

Broadcasting May 7 1973

67
Robert W. Day, with noncommercial KFBS-TV San Diego, joins San Diego Video as operations engineer and technician with company's mobile television-production unit.

Gerardo F. Almonte, assistant manager, reports and analysis, Viacom International, New York, appointed manager, reports and analysis.

Jane Friedman, manager, administration, Columbia Records masterworks division, appointed woman counselor for CBS/Records group. Ms. Friedman's new assignment, company says, is part of its effort to offer greater career opportunities to female employees.

Broadcast Journalism

Robert Chandler, director and executive producer, CBS News election unit, New York, named VP of public affairs broadcasts, CBS News there. He will act as deputy to Bill Leonard, CBS News named VP and director of public affairs broadcasts, in area of public affairs programming and will supervise several news departments including program administration, marketing services, archives, information services, resource development and production and survey and data services. Warren J. Mitofsky, associate director, election unit, appointed director, survey and data services, CBS News (new name for CBS News election unit).

Richard P. Williams, news director, WTHN-TV New Haven, Conn., appointed, WBAL-TV Baltimore news department.

Michael Bennett, with WHVW-AM-FM Hyde Park, N.Y., appointed news director, Sandy Michaels, with WAKR-AM-FM Akron, Ohio, joins WHVW-AM-FM news staff.

Frieda E. Williamson and Lorraine Weiss, with NBC News at NBC-owned WMAG-TV Chicago, and Lucyna Migala, with NBC News at WXYZ-TV Cleveland, also NBC-owned, named news editors for NBC News Program Service (NPS), closed-circuit news syndication operation currently serving 131 U.S. TV stations.

Furnell Chatman, with WAVE-TV New Orleans, joins NBC News Bureau, Cleveland, as reporter.

Pam Fields, co-anchorwoman, 11 p.m., WBAI-TV Baltimore, appointed co-anchorwoman, 7:25 and 8:25 a.m., newscasts.

Cablecasting

Anne W. Branscomb, attorney with Arnold & Porter, Washington communications law firm, named communications counsel, Teleprompter Corp., New York. In newly created post, Mrs. Branscomb will deal with local, state and federal regulatory matters.

Shelia A. Mahony, regional director, New England area, Cable Television Information Center, Washington, named general counsel.

Erwin Sharp, Sammons Communications Inc., elected executive director, Texas CATV Association; Tom Soulsby, Communications Properties Inc., elected president; Jerry Caddy, Texas Community Antennas Inc., elected VP, and Gillis Conoley, Taylor TV Cable Co., elected secretary-treasurer.

James N. Martin, station manager, WDUN-AM-FM Gainesville, Ga., assumes additional post, general manager for corporate programming, Gainesville Cable TV. Robert N. Howell, system manager, Gainesville Cable TV, adds additional post, general manager for corporate sales, and Byron L. Miller, formerly with Coca-Cola Rockledge-Meritt Island (Fla.) Cable TV, joins Gainesville Cable TV as director of engineering. Northeast Georgia Broadcasting Co. is owner of both radio stations and cable firm.

John B. Nickle, city manager, Lovell, Wyo., named manager, Lovell Cable TV there.


Edward J. Taylor, field agent, Internal Revenue Service, San Francisco, joins Big Valley Cablevision, subsidiary of Continental Cablevision, as controller.

Equipment & Engineering

In restructuring at RCA Consumer Electronics, Indianapolis, new color TV, black-and-white TV and audio products divisions have been formed and SelectaVision Mag Tape products will become separate function. Robert A. Scheiber, division VP-operations, RCA Consumer Electronics, named to head new color TV division. Black-and-white TV division will be headed temporarily by William C. Hittinger, RCA executive VP-consumer and solid state electronics. Audio products and SelectaVision, respectively, will be directed by Marvin H. Glauberman, division VP, and Gordon W. Bricker, manager, cable TV.

William D. English, assistant general counsel, Comsat General Corp., subsidiary established to provide services for Comsat's domestic satellites programs and other new business opportunities.

Dwight E. Herbert, with Programing db, Hollywood, joins Schafer Electronics, Goleta, Calif., in newly created post, sales program manager with responsibility for programing and advertising. Schafer manufactures radio automation equipment and pre-programmed radio services.

Mark W. Bullock, formerly VP-military requirements, Continental Electronics Mfg. Co., Dallas, rejoins company as VP-marketing.

Warren Bartlett, radio technician, WBFB-FM Rock Island, Ill., retires after 32 years with stations.

Allied Fields

David Berlyn, senior editor in Broadcast- ing's New York bureau, appointed Eastern sales manager, Broadcasting, based in New York. He succeeds Larry King, resigned. Mr. Berlyn joined magazine's news staff at Washington headquarters in 1949, has been in New York editorial operations since 1954.

Gordon Strachan, general counsel to United States Information Agency, Washington, resigned last week. Mr. Strachan, former aide to H.R. Haldeman, President Nixon's former chief of staff, stepped down "after learning that persons with whom he had worked closely at the White House had submitted their resignations," according to USIA. "In view of increasing publicity, Mr. Strachan concluded that his continuation as general counsel of USIA would impair the agency's relationship with the press and the Congress," the USIA said in a statement.

Maxwell Yalden, Canada's assistant undersecretary of state, will become deputy minister of communications of Canada in late May, heading Canadian Department of Communications which handles research into telecommunications, technical regulation of radio frequencies and long-range planning and research.

Herbert F. DeSimone, former attorney general of Rhode Island and more recently assistant secretary of transportation, joins communications law firm of Wilkinson, Cragun & Barker as counsel. Philip A. Nacke and H. Michael Semler named associates in firm which has moved offices to 1735 New York Avenue, N.W., Washington.

Trudi Cowlan, manager, Media Statistics, named client service executive, A.C. Nielsen Co., station index service, both New York.

Dorothy S. Stimpson, former press assistant to Senator Harrison Williams (D.-N.J.) and assistant public relations director, KOMO-AM-TV Seattle, rejoined National Association of Counties, Washington, as director of public affairs. She succeeds
As compiled by Broadcasting April 25 through May 1, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, CH.—critical hours, CP.—construction permit, D.—day, DA.—directional antenna, ERP.—effective radiated power, kuhz.—kilohertz, kw.—kilowatts, LS.—local sun- set, mhz.—megahertz, mod.—modification, N.—NPSA—presunsrise service authority, SCA.—secondary communications authorization, SH.—specified hours, SSA.—special service authorization, STA.—special temporary authorization, trans.—transmitter, TPO.—transmission point of origin, un.—unlimited hours, vis.—visual, w.—waits., 

Educational Communications Inc. (KORK-TV and Las Vegas Valley Broadcasting Co.), TV proceeding, granted request by Valley for amplification of memorandum of president judge intended to clarify action during hearing session of March 13 when he stated testimony of witness and indicated that he would not give further consideration to that testimony; noted that although testimony is sealed, it is available to such decisional authorities within commission as may find it of use (Docs. 19519, 19581). Action April 18.

Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted request by Las Vegas Valley Broadcasting Co. to amend application to update financial showing (Doccs. 19519, 19581).

Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX-TV]) and Forum Communications Inc., TV proceeding, granted petition by Forum for reconsideration of March 7 waivers of prime-time access rule granted to ABC and NBC and affiliates in connection with possible runovers of various sports events occurring during March, April, and May. Action April 25.

For the Record

New TV Stations
Start authorized

KWLK-TV Lexington, Ky.—Broadcast Bureau granted CP to change hours; ERP 1050 kw, 455 mhz. Action April 23.

WGBH-TV and *WGBY-TV, both Boston—FCC granted WGBH Educational Foundation, license, waiver of rules to permit simultaneous broadcast of stations’ identification during annual WGBH auction between June 1 and June 10. Action April 25.

KXW-TV Burlington, VT.—Broadcast Bureau granted CP to modify frequency control system. Action April 23.

XETV(TV) Tijuana, Mexico—FCC denied petition by Radio-Television (XETV) Tijuana and Bay City Television Inc. for stay of order released March 6 setting date for ABC to continue service to XETV, redesignating matter for hearing, and authorizing ABC to continue to supply programming (Doc. 18606). Action April 25.

Initial decision


Actions on motions

Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted request by Valley for amplification of memorandum of president judge intended to clarify action during hearing session of March 13 when he stated testimony of witness and indicated that he would not give further consideration to that testimony; noted that although testimony is sealed, it is available to such decisional authorities within commission as may find it of use (Docs. 19519, 19581). Action April 18.

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Summary of broadcasting
Compiled by FCC, March 31, 1973

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</table>

* Special temporary authorization.

and extended to June 22 time for filing proposed
notices of complaint. (Doc. 18711-2), Action April 19.

Other actions
• Review board in Montgomery, Ala., TV proceeding.
  scheduled, oral argument for May 4 on exceptions
  and briefs to supplemental initial decision
  proposing grant of application of Cosmos Broadcast-
  ing Corp. for station in Montgomery, Ala. To
  move trans. and increase ant. height. (Doc. 16980)
  Action April 26.

• Review board in Las Vegas, NV, TV proceeding.
  denied request by Western Communications Inc.
  for delay pending determination of whether
  certain actions under rules should be imposed on
  Las Vegas Valley Broadcasters for failure to inform
  or soliciting unauthorized ex parte presentations

Call letter application
• WQOLTV Lima, Ohio—Seeks WBGU-TV.

New AM stations

Final action
• Mt. Pleasant, Iowa—Review board granted application
  by BCST Co. of Iowa Inc. for CP for new AM at Mt.
  Pleasant. (Doc. 19507) Action April 26. Competing
  applications of Pleasant Broadcasting Co.-
  Community for station at Mt. Pleasant, and of
  Channel Community Radio Company for station at
  Chariton, Iowa, were denied. In initial decision released
  Feb. 22, 1972, Administrative Law Judge Ernest Nash
  recommended grant of BCST's application. Action April 11.

Initial decision
• Shoreport, La.—Administrative Law Judge Frederick W.
  Dennison proposed, in initial decision, that grant of
  application of James E. Rees (Rees Broadcasting Co,
  new AM at Shoreport on 1550 khz. 500 w-D.
 全资 duplicate of Ruby S. Dow to change facilities of KNCH(A)B Moss Point,
  and of Boisier Broadcasting Co. for new AM in

Actions on motions
• Administrative Law Judge John H. Contlin in
  Nashua, N.H. ( Methodist Broadcasting Co. and
  Commercial AM and FM, AM proceeding, granted joint
  motion and postponed prehearing conference now
  scheduled for April 26 to date to be specified in
  subsequent order. (Docs. 19731-4). Action April 18.

• Administrative Law Judge Frederick W. Dennison
  in Iowa City (Burns, Reaves and Associates
  and Braverman Broadcasting Co.), FM proceeding.
  reopened record, granted petition by Braverman to
  amend application to update option for acquisition
  of proposed site to including June 30; closed record
  (Docs. 19596-7). Action April 19.

• Administrative Law Judge Lenore E. Ehrg in
  Salem, Ore. (Chalmers Keller, et al., application
  of Salem Broadcasting Co., et al.), AM proceeding,
  granted petitions by New Hampshire Broadcasting to
  amend application to update information called for
  by section of application, concerning Joseph C.
  Rayburn (Doc. 19543-4). Action April 16.

• Administrative Law Judge Byron E. Harrison in
  Harlingen, Texas (WSEA Radio Co. and Radio
  Harrison Inc.), AM proceeding, on granting Judge's
  own motion, ordered that one copy of transcrip-
  tions in hearing shall be available for public use in
  Bureau of Mins Offices at Clover Street
  Avenue, Harlan, for period of six
  "om date of this order; transcripts shall
  "out from those premises and shall be
  "in inspection during regular business
  "months transcripts shall return to
  "(Docs. 19614-5), Action April

in matter of renewal of license for WFAB, as re-
  suit of prehearing conference held on April 17,
  ordered that hearing date specified in presiding judge's order shall be adhered to, as
  o other procedural dates named (Doc. 19644). Action April 18.

• Administrative Law Judge Jasson A. Honig in
  Cleveland Heights, Ohio (WCMF-FM), in matter of renewal of licenses for WJMO-
  (FM), WCMF-FM, Friendly Inn as it requests authorization for taking of
  deposits at beginning of prehearing; de-
  ned insofar as it requests that hearing scheduled
to commence on May 14 be resumed at Cleveland
to as testimony of proposed deponents (Doc.

Other action
• Review board in Columbus, S.C. AM proceeding,
denied motion by WYTI Inc. to withdraw board
  denied insofar as it requests that hearing scheduled
to commence on May 14 be resumed at Columbus
to as testimony of proposed deponents (Doc.

Fines
• WSMY Weldon, N.C.—FCC notified Smiles of North Carolina Inc., licensee, that it has incurred
  certain procedural violations of rules and operating station with excessive power. Action April 25.

Call letter applications
• KAKU Honolulu—Seeks KIEO.
• WBY St. Paul, Minn.—Seeks WLAW.

Call letter action
• WJIO Florence, Ala.—Granted WXOR.

New FM stations

Applications
• Case Grande, Ariz.—Brett F. Eisele, Seeks 105.5
  mhz, 3 kw. HAAT 70 ft. P.O. address Box 182,
  Snowflake, Ariz., 85937. Estimated construction
  cost $28,700; first year operating cost $211,000.
  Action April 17.

• Resp, Ga.—Happy Acres Broadcasting Co. Seeks
  98.3 mhz, 3 kw. HAAT 300 ft. P.O. address Route
  1, Screven, Ga., 31590. Estimated construction
  cost $45,200; first year operating cost $22,800; revenue
  $40,000. Action April 25.

• Chillicothe, Mo.—Cecil W. and James R. Roberts.
  Seeks 103.9 mhz, 1,84 kw, HAAT 160 ft. P.O. ad-
  dress 909 Michigan Avenue, Chillicothe 64601. Esti-
  mated construction cost $21,230; first-year operating
  cost $12,800; revenue $12,000. Principal: Cecil W.
  Roberts (51%) and James R. Roberts (49%). Cecil
  Roberts owns CHILLICOTHIO. Matt Roberts together own KREHFM (Farmington, Mo.
  Action April 17.

Starts authorized
• KAIR-FM Tucson, Ariz.—Authorized program operation
  at 1,84 kw, ERP 25 kw, HAAT 135 ft. Action April 10.

• KMTM(FM) Mammoth Lakes, Calif.—Autor-
  ized 106.4 mhz, ERP 3 kw, HAAT 155 ft. Action March 30.

• KPOOF(FM) San Francisco—Authorized program operation
  at 89.7 mhz, ERP 245 kw, HAAT 445 ft. Action March 29.

• KWTDFM(S) Seco, Colo.—Authorized program operation
  at 103.5 mhz, ERP 3 kw, HAAT 160 ft. Action May 8.

• KHAT(FM) Lincoln, Neb.—Authorized program operation
  at 106.4 mhz, ERP 2.9 kw, HAAT 145 ft. Action Feb. 22.

• WWTW(FM) Manning, S.C.—Authorized program operation
  at 106.4 mhz, ERP 3 kw, HAAT 160 ft. Action April 6.

Final actions
• Benton, Ill.—Rend Lake Broadcasting Co. Broad-
  casting May 7 1973 70
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цию, и другие станции. 

**New Bern and Morehead City-Beaufort, both North Carolina—** FCC proposed amendment of FM table of assignments by adding ch. 270 as second assignment (Docket 1968-9). Action April 23.

**School District Six, Central Point, Ore.—** Seeking KCH(J)FM.

**Call letter action**

- The Berkley School, Sheffield, Mass.—Seeks WBML(FM).
- School District Six, Central Point, Ore.—Seeks KCH(J)FM.

**Designated for hearing**

- **Beaty, John M.** Beaty is dentist in Benzon. Action April 10.

**Actions on motions**


- **Advisory Law Judge Frederick W. Dennis** in Illinois, Neb. (Industrial Business Corp. Ogallala Broadcasting Co.), FM proceeding, granted application by Industrial to amend application to supply additional information concerning Mr. Loren Kühle and certain business interests held by him (Docket 1959-60). Action April 19.


- **Advisory Law Judge Chester F. Naumowicz** Jr. in West Columbia and Columbia, both South Carolina (Conware Broadcasters Inc. and States- ville Broadcasting Co.), FM proceeding, on request of Statesville's identified picture, denied Until Statesville's amended exhibit, received, closed record (Docket 1964-3, 1962). Action April 18.

**Other actions**

- Review board in Sun City, Ariz., FM proceeding, granted application by Alvin L. Kirk at for extension of time through May 18 to file exceptions to initial decision proposed granting of application of Sun City Broadcasting Corp., for new FM at Sun City and denial of competing application of Alvin L. Kirk (Docket 1968-6). Action April 23.

- Review board in Cayce, S.C., FM proceeding, denied petition by Lexington County Broadcasters Inc. to add membership, suburban, suburban community, licensing, and affiliate availability issues in current renewal proceeding, in pending of their mutually exclusive applications for new FM at Cayce (Docket 1964-3). Action April 23.

**Rulemaking action**

- **New Bern and Morehead City-Beaufort, both North Carolina—** FCC proposed amendment of FM table of assignments by adding ch. 270 as second assignment (Docket 1968-9). Action April 23.

**Call letter applications**

- **The Berkley School, Sheffield, Mass.—** Seeks WBML(FM).
- **School District Six, Central Point, Ore.—** Seeks KCH(J)FM.

**Call letter action**

- **Interchange Communications, Leland, Miss.—** Granted WBAD(FM).

**Renewal of licenses, all stations**

- **FCC deferred action on applications and sent equal employment opportunity inquiries to 39 stations in Alabama and Georgia. Stations selected had more than 10 full-time employees with either no or only one African American and at least one in number or areas of 5% minority population, no full-timers from specified group.***

**Modification of CP's, all stations**

- **WCTR-FM** Birmingham, Ala.—Broadcast Bureau granted CP to change transmitter, license, and location. Action April 19.

**Call letter applications**

- **WJHE-FM** Cedar Falls, Iowa.—Seeks KUNI (FM).
- **WROR(FM)** Boston—Seeks WJOI(FM).
- **KURJ** (FM) Bryan, Tex.—Seeks KTAM(FM).

**Call letter actions**

- **WLNR-FM** Lansing, Ill.—Granted WLNR(FM).
- **WHLB-FM** Virginia, Minn.—Granted WLRN (FM).
- **WBWN-FM** Cincinnati—Granted WBFN(FM).
- **WHKW(FM)** Green Bay, Wis.—Granted WPNE(FM).
**Translators**

- **Application**
  - FCC accepted for filing application of Four States Television Inc. for new VHF translator in Gallup and Window Rock, both New Mexico, on ch. 16, 192-198 mHz: primary station KIVA-TV Farmington, N.M. Ann. Apr. 24.

- **Actions**
  - K265AA Chezmut and Crescent, both Oregon—Broadcast Bureau granted license covering permit for new FM translator. Action Apr. 20.
  - KWLJ-DT Dreswell, Ore.—Broadcast Bureau granted CP for two new VHF translator facilities on ch. 9 by rebroadcasting programs of KOBI-TV Boise, Idaho, and on ch. 11 by rebroadcasting programs of KTVB-TV Boise, Idaho. Action Apr. 22.
  - W59AC and W61AB, both New Market, Va.—Broadcast Bureau granted license to new translator for two new VHF translators. Action Apr. 19.

- **Ownership changes**

  - **Applications**
    - WDSK-AM-WDLTFM Cleveland, Miss.—Seeks assignment of licenses to P. F. White, Jr., and Horizon Radio Inc. for $134,500. Buyers: Horizon Broadcasting Corp., which is majority owner of MMJ, Inc., and White, who is chairman of Board of Director of WDSK-AM. Sale subject to approval by FCC. Action Apr. 9.
    - KAFG-AM Oklahoma City—Seeks assignment of license to Radio Oklahoma Inc. to Covenant Radio Oklahoma Inc. for $135,000. Sellers: C. B. Cameron, president, et al., Buyers: Broad Street Communications Group Inc., Richard L. General is chairman of Board of Communications and owns 33% of company owning license of WVOAM(W)-WVBFM Luka, Miss., is principal stockholder. Action Apr. 20.
    - W59AC and W61AB, both New Market, Va.—Broadcast Bureau granted license covering permit for new FM translator. Action Apr. 20.

- **Ed**

- **ERP**

- **Oct.**

- **Sept.**

- **Application**

- **Ann.**

- **KVAW-AM**

- **Wayv**

- **WGRF**

- **FCC**

- **Action**

- **Location**

- **Translators**

- **FCC**

- **KCBS**

- **WGRF**

- **First**

- **Broadcast**

- **Corp.**

- **Troy**

- **Nov.**

- **K265AA**

- **Chezmut and Crescent**

- **Cove**

- **Foundation**

- **K29AC**

- **Labarge, Wyo.**

- **Broadcast Bureau**

- **License**

- **K265AA**

- **Chezmut and Crescent**

- **Cove**

- **Foundation**

- **K29AC**

- **Labarge, Wyo.**

- **Broadcast Bureau**

- **License**

- **K265AA**

- **Chezmut and Crescent**

- **Cove**

- **Foundation**

- **K29AC**

- **Labarge, Wyo.**

- **Broadcast Bureau**

- **License**

- **K265AA**

- **Chezmut and Crescent**

- **Cove**

- **Foundation**

- **K29AC**

- **Labarge, Wyo.**

- **Broadcast Bureau**

- **License**
Help Wanted Management Continued

Assistant to the president. Growing communications company with television, radio, newspaper and cable TV interests. Minimum experience required for this newly created position. Qualifications include college degree, and minimum supervision, must have ability to formulate and execute corporate policy while maintaining good relationships with company executives. $35,000 salary plus profit sharing and bonus. Mail confidential resume to president, Box D-311, BROADCASTING.

Help Wanted Sales

Nationwide company wants to add to staff of sales representatives. Full-time positions, all areas. Earnings potential for qualified person is an effective, hard-working sales person. Future advancement very good, if you have a good sales record, are able to stand a thorough investigation and are bondable, send your resume airmail now to Box D-228, BROADCASTING.

One of the nation’s finest and largest group broadcasters has two openings at its top station in the Midwest. We are looking for experienced sales professionals to develop strong market. Rush your resume to Box D-278, BROADCASTING.

Wanted—Combination announces-seller for small market in Missouri. Professional attitude and willingness to take action in sales must be a requirement. $7,500 plus good commission, Box D-321, BROADCASTING.

Help Wanted Sales Continued

Leading national rep is increasing New York and Chicago sales staff. Exceptional opportunity for station salesmen interested in the rep business. salary, bonus. Need resume, references and photo to Box E-69, BROADCASTING.

Wanted: Sales representative for small market northwestern Ohio station. MLF is the only standard of living and willing to work towards that end. $5,000 Virginia daytimer offers this man a one-in-a-lifetime opportunity with established accounts and a program spread in dollars. On the scene interview necessary. Send your complete resume, including all information, to Box E-64, BROADCASTING.

Consistent, sharp salesman for rapidly growing SE New York State market. Excellent commission plan and draws, EOE. Box E-68, BROADCASTING.

California city of 30,000 needs creative salesman who sells ideas. Want a driven self-starter to take over established accounts and build. Will earn 4 figures. Resume to Box E-73, BROADCASTING.

Salesman, Stereo Rock format, top ratings, Pop. 165,000, to $17,000 depending on track record. EOE. Box E-87, BROADCASTING.

Well respected 5,000 watt Midwest Michigan station has immediate opening for salesman/announcer. Call or write Ed Christian at WCER, Charlotte, Michigan.

Experienced Sales Manager needed for Radio Station WIST in Charlotte, NC. Excellent G. M. Execu- tive VP, Radio Station WIST, 704-376-3511. We are an Equal Opportunity Employer.


Radio time salesmen a pro for Newark area. High draw versus commission. Good background in in- salesmanship and dealing with media persons. This is a position for an experienced person who can produce sales. Call or write Ed Christian, 1700 Union Ave, Union, N.J. 07083.

Excellent product needs sales person. AM-FM soon to split, requiring expanded force. We sell a lot, and need a self-starter, up at WTSV, Clarksboro, N.J. 08025. EOE.
Help Wanted Sales Continued

Medium market Chicago suburban FM station (WXKD-FM) searching for top notch salesman with experience. Applicant must be able to originate for medium market station with eye to handling chain regional sales after one year. Box 2090, Casper, Wyo.

Help Wanted Announcers

Growing Florida group needs 1st ticket men/women. All airshifts. Apply for top openings. All fringe with a straight company. Write Box C-162, BROADCASTING.

Maryland station looking for a first phone man. Must be willing to originate or engineering on any shift. Box D-299, BROADCASTING.

Upper Midwest supper rocker is actively seeking super jock who can follow strict music format. The candidate selected will be morning man, 6-10. Applicants most currently be employed in an R&B station capable of moving up to a market of 250,000. 1972-73 college grads with college station experience might be considered. Send tape, resume and photo if you have one to Box D-790, BROADCASTING.

If you are experienced, mature, can handle drive position, and can pay the rates that prove MOR that pays, call for excellent fringes benefits, located great Northeast community. Include resume, reference. Box D-294, BROADCASTING.

Announcer with first in the fabulous Florida Keys. Experience preferred. Send photo and resume. Box E-6, BROADCASTING.

Expanding Southwest b领导小组, looking for Top 40 pro jock with production, adult oriented. We have our present team together—how about you? Box E-20, BROADCASTING.

Contemporary station in large market needs experienced morning personality, excellent salary, fringe benefits. Send tape and resume. We are an Equal Opportunity Employer. Box E-32, BROADCASTING.

Southern full time AM in small college town seeks good Top 40/contemporary man to pick up shift. Must accept position, hard working. Equal Opportunity Employer. Box E-62, BROADCASTING.

Great talk personality pro that's what we're looking for. Tom. Equal Opportunity Employer. Innovative, aware talk personality for top rated MOR station with night talk entertainment objective. Send tape, resume and salary requirement to Box E-74, BROADCASTING.


Wasted that rare animal called "combo". 21 of 3 in this 20,000 market. Send resume and tape to KAHL, 248 North Platte, Nebraska 69101. Am Ray Goff, c/o.

First phone, experienced for Gospel radio station in Jacksonville, Fl. Send air check and resume to C. Marc, WBBJ, Jacksonville, Fl, or call 904-641-1010.

Fast growing station in booming Florida market needs evening personality! Bright MOR stunt. New control facilities and happy staff. Send tape and resume immediately to General Manager, PO, WBWJ Radio, in box 7475, Orlando, FL, 32804.

Daytime free for golf, etc. Take our nightshift 6 nights; in at 6, out at 1, all day open for other things. Ride hard on tapes, personality shows, assist in talk show production. Minimum announcing. 1st phone experience preferred. Nice people, good surroundings, hospitalization, etc. Start $15, send tape and details to Ed K. Smith, WCBM, Box 3433, Hartford, CT, 06121.


Chicago area FM needs a seasoned pro—no personalities or talkers—ideal opportunity for someone with strong, consistent, clean voice. Send resume and tape back into us for $150 to start. Resumes and tapes to Ken Barnes, WKDO-FM, 1800 Plain Ave, Aurora, Ill. 60503.

Help Wanted Announcers Continued

Area's top Uptempo MOR looking for middy creative personality. Strong on production. Excellent pay, bene- fits, and on-air conditions. Send resume and references a must. Call Bill Erb, WRIE, Erie, Pa. 814-796-0777.


Haven't found right person, needs sales announcer. Call Mrs. Warren, 315-563-6051.

Help Wanted Technical

Chief engineer—New England kilowatt. All new equip- ment. Adult staff. Applicants must have at least 10 years experience. Good salary and benefits. Send tape and complete resume to News Director, WGOY, Box 27290, Detroit, MI 48223.

One of the most sophisticated college radio stations in the country, rated #1 in its state by many edu- cators and professional broadcast people. Immediate opening, in news, sales, and announcing. Our broadcaster has been exposed to the most complex broadcast situations any college station can handle. Responsibilities include managing the station's advertising, sales, and programming. For more information contact Mr. M. Alexander, General Manager. 618-582-3691 or 1-800-582-2076.

Help Wanted Programing, Production, Others

Individual to take over production department. Short air shift. Grow with respected group operation. Excellent benefits. Send resume, salary requirements to Box E-5, BROADCASTING.

We're looking for a man who loves copy and pro- duction work. The man we hire is probably doing pro- duction on a full or part time basis now. If you know your way around a splice block, tape machines, etc., send your resume, salary requirements to Perry S. John, Program Director, KSU, Des Moines, Iowa 50311.

Creator of unique and imaginative commercials. Possible short board shift. Right man can expand into full time job. Send resume, preferences to 10,000 word resume and sales to our medium market Rockies station. Resume, copy and production tape. Box 2090, Casper, Wyo.

Situations Wanted Managed

Atlanta, Ga. Sale of our station makes available ex- perience General Manager for his resume write Box D-203, BROADCASTING.

Station manager heavy on sales. Experienced, sober, reliable, references. Small-market medium New York or Pennsylvania. Box D-339, BROADCASTING.

Manager offers 21 years experience, radio and sales management. Runs a tight ship, managed AM, FM and communication station. Markets 18,000 to 20,000. Eastern states only $15,000 plus incentives and benefits. Box E-25, BROADCASTING.

Clip this ad— I'm in no hurry. Manager, 30 years experi- ence, availability to programs, produce and promote. Strong sales, Southeast only, Market 10,000 to 100,000. Box E-34, BROADCASTING.

Now In Mgt. Many years experience. Happy but need more money. MOR and CW. Box E-36, BROAD- CASTING.

It costs money to be successful. I cost money, I succeed. Let's make each other an offer. Box E-42, BROADCASTING.

Top rated FM Rock PD in top ten market. One of this country's real music stations. No job too small. No job too large. Nothing from too small market. Increased listenship over last year. Continue to grow. Seeks new hori- zons. Box E-53, BROADCASTING.

12 years experience as PD, Operations Manager in Modern Country and Contemporary. Ready to be your Manager. Increased present station ratings and billing 60% in half million market near major. Box E-55, BROADCASTING.

GM to save sick Classical Music FM. Earl Bradsher, 1178 Piedmont, Atlanta 30309. 404-873-1110. 6-7 P.M.

Creative manager-program director. Put current sta- tion on air. Familiar public and commercial radio. College and cable. One of the best. Box 208, radio-TV. 2 years manager. Mark Ackerman, 1951 Anne Street, Streetsboro, Ohio 44240.


Situations Wanted Sales

Experience, dependable salesmen available. Thoroughly conversant with local, regional, agency sales. Background includes radio, TV, Cable. Capable an- nouncer or broker with 5 or more years experience preferred. Excellent references. Box E-66, BROADCAST- ING.

Friendly adult voice, wants sales, some announcing. Married, experience. 3rd endorsed. Ambitious. Box E-45, BROADCASTING.

Looking for sales position and some announcing. F perforated on small FM, phone, market, key personnel, will relocate. Box E-66, BROAD CASTING.
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**Situations Wanted Annunciators**

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

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

*Seek announcer who can work anywhere in the US. Graduate of 2 broadcast schools, first phone. Versatile, dependable. Prefers MOR but will do any type of format. Approximately 7 years' experience. If interested, write Box D-258, BROADCASTING.*

*Who needs a mature, sincere, reliable announcer with the following: Top notch part-time; 1 1/2 years experience; married, vet. Not looking forward to NYC or Chicago, just a friend to somewhere to work and grow with your station. Call Dick 602-204-0540 or write Box E-4, BROADCASTING.*

*Announcer first phone. Handles news well, excellent play-by-play, good sales background. Presently employed, desire announcer sales post with non-screaming in small to medium market. Box E-67, BROADCASTING.*

*Mellow morning personality. Good news, production, including television voice over experience. Creative, experienced, versatile. Desiring permanence and challenge, immediate. You have the opening—I have the motivation and first to boot. Resume and tape available. Please write—Announcer, Box C-206, BROADCASTING.*

*Country jack available, first phone, small market $500 wait experience. 9:55, 2nd phone, 577-217-7401.*

*Western States, 3 yrs experience, first, currently, LA FM, $500 minimum. Occupant, 1825 N. Cherokee, Globe 9-10568.*

*Seven months experience, looking to expand my knowledge of broadcasting. Good voice, first phone, will relocate. Box E-4, BROADCASTING.*

*Dj, right board, good news, commercials, 3rd phone. Can handle game, willing to go anywhere. Box C-106, BROADCASTING.*

*Three years experience, some college, third phone with confidence. My voice is attractive and good voice, do all formats. Box E-3, BROADCASTING.*

*Who's gonna give this number one dj of the future his first break? Graduate, 3rd phone, Box E-7, BROADCASTING.*

*Experienced announcer with network quality voice would like to relocate in Wash., D.C., Maryland or Virginia. Good news or play by play. Will relocate. Will answer all replies. Box E-6, BROADCASTING.*

*Midwest Top 40 pro wants to move South, permanently. 3rd, financially secure. Box E-39, BROADCASTING.*

*Broadcast school grad. Single, 29, college, 3rd, Excellent diction. Good news/commer, Eager to learn production. Wants to work with Beautiful Music station. Non-technical skill. Prefer NY, NJ or NE. Box E-39, BROADCASTING.*

*Looking for start, dj or sports, 3rd endorsed. Associate degree, communication media. College station experience. Willing to travel anywhere. Box E-51, BROADCASTING.*

*Announcer, top notch part-time salesman, well informed, top performer with play-by-play experience. Over a year's experience, mostly in LA market. Loves radio more than money. Call Bob Brill, 213-367-5777 (morning). Box C-39.*

*Amplified, talented, write and engineer commercials, 3 years college radio, 3rd phone. Resume and demo. To: Box E-281, Breeder Avenue, Cincinnati, 532, 213-381-9475.*

*wsrcl, reliable, versatile, experienced female ticket; easy talker, relaxed delivery, good voice, 20 years. Box 1401, New York, NY 212-646-4845.*

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**Situations Wanted News Continued**

*Young Blackman, 5 years experience, Indiana Univ. broadcasting major, experienced at News Director, or street or school children. Presently employed. References. Box D-219, BROADCASTING.*

*Major award winning play-by-play sportscaster, baseball, football, college, high school, seeking change to new major market radio and/or TV station or new opportunity in college sports news-casts. Single, 27, personable, superior image. Box D-238, BROADCASTING.*

*Radio, TV anchorman and talk host wants radio news directorship. Would consider reporter position in prestige metro station. Excellent references. Box E-12, BROADCASTING.*

*Experienced newsmen desires permanent position in medium market radio station. Married, will relocate. Team man. Box E-24, BROADCASTING.*

*Knowledgeable sportscaster-newsmen available now, all phases plan baseball, basketball, football, broad- cast degree. Resume and tape available. Box E-31, BROADCASTING.*

*Professional newsmen-sports reporter at AM-FM opera- tion, metropolitan Chicago. Strong on play-by-play and activities, first or second, graduate-AB KTIV, Speech & Theatre. Box E-33, BROADCASTING.*

*Top sports play-by-play man ready to relocate, 1st class ticket, enthusiastic, dependable, experienced, excellent references. Resume upon request. Box E-35, BROADCASTING.*

*J-School grad. Nine years, broadcast experience. First class license, excellent references. Seeking a position with station that is interested in promotion, growth and respon- sibility in serving the public. Box E-54, BROADCASTING.*

*Do you want a young major league sportscaster at minor league salary? Have 21/2 years experience in major market; 50kw station. Considered. Will relocate. Box E-76, BROADCASTING.*

*Currently Operations Manager in suburban top 5 market but would like to get back into heavy local operation. Can work anywhere. Box E-81, BROADCASTING.*

*Proven creative, award winning news and talk show writer, seeks immediate as news director or major market newsmen. Extensive radio, newspaper, general writing experience. Some TV. Box E-87, BROADCASTING.*

*Experienced sportscaster all play-by-play, news, disc jockey seeks Florida station. Call 350-279-6768.*


*Experienced reporter and writer. Hard working, ag- gressive. If you have a problem about news wants position in any size market. Journalism graduate, Univ. of Texas, Bruce Goldfaden, 4500 Bennett, Austin, Texas 512-543-3049.*

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**Situations Wanted Programing, Production, Others**

*Communications major (junior) wants summer work experience in any area. Copy, light board, tape. Write Box E-17, BROADCASTING. Call 713-747-4280.*

*Scored experienced sportscaster looking for fulltime play-by-play, 33, college, family. Have done pro baseball, high school football, basketball. Box E-18, BROADCASTING.*

*Ten enthusiastic filled years. All phases. Programmer, promotor, producer, personable, that more sense makes more dollars. Will happily coordinate your MOR accordingly. Box E-40, BROADCASTING.*

*11 years experience, 4 operations manager, 4 PD, BROADCASTING. Will create, get results. Box E-41, BROADCASTING.*

*Successful program director in suburban East Coast top market. Young, married, first phone, experience in all formats similar to contemporary or Contemporary/MOR. Prefer Southern states. Box E-44, BROADCASTING.*

*My ideas, research, ability, knowledge and motiva- tion make me a valuable asset. Box E-56, BROADCASTING.*
TELEVISION

Help Wanted Management

VP/General Manager for large market network affiliate. $50,000 salary plus 1% of cash flow. Excellent opportunity. Send resume today. Box D-231, BROADCASTING.

Local Sales Manager. Top rated network affiliate. 1973 local sales approximately 2 million. Must be ready for management. Send resume and salary requirements to Box D-327. All replies answered.

Executive development program. Major broadcasting corporation seeking exceptionally bright and aggressive young woman for 2 year executive development program which will lead to responsible management and training position. Must be person interested in sales necessary. Mail resume to Box D-333, BROADCASTING. An Equal Opportunity Employer.

Help Wanted Sales

Director of Marketing. College graduate with limited station experience needed to contact top-level agency management and company officers to foster joint network affiliated TV station relationship with up to $20,000 plus bonus. Box D-312, BROADCASTING.

Denver station has immediate sales opening. First year income 2,500. Send detailed resume to Box D-316, BROADCASTING.

Leading national rep is increasing New York and Chicago sales staff. Excellent opportunity for station sales manager. Interested in learning the business. Send 32,500 base plus generous incentive. Box D-319, BROADCASTING.

Production company looking for top salesman to sell programs. Excellent opportunity for highly motivated person. Send resume to Box E-56, BROADCASTING.

Here's my track record: Second quarter, reported 3 selling points over top sales. Send resume today to Box E-56, BROADCASTING.

WANTED: Salesman. With large market FM 3rd shift drive, 30,000 watt giant. Box E-80, BROADCASTING.

You already have Top 40, Soul, C&W, Easy Listening, MOE maybe even a Progressive Rock station in your market, you need more. Send resume today to Box E-88, BROADCASTING.

Help Wanted Technical

Two well qualified engineer/trainees for Texas station. Box D-633, BROADCASTING.

Help Wanted News

Weekend anchor, three days a week utility reporting, up and coming news desk, in top 25 market. Must take on total responsibility to prepare block-buster newscasts. Also chance to fill in for main anchorperson, must be a good writer, newsman and superb writer. Send video tape and resume together to Box D-254, BROADCASTING.

Newspaper, Hard working, Good references, Excel! Cellar, Major market, top 25. Box E-38, BROADCASTING.

On air journalist for film documentary, excellent news experience. Send tape and resume to Box D-254, BROADCASTING. An Equal Opportunity Employer.

Help Wanted Management

Executive Producer, top 10 market. Responsible for P/R department and all creative station operations. Box D-172, BROADCASTING.

Mid size Midwest station. Excellent opportunity if you can motivate others. Directing experience necessary, but less important than management skill. Must prefer working with people over working with paper. Will consider unusual resumes.或其他. Send resume to Box E-29, BROADCASTING.

Producer/Writer to take charge of a successful weekly local drama program in top twenty-five market. Box E-21, BROADCASTING.

Producer-Copywriter for promotion department at top 3 market network affiliate. Must be creative, have knowledge of video tape-film production. Must also be self starter and well organized. Box E-53, BROADCASTING.

Producer/Director/Writer for top 3 market network affiliate. Must be creative, have knowledge of video tape-film production. Must also be self starter and well organized. Box E-53, BROADCASTING.

Situation Wanted Management

Valid general manager available for medium sized market. Successful record, bottom line oriented, TV trained. Box E-46, BROADCASTING.

Producer/Manager, degree, Experienced in video tape-film and supervision of film, award winning. Strong sales, client, agency relationships. Box E-75, BROADCASTING.

Situation Wanted News

Children's communicator can produce/host quality program for older youngsters. Announcer, sales, PB experience. West or South. Box D-274, BROADCASTING.

Situation Wanted Technical

Experienced hard working switcher/director, first phone, quality workmanship, desires to settle down for job with future. Box D-14, BROADCASTING.

Chief engineer: 20 years all phases of broadcast engineering. Able to meet any challenge. Top references, will relocate. Box E-25, BROADCASTING.

Enthusiasm, energy, single, 27, first phone. BA Drama, good voice, 2 years AFRES. FEN was switcher/production, reaching out for same in Northeast, but... Box E-71, BROADCASTING.

Engineer; 1st license. Experienced with AM/FM, some TV. Desires position as staff or technician engineer. Southeast preferred. Box E-83, BROADCASTING.

Two years experience, professional switcher/director, first phone. Lee Erickson, 189 Bountynew, Pueblo, Colo. 81001, 203-546-2011.

Technician with first. Need work immediately. Ken MacGregor, 46 NE 79th St., Miami, Fl 33138.

Top notch reporter/photographer seeks fresh beginning at East Coast TV station. BA journalism. Video-tape/film reporting experience. Box E-14, BROADCASTING.

Tokenism is--get your token red-head, Beautiful and useful in writing/typing ability. Major Box E-15, BROADCASTING.

Short one reporter? TV journalist seeks general assignment reporting job. Has two years television news experience, desires good production and writing experience in competitive atmosphere. Box E-26, BROADCASTING.

Wants work in TV news reporting. Young, ambitious, eager to learn. Have experience. Prefer West Coast. Box E-29, BROADCASTING.
**Situation Wanted Continues Revised**

Youthful, mature, news, anchor, weatherman, announcer, talk host, Shepley, straight forward, willing. Totally reliable. Let's get started. Box E-58, BROADCASTING.

Newspaperman with radio/TV news experience seeks radio/TV news reporter/writer position. Box E-69, BROADCASTING.

**Situation Wanted Programing, Production, Others**


Broadcast major, 22, graduating in June, seeks production responsibilities in either small or large market station. 2 years experience. Willing to travel. Box D-343, BROADCASTING.

Executive Producer/Asst. PD. Third man in top market looking for number two position. Write Box E-2, BROADCASTING.

Production Manager. Extensive production/administration experience in commercial/public television. Now free lance, will relocate for right opportunity. Box E-23, BROADCASTING.

Program Research/Design—young MA experienced in design and production of film and multimedia shows; also has film production experience. Philip Teplin, Univ. of Minn., School of Journalism, Murphy Hall, Minn. 55455.

14 years experience, production/engineering: Network, local, TV, CATV, MA Tele Production. Desire teaching position with university or college or production house. Box 1956, Mpls., Minn. 55401.

Talented young man seeks work anywhere in programming or production. MA degree. 419-228-0567. Box E-48, BROADCASTING.

**WANTED TO BUY EQUIPMENT**

Spotlight and Tapecaster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autolude, 301-762-7626. Sorry, no collect calls.


Want to buy a used 250, 500 or 1 KW transmitter for stand-by, Any make or model considered. 314-586-8574 for Mr. Cole.

**FOR SALE EQUIPMENT**


RCA 1C-3C console with tube, Outputs: 1 program-2 composite. $1,150. Better than super vintage. Like new, $1,350. Jeanne Fenney, WFWY, 5720 Taylor Ave., Racine, Wis. 53406, 414-556-8862.

For sale 5000 78 rpm records. KGV.L, Greenville, Texas 75401.

For sale 5000 78 rpm records. KGV.L, Greenville, Texas 75401.

Stereo console, 6 channel Collins 2125, good condition. $1,200. WFMK, Box 991, E. Lansing, Mich. 48823.

Quality Audio Consoles are our specialty. Modern styling with slide potentiometers and "soft" audio switching. We manufacture 8 standard consoles at very competitive prices. However we'll manufacture a custom system to your specifications if you prefer. Also plug-in audio modules including distribution amplifiers, expander, compressors, equalizers, modulators, etc. Write, phone or for pricing and specifications. Systems Engineering, Inc., P.O. Box 492424, Atlanta, Ga. 30329. 404-482-2446.

Collins twin tape (two tape machine decks) with lab. New 3100. 4 years old. Make Star, WUVF-PTM, Soledis Center, Blacksburg, Va. 24061.


**INSTRUCTION**

Correspondence instruction leading to FCC license and electronics degree. G.I. 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.


FCC First Class license in six weeks. Theory and laboratory. Day and evening classes. Central Institute, 1343 N. Central Ave., Chicago, Ill. 60604, 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 11, July 31, 1973. REI, 52 South Palm Ave, Sarasota, Fl. 33577, phone 813-955-0272; REI, 809 Caroline St., Fredericksburg, Va. 22401, phone 703-379-6211.

Eliks Institute in St. Louis (now Bryan Institute) 1st class FCC license, approved for Veterans. 314-752-4371.

Enter America's most unique and practical broadcast announcer training program. Training on two commercial radio stations! Three months actual experience that can really make your career! First class third radio telephone license with broadcast endorsement training. Placement assistance. Small class size, limited enrollment. Certified by Board of Education. Approved for Veterans. Class size limited. June 1st, Sept. 1st. Write Dave Button, Mgr., School of Broadcast Training, 317 East Quay, Artesia, N.M. 88210. 505-246-2721.

**MISCELLANEOUS**

Dealer!!! 11,000 classified gag lines, $10.00. Unconditionally guaranteed. Free catalog free. Edmund Orin, Murfrees, Calif. 95338.

Prized Prized Prized!! National brands for promotion, contests, programming. No better, or trade!! For fantastic deal, write or phone: Tele. Radio Feature Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-644-3700.

"Free" Catalog! . . . everything for the dealays! Comedy books, all checks, wild old radio shows, FCC tests, and more! Writer Command, Box 26348, San Francisco 94126.

Carriages spotlessly clean, rebuilt and reloaded with Scotch 157. Like new at approximately half price. Also, best prices on new Fidelicape carts, 3M professional tape and other studio supplies. Your order is your charge account! Full guarantees. Free Catalogues, Lauderbach & Co., 33531, Dept. B. 305-525-0476.

Over 150 recorded different, original "Character Voice Cut-outs" with live comeback script for DJ Deal and script #1. Free dj material, Broadcast Circle, 25 East Chestnut, Chicago, Illinois, 60611.

**RADIO Help Wanted**

**NEW MEXICO IS A GOOD PLACE TO LIVE**

Applicants wanted (DJ’s, sales, news, etc.) for occasion in West coast. Local, national advertisers on CCA concept of advertising/marketing/public relations. Must have ability to address and enthrall large groups of clubmen. Good personal appearance, current model car, necessary. Writes application only, including complete business-personal resume, recent snapshot. Training period immediate. Personal interview required. CCA, Int. Box 151, Westport, Conn. 06880. In Confidence, EOE.

**Help Wanted Management**

CCA REGIONAL REPRESENTATIVES

Expanding services, 20 year, community club awards, has created openings in all West, Midwest, West Coast. Full time travel, some weekends. Substantial guarantee against commissions provides unlimited financial potential for independent self-starter; ability, direct own sales efforts. Selling station management (AM/FM/TV); Local, regional, national advertisers on CCA concept of advertising/marketing/public relations. Must have ability to address and enthral large groups of clubmen. Good personal appearance, current model car, necessary. Writes application only, including complete business-personal resume, recent snapshot. Training period immediate. Personal interview required. CCA, Int. Box 151, Westport, Conn. 06880. In Confidence, EOE.

**Help Wanted Sales**

SALES POSITION

Rapidly expanding company manufacturing and selling audio tape recording equipment is seeking a high caliber sales engineer.

Send resume stating salary requirements to Andy Rector, Marketing Vice President.

INTERNATIONAL TAPETRONICS CORPORATION

2425 South Main Street
Brookfield, Illinois 60517
Telephone: 312-621-1381

Broadcasting May 7 1973 78
Help Wanted Sales Continued

Leading radio syndicated programming company is looking for an aggressive individual to represent us in the Southeast. Candidates must have: strong radio sales and/or station management experience and/or solid programming background with sales aptitude. Excellent starting salary plus commission, all expenses and more importantly the finest programming products in the nation. Send resume and photo to Box E-47, c/o Broadcasting, 1735 DeSales St., N.W., Washington, D.C. 20036.

Help Wanted Announcer

TALK SHOW HOST
MALE/FEMALE

East Coast major market news and information station needs light, learned and listenable open-form host/hostess with head and voice to handle issue-oriented two-way talk. Must be experienced and personable with ability to entertain as well as inform.

Golden opportunity with prestige employer. Rush detailed resume and tape.

An Equal Opportunity Employer.
Box D-243, Broadcasting

Help Wanted News

WMEX BOSTON NEEDS A NEWS DIRECTOR

Send tapes & resumes to:
Dept. Gen. Mgr. WMEX,
111 Broadway, Boston, Mass. 02116

No materials returned. No collect calls, please.

Equal Opportunity Employer

Help Wanted Technical

Meticulous audio engineer for critical studio maintenance and production. Contact Drake-Chenault Enterprises, Los Angeles.

213-883-7400

Help Wanted Sales

TV BROADCAST SALES ENGINEERS

We are a leading manufacturer of TV and Radio Broadcast equipment with openings in our TV Sales Department in the Quincy, Illinois Office. We need well trained and experienced sales engineers to handle product application engineering and preparation of bids and proposals. Experience in TV station operations, TV marketing, transmitter and antenna installations, and systems planning is essential. Salary commensurate with experience, full company benefits including hospitalization, life insurance, profit sharing, and relocation expenses. Send resume and salary history in confidence to: Tom Bedford, Employment Supervisor.

GATES DIVISION
HARRIS-INTERTYPE CORPORATION
123 HAMPShIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

Help Wanted Management

Internationally known radio executive seeks new management position. Twenty years experience in management, sales, programming and news. Radio and TV. Last ten years in top West Coast market. Will relocate.

Box E-84, BROADCASTING

Situations Wanted, Management

SWITCH WANTED

One of radio's highest billers now seeking television sales management. Heavy broadcast experience. Young, dynamic and responsible. Knows all sales techniques. Put enthusiasm in your sales force now! Prefer promotion minded VHF station in major market.

Box E-69, BROADCASTING

Help Wanted Technical

BROADCAST EQUIPMENT SALES MANAGER

A known leading manufacturer of TV broadcast equipment is seeking a manager for its New York area sales office. Prior broadcast equipment sales and technical experience as a television broadcast engineer are essential. This is an excellent opportunity for the right man. Send resume and salary requirements, in confidence.

Box D-273, BROADCASTING

FIELD SERVICE ENGINEERS

Tape Recorders

Ampex has an immediate opening for a qualified field service engineer to work in the Northeastern region of the United States.

Experience in servicing broadcast quality VTR's and television broadcast cameras is required. VR-2000, AVR-1 and ACR-25 equipment knowledge is desirable—will provide training. Excellent fringe benefits and company car included.

Please send your resume or call Al Slater, 75 Commerce Way, Hackensack, N.J. 07605, (212) 735-6116 or (201) 489-7400. An Equal Opportunity Employer M/F.

Chief Engineer

Michigan Bell has an immediate opening for its new CCTV production and state-wide distribution system. A challenging position for an aggressive engineer who wants to be in on the ground floor of planning and operation. Rush resume to:

Michigan Bell Management Employment
12300 Cost Avenue, Room 1715
Detroit, Michigan 48226

Situations Wanted Management

College graduate with 4 years plus commercial experience in both radio & TV, seeks management training position with major station or chain. Have enthusiasm and proven ability. Want position with growth potential. Would be a real asset for right station.

Box E-9, BROADCASTING

Help Wanted Technical

Help Wanted Announcers

Radio Play-by-play

Southern NFL franchise also TV sports shows. Rush play-by-play audio tape, TV sports shows video-tape and resume.

Box E-61, BROADCASTING

Help Wanted Management

TELEVISION

PROGRAM/PROMOTION MGR.
Group owned, Northeastern top 50 market, requires creative, experienced manager responsible for film buying, program placement and research on air, sponsorship and promotions. Send salary requirements, resume, examples of promotion. An Equal Opportunity Employer.

Box E-16, BROADCASTING

Help Wanted Sales

Help Wanted News

Help Wanted Technical

Help Wanted Management

Help Wanted Sales

Help Wanted News

Help Wanted Technical
POSITION WANTED
VICE PRESIDENT ENGINEERING-OPERATIONS
RADIO - TV - CATV

Top level executive seeks a position, preferably with P/L responsibilities in an atmosphere conducive to professional growth and achievement and where initiative will be welcomed.

Proven record of achievement in: operations, engineering ... computer systems ... personnel hiring, training, supervision ... cost accounting, budgets, forecasting ... labor relations.

Box E-13, BROADCASTING

Situations Wanted News

Journalist, Anchorman, Administrator ... with exceptional credentials.
Box D-181, Broadcasting

Not just a new face, it comes with 13 years solid news experience in top 10 markets. Done it all in radio—now wants TV anchor or anchor reporter. Top credentials and references.
Box E-11, BROADCASTING

Miscellaneous

FOR SALE
Call 615-889-1229

CASH
(or how do you want it?) For Radio, TV, or CATV properties. Any market, any area, but must show $100,000 of accountant's type cash flow. We promise fast action for serious Sellers. Brokers and Finders protected.
Box D-247, BROADCASTING

OHIO STATE FOOTBALL
RADIO BIDS
The Ohio State University Athletic Department is soliciting bids for the exclusive radio broadcasting rights to the Ohio State University Football Games for the 1973, 1974 and 1975 seasons. Bid Specifications may be obtained from the Ohio State University Purchasing Department, 700 Cannon Drive (Lincoln Tower), Columbus, Ohio 43210; (614) 279-6759, Bid Inquiry

FOR SALE Stations Continued

Box E-52, BROADCASTING

2 DAYTIME AM's
ALBUQUERQUE & TUCSON
Cash price for both $450,000.
WESTERN RADIO ASSOCIATES
Box 18982 Phoenix, Ariz. 85018

Midwestern Fulltime College Town Station
Had cash flow of $30,000 on gross of $90,000 in 1972. Price: $150,000 plus assumption of automation payments.
Luther W. Martin
707 Salem Avenue, Rolla, Missouri 65401
314-864-1817

Brokers & Consultants to the Communications Industry
THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 946) • (607) 733-7158

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067
Wash., D.C. 20036
1801 Ave. of the Stars
1773 Dr. Sales St., N.W.
Century City, Suite 501
Suite 500
313/277-1057
202/223-1503

FOR SALE Stations

Daytime AM-Fulltime FM station in medium market Penna. No brokers.
Box D-258, BROADCASTING

Gulf Small Daytime $98.5M Terms
Gulf Medium AM/FM $850M Neg. E Medium AM/FM $365M Terms
SE Small Daytime $95M 29% SE Metro Daytime $400M 29% Cash
SE Medium AM/FM $350M Terms W Metro FM $200M
SE Metro Daytime $395M 29% SE Major Fulltime $2MM Neg.

Chapman Associates
Business brokerage service

Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

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Chapman Associates
Business brokerage service

Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341
From beer sales to TV in the beer city: WTMJ's Mike McCormick

It's difficult to avoid saying it—beer and broadcasting have been the key ingredients in Mike McCormick's business life. And call it serendipity, but in December 1971, he was appointed manager of radio and television for WTMJ Inc. in Milwaukee.

"I like Milwaukee for more reasons than its fine beer," Mr. McCormick said with a grin. "I happen to be a beer drinker, but I also think that Milwaukee is one of the few large cities left in the country that is habitable. It has retained its old-world charm, and has not had any appreciable downtown deterioration." Mr. McCormick is no stranger to urban life patterns. Since he began work in sales for a brewery in 1948, he has lived in or near Louisville, St. Louis and New York as well as Milwaukee. And in the various top broadcast posts he has held in these cities, he had one common goal in each of these disparate communities: an expansion and improvement in news programming.

"There's nothing more important to a local TV station than news," Mr. McCormick said. "I'd say that most stations are judged by the public and by the advertising community by the amount and quality of the news they present."

Mr. McCormick is a strapping six feet three. And prematurely white hair adds a touch of distinction. He projects the image of the serious, hard-working executive with complete dedication to his job. But former colleagues say he has a lively sense of humor that surfaces particularly during tense situations.

He is direct and forthright in manner and gives the impression he is not a "yes man." He maintains that a general manager of a station should run the operation without second-guessing from corporate management. By the same token, he is a steadfast believer in delegating responsibility to his subordinate executives.

"The biggest part of time in sales," he remarked, "once I became a general manager, I promised myself I would stay out of sales and let my sales manager run that area. Of course, I offer suggestions to all department heads and lay down a plan, but after that, they're on their own." Mr. McCormick was born and raised in Jeffersonville, Ind., across the river from Louisville. His early ambition was to work in an advertising agency.

"When I was 19 and decided to look around for a job, I soon found out there weren't too many opportunities with agencies in Louisville," he recalled. Instead, Mr. McCormick accepted a sales trainee post with the Frank Fehr Brewing Co. in Louisville. He moved steadily up the ranks there and by 1956 he was assistant to the city sales manager and a member of the brewer's advertising committee.

He confesses he enjoyed the brewery business but at the suggestion of a friend, he decided to test the fast-growing field of television. He landed a job as a local and regional account executive with WHAS-TV Louisville, a CBS affiliate, in 1956.

"I didn't find the transition from beer to broadcasting difficult to make," he remarked. "I had some familiarity with advertising since I was on Fehr's advertising committee. And I think of the brewery and broadcasting as people's businesses, and I've always enjoyed working with people."

He refined his skills as a time salesmen in six years at WHAS-TV, moving up to assistant to the director of sales in 1959. By 1962 he was ready to assume heavier responsibilities. He accepted the job of general sales manager of KPLR-TV St. Louis, an independent station in competition with a network-owned-and-operated outlet and two newspaper-owned facilities with network affiliation.

"I was general sales manager for four years," he said, "and by the end of this period the yearly revenue was increased by 100%. After my first year, the station generated a profit for the first time in its history and it has since returned to a negative cash position." This sales achievement led to his promotion to vice president and general manager of KPLR-TV in 1966. Under his stewardship the station attained substantial gains in both national and local advertising.

"But what I am most proud of," he interjected, "is that as general manager, I launched a prime-time TV news program with a full-time news department. Through continued program development, KPLR-TV showed a 30% increase in overall audience from 1966 to 1970."

In the spring of 1970, an executive search firm in New York asked him if he would consider accepting the post of general manager of WOR-TV in New York. He recalls that initially he had mixed emotions, but after discussions with officials at RKO General, he was stimulated by the challenge of running WOR-TV, an independent station.

Under his aegis, according to Mr. McCormick, WOR-TV total revenue in 1970 climbed by more than 12% over 1969; a full-time news department was created; a prime-time news program resulted, and a record year was developed in terms of volume and station share of revenue. Yet, slightly more than a year after joining WOR-TV, Mr. McCormick resigned.

Pressed for an explanation, he said reluctantly that "I had a difference of opinion with RKO General executives as to how WOR-TV was to be run." He added that his WOR-TV interlude was "sometimes frustrating, but I wouldn't have missed the experience for the world."

Mr. McCormick was "on the beach" for some months after leaving WOR-TV. But in December of 1971, he bounced back, landing as manager of radio and television of WTMJ Inc. and advancing to his present post of vice president and general manager of WTMJ Inc. three months later.

In his first full year at WTMJ, both the radio and TV operations showed comfortable gains in revenue over 1971, he reported. He has concentrated on improvements in the news and programing aspects of both the TV and radio stations but stressed that the outlets were performing commendably even before he arrived on the scene.

Mr. McCormick said he has "no real hobbies." He has an interest in politics as an observer and not as a participant. "I guess I'm not a very colorful figure," he said matter-of-factly. "I'm completely devoted to my job and my family. And with five children, I always seem to be busy at one thing or another."
Day to remember

The conclusion to be reached from a reading of this issue's news story on the subject is that there is no way to know whether last week's Watergate-associated events will lead to an easing of tensions between the news media and the Nixon administration. It was a new Nixon who called on the working journalists in the White House press room last Monday night to solicit their understanding. If the new Nixon lasts, the tone of White House press relations could be significantly changed.

In his speech last Monday Mr. Nixon acknowledged that a "vigorous free press" was a key element in the "system that has brought the facts to light and that will bring those guilty to justice." That was a manful acknowledgment from a Nixon who has often felt himself abused and whose aides have seen hostile newsmen under every White House bed.

Perhaps there is something to be read into the contrast between the President's recognition of the essential role that journalism plays in American society and the parting statements of H. R. Haldeman and John Ehrlichman who to the end were carrying the weight of Watergate as a fiction invented by the media. Some of the antimedia vindictiveness may leave the White House with the Haldemans and Ehrlichmans. Ronald L. Ziegler, the President's press secretary who is presumably staying on, was moved last Tuesday to apologize for repeatedly berating The Washington Post's disclosures until the Watergate case fell open on his boss's desk. To be sure, the apology was issued grudgingly on a reporter's elicitation, but it was something of a turning point for Mr. Ziegler to concede that there may be a place for journalistic enterprise.

Whatever the ultimate effects on this administration's attitudes, last week's concessions to the value of unrestricted journalism ought somehow to be marked. Perhaps an annual commemoration would be appropriate.

On the first of May the Communist world celebrates the Russian revolution. The United States has recently introduced Law Day to celebrate western principles of individual liberties. Why not a Freedom of the Media Day to celebrate the First Amendment and renew the nation's dedication to it? Watergate is just the latest in a long history of journalistic services, but it is as good a reason as any to remember the essentiality of an uncowed print and broadcast press.

A little bit commercial

A pair of seemingly unrelated events catch the eye. In New York, the Exxon Corp. makes a million-dollar grant to WNET-TV for the production of a drama series to be shown on that and other noncommercial TV stations. In Washington, the FCC lets fly at a noncommercial Baltimore FM station for carrying old-time radio commercials as part of an ongoing nostalgia-programming kick (Broadcasting, April 30).

The events not only catch the eye; they raise the eyebrow. Together they give us the hope that noncommercial broadcasting may be used to serve the purposes of a current advertising campaign but not to touch expired campaigns, presented solely as entertainment, for products that may in the past long gone from the market.

Standard procedure, of course, for noncommercial solicitors and those they successfully solicit to create grants for programming do not buy advertising. Lines fore and aft aren't countercommercial. Solicitors soliciting underwriting leave no doubt that a great deal of promotional advantage accrues to the donors.

Right now Exxon is conducting an advertising campaign to establish its new name. The repeated display of "Exxon" in the 'noncommercial' system fits right into that campaign.

The FCC ought to take a look at its original rules on noncommercial broadcasting and bring itself into line with reality. If old commercials presented exclusively for entertainment purposes are illegal, what place can there possibly be for those presented, under whatever name, to advance current business objectives?

Like everybody else

FCC Chairman Dean Burch has been trying to get a compromise between cable television and copyright owners on legislation to establish copyright liability for cable. The chairman's interest is understandable. It was on the promise of a compromise on copyright that broadcasters, cable interests and copyright owners held still for the FCC rules that were to liberate cable for development in major markets.

So far the cables are ahead in this game, though perhaps not permanently. They got all the FCC regulation they could reasonably want and none of the copyright liability they hated. If anybody lost, it was the broadcasters, who wanted more protection in FCC rules against cable competition, and the copyright owners, who are still without a clear-cut claim to cable payments for use of their properties. The latter condition may radically change if an appellate-court decision of last March, holding cables liable for copyright payments on distant signals they import (Broadcasting, March 12), is sustained.

The compromise Mr. Burch seeks would be on legislation to establish ceilings on copyright payments for cable systems. The disagreement is really over the size of the payments and methods of arbitration to be used, not over the principle of giving cable exclusive protection enjoyed by no other major user of copyrighted works—a ceiling on royalties.

More and more we wonder whether there is any need for legislation. The clock is running on that appellate-court decision, which, if implemented, could become the charter for a free market between program sources and CATV.

"Our courts certainly need an overhauling! That soap opera trial's been going on for months!"

Editorials

Broadcasting May 7 1973 82
WHILE WE WERE BUSY PLANNING OUR 25TH BIRTHDAY CELEBRATION THE ASSOCIATED PRESS DELIVERED SOME ICING FOR THE CAKE.

WSB-TV has just received the highest honor from the Associated Press. The Pacemaker Award for having Georgia's outstanding broadcast news organization. This award is no gift. It takes good, hard work, seven days a week. Something we've been used to for almost 25 years.

WSB TELEVISION ATLANTA
The Industry Prefers

JERROLD 30-CHANNEL SET CONVERTERS!

(53,267 delivered in 90 days)

WIDEST DYNAMIC RANGE

*Outstanding performance with wide input-level variations.

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PLUS:

- Remote control
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SOUTHERN OFFICE: 1 Perimeter Place, Suite 101 / Atlanta, Georgia 30339 / (404) 432-3102
MIDWESTERN OFFICE: 1334 Atlantic Avenue / N. Kansas City, Mo. 64116 / (816) 842-1130
WESTERN OFFICE: 1255 Veterans Blvd. / Redwood City, Calif. 94063 / (415) 365-5200
NORTHEASTERN OFFICE: 850R Providence Hwy. / U.S. Rt. 1 / Dedham, Mass. 02026 / (617) 329-4750