Ma Bell challenged as distributor of network TV
Friends and foes of prime-time access clash at NATPE

Broadcasting ⁴ Feb 19
The newsweekly of broadcasting and allied arts

96 Half Hours in color. For fall 1973 start.
Outpulls top-rated network programs in important demographics.
Wins Top-Ten TVQ honors: No. 4 network program choice of
18-34 viewers; No. 7 among 18-49; No. 6 with children and total viewers;
No. 1 favorite of teens. And NIGHT GALLERY's unique multi-story format
makes it easy to program as hours, 90 minutes or two hours. It's a gallery that
utters with guest stars in tales of the weird, the occult, the bizarre. Night Gallery... it's solid Serling.

MCA TV
Special HAND GUNS $25.00
How to make $100 a day on a $25 investment.

It takes about $100 a day to support a heroin habit. That's big money, but addicts make it. They don't need a head for business, just a hand-gun. And hand-guns are a dime a dozen.

WMAL Stations think guns are too easy to come by. And that if you cut off the gun supply you break the vicious cycle between drugs, crime and jail.

For the past two years, we've fought what Maryland's Governor Marvin Mandel called an "unprecedented" campaign for tougher controls on the sale of hand guns. A campaign the National Association of Broadcasters singled out as "absolutely unprecedented" in broadcasting.

When stations get involved like this no one stays neutral. We've been praised by many, bitterly criticized by others. Especially the Washington Area Gun Lobby.

But our campaign will continue until addicts can't rely on the easy availability of hand-guns.

We figure it's the best investment we can make.

Washington Star Station Group
WMAL AM, FM, TV.
In North Carolina
Remember the New

Remember the newest call letters in North Carolina — WXII. Remember that Winston-Salem-Greensboro-High Point is North Carolina's biggest market. Remember that WXII is represented by Katz. Remember that WXII is the newest member of the Multimedia Team, with WFBC-AM-FM-TV, Greenville, S. C.; WBIR-AM-FM-TV, Knoxville, Tenn.; and WMAZ-AM-FM-TV, Macon, Ga.

Remember WXII-TV, the new station in North Carolina.

We sell for you.
Two little cigars follow cigarettes into radio-TV oblivion.

The 'new pragmatism' and how it can depress advertising quality.

A surge of sentiment favoring the prime-time access rule surfaces at NATPE convention in New Orleans. Majority of delegates votes for its retention in one form or another. It's the hottest issue in TV programming today.

du Pont-Columbia report finds many words of praise for broadcast journalism, none for its antagonists.

NBC says no to AMA 'equal-time' request over health documentary.

Van Deerlin's good news-bad news appraisal of license-renewal chances.

FCC judge recommends denial for Don Burden's WIFE (AM) Indianapolis in favor of competing applicant; but he'd renew sister stations.

Nixon turns to radio for a primary communication outlet.

Cable could be the administration's ace-in-the-hole in campaign against network-dominated television. Whitehead tells why.

AT&T finds its once exclusive hold on networks' program-distribution business in jeopardy in wake of 1969 decision to hike tariffs. Already, four regional carriers have cut into its domain; many more seek FCC permission to do same.

Flack, Mayfield and O'Sullivan dominate this year's Grammy nominations.

It was a very good year, moneywise, say ABC, CBS, Post-Newsweek.

Who is Chuck DeBare and why is his boss saying great things about him?
SPARTA PRODUCTS
'JUST RIGHT'
- selection
- quality
- price

CENTURY SERIES modular tape cartridge machines. Quad cabinet, all playbacks.

CENTURY SERIES triple rackmount Record/Playback.

AC155B REMOTE/STUDIO CONTROL unit. Stereo also available.

AS40B 8 CHANNEL stereo console.

GT12 CUSTOM TURNTABLE. Choose 4-pole or synchronous versions.

SPARTA, the just right company; small enough to be first name friends... big enough to supply EVERYTHING.

Call us. Collect.
Trade-off
Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, could help White House crystallize its thinking on FCC's prime-time access rule in questioning Clay T. Whitehead, director of Office of Telecommunications Policy, tomorrow (Feb. 20). Mr. Whitehead, who has made no secret of his view that rule has failed (Broadcasting, Feb. 12), is known to have submitted memorandum to White House containing several suggestions for dealing with it—and indicating its relationship to another ongoing problem, network reruns. (Mr. Whitehead sees two problems related to same cause—networks' "dominance.") He has not yet focused on which suggestion he regards as most feasible, and whether to state it once he makes up his mind. But Senator Pastore, whose panel is holding oversight hearing on OTD, could prod for answers.

Meanwhile, seven FCC commissioners remain widely split on what course to follow, though odds seem to be against outright repeal, Chairman Dean Burch and possibly Commissioner Charlotte Reid can be counted for repeal. Commissioner Richard E. Wiley, generally regarded as favoring repeal also, insists he has not yet made up his mind. Commissioner Robert E. Lee is strongest advocate for retaining rule substantially in its present form, while Nicholas Johnson, H. Rex Lee and Benjamin Hooks appear to favor retaining some version of it.

Paley stays on
William S. Paley will continue as chairman and chief executive officer of CBS for foreseeable future, instead of retiring March 31 along with Vice Chairman Frank N. Stanton, chief operating officer. Mr. Paley will retain chairmanship at his option or that of board of directors. President Arthur S. Taylor will succeed Dr. Stanton as chief operating officer.

Although Dr. Stanton has disclosed plans, he does not intend to retire at age 65. He is about to lease new office space few blocks from CBS New York headquarters. Dr. Stanton was guest at testimonial dinner at Blair House, White House guest house, last Monday hosted by just retired USIA director, Frank Shakespeare, in tribute to his stewardship as chairman of U.S. Advisory Commission on Information. He will be honored April 25 at banquet at Waldorf-Astoria in New York by Four Freedoms Foundation.

Chicago, Chicago
Though David E. Bradshaw, Chicago attorney, is still likeliest successor to Nicholas Johnson on FCC ("Closed Circuit," Feb. 12), others may be considered before White House comes to final decision, on which it still has time. Johnson

Clear channels gird
Remaining "Class 1-A" clear-channel broadcasters, now occupying 13 of original 40 "national" channels (no duplication) are bestowing themselves as FCC considers anew "unfreezing" of so-called standard broadcast band. FCC's allocation engineers for most part contend there is no room remaining in standard band—540 to 1600 khz—without breaching mileage separations and that if more stations are to be authorized it will have to be through "breakdown" of remaining clear channels with resultant deterioration of their interstate coverage.

Clear Channel Broadcasting Service, which has resisted encroachment for four decades, met last month (Broadcasting, Jan. 29) in Phoenix. It pledged all-out opposition to breakdowns along with campaign for increases in power from present 50 kw maximum, to what used to be called "superpower" of 500 kw or more, but which now pales in comparison with UHF TV, which allows maximum of 5 megawatts (5 million watts).

Futures
Nobody's talking about it officially—although officials indicated long time ago they were getting ready for it—but apparently video-cassette rights as well as TV broadcast rights are being covered in contracts for special productions that ABC is acquiring through Sir Lew Grade's Incorporated Television Corp. Ltd., London. Programs include Britain's National Theater Company's production of "Merchant of Venice" and Royal Shakespeare Company's "Antony and Cleopatra," both scheduled for ABC-TV next year. And National Theater's "Long Day's Journey into Night," set for March 10. Cassette rights go to cassette-programing partnership set up two years ago by ABC and Sir Lew's Associated Television Corp., parent of ITC. Partnership announced cassette agreement with National Theater in mid-1971 but did not specify productions.

Cloudy outlook
Some FCC officials last week were speculating that commission will opt for policy statement rather than rule as conclusion to inquiry and rulemaking on children's television programming. But not all sources at commission shared that view, following commission's first discussion of matter, on Monday, since listening to extensive panel discussions and oral arguments. And indications are that options are still wide open. Staff is said to be preparing "option paper" that would include draft of policy statement along with discussions of areas where rules might be appropriate—if commission decides to take that approach—and rules it could consider.

Where's the money?
Financial qualifications of group seeking to take over channel 9 New York from RKO General Inc., which operates WNYC-TV on station, are being questioned by FCC. Commission's Multi-State Communications Inc. seeking substantiation of its claim that proposed $4-million loan from Chase Manhattan Bank will be available to finance construction and operation of station. Multi-State was said to have failed to demonstrate how two principals, James C. Torres and Charles O. Blaisdell, could meet their respective stock-subscription commitments. Staff said even if Multi-State can demonstrate availability of funds, it will have to show additional $976,017 to meet total cash requirement.

New frontier
Despite less than rousing ratings generated by Joseph Papp's first network TV presentation, Much Ado About Nothing (see story, page 43), CBS-TV is jumping right in with producer's second offering, Sticks and Bones, and is reserving 9-11 p.m. time slot on Friday, March 9 for what amounts to experimental production. Program is considered pioneering effort because instead of being taped in TV studio as was Much Ado, Sticks and Bones was video-taped entirely on location in Bronxville, N.Y. This is said to be first time theatrical presentation of such length was taken out from prose- nium, shot with one-camera technique with many scenes in one continuous shot and some using hand-held camera (CBS Labs-developed PFC-90). Show may be landmark in merging film and video-tape techniques in recording theatrical material.
On Friday, February 2, a bright new chapter was added to showbusiness history. The delightful New York Shakespeare Festival production of "Much Ado About Nothing" enchanted millions of television viewers on CBS at the same time it was packing 'em in on Broadway.

It was a labor of love for all concerned. Not just for CBS, but for producer Joseph Papp. For directors A. J. Antoon and Nick Havinga. For the magnificent cast. And for IBM, who sponsored the entire three-hour presentation.

Nor was it a case of love's labor lost. To a man, the nation's critics agreed that "Much Ado" was definitely something to make a 'to-do about:

THE WASHINGTON POST
"...simply the most enjoyable, intelligent, accessible commercial TV venture ever. Every single scene has been filmed with attention to detail and tone never sustained on any comparable TV production in this memory."

LOS ANGELES TIMES
"Joseph Papp's rousing production of 'Much Ado About Nothing' on CBS is Shakespeare set to a ragtime beat. And he never sounded better. It's not only great fun but good Shakespeare, sinewy and boisterous and fresh. It's also admirably suited to television."

NEW YORK POST
"A total delight....A. J. Antoon (the director) has given the romantic comedy joyful flavor. Kathleen Widdoes is superb as the acidulous Beatrice and Sam Waterston is a joy as her hesitant admirer. It's all so strikingly attractive and colorful...a superb dramatic venture in TV theatre."

DALLAS TIMES HERALD
"Viewers will find few familiar names or faces in the cast, but a finer group of professionals would be most difficult to assemble. Creative brilliance also extends to those who toll behind the cameras...."

CHICAGO DAILY NEWS
"Throughout I marvelled at how inventive the director was. The text is still firmly Shakespeare's. Marvelous acting by Sam Waterston and Kathleen Widdoes."

WASHINGTON STAR
"It is infinitely more interesting and rewarding than nine-tenths of the successes on television....The staging of scene after scene is the most fluid and persuasive you are likely to have encountered anywhere."

BOSTON HERALD AMERICAN
"One of television's truly memorable evenings. Brilliant, provocative and highly amusing....Kathleen Widdoes and Sam Waterston contribute outstanding performances."

THE NEW YORK TIMES
"Provides a splendid illustration of what commercial TV programming can be at its innovative and imaginative best....The question is: does it work? 'Much Ado' works. And on television it works beautifully...with a clear and special charm."

HOUSTON CHRONICLE
"Without one whit of reservation I commend it to your undivided attention. It's a delight. It all totes up to a new Shakespearean sensation."

PHILADELPHIA BULLETIN
"'Much Ado About Nothing' a brilliant coup for TV. What CBS has really presented is a beautiful, fragile, poetic, musical and romantic three-hour special. The production actually enhances Shakespeare's little comedy."

UNITED PRESS INTERNATIONAL
"If you want to get an idea of just how much fun Shakespeare can be, then tune in CBS tonight. Viewers will be treated to Shakespeare in a way that television watchers have not seen before. The tone is as airy and whimsical as the plot implies."

VARIETY
"...a three-hour visual joy...in performance and production polish, the program ranks as a triumph...."

THE BOSTON GLOBE
"The surprising thing is that it works beautifully for an evening of frolicking theatre you won't soon forget. The chance to see this work living and breathing and, indeed, bursting with laughter and sentiment is one to be relished."

...
LOS ANGELES HERALD-EXAMINER
"A buoyant, somersaulting delight. The ingredients of the mixture have been put together with such skill and affection that they permeate one another to emerge as a unity that evokes sheer fun and a warmth of sentiment. Joseph Papp turns 'Much Ado' into total entertainment...."

TIME
"... Papp scored a clear triumph....a dazzling reward for actor, manager and audience alike....the play proved ideal for the small screen....this 'Much Ado' was like a jewel!"

CHICAGO TODAY
"It is a stunning television adaptation of a somewhat eccentric, endlessly inventive and truly funny stage production."

THE CHRISTIAN SCIENCE MONITOR
"A jaunty, inventive, eye-opening version of the spring comedy that puts the caustic love-word-play of Beatrice and Benedick into a stylized American small town of 1910."

THE CINCINNATI ENQUIRER
"It's family entertainment, it's Shakespeare, it's delightful, it deserves your attention. What else can I say? ...The cast is superb."

NEW YORK DAILY NEWS
"A lively, innovative production, imaginatively staged, and worth every minute of the three hours you'll spend before a television set. The witty, wonderful lines of the Bard, delivered so all can understand and hear, are intact and apparently ageless."

CHICAGO TRIBUNE
"A major dramatic presentation. ...It is very colorful and happy."

ST. LOUIS GLOBE-DEMOCRAT
"'Much Ado About Nothing' is in fact a highlight of the season. An extremely rewarding evening of TV.... The production is superb."

DETROIT FREE PRESS
"TV's Shakespearean valentine: lovely, lively, 'Much Ado'. Shakespeare's love piece of plot and counterplot has been turned into three hours of purest joy and television pleasure."

KANSAS CITY STAR
"It is a most unusual and unforgettable production. Slick, enchanting and totally outrageous in its razzle-dazzle, carnival-like atmosphere. A spritely, entertaining three hours of song, dance and melodrama in no way impaired by its transition from stage to television."

DAILY VARIETY
"Joseph Papp's New York Shakespeare Festival production of 'Much Ado About Nothing' has been lovingly and magnificently transferred to television.... They have crafted a most fragile bubble, delicately floating about and occasionally bursting into wild, zany humor. Almost every scene is a gem in itself, adding up to a most effervescent and entertaining whole."

THE PITTSBURGH PRESS
"CBS's 'Much Ado About Nothing' is a glorious romp through the Bard's comedy. Shakespeare's sense of humor would be tickled to the core if he could see this television version of his play."

In short, if The Bard will forgive our saying so: 'A hit, a very palpable hit.'
At Deadline

Two little cigars bite the radio-TV dust

R. J. Reynolds pulls Winchester, Lorillard pulls Omega off air; agreement was set up by Magnuson and Cook, is endorsed by Moss

Withdrawals of R. J. Reynolds's Winchester and P. Lorillard's Omega little cigars from television and radio advertising were reported Friday (Feb. 16). Both companies said they were dropping broadcast at request of Senators Warren D. Magnuson (D-Wash.) and Marlow W. Cook (R-Ky.), chairman and member, respectively, of Senate Commerce Committee.

Both members of Congress and Federal Trade Commission officials had been pressing for extension of law now prohibiting cigarette commercials on radio-TV to include those for little cigars. Winchester, by far biggest user of broadcast in that category, put at least $6 million in TV last year (out of $9-10 million represented by "little and small" cigars in television). Winchester also spent in six figures for radio commercials. Omega spent approximately $600,000 in TV last year, the bulk in network. Broadcast spending by Winchester has been through Dancer-Fitzgerald-Sample, New York; agency for Omega is Grey Advertising, New York.

U.S. Tobacco, which has test-marketed its Zig Zag little cigar on network TV (about $170,000 worth in 1972), said it had not set media schedule for this year so "we don't have to make a decision on TV just now."

According to both Senate and tobacco company sources, agreement to withdraw by little-cigar makers was made voluntarily in what they said appeared to be their best interests and in interest of public. Also involved in arrangement was senators' request of TV networks that Reynolds and Lorillard be relieved of contractual obligations as soon as possible, and tobacco companies indicated Friday they would be pulling out of network commitments accordingly.

Senators Magnuson and Cook hailed decision by companies. "This follows the example set by voluntary agreements which, as chairman of the Commerce Committee, I made with the distilling and brewing industries years ago," Senator Magnuson said.

Senators stated that they believe little-cigar manufacturers have right to advertise on TV and radio, but that increased antipathy to little-cigar advertising made voluntary agreement desirable.

Senator Frank Moss (D-Utah) said Friday he was "pleased to see that tobacco companies are now willing to abide by the spirit of the Public Health Cigarette Smoking Act. " But, he added, he still plans to introduce legislation to ban broadcasting of little cigars "so that it will signal others who may think that they too can evade their responsibility to abide by the will of the Congress and the American people."

Hicks declares in favor of prime-time-access rule

FCC Commissioner Ben Hooks told National Association of Television Program Directors Friday (Feb. 16) that he leans toward retaining prime-time-access rule with modification requiring local stations to produce community and minority-interest programs for freed half-hour. Subject was of prime interest to delegates at 10th annual NATPE conference in New Orleans, who two days earlier had voted their own support for prime-time rule (see page 20).

In speech that was moderate in tone and cognizant of broadcasters' problems. Mr. Hooks said progress has been made in past six or seven years, but stressed more can and must be done in minority employment and programming. He said he favored programs that would appeal to general white populations as well.

Panelists in session dealing with criticism of television agreed medium must fight back to win support of viewers. George A. Koehler, president, Gateway Communications Inc., urged station operators to challenge unfair criticism by using own airwaves to reply to attacks from government, special-interest groups and cable-TV companies. Mike Shapiro, vice president and general manager, WFIL-TV Dallas, suggested stations answer criticism by carrying regular program on which management would answer viewers' questions. Otto Dekom, columnist for Wilmington (Del.) News Journal, agreed that much of professional print-media criticism of TV is "uninformed and unfounded," recommended stations set up speakers bureaus.

Nixon sends up one-year, $45-million bill for CPB

Nixon administration on Friday (Feb. 16) sent bill to Congress seeking $45 million authorization for one-year operation (1974) for Corporation for Public Broadcasting. Of total, $5 million would have to be matched by nonfederal funds. Clay T. Whitehead, director of Office of Telecommunications Policy, in letter accompanying bill, said proposal recognizes "substantial contribution and potential of public broadcasting to the life of the nation."

But at same time, he added, proposal acknowledges that "still-unresolved problems facing government-financed public broadcasting" demand the continuation of carefully measured annual funding.

He also said Secretary of Health, Education and Welfare would send Congress proposed authorization for grants for construction of educational broadcasting facilities. He said that measure and CPB bill should be considered together. Administration is expected to request $13 million in facilities bill.

Come back little NASA—D.B.

FCC Chairman Dean Burch says that National Aeronautics and Space Administration's decision to terminate virtually all of its programs in satellite communications will have potentially adverse impact on technical advice NASA has furnished commission in its proceedings involving commercial communications satellites.

Chairman Burch, in letter to Dr. James C. Fletcher, NASA administrator, released on Friday (Feb. 16), urged NASA to reconsider decision, announced on Jan. 5, to drop all communications satellite programs, except those involving Application Technology Satellite (ATS-F) and Communications Technology Satellite, jointly funded with Canada. Mr. Burch noted that commission has over

In Brief

Takers. Five major station groups are first subscribers to "Viacom Plan," under which broadcasters advance pilot money for "quality" prime-time-access series. They are: ABC's owned and operated stations, Cox, King, McGraw-Hill and Scripps-Howard chains. Initial venture is Addams Family Fun House (Broadcasting, Feb. 8).

Glamour. There'll be extra added attraction for ABC-TV affiliates at their annual convention, set for May 21-24 in Los Angeles. They're due to receive invitations to go early and be network's guests at May 20 Emmy awards presentations, to be carried this year by ABC-TV. * First star in new flag. Worldvision Enterprises Inc., new name for ABC Films Inc., reports first venture will be It Pays To Be Ignorant, TV version of old radio game show. Host will be Joe Flynn, with panelists Charles Nelson Reilly, Jo Ann Worley and Billy Baxter.

Dead. Wally Cox, 48, best known for role as "Mr. Peepers" in TV series of that name, was found dead in Bel Air, Calif., home Thursday (Feb. 15). Heart attack was suspected as cause of death.
years relied heavily on NASA for advice and technical expertise covering wide range of matters involving communications satellites. He also made point of NASA's "statutory responsibilities" to provide commission with technical assistance. Commission sources said that if NASA's decision sticks, commission will be obliged to turn to—and pay—outside consultants for expertise and advice NASA had furnished at no cost.

TVN says AT&T rate hike would handicap its start

Television News Inc., which plans to start daily newsfeeds to TV station subscribers by April 30, estimates AT&T's proposed rate increase for occasional long-line users would run its projected bill from $1.26 million to $2.34 million annually. That estimate is based on distribution of TVN news to stations in 24 major markets that company officials say they expect to be serving within first year. Figures are contained in TVN filing with FCC opposing AT&T hike as "an excessive economic burden for our fledgling enterprise." (Also see story page 47.)

TVN petition says it is not seeking "government favoritism" but that "the viewing and listening public all across America" is seeking kind of "balanced and diversified" news service it plans to offer, and it asks FCC to weigh "the public's rights and the public's needs" along with "the sound economic issues of rate increase justification." Company, formed originally as TVN Inc., is headed by Chairman Robert R. Pauley and President John O. Gilbert (Broadcasting, Jan. 22). Its new headquarters are at 10 Columbus Circle, New York 10019, telephone (212) 582-6666.

Batson to review board

In change that does not become effective until close of upcoming National Association of Broadcasters convention, Charles A. Batson becomes chairman of NAB TV Code Review Board, succeeding Max Bice. In separate move, Roger D. Rice, vice president and general manager of KTVU(TV) Oakland-San Francisco, was reappointed to second term on board. Mr. Batson is president of Cosmos Broadcasting Corp., Columbia, S.C. Mr. Bice, vice president and general manager of KXNT(LAS) Las Vegas, was serving second consecutive term on TV Code Review Board and consequently is ineligible for reappointment. Mr. Batson and Mr. Bice are both members of NAB subcommittee on medication advertising, which is scheduled to re-examine NAB's policy on advertising over-the-counter products at closed meeting of TV Code Review Board, Feb. 21-22 in Washington.

Not so gay at ABC

Six members of Gay Activists Alliance were slated to be arrested Friday (Feb. 16)—at their insistence—after they and 11 other members protested at ABC headquarters in New York against program concerning homosexuality, slated to be shown on ABC-TV's Marcus Welby, M.D. tomorrow night (Feb. 20).

ABC authorities said 17 protesters went to one of the executive floors about 1:30 p.m., were told executives would meet with them but refused and were then told they could leave building without charges being brought against them. Six preferred to be arrested, ABC spokeswoman said, and ABC executives said they would sign complaint later that day charging six with criminal trespass.

Welby episode was described by ABC as dealing with man who is faced with divorce, alcoholism and diabetes and fears he is becoming homosexual and consults Marcus Welby. Gay Activists were said among other things, Welby's referring man to psychiatrist, implying homosexuality is mental illness. ABC insisted program is "sensitive and understanding" presentation of problems of an individual and will be shown as scheduled.

New names for NARB

National Advertising Review Board (NARB) has appointed two panels to study national advertising for reasons other than truth and accuracy. One will study advertising that may tend to foster unsafe practices and behavior. Chairman is John E. Toote, president of Toote, Cone & Belding, New York. Other members are: Benny L. Kass, attorney, Washington; William Carpenter, vice president-corporate relations, PPG Industries, Pittsburgh; F. Kent Michell, vice president-director of corporate marketing services, General Foods, White Plains, N.Y.; Walter B. Roberts Jr., president, Abbott Laboratories, North Chicago, Ill.; Arnold Elkin, attorney and former chairman of National Commission on Product Safety, will serve as voluntary counsel.

Second panel will explore extent to which advertising portraying women or directed at women may be deemed offensive. Chairman is Dr. Aurelia Toyer Miller, national board of YWCA. Members are: James C. Nelson Jr., executive vice president, Hoefer, Dieterich & Brown, San Francisco; William C. Ciagett, vice president-director of consumer and new products, consumer products group, Ralston Purina Co., St. Louis; Fred W. Heckel, vice president-advertising and promotion, United Air Lines, Chicago, and PPG's Mr. Carpenter, who will serve as counsel and member of both panels. NARB Chairman Charles W. Yost expects panels to spend several months taking comprehensive overview of advertising concepts and techniques rather than case-by-case challenges.

Squaring away for the NAB

National Association of Broadcasters has set plans to examine cable TV-copyright controversy in depth at Wednesday morning, March 28, TV management conference at upcoming national convention in Washington. Office of Telecommunications Policy General Counsel Henry Goldberg will be moderator for panel discussion. Panelists will be Arthur Scheiner, counsel for MCA Inc., representing copyright proprietors; Gay Christensen, special counsel for copyrights, representing National Cable Television Association, and Michael Horne, another counsel, representing Association of Maximum Service Telecasters.

Also set is following line-up of speakers for convention sessions: Senator Sam J. Ervin (D-N.C.), Monday management luncheon; Senator Howard Baker (R-Tenn.), Tuesday management luncheon; FCC Chairman Dean Burch, Wednesday management luncheon; James Redmond, British Broadcasting Corp.'s director of engineering, Monday engineering luncheon.
YOUR BEST CORBINATION TO MEET NEW FCC 125% AM MODULATION

CCA AM TRANSMITTERS
ALL CCA AM broadcast transmitters from 250 watts to 50KW are designed to modulate on a continuous basis at 125% with full frequency response, minimum distortion and negligible effect on tube life.

CCA AM MONITORS
CCA AM monitors can simultaneously monitor both positive and negative peaks to assure you of the loudest sound and still conform with FCC limits!!

CBS AM VOLUMAX
This device, in conjunction with CCA transmitters, permits you to automatically set your audio gain to achieve 125% peak positive and 98% negative modulation, the highest modulation permitted by the FCC.

CCA ELECTRONICS CORPORATION
GLOUCESTER CITY, NEW JERSEY 08030 - (609) 456-1716

Canadian Subsidiary:
CALDWELL A/V EQUIPMENT CO., LTD.
1080 BELLAMY ROAD, NORTH
SCARBOROUGH, ONTARIO, CANADA
Phone: (416) 291-5595
NO. 1 AM & FM

Datebook®

- Indicates new or revised listing.

This week
Feb. 18-22—Advertising management symposium, Association of National Advertisers, Sonesta Beach hotel, Key Biscayne, Fla.
Feb. 20—Senate Communications Subcommittee oversight hearing on Office of Telecommunications Policy, 11 a.m., Room 510, Dirksen Office building, Washington.
Feb. 20-21—Meeting of engineering committee of Association of Commercial Service Stations, Embassy Office building, Cincinnati.
Feb. 21-22—Senate Constitutional Rights Subcommittee hearing on newsmen's-privilege legislation, 10 a.m., Room 318, Russell (Old Senate) Office building, Washington.
Feb. 22—Hearing on newsmen's-privilege legislation by Subcommittee No. 3 of House Judiciary Committee, 10 a.m., Room 2141, Rayburn House Office building, Washington.
Feb. 22—Senate Communications Subcommittee oversight hearing on FCC, 10 a.m., Room 510, Dirksen (New Senate) Office building, Washington.
Feb. 22—37th annual Ohio State Awards luncheon under auspices of Telecommunications centers, Ohio State University. Awards presented for educational, informational and public affairs programming. Featured speaker: FCC Commissioner H. Lee Loeb, FCC, for Tomorrow, Ohio State University, Columbus.
Feb. 23—Extended deadline for filing reply comments in FCC matter of petition for rulemaking to require broadcast licensees to maintain certain program records (Doc. 19661, RM-1475).
Feb. 23-24—Annual meeting, Georgia Cable Television Association, Marriott Motor hotel, Atlanta.
Feb. 24—Regional 5 meeting, Women In Communications, Hotel Westward Ho, Phoenix.

Also in February
Feb. 26—Hearing on newsmen's-privilege legislation by Subcommittee No. 3 of House Judiciary Committee, 10 a.m., Room 2141, Rayburn House Office building, Washington.
Feb. 26—Extended deadline for filing reply comments on proposed changes in prime-time-access rule (Doc. 19662).
Feb. 27—Thirteenth annual Broadcast Pioneers Mike Award dinner, honoring KCBS(AM) San Francisco, Hotel Pierre, New York.
Feb. 27-28—Senate Constitutional Rights Subcommittee hearing on newsmen's-privilege legislation, 10 a.m., Room 2141, Dirksen Office building, Washington.
Feb. 28—Extended deadline for filing comments on proposed FCC fee schedule increases (Doc. 19664).

March
March 1—Senate Constitutional Rights Subcommittee hearing on newsmen's-privilege legislation, 10 a.m., Room 318, Russell Office building, Washington.
March 1—Hearing on newsmen's-privilege legislation by Subcommittee No. 3 of House Judiciary Committee, 10 a.m., Room 2205, Rayburn House Office building, Washington.
March 3—Annual Grammy awards, to be presented by the National Academy of Recording Arts and Sciences (see story page 50), Nashville.

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March 5—Hearing on newsmen's privilege legislation by Subcommittee No. 3 of House Judiciary Committee. 10 a.m., Room 4244, Rayburn House Office building, Washington.

March 6—Meeting of board of directors, New York State Broadcasters Association, Albany Hyatt house, Albany.


March 8—Annual meeting, New York State Broadcasters Association. Reception for Governor and Mrs. Nelson A. Rockefeller and members of New York State legislature. Featured speaker at luncheon will be FCC Commissioner Benjamin L. Hooks. Albany Hyatt house, Albany.


March 10—Senate Communications Subcommittee hearing on bill (S. 372) to amend Federal Election Campaign Act of 1971. 10 a.m., Room 3110, Dirksen Office building, Washington.


March 16—First meeting, board of governors of Intelsat, to continue for about two weeks. Communications Satellite Corp. building, 250 L'Enfant Plaza, S.W., Washington.


March 18—Extended deadline for filing reply comments on proposed FCC fee schedule increases (Doc. 19655).

March 18—Deadline for entries in 25th annual Public Relations Society of America Silver trays award. Awards presented in eight categories for outstanding public relations programs. Contact: Public Relations Society of America, 843 Third Avenue, New York 10022.


Major meeting dates in 1973


May 19-21—Annual convention, American Women in Radio and Television. Americas Biltmore hotel, Miami Beach.


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

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


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


as guest speaker. Army-Navy club, Washington.

March 15—Extended deadline for filing reply comments on proposed FCC fee schedule increases (Doc. 19655).

March 18—Deadline for entries in 25th annual Public Relations Society of America Silver trays award. Awards presented in eight categories for outstanding public relations programs. Contact: Public Relations Society of America, 843 Third Avenue, New York 10022.


March 18—Deadline for entries in Gavel Awards competition of American Bar Association. Awards presented for articles, books, films, radio and TV programs that contribute to public understanding of American legal system of law and justice. Contact: Committee on Gavel Awards, American Bar Association, 1555 East 60th Street, Chicago 60637.

March 16-17—46th annual convention, Interscholastic League Press Conference to include sessions in radio, TV, advertising and newspaper. University of Texas, Austin.

March 17—Conference, Sigma Delta Chi Region 10, Hyatt Regency, Wash.

March 17—Ohio Associated Press Broadcast Association meeting. Hilton Inn Northwest, Oklahoma City.


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

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


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


March 28—Association of Independent Television Stations board of directors breakfast meeting in conjunction with NAB convention, Shoreham hotel, Washington.

March 28-30—International convention, Institute of Television News Directors.

International Film

and TV-Film Market

MIFED, the International Film and TVfilm Market for film buyers and film sellers, is held in Milan twice a year: April and October.

MIFED is a market which for thirteen years has traded Cinema and TV films on a world-wide scale. Transactions are made in the privacy of its quiet and comfortable surroundings.

At MIFED you can find producers interested in co-production and financial agreements for new films. Import-export licences and similar permits are obtainable from the appropriate authorities who have offices on the premises.

MIFED is a club reserved for the exclusive use of persons engaged in the production, buying and renting of films. It has 14 projection studios for the presentation of film, TVfilms and VTR programs. These are some of the facilities at your disposal: international telephone, cable, telex and telephoto services; conference rooms; business and secretarial services; legal advice; dining rooms and bars.

For further information and bookings concerning the 27th MIFED, 18 to 25 April 1973, write to: MIFED, Largo Domodossola 1, 20145 Milano (Italy) 495.495, Cables MIFED-Milano, Telex 33660 Fieramil.

Requests for bookings should be made before 15 March 1973 together with the registration fee of U.S. $ 18.
First in time period among young women 18-34 in 17 markets. The Andy Griffith Show.

50% more women 18-34 than year-ago programs in 27 markets. The Andy Griffith Show.

22% more women 18-34 than this same program reached last year in 6 markets. The Andy Griffith Show.

The way to get girls is to get Andy first!

A great sitcom from Viacom

Source: NS1, Nov. 1972 & 1971. Audience estimates are subject to qualifications available on request.
Top-40 fans and foes

EDITOR: Your Jan. 29 special report on the state of the art in top-40 radio was generally excellent. However, you made reference to San Francisco as one of the several markets in which a top-40 station achieved the distinction of being the overall "number one" station. In each of the past four ARB reports there are four stations, including KABL(AM), that have a higher share of total persons 12+, Monday-Sunday, 6 a.m.-12 midnight, than the leading top-40 station.

It is true that [KFRG(AM)] currently ranks first in weekly cume when teens are included, but since there are so many different ways to answer the question "Who is number one?" your article seems a bit misleading on this point.—Bill Clark, general sales manager, KABL-AM/FM San Francisco.

EDITOR: To set the record straight, KOMO-(AM) [not KJRR(AM)] is number one in total persons 12+, Monday through Sunday, 6 a.m. to midnight, in average quarter-hour listening estimates (both total and metro areas) and cume listening estimates, and on and on. Furthermore, in Monday through Sunday metro shares, KOMO is number one with a 13.1 to KFRG's 8.7.—Jay Ward, station manager, KOMO-(AM) Seattle.

EDITOR: The tightening of music lists by top 20 (sic) program directors and non-resident program consultants is contrary to the principle of creative radio programming. Despite the fact that these programmers have given contemporary radio a vasectomy, they have provided bulk numbers of listeners. However, please don't make heroes of them.—Ron Fell, manager, programs, NBC Radio Division/KNBRA-AM-FM San Francisco.

EDITOR: During the past three years I have enjoyed the various feature articles which your publication has written about American radio. I find them informative and I occasionally make them required reading by students in my radio class. I found the [top-40] article in the Jan. 29 issue particularly interesting and informative. As a former disk jockey from the early to mid-1960's era, the article brought back many memories.

If you would allow, I will make one comment on "An Audio Odyssey: coast-to-coast and back again in top-40 radio." Shouldn't the penultimate and antepenultimate paragraphs on page 25 be transposed? Even in these days of jet travel, it is easier and more direct to pass from Milwaukee to Seattle by first hitting Minneapolis and then Denver.—Dr. Douglas A. Bond, department of speech-communication, University of Minnesota, Minneapolis.

EDITOR: WABC(AM) New York might be pleased to know that one night last fall, with good reception, I picked it up for a full hour in Orlando, Fla. That's great for a station "with its old 50-kw transmitter," and quite a bit farther than Maryland.—Martin C. Moozer, photographer, Arlington, Va.

(Editor's note: Broadcast's Jan. 29 story said that WABC's signal "traversed the terrain between Rhode Island and Maryland.")

EDITOR: It was during this past year that Broadcasting really started to become a total broadcasting publication. For years I glanced through the pages of your publication each week. During the past few months I have started reading Broadcasting. Your story on top-40 radio is so complete and accurate that I wanted to compliment you. Please continue with the new Broadcasting.—John H. Rook, programming consultant, Northridge, Calif.

EDITOR: Enjoy the new record survey you've added. It was long overdue.—John Millinder, music director, KLOM Lompoc, Calif.

Wrong number

EDITOR: Noting a profound drop in the volume of our incoming calls, we have sought the reason. Lo, we find that the 1972-73 CABLE SOURCEBOOK lists our old number instead of (202) 466-8111. Please do what you can to put us back in touch with the world.—Wally Briscoe, senior vice president, National Cable Television Association, Washington.

Call for help

EDITOR: We need professional volunteers to help with news coverage of the National Boy Scout Jamboree next Aug. 1-10,
For one of the few times in my life
I'm at a loss for words.

To be chosen “Man of the Year” by the National Association of Television Program Executives on their 10th Anniversary was a thrill by itself. But to be named their “Man of the Decade” leaves me just speechless, except to say thanks.

The Mike Douglas Show

WESTINGHOUSE BROADCASTING COMPANY
Straight talk about the crisis in American health care.

America’s skyrocketing medical costs are out of control. The average patient expenditure for general hospital care now exceeds $90 a day. In fiscal year 1971, Americans paid out $75 billion for health care. That’s about seven percent of the Gross National Product!

Such vast expenditures signal an impending breakdown of our entire medical care delivery system. That’s why health care reform has become one of the most crucial issues facing the 93rd Congress.

Extensive hearings in both the House and Senate are underway. Major health care providers have submitted a variety of proposals for consideration. While each of the plans make important contributions to the debate, it is important to know that all but one of the proposals have a serious common flaw. Except in minor ways, they would continue to neglect the nation’s current major health problem: chronic disease and disability.

That’s why we’ve asked the Congress to consider CHRONICARE—a national plan for long-term health care—as an essential factor in any legislation that reconstructs our national insurance program.

CHRONICARE is a bold, new concept of health care specifically designed for the chronically ill and disabled. It also includes a broad range of additional health services to increase the accessibility of modern health care for others.

The uniqueness of CHRONICARE is its focus on the root problem of the medical care crisis: the orientation of present programs that concentrate on the treatment and financing of short-term illness with little, if any, coverage for long-term care. Present reimbursement mechanisms promote the use of costly acute care hospitals even when alternative, less costly facilities would be more appropriate.

The validity of CHRONICARE’s thrust is confirmed by the General Accounting Office’s Report to the Congress explaining that hospital costs have become so great “it is no longer economical to use such an institution for convalescent care or the treatment of chronic illness, to say nothing of custodial care.”

The GAO report cites an extensive range of cost examples, including a 1970 comparison where the average expense per patient day for acute general hospitals was $81 compared with an estimated $24 a day for skilled care in an extended care facility. Routine convalescent care provided in modern nursing homes was even less costly. The long-term patient in a short-term general hospital is inefficient and the GAO says “whoever pays the bills is paying for more expensive services than are required.”

We believe that CHRONICARE—if accepted as a nationwide program—can make a major contribution to the reorganization, redirection and revitalization of the nation’s health care program.

We care.

To tell you more about CHRONICARE, we’ve produced reprints of our earlier messages in this continuing advertising series and an informative booklet: “CHRONICARE—A National Plan For Long-Term Health Care.” They are available free, upon request.

AMERICAN NURSING HOME ASSOCIATION
Suite 697
1025 Connecticut Avenue, N.W.
Washington, D.C. 20036
A broadcast advertising commentary from Harvey Gabor, vice president, McCann-Erickson, New York

Monday Memo

Back to Bernbach: recalling creativity

I just saw a terrific reel. It was the American Institute of Graphic Arts best 50 commercials of 1972.

What was the year like? It was the year little Barney grew up in New York. It was the year Ford rediscovered the Model T, J. Paul Getty listened to E. F. Hutton, and Mr. Ferrari drove a Fiat.

It was a year that some people tried it, and a lot of people liked it. And if you didn't use Mobil gasoline, Mr. Dirt fouled up your car engine. It was also the year we learned to write with the Bic Banana, and a Coca-Cola theme song hit the pop-music charts.

The AIGA best 50 commercials and print advertisements of the year can be seen in New York (at 1059 Third Avenue) from now through March 6. For those not familiar with it, the AIGA's purpose is to reflect and foster graphic excellence in all phases of the communications arts. And so the criteria for judging the 1972 show were excellence in ad direction, copy, and production—effectively combined to sell a product.

But after seeing the winning reel, I was curious to know how many other good commercials had to be cut to hold the line at the 50 chosen for the show. The show chairman, George D'Amato, and the various art directors and copywriters who served as jurors confirmed what I had suspected:

There were about 50 good entries and then the quality level was like stepping off the Continental Shelf.

Why were the entries as impoverished as they were? Some agencies, either show weary or budget weary, didn't enter. Some great conceptual talents have moved onward and hopefully upward into directing. Some accounts have budgets too small to do effective commercials. (There have been some terrific ones done for just a few thousand dollars but on that kind of budget, God help you if you miscalculate.)

But I think the biggest reason for such a dearth of really good commercials is something I would call "the new pragmatism."

This new pragmatism is an illness creeping into our business marked by the frequent repetition of the phrase, "advertising is a business and that business is to sell." Of course advertising is a business and that business is to sell.

But somewhere between the halcyon days of Bill Bernbach et al., and the present, the lie was born that commercials could not be both effective at selling and creative at the same time.

We forgot Mr. Bernbach's demonstration not so long ago of the great selling power of a total creative approach to a client's product. We began to commit the ultimate creative crime: creating a dull commercial.

"The new pragmatism" can be brought on in a number of ways. Having to answer to stockholders for the first time can do it. So can losing an account. So can a very large mortgage. So can going to a new agency for a lot of money. So can starting your own business. (Although Della Femina-Travisano, Scali-McCabe, George Lois and some others are still doing creative selling advertising years after going out on their own.)

In its middle stage this illness produces a kind of euphoria. Creating commercials seems easy, almost automatic.

In its final stage it can make you do a commercial that would have gotten the account director thrown out of your office had he suggested it a few years earlier.

We are the communications medium of our age. The McLuhans postulate over us. The Burkes and Scherwins measure us. And millions of Americans watch us and judge us, whether they like it or not.

We are attracting some of the best art directors and copywriting talent to the television advertising business. Our film technology and production value are some of the most sophisticated in the world. We are getting a larger slice of the advertising budget than was ever dreamed possible a decade ago.

We can help sell a product. We can help sell a President. We fight the drug pushers. We can help a child with a bad kidney. We can help clean up our air. Make no mistake about it. We have an awesome power.

And with that power comes an awesome responsibility:

That much more of our commercials be honest, bright, sensitive, and even entertaining when need be; that we not buy the myth that they tried to sell us a long time ago—the myth that creative advertising and selling somehow don't go together—and to begin to take some chances again. And to feel better about ourselves as creative people.

The next time I see that little boy run to his daddy in the commercial, I hope he doesn't even have one cavity. And if Crest sells a lot of toothpaste, fine.

But that Mr. Bernbach. I'm still on his side.

Harvey Gabor had been an art director and designer in the areas of promotion, book and editorial activity before he turned to advertising in 1965. He joined McCann-Erickson in New York as an art director and subsequently was named a vice president and senior art director on the Coca-Cola account. He also serves as associate creative director on the New York Racing Association account. Mr. Gabor is an illustrator whose work has appeared in national magazines including Red Book. He has won numerous awards in TV and other areas (Art Directors Club, Society of Illustrators, Clios). Mr. Gabor is a New York native and a graduate of Cooper Union.
A dramatic about face on FCC's prime-time access rule

Straw vote at NATPE conference indicates sentiment of nation's program directors has shifted in favor of limitation on hours of network programming; poll reflects growing optimism about quality programs to come, plus reluctance to let 21 half-hours revert to three-network control

Television's ugly duckling has turned into a swan.

The prime-time-access rule, or PTAR, or call it PTAR—by whatever name, the subject of endless recriminations since its inception two television seasons ago—came out of New Orleans last week with a brand-new aura of respectability. The nation's leading station program directors, assembled under the banner of the National Association of Television Program Executives, voted their hope that the rule would be retained in one form or another. It was a result made more dramatic by the prediction of one conference speaker—and of most informed guessers—that delegates would vote precisely the opposite.

The actual ballot count: 32.9% for continuation of the prime-time rule as presently applied, 24.4% for revocation of the rule, 42.7% for continuation of the rule but revised in one or more of several ways.

The vote was taken last Wednesday (Feb. 14) after a two-hour panel-and-floor discussion on merits and demerits of the FCC regulation (Sec. 73.658 [k]) that prohibits stations in the top-50 markets from carrying more than three hours of network programming between 7:00 and 11 p.m. That rule became effective in its initial form (allowing scheduling of off-network product in the access half-hour) in the fall of 1971, and became fully effective (insisting on new product, from whatever source) in the 1972 television season. The FCC, troubled by the way the access rule has worked out, and beset by petitions to revoke or change it, announced an inquiry into the rule last fall, and said it would determine its future policy course this spring. According to the billing given NATPE's straw poll, one of the elements in that consideration will be last Wednesday's vote.

Prior to that balloting, it was assumed that the program directors, most of them representing network-affiliated stations, would come out strongly for repeal. (It was Roger Rice, the general manager of an independent station and head of the new Independent Television Association, who predicted during the panel session that the vote would go against the rule.) The reasons for their change of heart are not clear. They had, however, just heard a persuasive set of presentations that included:

* The assertion by one major syndicator that his and other program production companies could make money with or without the rule, and that the only thing standing in the way of quality series for prime-time-access periods was lack of an FCC commitment for a three-to-five-year test.
* The ringing declaration by a minority spokesman—and access producer—that PTAR has afforded one of the greatest opportunities for minority programming in the history of television.
* The qualified promise by one of television's major advertisers that his company would support the access principle with real dollars, if it could make competitive sense.
* The widespread sentiment that prime-time access amounted to a proclamation of emancipation from network dominance, and the warning that if those 21 weekly half-hours are turned back, they will never be seen again.

They also heard from the opposition, too:

* No matter how you slice it, the facts of life of short station line-ups and smaller dollar commitments would prevent prime-time-access programming from ever matching the quality of network fare.
* The opinion that stations could always pre-empt their networks if they wanted to, and didn't need an FCC rule that took the option out of their hands.
* The statement that, in the end, it is the viewer who pays the heaviest price because he is fed an access-time budget of game shows and reruns of old network series.

That opposition was led by Louis Friedland, vice president president-general manager of KTVU(TV) San Francisco, who beamed at the podium pessimistically. He supports the rule, and as an independent operator he profited from it. But he read the sentiment of the convention as being in opposition and, anticipating the straw vote in which the delegates would make their preferences known, said: "I predict that the program directors of America, represented in this room, will vote to give prime access back to the networks, and I think that's a scandal."

Doug Elleson, general manager of WVEU(TV) New Orleans, owned by Screen Gems, one of the major production companies that has opposed the prime-time rule, said that those who drafted it could not have realized the proliferation of game shows and barter programs that would follow, accom-
MCA's Lou Friedland: "We took the position from the very beginning, and we take it now, that it is absolutely impossible to [program in the access time periods] on any practical economic basis and to maintain a level of professionalism."

Viacom's Willard Block: "If the present rule, or some variation thereof, is to stay, then give us a climate of certainty for three to five years in which to innovate, invest and play the game."

KTVU's Roger Rice: "I predict that the program directors of America, represented in this room, will vote to give prime access back to the networks, and I think that's a scandal."

WVUE's Doug Elleson: "Unfortunately, I don't think television is in any way going to be more meaningful or better off for it [the prime-time rule]. At the end of the line it is the viewer who is being shortchanged."

ABC's Squire Rushnell: "Here we are today, barely 20 weeks after [the rule] went into full effect, trying to determine whether to keep it or scrap it. My lord, Dick Cavett had a better chance than that."

General Foods' Arch Knowlton: "You clear the access period at a time when we can use it effectively and we in turn will support the time period with a significant portion of our dollars that normally go to networks in prime time."

Lovell Dyett, producer of an access series on Westinghouse's WBZ-TV Boston, flew down from that city specifically to appear before the prime-time panel and urge the rule's retention. "For the first time, we have been granted access to the larger urban community," he said, adding that without a way into the larger-audience nighttime periods there would be no way for minority viewpoints to penetrate the majority. Mr. Dyett cautioned that the nation still lived in dangerous times, and said that a communication system that allowed the unheard to be heard could help prevent frustrations from boiling over into violent reaction. Moreover, the prime-time concept promotes an ethnic diversity which is at the heart of the American way, he said.

In a presentation that went beyond rhetoric to promise, Arch Knowlton, director of media services for General Foods, told the delegates his company would back its support for the prime-time-access principle with real dollars. But he attached a big "if." The present 7:30-8 p.m. half-hour is too early for GF's media strategy, which aims for 9 p.m. or later with consequent higher sets-in-use and station clearances, and

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Panicked by a drop-off in viewer interest. At the end of the line, he said, it is the viewer who has been shortchanged.

On neutral ground was John Bass, head of the FCC's Office of Network Study, who had come to the conference as an observer but stayed to comment and answer questions. "The results so far, to one who likes to evaluate programs on a quality and diversity basis, are perhaps not, to put it mildly, optimum," Mr. Bass observed. He contradicted Mr. Elleson, however, on the ratings loss in prime-time-access periods, saying they had rebounded this season after a slump the first time around, although he did confirm that network affiliates had lost ratings ground to independents.

Mr. Bass said the FCC regretted as much as did the industry its own seeming indecision on the prime-time rule, and suggested an up, down or sideways vote would come soon. "If it's ended, so be it," he said, "but if it stays, it stays for a while to come." Mr. Bass noted the three-to-five years asked for by Viacom's Willard Block as one possibility.

Squire Rushnell, programing chief for the ABC-owned television stations, was another to raise a vigorous defense of the rule. Among its several benefits, he said, was the fact that reducing the hours of network competition had increased network competitiveness, and he credited PTAR with giving U.S. television a third network on par with the first two. Mr. Rushnell also noted that the full impact of the FCC's rule had only been in effect for 20 weeks, and noted that the FCC had begun asking life-or-death questions after only 25 days. "Dick Cavett had a better chance than that," he said.

Mr. Rushnell, in what turned out to be the last word of the discussion period, related the prime-time-access experience to the early days of the medium itself, and said no one should be surprised that the first access shows were derivative of earlier television. The first television was derivative of radio, he said. Rather, he invited delegates to consider how much progress had already been made in tuning up quality standards and in reaching for more ambitious program vehicles. "If this much has been accomplished under these conditions," he said, "consider what might be accomplished in a fair test." Don't "throw out the baby with the bath water," he advised the delegates.
that's when Mr. Knowlton wants to buy. "To be completely candid," he said, "I've always had a lurking suspicion that there were other creative talents [in television] sort of locked out with the networks so strongly in control of what goes on the air."

General Foods has not allocated any of its "fixed funds" into access periods until now, but Mr. Knowlton—who had asked for time to appear before the NATPE conference—emphasized he was ready to. "You clear the access period at a time when we can use it effectively and we in turn will support the time period with a significant portion of our dollars that normally go to network in prime time."

The last of the day's added starters was Henry G. Saperstein, president of UPA Productions, who—like ABC's Mr. Rushnell—delivered an impassioned plea not to let the prime-time-access half-hours slip back into network hands. "The one thing this room would be unan- imous about," he said, "is that in these times of limited industrial opportunity, particularly in industries that are government-regulated, we have an opportunity to do something, and if we lose it up by knocking it out now, we may never have the opportunity again."

Mr. Saperstein criticised many television executives for 'scheduling, not programing,' and cautioned them not simply to "thread projectors" in filling their prime-time-access periods.

Sheen's charge to television: 'Remember the people'

NATPE keynoter says medium must heed nation's program desires; panels talk of talk and women

Archbishop Fulton Sheen delivered the keynote address to the NATPE Wednesday morning, after being introduced by President Allen Sternberg, WCKT-TV Miami, as having proved that "the man, not the medium, is the message." The prelate, who himself won prime-time fame in the early days of the medium, took his lead from a question he had been asked the night before: If there were one thing he could tell the nation's program directors, what would it be. His answer: "Remember the people."

Archbishop Sheen pursued that point to three suggestions: that television effect a relationship with the people in terms of programing, censorship and their des- ire for leadership. The people can elect or fire the President but they cannot seek their television programs," he said, offering the further suggestion that pilot pro- grams be distributed among affiliated stations for local showing—and reaction—before final network scheduling. He also expressed concern about decency in media, along with a growing feeling that it does no

The sins of TV. Archbishop Fulton J. Sheen, a man from television's past, was less than enthusiastic about some aspects of its present last week. Appearing before a news confer- ence of the National Associa- tion of Television Program Executives meeting in New Orleans last week, he said he watched only sports and comedy on the tube, relying on the New York Times for news coverage, and said of television news, "It's in the nature of the business, in its subject matter. There is an infallibility [about its presentation]. There is an empha- sis on bad news. There is not enough good news." He later remarked that television was guilty of being a "half- shut eye," and said that "when we look for the worst in people, we ordi- narily find it."

Later, in an obvious effort to tem- per what appeared to be a hostile attitude toward the medium, the archbishop—recalling his early days as a television regular—said that TV had "done more for me than can ever be calculated. I reached more people than did St. Paul in all of his jour- neys."

good to write your local station. Instead, he said, the people are turning to a "con- consumer censorship" manifested in boycotts of products advertised on programs an audience may find offensive.

The archbishop urged television executives to have responsibility for using their medium. He referred to an "authority of visibility" that has grown out of "a medium of the eye," and said the nation depended upon television for leadership in troubled and changing times. "You hold America in your hands," he said. "It's passed out of the hands of religion into your hands. There's no such thing, really, as just washing your hands and saying I'm just for entertain- ment; holding up dripping hands as Pilate did, sons innocent."

Congressman Lionel Van Deerlin (D-Calif.), appearing before a Thursday morning session, continued in the vein he had begun at a press conference two nights before (see page 28): critical of the Office of Telecommunications Policy, skeptical of the chances for license-re- newal legislation in the face of opposi- tion from minorities and public-interest groups, and convinced that the prime- time-access rule will not be repealed.

It is almost certain to be modified, however," he said, listing some short- comings he would recognize: the emergence of barter programing, which he said had led to increased com- mercialization of both syndicated and network shows, the deteriorating quality of access programing and claims by some executives that it had led to decreased employment opportunities.

In a Thursday panel session dealing with the TV talk show, moderator Squire D. Rushnell, vice president for program services for the ABC-owned television stations, discussed by reporting that 72 talk programs had been placed on television between 1967 and 1972, and only 15 remain today. Hugh Downs, former host on NBC-TV's Today, told the many talk programs fail because the inter- viewers do not ask the right questions. The job of the host, he said, is to elicit from the guests replies to questions the audience itself would want to ask.

Jill Martin of the Betty Hughes Show on WCAU-TV Philadelphia, stressed that a local talk show should focus on issues that effect the community and should be discussed by local resi- dents who have "strong interest" in a particular topic. She listed some of the subjects of local shows might explore: how to organize a clean block; how to have a wedding on $300 dollars and how to celebrate Christmas for a family of five on $50.

Producer Roger Ailes, formerly pro- ducer of the Mike Douglas Show, indicated that one of the reasons many talk programs fail is that they are committed for only 13 weeks at the outset. He urged prospective producers of this type of show to obtain management approval for involvement with the opportu- nity for the program to be refined and to build up an audience. Phil Donahue, host of Avco's Phil Donahue Show, con- tended that the broadcast industry had abdicated its responsibility in the daytime area by concentrating on soap operas and reruns. He claimed there is opportunity at many stations to develop a concerned-issues talk program that would appeal both to audiences and advertisers.

Women's liberation advocates would have called Wednesday's session on women in television off. Al- though the panelists all conceded that there is bias against women in employ- ment and promotional opportunities, the suggestions were conciliatory.

Rose Blyth Kemp, president of the American Women in Radio and Tele- vision, discussed the educational pro- grams ARWT has been conducting in various cities to train women for better jobs in the television industry. Marianne B. Campbell, a communications execu- tive with the Holzer Medical Center, Gallipolis, Ohio, said there are oppor- tunities in television if women are pre- pared. Lee Waller, program director, WTVJ-TV Miami, decried the paucity of women in such posts as engineers, news directors, on-the-air news announcers and program directors. She noted that some women have become producers, particu- larly for children's programs, but said they rarely are promoted to program execu- tive posts. On the other hand, Adele Kempling, sales director of the Interna- tional Radio and Television Society, said throughout her career she has been helped by men.

Dr. Joyce Brothers, psychologist and star of the Living Easy With Dr. Joyce Brothers syndicated series, claimed that the occupational status of women over the years has changed relatively little and said women are paid about 80% of what men earn in comparable jobs. Dr. Brothers said that very few executives in the broadcasting field are women, and added: "I'm not talking about liberation, but about elevation."
Some of the more than 860 great radio stations which were associated with and broadcast Mutual Radio Sports last year. The 1973 line-up will be even greater.


(202) 785-6320

- NBA Basketball Game of the Week
- NBA Championship Playoffs
- 13 PGA Tournaments
- U. S. Open
- British Open
- Canadian Open
- PGA Championship
- 4 Ladies PGA Tournaments
- NHL Stanley Cup Championship Playoffs
- Major League Baseball Game of the Week
- College All-Stars vs. Miami Dolphins
- NFL Football
- Greatest “Knockout” Fights
- Thoroughbred Race of the Week
- Auto Racing/Speedway Sports
- Don Shula Show
- Ara Parseghian Show
- Notre Dame Football
- 4 College “Wild Card” Football Games
- Sugar Bowl Game
- Bowl Games

*Coverage Rights Not Yet Finalized
How the vise has tightened on broadcast journalism

Du Pont-Columbia jurors find newsmen in middle, pressured on all sides, but do generally perceptible job; network-bias charges are rejected; report does cite some shortcomings

The Nixon administration's attacks on the networks have weakened broadcast journalism and imperiled it as never before, according to the fourth annual Alfred I. du Pont-Columbia University Survey of Broadcast Journalism. The survey, covering the 1971-72 season and titled "The Politics of Broadcasting," was released last week.

The 238-page volume deals extensively with broadcast coverage of the presidential race but finds it "a mild distraction from the broader struggle that was going on between politician and broadcaster, a struggle which was already having a dangerous effect on the nation's broadcast journalism and perhaps its politics.

"In this war between management-stockholder and politician-bureaucrat, the broadcast journalist was the 'non-combatant,' used and abused, first by one side and then the other, suspected, held hostage and in some instances eliminated. He was by turns weapon and target, depending upon which adversary you chose to believe and the strategic requirements of the moment. As usual in such battles, it was the poor who paid, with cash and with the loss of essential services."

The survey is the result of a year of research supervised by the Columbia Graduate School of Journalism's special-projects division under the direction of Louis Cowan, a former president of CBS-TV, and a board of seven jurors headed by Elie Abel, dean of the journalism school and a former NBC newsman. Marvin Barrett, director of the du Pont-Columbia survey and awards, is editor of the volume, which is based on reports from 65 special correspondents, local chapters of the League of Women Voters and more than 300 news and public-affairs departments of stations and networks.

The survey does not paint a pretty picture of the situation broadcast journalism is in. In many cases of its performance, though it does find many exceptional examples. As for the combatants, the report asserts:

"The broadcasters were engaged in a desperate struggle to keep their wealth, their power and their self-respect—possibly at the expense of the politicians, in the interest of their incumbencies, and perhaps their sense of propriety, seemed bent at one time or another of depriving them of all three...."

"Granted the primacy of electronic news among all the media, its practitioners still seemed to have the most precarious of platforms from which to launch their reports and commentaries. And the uncertainty of their footing did not come primarily from bad research or faulty information—although these played a part.

"It came from the very nature of U.S. broadcasting: a merchandising operation, managed by entrepreneurs, paid for by businessmen, licensed and regulated by politicians in 'the public interest, convenience and necessity.' Uncertain budgets and time allotments for news and public affairs, growing in some cases from managerial neros, or sponsor disapproval or public indifference, could also be blamed on the acts and threats of the adversary in Washington who often seemed more intent uponemasculating than reforming the broadcasting industry."

But the survey also finds "some signs of freedom and strength:

"Importuned to bring only glad tidings, U.S. broadcasters, more than ever before, attended to the depressing conditions of the poor, the sick, the handicapped and the old who made up the nation's silent majority.

"Broadcasters, perhaps trying to steer clear of controversy, sometimes found deeper, more universal and ultimately more upsetting human failures than the political or economic to attend to. If as corrector, investigator and gadfly, electronic journalism's most effective season in years, as observer, seeking life steadily and whole, and adding a few question marks to some of America's smuggest and most strongly held assumptions, it had seldom been more perceptive."

The du Pont-Columbia jurors, in separate "observations" of their own, also come out on the side of the networks against charges their news reports are slanted: "In the main, the jurors believe, imbalance and unfairness on the major news broadcasts are rare. For integrity, striving for fairness and general responsibility the jury must give high marks to those broadcasts and to the journalistic professionals who staff them. theirs is a difficult assignment that carried out with decency and honor."

For the first time, the 1971-72 study found ratings and other evidence that network-TV news audiences had declined. "Explanations," the survey says, "ranged from loss of network credibility, and too much unpleasant news, to the prime-time access rule. Whatever the explanation, the fact remained that in a year when both the use of sets and number of sets in use increased substantially, network viewership was down in half of the cities.

The number of 'courageous' documentaries presented by the networks declined, the report says, and the network prime time allotted to regularly scheduled news and public affairs went from an hour a week in 1970-71 to zero hours in 1971-72.

Locally, however, the scene was "some what brighter." Of news and public-affairs directors reporting to the survey, 63% had larger budgets, 47.5% had larger staffs and 39.7% had more time at their disposal in 1970-71, and "the rest were holding their own." Special du Pont correspondents reported neither more nor less time being devoted to news, but "substantially more local documentaries and public-affairs programs" in almost half of the cities.

The report notes a resurgence in so-called "happy-news" formats, stemming from increased competition, and admonishes: "The choice before the nation's electronic newsmen sometimes seemed to be: Do what you know you should and, for the moment, lose listeners and cash; or ignore your own best instincts—make money—and risk, perhaps a long way off, a well-deserved oblivion."

The survey reviews the attacks on broadcast journalism by representatives of the Nixon administration, newsmen's countercharges that the administration was deliberately trying to discredit the press. Moreover, it reports that "concern was just as deep on the local level [as on the network level], contradicting the administration's assumption that station owners and news directors had no interests beyond the parochial."

The study reports striking increases in local time devoted to political coverage and consumer programs, the latter "all the more striking in view of the possibility of inflicting pain on advertisers and getting hurt in return was immediate." And some advertisers did react: "On the local stations, instances of attempted interference by advertisers reported to the survey took a sharp upturn." For the most part, apparently, the attempts did not succeed. It the network level, news executives said "their product had never been harder to sell." Richard S. Salant, president of CBS News, is quoted as saying he expected his department's returns to fall $20-million short of expenditures in 1972.

The survey faults the networks on many points in their coverage of the political conventions, but also concludes

Later data cited. NBC researchers said last week the du Pont-Columbia survey of broadcast journalism (see this page) was right to report decline in audiences for the three networks' evening news broadcasts a year ago but that recent figures show the losses have been reversed—perhaps too soon. The du Pont-Columbia survey, using Nielsen figures for February 1971-72, put the loss at about 900,000 homes, from 25.6 million homes to 24.7 million. NBC said Nielsen data for October-December showed network drop of about 600,000 homes in the fourth quarter of 1971—from 23.02 million homes per average minute in 1970 to 22.42 million in 1971—but that October-December 1972 ratings put the total at 24.52 million, a gain of 2.4 million from 1971 and 1.8 million more than in 1970.
"WGN? It's like an old friend. I listen to it in the car. I watch it at home...I guess if you live in Chicago, you can't help tuning in WGN."

WGN is Chicago
Welcome home. Last Monday morning (Feb. 12) when the first returning Vietnam war POW's landed at Clark Air Force base in the Philippines at 3:15 (above), all three commercial television networks covered the event live by satellite. The radio networks also went with live coverage and both radio and TV continued through the week with specials and on-the-spot coverage.

that gavel-to-gavel coverage is a major service: "However confused or perfunctory the job sometimes seemed, however confused or contrived the quasi-events that were covered, whether the politicians or the public wished it or not, television still managed to reveal and inform. In the final analysis, the network coverage had to be accounted a valuable service to the public; the way American politics now worked, it was indispensable."

The du Pont-Columbia jurors, in their "observations," say they are "troubled by the fact that although revenues at the networks are once more increasing, there is no commensurate increase in the time allotted to regular news and public-affairs programming, whether in network or local-station schedules." They acknowledge this is not solely management's fault—that the public and advertisers are also implicated—but also say: "Both the networks and the sponsors would make more plausible their protestations of unjust treatment by government agencies, dissident groups and critics in general if their investment in the worthwhile were more conspicuous on television—regardless of the ratings."

The jurors are especially critical of administration policy against public-affairs programming on public television. And they urge rapid development of cable-TV technology as offering, "over the long haul, the most promising" alternative outlet for news and public affairs programming.

They also "continue to deplore the overcommercialization of radio and TV"; "regret the continued second-class status given to important documentaries [in their scheduling]"; "are appalled" at the infrequency with which documentaries are repeated; "question the continued trend to fragmentize and trivialize the news through gags, jokes and other cosmetic and attention-getting devices" and "continue to find unsatisfactory the apparent rule-of-thumb that says that a given news item must not run more than a limited length of time."

But they "are encouraged," they say, "by the growing number of stations which are giving the public access to the air, particularly those members of the public interested in correcting errors in news and public-affairs programs which heretofore have too infrequently (sic) gone uncorrected."

Jurors in addition to Dean Abel were Richard T. Baker, professor of journalism at Columbia; Edward W. Barrett, director of the Communications Institute, Academy for Educational Development; Dorothy H. Cooney, president of the National Council of Negro Women; John Houseman, director of the drama division at the Juilliard School, Lincoln Center; Sig Mickelson, a former president of CBS News, and Michael Novak, associate professor of philosophy and religious studies at the State University of New York at Stony Brook.

The survey also includes special reports on "Blurred Image in the Electronic Mirror," a campaign analysis that concludes that television failed to attain its potential in 1972 because "the candidates would not use its facilities to educate the voters" and broadcasters were unable to take the initiative on that issue, by Mr. Mickelson; "Notes on the Drama of Politics and the Drama of Journalism," by Mr. Novak; "Radio News—Promise and Performance," by Steve Knoll; "Sports and Television: The Perfect Marriage," by Dick Schaap, and "TV Drama in the USA—The Great Draught of 1971-72," by Mr. Houseman.

The survey, to be published March 5 by Thomas Y. Crowell Co., New York, is issued in conjunction with the Alfred L. du Pont-Columbia University awards in broadcast journalism, announced earlier this year (Broadcasting, Jan. 22).

**NBC will fight AMA over health-care documentary**

Network denies "equal time"; next step for doctors: FCC

The American Medical Association's bid for "equal time" to reply to NBC News' What Price Health? documentary (Broadcasting, Feb. 12) appeared last week to be headed for the FCC after NBC rejected AMA's request on grounds that its charges were "completely without basis."

An AMA spokesman said Wednesday (Feb. 14) that NBC's letter of rejection had not yet been received but that AMA officials were aware of it and he was sure they would appeal to the FCC "at the minimum." A copy of AMA's original request for reply time had already been sent to the commission, the spokesman said.

The request was contained in a 15-page single-spaced letter from Dr. Ernest B. Howard, AMA executive vice president, charging that the one-hour documentary last Dec. 19 "emerged as a virtually unrelieved plug for this familiar non sequitur: The condition of Americans' health is so poor, the costs so inexcusably out of control, the instances of injustice so widespread and the delivery system so inefficient that rescue must come through a radical, federal, top-to-bottom overhaul—and that only."

Dr. Howard repeatedly cited instances of alleged inaccuracies, truth-twisting, "blatant exploitation," reliance on "horror stories" and "deliberate and possibly malicious" omission in a program he said was "nothing more or less than a pitch for the Kennedy-Griffiths health insurance proposal."

In his letter, addressed to NBC President Julian Goodman, Dr. Howard also said: "You in television news are worried now about what may or may not happen to your freedoms. But perhaps your problem lies not in the White House but in your own news room. If What Price Health? represents the standard of your journalistic quality and integrity, I would say you have good reason for concern."

Dr. Howard also said that "as one of the three major sources of nationally televised news, you represent a rare concentration of journalistic power, something in marked contrast to the diversity of the print media," and therefore have a commensurately greater obligation "to be accurate, to be honest intellectually and to offer the public the means to reach some rational conclusions of its own, rather than to give people the dubious benefit of the slick, pre-packaged 'thinking' of your news staff."

In reply, Richard C. Wald, president of NBC News, told Dr. Howard that NBC denied the review program and that "each of the specific statements you question was documented with material based on government studies and re-
ports, AMA data or other equally reputable sources"; that in some cases Dr. Howard was complaining not of inaccuracy but about NBC's choice of statistics and that at other times Dr. Howard seemed to be quarreling about the significance of a particular statistic.

"In any event," Mr. Wald wrote, "we believe the selection of the statistics was entirely reasonable and we are satisfied that the statistics were drawn from reliable sources.

As for general charges of bias, Mr. Wald said the case histories used were "fairly typical, certainly not the worst we could have chosen," and that a number of doctors had since written to tell NBC that they and doubtless everyone else could relate similar instances. He denied Dr. Howard's claim that "the preponderance" of the program's consultants and spokesmen were members of the "Committee of 100" supporting the Kennedy-Griffiths bill; rather, Mr. Wald said, it was the other way around.

He also denied that the program advocated the mishandling of the health care system, saying anchorman Edwin Newman made it clear both that one option was the status quo and that NBC was not taking a position on the merits of proposed solutions.

"It may be that the program's objective," which Dr. Howard had called "noble"—"could have been accomplished differently, in a manner that you would have found more acceptable," Mr. Wald concluded. "We are genuinely sorry that you found the program we did present displeasing. It was, however, an honest, forthright statement well within the bounds of responsible journalism and the proper exercise of journalistic judgment."

He said, "We fully recognize and voluntarily assume our responsibility to present diverse views on important public issues" and "believe that NBC coverage of the era and the impact of health care in news, public affairs and general information programs has dealt fairly with it."

NBC expects to continue to treat the subject from time to time, he said, and "will welcome the participation of AMA officials and members in such a discussion," but "we do not feel your request for 'equal time' for a reply is justified and we are declining that request."

**Policy briefings in March**

The Department of State's annual national foreign policy conference for editors and broadcasters is tentatively scheduled late next month in Washington.

The one-day conferences, held since 1961, are designed to give broadcasters and editors an opportunity to obtain information on foreign-policy issues directly from key government officials.

Any domestic radio or TV network or station, newspaper, magazine or other medium engaged in informing the public about foreign affairs may request an invitation by writing: Director, Office of Media Services, Department of State, Washington, D.C. 20520.

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**Churchnen call for united front against attacks on First Amendment**

Unit of National Council of Churches says Congress should pass shield law, reassert the authority of the FCC

Congress, church groups throughout the U.S. and other national organizations were urged last week to join in defending freedom of the press against unprecedented attacks by the Nixon administration.

The call came from the board of managers of the Broadcasting and Film Commission of the National Council of Churches, which, with a membership of 33 denominations, is said to be the largest Protestant and orthodox body in the country. BFC officials said they were also seeking the support of Catholic and Jewish groups and, among others, the National Educational Association, the National Association of Parents and Teachers and the American Civil Liberties Union.

The Rev. Dr. William F. Fore, executive director of the BFC, said "the present administration is the very first in history to try to change the very structure of the way the press operates—through intimidation, warnings, budget cuts and legal action."

Dr. Fore spoke at a news conference after the BFC board, at its annual meeting in New York, had called upon Congress to pass a newsmen's shield law and reassert the authority of the FCC. The BFC board also said that other organizations should make citizens aware that public access to information has been threatened by governmental attacks on broadcasting and other news media.

The action followed adoption of a resolution last March by the National Council of Churches' general board expressing concern about government encroachment on the rights of public access to information and on the freedoms of speech and press, including broadcasting.

Dr. Fore said: "The First Amendment is under more serious and insidious attack today than any time since the McCarthy era. We are particularly concerned about the recent jailing of reporters for refusing to reveal their sources, government pressure on broadcasters such as the Dec. 18, 1972, speech by Clay T. Whitehead [director of the White House Office of Telecommunications Policy, who in that speech proposed longer licenses and greater renewal protection for stations but said they must be reined in]."

"We are concerned about what they [broadcasters, including allegedly biased network news] and last year's veto by President Nixon of the public broadcasting bill."

Dr. Fore also cited as other elements of what he called "an ominous picture" Vice President Agnew's "attack of two years ago, the Pentagon Papers incident which is still unresolved, the Watergate incident and the lack of real clarity about what happened, the growing insubordin-

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controversial subjects without penalizing the advertiser?"

The BFC said it had written to more than 50 executives of local, state and regional councils of churches, urging them to "develop as broad a community base of support as possible" and then get in touch with their local station management and assure them of the community's interest in "strong, vigorous news" as many sources as possible. The councils were also asked to confirm their views in writing to the stations, with copies to FCC Chairman Dean Burch and to the appropriate network presidents.

The councils then sent copies of Mr. Whitehead's December speech, along with several analyses, and were told in a memo by Dr. Fore: "The tactic being used [by Mr. Whitehead] is to drive a wedge between the local-station management and the network news divisions. Most local stations are eager to have what the Whitehead bill promises. And many may be willing to acquiesce to pressure to reduce the vitality of network news. This tactic must be dealt with locally."

During its annual meeting the BFC board heard Fred W. Friendly, a former president of CBS News, now Edward R. Murrow professor of broadcast journalism at Columbia University, characterized the issue as "the most important story in the country now that the war in Vietnam is, we hope, over."

"We must [perhaps] think it's an intramural fight between broadcasters, the White House and stations," he said in a luncheon speech. "Broadcasters unfortunately have no appetite to share this discussion. . . . What an irony it would be if Americans, who govern themselves by getting an image of reality on which they can act and vote, were to be denied that image because the media doesn't want to talk about it."

### Journalism Briefs

Almost here. March 1 has been set as deadline for submission of entries in Radio and Television News Awards competition sponsored by Radio Television News Directors Association. Awards will be made in following categories: Edward R. Murrow awards for documentation of significant community problem or issue; reporting of on-the-spot news story; investigative reporting, and editorial awards. Entries must have been broadcast during 1972 calendar year and may be submitted by nonmembers. Contact: Dick Wright, award chairman, WTAG(AM) Worcester, Mass.

Deadline deadline. March 31 is final date for entries in New York Deadline Club's annual United Nations Award competition. Competition is open to newsmen from all countries and is for distinguished UN coverage. Winner will be announced May 23. Contact: Deadline Club Awards, c/o Leigh Smith, 39th floor, One Gulf & Western Plaza, New York 10023.

### Media

**Van Deerlin casts skeptical eye on renewal relief**

He says longer it waits for vote, less chance it has; he's also critical of OTP bill and OTP

Congressman Lionel Van Deerlin (D-Calif.) said last week—half seriously—that license-renewal legislation being promoted in Congress by the National Association of Broadcasters may have more co-sponsors than it needs votes (218) to assure passage in the House. Moreover, he told a news conference at the National Association of Television Program Executives meeting in New Orleans, if put to a vote today, renewal relief would carry—presumably, with no help from Mr. Van Deerlin.

Whether that situation will obtain after hearings and in the face of counter-lobbying by minority and public-interest groups is another matter. Mr. Van Deerlin said. Although asserting that he is trying to keep an open mind on the subject, the California congressman's lack of enthusiasm was evident. He said that only a few licenses have been lifted while thousands have been renewed, making it clear that he felt no urgency to protect licensees. He also recalled the experience of Senator John O. Pastore (D-R.I.), who was labeled a racist after he proposed license-protection legislation in 1969. That lesson will not be lost on any legislator with minorities among his constituents, Mr. Van Deerlin said.

Mr. Van Deerlin was particularly critical of the renewal legislation proposed by Clay Whitehead, director of the Office of Telecommunications Policy. He ridiculed its provisions for a "reasonably good-faith effort" in matching performance to promise, saying such a test set lower standards than were required for a license in the first place. Mr. Van Deerlin also said that Mr. Whitehead's Indianapolis speech tying license-renewal relief to affiliate policing of network programming had virtually assured a hostile reception from the congressional majority.

Continuing his criticism of the OTP, Mr. Van Deerlin:

* Said that Mr. Whitehead's intent was to regulate, although his job was only to advise.
* Predicted the OTP director would get a "warm reception" the next time he appears before the House Communications Subcommittee.
* Reflected on the OTP's lack of professional broadcast background, pointing out that only two of a 58-member staff had commercial radio-TV backgrounds.
* Conceded Mr. Whitehead does speak for the President, noting that "the whole effort is orchestrated by the White House" and that "the media has to be orchestrated." According to Mr. Van Deerlin, the primary orchestrator is a presidential aide, Patrick Buchanan.

Back on the subject of license renewals and speaking of one license that was challenged successfully—that of WLBT-TV Jackson, Miss.—Mr. Van Deerlin praised the early efforts of the Office of Communication of the United Church of Christ. That organization's more recent activities have not won the congressman's favor. He referred to some of the recent license challenges as "almost whimsical," and said that the Office of Communications had lent its support to questionable causes.

Addressing two programing issues, Mr. Van Deerlin said:

* The prime-time-access rule has had too short a test for long-range judgment to be made of its effectiveness. And in any event, he predicted, the FCC will not opt to abandon it.
* Pay TV on cable is a "defensible use of the medium"—an opinion held not only by Mr. Van Deerlin, but also, he said, by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). Mr. Macdonald was on the West Coast last week inspecting a pay-cable system in San Diego.

Richard Krolik, Mr. Macdonald's special assistant for communications matters who accompanied the congressman to San Diego, said last week that Mr. Macdonald was particularly impressed by one aspect of the pay-cable installation, owned by Optical Systems Inc. and used in conjunction with a CATV system owned by Cox Cable Communications. The fact that the system could be operated only through the use of a special card, Mr. Krolik said, satisfied Mr. Macdonald's concern that adult movies on pay-cable could be made available to children. (Other installations lease channels to subscribers, who are charged a flat monthly fee and who may view the channel at any time.)

### CBS orders women to be given even break

It elects Mrs. Tree to top board, creates special group counselors; Taylor passes directive to staff

CBS last week named a woman to its board of directors, appointed another as "woman counselor" to its broadcast division and circulated a policy statement asserting the intention to accord equal opportunities to women and men.

The new director is Marietta Tree (see page 57). The new counselor is Kay Wight Bovers, promoted from manager of CBS Broadcast Group audience services (see below). The policy statement came from Arthur Taylor, president, and was sent to all employees.

Mr. Taylor said CBS was trying to accelerate the hiring and promotion of women. He cited training programs, management courses and revisions of CBS's "career inventory system" that is intended to detect executive potential among employees.

The position of woman counselor, to which Ms. Bovers was appointed in the Broadcast Group, will also be created in other groups within the company. It is
And it's about enthusiasm. The enthusiastic awareness of being an important, involved part of the community. The broadcast community . . . and the community of listeners to their - to our - radio signals. Enthusiasm is what makes RKO Radio people important.

And RKO Radio people are what make RKO Radio stations important.

RKO Radio people . . . from secretary to station manager . . . from operator to operations director . . . from the mail room to the master control panel. ALL play an important, enthusiastic role in the community of communicators who make up the finest radio stations heard from coast to coast . . . RKO Radio stations.

RKO RADIO PEOPLE . . . ABOUT THE BEST!
intended, said Mr. Taylor, “to provide
a working and responsive apparatus
to deal with the gripes, the hopes and the
aspirations of woman employees.” Ms.
Hovers and Harvey Struthers, vice presi
dent and management development ex-
ecutive with the Broadcast Group, will
work with Boyle Kirman Associates,
New York consultants, in a program
designed to promote the employment of
women “in meaningful and responsible
positions.”

WTMJ stations, cable
put in new subsidiary

The Journal Co., Milwaukee, licensee of
WTMJ-AM-FM-TV Milwaukee and pub-
lisher of the morning Milwaukee Sentinel
and evening Milwaukee Journal, is re-
structuring its corporate operation. The
broadcast and newspaper properties, now
operating as divisions, will be spun off
into separate incorporated subsidiaries of
the corporate parent, which will remain
The Journal Co.

Under the new organization, WTMJ
Inc. will operate WTMJ-AM-FM-TV and
teltron, a cable-TV business with sys-
tems in Stevens Point, Stettin and Wausau,
all Wisconsin. Newspapers Inc. will op-
erate the Milwaukee Sentinel and Mil-
waukee Journal. Each subsidiary will
have its own officers and boards of
directors.

The proposed changes are to be sub-
mitted to the board of directors of The
Journal Co. March 6. The changes, as
they affect the broadcast properties, also
are subject to approval by the FCC.

Getting under way
on KRLA Los Angeles

FCC slates oral argument for remaining
seven applicants for 1110 frequency
that has been up for grabs since 1954

The FCC will hold two days of oral
argument March 19 and 20 on the nine-
year-old comparative hearing involving
1110 kHz Los Angeles, on which KRLA-
(AM) is now operated on an interim
basis by nonprofit Oak Knoll Broad-
casting Corp.

The order setting the oral argument
confirms reports that the field of com-
petitors, which originally numbered 20,
is now down to seven (“Closed Circuit,”
Feb. 12). The commission excluded the
two remaining applicants proposing less
than the maximum 50-kw power —
Charles W. Jobbins and Topanga Malibu
Broadcasting Co.—from the list of those
who will participate.

The commission’s review board on
May 26, 1971, had denied all of the re-
mainiog applications except Orange Ra-
dio Inc.’s, of Fullerton, Calif. However,
it remanded Orange’s application to the
administrative law judge for a further
hearing on character-qualification issues
involving Robert A. Maheu, an Orange
principal who is a former public-rela-
tions consultant for billionaire industrialist
Harold Hughes.

The commission, which ordered the
oral argument in response to appeals
from six of the applicants (appeals of Mr.
Jobbins and Malibu were denied), di-
rected the parties to discuss two ques-
tions in their presentations:

* Whether the review board’s “theory
of the case”—that it was not necessary
to make findings and conclusions on
each of the issues specified in the desig-
nation order—is valid for a disposition
of the case.

* And whether the review board com-
mitted a prejudicial error in taking of-
ficial notice, in the manner it did, of
material regarding the technical opera-
tion of Oak Knoll and its predecessor,
Eleven Ten Broadcasting Inc., and
whether the record is sufficient with-
out the use of that material.

The parties, which will be given 45
minutes each to present their arguments
(some of their principals), are
Goodson-Todman Broadcasting Inc.
(Mark Goodson and Bill Todman), Pa-
cific Fine Music Inc. (A. Arthur and
Jean E. Crawford), Crown City Broad-
casting Co. (Donald McBain and Mar-
shall S. Neal), and Voice in Pasadena
(Robert E. Lovett)—whose representa-
tives will appear on March 19—and
Western Broadcasting Corp. (Bob Hope),
Pasadena Broadcasting Co. (Mitchell B.
Howe and Peter Davis), and Orange
Radio (Mr. Maheu and Frank W. Gay),
whose representatives will appear on the
following day. The Broadcast Bureau
will also appear on the 20th.

The frequency has been without a reg-
ular occupant since Eleven Ten left it
in 1964. The commission two years
earlier had denied it a renewal of license
on charges it broadcast fraudulent con-
tests. Oak Knoll, under the terms of its
interim grant, has been turning over its
profits to noncommercial KcET(TV) Los
Angeles and other nonprofit institutions.

Changing Hands

Announced

* WLBE-AM-FM Leesburg-Eustis, Fla.: Sold by Edwin Mead and others to Miami Mission Association for $506,000. Donald G. Manuel is president of the buying organization, a nonprofit group with no other broadcast interests. WLBE-
(AM) operates full time on 790 kHz with 5 kw day and 1 kw night. WLBE-FM is on 106.7 mhz with 50 kw and an an-

* WABO(AM) Cannonsburg, Pa.: Sold by Universal Broadcasting Co., Lawrence Brandon, president, to the Rev. John Mortenson and others for an estimated $250,000. Mr. Mortenson and the members of his family own, through Christian Broadcasting Co., WTOP(FM) Canton, Ohio; WHK(FM) Erlanger, Ky.
(Cincinnati), and WEMM(FM) Hunting-
ton, W. Va. Wabo operates daytime on

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73-12

Broadcasting Feb 19 1973

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Dakota sale prompts media-control charge

KTHI-TV cites buyer's broadcast-newspaper holdings

The proposed acquisition of two South Dakota television stations by Fargo, N.D., communications firm was opposed last week by a broadcast competitor, claiming that FCC approval of the purchase by the Forum Co. would create an even greater concentration of media control than now exists.

Spokane Television Corp., licensee of KTHI-TV (ch. 11) Fargo, asked the FCC either to designate the sale for hearing or to deny it outright.

Forum proposes to purchase KSOO-TV (ch. 13) Sioux Falls and KCOO-TV (ch. 9) Aberdeen, both South Dakota, from KSOO-TV Inc. for $2,225,000 (Broadcasting, Dec. 11, 1972). Forum is already licensee of WDAY-AM-FM-TV Fargo and WDAZ-TV Devils Lake, both North Dakota, and it publishes the Fargo Forum, a dominant daily newspaper in the area.

Spokane Television emphasized that it is not opposed to newspaper ownership of broadcast properties. But, it said, in this case the situation that could result from the sale would be so adverse to Forum's competitors that the transaction should be denied. It noted that WDAZ, a satellite of WDAY-TV, has a service area that substantially overlaps that of the Fargo station. Since time on the two stations is sold only on a package basis, it said, Forum has become the beneficiary of "a unique situation perhaps unparalleled anywhere else in the country" in that it has the capacity to blanket a single geographic area with two separate television signals.

KTHI-TV, an ABC-TV affiliate, has failed to show a profit in four years under its present ownership.

How Chicago radio split the $49-million pot

Gross advertising revenues of Chicago radio stations were up by about 8% in 1972, with WGN(AM) again taking first place, according to estimates published in the Chicago Tribune last Wednesday (Feb. 14).

The increase, according to Tribune columnist George Lazarus, "would push total revenues for the 30-plus Chicago radio stations, both AM and FM, to nearly $49 million for the year."

Following are the Tribune estimates of 1972 revenues (1971 revenues in parentheses): WGN, $11 million ($10.25 million); WLS(AM), $6 million ($5 million); WBBM(AM), $4.75 to $5 million ($4.25 million); WIND(AM), $3 million to $3.5 million ($2.8 million); WYON(AM), $3.3 million ($2.8 million); WMAG(AM), $2.75 million ($1.9 million); WCFL(AM), $2 million to $2.5 million ($2.75 million); WAIT(AM), $2.2

MIDWEST

AM DAYTIMER — $310,000 on terms to be negotiated. Price includes combination studio-transmitter site.

FM — in single station market of 10,000 population. Station is under-developed. Price: $150,000 on terms.

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EEOC also upholds blacks' complaints against NBC's Washington stations

Earlier in month, WRC-AM-FM-TV were charged with discriminating against women; now they are accused by commission of racial bias in employment practices.

For the second time in two weeks, the U.S. Equal Employment Commission has found "reasonable cause" to believe that NBC's WRC-AM-FM-TV Washington have violated the Civil Rights Act.

The EEOC, acting on complaints filed by five black or former WRC workers, said the stations discriminated against blacks in hiring, job placement, wages, training and promotions, and by harassing blacks either of their race or because of their participation in groups that opposed discrimination.

The earlier discrimination complaint was lodged by women employees at the station. The commission upheld their charges that the stations discriminated against women in hiring and promotion practices. The commission also supported a racial-discrimination charge the women had brought (BROADCASTING, Feb. 5).

Local NBC officials responded to the commission's findings last week as they did to the earlier ones—denying that the stations practice discrimination and asserting, on the contrary, that they are among the leaders in the broadcasting industry in implementing an affirmative-action employment program.

The commission based its finding of discrimination in hiring on statistical data; it noted that although the District of Columbia is 70% black and the metropolitan area 25%, black employees account for only 17% of the stations' employees.

It also said that the stations' policy of requiring prior related job experience of job applicants has "a disproportionate impact upon blacks" and violates the law, "in the absence of a business justification" for such a policy.

That stations' policy of relying on job referrals by employees as a recruitment method was also said to be a violation. "Given the virtually all-Anglo character of [the stations'] work force," the commission said, "the foreseeable result is that fewer black than white applicants will be referred for employment."

The commission also cited statistical data in support of its conclusion that the stations discriminated in job placement and wages (100% of the laborers are black, 5% of the managerial and executive ranks are black), as well as findings that entering black employees with qualifications similar to those of whites are assigned lower-paying job qualifications.

The commission, in finding the stations guilty of harassment, cited the case of one of the complainants whose attitude and job performance "deteriorated" as a result of the stations' "deliberate acts designed to discourage and stifle charging party because charging party was not wanted in any white job category [film editing]." The complainant was fired, reinstated by the union, then fired again, according to EEOC.

The commission also said that during the time blacks at the stations were participants in groups "which opposed discriminatory practices against blacks, and advocated finding solutions to these problems," the stations maintained "detailed records" on them. The commission added that the record included a daily account of all moves the parties made, "ranging from exact time of arrival and departure to all telephone calls, all conferences, all errors in job performances and outside activities."

EEOC also said that stations ultimately discharged or disciplined the complainants, and concluded that since whites in similar situations were not treated the same way, the stations' conduct "was intimidating and oppressive."

Several other complaints were rejected by the commission—that the stations denied blacks the same employment opportunities given whites in vacation-relief positions, discriminated against blacks in promotions and denied two of the complainants promotions.

NBC, in its reaction, said EEOC reached its conclusions "by citing highly selective facts and erroneous information," while ignoring the stations' "outstanding" record in employment.

Ned Ryan, publicity and press manager for NBC's Washington stations, said that WRC-TV employs more blacks than any other television station in the country and that the percentage of minority employees exceeded the percentages cited by EEOC—professional and administrative, technicians and sales personnel—exceeds that at 82% of comparable stations.

He also said that minority employees constitute 34% of professional and administrative employees at WRC-TV and that minority employees received 53.5% of all promotions at NBC Washington last year, when minorities accounted for 37.7% of all new hires.

Mr. Ryan also said it is inappropriate to refer to the EEOC statement as a "decision," since no hearings were held and no witnesses testified. "The report has no legal effect," he noted.

However, the EEOC machinery provides for an effort to conciliate the differences between the stations and the complainants. If that effort—which will be undertaken by a representative of the EEOC office—fails, the parties or EEOC could submit the stations into compliance with the commission.

The EEOC complaints by the women and blacks do not exhaust those filed against NBC's Washington stations. One, still pending, was filed last year—by a group of white men, who allege that the stations discriminate in favor of women and blacks.

FCC judge says WIFE should lose license

Tactics in 1964 Senate campaign are one reason; compelling applicant in Indianapolis favored for grant; other Burden stations in clear

An FCC administrative law judge worked his way through 20 issues raising serious questions about the manner in which Don Burden has run his radio stations in Indianapolis, Omaha and Vancouver, Wash., and decided that most of the charges involved were either unfounded or, if substantiated, of minor significance.

But Judge Chester F. Naumowicz Jr. found substantial evidence of wrongdoing under two of the issues, both involving WIFE (AM) Indianapolis's coverage of the 1964 Indiana Senate campaign. And this was enough "to tip the balance"—to persuade him to recommend denial of Mr. Burden's renewal application for the station and in part of the competing application of Indianapolis Broadcasting Inc., which is composed of area businessmen.

Judge Naumowicz found that WIFE had in effect attempted to give Senator Vance Hartke, then running for re-election, free time by broadcasting substantial numbers of free political spots in his behalf under the terms of a "sham contract," and that the station's news staff, acting under orders, slanted their reports to favor the Hartke candidacy.

This performance, Judge Naumowicz said, "was wholly unacceptable" and constitutes actions that are "serious in the extreme."

However, he held that the evidence does not support the conclusion that Mr. Burden was aware of the wrongdoing. Judge Naumowicz placed the blame in both instances on the station's general manager, Ronald Rowan, and said the judge concluded that Mr. Burden's aide, Steve Brown, knew of the news slanting.

(Judge Naumowicz noted in his findings that in December 1969, Senator Hartke's office requested that a bill for the spots be submitted. At that time, the judge said, the station's logs for September 1964 were not available, so a bill covering only the spots broadcast in October and November was sent. The bill, for $3,265, was paid in May 1970.)

Judge Naumowicz held that although Mr. Burden failed to review the day-to-day operations of his station, that reflects a flaw in his managerial ability rather than in his character. And Mr. Brown's failure to take "prompt effective action" to halt the news slanting, Judge Naumowicz added, "reflects discredit" on the station, but "does not require the drastic conclusion that the applicant wholly lacks the character qualifications demanded of a commission licensee."

As a result, Judge Naumowicz said the licensee's character qualifications had not been "discovered" and he recommended renewal of the other licenses involved in the hearing—those for WIFE-

Broadcasting Feb 19 1973

$2.4 million; WJJD(AM), $2.1 million ($1.75 million); WBBM-FM, $1.1 million ($800,000); WORT(AM), $1.1 million ($1.2 million); WPMT(FM), $1.0 million ($900,000); and WWUS(AM), $1 million ($1 million).

WVSN was the only station supplying its revenue figures for the Tribune survey. Others came from industry sources.
In eighteen years or so, this child may be competing with hundreds of others for the same job.

By the time this child is grown, our nation’s workforce should total 106 million persons. A net increase of 27 million jobs by 1990.

How will they be created?

Foreign trade in the 1960’s generated from 600,000 to 900,000 new U.S. jobs.

One way is through further expansion abroad. The more a company expands abroad the greater its growth in domestic employment.

In the 1960’s, U.S. multinational companies increased domestic employment at a higher rate (31.3%) than the national average (12.3%).

Another way to create more jobs here is to increase exports.

Foreign trade generated from 600,000 to 900,000 new jobs for Americans during the 1960’s, when U.S. multinational companies increased exports by 180% while the national average went up 53.5%.

Thousands of patents are held by U.S. multinational companies. Many, as in our case, originated abroad and are used here to develop new business.

Conversely, many are used abroad—with a portion of the profits from new sales remaining there. This helps create new jobs, new purchasing power, new taxes, new technologies and increased exports.

Restrictions on foreign expansion and repeal of tax credits could inhibit future growth of U.S. economy.

Some of the profits, of course, accrue here as an important contribution to the U.S. balance of payments.

Restrictions on foreign expansion, on imports and the transfer of technology, and the repeal of tax credits for payment of foreign income taxes, could seriously inhibit multinational companies’ contributions to U.S. economic growth.

This could reduce earnings, especially those funds for research and development and domestic expansion—from which spring new products and new jobs. Not to mention increased exports.

So if our nation takes the position that growing companies like ours are today, in effect, exporting jobs—something we would never condone—there may one day be a lot more 18-year-olds than there are jobs for them.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

ITT SERVING PEOPLE AND NATIONS EVERYWHERE
greater freedom of action for the individual licensee, brings about poorer service to your listening and viewing public," he said, "the result inevitably will be—some day—a different commission, a different administrative attitude and, as sure as night follows day, a different and far more restrictive scheme of regulation.

"And frankly, you would deserve it."

The commissioner, who heads the commission’s re-regulation task force, expressed confidence that broadcasters will accept responsibility. "My belief in this regard begins with the premise that, despite all of its alleged faults and imperfections and despite all of current rhetoric to the contrary, our system of broadcasting is still far and away the best in the world. And I believe the guts of that system lies not in government dictation and control but in private ownership and private initiative."

Coal miners, vegetarians, AIM and Martin-Trigona all lose fairness cases

In separate rulings, FCC rejects their appeals for reply time

A Charleston, W. Va., public-interest law firm’s fairness-doctrine complaint against a state-operated radio network’s presentation of institutional advertising for the coal-mining industry has been denied by the FCC. The commission’s action highlighted a busy week for the agency in passing judgment on several unrelated fairness cases.

The commission’s action on the coal-mining spots affirmed a December 1971 Broadcast Bureau ruling dismissing a complaint by the Appalachian Research and Defense Fund Inc. against the Mountain Sports Network, an arm of the state-owned University of West Virginia, Morgantown. The complaint alleged that spots placed on the network, which feeds university sports events coverage to 25 radio stations, by the West Virginia Coal Association presented only the mine owners’ side of the controversial issue of mine safety. The complaint was filed on behalf of four mining organizations. It sought free time on the network to offer rebuttal to the spots’ contention that coal, West Virginia’s economy, and safety are inseparable.

The commission refused to accept the law firm’s argument that its complaint should be accepted on the basis of a 1968 FCC decision, which declared that networks are responsible for fairness obligations incurred in the programming they feed to their affiliates. The commission said the immediate case does not fall under this precedent because the 1968 decision applied to the three commercial TV networks, which own and operate affiliated stations that carry their programming. The commission agreed with the Broadcast Bureau’s conclusion that a forced presentation of response time on the Mountain Sports Network would place an undue burden on the network’s limited commercial time.

In another action, FCC Complaints and Compliance Division Chief William B. Ray dismissed two separate fairness complaints by Accuracy in Media Inc. against public broadcasting’s treatment of Southeast Asia issues—one directed against the National Public Affairs Center for Television and the Public Broadcasting Service, and the other non-commercial WNET-TV New York. AIM claimed that the NPACT-produced program, Special Report: The President in Vietnam, which was carried by PBS last April, presented a biased, anti-administration viewpoint of the Vietnam conflict that was not balanced by pro-American commentary. It asked that NPACT be required to produce another program embodying the administration’s position on the issue. The complaint against WNET-TV concerned the May 1972 program, Free Time, which AIM claimed presented a “completely unbalanced and violent assault” on the President’s Vietnam policies. A second WNET-TV program, also broadcast in May, featuring anti-war activists Jane Fonda and Tom Hayden was also named in the complaint.

Responding to both complaints, Mr. Ray concluded that PBS and WNET-TV had given balanced commentary on the Vietnam issue in their general programing. He noted that the fairness doctrine does not require that a particular issue be balanced equally within a given program.

Mr. Ray also referred to a commission action last month, in which it asked for comments on its authority to enforce congressional standards for objectivity on the Corporation for Public Broadcasting (BROADCASTING, Jan. 29). In that action the commission said it could not determine Congress’s intent in writing the objectivity standards into the Public Broadcasting Act. Mr. Ray emphasized that action in rejecting AIM’s request

Aim of re-regulation: freeing broadcasters to do better jobs

FCC Commissioner Richard E. Wiley, who for months has been giving broadcasters the good news about the commission’s re-regulation policy, last week dispensed some bad—or at least sobering.

The commission’s policy, he told the South Carolina Broadcasters Association, meeting in Columbia, is designed to assist broadcasters to meet the legitimate needs of the nation’s citizens. But if broadcasters regard it as “an invitation to sloth, greed and consuming self-interest,” they will be inviting trouble.

“If re-regulation, and concomitantly

More bills. A total of 83 license-renewal bills have now been introduced in Congress. The latest additions to the list are: H.R. 4148 by Gus Yatron (D-Pa.), S. 822 by Clifford Hansen (R-Wyo.) and Gale McGee (D-Wyo.), S. 844 by William Scott (R-Va.) and S. 848 by Ernest Hollings (D-S.C.).

There have also been addition newsmen’s-privilege bills offered in the House. The measures are: H.R. 3964 by Paul Findley (R-M.), H.R. 3975 by Robert Gialmo (R-Conn.), H.R. 4020 by Dawson Mathis (D-Ga.), H.R. 4035 by Donald Mitchell (R-N.Y.), H.R. 4135 by Charles Whalen Jr. (R-Ohio) and five co-sponsors and H.R. 4275 by Edward Patten (D-N.J.).

In other broadcast-related legislation, H.R. 4065, introduced by Benjamin Rosenthal (D-N.Y.), Robert Roe (D-N.J.) and Patricia Schroeder (D-Colo.), would establish an Office of Consumer Affairs in the Executive branch and an Independent Consumer Protection Agency to represent interests of consumer before government agencies.

Broadcasting Feb 19 1973
What's a little 2 year old bird doing in show biz?

Glad you asked...
The Hobbit  
(A Rankin & Bass Production)  
Written by J. R. R. Tolkien

A Doll's House  
By Henrik Ibsen  
Jane Fonda  
Edward Fox—Trevor Howard  
Delphine Seyrig—David Warner  
Produced by John Heyman  
Directed by Joseph Losey  
Screenplay by David Mercer

A War Of Children—The new CBS Tuesday Night Movie starring Vivien Merchant—John Ronane—Special guest star Jenny Agutter  
Executive Producer—Roger Gimbel  
Produced and directed by George Schaefer  
Written by James Costigan  
Filmed on location in Dublin and Belfast

Truman Capote's  
The Glass House—Currently in theatrical release in Europe starring Vic Morrow—Clu Gulager—Billy Dee Williams—Kristoffer Tabori—Dean Jagger—Alan Alda  
Executive Producer—Roger Gimbel  
Produced by Robert W. Christiansen and Rick Rosenberg  
Directed by Tom Gries  
Teleplay by Tracy Keenan Wynn  
Story by Truman Capote and Wyatt Cooper

Brand New Life—The ABC Movie of the Week starring Cloris Leachman—Martin Balsam  
Marge Redmond—Gene Nelson—Mildred Dunnock  
Wilfrid Hyde—White  
Produced by Robert W. Christiansen and Rick Rosenberg

Alec Guinness—Simon Ward in  
Hitler: The Last Ten Days  
Produced by John Heyman  
Directed by Ennio de Concini  
Written by Ennio de Concini, Maria Pia Fusca and Wolfgang Reinhardt  
Adapted by Ivan Moffat  
A Paramount release

A Franco Cristaldi—Fernando Ghia Production  
Sarah Miles—Jon Finch  
Richard Chamberlain as "Lord Byron" in Robert Bolt's  

Lady Caroline Lamb  
John Mills—Margaret Leighton—Pamela Brown  
Silvia Monti—Ralph Richardson and Laurence Oliver  
Executive Producer—Franco Cristaldi  
Producer—Fernando Ghia  
Written and directed by Robert Bolt  
A United Artists release

Marco—A Rankin/Bass Production  
Desi Arnaz, Jr.—Jack Weston and Zero Mostel as Kublai Khan  
Directed by Seymour Robbie  
Screenplay and lyrics by Romeo Muller

Counterpart  
Produced by Eugene S. Jones and Natalie R. Jones  
Directed by Eugene S. Jones  
A E. S. J. Productions, Inc.  
Currently before the cameras in Africa

Donald Sutherland—Jennifer O'Neill in  
The Master  
with Robert Duvall—Patrick Magee  
Produced by Alan Steele  
Directed by Tom Gries  
Screenplay by Alan Trustman and Harry Kleiner
is doing it all!
<table>
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<th>Title</th>
<th>Description</th>
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<tr>
<td>James Michener’s <em>The Source</em></td>
<td>To be filmed in Israel. Written by Fay and Michael Kanin. In development with NBC.</td>
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<tr>
<td>Paul Gallico’s <em>Small Miracle</em></td>
<td>Starring Vittoria de Sica. Written by Paul Gallico. Hallmark Hall of Fame.</td>
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<tr>
<td><em>Behind Prison Walls</em></td>
<td>On Location with Truman Capote inside San Quentin Prison. Two 90-minute ABC Late Night World of Entertainment.</td>
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<td><em>We Two</em></td>
<td>Created and written by Rod Serling. Directed by Carl Reiner. Starring Herschel Bernardi. Pilot in development with CBS.</td>
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<td><em>Adventures In Life</em></td>
<td>Broadcast in association with Encyclopedia Britannica Educational Corporation. Pilot in development with NBC.</td>
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<td><em>Are You Losing Your Mind?</em></td>
<td>In association with Bristol Myers. Produced by Kay Hoffman.</td>
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<tr>
<td><em>Conquista G E Monogram</em></td>
<td>In 14th century America came the Spanish conquistador seeking riches. They left behind a singular gift that created the American West—the horse.</td>
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<tr>
<td><em>Big Ditch G E Monogram</em></td>
<td>In story and song the rousing tale of the Erie Canal.</td>
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<tr>
<td><em>On Location With Alan King In Las Vegas</em></td>
<td>ABC Late Night World of Entertainment.</td>
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**Hurok Concerts**

**Sopranos**—Sheila Armstrong, Giulia Barrera, Grace Bumbry, Mary Costa, Gilda Cruz-Romo, Victoria De Los Angeles, Ute Do Vargas, Carol Farley, Rossana Furti, Leyla Gencer, Raina Kabayanskaya, Louise Lebrun, Berit Lindholm, Adriana Maliponte, Carol Neblett, Maria Pellegrinit, Roberta Peters, Galina Vishnevskaya, Claire Watson, Joann Yockey

**Mezzo Sopranos**—Janet Baker, Claudine Carlson, Nedda Case, Joann Grillo, Susanne Marsee, Nell Rankin, Anna Reynolds, Shirley Verrett

**Tenors**—Luigi Alvat, Heige Brilioth, Giuseppe Campora, Richard Cassilly, Sergio Di Amorim, Pier Miranda Ferraro, Nicola Gedda, Raymond Gibb, Charles Hindsley, Grayson Hirst, Richard Knesst, Jerome Lomonaco, Jan Peerce, Alberto Remedios

**Baritones**—John Fioritot, Richard Fredricks, Robert Goodloe, Douglas Lawrence, Louis Quilico, Guillermo Sarabia, Mario Sereni, Enzo Sordellotto

**Bass-Baritones**—Andrij Dobriansky, James Morris

**Bass**—Ezio Flagello, Jerome Hines, John West

**Violinists**—Daniel Heifetz, Leonid Kogan, Gidon Kremer, Sergiu Luca, Nathan Milstein, David Oistrakh, Igor Oistrakh, Itzhak Perlman, Isaac Stern, Henryk Szeryng, Wanda Wilkomirska, Pinchas Zukerman

**Flute**—Elaine Shaffer


**Cellists**—Yo-Yo Ma, Leonard Rose, Mstislav Rostropovich, Jeffrey Solow, Christine Walevska

**Harpsichordist**—Kenneth Gilbert


**Guitarists**—Paco De Luciat, Aliro Diaz, Michael Lorimer, Andres Segovia

**Stage Directors**—George Londont, James Luast, Fabrizio Melanot


**Choruses**—The Vienna Choir Boys, The Roger Wagner Chorale

**Orchestras**—Houston Symphony Orchestra, Lawrence Foster, Music Director, National Symphony Orchestra*, Antal Dorati, Music Director, Milwaukee Symphony Orchestra, Kennet Schermerthorn, Music Director, Vienna Johann Strauss Orchestra, National Symphony Orchestra of Turkey

**Chamber Orchestra**—I Solisti Di Zagreb*, Slovak Chamber Orchestra

**Special Attractions**—Trio: Eugene Istomin, Piano; Isaac Stern, Violin; Leonard Rose, Cello; *Trio: Daniel Barenboim, Piano; Pinchas Zukerman, Violin; Jacqueline Du Pre, Cello; *Trio: Vladimir Ashkenazy, Piano; Itzhak Perlman, Violin; Lynn Harrell, Cello; Duo: Vladimir Ashkenazy, Piano; Itzhak Perlman, Violin; *Duo: Daniel Barenboim, Piano; Pinchas Zukerman, Violin; Marian Anderson, Lecturer and Narrator; Jose Ferrer, Narrator; Joshua Rifkin, and The Piano Rags of Scott Joplin;* Emlyn Williams as Charles Dickens; Pirandello’s, ‘‘”Henry IV”’’ starring Rex Harrison

**Jazz, Popular & Folk**—Kellie Greene, Jazz Pianist; Nana Mouskouri and the Athenians

**Hurok Speakers Groups**

**Civil Liberties**—Fr. Bill Cunningham, Dr. Robert J. Lifton, Prof. Herman Schwartz; *Penal Reform*—Fr. Bill Cunningham, Prof. Herman Schwartz, Piri Thomas; *Minority Rights*—Clifford Alexander, Betty Shabazz, Piri Thomas; *Women’s Rights*—Dr. Lionel Dell’Olio, Marja Mannes; The Family—Dr. Lionel Tiger; *Marriage & Divorce*—Marja Mannes; *Education*—Jonathan Kozol, Dr. Paul Weiss; *Communications*—Douglas Edwards, Roger Grimsby, Charles Kuralt, Jim Jensen, Av Westin; *Ecology*—Roger Caras, Religion—Peter Rowley, Dr. Paul Weiss, The Occult—Prof. Hans Holzer, Mark Stone; *Futureology*—James Shuman; *The Future of Space*—Frederick Ordway; *War & Aggression*—Dr. Robert J. Lifton, Dr. Lionel Tiger; *Sports*—Frank Gifford, Helen Springborn, Bud Wilkinson; *Art*—Mme. Rosamond Bernier, Earl Rieback; Music—Marja Mannes, Gershon Kingsley, Jan Peerce, Dr. Paul Weiss, *Literature*—Christopher Lehmann-Haupt, Marja Mannes, Peter Rowley; *Theatre*—Roscoe Lee Browne, Viveca Lindfors, Anthony Zerbe; *Films*—Jerry Lewis; *Composer*—Mary Rodgers; *Management Consultant*—Betsy Hogan

**Magna Artists Corp.**

(A subsidiary of Hurok Concerts Inc.)

David Buskin, Harry Chapin, Tim Hardin, The Edwin Hawkins Singers, Ian And Sylvia, Thad Jones / Mel Lewis Orchestra, Jubal, The Kris Kristofferson Show, with Special Guest Star, Rita Coolidge, Mickey Newbury, The New York Rock Ensemble, Bobby Whitlock, Hagad Hardy & The Montage

*Not Available for 1973-74 1 First Hurok Tour Artists are listed alphabetically under each category
Directed by Sam O'Steen
Teleplay by Jerome Kass and Peggy Chantier Dick
Story by Peggy Chantier Dick

**Gargoyles**
The New CBS Tuesday Night Movie
starring Cornel Wilde—Jennifer Salt
Executive Producer—Roger Gimbel
Produced by Robert W. Christiansen and Rick Rosenberg
Directed by B. W. L. Norton
Teleplay by Steven and Elinor Karpf

**Birds Of Prey**
The New CBS Tuesday Night Movie
starring David Janssen—Ralph Meeker
Elaine Heilveil
Executive Producer—Roger Gimbel
Produced by Alan A. Armer
Directed by William Graham
Written by Robert Boris

**The Man Who Could Talk To Kids**
In development with ABC Movie of the Week
Produced by Robert W. Christiansen and Rick Rosenberg
Directed by Donald Wrye
Written by Douglas Day Stewart

--

**Love And Hate**
A fascinating hour special illustrating the drives that bring both animals and humans close together, narrated by Richard Burton

**Bob Markell—Producer**
**Luke**
A New York based drama about a policeman turned lawyer—in development with NBC

**Dark Side**
A psychological dramatic anthology—in development with NBC

**The Play Break**—“Learn to Say Goodbye”
A story of young people—in development with ABC

**Hy Averback—Producer-Director**
**Andy Capp**
Weekly film version of popular comic strip—ABC pilot
Starring Pat Henry

**Robert W. Christiansen**
**Rick Rosenberg**
**The Fabulous Dr. Fable**
Pilot in development with ABC

**Series and Specials**

**Robert Riger—Producer-Director**
**Bellevue**
An unprecedented live documentary filmed entirely inside Bellevue Hospital, narrated by Stacey Keach

**Bighorn**
A magnificent special filmed on location in Canada, Alaska and Wyoming with an original musical score written and performed by John Denver (including “The Rocky Mountain Suite”)

--

**Larry Savadove—Howard Lipstone**
**Herb Hirschman—Stanley Chase**

**The American Idea**
A series of one-hour specials
Produced for the Ford Motor Company
Music by Richard Rodgers Narrated by Henry Fonda
Edward G. Robinson—Dick Van Dyke
Tracing the colorful history of the U.S.
that the FCC determine whether the NPACT and WNET-TV programs were in violation of those standards.

Two other fairness cases came before the commission last week and both were resolved in favor of defendant broadcast stations. In one, the commission ruled that Mr. Ray had not acted unreasonably in denying a complaint by the American Vegetarian Union against WLWD(TV) Dayton, Ohio. The complaint charged that the stations had been unfair in broadcasting commercials for the Illinois Power Co., advocating increased use of electrical energy. The stations involved were WCLA-TV and WICO-TV, both Champ-

In a related action, a Cleveland common pleas court last week complied with a request of the state of Ohio and issued a temporary restraining order prohibiting the cathedral from selling securities, disposing of assets, acquiring loans or soliciting contributions. Mr. Humbard has regularly requested donations on his television series, which is said to be viewed by an estimated 22-million persons each Sunday.

The actions against Mr. Humbard could have an effect on the future of his television series, an FCC spokesman speculated last week. Stating that, to his knowledge, no complaint against Mr. Humbard’s broadcast activities has been received at the commission, he noted that licensees carrying the program would be expected to be circumspect if a judgment is made against Mr. Humbard. He added that the FCC is not presently investigating the matter.

**SEC, court slip halter over TV evangelist**

**Injunction stops sale of securities in Ohio business complex that includes video-production firm**

Evangelist Rex Humbard, whose weekly televised sermons are seen on some 360 stations in the U.S., was named last week in a federal court suit brought by the Securities and Exchange Commission challenging the fund-raising activity of Mr. Hum-

The decision, according to the SEC, involved a discussion of nutritional products by Mr. Humbard’s Cathedral of Tomorrow from selling any additional securities to the public.

The cathedral, located in the Akron, Ohio, suburb of Cuyahoga Falls, is the fulfillment of Mr. Humbard’s investment activities, including a $4-million television production studio which has turned out commercials for major corporations, including Eastman Kodak and Goodyear.

The SEC suit also asks the court to appoint a receiver to handle the assets of the cathedral, which recorded an operating loss of some $4.7 million during the last fiscal year. The SEC said the cathedral has current tangible assets totaling $3.4 million against liabilities estimated to be at least $8.2 million.

Mr. Humbard and the cathedral are charged with violating financial provisions of federal securities laws. The object of the suit, according to a court filing, is to work out equitable arrangements with securities holders whereby their investments may be rebated upon demand. Sale of cathedral securities have been banned in six states—Ohio, Wisconsin, Michigan, Oregon, Indiana and Missouri—by the FCC voluntarily suspended the sale of all cathedral notes last September. It was emphasized that the cathedral has never been in default in interest payments to its investors.

**NAB elections preview: tempo of campaigning for TV board picks up**

Number of candidates expected to increase drastically; Storer seen running for joint chairman

The current election campaign to the TV board of the National Association of Broadcasters began when there was virtually no contest (Broadcasting, April 17, 1972), is heating up and features several interesting angles.

There are six openings on the 15-member TV board (three seats are designated by the TV networks and six others are in the first year of two-year terms), four of them currently occupied by members eligible to serve a second two-year term. These include—Leonard J. Patricelli, WTCI-TV Hartford, Conn.; Wilson C. Wearn, WTDO-FM Greenville, S.C.; Robert F. Wright, WTXG-TV Meridian, Miss.; and Earl W. Hickerson, Rock River Television Corp., Rockford, Ill.—are considered likely to be re-elected (based on past history that has seen in-

Three-fourths color. Households equipped with color TV now repre-

Radio earns bigger place in Richard Nixon’s plans

Like the recording star and the record company, President Nixon has discovered the power of radio. It offers an audience

In last year’s election, there was only one more candidate than seats available, and that extra candidate was a last-minute entry. It was a foregone conclusion that the four incumbents and the two active, long-time campaigners would win.

Why so many more candidates this time? “We really don’t know,” says an NAB official. “The job certainly doesn’t pay any more this year.”
interested in listening, even if the numbers are not in television’s league, and is a quick and easy way to make an impact.

The President was on the ABC, CBS, NBC and Mutual Broadcasting System networks at noon on last Wednesday (Feb. 14) discussing one of the major subjects in his State of the Union address—natural resources and the environment. And White House News Secretary Ronald Ziegler said that was only the beginning. He told reporters: “The President has decided to give radio speeches on subjects contained in the State of the Union as part of his effort to report to the American people.”

The discovery of radio is not a new one on the President’s part. He used it extensively in his 1968 campaign for the White House, giving rise to speculation it would be his favorite medium of communication as President.

It did not work out that way in his first term, although he did use radio from time to time.

His use of radio on Oct. 21, 1972, to discuss the relatively weighty subject of his philosophy of government was perhaps significant. For it served to indicate the virtues he sees in the medium.

Bill Safire, one of the President’s speech writers, said Mr. Nixon likes radio because it “requires a thoughtful audience; it does not grab the audience, like television.” Furthermore, he said, “It enables you to be more discursive; you don’t have to get to the point right away. You can be more reflective.”

The President also likes it, Mr. Safire said, because the technical demands are less than they are for television. There is no need, for instance, to worry about remembering how to focus the camera.

And the President is less concerned than his media-minded advisers about audiences that are small when compared to those television would provide. For to a politician who is pleased to pack Madison Square Garden with an appearance, an audience of six to eight million is impressive.

He also knows the newspapers will report his remarks extensively and that television cameras will record pieces of his radio address for presentation on the network news programs that night. Along with the President’s “evocation of FDR’s fireside chats,” Mr. Safire said, “it all adds up to an excellent tool.”

Indeed, the President is still getting mileage out of the Oct. 21 speech, as James Reston and other commentators have returned to it in recent weeks in connection with pieces they were doing on the President’s philosophy.

Television is not being forgotten in the enthusiasm for radio. “For hard news, however, the President is not thinking of television, he is thinking of radio,” Mr. Safire said.

But then he quoted political scientist Richard Neustadt’s warning against constantly striking the “highest note in the scale.” And that, Mr. Safire said, is TV.

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**Program-log proposal not enough for Church**

An FCC proposal to require station licensees to include program logs in their public-access files came in for some criticism last week from an unexpected source—the United Church of Christ’s Office of Communication.

The church agency, which in the past has provided substantial assistance to citizen groups in litigation with broadcasters, told the commission that it was wrong in deciding to institute proceedings on the matter, while disregarding other parts of a 1969 proposal by the National Citizens Committee for Broadcasting.

In addition to the program-log proposal, which is designed to foster dialogue between licensees and community groups, NCCB had suggested that broadcasters be required to include an index of all programs pertaining to controversial issues carried on their stations in the public file and to also include a “meaningful record” of all broadcast discussions of such issues.

Those three proposals, the church group asserted, are “inextricably related” and the program-log proposal “is of little value taken by itself.” It claimed that the commission has implied that the two other NCCB proposals are not worthy of consideration at present (it actually said that the proposals need further study).

The church position is at odds with the feeling of nearly all industry representatives who have offered comment on the FCC proposal (BROADCASTING, Feb. 12).

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**Programing**

**Probably more talk than action in NATPE suites**

Station programers and syndicators at NATPE speak more of ‘dialogues’ and ‘information’ than of hard sales

A cautious National Association of Television Program Directors opened its door a crack last week to the sellers of syndicated product—but kept the chain on just in case. The result seemed to be what conference officials were after: a balance between everyday commerce in the suites and high policy in the ballrooms.

The NATPE conference has been an ever-more-inviting target for film salesmen in recent years. It has several advantages, among them its early date (in February, at least six weeks before the National Association of Broadcasters annual convention in March or April) and its membership (program directors who ordinarily do not attend the NAB). For a while it looked as though the NATPE might replace the NAB as the marketplace for syndicated fare; 1973 was to be the big test.

The conference planners set aside a day and a half of last week for a concerted sales opportunity—Tuesday, the day before the NATPE’s official opening in New Orleans, and Thursday afternoon, after the morning’s official events and before the night’s entertainment (a riverboat cruise, itself a giant sales opportunity for host syndicators whose station clients would have to jump ship to escape). The ground rules called for all suites to be closed when official agenda events were taking place; NATPE’s conference planners wanted full houses and, generally, they got them.

Both program directors and syndicators encountered in the hospitality suites, corridors and lobby of the Royal Sonesta hotel agreed almost unanimously that the conference succeeded in setting up a dialogue between program directors and distributors, particularly on new projected series.

There was less agreement on whether the NATPE meeting was rivaling the NAB convention as the forum for buying and selling syndicated product. The general sentiment was that NATPE was growing in stature and though some buying decisions were being made there, the more substantial attendance by station managers at NAB was still a pivotal factor.

Though there was no official count of the number of first-run series unveiled at NATPE, approximately 60 new properties were shown to prospective buyers in either pilot or written presentation form.

New projected series ranged over the spectrum of programing. There were dramatic programs, such as "Arthur of..."
The program directors' own. The National Association of Television Program Executives acknowledged meritorious performance among its own members last week with awards for program excellence. They were presented at the organization's 10th annual conference in New Orleans by Allan Sternberg, president. L to r: standing—Richard Herzog, KFMB-TV San Diego for Universal Language, winner for performing arts programming in markets below the top 25; Frank Janj, KVOS-TV Bellingham, Wash., for Do You Think the Rain Will Hurt the Rhubarb?, variety, below top 25; John K. Kopponex, WWL-TV New Orleans, for China: A Hora In the Bamboo Curtain, public affairs, below top 25; Joseph Sands, KNXT(TV) Los Angeles, for The Very Personal Death of Elizabeth Schell Holt-Hartford, public affairs, top-25 markets; Robert Guy, KING-TV Seattle, for Northwest Sings, variety, top-25 markets; Edward G. Alken, WNEM-TV Saginaw-Flint, Mich., for World of Wonder, children's, below top 25.

Seated: Don Cunningham, WTAJ-TV Altoona-Johnstown, Pa., for Dick Jockey—the Truth, instrumental, below top 25; Peter Twaddle, WCVB-TV Boston, for New Heaven, New Earth, religion, top 25, and Jabberwocky, children's, top 25; Mr. Sternberg; Lawrence Clamage, WWJ-TV Detroit, for Christmas with the Spurriows, performing arts, top 25, and The Collectors: Their Legacy of Art, Instrumental, top 25, and Marv Chavulin, WOTV(TV) Grand Rapids, Mich., for The Buck Matthews Show, interview, below top 25.

The Britons (Syndicast Services Inc.), Adventures in Rainbow Country (Group W Productions); comedy shows, including Viacom's The Addams Family Fun House; Metromedia Producers Corp.'s Dusty's Trail and Wolper Television's Dulcie, and a multitude of game shows.

Station program directors questioned could not pinpoint a first-run series they felt would be a hit. Some mentioned they were bringing to the attention of their management certain programs that might fill fringe periods.

Some properties were explained only conceptually to the program directors. Four Star Entertainment, for example, discussed four program ideas: Inner Space, Animal Safari, Court House and There Is No Place Like Home. Group W outlined its plans for a teen-ager entertainment series and a daytime group-encounter project.

Richard O'Shea, vice president and general manager, Group W Productions, said "the feedback on these ideas was useful to us." He said program directors had supplied "several good suggestions."

MGM Television placed emphasis on its new "MGM Television Network," which plans to telescan family classic features next fall on about 125 stations with several national advertisers sponsoring the program (Broadcasting, Feb. 12). Ed Montanus, director of sales, said a sample reel was shown to program directors and the reaction was "very gratifying." He added that a number of stations indicated they would support the endeavor.

Ken Joseph, executive vice president of Metromedia Producers, said the traffic in the MPC suite was "heavy" and the company managed to complete a number of sales. He said the screenings and the conference were "important in setting up a dialogue with program directors, who may not be able to clinic a deal but can report back to their management."

Len Firestone, president of Firestone Film Sales, found the conference "very attractive because you get a chance to meet the program directors you don't meet at the NAB." Mr. Firestone did not introduce any new product at NATPE, but he voiced the view that much of the new product shown did not seem to be salable enough to attract a key station group sale required to launch a series.

Major producer-distributors, such as MCA, Screen Gems, 20th Century-Fox, Paramount, Warner Bros. and United Artists Television, supported the concept of a conference by NATPE by assembling substantial contingents in New Orleans. But the programing they promoted consisted of the regular product in their catalogues: off-network series and feature films.

There was diversity in the programs being screened even if there is no assurance many of the projects will reach the tube. Among the varied assortment were Group Therapy With Dr. Irene Kasorla (Brut Productions); George Jessel Mid-Morning Show and Adventures In ESP (Vidstrib Inc.); Pop Corn Palace (Wolper Television); The Story of World War II narrated by Sir Laurence Olivier (Gottlieb-Taffner Programs Inc.); The New Hollywood Palace (Yongstreet); Last of the Mohicans and Tom Brown's School Days (Time-Life Films).

High-budgeted 'Ado' near Nielsen bottom

An estimated 11,150,000 persons per average minute watched CBS-TV's three-hour presentation of Much Ado About Nothing on Feb. 2. That estimate, based on Nielsen data, was less than one-fourth as many as watched the half-hour All in the Family (about 48.8 million people), also on CBS-TV, the following night. The low scoring Ado was rated number 60 out of 64 programs on the networks in the week ended Feb. 4. Archie Bunker's Family was number 2.

According to Nielsen's fast weekly report, Ado had a 9.5 rating and 16 share for an average household audience of 6,160,000 (Family had a 34.7 rating, 54 share representing over 22 million households).

CBS spokesman said the rating was about what had been expected following receipt of New York overnight Nielsen ratings that indicated two million New Yorkers saw the telecast. CBS research then projected the national audience to have been about 20 million who saw some or all of the three-hour play. While the play's TV ratings were comparatively low, the exposure apparently was great enough to put the Broadway version, which had the same cast, out of business (Broadcasting, Feb. 12).

The scheduling of Ado for a full night dropped CBS's nighttime ratings averages for the week. Over the preceding four-week period, CBS and NBC had been averaging about 20.1 rating points each, but in the week that Ado was telecast, CBS dropped to third position. NBC had 20.1, ABC 19.4 and CBS 19.2. In the week ended Jan. 28, CBS had 21.7, NBC 19.7 and ABC 17.3. In ratings for the season, CBS and NBC were tied at 19.7 and ABC had 18.1.

Changing Formats

* WXXW(AM) Jeffersonville, Ind., introduced a "golden oldies" format to replace its adult contemporary sound. The new format features hits from 1955-72 presented in rotating cycles of five-year periods. General Manager Charlie Jenkins said the new format was adopted as a result of listener response to two specials aired in 1972—Grandma's Old Radio, a six-hour Thanksgiving day presentation of radio programs of the past, and American Chronology of Music, a 20-hour countdown of hits from 1955-72 aired New Year's eve and day. The format change occurred Feb. 1.

* KIEV(AM) Glendale, Calif., initiated a modified "golden oldies" format Feb. 5 featuring top recordings of the 50's
Cablecasting

Whitehead touts cable as great
White House hope

He criticizes some CATV tactics, but praises its value to offset on-air broadcasting; OTP head also indicates soon-to-be-released policy will accelerate cable growth

Clay T. Whitehead, director of the Office of Telecommunications Policy, has dropped another broad hint that a high-level administration committee he heads will recommend to the President legislation designed to promote cable television as a strong competitor of broadcasting. The administration's interest, he made clear, is to broaden the spectrum of ideas that could be provided the public—a spectrum, he feels, is now far too narrow.

But he wrapped the hint—dropped on William F. Buckley's "Firing Line" program, on the Public Broadcasting Service Sunday (Feb. 18)—in some sharp criticism of the cable industry and its leaders.

Mr. Whitehead cited cable television—specifically, pay cable—as the medium that would provide a breakthrough in offering the public greater diversity of programming. Viewers, he said, would be able to pay for programming beyond that offered on advertiser-supported over-the-air television.

He also said that the administration committee developing long-range cable policy is completing its work, and added the hope that, if President Nixon accepts the recommendations and sends them to Congress, "we will begin to see cable industry behavior which will be this opportunity for all manner of people to produce programming and make it available to the public."

Asked why cable has been so slow to develop, Mr. Whitehead exposed his anxiety at the cable industry for what he regards as its fault in stalling cablecopyright legislation—the keystone to the cable-television rules the FCC adopted last year.

The cable industry, he said, has been content to carry broadcasters' programming but not pay for it. "That is hardly fair competition," he said. "And I think the FCC is quite right in being concerned about the growth of an industry that is basically a parasite of the broadcasting industry."

He accused cable interests of responsibility for stalling congressional action on copyright legislation. "We think that copyrights ought to apply to cable. The cable industry doesn't exactly see it that way," he said.

This was an apparent reference to the cable industry's refusal to agree to legislation that would provide for arbitration of copyright fees. The consensus agreement that was reached in November 1971 among broadcast owners and cable operators—and that paved the way for the commission's adoption of the new cable rules-envisioned such legislation if the parties could not agree on the fees to be included in the bill, as they have not.

Mr. Whitehead's remarks "appalled" David Foster, president of the National Cable Television Association, whose remarks were distributed to reporters along with a transcript of the "Firing Line" program before it aired. "Mr. Whitehead is not just grasping the truth," in suggesting cable operators do not want to pay copyright fees, Mr. Foster said, "he's driving a wagon train around it."

Mr. Foster said that, despite a Supreme Court ruling that CATV is not liable for copyright under existing law, the cable industry has consistently demonstrated its willingness to pay reasonable copyright fees. "The issue is not and has not been one of will CATV pay copyright. The issue is what are reasonable copyright fees. Mr. Whitehead knows this quite well. To suggest otherwise before a national television audience does a grave disservice to the public, to the CATV industry and to the nation of an important and complex issue."

Throughout the program, Mr. Whitehead stressed the need to develop additional means of airing points of view. But he was subjected to close questioning from Mr. Buckley. "I asked three college professors who were members of a panel of interrogators on the administration's interest in the prime-time rerun issue and its concern about alleged network news bias."

When Mr. Whitehead ascribed the rerun issue to the "tremendous economic power" of the networks and the manner in which they deal with Hollywood, Mr. Buckley said, "This has got to be as frightening an insight as has issued from the Nixon administration."

Mr. Buckley referred to it as "hyperplanned obsolescence" and wondered whether a logical extension would be a government decree that, in the interest of stimulating Detroit's economy, car owners refrain from keeping their automobiles more than two years.

"We're not saying there should be no reruns," Mr. Whitehead answered. "We're not saying we want them."

OTP, which was directed by the President to look into the rerun problem and suggest a way to reduce the number of prime-time programs that are repeated in a season, has completed an analysis that says the cause is the networks' power and their rivalry, which drives program quantity down as a means of preserving profits (BROADCASTING, Feb. 5).

If the public could buy programming directly, Mr. Whitehead said to Mr. Buckley, "I'd feel a lot more comfortable about saying, 'That's none of government's business.' But there is no opportunity for the public until we get cable, until we get cassettes, or something, for them to go out and buy it."

TVC expanding in Ohio

Television Communications Corp., the cable-TV subsidiary of Warner Communications Inc., New York, in a move said to be consistent with a policy to acquire cable-TV systems and franchises in com-
munities contiguous to those in which the company already has operations, has signed a letter of intent to purchase a 3,000-subscriber cable system, doing business as Stark CATV Inc., in North Canton, Ohio, from Lamb Communications Inc., Toledo. The proposed transaction, which is subject to approval of regulatory agencies, apparently calls for a straight cash deal of undisclosed amount. TVC already operates a cable system in Canton, serving about 15,000 subscribers. The plan is to interconnect the Canton and North Canton systems as a complex totaling about 23,000 subscribers and a potential of more than 50,000 homes. 

Now TVC currently serves about 400,000 homes in the U.S. Lamb Communications, which operates four VHF stations, also has cable-TV interests in Michigan.

**Ousted franchise holder blamed for own loss**

Respondents in Owensboro cable case deny wrongdoing, tell FCC that complainant defaulted on obligations

The Owensboro, Ky., city attorney has branded as "libelous and scandalous" a local cable company's move to have the FCC investigate charges that the city public utilities commission and a rival company acted in collusion to terminate its nonexclusive cable-TV franchise.

Hugh D. Moore, on the city's behalf, asked the FCC to deny relief sought by Top Vision Cable Co. The same request was made in separate FCC filings by the City Utilities Commission of Owensboro and Owensboro On The Air Inc., which was awarded a nonexclusive franchise by the Owensboro government after Top Vision's franchise was lifted in 1971. Owensboro On The Air is also the licensee of WYVS(AM)-WSTO(FM) Owensboro.

The three pleadings follow a December 1971 Top Vision request that the FCC examine the city government's dealings with itself; an allegation that the public utilities commission granted Owensboro On The Air access to pole attachments before bids for a second cable franchise in the city were solicited; and the stations' role in the alleged conspiracy. (Broadcasting, Dec. 13, 1971).

All three respondents denied wrongdoing in connection with Top Vision's loss of its franchise. It was noted that the Kentucky Court of Appeals last September held that the city's termination of the Top Vision franchise must stand (that decision is now being appealed to the U.S. Supreme Court). It was also contended that the cancellation of Top Vision's franchise was brought about by the cable company's failure to construct its system within the period specified in the franchise and its failure to pay gross receipts taxes to the city government and pole-attachment rentals to the utilities commission.

The city brief noted that one of Top Vision's principal complaints against the city, regarding an allegedly excessive 26% gross-receipts tax, was not forced upon the system. Rather, the city said, Top Vision had made the 26% bid in a successful competition with five other franchise applicants (none of which had proposed a tax in excess of 9%).

**Blue on Gray startles cable viewers in Dixie**

Off-color film accidentally switched onto Albany, Ga., system

In an incident reminiscent of the Palm Springs pornvision caper of 1968, a Georgia cable-TV system last week found itself inadvertently presenting a "very explicit" silent but "very blue" film of two men and two women cavorting. For some six minutes in prime time on Feb. 12, subscribers to Gray Cablevision in Albany, Ga., saw what was described as "hard-core pornography" of the home-made variety in place of ABC-TV's virtually sexless The Rookies series.

According to Gray Cablevision Manager Pete Freeauf, two technicians—one from the cable system, the other from a local TV station—took advantage of a break period in their work to record the visual pornography. An automatic switching system had taken WDRN-TV, the ABC-TV affiliate from Dothan, Ala., off the air and a slide was to advise viewers that a superior picture of The Rookies was available on channel 9 from WTVM-

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Broadcasting Feb 19 1973
Little CATV's escape from access minimums

Small cable-television systems in major television markets will be spared the expense of full compliance with the FCC rule requiring each system to provide three access channels.

The commission expressed that position in granting a certificate of compliance with a waiver of the access-channel requirement, to Regional Cable Corp., which is planning to build systems in three communities in the Harrisburg-Lancaster-York, Pa., area, all operating from the same headend. The waiver was the second of its kind issued in the past month. The first was given to Stark County Communications, which is planning to operate systems, from a common headend, in five communities in the Cleveland-Lorain-Akron market. The Stark waiver, along with a certificate of compliance, was granted to one of the systems; the other four applications and the waiver were granted on Dec. 20, 1972.

Under the new cable rules that became effective on March 31, 1972, the companies would have been required to provide three access channels (one for the public, one for local government and one for education) for each system.

However, they contended that the cost would be burdensome and that the small communities they serve would need not have three separate access channels each. They sought permission to operate three channels for all of their systems.

The commission, in granting the requested waivers, said the companies would be expected to provide additional access channels if demand developed.

Commissioner Nicholas Johnson was the lone dissenter in both cases. He saw the commission actions as a retreat from a policy designed to create an opportunity for services he said commercial broadcasting does not provide.

Commissioner Johnson dissented, on similar grounds, from a commission grant of a certificate of compliance to Saginaw Cable TV Co. for systems in Saginaw, Township of Saginaw and Zilwaukee, all Michigan, to be served from a common headend.

However, Saginaw Cable did not seek a waiver; its 26-channel plant will have sufficient capacity to meet the requirements of the rule. But Saginaw Cable asked for permission to operate access channels available only as their use is justified by demand.

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**Broadcast Advertising**

**FTC report cites rise in deceptive-ad complaints**

The Federal Trade Commission last week released its annual report for the fiscal year ended June 30, 1972, with an accounting of complaints and cease-and-desist orders. "Fiscal year 1972 saw a marked strengthening and a consolidation of commission efforts to carry out its constitutional mandate to protect the American public, both consumers and businessmen, against unfairness and deception in the marketplace," the report proclaims.

Specific examples are cited of this "marked strengthening" of the FTC's mandate: Consumer-protection complaints were up to 281 from 208 in 1971; cease-and-desist orders increased to 273 in fiscal 1972 from 199 the previous year.

One of the biggest increases cited by the commission was for complaints specifically involving deceptive advertising under Section 5 of the FTC Act. According to the annual report, there were 35 more deceptive advertising complaints registered in fiscal 1972 over fiscal 1971, with the total rising to 118 from 73.

The report also singles out the commission's efforts to continue "to attack misleading and deceptive national advertising and to use, where appropriate, innovative remedies that go beyond the once-traditional cease-and-desist order."

**4A's, ANA offer recap of FTC's ad hearing**

Highlights of the advertising industry's presentation to the Federal Trade Commission during the FTC's October 1971 hearings on modern advertising practices (Broadcasting, Oct. 25, 1971, et seq.) have been edited into a 94-page book "The Case for Advertising," released last week.

The editing was done by J. Robert Moskin, a veteran writer and editor, under the auspices of a joint committee of the Association of National Advertisers and the American Association of Advertising Agencies, which also developed the presentation to the FTC.

The report elaborates the testimony of more than 40 witnesses presented in 13 chapters ranging across such subjects as advertising and the nation's growth, the functions and objectives of advertising, advertising to children and the effects and future directions of advertising.

Copies are available at $5 each. AAAA, 200 Park Avenue, New York 10017, and from ANA, 155 East 44th Street, New York 10017.

**Free rides to be sought for paid self-puffery**

TV series on business successes, underwritten by those businesses, is to be offered in barter deal

U.S.I. Network Ltd., New York, is soliciting businesses to underwrite episodes of a projected weekly half-hour TV film series frankly intended to extol the underwriters (Broadcasting, Aug. 7, 1972). As of last week, according to U.S.I. President David Yarnell, the company was not in a position to disclose participants, "though we have several orders and are gearing for production."

Art Linkletter will be host of the series, entitled America—The Men Who Make Her Great, which is to focus on young and successful businessmen. Mr. Yarnell confirmed reports that the company is asking $24,000 for a half-hour episode and $12,500 for co-sponsorship.

He said the underwriter would be identified at the conclusion of the show. The series is to be provided free to stations which will have four to six minutes of commercial time to sell for themselves.

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**BAR reports television-network sales as of Jan. 28**

CBS $52,212,600 (33.4%), NBC $57,089,100 (38.5%), ABC $46,966,600 (30.1%)*

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

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Broadcasting Feb 19 1973
Bell system challenged in television distribution

So far only four special carriers have cut into AT&T's huge domain, but slew of others seek FCC OK's, and TV networks encourage them

The three commercial television networks, making good on a threat to abandon AT&T if transmission rates were substantially increased, are busily committing their program-transmission business in various "spur" sections of the country to a variety of miscellaneous common carriers. "We told AT&T in 1969: 'If you push this rate thing through, we'll leave,'" recalls ABC-TV executive Julius Barnathan, in what amounts to the keynote for the action of the three networks. "We told them: 'Your rates are not competitive and we can do it for a lot less.'"

It was in 1969 that AT&T proposed and the FCC approved a more than $20-million-per-year network rate increase (Broadcasting, Sept. 8, 1969, et seq.). Since then, but mostly in the last couple of years, the networks have been systematically dumping AT&T service wherever alternatives seem feasible.

"We're looking for a better service and a better price than what we have been getting from the Bell system," explains Charles Cadley, director of facilities operations for CBS-TV. "We have talked with anybody who was interested in providing us with service and made an offer."

More specifically, in the last two years, the networks have committed to non-Bell companies for common-carrier service in four different segments of the country. Currently, Western Telecommunications Inc., a private microwave common-carrier firm (through its Mountain Microwave Corp. subsidiary), is providing service to CBS-TV and NBC-TV from Denver through Grand Junction, Colo., to Salt Lake City, and to all three commercial networks from Portland, Ore., to Spokane, Wash., via Seattle and Yakima. More recently, the three networks started taking a program transmission service from Midwest Relay out of Chicago going north. This system, now only partially operative, will terminate in Minneapolis and include Milwaukee, Madison, Green Bay, LaCrosse and Wausau, all Wisconsin; Austin, Duluth and Rochester, all Minnesota, and Waterloo, Iowa. A fourth non-Bell common-carrier system for the networks, out of Dallas, going south to Beaumont, Tex., operated by CPI Microwave, currently is being constructed.

And in what appears to be a still greater accentuation of the trend that has been developing over the last two years, two...
more independent microwave companies, in just the last month, have announced that they are on the brink of supplanting AT&T's provision service to the television networks in several other chunks of the country.

Microwave Associates Inc., in the first of the announcements, said that through Video Microwave Inc., a wholly owned subsidiary (Microwave Associates are based in Burlington, Mass.), it expects to have a common-carrier microwave network in operation by May 1, 1974, serving the three commercial TV networks in the six New England states of Maine, New Hampshire, Vermont, Massachusetts, Connecticut and Rhode Island.

LVO Cable Co., Tulsa, in a separate announcement, said that through United Video Corp., a subsidiary also based in Tulsa, it is planning a microwave system to provide video service throughout Florida to at least two—and possibly all three—commercial TV networks.

Maryland, having applied in May 1971 for FCC authority to operate a system between New York City and New England, is immediately concentrating on providing transmission from atop the Empire State Building to the New England states.

CBS and NBC also for the Hughes Television Network, individual stations on an independent basis and cable-TV systems.

Microwave Associates also is planning a common-carrier system to service only CBS in four states—Pennsylvania, West Virginia, Virginia and North Carolina. It's estimated that the New England system will cost between $4 and $5 million to construct, while the four-state system for CBS will cost an additional $1 million, making up a total $5- to $6-million investment for Microwave Associates for both systems.

According to Microwave Associates, the company has received letters of intent from the three networks confirming their plan to switch away from AT&T service. Construction permits for the new systems not yet been issued by the FCC. "We anticipate no difficulties in having these CP's issued," a company spokesman said. "It certainly looks good and we have no reason to think they won't be issued within the next month or so.

Microwave Associates, which primarily designs and makes specialized components and accessories associated with microwave transmission, is traded on the American Stock Exchange (but already has received preliminary approval for filing on the New York Stock Exchange). The New England system would mark the company's first entry into the business as a common carrier.

LVO Cable is one of three companies that have asked to provide microwave common-carrier service to the TV networks in Florida (one of the others is Microwave Associates). The company claims that letters to the chief of the FCC's Common Carrier Bureau have been filed by both CBS and NBC recommending the selection of LVO Cable's subsidiary, United Video, as the common carrier throughout the state.

"ABC is currently studying its selection process and has indicated that it will make a decision within a week or 10 days," a spokesman for United Video reported.

If LVO Cable-United Video provides service to all three networks the system that would be constructed is estimated to cost $5.5 million (actually with plans calling for the simultaneous construction of private-line facilities with the video line the estimate increases to nearly $8 million). Without ABC included in the video service, the construction figures to cost significantly less.

It is believed by United Video that the Florida system will become operational about a year after the FCC issues a construction permit and contractual agreements are executed. LVO Cable, which operates 24 cables systems in 12 states serving some 117,000 subscribers, is traded over-the-counter. The company is controlled (with ownership of 59% of common stock) by LVO Corp., also Tulsa, a New York Stock Exchange-traded firm involved principally in oil and gas exploration and production.

Additionally, a number of other applications formiscellaneous common-carrier network program-transmission service are pending.

* Eastern Microwave Inc., in an application filed last April, would route from Erie, Pa., through Buffalo, Rochester, Syracuse, Utica, Albany-Schenectady and Binghamton, all New York.
* Western Telecommunications, also with an April 1972 filing, would go from San Francisco to Springfiel, Ore.
* Hildreth Broadcasting Co., in a September 1971 filing, proposes to go from Portland, Me., to Boston.
* Nebraska Consolidated Communications Corp., in a filing in May 1972, is asking for a route from Sioux Falls, S.D., to Sioux City, Iowa.
* Mountain Microwave Corp. is looking to go from Freeman, Neb., to Sioux City, Iowa (July 1972).
* Newhouse Alabama Microwave Inc., in a July 1970 filing, asks for a Tuscaloosa, Ala., to Columbus, Miss., route.
* Microwave Service Co. (filed in July 1970) and Microwave Relay Services Inc. (filed in July 1970), both are asking for Columbus, Miss., to Birmingham, Ala., routes.
* Nebraska Consolidated Communications Corp., in another filing (January 1973), wants to go from Chicago to Omaha.
* West Texas Microwave Co., in July 1972 asked the FCC to grant an Abilene to Midland route in Texas.
* Mountain Microwave Corp., in another of its filings (this one in July 1971), proposed an Omaha to Denver route.
* Nebraska Consolidated Communications Corp., in one of its several filings (October 1971), similarly asked for a Lincoln, Neb., to Denver microwave common-carrier link.
* "We're talking for simply economic reasons," explains an NBC-TV spokesman. "We find we can get the same or better service for less money."
* "We're not talking about backbones—the basic, fundamental service going across the country," points out Mr. Barnathan, who is ABC-TV's vice president in charge of broadcast operations and engineering. "We're talking about spurs where the service wasn't the greatest to begin with."

Adds CBS-TV's Charles Cadley: "Obviously, you can see what's happening. These companies are coming up with Mother Bell in the broadband, common-carrier field. They are looking for whatever data customers they can get, whatever broadcasters they can get and any other of service the commission will license them for."

And lurking in the background, the catalyst for all this activity in the once near-monopolistic common-carrier field, is the more than 50% AT&T network tariff increase of Oct. 2, 1969. "Maybe," offers one network executive, "Mother Bell now is going to change her mind and come back into the realm of reasonableness in rates."

In May, a somewhat chastened AT&T went back to the FCC and again asked for a network program-transmission tariff revision, this time a substantial decrease. Competitors will tear out large chunks of its TV program-transmission business, AT&T said, and the overall cost and the total service will be weakened (BROADCASTING, Nov. 20, 1972, et seq.).

The telephone company said that if it maintained rates adopted in 1969, facilities for monthly contract users would be reduced to less than 20% of current size and, more consequently, net revenues from network service would decline from an estimated $55.5 million for the year ending Oct. 31, 1973, to a projected $11.3 million for the year ending Oct. 31, 1975.

Asked to explain why AT&T currently has pending at the FCC proposed tariffs that would lower rates for the networks (while generally increasing them for occasional users), a spokesman reported: "It's like anything else. We provide a tariff service and hopefully we have customers who will use it. We are trying to make all of our services—not only program transmission, any other service—as attractive as we can. What I'm saying is that we're constantly reviewing our services and working to provide service that the customers want."

ABC-TV's Mr. Barnathan takes strong exception. "All they're saying right now is: 'We made a mistake fellows, let's go back where we were,'" he contends. "Back in 1969, they stuck it to us just when we needed it least—when we were in trouble up to our ears. We lost our tail around here."

The fiery Mr. Barnathan obviously is still smoldering over past experiences with AT&T and, apparently, now feels that justice is triumphing. "I saw these guys come to us, say the words," he says. "Do you realize they raised us $7 million from the bottom line—that was 7 million bucks per network, a more than 50% increase."

AT&T, in its filing of last November, proposed rates that would reduce the monthly charge for full-time television-network service from $82.50 to $55 per mile for the interexchange channel serv-
ice. This would be in line (although slightly higher than most) with rate proposals for television service asked by the miscellaneous common carriers. Mountain Microwave, for example, for the Denver-to-Salt Lake City spur, asked $34 per mile for the same interchange channel type of service to the regular TV network users, while Midwestern Relay proposed $45 per mile for the Chicago-Minnesota-Wisconsin-Iowa service, and CPI Microwave suggested $57 per mile for the Dallas-Beaumont link.

Still, whether AT&T is slightly higher in its rates than many of the miscellaneous common carriers is not at all issue, according to the TV networks. "Wholly $25-per-mile higher rate, that's ridiculous," explains a network operations man. "But if AT&T is at $55 per mile, you wouldn't think of leaving to go with a guy for $53 or $52. You wouldn't want to leave AT&T and the luxury of its kind of routing."

AT&T has advantages of flexibility in its rerouting options, it is further explained. "When something happens, they have many different routes to go to get to a certain market."

AT&T, through a spokesman, emphasizes that it provides a "super-service" that can't be duplicated by miscellaneous common carriers. "The real factor in all of this competition," says the spokesman, "is: Are the networks getting an equal service for a lower price?"

Answers Julius Barnathan: "When AT&T was going to raise its rates in 1969, they told us, 'You can't do our service for less money.' They had a paid study to prove it. I said, 'Baldoney, we can do it for a lot less than what you're talking about, particularly in the areas where we're underserviced now that does not involve backbone service.' I said, 'We can build in better systems than you have there for a helluva lot less money.' And they went ahead and put the rate increase in and now they realize they made a stupid mistake."

Until network people such as Mr. Barnathan become motivated and the miscellaneous common carriers were encouraged, AT&T was providing all the TV network program transmission service. It's a service that dates back to the very beginnings of network television (Broadcasting, May 3, 1948).

**TV imports up sharply in '72**

Imports of monochrome television sets last year showed a whopping 21.4% increase over such imports in 1971, according to a report issued by the Electronic Industries Association marketing services department in Washington. Color television imports also increased last year, but on a much more modest scale, up 2.9%.

Overall, total television imports in 1972 were sets imported in 1971. On a numerical basis, 1972 saw 1,318,292 color imports and 5,056,382 monochrome imports for a total of 6,375,785 sets. The previous year's imports included 1,281,335 color sets, and 4,165,831 monochrome sets for a total of 5,448,873 sets.

Generally, the EIA report summarizes, all major consumer electronic categories, including home-radio imports (up 29.6%), showed increases in 1972 imports. In addition, exports of all categories of consumer electronics also showed varying increases in 1972 over exports in 1971.
said, would be obligated to delete NBS information from the feed since the data would no longer be accurate when presented on a delayed basis. Deletion, AMST claimed, would involve the licensee purchase of expensive equipment as well as the allocation of station manpower.

First for new Intelsat board

The International Telecommunications Satellite Organization, the international organization known as Intelsat that operates the global commercial communications satellite system, has scheduled the first meeting of its board of governors for Washington, beginning March 14. The meeting, which is expected to last for some two weeks, will be held at the Communications Satellite Corp. headquarters building. Intelsat's board of governors has primary responsibility for the design, development, construction, establishment, operation and maintenance of the global satellite system. The meeting of the governing body was set after new definitive arrangements for operation of Intelsat went into force Feb. 12. As of that date, 79 countries adhered to new agreements (with additional countries in the process of ratification) for operation of Intelsat—including a four-tier operational structure consisting, in addition to the board of governors, of an assembly of parties (meaning governments), meeting of signatories (governments or telecommunications entities) and an executive branch (responsible to the board of governors). This new organization succeeds the arrangement that operated Intelsat since August 1964.

Over-all rank

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<tr>
<th>Title</th>
<th>Length</th>
<th>Artist</th>
<th>Label</th>
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<tr>
<td>Crocodile Rock</td>
<td>3:56</td>
<td>Elton John</td>
<td>MCA</td>
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<tr>
<td>Could It Be I'm Falling In Love</td>
<td>4:13</td>
<td>The Spinners</td>
<td>Atlantic</td>
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<tr>
<td>You're So Vain</td>
<td>4:07</td>
<td>Carly Simon</td>
<td>Elektra</td>
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<tr>
<td>Supersition</td>
<td>3:57</td>
<td>Stevie Wonder</td>
<td>Tamia</td>
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<tr>
<td>Love Train</td>
<td>2:58</td>
<td>O'Jays—Philadelphia International</td>
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<tr>
<td>Killing Me Softly With His Song</td>
<td>4:46</td>
<td>Roberta Flack</td>
<td>Atlantic</td>
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<td>Don't Expect Me To Be Your Friend</td>
<td>3:38</td>
<td>Lobo</td>
<td>Big Tree</td>
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<td>Why Can't We Live Together?</td>
<td>3:11</td>
<td>Tammy Thomas</td>
<td>Glode</td>
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<td>“Deliverance” Soundtrack—Warner Brothers</td>
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<tr>
<td>Last Song</td>
<td>3:15</td>
<td>Edward Bear—Capitol</td>
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<tr>
<td>Rocky Mountain High</td>
<td>3:49</td>
<td>John Denver—RCA</td>
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<tr>
<td>The World Is A Ghetto</td>
<td>3:59</td>
<td>War—United Artists</td>
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<td>Dancing In The Moonlight</td>
<td>2:57</td>
<td>King Harvest</td>
<td>Perception</td>
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<tr>
<td>Daddy's Home</td>
<td>2:59</td>
<td>Jermaine Jackson</td>
<td>Motown</td>
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<tr>
<td>Oh Babe, What Would You Say?</td>
<td>3:22</td>
<td>Hurricane Smith</td>
<td>Capitol</td>
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<tr>
<td>Do It Again</td>
<td>4:03</td>
<td>Steve Martin—ABC</td>
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<td>Your Mama Don't Dance</td>
<td>2:47</td>
<td>Loggins and Messina</td>
<td>Columbia</td>
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<td>Trouble Man</td>
<td>3:50</td>
<td>Marvin Gaye—Motown</td>
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<tr>
<td>Jambalaya</td>
<td>3:06</td>
<td>Blue Ridge Rangers</td>
<td>Fantasy</td>
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<td>Do You Wanna Dance?</td>
<td>2:44</td>
<td>Bette Midler</td>
<td>Atlantic</td>
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<td>Hi Hi Hi</td>
<td>3:10</td>
<td>Paul McCartney &amp; Wings</td>
<td>Apple</td>
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<td>The Cover Of Rolling Stone</td>
<td>2:53</td>
<td>Dr. Hook &amp; the Medicine Show</td>
<td>Columbia</td>
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<tr>
<td>Love Jones</td>
<td>3:19</td>
<td>George McRae</td>
<td>United Artists</td>
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<tr>
<td>Brighter Side Of Darkness—20th Century</td>
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<td>Also Sprach Zarathustra</td>
<td>5:06</td>
<td>Deodato</td>
<td>CTI</td>
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<tr>
<td>I'm Just A Singer</td>
<td>4:16</td>
<td>Moody Blues</td>
<td>Threshold</td>
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<td>Moody Blues—Threshold</td>
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<tr>
<td>Dreidel (3:45)</td>
<td>Don McLean—United Artists</td>
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<tr>
<td>Peaceful Easy Feeling</td>
<td>4:15</td>
<td>Eagles</td>
<td>Asylum</td>
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<td>Danny's Song</td>
<td>3:06</td>
<td>Anne Murray</td>
<td>Capitol</td>
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<td>Big City</td>
<td>2:34</td>
<td>Gallery</td>
<td>Sussex</td>
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<tr>
<td>Me &amp; Mrs. Jones</td>
<td>4:34</td>
<td>Billy Paul—Philadelphia International</td>
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<tr>
<td>You Turn Me On, I'm A Radio</td>
<td>2:40</td>
<td>Joni Mitchell</td>
<td>Asylum</td>
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These are the top songs in air-play popularity on U.S. radio, as reported by Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears. * Bullet indicates upward movement of 10 or more chart positions over previous week.

Technical Briefs

Cassette breakthrough. Memorex Corp. consumer products division, Santa Clara, Calif., announces availability of new cassette line treated with MRRx oxide, represented by firm as finest iron-oxide tape cassette on market. MRRx coating, Memorex claimed, permits tape performance comparable with chromium-dioxide tape without need for special bias switches. Company says treatment with formula enables greater low-frequency output than any other tape available and makes possible performance from cassette tape previously available only on reel-to-reel. New Memorex cassettes are available in 30, 45, 60, 90 and 120-minute configurations.

New cartridge video recorder system. International Video Corp., Sunnyvale, Calif., will introduce automated broadcast cartridge video recorder system, model BCR-200, at National Association of Broadcasters convention March 25-28 in Washington. System offers six to 12 playback decks which can be automatically programmed to operate in any sequence. System plays from 10 seconds to one hour of video tape at a low rate for automatic programing of commercials, short segment programs as well as one hour tapes.

The Broadcasting Playlist

Broadcasting Feb 19 1973 60
<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>This (length)</th>
<th>Artist—Label</th>
<th>Rank by day parts</th>
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continued on page 52
Music

The Grammy hopefuls

Flack, McLean, O'Sullivan are top contenders for NARAS awards

Nominations for the Grammy Awards—to be telecast live from Nashville March 3 by CBS-TV (10:11:30 p.m. NYT)—were announced last week. The Grammy telecast will present 11 of the 44 awards on the air and feature performances by Gilbert O'Sullivan, Curtis Mayfield, Helen Reddy, Donna Fargo, Charley Pride, Loggins and Messina, the Fifth Dimension, Mac Davis, the Staple Singers, Don McLean and Anna Moffo.

Gilbert O'Sullivan, Don McLean and Roberta Flack seem to have the best chance of claiming the lion's share of awards, presented by the National Academy of Recording Art and Sciences. Gilbert O'Sullivan received three nominations: McLean, four, and Roberta Flack, three.

Notable omissions from the Grammy awards list, several industry observers pointed out, included Al Green, the Osmonds and Bill Withers.

The Grammy Award nominations in the categories that will be presented on the CBS special follow:


Best new artist of the year—America, Harry Chapin, Eagles, Kenny Loggins and Jim Messina, John Prine.

Best female pop, rock or folk vocal performance—Carly Simon, "Anticipation"; Aretha Franklin, "Daydreamin'"; Helen Reddy, "I Am Woman"; Roberta Flack, "Quiet Fire"; Barbara Streisand, "Sweet Inspiration/Where You Lead.


Best rhythm-and-blues performance by a duo, group or chorus—"Gladys Knight and the Pips, "Help Me Make It Through the Night"; Harold Melvin and the Blue Notes, "If You Don't Know Me By Now"; Spinners, "I'll Be Around"; Staple Singers, "I'll Take You There.


CMA to revisi NBC-TV

As part of its "Night of Specials," Feb. 25, NBC-TV will present Country Music Hit Parade (8:30-9:30 p.m. NYT). The Country Music Association, Nashville,

will produce the show in conjunction with Philip Productions, packager of the last CMA TV special, Country Music Awards Show, also on NBC.

The program was to be taped in Nashville at the Grand Ole Opry House last Thursday (Feb. 8). Hosting will be Tennessee Ernie Ford and guests will include Lynn Anderson, Donna Fargo, Eddy Arnold, Charlie McCoy and Loreta Lynn.

The show will be sponsored by the American Gas Association in cooperation with local companies.

Breaking In

"Today I Started Loving You Again"—Bettye Swann (Atlantic) * With the increased hit potential of rhythm and blues these days, program directors are becoming inundated with more and more black product each week. And, subsequently, records that radio men concede are quite good are being left on playlists because of heavy commitments to other R&B records already on the air. The Atlantic promotion staff has been working the Bettye Swann record for more than a month, and only in the past week has it found sympathetic airplay.

WTIX(AM) New Orleans went on it early and it went to number four there. On most of the other stations playing it, it is in the mid-twenties and moving up at a moderate-to-good pace.

Originally a co-write written and recorded by Merle Haggard and his wife Bonnie Owens, "Today I Started Loving You Again" was wholly transformed in its trip from Bakersfield, Calif., where it was originally produced, to Muscle Shoals, Ala., where Atlantic now produces most of its R&B artists. The record is now a rumbling and soulful song about a revitalized love affair.

Stations playing Bettye Swann last week included: WXIZ(AM) New Orleans, WMQM(AM) and WMOQ(FM), both Miami, WMPS(AM) Memphis, WBBO(AM) Augusta, GA, KGBS(AM) Los Angeles and WHT(AM) Youngstown, Ohio.

"I'm Doing Fine Now"—New York City (Chelsea) * Thom Bell is one of the most prolific and successful freelance producers working today. This week he has two records charted high on the "Playlist."—"Could It Be I'm Falling in Love," (number two) and "Break Up to Make Up" (number 33). Now, working for the RCA custom-label owned by Partridge Family-Austin Roberts producer Wes Farrell, Chelsea Records, he has produced a rather sweet, non-raunch soul record called "I'm Doing Fine Now" with a new group, New York City.

R&B stations have picked up on the record strongly, though its greatest potential is probably pop. And there is a strong initial line-up of top 40's on the record for the short time it has been out.

Stations on the New York City record last week included: WJMK(AM) San Diego, WMPS(AM) and WOA(AM) both Memphis, and WADA(AM) Philadelphia.
ABC says 1972 was its best year

Goldenson and Rule also announce stock split and dividend increase

An optimistic report on 1972 earnings expectations at ABC was issued last week by Chairman Leonard H. Goldenson and President Elton H. Rule. The executives also announced a two-for-one split of common stock and an increase of its dividend by 6.7%.

They estimated 1972 operating earnings at $4.05 a share, fully diluted, an all-time high and 110% greater than 1971’s operating earnings level of $1.92 a share. According to ABC, the previous record earnings at ABC was set in 1966, when it reported $2.54 a share.

The record earnings, Mr. Goldenson and Mr. Rule said in a report issued last week, are based on a larger average number of shares outstanding in 1972 than in 1971. But the report was extremely bullish, with Messrs. Goldenson and Rule noting “1972 was the most outstanding year in the history of our company and we are confident that 1973 will be a year of continued progress with increased revenues and earnings.”

ABC’s actual 1972 revenues and earnings figures will be reported in several weeks.

In the stock split, stockholders of record at the close of business Feb. 26 will receive one additional share of common stock for each issued share of common stock, with certificates mailed on or about March 20. No increase in the number of authorized shares is necessary as there are 30 million shares of common authorized and but 8,480,000 shares outstanding.

The board also increased the quarterly cash dividend to 32 cents on shares outstanding before the stock split (the previous quarterly dividend was 30 cents). This dividend is payable March 15 to holders of record Feb. 23. Beginning with the second quarter of this year the board intends to declare quarterly dividends at the rate of 16 cents per share.

CBS sets new record

Earlier announcement of profit rise is confirmed by full-year report that is every bit as good

CBS had record sales, income and per-share earnings in 1972, according to Chairman William S. Paley and Vice Chairman Frank Stanton.

As CBS had indicated weeks ago (BROADCASTING, Feb. 5), 1972 operating earnings were $2.68 per share (29% increase in the year) — a figure that represented a new high for CBS—25 cents a share above the record achieved in 1966.

CBS’s net income in 1972, the report said, rose 28% and net revenues were up

11% compared with 1971. Per-share earnings in the fourth quarter of 1972 were also up 29% over the same period in 1971. The CBS board last week declared a 36 1/2-cent dividend on each share of common stock payable March 16 to holders of record on March 2.

For the year ended Dec. 31, 1972:

Earned per share $2.68 1972 $2.07 1971
Revenues 1,403,184,000 1,263,377,000
Net income 82,865,000 64,996,000
*$2.06 after 17 cents extraordinary item and accounting change.

Metromedia Inc., New York, had record earnings and sizable boost in revenues in 1972. John W. Kluge, Metromedia president, said advances were made by improvements in all areas of company’s operations. For year ended Dec. 31:

Earned per share $2.07 1972 $1.30 1971
Revenues 181,860,025 153,407,078
Net income 12,666,130 7,681,588

Cox Broadcasting Corp., Atlanta, cited 24% jump in earnings and 17% hike in revenues for year ended Dec. 17, 1972:

Earned per share $1.73 1972 $1.40 1971
Revenues 77,281,000 68,213,000
Net income 10,102,000 8,125,000

Cox Cable Communications Inc., Atlanta, reported 32% jump in income and 17% boost in revenues for year ended Dec. 31, 1972:

Earned per share $0.48 1972 $0.26 1971
Revenues 15,796,422 13,457,437
New income 1,692,110 1,277,278

Communications Satellite Corp., Washington, reported that as result of increased use of satellite system by customers, revenues for 1972 jumped 20% over 1971. For year ended Dec. 31, 1972:

Earned per share $1.27 1972 $0.84 1971
Revenues 72,192,000 60,300,000
Net income 3,298,000 2,912,000
*Includes extraordinary charge in 1971 of $1,775,000, including write-offs and loss on disposal of unprofitable operations.

Viacom International, New York, increased its net income 31% and revenues 22% in 1972, over 1971. For the year ended Dec. 30:

Earned per share $0.54 1972 $0.41 1971
Revenues 25,889,000 21,150,000
Net income 3,083,000 2,191,000
Shares outstanding 3,842,000 3,855,000

Washington Post gets highest rate of profit from broadcast division

Radio-TV holdings return $5.5-million income from $24.2 million in revenues

The Washington Post Co., parent of group broadcaster Post-Newsweek Stations Inc., reported last week that its profits and revenues were at all-time high during the past calendar year.

The Post company said that the Post-Newsweek subsidiary, which operates WTOP-AM-FM Washington, WPLG-TV Miami, WJXT-TV Jacksonville, Fla., and WCKY (AM) Cincinnati, registered a 75% increase in operating profits during 1972. Its two other major divisions, newspaper publishing (the Washington Post) and magazine publishing (Post-Newsweek), had earnings gains of 17% and more than 100%, respectively. Of the firm’s cumulative 1972 revenue total of $217.8 million, the broadcasting division contrib-
Broadcasting had profits of $10.2 million last year against the $99.8-million revenue figure: for magazines, income amounted to $5.7 million against $93.8 million in revenues. Cumulatively, the Post firm’s operating income (before taxes) was $21.8 million last year against $15.2-million in 1971—an increase of 43.4%.

The firm’s net income (after taxes) was $9.7 million last year, against $11.8-million in 1971. The 1971 income figure, however, reflects a special credit of $4.6-million brought about by changes in accounting procedures.

For the first year ended Dec. 31, 1972, and Jan. 2, 1972:

<table>
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<th>Stock symbol</th>
<th>Exch.</th>
<th>Opening Feb. 14</th>
<th>Closing Feb. 14</th>
<th>Net change in week</th>
<th>% change in week</th>
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**Broadcasting with other major interests**

**Total**

70,773 shares outstanding

3,058,342 total market capitalization

**Cable**

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</tbody>
</table>

**Total**

271,100 shares outstanding

8,715,425 total market capitalization
ONE NAME
THAT GIVES YOU
TWO ADVANTAGES
IN CATV FINANCING

TAKE  Walter E. Heller International Corporation.
One of the world's largest business finance companies experienced in all sizes and types of lending and leasing with annual advances exceeding $5 billion.

ADD  Oak Industries Inc.
A leading producer of CATV equipment with design, manufacturing, and research expertise serving the television industry for a quarter of a century.

YOU GET  Heller-Oak Cable Finance Corp.
A very special finance company that has confidence in cable with funds and expertise to develop an individual financing program for any size cable need including systems, equipment, and expansion of services.

Ask for our "Confidence In Cable" brochure or for one of our representatives to call on you.

Call or write:
CABLE FINANCE CORP.

Samuel L. Eichenfield, Vice President
105 West Adams Street
Chicago, Illinois 60690
(312) 346-2300

Loren N. Young, Vice President
Crystal Lake, Illinois 60014
(815) 459-5000
Broadcast Advertising


W. Whitley Hawkins, regional sales manager, Delta Air Lines, Atlanta, appointed director of advertising.

Bruce Bendinger, Bruce R. Coe and Bill C. Gunn, creative directors, Leo Burnett Co., Chicago, named VP's.

James D. Farris, with Rullman & Munger Advertising, Los Angeles, appointed VP and director.

Albert C. Lange, manager of corporate advertising and public relations, National Can Corp., joins Chicago Partnership, division of Griswold-Ehlieman Co., as advertising account supervisor.


Gloria Guarinotto, copy group head, Ogilvy & Mather, New York, appointed copy supervisor, C&W.

Anthony M. Perone, head of own agency, Communications House, joins J.M. Korn & Son, Philadelphia, as VP and director of creative services.

Joanne F. Harmel, media director, Kalish & Rice, Philadelphia, elected VP. Susan Postupalsky, media group head, Grey Advertising, Detroit, appointed as associate media director, general accounts.

Robert L. Garrison Jr., media buyer, general accounts, Grey, Detroit, appointed senior media buyer, Grey, Minneapolis. Craig Wiese, creative group head, Grey, Detroit, appointed associate creative director, Grey, Minneapolis. Michael A. Fried, art director, Leo Burnett Co., Chicago, joins Grey, Detroit, in similar capacity.

Charles H. Strickland, local sales manager, WFAB-TV Dallas, joins WQXI-TV Atlanta in similar capacity.

Arthur J. Carr, with WSBK-TV Boston, appointed local sales manager.

Andrew K. Leach, Midwestern sales manager, Storer Television, appointed creative director, Storer Television Sales, Chicago, joins WJRT-TV Flint, Mich., as national sales manager.

Stan Nelson, general sales manager, WPRV-TV Providence, R.I., resigns. No future plans have been announced.

Robert A. Cobb, general sales manager, WZAT-FM Savannah, Ga., named VP-sales and administration.

S. Paul Ryan, general sales manager, WPRO-FM Providence, R.I., joins WHAM-FM there as local sales manager.

William T. White, manager, Blair Radio's Atlanta office, and William D. McKinstry, manager, Blair Television's St. Louis office, appointed VP's.

Lester N. Elias Jr., account executive, Avco Radio Sales, Chicago, appointed assistant radio sales manager, Chicago.

Lucille Chambers, associate media supervisor, Foote, Cone & Belding, Chicago, joins Swift & Co. there as media coordinator.

Leon M. Naveaux, manager, sales service, Miller Brewing, Milwaukee, appointed director of market planning.

Frank Nicolo, formerly co-creative director, Gilbert Advertising, New York, appointed creative director, Chalek & Dreyer, New York agency.


Ted M. Jablonski, advertising manager, First City National Bank, Houston, joins W&S as financial marketing director.

Lesa M. Young, production manager, Dungan/Allen, Little Rock, Ark., commercial film production firm, joins W&S as production manager.

Alan Dietz, associate creative director, Leo Burnett, Chicago, joins Kracht, Ryder, Minicus, Miami, in similar position.

Lewis De Seife Jr., product manager, Renfield Importers Ltd., New York, appointed account executive, Dancer-Fitzgerald-Sample, New York.

Charles Larson, account executive, Gardner Advertising, St. Louis, joins Needham, Harper & Steers, Chicago, in similar capacity.

Hal L. Farris, VP, J. Walter Thompson Co., Chicago, joins Sperry-Boom, Chicago, as account executive.

Burns Patterson, VP-executive TV producer, Foote, Cone & Belding, joins Kennedy & Eckhardt, New York, as senior producer.

Linell Vines, broadcast copywriter, Elder Beerman Corp., joins Kircher, Helton & Collet, Dayton, Ohio, agency, as radio/TV writer-producer.


Media

Marietta Tree, partner, Llewelyn Davies Associates, New York, consultants in city, hospital and health planning, elected member of board, CBS. Mrs. Tree was first U.S. woman ambassador to United Nations (served with U.S. mission to UN, 1961-65 and also served as U.S. delegate to general assembly.) She helped establish Llewelyn Davies firm in 1969.

Alex Smallens, director of station acquisitions, ABC Radio, New York, appointed to newly created post, director, American FM Radio Network. Richard P. McCauley, general sales manager, KLZ-AM-FM Denver, succeeds Mr. Smallens as director of station acquisitions.


Al Vecchio, assistant general manager and director of production operations, National Public Affairs Center for Television, Washington, appointed general manager, NPACT, and senior VP, Greater Washington Educational Telecommunications Association. NPACT is division of GWETA.

Frederick Breitenfeld, executive director, Maryland Public Broadcasting Commission, elected president, Eastern Educational Television Network. J. Michael Collins, president, noncommercial WNET-TV Buffalo, N.Y., elected chairman. Lawrence Frymire, executive director, New Jersey Public Broadcasting Commission, elected VP-instructional television, and David O. Ives, president, noncommercial WGBH-TV Boston, elected treasurer. EEN embraces 12-state region extending from Maine to Virginia.

Don C. Wirth, general manager, WMAG-AM (AM) Neenah-Menasha, Wis., for past 26 years, joins WMAD-AM-FM Madison, Wis., as VP and general manager.

Raynor E. Rice Jr., general manager, Turner Advertising, Chicago, joins WOR-FM Norfolk, Va., as general manager.
L. C. Pitt, director of advertising and promotion, CFCF-AM-FM Montreal, and VP, Broadcasters Promotion Association, Chicago, appointed president-elect, BPA. Miss Pitt will be BPA's first woman president. Stan Pederson, advertising and promotion manager, WMAL-TV Washington, elected VP, BPA.

Gary Starr, sales manager, WMYQ(FM) Miami Beach, Fla., named general manager. Mike Gable, account executive, Ross Hancock Advertising, North Miami, Fla., joins WMYQ as promotion manager.

Marvin W. Houtz, national sales manager, Park Broadcasting's WBEC(AM) Duluth, Minn., KRSI-AM-FM St. Louis Park, Minn., and WNAX(AM) Yankton, S.D., appointed general manager, WNAX.

Robert D. Thompson, general manager, Galveston, Tex., Chamber of Commerce, joins WNAI(AM) Norman, Okla., as operating partner and general manager.

Robert A. Feldman, with WENS(TV) Cleveland, rejoins WNPX-TV Wilkes-Barre, Pa., as manager of broadcasting.

Roger Gelder, program director, KICS-AM-FM Hastings, Neb., joins KODY(AM) North Platte, Neb., as operations manager.

Marilyn Russell, consultant on urban environment, New York, appointed regional manager, station relations, NBC News.

Joseph M. Aguayo, special assistant to administrator, Human Resources Administration, New York, appointed assistant to president, Children's Television Workshop, New York. Mr. Aguayo will be liaison between CTW and funding agencies in government.

William Strubbe, producer/director, KPDX-TV San Francisco, joins WBBJ-TV Boston as audience promotion manager.

Programing

T. J. Escott, previously with Bill Cunningham Agency, Los Angeles, as talent agent in commercials field, named head of new West Coast TV-radio commercials department, International Famous Agency, Los Angeles.


Virginia Seipt, production assistant, NBC Sports, New York, and Larry Cirillo, associate director, NBC Sports, appointed associate producers, NBC Sports.

Bob Sutton, director of advertising and press information, ABC-owned television stations, joins ABC-affiliated WPLO-TV Miami as program director. Mr. Sutton succeeds Lee Eden, named VP, Telcom Associates, New York broadcast consulting firm.

Mr. Sutton

Bill Miller, producer-director, KOOL-TV Phoenix, appointed manager of special projects. Maurie Helle, director, KOOL-TV, appointed production manager.

Mory Wint, with WNEP-TV Scranton-Wilkes-Barre, Pa., appointed production director.

Ed O'Brien, with KTKY(AM) Tucson, Ariz., appointed production director.

William Stark, associate producer, Mark VII Ltd., Universal City, Calif., named VP. Mark VII (Jack Webb and associates) produces Adam-12, Emergency!, Hec Ramsey, Escape, and is now in production of Chase for NBC-TV.

Hal Paret, formerly producer, Joe Pyne Show, appointed producer, Charlie McCarthy Show, syndication offered by Hubbard Productions, Minneapolis.


Broadcasting Journalist

Ray Kupiec, production manager, NBC Nightly News, joins newly formed Television News, New York independent news film agency, as production director. Gerald Dickler, producer, Hall, Dickler & Howley, New York law firm, appointed broadcast attorney at TNT.

Stuart Seibel, news director and operations manager, KTVS(TV) Sterling, Colo., joins KYTV(TV) Cheyenne, Wyo., as news director. Both stations are owned by Lamb Communications Inc.

Michael Craig, with WGAN-TV Portland, Me., appointed new director. He succeeds Bill Johnson, appointed investigative reporter there. Barbara L. Quill, with WPRO-AM-FM Providence, R.I., joins WGAN-AM-FM-TV as reporter.

Max Lee Smith, with WTEM-AM-FM Quincy, Ill., joins KGLO-AM-TV Mason City, Iowa, as news director.

Ernie Grafe, with WHW-AM-FM Hyde Park, N.Y., appointed news director.

Jim Huttenmaier, newsmen with KBWE-AM-FM Beatrice, Neb., joins KODY(AM) North Platte, Neb., as news director.

Martin Giles, with WWCG(AM)-WYOR(FM) Coral Gables, Fla., appointed assistant news director.


Weida T. McAuley, with Gainesville (Fla.) Sun, joins WDH(AM) Gainesville as editorial director.

Russ Jackson, news director, WEBB(AM) Baltimore, joins WBAL-TV there as reporter.

Philip Reed, with KFWB(AM) Los Angeles, joins KNX(AM) there as broadcast reporter.

David Wahl, with WMC(FM) Detroit, joins WDRQ(FM) there as reporter.

Cable

Ivan Curtis, with LVO Cable Inc., Magnavox Co., Manlius, N.Y., appointed CATV sales representative, United Video Inc., microwave common carrier subsidiary of LVO.

Andrew F. Tresness, with CATV division, Magnavox Co., Manlius, N.Y., appointed marketing systems manager.

Jay J. Merkle, VP, group communications, Teleprompter Corp., New York, has formed own company, Bedford Productions Ltd., New York, as consultant in pay- and free-cable TV programming.

Charles B. Radloff, VP-operations, CATV division, Oak Industries Inc., Crystal Lake, Ill., named VP and general manager.

Equipment & Engineering

John Puente, director of technology, Communications Satellite Corp., Wash-
lington, joins American Satellite Corp., Germantown Md., as VP-communications system development, with responsibilities for development of domestic satellite system.

Sanford Terry, engineering director, WTVB(TV) Richmond, Va., elected assistant VP.

John Gort, cable design engineer, LVO Cable, Casper, Wyo., joins Complete Channel TV Inc., CATV system under construction in Madison, Wisc., as chief engineer.

Kenneth Owen, special assistant to president, Telcom Inc., McLean, Va., named VP and general manager, McLean operations. Telcom is involved in telecommunications, broadcast and geophysical instrumentation programs.

Keith Gaylord, staff salesman, Teletape Corp., New York, appointed manager, corporation and agency sales.

Kent Struckhoff, sales engineer and product specialist, Conrac Corp., Duarte, Calif., joins newly opened Western district sales office, Miratel division, Ball Brothers Research Corp., as Southwestern district sales manager in charge of office, in Los Angeles. Miratel is manufacturer of video equipment for broadcast and computer industries.

Gene Bidun, sales manager, LPB Inc., joins Broadcast Electronics, Silver Spring, Md., as regional sales manager, Eastern Seaboard. Don Herman, with BE, appointed coordinator, field sales activities, Delaware, Maryland, Virginia, West Virginia and District of Columbia.

Allied Fields

Thomas J. Houser, FCC commissioner, January-October 1971, and most recently Illinois campaign chairman for President Nixon, returns to private practice of law as partner in Sidley & Austin, Chicago.


Wilbur L. Schramm, director, Institute for Communication Research, Stanford University, appointed director, East-West Communication Institute, East-West Center, Honolulu. Communication Institute, sponsored by U.S. government in cooperation with University of Hawaii, is research and educational division aimed at promoting mutual understanding between East and West.

Ray Kremer, with Wildrick & Miller Advertising, New York, joins National Association of Farm Broadcasters as sales marketing director. As part of a new NAFB service, advertisers and agencies may contact Mr. Kremer at no cost at Box 531, Mount Dora, Fla. 32757. (305) 293-5966.

John Couric, director of public relations, American Nursing Home Association, Washington, named deputy executive director. He is former VP, public relations, National Association of Broadcasters.

Deaths

David Lawrence, 84, columnist, early radio commentator and founder and editor of U.S. News and World Report, died Feb. 11 at his home in Sarasota, Fla. Death was attributed to a heart attack. Mr. Lawrence was one of radio's earliest political commentators, broadcasting a weekly show on NBC in 1929-33. He is survived by two sons and one daughter (see editorial, page 72).

John F. Williams, 57, owner and chairman of WZEE(AM) Boston, died Feb. 12 in Kettering, Ohio, of cancer. Mr. Williams was also a director and stockholder of Great Trails Broadcasting Corp., owner of WING(AM) Dayton, WCOL-AM-FM Columbus, and WIZE(AM) Springfield, all Ohio, WKOLO-AM-FM Louisville, Ky., and WRIT(AM) Milwaukee. Prior to his association with WZEE, he had served as executive VP, Great Trails Broadcasting. He is survived by his wife, Marie, two daughters and two sons.

Glenn R. Parson, 69, newspaper editor and founder of KLPM(AM) Minot, N.D., died Feb. 10 following a long illness. Mr. Parson had been an editor with the New York Daily News, Los Angeles Daily News and San Francisco Examiner. He is survived by his wife, Ruby.

Roger Van Duzer, 61, station manager of KCRL(TV) Reno, for past decade, died Feb. 12 of apparent heart attack. He had undergone heart surgery two years ago. He is survived by his wife, Charlotte, and three sons.

Prunella Bodkin Godfrey (Pru Devon on WOR(AM) New York from 1948 until 1971 retirement), died Feb. 13 in a New York hospital. As Pru Devon, she conducted a show of Latin-American folk and popular music. She was the wife of Gilbert H. Godfrey, news editor with United Press International, New York. She is survived by her husband and two children by previous marriage.

Kenneth L. Ostot, 51, executive VP and general manager, WELW-AM-FM Willoughby, Ohio, died Feb. 8 at the Veterans Administration hospital in Cleveland.

**For the Record.**

As compiled by Broadcasting Feb. 7 through Feb. 13, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate; ann.—announced; ant.—antenna; asr.—ural; aux.—auxiliary; CATV—community antenna television; CH—critical hours; CF—construction permit; DA—daily; DA—directional antenna; ERP—effective radiated power; kHz—kilohertz; kw—kilowatts; LS—local sunset; mhz—megahertz; mod.—modification; N.—night; PIA—preamplifier service authority; SCA—subsidary communications authorization; SIT—specified hours; SSA—special service authorization; STA—special temporary authority; TVP—transmitter power output; UHF—ultra high frequency; U—unlimited; VHF—very high frequency; vs.—visual; w—watts; —ED—educational; HAAT—height of antenna above average terrain; CRC—community antenna relay station.

**Existing TV stations**

**Final actions**

- Washington—Chief, complaints and compliance division, informed Edward R. Garvey, executive director of National Football League Players Association, that CBS's conclusion that comments by sports reporter Tom Brookshier were not controversial and were not unreasonable or arbitrary, Mr. Brookshier had commented on certain aspects of the National Football League retirement plan. Ann. Feb. 8.
- WJXT(TV) Jacksonville, Fla.—Chief, complaints and compliance division, informed James L. Har-
**Summary of broadcasting**

Compiled by FCC Jan. 31, 1973

### Licensed

| Commercial AM | 4.361 | 38 | 19 | 4.385 | 46 | 4.431 |
| Commercial FM | 2.373 | 1 | 48 | 2.420 | 108 | 2.526 |
| Educational UHF | 504 | 0 | 1 | 511 | 19 | 522 |
| Total commercial TV | 186 | 1 | 20 | 190 | 248 | 248 |
| Total educational TV | 690 | 1 | 101 | 731 | 56 | 770 |
| Educational TV | 450 | 0 | 26 | 476 | 83 | 649 |
| Educational TV-2 | 86 | 0 | 8 | 92 | 0 | 92 |
| Educational TV-UHF | 122 | 0 | 9 | 131 | 5 | 137 |
| Total educational TV | 208 | 0 | 15 | 223 | 226 | 226 |

*Special Temporary Authorization.*

**Actions on motions**

- **Administrative Law Judge Chester F. Naumovicz Jr. in Las Vegas (Western Communications Inc. (KORK-TV) and Las Vegas Valley Broadcasting Co.), announced license, commenced proceeding, and Las Vegas Valley Broadcasting Co. for production of documents; by deadline, denied request by Western Communications for permission to file appeal from ruling on due process claim. Dockets 19519, 19521. Action Feb. 6.

- **Administrative Law Judge James F. Tierney in New York (WPX Inc. (WPXIV TV) and Forum Communications Inc.), TV proceeding, reopened record; denied request by Forum for financial information of WPXIV; closed record again (Dockets 16711-2). Action Feb. 6.

**Call letter application**

- **KBFI-TV Dallas—Seeks KXTX-TV.**

**New stations**

**Actions on motions**

- **Administrative Law Judge Frederick W. Dennison in Sheboygan, Vivian and Butler City, all Louisiana (AM and FM), AM proceeding, denied motion by Gulf South Broadcasting Corp. for reconsideration of judgment. (Dockets 19519, 19521). Action Feb. 6.

- **Administrative Law Judge Chester F. Naumovicz Jr. in Vicksburg, MS (Northeast Oklahoma Broadcasting Inc. and PBL Broadcasting Co.), AM proceeding, granted petition by Northeast Oklahoma Broadcasting Inc. to amend application to show change of residence by one of principals (Dockets 19564-49). Action Jan. 31.

**Other actions**


**Call letter application**

- **KMCO-Corvallis, OR—Seeks KFLY.**

**Existing AM stations**

**Application**

- **KASI Ames, IA—Seeks CP to change antenna site to 1225 Meters, Ames and increase tower height. Action Feb. 7.

**Final actions**

- **KROD Jacksonville, FL—Broadcast Bureau granted request to install new tower at old site. Action Feb. 7.

**Call letter application**

- **KMCO-Corvallis, OR—Seeks KFLY.**

**Fines**

- **WSUZ Mount Holly, N.J.— FCC ordered West Jersey Broadcasting Co., licensee, to forfeit $2,000 for willful or repeated violations of terms of station's license, commission rules and Communications Act. Action Feb. 7.

- **WRNL Richmond, VA—FCC notified Rust Communications Group Inc., that it has incurred apparent liability of $1,000 for violation of rules by exceeding licensed power and allowable tolerances during nighttime hours. Action Feb. 7.

**Call letter applications**

- **KAOR Oroville, Calif.—Seeks KORY.**

- **KLEN Killearn, Tex.—Seeks KIXS.**

**New FM stations**

**Applications**

- **WGOO—Sterling Radio & TV Inc. Seeks 96.7 MHz, 940 w. HAAT 504 ft. P.O. box address 830, Sterling 80731. Estimated construction cost $2,500,000. Estimated first-year operating revenue $7,000. Principals: William C. Whillock, president, Denver; Ariz. Radio Inc., Denver, Colo. Whillock owns 51% of KURV-FM Holding, Neb. Whillock owns 51% of spectrum. The station's construction permit applied for on 104 MHz, 4,000 kw, 226,000 watts and 10% of KTTA-FM Columbus, Neb. They own each 29% of KGKE(AM) Sterling, Neb. Action Feb. 7.

- **Jakeipick, Fla.—Proud Broadcasting Co. Seeks 107.3 MHz, 100 kw, HAAT 324 ft. P.O. box address 210 S. Main St., Chattanooga, Tenn. 37411. Estimated construction cost $52,836, first-year operating cost $4,095; revenue $98,000. Principals: Leon Garret, Robert Benns (each 50% equity, 33%). Mr. Garret owns WBUF(AM) Huntsville, Ala.; Michael Benns is engineer and Robert Benns is director and manager of WBUF(AM) Lookout Mountain, Tenn. Action Feb. 7.

- **Jacksonville, Fla.—Seeks WJAC.**

- **Marathon, Fla.—WHO Radio Inc. Seeks 94.3 MHz, 3 kw. HAAT 159.8 ft. P.O. box address 8170 S. Torrey Terraces, Clearwater, Fla. 34612. Estimated construction cost $55,800, first-year revenue $60,000. Principals: Michael Jones, owner and operator, Miami Beach, Fla.; Mr. Jones owns 51% of KKGF-FM, Miami Beach, Fla. The station's construction permit applied for on 103 MHz, 420 kw, 200,000 watts and 10% of KGBR(AM) St. Louis, all of which are being sold to WMBF(AM) Marion, S.C. Action Feb. 7.

- **Marathon, Fla.—WHO Radio Inc. Seeks 94.3 MHz, 3 kw. HAAT 159.8 ft. P.O. box address 8170 S. Torrey Terraces, Clearwater, Fla. 34612. Estimated construction cost $55,800, first-year revenue $60,000. Principals: Michael Jones, owner and operator, Miami Beach, Fla.; Mr. Jones owns 51% of KKGF-FM, Miami Beach, Fla. The station's construction permit applied for on 103 MHz, 420 kw, 200,000 watts and 10% of KGBR(AM) St. Louis, all of which are being sold to WMBF(AM) Marion, S.C. Action Feb. 7.

Woodward, Okla.—Woodward Broadcasting Co. Seeks 97.5 mhz, 125 kw, P.O. address Box 128, Woodward 73081. Estimated construction cost $259,000; first-year operating cost $4,880, 78 kw, 10,000 People. Principals: Lenora W. and Andrew A. Ryan (together 99.8% of all Woodward Broadcasting Inc. licensees of KSWI(FM) Woodward and KSWI(FM) Programing of KSWI is proposed to be simulcast on new FM. Action Feb. 5.

Viquerra—Carlos J. Colón-Vierra, Seeks 98.9 mhz, 50 kw, HAAT 952 ft. P.O. address Conosimino Logan 5 N. Ponce de Leon, 8575, San Juan, Porto Rico. He also owns and operates business and parking lot in San Juan. Action Feb. 8.


Wisconsin Dells, Wis.—Obed S. Borgen, FCC granted license to Broadstone Broadcasting LLC to build and operate a station at three location to 160 M Street; Communications-Buildings for Lexington Park-Wisconsin Dells, WI. Action Feb. 6.

KLAK-FM Lakewood, Colo.—FCC granted license by Lakewood Broadcasting Service Inc. to Broadstone Broadcasting Inc. to operate a station at 3 location to 200 M Street; Community system (increase height); ant. over all height above ground level 677 ft. Action Feb. 5.

WPBS(FM) Bridgeport, Conn.—Broadcast Bureau granted license to install new trans.; install new ant.; change TPO and ant. height; ERP 25 kw; HAAT 660 ft.; call WJWF(FM). Action Feb. 7.

WRC-FM Washington—Broadcast Bureau granted license to install new trans. (main); install new ant.; change TPO and ant. height; ERP 56 kw; HAAT 870 ft. Action Feb. 5.

WSHE(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted license to install new trans.; change TPO and ant. height; ERP 100 kw; HAAT 450 ft.; call WLYK(FM Milford, Conn.). Action Feb. 6.

KICT(FM) Wichita, Kan.—Broadcast Bureau granted license to install new trans.; ERP 100 kw; ant. height 440 ft.; call WJLY(FM). Action Feb. 5.


WPEA(FM) Exeter, N.H.—Broadcast Bureau granted license to change trans. to location to academy property. Action Feb. 5.

WEOK(FM) Sanford, Fla.—Broadcast Bureau granted license to install new trans.; ERP 25 kw; HAAT 115 ft.; call WJLY(FM). Action Feb. 5.

WEKO-AM Killeen, Texas—Broadcast Bureau granted license to install new trans.; ERP 15 kw; HAAT 85 ft.; call WJLY(FM). Action Feb. 5.
Modification of CP's, all stations

- WABB-FM Mobile, Ala.—Broadcast Bureau granted renewal of CP for extension of time for completion of CP from September 6, 2004.
- KUPD-FM Tempe, Ariz.—Broadcast Bureau granted modified CP for change in antenna system; permit main studio location at 4825 N. 60th St., Phoenix, Ariz. 85018.
- KSPF-FM Cambridge-Bazile and K70DP Gothenburg, Neb.—Broadcast Bureau granted modified CP for extension of time for completion of CP to July 30, 2005.
- KSDX-FM Portland, Ore.—Broadcast Bureau granted modified CP for extension of time for completion of CP to August 1, 2005.
- KUMC-FM Leawood, Kan.—Broadcast Bureau granted modified CP for extension of time for completion of CP to August 1, 2005.
- KXLA-FM Garden Grove, Calif.—Broadcast Bureau granted modified CP for extension of time for completion of CP to August 1, 2005.
- WMBF-FM Pickerington, Ohio.—Broadcast Bureau granted modified CP for extension of time for completion of CP to August 1, 2005.
- W289DT-W289DU, New York, N.Y.—Broadcast Bureau granted modified CP for extension of time for completion of CP to August 1, 2005.
- W289DT-W289DU, New York, N.Y.—Broadcast Bureau granted modified CP for extension of time for completion of CP to August 1, 2005.
- W289DT-W289DU, New York, N.Y.—Broadcast Bureau granted modified CP for extension of time for completion of CP to August 1, 2005.
- W289DT-W289DU, New York, N.Y.—Broadcast Bureau granted modified CP for extension of time for completion of CP to August 1, 2005.
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Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted by letter or wire; telephones accepted. Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1733 DeSales St., N.W., Washington, D.C. 20036.

Applicants for TV, FM, or AM license may send $1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. Advertisers addressed to box numbers are sent at owner's risk. BROADCASTING will not republish any liabilities or responsibility for their custody or return.

Rates, classified listings ade:
—Help Wanted, 45¢ per word—$5.00 minimum.
—Sales, 35¢ per word—$5.00 minimum.
—Other classifications, 50¢ per word—$5.00 minimum.

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Rates, classified display ads:
—Situated Wanted (personal ads) $25.00 per inch.
—All others $40.00 per inch.
—$5.00 or over applies a 50% discount rate.
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Agency Commission only on display space.

Word Century counts letter and space. Name of city (Des Moines) or of state (New York) counts as two words. Zip code or phone number including area code counts as three words, and any abbreviation, title, branch, etc. counts as one word. All abbreviations must be defined in first use.

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Help Wanted Management Continued

Sales

Sales Manager, Long Island (Nassau territory) station seeks experienced, motivated, sales-minded; strong, self-starter, with proven track record. Must be willing to relocate. Salary and override. Box 115, BROADCASTING.

Station Manager, Atlantic Seaboard AM daytime in rural area. Flagship station of new communications conglomerate. Must be well versed in programming, sales and personnel. Strong market potential. WPIK/AM/WX, 26 Barnstable Rd., Hyannis, Mass. 02601. 617-775-6800. Fax only.

We're looking for a good staff announcer with first phone for nighttime Top 40 show. Good pay, good benefits, good atmosphere. 5th and air check and complete resume. Box B-175, BROADCASTING.

If you like the great outdoors plus the convenience of metropolitan city life, you'll love Anchorage, Alaska. WAKR is looking for a professional announcer. No beginners! Good Music format; FM stereo. Send tape and resume to Ken Flynn, KHAR/AM/FM, 3900 Seward Hwy., Anchorage, Alaska 99503.

BROADCASTING. Continued

Advertise your brokerage department in BROADCASTING. An effective way to bring in new salesmen and to keep your present ones informed of what is happening in the radio industry.

Write for complete information.

Pleasantly located within driving distance to the sea shore, golf course or ski resort. Are you looking for a mature, experienced, strong manager type capable of taking over complete responsibility of the Sales Department. Salary and Account List complete with ability. Rush complete resume including picture to Box B-119, BROADCASTING.

Most progressive station in W. Va. needs one top notch salesmen with proven track record. Send resume and requirements with first letter. Box B-173, BROADCASTING.

Salesman for fastest growing area in Southern California. Salary plus commission. Box B-180, BROADCASTING.

Sales, Floride, major market Contemporary has opening for a sales manager with proven potential. For the Excellent income, fringe benefits, exciting organization. Will work closely with management, including sales performance. All replies acknowledged. Interviews in New York, Chicago, Atlanta. Box B-188, BROADCASTING.

Superior retail sales representatives needed for full-time 5,000 watt in top 30 markets. Generous draw against showing above average. Growing major market, major facility group. South. Send detailed billing, income history, resume to Box B-193, BROADCASTING.

Good opportunity established station. Salary, commission. Send resume, sales record. KFLG, Longview, Texas 75602.

The South's leading Contemporary radio station is looking for one more "pro." Must be experienced with at least three years of solid broadcasting experience. Must be earning good money now and able to support himself. Salary and override. Good market. Must have good reputation, including sales performance. Great potential with top drawer broadcasting group. Call Murray Green at 703-286-3333 or rush resume to WLEX, Box 8477, Richmond, VA 23226, EOE.


Fast growing Top 40 FM looking for fast growing dynamic salesman. If you're the guy we're looking for, the offer is $16,000 plus your override. Rush resume to C. L. Stone, Box 606, 837-8951-20-Berry Murphy for details. Our staff knows of this ad.

Announcers

FLA, growing chain needs 1st-CE to maintain gear and handle light evening (shift, 1st-11er/sales DJ combo man pro for major daytime show; 1st, 11er/sales DJ combo show. Good market, good growth. Excellent opportunity for a real veteran pro. Veteran sales pro with new show. Job market. Excellent benefits. Pay. Box 445, BROADCASTING.

WFLZ/107.7 FM, Fort Myers, Florida. Looking for a full-time DJ with a "diverse" flavor. Must have experience in classical format or be able to adapt easily. Good personality. Good market. Opened in 1978. Excellent income, fringe benefits, good atmosphere. P.O. Box 2256, 3rd Phone. 813-242-9977.

Midwest FM'er needs experienced Chief Engineer. Must know Stereo, CCA, strong on maintenance. Call Ovice, Loman, Cal伟村, 513-422-3623.


Midwest FM'er needs experienced Chief Engineer. Must know Stereo, CCA, strong on maintenance. Call Ovice, Loman, Cal伟村, 513-422-3623.

Box 2156, Blackstone, Va. 23917. Great numbers. 11-er/sales DJ combo show. Excellent income, fringe benefits, good atmosphere. Rush resume or call Box 2156, BROADCASTING.

We're looking for a mature sounding Top 40 DJ with a minimum of two years' experience for top rated medium market. Stable, respected organization, offering many company benefits. Good, early and air check and complete resume. Box B-175, BROADCASTING.

If you like the great outdoors plus the convenience of metropolitan city life, you'll love Anchorage, Alaska. WAKR is looking for a professional announcer. No beginners! Good Music format; FM stereo. Send tape and resume to Ken Flynn, KHAR/AM/FM, 3900 Seward Hwy., Anchorage, Alaska 99503.

Continued

Phone (281) 525-1199. 

News

Newsman to edit, write and air local news for Pennsylvania station. Not for announcers or DJs. Man we're looking for has good imagination. Must be able to maintain equipment to do the job. Box B-147, BROADCASTING.

Number one rated Contemporary in a market of 500,000 needs newscaster who can write, produce, produce and tape news and tape writing samples and current photo. Box B-168, BROADCASTING.

Box 203-40. Box 142, BROADCASTING.

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Newspaper

News (man/woman) reporter for Florida Gulf Coast radio station. Induruous self-starter with ability to write, edit, produce and tape news and tape. Send photo, detailed resume and photo. Box B-204, BROADCASTING.

Southern California top rated adult station seeks on-air personality. Excellent fringe benefits. Send photo, detailed resume and photo. Box B-205, BROADCASTING.

Morning news/anchor/anchorman needed. Strong background in voice, tape and resume to Program Director, WSJG, 7888, Atlanta 30339. An Equal Opportunity Employer.

Announcer, interested in gathering and writing local news. Board work. 3rd phone. $150 with experience. Write Bob Eastman, Box 743-1150.

Aggressive newsmen, WTRX in Plainview, Michigan wants a dynamite go-getter with mature delivery, capable of moving up to department head. Good pay, fringe benefits. Promotional opportunities. Call Jack Hood or Bob Eastman at 743-1150.

Programming, Production, Others

Advertising/PR copywriter. Wanted by large Atlanta, Georgia company. If you have a degree in Journalism or a major in English, some writing and production experience, lots of imagination and can organize, let us hear from you. If you worship accuracy and punctuality, despite cliches and appreciate originality and strong copy, come to us. Salary and benefits. Send resume. Box B-40, BROADCASTING.

Operations Director/Announcers major market Connecticut station going Beautiful Music. Immediate opening for professional Equal Opportunity Employer. Box B-75, BROADCASTING.

Wanted "Born Again" staff. New SWX, S. West sales, anncs., engineers, news, etc. Great opportunity. Box B-85, BROADCASTING.

Program Director for the fastest growing station in New England. Excellent coverage, facilities, acceptance and prestige plus extra strong ratings. Please located within driving distance to the sea shore, golf course or ski resort. We are looking for a manager with extensive, established, capability of taking over complete responsibility of the Program Department. Salary commensurate with ability. Rush complete resume including picture to: Box B-118, BROADCASTING.

Situations Wanted Management

Shrinker, community involvement, strong on st. and agency. Good background. Available now. Stable family man. Box B-27, BROADCASTING.

Please don't write unless you would like to increase your station profits, have a staff that works well together yet has the freedom to do it's own thing. Many good market, good benefits. After all, my dad is 33 and he has to support me, my mother makes more money than I do. For someone like you, P.S. He has 13 years experience. Box B-85, BROADCASTING.

Major market General Manager. The most recent big market success story here. New challenge in top market. Ten years solid experience rather than the usual 3-5 years, reference times. Reply Box B-132, BROADCASTING.

Successful General Manager/Sales/Manager desires new challenge in South or Southwest. Exceptional record in current current situation in billing, profit, ratings. Strong administrator. Best personal and professional references. Box B-144, BROADCASTING.

Sales and profit management pro. Eight years as GM, 35 with money to invest. Experience all phases including renewals & FM. Box B-145, BROADCASTING. 

Stimulating, mood communicator, Seeking management who believes in the premise of intimate radio. Unique approach, 28, experienced. Box B-151, BROADCASTING.

Experienced general manager would like to relocate in Florida. Strong on local origination, AM-FM management. Serious offers only please. Box B-159, BROADCASTING.

Manager, small market Midwest. 4 years as General Manager. Family. Take less to prove ability. 618-942-0300, after 6 evenings. Sales, Programming, promotions, production.
**Sales**

Tenn. or Ky. AM-FM, 8 yr. experience in street sales, 4 yrs. in mglt. Available June. Box B-143, BROADCASTING.

7 Year market medium professional broadcaster, seeks promotions/sales position with Contemporary Formats. Experience 4 years Top 40; 1 year local news; past 2 at Top 40 FM in 14 state market. Expert in creative, low key FM production. Short, but lucrative FM sales record. 24, married, straight. Complete resume Box B-183, BROADCASTING.

**Announcers**

DJ, tight board, good news, commercials, 3rd phone. Can also produce, willing to go anywhere. Box M-1, BROADCASTING.

Gladdelnump! Station changing format, leaving after four years. Top 40 or Contemporary MOR. 6 yrs. 2nd Board. Box B-240, BROADCASTING.

Announcer, Bright morning man, sign on until 9:00 A.M. Top production experience. For growing CW station in 3 state market. Box 27-4, BROADCASTING.

**Announcers Continued**


Top pro looking for station to grow with. Always willing to relocate. Al Franco, 632 Marlboro Rd., Brooklyn, N.Y. 11226.


Six years parttime sportscasting. Want full time. Can also do Top 40. Experience professional fun. 904 Broadcast Blvd., Eau Claire, Wisc. 713-834-8806.

California PD (FM Rocker) looking to move on. 3rd PRO. College degree, will relocate, for tape, resume and photo. Call 213-424-0401, Box 184, BROADCASTING.

Attractive station! Black, experienced, creative announcer seeks immediate employment. Only full time work will be considered. I am presently holder of 3rd class FCC license with broadcast endorsement. If you can do some of the creative things I do on my bag. Try me. For further info call or write Jesse Brooks, 606 E. 128 St., Cleveland, Ohio 44115. Letter will be discussed at appropriate time. 451-3775.

Experienced engineer-announcer available now, MOR, CW, or Top 40 production and sales. Cell after 7 p.m. 1-312-669-2302.

Young, experienced 1st phone. Good production. Want serious, demanding announcer's job around or within Wisconsin. Call Todd 414-235-0690 or 414-233-2062.


Young Columbus School of Broadcasting grad seeking position in field of Radio or TV. Bachelor of Arts, Pa. or Conn. area. 3rd contact Gregory Bresler, 919 W. 66th St., Queens, N.Y. 11418. Telephone 212-489-2313.

 Wanted Immediately. If not sooner, one permanent job for me. I'm 21, single with a first and willing to relocate. Some 11 months experience. I'm very interested contact Al Robbins, 924 Cambridge, Fresno, Calif. 93725.

Employed 100,000 W FM Stereo CW format Green- ville, S.C. Dead. Wish to advance more. Market pro. 16 years experience, 36 yrs. old, 3rd endorsed. Married one child. Can relocate. 150.00 week. Can do any job. For tapes, picture, write Louis McIntosh, 107 Broad St., Waynes- ville, N.C. Weekends call collect 704-452-4033. Sober, dependable, can adjust to any format.

**Technical**

Chief Engineer, directional AM station. Technical background. 5 years experience. Seeking position as Contemporary, new or similar or better position. Single, no kids, no college degree, no credit. Box 2707 W. 66th, Denver, Iowa.

Chief Engineer announcing position. AM-FM-TV. All offers considered, resume on request. Box B-134, BROADCASTING. 2nd Board.

Phone: 202-544-9055.

First phone, consistent troubleshooter, own tools and test equipment, seeking to take over for a retiring Chief Engineer. Prefer country preferred. Box B-203, BROADCASTING.

Looking for secure position as studio engineer. Good electronics background. First ticket, amateur license plus entry into the business. Will relocate. Box 8-191, BROADCASTING.

Experienced chief announcer seeks a position in North- ern states. Prefer sports market. Excellent production background. Rt 2, Lebanon, Ind.

**News**

Sports loving female seeking position as a sport reporter. Degree, TV and print experience. Salary negotiable. Box B-15, BROADCASTING.

Former part-time newswoman with suburban FM. Now looking for position in small or medium market. College degree in Political Science plus college credit in Journalism. In Box B-21, BROADCASTING.

Three years experience in news reporting. Seeks permanent position with small market newspaper. Will relocate. slide Boston to Baltimore. Box B-82, BROADCASTING.

Young, good experience in medium market. Covered politics, police, general. Several state awards. Pres- ents and produces nightly show. Desires similar or better position in larger market. Reply Box B-137, BROADCASTING.

Help! Experienced, young, aggressive weekend man seeking full time employment. Can do Top 40, Op- erative. Locking, news is first love. All replies an- swered. Will go anywhere. Now working 50KW FM. Box B-138, BROADCASTING.

Aggressive newscaster seeks opportunity in medium market, preferably morning. Will relocate. Ambitious young female, third ticket with ex- perience in news and production at major market station. Willing to relocate. Box B-197, BROADCASTING.

Million market radio newsmen newswoman seeks reporter or anchor position in top or metro. Good writer, good worker. Will produce results. Box B-202, BROADCASTING.

Help! I'm being held back! Experienced top notch, youn, aggressive Rock, medium market mixer. Will work with me, I will produce for you. Box B-214, BROADCASTING.

Over 7 years in radio news, now employed in top 10 market. Ybonesy offering small market position. Similar or better position in the Midwest. Box B-192, BROADCASTING.

Ex WCLF (Chicago) newsmen, talk show host, docu- mentaries production man looking. Documentaries work was not what I had in mind. Looking for something similar to TV. Write: Howie Kaplan, 641 N. Ridge, Chicago, III. 60626.

Happy talk. News director/DJ desires all night show talk. Must have creative ideas. Entertaining warm and opinionated. 30, single, have extensive travel back- ground.


Michigan: If you feel local news makes a station’s accent on actualities—4 years commercial experience, consider. Currently employe, Air ForceFB Write: 319 Fifth St., Elvira, Ohio 43511.

DJ and/or sportscaster looking for medium market MOR or Top 40, tight board, football and basketball play-by-play. College, 25, married. Small market ex- perience, 3rd, 6036 Doyle Ct., Greenfield, Wisc. 53129: c/o BH.

**Programming, Production, Others**

PD wants move up to Contemporary, MOR, medium market position offering small market announcing experience. Can do all, announcing, production, mu- sic direction. 3rd, married, no children, college, BS. Draw exempt. Currently employed. Box B-23, BROADCASTING.


Production/Operations Manager with proven success looking for larger market. Box B-177, BROADCASTING.

Experience counts! 4 years radio experience from jack to GM. Presently PD, OD, College grad, 3rd endorsed. Looking to bust for someone who can appreciate a good job. Box B-191, BROADCASTING.

Program director age 30, with major market experi- ence in MOR and BOX. A record of winning. Box B-194, BROADCASTING.

Experienced PD, announcer, DJ, production, news- work, currently directing. Seeking PD position with announcing duties. Good salary and job security a must. Have FCC first ticket, too. All offers considered. Prefer medium market or small market with great opportunity. Let’s talk. Please contact: Box B-193, BROADCASTING.

Creative program man now running top rated FM and separate AM wishes to move away from stagnant front officer. Good background in MOR, ROC, and drive through advertising. Excellent radio production exp. Box B-196, BROADCASTING.

Pro. Jock looking for a program director position in a medium to large market rocker. Only stations need- ed. No small market, all major sound need answer. Box B-200, BROADCASTING.

How would decide? Mini features using Contemporary Background. Box B-201, BROADCASTING. Contact Nick Isenberg, 303-322-2350, 2890 Elm St., Denver, Colo. 80207.

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Help Wanted Sales

TV Salesman needed for local sales department of leading station in Northern Michigan market. Previous experience in sales essential. Good opportunity for the person who knows potential and likes to sell. Submit resume to Box B-106, BROADCASTING. We are an Equal Opportunity Employer.

WISH-TV Indianapolis has an immediate opening as an assistant to the sales manager. If you have an outstanding record in local sales plus national sales experience, send your resume to Bill Stough, General Sales Manager, WISH-TV, 1920 N. Meridian St., Indianapolis, Ind. 46202. No phone calls, please.

Experienced, preferred. $15,000.00 or over (salary plus commission) in N.C. Write Box B-706, Durham, N.C. 27707.

Technical

Lab Supervisor/Technician. All phases of color, 16 mm and still photography. Must be self-starter who can handle budgetary responsibilities. Box B-165, BROADCASTING.

Top Midwest NBC affiliate needs experienced video and audio engineers. Top wages and benefits. An Equal Opportunity Employer. Send resume to Box B-208, BROADCASTING.

Chief Engineer for Eastern small market UHF. Must have strong transmitter maintenance and administrative abilities. Salary $11,000 to start. Write Box B-209, BROADCASTING.

Need broadcast maintenance engineer who wants challenge and responsibility in a short time. Work evening shift and weekends. Good salary commensurate with experience and formal education. No barrier, need only ability to work. KYW-TV, Santa Monica, Calif.

Experienced television maintenance engineer. Send resume to Bibeau, KOB-TV, Box 1351, Albuquerque, N.M. B-703.

Wanted Immediately, video tape engineer, excellent salary, live near the top ski areas of the Rocky Mountain West, America's greatest ski area. Call collect Scott Thompson, Operations, KYCC-TV, Chyenne, Wyoming. 303-634-7755.

Immediate opening for studio or transmitter operator and maintenance technician. Send resume to Chief Engineer, WGAD-TV, 3003 Park 16th St., Moline, Ill. 61265.

TV maintenance technician for new station, First Phone: Box 7077, St. Thomas, US Virgin Islands 00801.

TV Engineer—1st class license. NBC affiliate in N.C. Write Box B-706, Durham, N.C. 27707.

News

Florida TV station needs on air field reporters; news and documentary writers; editing and photojournalism equipment supervisor with mechanical ability; investigative reporter. Send resume to Chief Engineer, WGAD-TV, 3003 Park 16th St., Moline, Ill. 61265.

TV salesmen needed for new station, First Phone: Box 5077, St. Thomas, US Virgin Islands 00801.

TV Engineer—1st class license. NBC affiliate in N.C. Write Box B-706, Durham, N.C. 27707.

Programing, Production, Others

Wanted, a television artist for the Southeastern US. Their job will include developing a bold new look through station id's and on air promotions, producing the necessary art for a heavy local production schedule, and working with the news department in preparation of their daily art needs. Experience with a 35 mm camera would be helpful, but is not a requirement. An Equal Opportunity Employer. Box B-131, BROADCASTING.

Situation's Wanted Management

Minority Candidate with management experience in promotion, traffic, production, sales public affairs and programming in a top 20 market, seeking job as Program Director/Station Manager. Young, aggressive, currently employed. Box B-53, BROADCASTING.

Accounting Manager. Six years experience in broadcast and eight years outside of broadcasting. Top quality references provided. Will relocate anywhere, preferably Midwest. Direct data processing experience. Box B-140, BROADCASTING.

Successful General Manager/Sales Manager desires new challenge in South or Southwest. Exceptional record in current situation in billing, profit, ratings. Strong administrator, Best personal and professional references. Box B-147, BROADCASTING.

Knew television inside-out from administrative personnel, strong financial background, complete understanding of TV station operation, engineering, production, sales, promotion, publicity, etc. Excellent right hand for busy No. 1 man. Box B-146, BROADCASTING.

Management Continued

Solvant, disciplined, versatile, sales cultured 34-year-old television executive recruiter desires combination management-investment opportunities with currently profitable warm weather located facility. Please respond to Occupant, 2917 N. Kenmore, Apr. 351, Chicago, Ill. 60660.

Sales


Experienced local sales manager offering experience and ability in leading 6 man sales department to record billing through program growth in market size of 30 to 50. Challenge and responsibility are important. Top references available. Box B-121, BROADCASTING.

Versatile broadcaster offers a unique combination of skills to television, radio or CATV in any size market. Currently employed as program director, announcer, on-camera newscaster, Superior play-by-play, First class licensee, Family man, active in community affairs. Currently employed. Moderate salary requirements are negotiable. All replies receive thorough consideration and immediate reply. Box B-141, BROADCASTING.

Sales manager available immediately, 16 years excellent track record in local and national regional sales manager for 4 TV and 2 AM. Configuration station, every national when national averages down 19%. Average increase desired. Write: Box B-683, Tyler, Texas 75701, 214-592-6280.

Announcers

Kids' show host can produce quality program for older youngsters. Community relations oriented. Available now. LOCAL. Box B-53, BROADCASTING.

Experienced, versatile personality. Commercial writing, VTR available. Top 60. Box B-210, BROADCASTING.

Technical

First phone, AM-FM-TV, directionals, solid state exper, prefer transmitter or maintenance. Box B-103, BROADCASTING.

Chief engineer, over 20 years all phases of broadcast engineering. Young, aggressive, wishes opportunity to perform. Top references. top output. Box B-120, BROADCASTING.

Assistant Operations/Manager, Management oriented with 25 years of diversified TV broadcasting, military and industrial electronics. Emphasis on modern techniques for broadcast. Box B-152, BROADCASTING.

Control board operator (switcher), audio man, 1st ticket, no maintenance. Eight years in broadcasting. Write: box B-181, Yale Ave., Marlboro, La. 70034. 504-888-1291.

News

News is my business. It's my image. Put my tested experience to work on your problems. Real pro needs refreshing challenge. Money secondary. Box B-86, BROADCASTING.


If it's on the air, I've done it. News, sports, weather, commercials. Also willing to interview. Half my thirty-six years in broadcasting Married, responsible. Presently employed. First references. Consider with long-term opportunity. Box B-172, BROADCASTING.

Public Information man with military, educational institution experience seeks opportunity (growth) position in news/public affairs. Experience includes research, writing, speaking, and editing for radio and TV. Young (28) willing to "pay my dues," relocate. Available immediately or sooner if necessary. Box B-185, BROADCASTING.

Sports caster, experienced, versatile, knowledgeable; college graduate, 32, have covered both major and college sports. Box B-147, BROADCASTING.

News Director at major AM-FM in top 60 market desires move into small medium market television. Young, enthusiastic, family man who graduated with high grades has built top quality operation at present location, but management decisions make future uncertain. Desire position with real career potential. Let's talk. Box B-199, BROADCASTING.

Programing, Production, Others

Hard working switch-director now employed in small market station desires move or another small or medium market. Box A-193, BROADCASTING.

I am an enginner in top 7. Find engineer stigmatic unbearable when trying to break into production. Can you help? Box B-80, BROADCASTING.

Television film editor seeking 6 month special Exceptional experience in daily makeup/registration feature film editing and news film editing. Box B-79, BROADCASTING.

Interested in quality? Experienced operator, director seeking position as technical director and to settle in for long job with future. Box B-115, BROADCASTING.

Training director or production manager, 15 years in production, management experience. Currently teaching in university. Good lecturer. Public relations mind. Box B-135, BROADCASTING.

Five years experience. Director, camera man, lighting. Looking for position as a director. Also have film experience. Willing to relocate. Box B-136, BROADCASTING.

Poträt, attractive young woman. Excellent on-air personality for professional sounding interviews, features and reports. Conscientious and dependable. Box B-149, BROADCASTING.

June grad, TV major, seeks summer internship before Masters. Gaining TV experience, offer permanent employment? Box B-158, BROADCASTING.

Viet Nam veteran. Ready, willing and capable. Degree in Television Production. Commercial, educational, video production. Excellent assistant to cameraman to director/producer. Age 28, married, will relocate. Phone 609-448-4716. Box B-169, BROADCASTING.

Desire commercial directing slot. 22 years operational experience. As Hamptons, New Hampshire, director. Any market. Box B-181, BROADCASTING.

Producer/Director, news, talk public affairs. BS/MS in TV, major market experience. The challenge is as important as the salary or location. Box B-178, BROADCASTING.

Art Director, 9 years television experience. Would like to relocate, Southwest or southeast. Manager, responsible, excellent references. Good, confident, resume sent upon request. Box B-181, BROADCASTING.

Experienced producer-director, creative copywriter, news-editor, announcement-personality, wants Assistant PD or PO position with company which rewards hard work, dedication. $12,000 top. Box B-211, BROADCASTING.

Producer/director. Educational television and film experience. Editor, writer, film, production, educational, industrial, or CATV. Write: Michael Thaller, 1714 E. Broadway, Columbia, Mo. 65201.

BS Radio/TV, MS Education, 4 1/2 years TV production/announcer. Married. Family man, willing to work. Sid Frye, 303 N. Vann, Pryor, Okla. 74361.

Operations Manager knowledgeable of all phases of programing, production, audience promotion. Strong in television, evolution, budgeting, Will relocate. Call 919-885-6437.

Interested in quality? Experienced operator, director seeking position as technical director and to settle down for job with future. Box B-109, BROADCASTING.

CABLE

Help Wanted Sales

Sales manager needed to develop cablecasting market sales. Time sales experience required. Equal Opportunity Employer. Box B-164, BROADCASTING.

Technical

Tech Manager, Cable Information Systems, Inc. growing NSO, 10 systems, 33,000 subscribers, building new franchise. Desires corporate technical manager. Salary options, dependent upon experience. Send resume in confidence to Peter Nisslein, President, Box B-137, BROADCASTING.

Situation's Wanted, Management

Experienced general manager would like to relocate to small or medium market, seek general management and sales. Serious offers only, please. Box B-159, BROADCASTING.

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WANTED TO BUY EQUIPMENT

Up to four Phillips PC70 camera chains, station availability, price and condition. Box B-58, BROADCASTING.

We need used 250, 500, 1 KW, 5 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 3174 Inverdale St., Laredo, Texas 78040.

FOR SALE EQUIPMENT

GR 916-A1 RF bridge like new condition. $750. Box B-170, BROADCASTING.

Mariett-Used, reconditioned and new Mariett equipment in all sizes. Immediate delivery. Terms available. Box 2260, 8559 Stemmons, Dallas, Texas 75247, 214-630-3600.

Complete broadcast mobile unit with 2 RCA TK-30 cameras, zoom lens, and sync screen. Director's console and equipment. Box 2260, Dallas, Texas 75247.


VK-1100 tape recorder, used, complete with accessories, $9700. 408-279-4262. For Sale—used studio color cameras, 2-1VC model 100 color cameras with 6 to 1 zoom lens—complete with all associated control units; tripods, camera cables, tripods, dolly, etc. Cost new $25,802—make an offer. Bob Rezvani, Zephyr Bldg., 560 Petron St., Davie, Fla. 703-799-4137.


Complete broadcast mobile unit with 7 bay RCA TK-30 cameras, zoom lens, and sync screen. Director's console and equipment. Box 2260, Dallas, Texas 75247.

In Chicago, OMEGA Services has the best price for a First Class License. Day or Evening. Guaranteed renewal of OMEGA Services, 335 East Ontario. 312-649-0972.

Licensed by New York State, veteran approved for FCC 1st Class license and amateur-dis-lockey training. Contact Training Studio, 25 West 43 St., N.Y.C. (212) 5-9245.

Elkins Institute in St. Louis, 314-752-4371. First Class FCC license.

COMEDY MATERIAL

36 Minute pop-in tapes. 500 One-liner sketches. $250.00. Free brochure. Tape 975 South Tulsa, Sarasota, Fla. 33579.


Michael Kollawitz Comedy Service, P.546th St., Brooklyn, N.Y. 11219. Weekly sheet $10.00 per month.

Penny! Professional comedy. Sample only $1. Sunshine Comedy Service, Room 32, Box 4656, Jacksonville, Fla. 32201.

MISCELLANEOUS

DJ cartoon portraits for promotions, surveys, stationery. Unique. Professional. $5.00, three/$10.00. Send photo, tape or 20850, Paterson, N.J. 07520. DJ cartoon portraits for promotions, surveys, stationery. Unique. Professional. $5.00, three/$10.00. Send photo, tape orJesus Christ, P.O. Box, 3107, Hollywood, Calif. 90028. DJ cartoon portraits for promotions, surveys, stationery. Unique. Professional. $5.00, three/$10.00. Send photo, tape or

“Free” Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, odd radio shows. Include your name, address, and phone number. $1.00. Send check or money order to: Wayne Arnold, 16461 Superior St., Chicago, Illinois 60611.

“Free” Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, odd radio shows. Include your name, address, and phone number. $1.00. Send check or money order to: Wayne Arnold, 16461 Superior St., Chicago, Illinois 60611.

“Free” Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, odd radio shows. Include your name, address, and phone number. $1.00. Send check or money order to: Wayne Arnold, 16461 Superior St., Chicago, Illinois 60611.

Help Wanted Management Continued

STATION MANAGER

AM daytime station, major market East Coast, seeking young aggressive take-charge manager. Must have excellent track record, heavy sales experience. Salary tied to gross sales. Resumes in confidence to BOX B-153, BROADCASTING.

READY TO MOVE UP?

Here's your opportunity to be considered for management positions with leading radio and television stations in every state. And, on a completely confidential basis! As management consultants specializing in executive search, our policy is to accept resumes with the understanding that we do not attempt to find jobs for individuals, but rather, retain these resumes to match your qualifications with client requirements.

No contact will be made with present or past employers without your permission. Send your resume today for openings in the $18,000 to $25,000 income range. State position desired, salary requirements, and geographical preference. No fee and all replies answered.

ATTENTION: C. L. MITCHELL
RON CURTIS & COMPANY
O'HARE PLAZA, 5725 EAST RIVER ROAD
CHICAGO, ILLINOIS 60631

Help Wanted Announcers

Soul All The Way

OHIO major market needs additional mature R & B personality heads, who are up to earning good bread. If you are, lay your resume and photo on us.

Box A-197, BROADCASTING

Need heavy contemporary morning personality. Good voice, great looks and resume to Dan Brennan, KFYR Radio, Box 1738, Minakamin, N.D. 58501.

ALL APPLICATIONS WILL BE KEEP STRICK CONFIDENTIAL.

Help Wanted Technical

CHIEF ENGINEER—RADIO

Large group broadcaster needs aggressive and experienced chief for its FM property in a Midwest City. Must have experience in all phases of broadcast engineering, management and operations. Resume must include experience, salary history and desired salary.

Box B-73, BROADCASTING

An Equal Opportunity Employer M/F

Help Wanted News

CREATIVE NEWS?

Major market West Coast AM Radio looking for three super-talents! Writing ability more important than delivery, but we need samples of both. Pre-requisite: An interest in humans.

Box B-28, BROADCASTING
Situations Wanted, Management

Sold my station. Looking for major market AM-FM, that needs a take charge working mgr. I offer proven leadership, experience in the tough major top markets. St. properties. Successful background includes engineering, programing, sales, management and ownership. Mid 30's, family, best references in industry.

Box 248, San Diego, Calif. 92112. 714-5330.

Situations Wanted Announcers

Looking for Announcer? Now available. Broadcast school graduate. First phone. 14 yrs experience-MOR or any format. Versatile, dependable. For tape, resume and photo write Box B-109, BROADCASTING

Situations Wanted Technical

Former Director of Engineering of top 3 market TV station, former Chief Engineer large AM-FM complex in Middle East desires to return to U.S. 34 yrs old, well rounded. Resident of Holland. Would consider staying in Europe as representative of U.S. company.

BOX B-206, BROADCASTING

Situations Wanted News

NEED A TOP NOTCH SPORTS DIRECTOR? Outstanding radio sportsman available. Excellent for play-by-play of all sports, sport news, interviews, sports talk programs. Sixteen yrs experience. Currently traveling with pro sports organization.

BOX B-148, BROADCASTING

SPORTS PRO

Heavy play-by-play experience, editorials, film script writing and narration, interviews, etc. Out of the business a while, grass definitely not greener, now want back in. "Sports-active" radio and/or TV situation, good market, going wages are the keys. Let's talk. Air check tapes, SOF personal interview. Write J. Laffin 31 Woodland Street Hartford, Connecticut call AC 283-527-0626

NEWS, PUBLIC AFFAIRS

EDITORIAL DIRECTOR

I AM ... tenacious, literate, human, artistic, ethical, candid
YOU MUST BE ... enlightened, concerned, realistic, secure
WE WILL ... challenge and change broadcast journalism

If you are disgusted with trite, tired, superficial news, public affairs or editorial contacts contact an experienced writer. G. Guy Gibson, 1433 E. Larned, Detroit, Mich. Phone 313 861-6851.

Situations Wanted Programing, Production, Others

Cut Costs
Share This Ad With A Friend
CW program, capable, conscientious, hard working, innovating, organized, seasoned pro, with new concepts seeks relocation. Majors only. Replies confidential. If numbers mean dollars, write:

BOX B-190, BROADCASTING

TELEVISION

Help Wanted Sales

SALES POSITION

High level technical sales of quality line of video switching and terminal equipment to TV stations. Great opportunity for ambitious man willing to travel to the East Coast, based New York area.

Contact or write Marketing Mgr.

VITAL INDUSTRIES, INC.
3614 S.W. Archer Road
Gainesville, Florida 32601

Help Wanted Technical

TV MAINTENANCE ENGINEER

Position now open with Southeastern VHF-TV station located in progressive Piedmont section of Carolinas. Excellent working conditions, good climate. Applicant should have a minimum of three years of extensive maintenance experience on TV studio types of equipment, such as video tape machines, live color switching systems, film systems, audio systems and associated equipment. Prefer applicant have technical school background. Must hold a first class FCC Radio Telephone license. Excellent fringe benefits, including profit sharing. Salary range $9,000 to $10,000.

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Principals only—No brokers

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Broadcasting Feb 19 1973

70
A lawyer turned president of the ABC-owned AM's:

Charles Allan DeBare

Chuck DeBare is not a salesman and never has been. So it was at least a mild surprise to industry observers that Hal Neal, now president of the ABC Radio Division, would announce, last July, a lawyer to succeed himself as president of the ABC-Owned AM Stations. It even surprised the lawyer—Mr. DeBare.

True to ABC's espoused principle of promoting from within, Chuck DeBare was no newcomer to ABC Radio. He had served with the company since 1959 in various legal capacities. He was involved in license renewals, contracts and legal problems concerning programming. And he helped set up the corporate policy on public service and editorials for the ABC-owned television and radio stations. His field of expertise may not have been operations—the area from which most executives of this high position are drawn—but that proved to be no deterrent to his appointment. Hal Neal said: "I appointed Chuck DeBare, not a lawyer."

"I love the communications business," Mr. DeBare said. "If I had wanted to set up a law practice, I would have gone to Maine or Georgia. I wouldn't have stayed in New York." And living in New York is important to him, he says. Born and raised in Jamaica, Queens, he has lived elsewhere only during his college and law-school years, and military service. "This city just has too much to offer," he said simply.

Gray-blue eyes, a tight, rounded mouth and his jutting lower jaw belie his quiet demeanor. Soft-spoken and considered in his speech, Mr. DeBare has been described by his colleagues as having one of the better problem-solving minds around. Charles Fritz, general manager of ABC's WXYZ(AM) Detroit for almost 10 years, said, "There isn't a problem that I have run across that you can't throw at him and he won't come up with the right kind of answer. He is bright. And by bright I mean he is the kind of person that would be good at things that required any thought process. He is a damn good thinker."

Chuck DeBare's intellect has been recognized for some time. He entered college at age 16, receiving a degree by the time he was 19. Biographies and books on parapsychology now take up the greatest part of his reading time. All five members of his family play piano (Mr. DeBare has played since he was 7 years old).

And sports—both as spectator and as participant—take much of his weekend and evening time. Tuesday-night tennis has been a constant in his schedule for years, as have the New York Giants. He has held season passes for almost 15 years to their home games at Yankee stadium.

Asked about the reasons he believes Mr. Neal chose him for the president's position, Mr. DeBare said, "I suppose it was because I have an awareness of the pressures on the industry. I was involved with so many different aspects of the radio division, and I knew and got along well with the managers, that I had a good overview, even though I didn't know operations day to day."

Sitting on top of one of the most lucrative radio groups in the industry—the ABC AM radio division took in somewhere in the area of $25 million last year, according to knowledgeable estimates—Mr. DeBare was faced with a gray national sales picture when he took over in July. Speculation was that ABC would set up its own national sales representative firm by early 1973 to help bolster a lackluster national business and keep a few more ABC dollars within the company.

Now, local sales are growing rapidly and beyond expectations, said Mr. DeBare. "The retailers and local agencies know the value of radio. They're not as bemused by the glamour of television as are the brand managers or media planners."

"Radio is its own animal," he continued, "but in the minds of the FCC and media planners it is not considered an entity with its own personality. We're in need of an industry effort to educate government and advertisers about this medium."

ABC has shelved the idea of starting its own rep firm, at least for the time being. Mr. DeBare revealed it will stay with the several independent firms it uses now. "We have a new commitment by the independent representatives that advertisers who don't use radio now can be attracted and those who are using it only in a limited way will go deeper into radio. I'm convinced that any salesman who goes out to sell a station has to sell radio as a whole, first."

Though the task of setting up a major sales representative company for ABC has faced Chuck DeBare since his assumption of presidential duties, most of his time has been spent "looking ahead," he says. "I'm really very bullish on radio. As I look into the future I see that AM radio will be there, and an important 'there'. People in radio make excellent management and executive material," he said to the detractors of the importance of radio within the broadcasting industry. "If you can run a radio operation successfully, you're as good as any executive in the business. The dollars may not be as big, but ask a television man to operate his station in a market with 50 or 60 other signals and see what happens."

The ABC group of stations is itself a varied lot. WABC(AM) New York is a contemporary station with one of the largest cumulative audiences in the U.S. WLS(AM) Chicago is contemporary also, as is KOV(AM) Pittsburgh. KABC(AM) Los Angeles combines two-way talk with a heavy news commitment, while KGO(AM) San Francisco utilizes a talk format as well. WXZZ(AM) Detroit is a personality-emphasis, middle-of-the-road operation, and KXYZ(AM) Houston programs adult-appeal music without much disc-jockey talk. Together these seven outlets add up to one of the highest-rated radio groups in the industry.

Chuck DeBare leaned forward in his chair to discuss his career with ABC, the corporation. "I was raised to dislike corporations and those types of structures," he said. "My father ran his own business. And he taught us to have great respect for the individual. From an upbringing like that it would seem that I really didn't face any corporate situation very well. I realize that when you work and suffer with a group of people—Hal and I have been through hell and high water together for 10 years—you really get to know them. This is a perspective which is valuable. It's the man who counts, not the job."

And that is probably the best reason you will be able to find for why a lawyer now runs ABC's owned AM stations.
Guts
The current dispute between the American Medical Association and NBC News is a classic example of the special pressures that exist for broadcast journalists but not for their print colleagues. The AMA claims NBC News's *What Price Health?* was biased and wants “equal” time to reply. NBC News claims it was not biased and President Dick Wald, in what has to be called a courageous decision in today's political climate, rejected the request for time. It won't end there.

The mandated requirement of fairness is a compulsion that broadcasters, unlike newspapers, cannot avoid keeping constantly in mind. It is understandable, but nevertheless a pity, if they sometimes have elected to avoid potential trouble at the FCC—or in Congress or the courts—by avoiding controversial subjects, as indeed many observers claim they have done.

One such group is the panel of jurors for the du Pont-Columbia Survey of Journalism for 1971-72, whose findings are reported, by coincidence, in this issue. The jurors are troubled by an apparent decline in "courageous" documentaries, but they also think that, given the circumstances, "it is remarkable that any substantial treatment of controversial subjects got on the air." More constructively, because it is a prestigious endorsement at a time when endorsesments are not the order of the day, the jurors also gave the major news broadcasts high marks "for integrity, striving for fairness and general responsibility."

There is no way for an outsider to judge the merits of the AMA-NBC dispute, and no way for anyone to tell where it will end. Considering the AMA's considerable muscle and the almost certain prospect that it would not take no for an answer, Mr. Wald and his colleagues in NBC management could have saved themselves a lot of short-range time and trouble by giving the AMA a chance to reply, although "equal" time is nowhere required. It is to their credit that, having satisfied themselves that the documentary was fair, they did not take the easy way out.

David Lawrence, radio pioneer
News reports of the death, at 84, of David Lawrence, dean of America's columnists and editor of *U.S. News and World Report*, made casual mention, if at all, of the distinguished journalist's pioneering in radio as a news medium. He was a modest, gentle man who never sounded off about his accomplishments. He was on top of the news until the end came quietly Feb. 11 at his winter home in Sarasota, Fla.

It was this keen news sense that inspired what was to be Mr. Lawrence's final by-lined editorial for *U.S. News* which bore a Feb. 19 outdate. He captioned the familiar page of personal comment "Only the People Can Regulate Broadcasting." Basing his observations on the White House-Whitehead eruptions, Mr. Lawrence ventured (as he had repeatedly for more than half a century) that "If the power to license is interpreted to mean the power to regulate content, then the First Amendment to the Constitution is being ignored."

Not many people still around know the story of Mr. Lawrence and "audible journalism." Some may recall his Sunday 15-minute commentaries on NBC which he began in 1929 and continued for four years. Labeled *Our Government*, this probably was the first regularly scheduled Washington commentary. Because he maintained an arduous schedule (daily column, presidency of Consolidated Press Association, and editorship of *U.S. Daily*, predecessor of *U.S. News*) Mr. Lawrence decided to forgo his radio commentary although urged to carry on by his friend, David Sarnoff.

Mr. Lawrence's Consolidated Press was the top news syndicate in the 1920's. Aside from its authoritative stock-market wire, his own column and other news features, he created a daily radio column by writers using the pseudonym "Robert Mack." The column covered the spectacular growth and regulation of radio as well as programs. The founders of BROADCASTING—Martin Codel and Sol Taishoff—had worked at the *U.S. Daily* and each served the Consolidated Press as "Robert Mack." The incumbent editor was "Robert Mack" at the time BROADCASTING was established in 1931 and continued to write the column for CPA's some 300 daily newspapers until 1934.

An early advertiser in BROADCASTING was Mr. Lawrence's CPA. He sought to sell the first radio news-feature service and while a few enlightened broadcasters bought it, the press-radio war of that murky era impeded acceptance. Mr. Lawrence was ahead of his time.

Mr. Lawrence was a dedicated journalist—to the end. This editor is convinced that if newspaper publishers had heeded his logic, instead of trying to suffocate radio in its crib, broadcasting today would be "as free as the printed press" and newspapers themselves would be in less jeopardy.

The shadow knows
A few days after his policy man on telecommunications had marked the television networks for eventual decay (BROADCASTING, Feb. 12), Richard Nixon turned last week on the radio networks to make his case for his energy legislation. It was, the White House said, but the first of several appearances connected with Mr. Nixon's legislative package.

However he may wish for a hastened demise of the eastern television establishment, Mr. Nixon is too realistic to move to radio in the belief that by his abandonment, the TV networks will go away faster than Clay T. Whitehead has planned. As this publication has several times reported, the President sees peculiar virtues in radio. It demands less of him than television; he can even go on without shaving. It reaches large audiences. It merely whets newspaper editors' interests in covering what the President says. Altogether ideal for a man who wants his message to dominate the medium.

*B.J., can't we make just one exception to that rule about animals getting no residuals?*
On December 27, 1972, WSB-TV News was really involved in the community. And the community was Managua, Nicaragua.

WSB-TV reporter Robert Cohen was the only Atlanta TV newsman sent to the earthquake scene. His assignment: report the progress of Atlanta technicians who were struggling to establish a satellite communications link between Managua and the outside world. But Robert did more than just report the news—he pitched in and helped the party struggling with the communications system in the high winds on their mountaintop site—tugging and sweating with the rest. This kind of involved journalism is one reason why we say WSB-TV News moves you closer to your world.

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