An upbeat in the uphill life of independent television
A new crescendo of pressure on broadcast advertising

WGN Continental Broadcasting Company

- Chicago: WGN Radio, WGN Television,
  WGN Continental Productions Company,
  WGN World Travel Services, Inc.
- Duluth-Superior: KDAL Radio and KDAL Television
- Denver: KWGN Television
- Michigan and California: WGN Electronic Systems Company
- New York, Chicago, Los Angeles, San Francisco and Tokyo:
  WGN Continental Sales Company
METROMEDIA TELEVISION
WNEW-TV 5 · NEW YORK
KTTV 11 · LOS ANGELES
WTGG 5 · WASHINGTON D.C.
KMBC-TV 9 · KANSAS CITY
WTCN-TV 11 · MINNEAPOLIS-ST. PAUL
WXIX-TV 19 · NEWPORT/CINCINNATI

REPRESENTED BY METRO TV SALES
Denial petitions hit Alabama stations.

Advertising in a big way for the small businessman.

Cries for advertising reform proliferate on several fronts, as consumerists take offensive at Senate hearings, Burch says government action—particularly on children's TV—may be necessary, and FTC's Thain touts 'unfairness doctrine' as future credibility test.

Proprietary Association follows NAB lead in issuing drug-selling guide.

TV networks take in a record $1.8 billion in advertising revenues as more newcomers enter marketplace, old friends increase expenditures.

Burch uses House hearings on FCC budget as forum for expressing need for renewal relief, downplays concern over trimmed appropriation.

NAB turns loose up-by-your-own-boosters campaign for broadcasters.

A beginning indication of what may happen on newsmen's privilege: Ervin favors federal pre-emption, House may opt to sit it out.

It's still an uphill climb for the nation's 83 independent TV stations, but increasing audiences and advertiser interest have combined to make the going significantly less arduous. A Broadcasting special report examines a growing medium.

A new cable dimension for Trans-World's ambitions in pay television.

FCC, NCTA hear municipal owner's side of Frankfort cable controversy.

Comsat separates domestic, international space interests.

Black-progressive WBLS (FM) New York mixes up a magic formula.

E. K. Gaylord: Still going strong at 100.
Laughter is contagious.

The Beverly Hillbillies

The Andy Griffith Show

I Love Lucy

The Dick Van Dyke Show
Use it to build a bigger, better television audience!
Schedule 3 or more sitcoms back-to-back
in fringe time for your best sendoff into prime time.
Stations doing this right now are increasing
their fringe-time audience and adult comp at each
successive half-hour break.*
When you’re ready, remember we have the biggest
laughs in the business.

*Call us for 24 documented success stories!
to the fact that we're the NUMBER ONE radio station in Southern California.*
It's such a good feeling to be NUMBER ONE we thought we'd share it with you.
Please share our good news with your friends.

KNX / CBS Newsradio 1070
No repeal now?

At least some ardent advocates of repeal of prime-time-access rule are no longer hopeful of early success. They are recon-
ciled to prospect that most they can ex-
cept out of current FCC deliberations is some "patching up" of rule, accompanied by FCC statement that it will take another look at whole issue—including question of repeal—year or even two years from now. Moreover, they say they'd be satis-
fied with that result, which they feel would give both sides—and rule itself—ample time to demonstrate its workability or unworkability. Some FCC sources say economic benefits flowing from rule are making it easier for networks to accept delay.

Support for rule has grown widely. As one source put it, "Just about everybody's making money on it." In any case both networks that want repeal have formally told FCC—NBC explicitly, CBS by im-
plication—that it's already too late for repeal to be reflected in 1973-74 sched-
ules. There's been talk of deferring action until Nicholas Johnson, supporter of rule, leaves FCC June 30. Chairman Dean Burch, who wants rule junked, says that thought crossed his mind, but was re-
jected.

Storer withdraws

Peter B. Storer, chairman, television board, National Association of Broad-
casters, has withdrawn candidacy for chairmanship of joint board "for personal and business reasons." He feels he should forgo top slot this year because of com-
mittments as executive vice president of Storer Broadcasting Co. But he said this would not preclude future candidacy. Remaining announced candidate is in-
cumbent chairman of radio board, An-
rew M. Ockershausen, Evening Star
stations, Washington. Candidates for television board chairmanship are Wilson
Wearn, Multimedia Inc., Greenville, S.C., and Robert F. Wright, WTOP-TV Meridian,
Miss. By-laws permit any NAB member to run for joint-board chairmanship although custom has been to alter-
icate between outgoing radio and TV board chairmen. Incumbent is Richard D.
Chapin, Stuart Stations, Lincoln, Neb., former radio board head.

One sided

Special liaison committee to explore "mutuality of interests" between cable-
tv industry and nonnetwork-affiliated television stations may hold first meeting
in Washington last week in March (dur-
ing or near convention of National As-
sociation of Broadcasters). Original idea was for National Cable Television As-
sociation and Association of Independent

Television Stations (INTV) to appoint three-member committees each to talk
over mutual problems, such as which cable systems are carrying which inde-
pendent TV signals and why or why not. NCTA now has seven members on its liaison committee, led by Fred Goetz, Gen-
eral Television Inc., Minneapolis, as
chairman. INTV, on other hand, pre-
occupied in fighting AT&T proposed rate
increases and supporting prime-time-
access rule, has found it impossible to think about cable- TV situation. Still, INvT officials say, "it seems to be in cards" for meeting to take place.

Confidences kept

FCC will reject proposal that it initiate rulemaking aimed at opening broadcast stations' financial reports to public in-
spection and at expanding Form 324 (fi-
nancial report) to require listing of ex-
penditures on specific types of program-
ing. Request was made almost two years ago by two Washington-based public-
service law firms, Citizens Communi-
cations Center and Stern Community Law Firm, and by National Citizens Com-
mittee for Broadcasting (BROADCASTING, July 26, 1971).

FCC staff recommended issuing notice of proposed rulemaking, but commis-
sioners took opposite tack at meeting last
Friday (March 2). At same meeting, however, FCC decided to stick by earlier
decision to let Los Angeles citizen group look at financial records of Metromedia's
KTTV(TV) (see "At Deadline"), so basic
questions involved in rejected rulemaking may be aired in court, if Metromedia ap-
peals as expected.

Carriers only

Administration's license-renewal bill will be introduced, perhaps this week, by
House Commerce Committee Chairman
Harley O. Staggers (D-W. Va.) and
ranking minority member of committee, Samuel L. Devine (R-Ohio), on "by re-
quest" basis, signifying no commitment
of support, if White House follows usual procedure. Measure may be offered this
week, in advance of House Communi-
cations Subcommittee hearing scheduled
to begin March 14. White House bill is
undergoing technical changes, but inside
sources say its principles remain untouch-
ed (BROADCASTING, Jan. 1).

Pedigree

If everything proves out, next RADAR
study of radio audiences will carry im-
punitum earlier ones lacked—that of
Broadcasting Rating Council. Statistical Re-
search Inc., independent firm doing study
under commission from all four radio
networks, has applied for council accredi-
tation of project, and council will audit
its work, to be conducted this spring.
Accreditation assures users that work was
done as purported to be done. New
RADAR (for radio's all-dimension audi-
ence research) will be ninth in series going back several years. It will measure
audience for all radio (AM and FM), for
radio network affiliates and for network

Programs.

Channel 1 for ETV?

Remember channel 1? It was original TV band abandoned quarter-century ago to
other use. It just might be object of plan
reputedly dreamed up by noncommer-
cial-broadcasting types to shake loose
new VHF assignments. It could evolve as Phase II of attempt to get short-spaced
assignment for ch. 26 WETA- TV Wash-
ington, which has applied for channel 12,
drawing protests as violation of alloca-
tion principles.

It may never fly, but report is that
channel 1, originally on 44 to 50 mhz,
but never used for TV, might be re-
stored for ETV only. Amateur, landmo-
 bile, emergency, private communications
and other services would have to be
shifted, possibly to UHF channels now
allocated to TV, which would create mas-
ive problems but also brand-new equip-
ment market. But allocations engineers
content channel 1 never was suited for
good-quality video because of problems
of propagation and interference.

Live action

Move to portable, lightweight cameras
for on-scene telecasting is accelerated at
three TV network news organizations. ABC has quietly been developing camera
with foreign companies; network started
$150,000 Ferenseh (German) firm
and has switched to $50,000 Akai (Japa-
nese). Akai camera alone weighs but six
pounds. CBS and NBC owned stations
have already started using their choices
—Minicam and PCP (Philips Camera
Portable) respectively (see page 50).

Somebodies

As result of prime-time-access sentiment
expressed at National Association of Tele-
vision Program Executives conven-
tion in New Orleans last month (BROAD-
CASTING, Feb. 19), television production
community is now beginning to appreci-
ate what having 21 half-hours away from
network in prime time means to local program directors. There now seems to
be realization that for many PD's prime-
time access marked start of their profes-
sional existence—that they now have im-
portant function. "This is our greatest
opportunity, and you can't take it away
from us," one is reported to have said.
We are making it happen
...for the cities we serve, with 338 hours of community-involved programming each month — excluding local news.

...for the viewers we serve, with innovative and entertaining shows and specials.

...for the advertisers we serve, with an on-air advertising climate second to none.
Memo:

✓ WSYR - still the #1 radio station for adults in Syracuse!

OCT./NOV. 1972 ARB MSA & TSA, AVERAGE 1/4 HOUR & CUME ADULTS 18+
MONDAY-SUNDAY 6 A.M. – MIDNIGHT
ALL AUDIENCE MEASUREMENT DATA ARE ESTIMATES ONLY – SUBJECT
TO DEFECTS AND LIMITATIONS OF SOURCE MATERIAL AND METHODS.

WSYR
RADIO NBC
SYRACUSE, N.Y.

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL CO., INC. • FIRST ON THE DIAL AT 57
T00 MANY PEOPLE DON'T KNOW WHAT THEIR REPRESENTATIVES ARE DOING IN WASHINGTON.

But they do in cities where there's a Storer station.

Americans usually have a good idea what the President is doing. Or their Governor. Or their Mayor.

But about the only time they're aware of what their representatives are doing is when Congressman are back home campaigning.

Because what happens in Washington is of vital concern to their local communities, Storer stations regularly send news teams to Washington.

The stations film and tape interviews with local Congressmen. The interviews are broadcast to local audiences, in effect giving them a "quarterly report."

But besides having crews visit Washington, Storer also maintains a Washington News Bureau. Staffed by six Storer employees, the Bureau is made up of a Bureau Chief, cameraman, soundman and correspondents, including full-time White House correspondent Fay Gillis Wells.

Fay has covered the White House throughout the Johnson and Nixon Administrations. She was one of only 3 women selected for the 87-strong press corps that made the historic visit to Red China with President Nixon last year. She also accompanied the President on his trip to Russia.

Storer's Washington News Bureau continuously feeds national and local news to all of its stations. That's why Storer stations often provide coverage other news services don't.

It's another example of how Storer stations get deeply involved in the vital affairs of the communities they serve.

We look at it this way. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE STÖRER STATIONS STORER BROADCASTING COMPANY

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo
WJW Cleveland / WDEE Detroit / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo
In Brief

Lear honors. International Radio & Television Society has selected Norman Lear, producer of All in the Family, Maude and Sanford and Son, to receive its Broadcaster of the Year award. Presentation will be May 10 at IRTS's annual meeting in New York. * Watson leaves. Host-editor of innovative and controversial 5/15 State nightly news show on noncommercial WNET-TV New York resigns March 1. He cited "personal reasons": sources at stations suggested it was "Interference" by John Jay Iselin, stations general manager. * SAG protests. Screen Actors Guild is condemning 20th Century Fox-British Broadcasting Corp. co-production deal as "export of American jobs" in letter to Congress, Fox and ABC, which will program Fox-BBC efforts. SAG also last week announced first dues increase in 12 years—from $15 to $20 semimonthly for those earning under $2,500 annually, and from $125 to $200 semimonthly for members earning more than $20,000 yearly. Initiation was also increased from $125 to $300. * KRLA switches. Los Angeles rock outlet KRLA(AM) changes its format today (March 5) to MOR. Move was attributed to over-abundance of rock-formatted stations in area and to listeners who had outgrown rock. * Hold-up. FCC said last Friday (March 2) that it will not decide on Children's Television Workshop request for prime-time waiver for commercial-network series until commission reaches decision in over-all prime-time proceeding—which FCC said, should be "fairly early this spring." * Go-ahead. Another pay-TV delivery system, Telepalec Pay-TV 410, has been approved by FCC. System is based on scrambled signal, unscrambling device at viewer end. Zenith and Blonder-Tongue have also received such approval. * Tallker. Bill Munroe, Washington correspondent for NBC's Today, will be luncheon speaker at one-day meeting of state broadcasters association presidents May 2 in Washington. * No sale. KSTP(AM) St. Paul-Minneapolis (50 kw on 1500 khz) hasn't been sold for $4.5 million to RKO General and isn't for sale to anybody, Stanley S. Hubbard, president of station licensee, Hubbard Broadcasting, said Friday (March 2). * Flag waving. Alfred R. Stern, Television Communications Corp. chairman and president, told annual convention of Arkansas Cable Television Association to use grass-roots political strength to lobby against any move toward state regulation of CATV. He warned that if trend to state regulation continues, small operators will suffer most.

Denial petitions fall on Alabama stations

Challenges are filed against 10; media-control issue is behind filing against Newhouse's WAPI-TV

FCC's backlog of renewal applications pending as result of petitions to deny— it stood at about 145—grew last week, as citizen groups throughout Alabama petitioned commission to deny renewal applications for 10 stations in state, including Newhouse Broadcasting's WAPI-TV Birmingham. In addition, groups sought extension of March 1 deadline for such petitions to file against two other stations.

WAPI-TV's renewal was opposed by groups organized under umbrella of Magic City Communications Coalition, which charged Newhouse has "unlawful concentration" of news-media ownership in Birmingham area. Newhouse also owns WAPI-AM-FM there as well as Birmingham News, and it has joint operating agreement with Birmingham Post-Herald. Group also charged that WAPI-TV's programming has failed to serve needs of both blacks and whites in area and that station has discriminated against blacks in employment. Petition was filed by lawyers for United Church of Christ.

All other renewal applications being opposed in Alabama are for radio stations—and all groups involved are represented by Citizens Communications Center, Washington. Charges in petitions run wide gamut, with most stations alleged to have failed to serve needs of blacks in their communities, to ascertain adequately needs of community or to program in accordance with needs that were ascertainned, and to discriminate in employment.

In addition to these, some petitions contained charges not as frequently seen in oppositions to renewal applications. WACT(AM) Tuscaloosa and WAMA(AM) Selma, for instance, were accused of violating their own or commission's policies against over-commercialization, and WVKO(AM) Birmingham, of improperly logging and describing some of its programs and of holding blacks up to ridicule. WACT's renewal application is being opposed by Civil Liberties Union of Alabama, WAMA's by Dallas County Progressive Movement for Human Rights, and WVKO's by Birmingham chapter of Human Relations Council of Alabama.

Other stations whose renewals are being opposed, and petitioners, are WAUD(AM) Auburn (Human Relations Council of Alabama), WTXJ(AM) Selma (Dallas County Progressive Movement for Human Rights), WJAM(AM) Marion (Perry County, Civic League), WCOX(AM) Camden (Citizens for the Advancement of Colored People), WJHO(AM) Opelika (Human Relations Council of Alabama) and WPRN(AM) Butler (Black Concerned Citizens of Choctaw County).

Extensions of deadline were asked in connection with renewal applications for WBBH Selma, in behalf of Dallas County Progressive Movement for Human Rights, and WRAG(AM) Carrollton, for Pickens county branch of NAACP.

No fairness violation in half-time blackout

ABC's refusal to carry "political" show presented between halves of college football game did not constitute violation of fairness doctrine, FCC ruled on Friday (March 2).

Ruling was issued in connection with complaint lodged by Student Association of State University of New York at Buffalo, which had presented show during half-time at Buffalo-Holy Cross football game in 1970. Complaint was filed year later.

Show was said to express association's views on Vietnam war, racism and industrial pollution. Association said ABC cut away from show because of policy of not broadcasting material which, in network's opinion, represented "political demonstration." In fact, hospital said, ABC had carried other half-time programs with political and social messages, particularly one of Army-Navy game of 1970, dealing with American POW's.

FCC, however, held that ABC does not have policy of denying access to certain ideas, noting that network has broadcast many public-affairs programs on Vietnam issues. Commission concluded that ABC had complied with fairness doctrine by presenting contrasting views.

Commission also held that ABC's decision not to broadcast half-time show was within "degree of discretion" allowed licensees. ABC had said that half-time show of Army-Navy game was part of military pageantry traditionally associated with game and that statement concerning prisoners of war was "ancillary" to program, while association's half-time show was "explicit" statement on controversial issues.

Association had also contended that its First Amendment rights had been violated by ABC. But commission said it would not rule on that claim since issue is pending before Supreme Court in separate proceeding.

Choate country

Senator George McGovern (D-S.D.) announced Friday (March 2) his Select Committee on Nutrition and Human Needs will resume its inquiry into subject of nutrition education with hearing, beginning this week, on TV advertising of foods directed at children. Purpose of

At Deadline

Colored People, WJHO(AM) Opelika (Human Relations Council of Alabama) and WPRN(AM) Butler (Black Concerned Citizens of Choctaw County).

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Broadcasting Mar 5 1973 12
hearing is to review quality and health implications of such advertising and determine what steps can be taken to use TV advertising as a force for better nutrition education for children. Hearing sessions are scheduled for March 5, 6, 7, 12 and 13. Witnesses will include representatives of Action for Children’s Television; three networks, National Association of Broadcasters, FCC, American Advertising Federation and Office of Telecommunications Policy.

No hard answers and one hard answer on municipal cable-system ownership

Public vs. private management is one of key issues analyzed in study of cable communications alternatives for city of Jacksonville, Fla., released by Cable Television Information Center, Washington, after six-month study. “There are no clearcut advantages to either regulated private or public ownership of cable,” observes study, which adds that “decision on ownership will necessarily have to be made on judgment rather than clear evidence.” Possible advantages to city in owning system, says study, are “control . . . would be much stronger than if the system were privately owned . . .” and city would be “free to achieve its aims for the system without negotiating for them.” Possible disadvantages listed are: vulnerability to local political pressures, questions of constitutional freedoms, governmental endangerment of subscriber’s privacy.

Meanwhile, voters in Columbia, Mo., have rejected $1.75 million bond issue that would have financed municipally owned CATV there. If bond issue had passed, Columbia would have been largest single city-owned system, according to National Cable Television Association, which went into local community to fight issue, taking newspaper and radio advertisements in opposition to some city council members and School of Journalism at University of Missouri.

Access deal in S.F.

Westinghouse Broadcasting Co. and Committee for Open Media have reached agreement under which Group W’s KPIX-TV San Francisco will provide “substantial access” for broadcast of spot messages from public. In return, COM, which has role in overseeing stations in San Francisco Bay area and elsewhere to what it calls Free Speech Messages, has joined with Group W in petitioning FCC to dismiss COM’s petition to deny KPIX-TV’s license-renewal application. However, station’s renewal remains target of three other petitions to deny.

Group W-COM agreement lists several conditions under which messages will be broadcast—among them, that spots are citizen-initiated and issue-oriented, that at least 18 Free Speech Message spots be broadcast each week, distributed among one, two or at most three different messages, and that station may also produce broadcast special programs made up of FSM spots and is expected to provide “ample” time for promoting access opportunity.

Another setback over KTTV’s financial records

FCC on Friday (March 2) again rejected Metromedia Inc.’s appeal of executive director’s ruling permitting counsel for citizens groups to examine financial records of company’s KTTV(TV) Los Angeles.

Metromedia had based second appeal on commission’s failure to consider Metromedia’s reply pleadings in connection with first commission order last fall upholding executive director’s order.

Commission said that it had considered all arguments raised in reply—which, FCC said, did not come to its attention until after issuance of rulings and has determined they were not different from those in Metromedia’s earlier pleadings.

Issue may now go to court. Thomas Dougherty, Metromedia’s Washington counsel, said he will study order (which has not yet been issued) with view to asking U.S. Court of Appeals for review of case. Commission said that it would not stay its order, but that it would give Metromedia 30 days to seek court order before permitting groups to examine records.

Hard-nosed on clipping

FCC has issued public notice warning licensees against “clipping” of radio and television network programs. Commission said that practice raises serious questions about licensees’ qualifications to hold broadcast authorization and may result in violations of rules for which forfeitures can be levied.

Commission, in its notice on Friday (March 2), said that station which deletes or cancels portion of network material and then certifies to its network that material was broadcast in full is “clipping.” Commission said that it has received number of complaints, “often confirmed upon investigation,” about practice.

“Commission’s concern,” notice said, “exists regardless of whether the clipped material consists of advertising, program content, or other material provided by the network, and regardless of whether . . . clipping [is result] of the licensee’s knowing participation, its indifference, or its failure to adequately supervise or control its employees or agents.”

NCTA on standards

National Cable Television Association late last week recommended three-pronged approach for FCC to take on performance tests for cable systems.

In comments on FCC’s proposed rules on performance tests and technical standards, association proposed no changes in technical standards but recommended (1) semi-annual testing in case of standards relating to operation and maintenance of system; (2) single showing, not necessarily requiring actual test, of compliance with standards relating primarily to design and installation of system and (3) testing every five years with respect to other technical standards concerning aspects of systems that remain relatively stable.

NCTA said this plan should apply to all but most complex cable systems. If commission defines “small” system, it said, definition could be system with 3,500 or less subscribers and having 5,000 or less domestic units in front of cable plant.

Political spending, once again

FCC, three networks and National Association of Broadcasters are among witnesses to testify at Senate Communications Subcommittee’s campaign-spending hearing this week. Hearing is on S. 372, bill introduced by subcommittee Chairman John O. Pastore (D-R.I.), to repeal Section 315 of Communications Act for presidential and vice-presidential candidates and establish ceiling of 25 cents per eligible voter for all campaign expenditures for federal-office candidates (Broadcasting, Feb. 12).

Among those scheduled to testify are FCC Chairman Dean Burch, NAB President Vincent Wasielewski, CBS Vice Chairman Frank Stanton, ABC President Leonard Goldenson and NBC President Julian Goodman.

Headlines

Mr. Weinblatt, Mr. Tornabene

Mike Weinblatt, NBC-TV VP, talent and program administration, named VP, sales, succeeding John M. Otter, who has resigned. Mr. Weinblatt joined NBC in 1957 and served in number of business-affairs positions and as manager of participating-program sales and eastern sales VP before being named to head talent and program administration in October 1968. NBC sources said Mr. Otter, with NBC in production and sales posts since 1953 and in top sales office since January 1966, resigned to pursue personal interests.

Russell C. Tornabene, general manager, NBC News, radio division, named VP and general manager, NBC Radio division, New York. He will supervise the network’s daily operation with all areas of programming, sales, news, audience research and sales promotion reporting to him. Post is newly created.
This week


March 5—Hearing on newsman’s-privilege legislation by Subcommittee No. 3 of House Judiciary Committee, 10 a.m., Room 2141, Rayburn House Office building, Washington.

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


March 8—Annual meeting, New York State Broadcasters Association, featuring 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 8—Open meetings on issues to be included in committee report, steering committee of Cable Television Federal/State/Local Advisory Committee. Room A110, FCC Annex, 1229 20th Street, N.W., Washington.

March 7—Hearing on newsman’s-privilege legislation by Subcommittee No. 3 of House Judiciary Committee, 10 a.m., Room 2226, Rayburn House Office building, Washington.


March 7—Senate Communications Subcommittee hearing on bill (S. 372) to amend Federal Election Campaign Act of 1971, 10 a.m., Room 5110, Dirksen Senate Office building, Washington.


March 8—Arkansas Associated Press Broadcasting Association meeting. Holiday Inn, North Little Rock.

March 8—Hollywood chapter of National Academy of Television Arts and Sciences silver anniversary academy bell with Bob Hope as honoree. Century Plaza hotel, Los Angeles.


Also in March

March 12—Extended date for filing reply comments on operation of and possible changes in FCC’s prime-time access rule.

March 12, 14—Hearing on newsman’s-privilege legislation by Subcommittee No. 3 of House Judiciary Committee. 10 a.m., Room 2141, Rayburn House Office building, Washington.


March 14—House Communications Subcommittee begins hearing on license-renewal legislation, Washington.

March 14—Extended date for filing comments on proposed revision of FCC fee schedule.

March 14—Hearing, board of governors of Intelsat, to continue for about two weeks, Communications Satellite Corp. building, 950 L’Enfant Plaza, S.W., Washington.


March 15—Extended deadline for entry in Radio Television News Directors Association awards competition, Contact: Dick Wright, WTAG(AM), Worcester, Mass.


March 15—Extended deadline for filing reply comments. Dissolved, petition for FCC fee schedule increases (Doc. 19658).

March 15—Deadline for entries in 29th annual Public Relations Society of America Silver Anvil Awards, Awards presented in eight categories for outstanding public relations programs. Contact: Public Relations Society of America, 845 Third Avenue, New York 10022.


March 15—Deadline for entries in Gavel Awards competition of American Bar Association, Awards presented for amusing, clever, funny, and clever television and radio programs that contribute to public understanding of American system of law and justice. Contact: Committee on Gavel Awards, American Bar Association, 1155 East 60th Street, Chicago, Ill.

March 16—Awards dinner, Writers Guild of America (East), Seaport, New York.

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

March 16-17—Conference, Sigma Delta Chi Region 10, Shelton, Wash.


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

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

March 21—Annual stockholders’ meeting, Cox Broadcasting 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 26—Rocky Mountain Broadcasters Association banquet, with Senator Frank E. Moss (D-Utah) as speaker. Washington Hilton hotel, Washington.

March 28—Extended date for filing comments on FCC jurisdiction over public broadcasting, under Section 309(i)(1)(A) of Communications Act.

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 Electrical and Electronics Engineers. American Hotel, New York.

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

March 27—Academy of Motion Picture Arts & Sciences Oscar awards. Music Center, Los Angeles.
April 27—30—Convention product exposition, Institute of Electrical and Electronics Engineers, New York Coliseum.

March 28—Annual Communications Convention Day sponsored by Group Junior College, Boston, Event will be held at college.

March 28—Annual conference, New York chapter, American Marketing Association. FTC Commissioner David Brennan and Stanley Tannenbaum, board chairman, Kenyon & Eckhardt, New York, are speakers, and Dr. Seymour Lieberman, president, Lieberman Research, is to present study of consumer reaction to advertising. Biltmore hotel, New York.

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

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

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


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

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

April 6—8—Annual national meeting, Women in Communications Inc. Benson hotel, Portland, Ore.


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

Apr. 14—16—1973 seminar, Broadcasters' Motion Picture Association, Sheraton Cleveland hotel, Cleveland.

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

Apr. 21—23—Annual meeting, Television Bureau of Advertising, Hyatt Regency hotel, Houston.

April 22—26—Cable Television Association. Holiday Inn, Little Rock.

April 22—23—Conference, Sigma Delta Chi Region 3, Columbia, S.C.

April 22—24—Conference, Sigma Delta Chi Region 4, Pittsburgh.

April 26—59th annual dinner, White House Correspondents’ Association, Washington Hilton hotel.

April 26—Annual meeting, Women in Communications Inc. Downtown Marriott hotel, Dallas.

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

April 27—Broadcast Day—1973,” co-sponsored by Florida Association of Broadcasters and Department of Broadcasting, College of Journalism & Communications, University of Florida. Participants to include speakers from other states, as well as faculty, students and Florida broadcasters. University of Florida, Gainesville.

April 26—Meeting, North Central CATV Association, Holiday Inn, Sioux Falls, S.D.

April 26—Annual meeting, CBS shareholders, North Hollywood, Calif.

April 26—27th MIFED international film and TV film market for buyers and sellers, Milan, Italy. Contact: MIFED, Largo Domodossola 1, 20145 Milan, Italy.


April 26—Pittsburgh Conference. Sigma Delta Chi Region 11, Flagstaff, Ariz.

Major meeting dates in 1973


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

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


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

Nov. 14—16—1973 seminar, Broadcasters’ Motion Picture Association, Sheraton Cleveland hotel, Cleveland.

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

Nov. 26—28—Annual meeting, Television Bureau of Advertising, Hyatt Regency hotel, Houston.

MIFED Delegation in Rome: Via in Arcione 71, 00187 Roma @ 67.80.362

MIFED Delegation in Paris: 90 Avenue des Champs-Elysées, 75008 Paris, Telex 29642 Inconta

MIFED Delegation in London: Dr. Vittorio Schiavazzo, 20 Savile Row, London W1X 2DQ

MIFED Delegation in Los Angeles: Dr. Vittorio Sanguineti, 1900 Avenue of the Stars, 90067 Los Angeles, Calif., Telex 67-3394 Italtrade LSA

INTERNATIONAL FILM AND TV-FILM MARKET

MIFED, the International Film and TV Film 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.

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, TVfilm and VTR programs. These are some of the facilities at your disposal: international telephone, cable, telex and telephoto services; conference rooms; business and secretarial assistance; 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 Milan, Italy.

Requests for bookings should be made before 15 March 1973 together with the registration fee of U.S. $ 18.
May


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

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

May 4-6—Region 3 meeting, Women In Communications Inc., Hotel St. Regis, Madison, Wis.

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


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


May 7-8—Spring meeting, California Community Television Association, including legislative reception and luncheon. Senator hotel, Sacramento.

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


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

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

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


May 14-16—Annual spring conference, Oregon Association of Broadcasters. Thunderbird Motor Inn, Jantzen Beach, Portland.


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

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


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

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


June

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

June 3-6—National conference on community cable communications, sponsored by Information Systems Associates Inc. Contact: Civic Center Plaza, Box 187, Kensington, Md. 20728.

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

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

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


June 27-29—Second International contest of medical films, sponsored by Germant Green Cross, Philips-University of Marburg and International Green Cross. Categories include films of general and particular information, medical and scientific films for the layman, films dealing with international medical problems, among others. Marburg/Lahn, Germany. Contact: Medikamente Marburg 73, Schuhmarkt 4, D-355 Marburg/Lahn.


July

July 1—Deadline for entries in 1973 public service journalism awards competition sponsored by American Optometric Association. Awards offered for articles and radio and television broadcasts on subject of vision and its care. Contact: Public Information Division, American Optometric Association, 7000 Chippewa Street, St. Louis 63119.


July 19-20—Summer meeting, California Broadcasters Association. Del Monte Hyatt house, Monterey.

August


September

Sept. 7-10—Sixth annual "Atlanta International Film Festival." Award categories include: features, documentaries, shorts, subjects, experimental, TV commercials and TV productions. Stouffer Atlanta Inn.

Sept. 11-14—Western electronic show and convention, sponsored by WESCON. Brooks hall/office auditorium, San Francisco.


October


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


Oct. 16—Fall conference, National Association of Broadcasters. Hartford, Conn.


Oct. 31-Nov. 1—Fall conference, National Association of Broadcasters. Stanford Court hotel, San Francisco.

SOURCE: NSI, November '72, 9 A.M.-12 Mid., S-S, TSA.
Nobody's needs are the same.

Name the climate. Name the terrain, in any part of the world. We've built TV and FM broadcast antennas for all of them. To facilitate the thousands of pattern computations, our engineers use computers. For an antenna designed with the optimum vertical and horizontal patterns for your station, contact us today.
Big-time advertising for small business

Once upon a time there was a valley named "small business." The people in the valley weren't selling their products because they couldn't compete with the giants who lived in the nearby Corporation hills and Conglomerate mountains.

Along came an agency, Leon Shaffer Golnick Advertising, that found the valley fertile but not green. So this agency planted a magic seed. The seed was "customized package advertising," and it elevated the products of the valley to an altitude where they could be seen by an entire market area. And once they were seen they began to sell.

Small or independent businessmen do have a serious problem in today's market—an identity problem. To solve this, they do not need a million-dollar, one-of-a-kind ad campaign—they need a one-of-a-kind image in their local market area. They need an image that makes their entire population aware that they exist and are very special. They need an image that elevates them where they will be seen and heard by all of their potential customers.

Our agency accomplishes this by providing the small businessman with a complete, market-tested and market-proved advertising campaign that is geared to radio.

To begin with, we provide a client with a basic selling proposition or a corporate theme line, which the client uses as his corporate umbrella and statement of position to the public. We provide all necessary materials up front, so that the client starts well equipped; this includes radio tapes, newspaper ads and point-of-sale and collateral material.

Provisions are made for expansion into television, billboards, direct mail, etc. This campaign is the quality of national advertising but available for a fraction of the cost because the expense is shared by many businessmen located in noncompeting market areas. So instead of spending his money on a one-of-a-kind idea, the small businessman can spend his money implementing an already proved and tested concept.

The big idea or central selling theme is our most important ingredient. The entire world will agree that "things go better with Coke." This theme has been implanted in our minds. In a similar way, an entire market area will know one of our customers as "the little profit dealer," or "the very simple business" or "the wide-awake bank." This theme is far more than a slogan. It is a hard-selling idea developed and proved at considerable expense to help take the guesswork out of advertising. This theme line puts a concrete idea, an exclusive image into the radio listener's mind. It gives the advertiser a permanent competitive advantage. Like a popular song, this idea will spread and gain momentum as it is played over and over again on radio and television stations and backed up with newspaper ads. It is an equalizer, the slingshot that helps the smaller businessman compete with the giants.

I stress played over and over again. You can have a winning campaign but if you do not give it proper exposure it will serve no purpose. The content of a news story alone will not make it seem important. It is the number of times the audience hears it. I recommend that our customers try to reach as soon as possible at least 50% of their market area's total radio audience with their new advertising campaign. This is usually accomplished by buying heavy schedules on the top two, three or four stations.

Even if our customer has a limited budget, we advise him to spend a more than normal percentage during the introductory period of the campaign in order to achieve the sound of importance. If this isn't possible, the next best approach is to buy a heavy schedule on one leading station alone for a week or two, then switch to the next top station. He may reach a single audience at a time this way, but he will really leave an impact. And it is better to reach the same person twice in the same hour, than it is to reach two different people only once.

For maximum impact it is wise to buy two or three traffic spots each morning and evening on each station. In this way the entire family is reached at breakfast, the man on his way to work, and the same man as he is parking his car. And a different family is reached as they are getting dressed, shaving, etc. This approach is advantageous for similar reasons each evening.

Advertising budgets can be stretched by considering money-saving package plans. These plans usually include both traffic time and midday spots at a discount. Although some shy away from midday spots, this is one of the reasons why I think they are effective. The commercial is surrounded by fewer competing commercials so one gets the listener's undivided attention. Listeners are not in as much of a hurry during the middle of the day. And people listen to the radio all day long.

We design our commercials to wear well under prolonged repetition. One of the ways we accomplish this is by using top talent. We employ the finest music writers to produce select, catchy music as a basis for our radio commercials. The customer has his choice among ballad, rock, country/western or Latin tempo music. Then each spot is tailor made for each customer by top talent and recorded at our own recording studio. In the case of our "Very Small Business" campaign our client often flies to Baltimore and records his own commercials. The radio spots are appealing to the listeners because they are specifically created and recorded for one customer and geared for his market area.

It isn't always a matter of how much money you spend on advertising. It is a matter of where you spend your advertising dollars. If you spend them on pretested advertising campaigns and on a heavy radio advertising schedule, you are bound to find your valley not only fertile but getting greener every day.
If you missed the NATPE showing of our new half hour family series "Adventures in Rainbow Country," here's a raincheck.

"Adventures in Rainbow Country" is 26 action-filled half hours of family entertainment as big as all out-doors. And as real as it is natural. Every foot of film shot on location in one of the wildest, most spectacular regions in Canada. And each episode a dramatic story in the life of a 14-year-old boy experiencing one man-sized, breath-taking adventure after another.

This show has proved its winning form. It was warmly received during its showings at the NATPE, where program managers saw it as an answer to weekend family programming. If you missed it and would like to see it, send us the coupon below.

Group W Productions Inc., 90 Park Avenue, New York, N.Y. 10016

Station__________________________________________________________
Address________________________________________________________
City____________________________________________________________
State_________________________Zip______________________________
Name___________________________________________________________
Title____________________________________________________________

Adventures in Rainbow Country
Cry for ad reforms grows louder

Critics increase pressure at hearing of Senate subcommittee; Burch says FCC will act if no changes are made; Thain pinpoints areas FTC will explore in quest of "unfairness" doctrine

The case against advertising was still being tried last week and the prosecution showed not a sign of letting up. From desert luncheon club to skyscraper conference room, advertising and its effects on the public were under scrutinity, subjected to criticisms and suggestions (and just a pinch of praise) of varying colorations and impact.

Six witnesses testifying before a Senate subcommittee in New York supported a bill that would establish a children's fund under federal authority. The bill was sponsored by Senator Moss of Utah, chairman of the Senate Commerce Committee, of which Senator Frank E. Moss (D-Utah) is chairman, heard testimony from such witnesses as Robert B. Choate, a consumerist who has been a persistent critic of advertising. Mr. Choate, chairman of the Children's Subcommittee of the Senate Commerce Committee, of which Senator Frank E. Moss (D-Utah) is chairman, heard testimony from such witnesses as Robert B. Choate, a consumerist who has been a persistent critic of advertising. Mr. Choate, chairman of the Washington-based Council on Children, Media and Merchandising, centered his criticism on motivational research that uses children to discover the types of advertising that generally will appeal best to other children.

He said private industry engages professional psychologists who "use children to compare ads, weigh ads, dissect ads and improve ads." Armed with this information, he continued, the advertising industry prepared advertising aimed at children. Children, he said, are no match for these sophisticated sellers.

Though techniques for ascertaining the advertising that appeals to children are rising, Mr. Choate said, there is virtually no information available publicly regarding the impact of the under-12 child of the 22,000 to 25,000 commercials he sees on television each year. He said this information is in the hands of industry, sponsors, agencies and broadcasters, but that he has not been able to find this type of research on a large scale.

Mr. Choate said he has been trying to get foundation support to fund research to determine the effects on children of viewing commercials. He felt he would need about $1 million from the private sector. Senator Moss said the proposed institute would have a budget of about $5 million annually.

Mr. Choate said that he considers much of children's advertising to be in violation of the Federal Trade Commission Act and the Communications Act. His testimony was heard on the second day of two-day hearings (Feb. 26-27) before Senator Moss's subcommittee which is exploring the possibility of establishment of the institute that Mr. Moss has been vigorously advocating.

Senators Moss and Marlow W. Cook (R-KY) attended the hearings on both days. Senator J. Glenn Beall Jr. (R-Md.) was present Feb. 26 only and Senator Howard Baker (R-Tenn.) attended only the Feb. 27 session.

Senator Moss made clear at the hearings that he is reintroducing a bill, offered in the last Congress, which would set up a specific institute, with federal funds, to conduct research on the psychological and social impact of advertising and marketing. It also would undertake studies at the request of any federal agency and would disseminate to the public research compiled on the effects of advertising.

Dr. Natalie Shainess, a New York psychiatrist, psychoanalyst and teacher, took issue with Senator Moss's conclusions made at the conclusion of Mr. Choate's testimony that motivational research is "not illegal or basically immoral." She said motivational research often is used for immoral purposes when it is directed toward finding ways to appeal to "the most vulnerable and ugly instincts in human beings."

She claimed that advertising, in some measure, contributes to some of society's problems, including the rising divorce rate, the failure of man-woman relationships, the loosening of the family structure and dependency on drugs.

Dr. Shainess showed some examples of print advertising she regarded as harmful and said her comments could extend to television advertising. She described some as appealing to "the worse sexual instincts" and others as "promoting violence" as a desirable mode of behavior.

She was pressed by Senator Baker on whether she favored government censorship of advertising and found harmful. Though she claimed she was opposed to censorship in principle, Dr. Shainess said such action "might be desirable in some instances."

Another witness, Dr. Hans B. Thorelli, professor of business at Indiana University and vice president-public policy of the American Marketing Association, submitted a resolution adopted by the board and officers of the AMA supporting the Moss bill (S.805) which had previously introduced to set up the National Institute of Marketing and Health.

The opening witness, Tony Schwartz, president of Environmental Media Consultants Corp., New York, pointed out that though the public feels that TV advertising is a powerful force today, the medium could be much more potent if the industry "really learned" to use television.

Mr. Schwartz, who supported the bill, contended that much TV and radio advertising is weakened because the industry conceives and uses it as if it were print advertising. He played several taped commercials as he would have conceived them to achieve maximum effect.

A TV commercial for Bosco, as Mr. Schwartz created it, would show a picture of the product on the screen and the sound would be that of soda straw being sucked followed by one word—"delicious." A Bufferin spot would say simply: "Got a headache? Come to Buff-

Michael Rowan, president of the Rowan Group Inc., a Washington-based social-research organization, said that he supported the bill because there is a lack of research on the effects of advertising on people. He testified that without this information, the FCC, the FTC and other government agencies are not in a position to protect consumers.

Gerald Thain, the Federal Trade Commission's assistant director for national advertising in the Bureau of Consumer Protection, appearing at a separate meeting in New York, talked about what he termed the "unfairness doctrine," as it applies to advertising and noted his ex-
pectation that a test of whether advertising was taking unfair advantage of consumers could become one of the FTC’s “most important tools.” He spoke at a two-day briefing (also Feb. 26-27) on “Truth in Advertising” at the headquarters of the American Management Association, pin-pointing areas where his staff is exploring for “unfairness” in advertising:

- Advertising claims implying substantial benefits toward satisfying basic emotional needs or anxieties, such as the need for affection or acceptance, when the advertised product does not in fact offer such benefits.
- Advertising that clearly associates a product with strongly held social values when in fact the product has no significant relationship to such social values.
- Advertising of products to particularly vulnerable population groups when evaluation of the advertised product requires a mature and sophisticated analysis which the members of the population groups are unable to undertake.

Mr. Thain felt children were “an excellent example” of the last instance. Mr. Thain also discussed puffery, defining it as “a claim...thought to be too trivial, vague, or obviously exaggerated to mislead the normal person.” He warned, however, that “the FTC staff generally takes the position that no advertising representation can be immunized from the FTC act merely by labeling it ‘puffery.’”

In outlining the FTC’s ad-substantiation program, he said: “We at the commission regard bringing administrative suits as vital to an effective consumer program.”

Mr. Thain also talked about corrective advertising which, he said, “affords the potential consumer an opportunity to rethink his decision to purchase the falsely advertised product...Thus, while the older form of order—requiring a company to cease and desist from the practices found to be illegal—amounts merely to an admonition to ‘go and sin no more,’ the remedy of corrective advertising is designed to deprive false advertisers of the fruits of their unlawful conduct.” Litigation dealing with corrective advertising is currently involved with Wonder Bread, Profile (bread), Ocean Spray cranberry drink, Domino sugar, Listerine and Lysol, among others.

Ronald J. Moss, vice president-general counsel of Kenyon & Eckhardt, New York, warned that ad agencies that accept scientific or technical data provided by the client without challenge “do so at their own peril.” He deplored what he called the lack of coherent standards for network clearance of commercials, noting: “Whatever the justification, the networks are clearly running scared.”

FCC Chairman Dean Burch, in his Phoenix talk, made it clear that he does not favor various proposals that have been made for cracking down on broadcast advertising. But he made it equally clear that if the advertising community does not deal with the problems causing concern in Congress and among the public, government will take action (“Closed Circuit,” Feb. 26).

One area where he indicated government—that is, FCC—action is most likely is that of children’s television. He feels “a real consensus is beginning to emerge” on the point that children are a different kind of audience needing protection not necessarily required for adults.

The chairman said that the advertising industry, including broadcasting, has been caught up in an era in which all he is “with the predictable efficacy of countercommercials.”

He also commented on two “encouraging” developments in recent days—one is the agreement on the part of two manufacturers of little cigars—R. J. Reynolds and P. Lorillard—to phase out broadcast advertising of the products (Broadcasting, Feb. 19). (In one case, he said, without specifying which, the other agreement was between cigars and cigarettes “and was in clear violation of the spirit if not the letter of the law” banning the broadcast advertising of cigarettes.) The other development was the National Association of Broadcasters code board decision to adopt a tougher self-regulatory stance with regard to drug commercials (Broadcasting, Feb. 26) (although he said he was restraining his optimism over that development pending actual experience with the new regulations; NAB code self-regulation can be effective only if broadcasters and advertisers want it to be, he said).

But it was in children’s television programing that the chairman, who has made that area of broadcasting one of special, personal concern, said that “the chances of the commission doing something (unless someone else does it first) are very good indeed.”

“Children simply cannot be treated as...”
is being tried in connection with children's programing—vitamin ads have dis-appeared from children's weekend programs, host selling is being abandoned, and commercial minutes and commercial clutter are scheduled for reduction by the beginning of next year.

"For its part, the commission is paying close attention," Chairman Burch said. "If this new wave of concern is for real, well said good. If not, commission action in some form is probably inevitable." He indicated that children's television was not the only area of advertising where government action might be expected.

Yet if there were no bouquets for advertising last week there was a lone petal dropped along the industry's troubled way. Representative Morgan F. Murphy (D-III.) told the House of his gratification when he heard that the NAB had unanimously approved self-regulation of drug advertising (BROADCASTING, Feb. 26). "I applaud the elimination of drug advertising during and adjacent to children's programs," said Representative Murphy.

But even his was not an unequivocal vote of confidence. Referring to the NAB's TV code review board he said its steps to restrict drug advertising will be closely monitored. Meanwhile, the congressman pledged, he will continue to lobby for spot announcements as well as "lengthy" programs to provide drug education.

Proprietary Assn. takes drug stance parallel to NAB's

There are more shoulds than shalls for advertisers in its version, but thrust of rules is the same

In an action virtually concurrent with—yet supposedly entirely independent of—the National Association of Broadcasters' adoption of stringent new drug advertising rules (BROADCASTING, Feb. 26), the Proprietary Association also has issued a revised code of advertising practices. Unlike the NAB's TV code changes for non-prescription medicines, which apply specifically to its television station members (but with radio application a likely eventuality), the Proprietary Association's new code applies to advertising of all proprietary medicines in all media.

The Proprietary Association, Washington-based representative of manufacturers and distributors of nonprescription medicines promoted to the general public, has 22 provisions in its revised code, which it says should be put into effect as soon as possible, but no later than Sept. 1 (the new NAB code also has a Sept. 1 effective date). Although some of the language and provisions in the Proprietary Association's revised code are similar to NAB's new code, the broadcasters' are somewhat more specific and tougher in certain significant provisions.

The Proprietary Association, for instance, indicates that among its more important new provisions is one that now reads: "A significant proportion of the total advertising of a proprietary medicine should include an effort to encourage the consumer to read and follow directions." The new NAB TV code reference to the reading of labels seems considerably more commanding and less arbitrary. It states: "Advertisements shall contain an overt reference to the need to read and/or follow the product's labeling/directions/caution information."

In explaining its use of softer language, the Proprietary Association said that the wording is done "in a way to encourage creativity in precisely how that message is 'sold' to the public by companies." The explanation also concedes that the provision as now worded does not require that all ads carry a specific reference to the need to read labels "because it was felt that to do so would result in a short time in consumers 'tuning out' the message."

Again, on the provision dealing with the depiction of the taking of pills, the NAB's new rule is an unequivocal "should not," while the Proprietary Association tells its members they "should not," yet offers what could be a key exception. The NAB provision says: "On-camera pill/capsule taking should not be permitted." The Proprietary Association provision says: "Advertising of a proprietary medicine should not include pictures or dramatizations which show ingestion of the medicine, except where it serves to inform the consumer as to the proper use of the medicine."

Among other new Proprietary Association code provisions:

- "That proprietary medicines should not be advertised in a manner which is likely to result in their use for other than their intended purpose or in a manner which suggests or implies that it is something other than a medicine."

- "That proprietary medicines should not be advertised in a manner which is likely to lead to their use by young children without parental supervision and should not be advertised on programs or in publications specifically directed toward young children."

- "That advertising of calitive, sedative or stimulant proprietary medicines should refer to the temporary nature of the relief provided and should recommend the products only for occasional use."

- "That advertising of proprietary medicines should not identify spokesmen or persons participating in dramatizations as doctors, dentists, pharmacists, or nurses."

- "Advertising of proprietary medicines should not be likely to mislead the consumer as to contents, package size, appearance, uses, immediacy of relief, or effects of the medicine."

A spokesman for the Proprietary Association claims that his organization's code changes were not influenced by those adopted by the NAB. "We were aware that the NAB was working on changes," he explained, "but we did not sit down and compare notes."

Pointless ads criticized

Boston College consumer group finds Shell, Datsun, Charmin say nothing

"Shell products," as the commercials say, "perform." But, claims a student consumer group in Massachusetts, such slogans are part of a growing trend toward "nothing" ads. "It is our interpretation of how advertising has reacted to the Federal Trade Commission's ad-substantiation program," explains the Rev. Robert McEwen, a professor of economics at Boston College who supervises the student consumers. "Instead of making claims, many ads now avoid making claims or do them in terms of a third party or just imply claims."

According to Father McEwen it was just such a proposition that Students Organized for Consumer Action—a group of about 80 students from Boston College and neighboring schools—set out to
Girls! First in time period among young women 18-34 in 17 markets. The Andy Griffith Show.

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

Girls! 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: NSI. Nov. 1972 & 1971. Audience estimates are subject to qualifications available on request.
When the dean of American comedy writers says something is funny, it's funny.

For something like forty years, Goodman Ace has been the comedy writers' comedy writer. Name the funny man, and the chances are that Goodman Ace put funny words in his mouth.

So if he says something is funny, you got to figure it's funny. And this is what he said about CBS's Mary Tyler Moore Show:

"A show with a finely honed group of players, so believable and hilarious that during the six days they're not on the air, I find myself fighting a desire to phone their TV studio in Minneapolis to ask Mary, Mr. Grant, Rhoda, Murray and Ted Baxter how things are going. Mary Tyler Moore is not TV's traditional 'girl who lives next door.' But you wish she did."

And Time magazine, which doesn't usually get all choked up about situation comedies, said this:

"Someone should write an ode to Mary Tyler Moore, whose show seems to get better with every passing week. Now in its third year, the series has taken the brass of the usual situation comedy formula and transmuted it into something resembling gold."

The Mary Tyler Moore Show is just one in a long line of CBS comedies that have made us beyond argument (which
isn’t to say that we won’t get an argument) the top banana of the three television networks since the earliest days of humor on the tube.

For argument’s sake, let’s just take Saturday nights on CBS these days. Starting in a neat little home in Queens and ending in a big shambles in Hollywood, all we do is work your funny bone.

For openers, there’s the top-rated show on all television, a little number called All in the Family. Take away its ground-breaking themes, its precedent-shattering dialogue, its psychology, sociology, philosophy, and all the other heavy stuff, and what you’ve got is one funny television show.

From Edith, Archie and the kids, we go to Bridget Loves Bernie, which mainly proves that all the world loves two lovers. But just listen to how much they love these two lovers. This year, the three networks brought out 23 new shows. Two of them—just two of them—burst into the top ten. Both from CBS. Both comedies. And Bridget Loves Bernie was one of them. (The other one was the indomitable Maude, whom you can catch on Tuesday night, sailing into battle with her heart on her mink sleeve, her political position fixed, and her mouth at full speed ahead.)

Next, we’re off to Minneapolis and the aforementioned lady with the voice that lives on the edge of panic—Mary Tyler Moore.

Whereupon Bob Newhart gets on the line to show us that (A) a psychologist who shares a secretary with a dentist can’t be all bad, and (B) Newhart’s maybe even funnier off the phone than on.

Next, exploding onto our screen is... Carol Burnett. Mostly tearing things to shreds. Like traditions, pomposity and an occasional piece of furniture. And becoming even more popular while she’s at it.

Now we didn’t put you through all this just to get you to watch CBS some Saturday night. But just for laughs, why don’t you watch CBS this Saturday night? You’ll see for yourself that when we say something is funny, it’s funny.

And you’ll see enough to keep you smiling right up to the eleven o’clock news, and the report of that low pressure area heading your way, bringing with it heavy rains, and you have to take the dog out, and you know you left your umbrella in the office.

(Research sources available on request.)
reduce their investment to $127,000 from $228,000 in 1970.

The report shows that foreign countries trimmed their advertising in all measured U.S. media in 1971 to $171,597,000 from $151,378,000 in 1970. The 50 states trimmed their advertising to $8,272,000 from $10,105,000 in 1970.

The figures show that magazine and television expenditures increased while newspaper and radio spending decreased in 1971 for both domestic and overseas advertisers.

### TV networks bill record $1.8 billion in 1972

64 newcomers, led by J. C. Penney, help push last year's total $200 million over 1971

There were more customers and more newcomers to the medium in what was the record billings year of 1972 for network television, according to the Television Bureau of Advertising.

TVB's report, based on compilations by Advertising Age of network advertisers' data and released today (March 5) purport last year's total network billings at $1.8 billion, or $200 million more than in 1971 and $100 million above 1970, a previous record year. Network-TV advertisers increased in one year from 432 to 479. There were 64 newcomers to network TV in 1972, more than in the previous year. Among those new to network in 1972 was J.C. Penney Co. which by spending $5.5 million topped the newcomers list.

One of the few major advertisers to show a decrease in its network investment, Procter & Gamble, was still easily number one in the medium with over $116 million. Sixteen advertisers among the top-10 network advertisers, comparing 1972 spending with 1971, were Ford, up 69% to $50.1 million, and Sears, Roebuck & Co., up 59% to $36.3 million.

### Wooing the U.S. traveler

Other nations, 50 states step up TV, decrease radio in 1971

Foreign countries and the 50 states of the U.S. increased their resort and travel advertising in television in 1971 by a substantial margin over 1970, according to a report by Harris, Kerr, Forster & Co., New York, a certified public-accounting firm.

Television investment by foreign nations grew in 1971 to $5,120,000 from $3,224,000 the previous year, while domestic travel-resort advertising in U.S. television rose to $984,000 from $660,000 in 1970.

Expenditures in radio for both overseas and domestic advertising declined from 1971 levels. Foreign countries cut their spending to $262,000 in 1971 from $325,000 in 1970, whereas the 50 states...
The big spenders among newcomers

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Investments</th>
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<tr>
<td>1.</td>
<td>J. C. Penney Co., Inc.</td>
<td>$5,585,000</td>
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<tr>
<td>2.</td>
<td>Scott's Liquid Gold Inc.</td>
<td>2,990,000</td>
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<tr>
<td>3.</td>
<td>U.S. Tobacco Co., U.S.A. (Datson)</td>
<td>1,469,800</td>
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<tr>
<td>4.</td>
<td>Unigard Mutual Insurance Co.</td>
<td>1,464,000</td>
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<td>5.</td>
<td>Toyota Motor Credit Corp.</td>
<td>854,200</td>
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<tr>
<td>6.</td>
<td>Cooper Laboratories Inc. (Sonac denture cleaning system)</td>
<td>850,900</td>
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<td>7.</td>
<td>Tandy Corp.</td>
<td>845,500</td>
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<td>8.</td>
<td>United Aircraft Corp. (Pittsburgh &amp; Whitney)</td>
<td>840,800</td>
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<td>9.</td>
<td>Kawasaki Motors Corp.</td>
<td>662,300</td>
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<td>Palen, Webber, Jackson &amp; Curtis</td>
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RAB offers to mix or match the ad media

Simmons, ARB, Pulse and other data to be fed into bureau's computer to help prospective clients decide how to best use radio by itself or combined with another advertising medium.

A new service involving free computer runs that will show advertisers and agencies the "media alternatives" available to meet marketing objectives is being announced today (March 5) by the Radio Advertising Bureau.

The service, called MAPS (for Media Alternatives Planning System), uses media-exposure and purchasing data compiled by W. R. Simmons & Associates Research Inc., New York, and also has access to American Research Bureau and Pulse Inc. radio-audience data and to reach-and-frequency calculation systems.

"We are confident of radio's strengths, we are willing to let an advertiser or agency choose the type of information he wants from an independent, all-media study and then provide it for him rapidly through our computer terminal," RAB President Miles Davis said.

He said that in tests runs reach-and-frequency analyses had been provided for "dozens of advertisers, many of whom added radio."

RAB said the MAPS service became possible when the Simmons organization added data on radio, comparable to its data on other media, in its 1972 sweep. The computer terminal at RAB headquarters was said to be retrieving any combination of Simmons media-exposure data among purchasers of some 650 types of goods and services.

Richard J. Montesano, RAB vice president for marketing and research, said MAPS had demonstrated that "radio does well in combination with other media and can stand alone for some target audiences." He said RAB will use MAPS to "help persuade a prospective advertiser that radio sense as his major medium or in his mix. Then we can help his agency plan how to use radio."

"RAB as far as we know," he added, "this is the most comprehensive selection and planning service ever made available to prospective advertisers and agencies by a media bureau."

Mr. Montesano said MAPS encompasses three steps: 1. RAB discusses sales targets with the advertiser and agency and an analysis of the Simmons data is agreed to, keyed to the advertiser's target audiences. Some companies, for instance, want to reach only heavy users of products in their categories while others want both light and heavy users and others may have a new product and want to examine people who are customers for another, related type of product.

2. Simmons audience data is obtained for the advertiser's target group. The advertiser may want to compare all media to see how well they cover his targets, or he may want to see how several media work in combinations.

3. Once the advertiser decides to use radio, MAPS helps evaluate the reach and frequency of alternative radio approaches, to find the one most suited to his needs and objectives. This is done through the RAB computer terminal's access to ARB and Pulse audience data and other reach-and-frequency calculation systems.

RAB said that, since computer runs are costly, it cannot make MAPS available free to just anyone. For the most part, free service will be offered only to national or virtually national advertisers for whom RAB is satisfied MAPS can add significantly to available decision-making knowledge. Even then, if RAB already has a comparable category of information available, it may offer that as an alternative to a new computer run. Regional advertisers operating in a limited number of cities will not generally be eligible for free service unless "they are of broad interest as a new category of business," but free and local advertisers may use MAPS at cost when time on the RAB terminal is available.

Business Briefs

Gardner's Vanguard adds. General Dynamics Corp., Clayton, Mo., has appointed Vanguard division of Gardner Advertising, St. Louis, as advertising agency.

New address. Blair Television and Radio, Dallas, has moved to larger offices: 2 Turtle Creek Village, suite 720, Dallas, 75219. Phone: (214) 222-4100.

Black profile. Starch/Hooper, Mamaroneck, N.Y., has prepared study of buying habits, consumer attitudes and leisure activities of nation's 6.5 million black households. Profile will be published this month and is priced at $475.

Correction. NBC-TV is selling weekday national baseball-play-off games for $19,000,000 to media advertisers, not $10,000,000, as reported in Broadcasting, Feb. 26.
Burch renews plea for legislation that would give licensee fair shake

FCC chairman's views on access rule, obscenity and FCC housekeeping

FCC Chairman Dean Burch has not waited for a congressional committee to begin hearings on broadcast license-renewal legislation to get his views—at least in broad form—on a congressional record. And there was a sense of urgency in what he said.

Congress, he said, must act to clarify the standards that are to be applied when an incumbent licensee is being challenged by a competing applicant at license-renewal time.

Because of the decision of the U.S. Court of Appeals in December 1971 wiping out a commission policy statement aimed at affording renewal applicants some protection against such challenges, he said: “We don’t know what the standards are.”

The decision spoke of giving a “plus of major significance” to renewal applicants whose record merits such an advantage. But, the chairman said, “are we to have a policy where only the top 3% or 4% are to be preferred in the face of competition—or are only the bottom 3% or 4% not given a preference? That’s where we would appreciate help from Congress.”

As for himself, he said he does not think it sensible to put 96% of the licenses “in jeopardy.”

The chairman and the other members of the commission were testifying on Wednesday before a House Appropriations subcommittee on the administration’s request that Congress appropriate $36,860,000 for the commission for fiscal year 1974. But, as happens in such hearings, subcommittee members took advantage of the opportunity to raise questions about a number of issues of interest to them.

License-renewal matters was only one. The prime-time access rule was another. So was obscenity or indecency on radio and television.

As for the budget request, Chairman Burch turned aside several opportunities to complain that the administration was not seeking enough for the commission—even though the commission had asked the administration to request $42.4 million for it, and even though the commission attempts to recover 100% of its costs through fees. (It has not yet succeeded; in the current fiscal year, with a budget of $35.8 million, it is expected to collect $24 million. But the commission has proposed an increase in its fee schedule.)

Representative Edward P. Boland (D-Mass.), subcommittee chairman, said Congress has been guilty of loading agencies with new responsibilities but then failing to provide adequate funds. “Will this $36.8 million do the job the FCC wants done?” he asked.

Chairman Burch, who in his prepared statement called the budget request “a bedrock, austere one,” said there was no “absolute answer to the congressmen’s question,” then added that the requested funds would allow the commission “to break even,” but not to make a major impact on its backlogs or do “some of the things it wants to do.” As for the industries it regulates, he said, “they will be shortchanged a little, but they’ll survive.”

The amount being requested by the administration, an increase of $2,687,000 over what Congress appropriated for fiscal year 1973, would permit the addition of 98 new positions—but 283 fewer positions than the $42.4 million would have provided. More than half of the new positions—53—would be added to the Cable Television Bureau; the remainder would be spread among spectrum-management, management-improvement and equal-employment-opportunity activities.

Representative Robert O. Tiernan (D-R.I.) said the commission’s Broadcast Bureau would not be able to keep up with its workload. How do you reconcile that with the commission’s responsibility to regulate? he asked.

“We’ll simply have to set priorities,” the chairman answered.

But that did not satisfy Representative Tiernan. When the commissioners returned to Capitol Hill on Thursday to

“Live” automation can increase profits

Now you can modernize with an automated system that protects your air personality and retains your exact format. SMC protects your profits...from Sign-On to Sign-Off. 2048 separate events — music, commercials, P.S.A.s, network breaks or I.D.s, and a complete English log printed automatically. SMC provides either punched tape or magnetic tape memory loading, both furnished for format changes while your system is “on-air.” Simple ten-key adding machine console controls the entire system.

An SMC area man will gladly make a survey of requirements for your particular station programming. Phone us now. Find out the complete profit picture — without obligation of course. SMC — the broadcast systems engineered for station profitability.

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Bloomington, Illinois 61701

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Station ___________________________
Company _________________________
Address __________________________
Zip _______________________________

DIGITAL

Broadcasting Mar 5 1973 29
complete their testimony, he said that the continued high level of backlogs—he noted that the Broadcast Bureau expects to count more than 5,000 pending broadcast applications backlog by the end of fiscal 1974—"is not an acceptable situation." The bureau, for which the commission sought 27 new positions, would get only two under the request submitted by the Office of Management and Budget.

And Representative Tieman made clear that he would lead an attempt in committee to restore the funds OMB cut from the commission’s request. He asked for a breakdown of the positions and services the commission sought from, and was denied by, OMB. "And we can take it from there," he said. An aide said later the congressman believes that "at a minimum, Congress should appropriate the $42.4 million the commission had originally sought." Representative Tieman felt the need was "well documented" over the two days, the aide said.

Chairman Burch’s comments on license-renewal matters may have provided something of a preview of the testimony he will give on March 14, when he along with the other commissioners appear before the House Communications Subcommittee on license-renewal legislation. (However, the chairman, noted the commission has not reached a "complete consensus" on whether it should seek legislation to clarify the license-renewal process, or whether it should rely on rulemakings or on policy established in individual cases.)

The chairman, whose comments in response to questions from subcommittee members apparently reflecting the worries of broadcaster-constituents, restated his position—and at least a majority of the commission’s—that extension of the broadcast-license period from three to five years would be worthwhile. But what he clearly saw as cause for concern was the appeals court decision overturning part of the commission’s policy statement on renewal comparative hearings.

The policy held that a competing application in such a proceeding would be dismissed if the incumbent could demonstrate, in an initial phase of the hearing, that he has not been "substantially" attuned to the needs and interests of his area.

Broadcasters’ complaints about the lack of concern shown incumbents, Chairman Burch said in answer to a question from Representative Earl B. Ruth (R-N.C.), have "merit" if the court’s decision is read literally. Broadcasters, he said, "need an act of Congress, if the decision stands."

The chairman noted that the decision, written by Judge Skelly Wright, suggested some criteria for determining whether a renewal applicant has provided "superior service"—the extent to which an incumbent has reinvisted his profit in his service, diversification of ownership of media and innovation of ownership and management, among them.

Chairman Burch indicated he was concerned not only with the individual licensee’s peace of mind but with the financial underpinnings of the industry. "If 90% of the stations are up for renewal every three years," he said, banks will lose interest in lending money to broadcasters and broadcasters' stocks will decline in value.

Asked by Representative Boland whether the commission needed more staff to deal with the problem, the chairman said: "No, I think we need additional wisdom more than staff."

Commissioner Johnson, who is making, in effect a farewell tour in the congressional hearings he is now attending with the commission, his term expires June 30—was asked by Representative Boland for his views, at the close of the hearing. As the commissioner said, his comments echoed those he has made in statements and speeches over the past seven years. The money provided the agency is far from adequate—the agency is badly outgutted, in terms of resources, by those it seeks to regulate as well as by other government agencies, including the Office of Telecommunications Policy. "Ten times what we get now would be a sensible beginning," he said, although he acknowledged the increase would have to be incremental over a number of years. But then, he suggested, there is no certainty the money would be wisely spent. "Our management is woefully inadequate," he said. John Torbet, the commission’s executive director, has done a good job, and Chairman Burch has effected improvements. "But there is so far to go it’s pitiful."

Commissioner Charlotte Reid had her own complaint about commission finances—the $3,500 allowed each commissioner’s office for travel each year is "not adequate," she said. She felt the ban on industry groups paying expenses of commissioners who address their meetings should be lifted. "It doesn’t seem right to have government pay for our expenses" in such cases, she said.

Representative Boland, who had been a colleague of hers when Mrs. Reid was in Congress and a member of the Appropriations Committee, thanked her for raising the matter and said the subcommittee would look into it.

Representative Robert Giaimo (D-Conn.) raised the issue of the prime-time access rule, which prohibits affiliates from taking more than three hours of network programming in prime time. He asked the chairman why the commission was reviewing it so soon after it was adopted (it became effective in 1971).

The chairman, who noted that the commission is considering modifying as well as repealing it, said he thinks the rule is "lousy" and should be abandoned. He had voted against its adoption originally in 1970. His suggestion for providing the program diversity the rule was designed to achieve? Cable, pay cable and pay television.

And when Representative Giaimo said he understood that a majority of broadcasters favor the rule’s retention—"an apparent reference to the vote taken at the National Association of Television Program Executives meeting in New Orleans last month (Broadcasting, Feb. 19)—Chairman Burch said, "The same ones who are making profit out of the rule are the ones who want to keep it."

Commissioner Nicholas Johnson entered a dissent. He said the rule has yet to be given a fair chance to work. He said that it was "gutted" in its first year, when the commission permitted stations to fill the freed time with off-network programming, and that the commission’s review has weakened it further by raising doubts as to how long it will last. "It never had a fair shake in the marketplace," he said. "I think the rule was sound when conceived, and is just as sound today."

The chairman made it clear that the commission was aware it had already passed the tipping point so far as network plans for 1973-74 are concerned. He said the networks have indicated that they will not change their plans for the fall season "no matter what we do with the rule."

However, he also indicated he was anxious to press on with consideration of the rule, regardless. "We ought to get the record clear as quickly as we can and put it to bed," he said.

The commission found the same kind of concern, in its hearing on the House side, as it did in its oversight hearing in the Senate, two weeks ago (Broadcasting, Feb. 26), about obscenity on radio
and television. "Is the situation better or worse than three years ago?" Representative Boland asked, referring to the broadcast of off-color material.

The chairman, indicating the kind of uneasiness he did in his testimony before the Senate Communications Subcommittee, came at the question obliquely, saying there has been "an emphasis in the trade press in the last few months" on female call-in talk shows which tend "to get a bit garney." But he said the commission is no closer to an answer to the problem. He said he was "frightened of the commission rushing headlong into the area of obscenity to the point where we exacerbate the problem rather than ease it. Because we are the arbiters of good taste."

Representative Boland, however, was insistent. He said the commission had a responsibility for preventing "permissiveness" from reaching the point where a "segment of the public is being hurt." And, like Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, Representative Boland said the commission should test in court its powers to deal with such broadcasts.

The chairman noted that the commission staff—which receives a heavy volume of mail on the subject of allegedly obscene or indecent programming—is constantly on the lookout for a "particularly egregious case" to bring to the commission's attention. He also said the staff is expected to provide the commission, in the near future, with "a number of options" as to what action if any the commission should take.

NAB launches promotion campaign through heavy flak

Parker, consumer group want spots for differently shaded opinion about role of free broadcasting

The National Association of Broadcasters last week released to member radio stations the first of three projected disks in what is to be a year-long promotion campaign to sell the American public on the values of the free-enterprise system and the broadcasting industry's importance in such a system. The station announcements—being packaged under the campaign title of "Radio Free America"—were first announced last year and approved, in their preliminary form, at the NAB joint board of directors meeting in Palm Springs, Calif. (BROADCASTING, Jan. 15).

The campaign is already under fire from the Rev. Everett C. Parker of the Office of Communication of the United Church of Christ (BROADCASTING, Jan. 1). The Consumer Federation of America, raising issues similar to Dr. Parker's, has requested an opportunity to circulate comparable announcements that would present the role of broadcasting from the viewpoint of the consumer.

The first disk, released under the auspices of the Radio Information Office and public relations service of NAB, is designed for use by stations during the next 13 weeks with specific instructions not to be broadcast after May 31. The disk contains nine spots (two 10's, two 30's and five 60's). The talent is Paul Anthony, a Washington announcer, and Carolyn Ross of KPEL-AM-FM Lafayette, La. (additionally the voice of a 6-year-old boy—the son of Don Richman of Chuck Blore Creative Services, Hollywood, the creator of that spot—is heard in one announcement).

Among the spots released, one entitled "We'll All Lose a Lot," acknowledges that most people think there are too many commercials on radio and television but points out "that if it weren't for commercials there'd be no free broadcasting." The spot emphasizes the necessity for this kind of promotional announcement "because free broadcasting is currently under attack by various critics who would like to change the free-broadcast system so drastically that it could no longer operate as a free enterprise."

NAB plans to distribute a second disk in late April as part of its annual Radio Month material. These spots will have a musical format, with the lyrics carrying out the Radio Free America theme. Further plans call for distribution of a third disk of announcements by midsummer.

The UCC's Rev. Parker thinks the premise of "free" broadcasting is a controversial issue of public importance and
believes that the NAB campaign may be subject to the FCC's fairness doctrine. Erma Angevine, executive director of the Washington's Consumer Federation of America, says her organization is also prepared to produce countering spots and to circulate them to radio stations. She indicates that if the NAB does not respond favorably to her request for a "dialogue," several consumer-oriented organizations—including the United Church of Christ—may unite for action.

The NAB, in its covering letter to stations, acknowledges "that certain parties" may seek time to respond to the Radio Free America spots, but points to the opinion of its general counsel, John Summers, that "these are station promotional announcements and should be treated accordingly."

Mr. Summers, notes NAB, "does not view these announcements as presenting a discussion of a controversial issue of public importance giving rise to fairness doctrine obligations."

NAB is critical of FCC's fee proposals
It calls on commission to abandon stiff hikes in levies on regulated

The National Association of Broadcasters has called upon the FCC to discontinue its policy of attempting to subsidize its operations entirely through fees levied on those it regulates.

In comments filed in connection with the new fee schedules proposed by the agency last December, which call for a substantial increase in annual fees for each communications medium over which it has jurisdiction (BROADCASTING, Dec. 18, 1972), NAB noted that the $42.811 million the agency proposes to recover from licensees during fiscal 1974 is substantially in excess of the $36.86 million provided for the FCC in the administration's proposed budget for that year. That allocation, and the dissatisfaction the commission has expressed over it, were discussed in detail at congressional hearings last week (see page 29).

NAB reminded the commission that 10 years ago, when the agency adopted its first fee schedule, licensees had been called upon to contribute about one-fourth of the FCC's total budget of $14 million. Presently, it said, the commission is proposing its second fee increase within the past three years. The new schedule, among other things, calls for a 30% increase in revenues to be supplied by most broadcast services, a one-third increase in the per-subscriber fee paid annually by cable systems (raising that figure by 10 cents to 40 cents per subscriber), and a 50% rise in the filing fees for CATV certificate-of-compliance applications.

"Presumably," said NAB, "at this rate we can project that in less than 10 years, those industries regulated by the FCC will be faced with the dubious honor of picking up the entire tab for an agency with annual costs of more than $100,000,000."

NAB's filing was one of several that have been filtering into the agency since the new fee schedule was revealed three months ago. The comments, coming from broadcasters, cable operators, business and ham radio associations and common carriers, as well as equipment manufacturers who face increased fees for type accepts, have in almost every case noted that the FCC is the only federal agency commissioned by Congress to recover 100% of its expenses through its constituents—a reality that has been universally condemned by those filing.

"A thorough airing of the deleterious effects of this concept," NAB said, "will hopefully convince the commission that despite the legal and fiscal 'go-ahead's rendered by the courts and Congress, the public interest would best be served by an abandonment of this concept in favor of an approach recognizing 'public policy or interest served' by those whom the commission regulates."

The NAB also mentioned the growing sentiment among commission licensees that the regulated industries should have some say in the FCC's operations if they are expected to bankroll them. "We do not willfully subscribe to this idea," NAB said, "but unless the concept of full recovery is abandoned it seems inevitable that this is the course that most of the communications industries will be forced to take."

Griffin's group grows to seven
Syndicated talk-show host's firm buys Hartford AM from Amaturo

Television personality Merv Griffin has received FCC approval to purchase his seventh radio station. The commission granted the sale to Greater Connecticut Broadcasting Corp., a subsidiary of Mr. Griffin's January Productions, of wpop(AM) Hartford, Conn., from a group headed by Joseph C. Amaturo. Mr. Amaturo and his associates in Wpop Inc., the current station licensee, will receive $2,75 million for the facility.

The Amaturo group is currently engaged in a realignment of properties which, subject to the commission's approval, will bring it three stations licensed to Intermedia Inc., which is now in the process of liquidating its station roster. Mr. Amaturo and his associates have agreed to purchase, for a total of about $4.6 million, kotv(TV) (ch. 2) St. Joseph, Mo.; kgrv(FM) St. Louis, and klyx(FM) Clear Lake City (Houston), Tex. The two other stations (kbet(AM) Mission, Kan., and krey(FM) Kansas City, Mo.) licensed to Intermedia, the financially troubled subsidiary of JSC Industries, Kansas City, have already been sold.

Mr. Griffin, host of Metromedia's syndicated Merv Griffin Show, also owns wgo(AM) Atlantic City; wene(AM) Endicott, N.Y.; wbax(AM) Wilkes-Barre, Pa., and wwo(AM) Waterbury, Conn. Wpop operates full time on 1410 khz with 5 kw.

FCC's Johnson reads doom in new AM rules
But colleague Wiley maintains there will be no deterioration

The FCC's order ending the four-year-old freeze on AM applications and establishing new rules governing the assignment of AM frequencies (BROADCASTING, Feb. 26) has been denounced by Commissioner Nicholas Johnson as certain to cause what he says will be a further garbling of AM reception. Commissioner Richard E. Wiley has filed a rejoinder, defending the commission's action.

The commission, which adopted the rules on a 5-to-1 vote, said they are designed to assure that AM's growth will be channeled into areas that need the service, night as well as day.

But Commissioner Johnson, in his dissenting opinion, said that the commission's "tests" or "requirements" of "no locally available service," "expanding suburbs," or "FM channel availability" are little more than "illusory means to a continued destruction of the 'public interest or necessity.'" Commissioner Johnson, in his response, said that the introduction of new service or the upgrading of existing service will...
be permitted only after a satisfactory showing is made that no objectionable interference will result. "The commission's action effects absolutely no relaxation of our present rules controlling the level of interference between stations," he said.

**Burch disclaims quote**

Chairman tells 'Post' it was Cook who expressed wish someone file against KGBS Los Angeles

FCC Chairman Dean Burch has written to the Washington Post to deny responsibility for a quote attributed to him in the Post's account of the Senate Communications Subcommittee oversight hearing on FCC activities two weeks ago (Broadcasting, Feb. 26). The denial may have served to clear up the record so far as the chairman was concerned—the story had made it appear the chairman committed a serious gaffe—but it did not eliminate all questions.

The purported quote was: 'I wish someone would file on them,' and was allegedly made during a colloquy on so-called topless radio shows and in reference to KGBS(AM) Los Angeles, which broadcasts Bill Ballance's Feminine Forum.

Chairman Burch in his letter to the Post, said he was astonished by the attribution, since the comment was "in fact" made by Senator Marlow Cook (R-Ky.) "as the committee transcript very clearly shows."

Chairman Burch's aides say they clearly recall the senator making the remark, and the senator, through a spokesman, last week accepted responsibility for it.

But the record does not "clearly" show that Senator Cook—or anyone else, for that matter—made the remark. If it were made, the stenotypist making the official record missed it.

**Broadcast Pioneers pay tribute to KCBS**

San Francisco AM gets award at ceremony in New York

KCBS(AM) San Francisco, which was licensed as KQW(AM) in 1921 and became KCBS with CBS ownership in 1949, was honored with the 13th annual Broadcast Pioneers Mike Award at a dinner in New York last week.

Proceeds from the banquet in honor of the all-news station will be used in the work of the Broadcasters Foundation, an adjunct of the Broadcast Pioneers.

Among those taking part in the ceremony were Carl E. Lee, Fetzer Broadcasting, president of the Broadcast Pioneers; Edwin W. Pfeiffer, president, Broadcasters Foundation; Peter M. McCoy, vice president and general manager of KCBS, and Dave McElhatton, morning anchorman on the station.

Brief accolades were also presented the station and its executives by CBS President Arthur R. Taylor (who also lauded radio as "still the most ubiquitous and the

d circuit from Washington where he was attending a governors' conference); San Francisco Mayor Joseph L. Alioto; FCC Commissioner Robert E. Lee, and Vincent T. Wasilewski, president, National Association of Broadcasters. Also on the program was a multimedia presentation on the station.

A gilded replica of a pioneer microphone was presented to Mr. McCoy by Mr. Pfeiffer.

**Media Briefs**

Off limits to White House. House Speaker Carl Albert (D-Okla.) has questioned the administration's right to interfere in the renewals of TV and radio stations. Appearing on Ask Congress, a TV pro-

"live" automation simplifies your programming

This new SMC FORMATTER can improve the flexibility of your existing automation when used as a music formatter. The FORMATTER can run your night time virtually unattended. The FORMATTER programs up to 10 events from any four audio sources you may select (recorder, cart. equipment, Carousels, etc.). There's even a provision for a digital clock for network joins.

Best of all a complete system can cost as little as $3000 (U.S.) installed in your rack. Phone or send for complete details today on SMC's new FORMATTER.

---

**COMPUTERCASTERS**

Rush complete information on live automation with the FORMATTER!

- Name
- Station
- Company
- Address
- Zip

See at the NAB Show Booth 227, Sheraton Park Hotel.

Broadcasting Mar 5 1973
gram produced by the office of Representative Lester Wolff (D-N.Y.), Mr. Albert said if the administration injected politics into the renewal process, "the proper oversight committees of the Congress should move in immediately" because any such action "would come close to being a crime."

To CBS. WDBB(AM) Daytona Beach, Fla., will become CBS Radio-affiliated station on March 19. Station, owned and operated by Quality Broadcasting Corp., operates on 1150 kHz with 1 kw unlimited. Victor M. Knight is president.

Changing Hands

* KCGJ(AM) Pueblo, Colo.: Sold by Sangre de Cristo Broadcasting Corp. to American Radio Corp. for $450,000. Buying firm is owned equally by Lowell D. Denniston, Frank L. Carney and Robert D. Freeman. Mr. Denniston has an interest in KETN-AM-FM Wichita, Kan., and owns retail chain there. Mr. Freeman is general manager of and has a minority interest in KETN. Mr. Carney owns restaurants in the Wichita area. KCGJ is full time on 590 kHz with 1 kw.


* KREO(AM) Indio, Calif.: Sold by Desert Air Broadcasting Inc. to Mel M. Burns, Robert W. Ferguson and others for $205,000. Mr. Burns has a majority interest in Long Beach, Calif., Ford dealership. He also owns an aircraft charter service in southern California. Mr. Ferguson is general manager of WTRF-FM-TY Wheeling, W. Va. KREO operates full time on 1400 kHz with 1 kw day and 250 w night.

Approved

* WPON(AM) Hartford, Conn.: Sold by WPON Inc. to Merv Griffin for $2.75 million (see page 32).

* WFYN(AM) Newburgh, N.Y.: Sold by Donald P. Nelson to Media Horizons Inc. for $450,000. Media Horizons, a publicly owned group broadcaster, operates WONY(AM) Newburgh, WRAN(AM) Dover, N.J., and KREO-AM-FM Phoenix. It is purchasing, subject to FCC approval, KDEF-FM-AM Albuquerque, N.M., and KROD(AM) El Paso from Doubleday Broadcasting Co. for $1.25 million. WFYN is on 103.1 mhz with 3 kw and an antenna 200 feet above average terrain.

--

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**Broadcast Journalism**

**What's at end of the tunnel on news privilege?**

Ervin indicates he will introduce source-protection bill applicable to state and federal proceedings; Kastenmeier's subcommittee may decline to recommend any bill.

There were indications last week of the courses of action that Senate and House subcommittees may recommend to Congress on the newsmen's-privilege issue. Senator Sam J. Ervin Jr. (D-N.C.), chairman of the Constitutional Rights Subcommittee, is leaning toward preemptive legislation to protect journalists' confidential information and sources; Representative Robert W. Kastenmeier (D-Wis.) has said there's a "very real" possibility that his Judiciary Subcommittee No. 3 may choose to take no action at all on the 41 bills pending before the House.

A spokesman for the Senate subcommittee said last week that Senator Ervin has drafted and expects to introduce this week a newsmen's-privilege bill that would protect from disclosure before state as well as federal bodies the confidential information and sources a journalist gathers in a professional capacity. Questions of confidentiality would be decided by the courts.

Two weeks ago the senator introduced a bill (S. 917) that would apply only to federal-court and grand-jury proceedings and protect a newsmen's sources and information unless it appears that he has first-hand knowledge about an alleged criminal act (Broadcasting, Feb. 26).

As a result of testimony at a newsmen's-privilege hearing two weeks ago, the spokesman said, Senator Ervin now believes a newsmen's shield law would not be effective unless it also applied to state proceedings.

In the senator's opinion, he said, Congress has the power to enact such legislation under the commerce clause of the Constitution. He added that the subcommittee will move swiftly on newsmen's-privilege legislation after hearings are completed on March 14, which is also the date House hearings are to end.

But Mr. Kastenmeier said last week that it is "highly unlikely" that the House would enact an absolute privilege for newsmen. The House, he said, "may be faced with the prospect of being able to pass only a qualified privilege bill which is not acceptable to many working journalists." And as a result, he said, his subcommittee may wind up taking no action on the bills. Mr. Kastenmeier said he was not predicting what his subcommittee will do, but he pointed out there
is a possibility that newsmen will be left to fight subpoenas for testimony in the courts.

Meanwhile, both the Senate and the House subcommittees last week continued hearings on newsmen's-privilege legislation.

At Senator Ervin's hearing, NBC News President Richard Wald repeated testimony he had given on the House side in support of an absolute privilege bill applicable to federal and state proceedings. (BROADCASTING, Feb. 12.) Senator Alan Cranston's (D-Calif.) S. 158, said Mr. Wald, "is ideally drafted to provide the protection required by the public's need for information." (The Cranston bill covers federal and state proceedings and provides that no person may be compelled to disclose the source of published or unpublished information, or any unpublished information, obtained "for any medium of communication to the public.")

With anything less than an absolute privilege, said Mr. Wald, "prosecutors will be able to act on loopholes in the law, and opportunities for narrowing the scope of protection will multiply."

Mr. Wald also urged the subcommittee not to limit protection to confidential information and sources. "Such a protection," he said, "would not protect the ordinary, decent citizen who wants to disclose wrongdoing. He generally will not think of negotiating terms that will protect him under such a qualified statute."

Elmer Lower, ABC News president, urged enactment of an absolute-privilege bill assuring protection in both federal and state judicial, legislative, executive and administrative proceedings. ABC supported a qualified-privilege bill in hearings last fall, Mr. Lower said in a statement submitted to both Senate and House subcommittees, but events since then—notably in the wake of the Supreme Court decision in the Earl Caldwell case—have changed that.

"Sources are beginning to dry up and reporters are censoring themselves," he said. "From the field, journalists report that once-cooperative confidential sources, aware of the Caldwell decision, are backing off for fear of exposure."

Other witnesses who urged the Ervin subcommittee to report out an unqualified shield bill applicable to state as well as federal proceedings included Senators Charles Percy (R-Ill.) and Dick Clark (D-Iowa) and Representative Jerome R. Waldie (D-Calif.).

"It is clear to me," said Senator Percy, "that once the public begins to regard the newspaper reporter with his notebook or the radio reporter with his tape recorder or the TV cameraman as a potential government agent—however unwilling—then the public will cease to accept and cooperate with the press."

The argument that there may be situations where a reporter's notes or outtakes are the only evidence in a crime case, Senator Percy said, presumes that reporters would not come forward and provide the information voluntarily. "This is an assumption that, after talking with

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We have been engaged by the trustees for the Aaron B. Robinson estate to negotiate the sale of the following stations:

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**WDXN-AM** Clarksville, Tennessee

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Broadcasting Mar 5 1973
many, many members of the press, I simply cannot accept," he said.

Noting that he wrote last month to newspaper editors and TV and radio news directors in his home state about the need for shield legislation, Senator Clark told the subcommittee that "the vast majority" favored absolute protection. Senator Thomas Eagleton's (D-Mo.) S. 870 (which protects only confidential sources) would be the best choice, Senator Clark said.

Over on the House side, however, there were more divergent views on the newsmen's-privilege issue.

While Representative Patric Mitchell (D-Mo.) moved in favor of an unqualified measure and Representative William Hudnut III (R-Ind.) supported an absolute bill applicable only to federal proceedings, Representative Charles Whalen (R-Ohio) told the Kastenmeier subcommittee that his H.R. 2230, a qualified bill under which the privilege could be divested by a court under certain circumstances, would provide broad protection and at the same time protect competing interests.

Opposed to any form of newsmen's privilege was Representative David Dennis (R-Ind.), who told the subcommittee: "I urge you not to go overboard—in response to any popular or public clamor—in establishing one more special testimonial privilege, the effect of which can only be to make more difficult the ascertainment of truth by means of legal proceedings . . ."

Additional newsmen's-privilege bills offered in the House include H.R. 4383 by Mr. Hudnut and H.R. 4423 by Mr. Whalen and John Murphy (D-N.Y.).

TV network news: one man's assessment of how it comes to be

Epstein's 'New Yorker' piece cites influences on choice, presentation

Network-TV news is the product of a long and complex series of judgments that have to take into account such factors as economics, time limitations, corporate policies, affiliate relations and government pressures as well as the news itself.

That is the gist of a long article, "The Selection of Reality," spread over some 27 pages in the March 3 New Yorker magazine, written by staff writer Edward Jay Epstein. An expanded version is being published by Random House under the title "News from Nowhere."

Mr. Epstein concludes, among other things, that network news tends to concentrate on urban problems more because the networks have to concentrate their news forces in a relatively few urban centers than because, as Vice President Agnew has contended, commentators and producers are an "enclosed fraternity" drawing their political and social views from the same sources.

Mr. Epstein also asserts that network news executives feel their product must be "nationalized" and that this "further adds to the impression that the networks are advancing radical causes, for in elevating local disputes to national proportions news casters appear to be granting them uncalled-for importancies."

Affiliates help shape network news, he says, by insisting, "virtually as a condition" of clearing it, that the networks include "the obligatory 'contrastive view-points' on controversial issues within the news programs. The affiliates risk having to provide this fairness-doctrine balance themselves, "which would be both costly and bothersome."

Network news also tends to depict issues in terms of "symbolic"—protests and the like—rather than "average" members of the groups they represent, because "average" members cannot be counted on to have those qualities.

"As long as network 'voices' remain essentially the same," Mr. Epstein says, "network news can be expected to define American society by the problems of a few urban areas rather than of the entire nation, by action rather than ideas, by dramatic protests rather than substantial contradictions, by 'newsmakers' rather than economic and social structures, by atypical rather than typical views and by synthetic national themes rather than disparate local events."

"Who's not objective?" responds ABC News' William Sheehan

"A lot of junk mixed up with several thousand well-chosen words" was the response to the New Yorker article by William Sheehan, ABC News' senior vice president. At a New York luncheon of the National Academy of Television Arts and Sciences, he said that efforts to achieve balance—by his citing an isolated incident of so-called new staging by an ABC producer in Vietnam but without detailing subsequent action in which the network disciplined the producer. The author also made other "discoveries," including routine film editing and outakes, said Mr. Sheehan.

McGovern turns gun in other direction

Presidential loser, and not infrequent critic of press, scores administration for trying to stifle the news media

Senator George McGovern (D-S.D.), who has voiced his share of criticism of the news media, last week accused the administration of attempting to turn the media into a publicity organ for itself. The Democratic party's defeated presidential candidate last year, in a speech at Brandeis University, did not overlook his own administration's media—"I have not always been satisfied with the press, nor do I think the press should be exempted from vigorous criticism when they do their work carelessly or unfairly."

But, he said, "in recent years we have witnessed a sustained effort that at times seems designed to insure that the press will print only the news that fits for a future campaign brochure."

He said it began with Vice President Spiro T. Agnew's speech in November 1969 criticizing the networks for their "independent analysis of political addresses" and continued "with the first attempt in almost two centuries by the national government to impose prior restraint on the publication of a newspaper story."

When the effort to suppress the Pentagon Papers story failed, he said, government assault on the media escalated, and on three levels. He said government sought to cut off the free flow of information by making reporters informants of the government (a reference to the effort by judges and prosecutors at all levels to subpoena news men) and to cut off information by denying access to it (a reference to orders of some judges forbidding the press to report what was happening in open court as well as to the reduction of the number of presidential press conferences to "near nonexistence").

Finally, Senator McGovern said, the government has attempted to cut off criticism by punishing those news organizations that report "all the news and comment honestly on it."

As examples, he listed White House aide Patrick Buchanan's warning last May that the government would respond with "antitrust-type action" to what he said was the biased reporting of the Vietnam war, the "ideological conflict" in broadcasting and its public affairs programs, and Office of Telecommunications Policy Director Clay T. Whitehead's suggestion that "FCC licensing authority be invoked to force local television stations to censor network news."—reference to Whitehead's statement that stations should be held accountable by their local communities for the network programs they carry.

Senator McGovern offered several suggestions for congressional action to support the news media:

- Adopt a newsman's-privilege bill that would "guarantee an absolute privilege against forced disclosure by reporters of information."
- Resist every plan to throttle television news through the abuse of licensing power."
- "Rebuff any proposal!" for a Truth in News Commission, which has been proposed by Senator Edward Gurney (R-Fla.).: The commission would establish a code of ethics for journalists and investigate claims of unfair coverage, (but Senator McGovern said that it would be similar in more than its name to the "Ministry of Truth" in George Orwell's '1984').

He endorsed the Freedom of Information Act to permit a challenge to the unreasonable classification of government documents.
Fred Friendly calls for showdown on Nixon attacks

Former CBS News president offers four-point plan to counter crisis; assails Whitehead for turnabouts

An "all-out confrontation" by free-press supporters against their government foes is needed to settle the "growing constitutional crisis" created by the Nixon administration's attacks on news media.

That call is sounded by Fred W. Friendly, a former president of CBS News, in a 10-page article, "The Campaign to Politicize Broadcasting," in the March/April issue of the Columbia Journalism Review, distributed last week. The Review is published under the auspices of the Columbia University Graduate School of Journalism, where Mr. Friendly is professor of broadcast journalism. He is also TV adviser to the Ford Foundation.

Mr. Friendly proposes these specific steps:

* Referring to White House aide Clay T. Whitehead's coupling of proposed new license-renewal legislation with a warning that stations must be responsible for correcting network-news "bias," Mr. Friendly says the broadcasting industry must make clear that it is not willing to "sell [its] soul in return for seven years of good crops"—that it "will not barter its responsibilities in return for administration support of renewal legislation.

* The FCC, which "once before spoke out against an administration attempt to squelch robust debate" by making clear that analysis after presidential speeches is an appropriate journalistic exercise, ought to speak out again: It "ought to announce right now that no license will be in jeopardy at renewal solely because of a failure by an affiliated station to correct imbalance or consistent bias from the networks."

* The public-broadcasting community should seek "new methods of financing" rather than accept "inhibiting restraints by government."

* "The broadcast journalist must take this struggle to the American public and make it understood what its stake is"—not merely by crying foul when critics attack or objecting to the subpoenaing of reporters' notes but by going further and undertaking to "convince his public that he is trying to be as fair in reporting events controlling his own environment as he is in other controversial fields."

"Most of all," Mr. Friendly writes, "the public must have its level of consciousness raised as to what a free and independent press is worth in preserving because of the role in their living rooms in front of their sets than for those in newsmrooms connected to powerful transmitters."

Mr. Friendly is particularly critical of contradictions he sees in positions taken by Mr. Whitehead, director of the White House Office of Telecommunications. He cites Mr. Whitehead's praising network news to public broadcasters and then, a year later, blasting it for "ideological plugola" and "elitist gossip"; his opposition to centralized control of public broadcasting and then the emergence of plans for "a system completely dominated by the presidentially appointed board"; his condemnation of the fairness doctrine and then his advocacy of renewal legislation making compliance with the fairness doctrine a condition of renewal.

But, Mr. Friendly says, "the most alarming and mischievous weapon in the administration's strategy is its transparent attempt to exploit the worst of the broadcaster's instincts." White Chairman (Dean) Burch, in the tradition of FCC chairman before him, and virtually every President since Herbert Hoover, exhorts the broadcast industry to carry more national news and public affairs as the price for honoring their privileged license, the current administration systematically puts a premium on doing less.

"If the Whitehead plan becomes law it would mean that stations which reject the nightly network news or hard-hitting, controversial documentary would get places where they once got demerits. In effect it would substitute the language 'in the political interest' for what the Communications Act calls 'the public interest.'"

Elsewhere in the Review, an editorial—titled "Whitehead's Wonderland"—considers the Whitehead renewal and responsibility speech and concludes that "[broadcasters] who follow the lead of the White House may ultimately find themselves in a new kind of silent majority—heirs to the remnants of a potentially great informative medium."

AMA won't accept NBC equal-time reply

Association again demands answers to its allegations of inaccurate network has defended

The American Medical Association let it be known last week that it was not satisfied with NBC's reply to its demand for "equal time" to respond to the NBC News documentary What Price Health? (Broadcasting, Feb. 12).

The AMA released a copy of a letter telling NBC President Julian Goodman that it considered NBC News President Richard C. Wald's reply, refusing the demand for time, to be "unresponsive" to its complaints.

Dr. Ernest B. Howard, AMA executive vice president, told Mr. Goodman that unless answers to AMA's questions were provided by NBC, "We will be forced to seek them through other channels. I can assure you the matter will not rest here."

This presumably alluded to earlier indications by AMA sources that, if necessary, AMA would appeal to the FCC "at the minimum." A copy of AMA's original letter to NBC had already been sent to the commission.

An AMA spokesman, releasing the latest letter last week, said he wanted to emphasize that "we're not asking anybody to take our word for it—we're just asking that someone take a look and decide who is right and who is wrong." He said "the big question is access—if we have been wronged, what can we do?" It is not a case of censorship, he asserted: "They can put on the worst health show in the world so long as we are allowed to respond."

In his new letter to NBC Dr. Howard said: "We cited at least 15 instances of inaccuracy in What Price Health? and substantiated them with specific documentation. In your defense of these statements, you refer vaguely to 'government studies and reports, AMA data or other equally reputable sources.'"

I am writing to ask you once again for the documentation for each point we challenged. We have put ourselves on record. We ask that you do the same and let the public be the judge."

Dr. Howard questioned two specific points in Mr. Wald's reply and also said it was "amusing" that an on-air summary cited as evidence of NBC's neutrality on the issue of health legislation was itself "one of the incorrect statements we brought to your attention."

Mr. Wald's letter, while not undertaking to answer the original AMA complaint point by point, had addressed itself to several specifics and asserted that, after completing a review, NBC was satisfied that the documentary was "an honest forthright statement well within the bounds of responsible journalism."
Every April, network audience shares in the San Francisco-Oakland market get spring fever and become listless and lazy. That's when KTVU really takes a jump.

The leader with women, 18-49, in early fringe, KTVU widens that margin appreciably by mid-summer. Evening prime-time increases are even more impressive as total audience shares go up 40% compared to February-March estimates.

Oakland A's and San Francisco Giants Baseball, The 8 O'Clock Movie, Select Specials, Action News at 10 PM, the weekend Premiere Movie, and a lot more, turn viewers to KTVU when the networks go into their summer slump.

Springtime and Summertime are Prime-Time on Independent KTVU.
The hard way to make money in television

It's the independent station's way, but it's easier than it used to be, and status is improving—as witness the choice for NAB's major award

At 11:10 a.m. on March 26—absent war-related posturing or seizure of the industry by Clay T. Whitehead—a crash of cymbals will set off the United States Navy band, and Ward L. Quaal will march the length of the Regency ballroom of Washington's Shoreham hotel to receive the distinguished service award of the National Association of Broadcasters. The operators of 83 television stations will spiritually walk at his side. They are the independents, and he is one of them. He is the first of his kind to be given the highest honor in broadcasting. An achievement that instinctively looks to the Paleys, Stantons, Sarnoffs, or to their more affluent affiliates, when adding busts to the pantheon.

Mr. Quaal is president of WGN Continental Broadcasting Co., which numbers among its possessions WGN-TV Chicago, an independent on channel 9. All by itself, WGN-TV took in $26 million last year, with a profit that is kept secret lest it humiliate associated properties, such as the Chicago Tribune. Credentials like those evoke admiration from even the most grudging network broadcaster. However, Mr. Quaal may personally deserve it as he proceeds down the center aisle on March 26, at least some of the applause will be directed toward his P&L statement.

With the only VHF independent in the nation's third market, Mr. Quaal enjoys a competitive position that a good many other independents must envy. As the tables on page 44 indicate, money is still being lost in nonnetwork operation. But so much is being made. In 1971, the last year for which such figures are available, Metromedia's television operations, consisting then of KTTV-TV Los Angeles (ch. 11), WNEW-TV New York (ch. 5), WTTV, Indianapolis, WBBF-TV, Chicago, and KWWO-TV, all independents, and KMBC-TV Kansas City, Mo. (ch. 9), an ABC affiliate, plus Metro TV Sales, its rep firm, accounted for $49 million in revenue and a little more than $3 million in operating profit. But, as all broadcasters know, 1971 was a bad year for advertising in general and the first without cigarette advertising.

Metromedia's unreported television fortunes may be assumed to have improved significantly since 1971. Last year the company paid $3 million for an independent in Cincinnati, WYZZ-TV, which Albert P. Kravin, Metromedia Television president, has said will make a profit this year. It also paid $18 million to Chris-Craft for WTCN-TV Minneapolis, an independent on channel 11. The trading history of WTCN-TV tells something about independent development. Chris-Craft bought the station for $39.5 million in 1964 from Time-Life, which was glad to be rid of it. An ABC-TV affiliation had been lost to another V. In those days there were few broadcasters with the nerve to face life if severed from the network. Now, when the nerve needed also a callousness to disregard the stigma of second-class citizenship, Mr. Quaal recently reminisced about the shock of his entry into independent-television operation.

When he was general manager of the Chicago Tribune Co.'s WGN-AM-TV on Aug. 1, 1956, he found a television station billing less than $4 million and losing three-quarters of a million a year. "Advertisers were programing the station," he recalled, "One car dealer, Jim Moran, represented a sixth of the total business, and he delivered commercials that sometimes ran 18 minutes long. "Those," said Mr. Quaal, "were the clown days of the business.

Mr. Quaal's answer was to get rid of the unwanted programs as advertiser contracts ran out. "We took over program control," said Mr. Quaal. "The basic success of WGN-TV and now KWGN-TV is that we program first and sell later."

KWGN-TV, a ch. 4 independent in Denver, was bought for $3.5 million in 1966 from the late J. Elroy McCaw. The deal, as Mr. Quaal relates, was made on a Friday, and Mr. McCaw ran the check to a bank to make sure he got the weekend's interest. McCaw's saving of the station's programming. It took WGN Continental six years to get it into the black.

In the mid-sixties more grandly programed stations than KWGN-TV were still struggling for audience acceptance. William Carpenter is now vice president and general manager of WTTG, which claims the largest total weekly audience of any station in Washington. Back in the sixties he was in New York with Metromedia's station-rep firm, Metro TV Sales. "In those days," he recently recalled, "if we saw a 5 out of WTTG we went wild." When Al Kravin took over the management of KTTV in 1963, after managing Metromedia's ABC-TV affiliated KMBT-TV Kansas City, the first rating book was a disaster. On a trip to New York he was presented with a plaque by the Metro rep staff. It was inscribed: "First in our hearts and last in Los Angeles."

Independent operators with long experience repeatedly identify the same developments as the key reasons for the independents' advance. Counterprogramming the networks is, of course, the independent's main mission in life. The convention is to play light entertainment against news or, as some do, news against network entertainment. It was the search for new ways to give the audience alternatives to network fare that led to strip programming, Monday-through-Friday-or-Saturday presentations of series that had originally been made for once-a-week scheduling.

Stripping was undertaken with two assumptions in mind: As one independent operator explained it: "If they liked Monday, they'd watch it Friday. If they saw it enough, they'd remember it for their diaries." The assumptions are now the laws of the business. With stripping as a basic scheduling technique, the market for syndication of off-network series was enormously enlarged. In the ecology of television, the independents discovered endless cycling.

Counterprogramming, however, created problems of its own—particularly in the early-evening periods when the independents went against affiliate and network news blocks with programing aimed at those believed to have low interest in the news—children, teen-agers and young adults. The word got around the agencies that none of those young mothers appearing in the diary surveys were paying attention when their children had I Dream...
of Jeannie on the tube. It was a kind of word that network affiliates—and the independents who were in turn counterprogramming the counterprogrammers—were assiduous in helping to distribute.

The belief that children control the set in early fringe was considered serious enough by Roger Rice, vice president and general manager of the Cox-owned KTVU (tv) Oakland-San Francisco, to be treated in a speech he made last month to the New York Radio-TV Research Council. He cited a special tabulation of American Research Bureau diaries that discounted the role of children. “More than seven out of every 10 adults view three early-fringe situation comedies on KTVU with no children present in the room. We believe that’s true of other markets as well,” said Mr. Rice.

A different and more elaborate study of the phenomenon was commissioned last May by WTTG, which was encountering serious buyer resistance to its 6-8 p.m. block of I Love Lucy, Dick Van Dyke, Truth or Consequences and Jeannie, though the ratings of all were strong. The station engaged R.H. Bruskin to conduct a special survey among women viewers over the age of 18. About half reported watching one or more of the shows with no children present. Three-quarters insisted that they or another adult had chosen the show.

“Bruskin turned the Grey agency around,” said WTTG's Mr. Carpenter. Others at the station claim the additional conversions of Leo Burnett and John F. Murray.

There are some independents that were sorry to see the agency change of mind. WOR-TV New York, for example, has been selling its demographics, which it claims are strong in 18-49 ages, against WPIX-TV’s, which skew toward the young, and WNEW-TV’s, which WOR asserts skew toward the young and the old. “There is a school of thought,” says Robert L. Glaser, vice president in charge of RKO’s WOR-TV, KHL-TV Los Angeles and RKO Television Representatives, “that says the women that diaries show watching Jeannie [on WPIX] are just as attentive as the kids. I reject that theory completely.”

For the independent the selling problem more often than not is to make the most out of ratings that are inferior to those of network affiliates. James R. Herd, vice president and general manager of KPLR-TV St. Louis, talks of “target demographics.”

“No one will ever convince me that I can’t sell more Mercury motors on a 3-rated Water World than on a 20-rated Dean Martin,” Mr. Herd said in a recent interview. “Those people are thinking about booze and broads on Dean Martin, and I’m selling Mercury motors on Water World.”

Present at the same interview was Richard Block, vice president and general manager of Kaiser Broadcasting Co., which operates UHF independents in San Francisco, Boston, Philadelphia, Detroit and Cleveland and is seeking FCC approval of an acquisition of Field Communications Corp.’s WFLD-TV Chicago, another UHF independent, in exchange for Field’s acquiring a 20% interest in the whole group. When the talk turned to arbitrary cut-offs set by agencies on minimum audiences they will buy, Mr. Block observed: “A billion dollars are spent on radio by the same agencies that discount low ratings on television. And you know how low radio ratings are.”

They are said to be agencies that set aside a special “independent budget” which acts as a hedge against their spot buys on network affiliates. After committing to highly rated positions at high rates on the affiliates, they look for cheap spots on independents to average out their costs-per-thousand.

“We’re not all the way home with the agencies,” Mr. Glaser said recently after discussing gains the independents had made in impressing the buying community, “The affiliate still gets a higher price per rating point.”

What’s to be done about equalizing the evaluations?

“I don’t have the answer,” said Mr. Glaser, “I guess it’s a sales problem.”

That and related sales problems are also recognized by Lawrence P. Fraiberg, vice president and general manager of WNEW-TV New York, which averages 50% of total independent revenues in a market where two other V’s and two ethnic UHF’s market against the networks and one another. Mr. Fraiberg insists on “vertical selling” on the theory that the independents may come off a poor second to the affiliate if no one above the media buyer gets the pitch. Buyers often operate under rigid rules imposed from the top. Salesmen for

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Leadership...the result of independent thinking.

WNEW-TV, New York's leading local station, is second in net weekly circulation beating two of the three network affiliates.

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<td>Network Affiliate &quot;C&quot;</td>
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Source: NSI Nov. 1972
NSI data is estimated, subject to qualification on request.

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Broadcasting Mar 5 1973

Consistently among the top-rated independents in the country, all three are represented nationally by KATZ Television.
WNEW-TV are instructed to go as far up the chain as they can, to the advertiser's marketing manager if reachable. "The marketing manager is interested in the productivity of his advertising," Mr. Fraiberg said recently. "We have a story of productivity to tell."

In some periods, for a good many independents, ratings have been climbing. These are the periods taken from the networks by the FCC's prime-time-access rule, now under review. The independents, through their new Association of Independent Television Stations (INTV), have been urging the FCC to retain the rule, and no wonder. An analysis of ratings and shares for February-March 1971, before the rule, and for February-March 1972, after it went into effect, showed UHF independents doubling their audiences in the 7:30-8 p.m. period and VHF's nearly doubling theirs. Affiliates in the same comparison suffered significant losses.

Roger Rice, who is chairman of the INTV and was prominent among its founders, sees the access periods as proving grounds. "Wherever V independents compete head to head against affiliates, without network programming, the independents do very well," he said in an interview. "And the U independents are doing better than they did. It's simply a question of our knowing more about running our own shows than affiliates do."

Mr. Glaser, of RKO, puts it more bluntly: "You have to remember that the general manager of an independent has to be a total broadcaster. The general manager of an affiliate throws the switch and prices the inventory."

Mr. Fraiberg of WNEW-TV says resourcefulness and ingenuity are essential substitutes for money for the independent manager who wishes to survive. Against network budgets that can go out of sight, the independent must husband its assets. "You're always facing the problem of where to put your energies," Mr. Fraiberg has explained.

One classic solution to that problem appears regularly on Mr. Fraiberg's station and on the associated KTTV(TV) Los Angeles and WTTG(TV) Washington: the 10-11 p.m. news that is scheduled smack in the prime of network prime-time entertainment. It started in the mid-sixties as a half-hour following the Merv Griffin Show, which was then stripped at 8:30-10 and is again, after an ulcerous interlude on CBS. It built rapidly, especially at WTTG in the news-conscious and early-to-bed Washington market. In the latest books WTTG's prime-time news outranks all other news programs in the market, except the Cronkite and Chancellor early-evening shows on CBS and NBC.

It does almost as much for WNEW-TV. A New York competitor privately describes it as the best local news show in the market. "It sets the whole character of the station," he said, biting every word.

The competition among New York's five independents is vigorous, but Los Angeles independents wish they had it so good. In a market where extremes in everything are accepted as the norm, there are nine independents, four V's and
TO REACH “INDY” GO WITH THE NATION’S BIG INDY
WTTV CH. 4
ONE OF THE NATION’S LEADING INDEPENDENT STATIONS

RATED #1 INDEPENDENT NATIONALLY:
NSI NOV. 72 METRO SHARE
7 A.M.—1 A.M. SUN.—SAT.

RATED #2 INDEPENDENT NATIONALLY:
NSI NOV. 72 DMA SHARE
7 A.M.—1 A.M. SUN.—SAT.

A SARKES TARZIAN STATION
REPRESENTED BY METRO TV SALES
five U's. All but one start from the same place, the antenna farm on Mt. Wilson, but their fortunes range from brilliant to bleak and their formats vary as widely.

Competitors concede that Golden West Broadcasters' KTLA(TV) (ch. 5) has lately been making a serious run at the market's long-time leader, KTTV. KTLA is the sports station, featuring Angels baseball, Lakers basketball, Kings ice hockey. It has been making increased use of off-network strips, Bonanza and I Love Lucy. It is also known for its news remotes of fires, accidents, natural disasters.

Playing to the huge Mexican-American population of the area is KMEX-TV (ch. 34), owned by the Spanish International Network Inc., which was originally designed by the late Emilio Azcarraga, Mexico's number-one broadcaster. Mexico has provided much of KMEX's programming and that of other SIN-owned or SIN-represented stations in other cities. KJTV (ch. 9) made its mark initially by running movies day and night. In recent years it has augmented its feature programming with community-oriented shows, aimed at minorities and dealing with local problems. (Like RKO's other independent, WOR-TV New York, KJH is under attack by a competing applicant for its facilities. KJH has been on the defense for seven years.)

KCO(TV) (ch. 13) is Chris-Craft's Los Angeles property. (The company's KPTV(TV) Portland, Ore., is a strong force as the only independent in a four-station VHF town.) KCO specializes in travelogues and animal and adventure films.

KWHV-TV (ch. 22) runs stock-market reports and financial news from 6:45 a.m. to 3 p.m. Its programming is mostly Spanish and is somewhat weak, but it is a diverse choice.

KCBS-TV (ch. 7) has been sold to Viacom Enterprises. It might have been picked up by a station that is already affiliated with the network that owns it, but the network decided against it. CBS shows and programming are strong.

The Kaiser-owned KABC-TV (ch. 7) has been sold to the estate of Viacom Enterprises. Viacom has declined to operate the station itself, and Kaiser has been unable to find a buyer. The station is now subject to a forced sale.
geles. Cable systems in El Segundo and Long Beach, Calif., in KTVU's basic coverage area, have signified their intention to import KTVU. "It's going to be like that in market after market," Mr. Rice recently predicted. "And you know what? It's really going to hit the fans!"

For the market though there is harmony among the independents as they prepare for a meeting of their own association to be held in conjunction with the convention of the NAB. It is almost as though they were starting a broadcasting establishment of their own.

But whatever may happen at the Washington assemblies, life goes on in the field, and the programs keep recycling. Last week Broadcasting received a note scribbled by Jim Herd of KPRAL-TV on a copy of a house ad that had appeared in this magazine to announce the scheduling of this feature. The ad had referred to Cisco Kid as a program out of the past. Mr. Herd wrote: "We've come a long way, but we're still getting good ratings from Cisco and Pancho." Turns out the show draws a 5 at 10:30 Saturday mornings.

(This special report was written by Edwin H. James, executive editor.)

Independent census

Here, listed by alphabetical order of their markets, as defined by American Research Bureau, are all the independent television stations in the U.S. now on the air, with channel number, ownership, and sales representative. Market rank in parentheses.

**Atlanta (16)**

- WHAE-TV, ch. 46, Christian Broadcasting Network Inc. (nonprofit).
- WTCG-TV, ch. 17, Turner Communications Corp. (R. E. Turner III and others);
- RKO Television Representatives.

**Baltimore (19)**

- WJZ-FV, ch. 45, Chesapeake Television Inc. (Julian S. Smith, others); Adam Young.

**Boston (Worcester) (5)**

- WGBK-TV (Cambridge), ch. 56, Kaiser Broadcasting Corp.; Metro TV Sales.
- WSBK-TV, ch. 38, Storer Broadcasting Co.; Storer Television Sales.

**Buffalo, N.Y. (24)**

- WUTV (TV), ch. 29, Ultravislon Broadcasting Co. (Florian R. Burczynski, others); Petry.

**Canton, Ohio (*)**

- WJAN (TV), ch. 17, Janson Industries (Richard, Raymond and Russell Janson); AAA Representatives.

**Charlotte, N.C. (32)**

- WRET-TV, ch. 36, Turner Communications Corp. (R. E. Turner III, others); RKO Television Representatives.

**Chattanooga (76)**

- WRIP, ch. 61, Jay Sadow; Devney.

**Chicago (3)**

- WCIU-TV, ch. 26, Weigel Broadcasting Co. (J. William O'Conor, others); Spanish International Network.
- WFLD-TV, ch. 32, Field Communications Corp.; Metro TV Sales.
- WGN-TV, ch. 9, WGN Continental Broad-
This is our 20th year of serving the Puget Sound area.

We're proud of our record. As the second television station to be established in this region, we've become one of the nation's leading independents. It's been a time of progress for KTN- in the midst of a vital and growing market.

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Address/Network</th>
<th>Ownership/Operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anchorage</td>
<td>KMST-TN</td>
<td>750 W. 6th Ave.</td>
<td>KKTV, TNS/Local</td>
</tr>
<tr>
<td>Anchorage</td>
<td>KSTV-TN</td>
<td>4300 W. 6th Ave.</td>
<td>KTUU, TNS/Local</td>
</tr>
<tr>
<td>Anchorage</td>
<td>KPLH-TV</td>
<td>4200 W. 6th Ave.</td>
<td>KTUU, TNS/Local</td>
</tr>
<tr>
<td>Anchorage</td>
<td>KHMO-TV</td>
<td>4200 W. 6th Ave.</td>
<td>KTUU, TNS/Local</td>
</tr>
<tr>
<td>Anchorage</td>
<td>KBXP-AM</td>
<td>4200 W. 6th Ave.</td>
<td>KTUU, TNS/Local</td>
</tr>
<tr>
<td>Anchorage</td>
<td>KJFM-FM</td>
<td>4200 W. 6th Ave.</td>
<td>KTUU, TNS/Local</td>
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<tr>
<td>Anchorage</td>
<td>KABB-AM</td>
<td>4200 W. 6th Ave.</td>
<td>KTUU, TNS/Local</td>
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<tr>
<td>Anchorage</td>
<td>KABQ-AM</td>
<td>4200 W. 6th Ave.</td>
<td>KTUU, TNS/Local</td>
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</tbody>
</table>

Broadcasting Mar 5 1973
city newspapers containing ballot on the project. Action stemmed from disclosure that majority of Minneapolis City Council favored proposal despite widespread public opposition. Of more than 15,000 ballots returned to station, KSTP-TV reported, 13,483 respondents opposed plan. Similar poll conducted by WCCO(AM) Minneapolis elicited approximately same response. After revealing results of survey to city officials, KSTP-TV reported, government was said to be contemplating another look at project.

Tinsel and glamour. CBS Television Stations Division will produce two half-hour special programs depicting behind-the-scenes activities of the Oscar and Emmy awards. Programs are intended for telecast in prime time on the five CBS-owned stations in the weeks preceding the Oscar awards ceremony on March 27 and the Emmy presentations on May 20. The programs will be offered to other stations by Syndicast Services Inc., New York.

Good-bye 'Concentration.' NBC-TV has scheduled a new celebrity-game show from Heatter-Quigley Productions. Baffle will be aired weekdays, 10:30-11 a.m. NYT, replacing Concentration, which enjoyed a 14½-year run on the network. Premiere is April 2.

From Wall Street. New 15-minute animated film, produced by Potterton Pro-

BINA finds dearth of news on college radio

Survey also shows that rock music predominates on carrier currents

A survey of 208 closed-circuit college-operated radio stations—colloquially called carrier-current stations—by Broadcast Institute of North America shows that on more than three-quarters of the stations, music, and progressive rock specifically, is the largest part of the program fare and that news and public affairs are practically ignored.

Carrier-current stations, unregulated by the FCC since signal transmission is not over the air but campus-bound, are managed by students mostly (87%), under independent administration (75%), funded by student activity fees (49%) for the purpose of serving the student body (69%), the survey reported. It said 21% of the respondents reported their station was used to train students in broadcasting. And 20% of the operations surveyed were funded primarily by commercials.

The BINA survey also showed that stations unaffiliated with the speech or broadcasting department of the school (25% of those surveyed) had about the same percentage of public-affairs and news programming as those under independent administration—the majority devoted less than 5% of their programming to public affairs. And more than half said the “dominant type of music” programmed was progressive rock.

Violence accounting sought

A group of George Washington University students has petitioned the FCC to require television stations to include in license-renewal applications an index of violence occurring in their programming. Under the proposal, licensees would have to list individual episodes in the renewal application's composite week that, in their opinion, contains or suggests violence.

The proposal is in line with recommendations made by Surgeon General Jesse Steinfeld during testimony last March at Senate Commerce Committee hearings on the surgeon general's report on the effects on children of TV violence. The students' petition said that the indexes would produce a "data base from which to discuss and evaluate the detrimental effects of violent programing."

Program Briefs

Dooming the dome. Viewers of KSTP-TV Minneapolis-St. Paul were given opportunity to express their views on controversial proposal to construct domed stadium in Twin Cities area. Following hour-long documentary on subject on KSTP-TV, station placed full-page ad in

Next time you and the client get together for a small, intimate Meeting... take him to a big, intimate Hotel:

The New York Hilton. We Communicate.

Get a needed change from the agency's meeting rooms and the atmosphere left over from the last meeting. The New York Hilton has fifteen luxurious hospitality suites, and 23 flexible accommodating rooms, each designed and decorated for the ultimate Board Meeting.

The New York Hilton. It is New York.

The New York Hilton

at Rockefeller Center

Avenue of the Americas at 53rd St.
New York, N.Y. 10019
Call (212) 586-7000.

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Cablecasting

Trans-World moves into realm of pay cable

Columbia Pictures subsidiary will provide closed-circuit services to hotels in San Francisco through Viacom's CATV system

Trans-World Communications, the New York-based closed-circuit television division of Columbia Pictures Industries Inc. using tariffed telephone lines in New York City to send signals to hotels for pay-TV purposes, now has tied up with a cable-TV subsidiary of Viacom International Inc., New York, to provide similar services to 15 hotels in San Francisco.

An agreement in principle has been reached between Trans-World and Television Signal Corp., the Viacom subsidiary that operates a cable system in San Francisco. Television Signal Corp. will transmit Trans-World's so-called "Tele/Theatre" and "Tele/Ad" services to such hotels as the Beverly Plaza, Cecil, Handlery Motor Inn, Handlery Stewart, Fairmont, Huntington, Hyatt/Regency, Hyatt/Union Square, Marx, Rodeway Inn, Royal Inn of San Francisco, Sheraton Palace, Sir Francis Drake, Towne House and Westbury.

The "Tele/Theatre" service provides closed-circuit presentations of recently released theatrical motion pictures into hotel rooms for a fee that is added to the guest's bill. The "Tele/Ad" service is a closed-circuit program that acquaints guests with the various attractions of the city.

According to William J. Butters, president of Trans-World, the cable-TV plant into the hotels is being constructed at present, master-antenna installations are already under way and complete installations would be completed sometime this month, with an on-air date of either April or May likely. He indicated that it was too early to specify what motion pictures will be presented initially by the "Tele/Theatre" service but noted that "we are now booking immediately following first-run" and that the company is showing "The Valachi Papers" and "De-liberance" in New York City.

A Viacom spokesman said that Television Signal Corp. is interested in testing the pay-cable concept in San Francisco and said that it might be "a reasonable conclusion that Viacom intends to expand this entire hotel thing into a pay test."

Trans-World, through Mr. Butters, also indicated that the San Francisco agreement with the Viacom subsidiary is only a step in further developments. At the outset, Trans-World says a joint effort will be made with Television Signal to extend into other hotels in the San Francisco area. It's also planned to jointly market Trans-World's "Television" services—a closed-circuit telecast of convention events or exhibits—in hotel rooms. Mr. Butters further promises "that there will be a release shortly on some other major development with a hotel, but with more than Viacom involved."

Columbia Pictures' Trans-World Communications was among the first to offer motion picture presentations for a fee in hotel rooms and is currently programming in 14 hotels in New York, Atlanta, Toronto, Chicago, Miami, London and Honolulu. The FCC earlier this year granted Trans-World applications to use private microwave frequencies to transmit movies to hotels in Boston, Las Vegas, Dallas and New Orleans (BROADCASTING, Jan. 22).

ATC, Cox extend cutoff

The proposed agreement that would merge Cox Cable Communications Inc., Atlanta, and American Television & Communications Corp., Denver, into the second largest cable-TV firm in the nation has been extended until Aug. 31.

The merger, scheduled for completion last December, has been delayed pending the outcome of a Department of Justice antitrust suit (BROADCASTING, Jan. 1). The suit is to be tried, beginning June 25, in the federal district court in Atlanta.

First announced last summer (BROADCASTING, July 24, 1972), the merger was agreed to by Cox Cable and ATC last fall (BROADCASTING, Nov. 13, 1972, et seq.). The deal calls for ATC to be the surviving corporation under the name Cox American Communications Inc.

The extension of merger agreement was approved in separate votes by the boards of both Cox Cable and ATC.

Changing Formats

- KWB(b)(AM) Wichita, Kan., has moved from MOR to modern country programming. The new musical format, which features current country hits, is accompanied by a reduction in the amount of talk elements. Larry Fisher, formerly with KROK-(AM) Oklahoma City, joined the station to oversee the format change.
- WJBM-FM Jerseyville, Ill., which is no longer duplicating significant portions of WJBM(AM), has adopted its own format of "beautiful music and old favorites." The new format will be accompanied by a reduction in the amount of talk programming.
- WMOH(AM) Hamilton, Ohio, introduced a contemporary format on Feb. 12 to replace its "adult music" sound.
- WRGB(AM) Richmond, Va., formerly programming all jazz, has adopted a new weekday format featuring "golden oldies" of the mid-'50's and '60's. The station retains its jazz programming on weekends. The format change occurred Feb. 1.
- WZYM-FM Grand Rapids, Mich., initiated a "golden oldies" format Feb. 1 to replace its "standard pop" programming.

The world community wrapped in a never-ending strand of cable or a cross-section of cable swirling around the diaphragm of a camera? David B. Gray, a graphic designer with Colony Communications Corp., Providence, R.I., who conceived this logo, leaves it to the beholder to decide. This design, chosen from among 225 entries in a national contest, is to be the official logo of the National Cable Television Association (subject to refinements and approval by the NGTA board of directors). As a prize for his winning design, Mr. Gray is to be awarded $300 in cash and a quadraphonic sound system valued at $1,200.

Broadcasting Mar 5 1973 48
City-owned CATV
in Frankfort
gets in its licks

Community Service dodges issue of municipal ownership vs. private
FCC and NCTA that private competitor
cable service was deteriorating

The operator of a city-owned cable sys-
tem in Frankfort, Ky., has condemned
the National Cable Television Association
for interceding on behalf of a rival com-
mmercial system in a dispute between the
two operations. Community Service Inc.,
in a brief filed at the FCC last week,
claimed that the controversy is a local,
private affair in which the commission
and NCTA should not become involved.

And, in a separate pleading, Commu-
nity Service also asked the commission
to dismiss a petition for special relief
filed by its privately owned competitor,
 Consolidated TV Cable Service Inc.,
which alleged that the city system enjoys
an unfair competitive advantage.

The Community Service brief respond-
ing to NCTA's comments in support of
the Consolidated petition (Broadcasting,
Feb. 5) included a copy of a letter sent
Feb. 2 to NCTA President David Hackett
by Ben B. Fowler, president of Commu-
nity Service. He denied the cable association's
charges that Community was attempting
to drive the private firm out of business,
claiming that Frankfort city officials had
received numerous complaints about the
"poor quality" of Consolidated's service.

If the city wanted to force Consolidated
out, Mr. Fowler said, it could have done
so simply by revoking the firm's author-
zation to use city utility poles free of
charge.

Mr. Fowler's letter noted that the
Frankfort case has received extensive
publicity in the trade press, and that it
has been represented as a possible test
case relating to the coexistence of public
and private cable systems in the same
community. "Our organization is not
interested in exemplifying the advantages
of municipal ownership over private
ownership," Mr. Fowler said, adding his
belief that the less publicity the Frank-
fort situation receives "the better from
the standpoint of the private operator.
NCTA's decision to take sides in the
matter, he continued, "only serves to
open up the specter of increased govern-
ment regulation, including rate regula-
tion."

Consolidated has charged that the Com-
munity system entered into competition
by expanding the municipal service into
area previously served only by Con-
solidated. Consolidated has also com-
plained that it has recently been assessed
a rental fee for telephone-pole attach-
ments (it still uses city-owned utility poles
free of charge) by the local phone com-
pany while the Community system con-
tinues to use those poles without charge.

In response to those accusations, Com-
munity Service has denied that Consol-
diated has "over an extended period per-
mitted the deterioration of service" in the

area in which the two systems now com-
pete. It claimed Consolidated has in-
creased its subscriber rates in that area
by $3.50 per month, while residents of
other areas covered by either Community
or Consolidated continue to pay $2.50.
Community's decision to expand into the
new area, the firm said, was inspired
solely by those rate increases and sub-
scriber complaints about Consolidated's
service. Regarding the private firm's com-
plaint over the telephone-pole attach-
ments, Community said that it is not
aware of any similar assessment at those facil-
ities because of a reciprocal pole-sharing
arrangement between the phone company
and the Frankfort Plant Board, which has
jurisdiction over municipal utility poles.
Consolidated, the public firm said, "only wants everything free, whereas it
now has most everything free."

Time Inc. acquires
most of Home Box Office

Stockholders of Sterling Communications
Inc. were advised last Wednesday (Feb.
26) at the company's annual meeting in
New York that it plans to distribute its
shares in a new pay-TV subsidiary, Home
Box Office Inc., to Sterling shareholders.

The proposed spin-off would occur
after direct investment by Time Inc. of
$2 million in Home Box Office in exchange for
equity and Time Inc.'s conversion under a previous obligation of
$6.4 million in Sterling notes into addi-
tional equity in Sterling.

These actions, said Time Inc., would
increase Time Inc.'s ownership of Sterling stock to 66.4% and its ownership
in Home Box Office, directly and through
Sterling, to more than 75%. Terms and
conditions of the spin-off were not dis-
closed.

Barry Zorthian, chairman of Sterling
and former head of Time-Life Broadcast
(since sold off), told stockholders that
conditions and terms of the conversion
of Time Inc.'s loans to Sterling equity are
under discussion. He said Home Box
Office now has more than 4,000 pay-TV
subscribers in Wilkes-Barre, Allentown
and Bethlehem, all Pennsylvania (Broad-
casting, Feb. 26).

Home Box Office supplies feature films
and live sports programming to cable-TV
systems and other facilities for showing
on a pay basis. It does not itself own
cable systems.

Comsat looks both ways

Satellite operator splits organization
into domestic and international arms

In a series of organizational moves de-
signed to consolidate its domestic and
international activities under separate
entities, Comsat Satellite Corp., Washington,
has formed a new domestic subsidiary, a new international
system division and announced a number
of executive reassigments. The new sub-
sidiary, Comsat General Corp., has
responsibility for all of the corporation's
domestic satellite programs and any other
new business ventures. Among these
domestic satellite assignments, Comsat is
to provide satellite capacity to AT&T and
depend on the participation of Lockheed Air-
craft Corp. and MC II Communications Inc. in CML Satellite Corp., a separate
corporation, to develop a multipurpose
domestic-satellite system.

An FCC order of last year spelled out
Comsat's roles in the domestic communi-
cations-satellite business, authorizing
domestic-satellite capacity to AT&T and
the participation in the CML joint venture.
The commission also specified that a
Comsat subsidiary be formed to handle
domestic projects (Broadcasting, Jan. 1).

Under the new international system
division that has been formed, Comsat is
to consolidate all of its activities related
to the International Telecommunications
Satellite Consortium global satellite sys-
tem. Comsat is the manager for the sys-
tem and also the U.S. participant in it.

These functions, as well as provision of
services through the global system and
the U.S. earth stations, are the activities
now to be consolidated in the new inter-
national system division.

John A. Johnson, Comsat vice presi-
dent, who has been named vice president,
also has been elected president of Comsat
General Corp., the new dom-
estic subsidiary. Joseph H. O'Connor,
Comsat assistant vice president-financial
and economic analyses, has been elected
vice president and treasurer of the sub-
sidiary. John L. Martin Jr., Comsat assis-
tant and vice president-domestic and aero-
nautical systems, has been elected vice
president of Comsat General. Jerome W.
Breslow, an assistant secretary of Comsat,
has been elected to the additional office
of secretary of the subsidiary.

In other actions, George P. Sampson,
Comsat vice president, has been elected
domestic senior vice president in charge of
the international system division, and
David C. Acheson, also a vice president,
was elected senior vice president and general
counsel of Comsat. Burton I. Edel-
son has been elected a Comsat assistant
vice president and named acting director
of Comsat Laboratories.

All of these executive reassigments
were said by Dr. Joseph V. Charyk, pre-
dent of Comsat, to be in support of the
organizational changes. "We feel that it is
timely for us to make the appropriate organizational moves to consolidate and strengthen our total role in the Intelsat program and to establish a directed, vigorous effort to open up new business opportunities for Comsat elsewhere," said Dr. Charyk.

Fairchild sets up separate satellite unit

Fairchild Industries Inc., Germantown, Md., an aerospace systems company deeply involved in communications-satellite technology, has established Fairchild Space and Electronics Co. to encompass all the existing business of what was Fairchild's space and electronics division. Wilbur L. Pritchard, vice president of the Communications Satellite Corp., Washington, and director of Comsat Laboratories, resigned to join Fairchild Industries and was immediately named president of newly-formed space and electronics operation.

Mr. Pritchard, who leaves Comsat after six years, is to emphasize in his new position the development and manufacture of ground equipment to match Fairchild's developments in space technology. The space and electronics division of Fairchild is the developer and manufacturer of Applications Technology Satellite-F for the National Aeronautics and Space Administration, scheduled for orbit next year. Plans call for this satellite to conduct direct-to-set transmission tests (Broadcasting, Feb. 26).

Mr. Pritchard's departure from Comsat and appointment to Fairchild follows closely the path taken by John Puente, Comsat's director of technology. Last month, Mr. Puente joined American Satellite Corp., Germantown, as vice president-communications systems development, with responsibility for development of a domestic-satellite system (Broadcasting, Feb. 19). American Satellite Corp., owned 50% by Fairchild Industries Inc. and 50% by Western Union International Inc., is one of six remaining applicants (Western Union Telegraph Co. already has received a grant) for building and operating a domestic satellite communications system (Broadcasting, Jan. 8).

Fairchild Industries also of late has become a group station owner in radio. The company, in the last year, has acquired KLIF(AM) Dallas and WYGO(AM)-WRAH(FM) Richfield, Minn.

Video Tran introduces new tape-to-film system

Video Tran Inc., a Chicago-based videotape-to-film transfer house, has introduced a new transfer technique that is claimed to produce a product that "looks more like film than anything else that ever has come out from tape." Being marketed as Chromatran I, the new technology from Video Tran was shown in Chicago at a combination news conference and product demonstration, held at WFLD-TV. A national introduction of the system is scheduled for the National Association of Broadcasters convention in Washington, March 25-28, although Video Tran has not as yet secured exhibit or suite space.

According to Video Tran, the Chromatran I technique produces high quality film transfers at low cost, allows delivery of 16mm answer prints in three days and finished prints within five days. Supposedly this is less processing time than other transfer methods require. The Chromatran service is to be offered at a price of $45 per minute, which is said to be $10 per minute under prices asked for video-to-film transfer services in Hollywood and only $10 more per minute than the charges for kinescope services in Chicago.

"I think the most single significant factor about this development — and where it differs from most any other product that's currently on the market — is that it doesn't have that electronic aberration — the line structure — of tape," claims L. J. (Jack) Cook, president of Video Tran. "It has that nice, pleasant, soft look of film."

Mr. Cook also believes that the applications for Chromatran I are "unlimited," but the emphasis in television initially will be in syndicated programs distributed to foreign markets. Ultimately, he's convinced, the biggest application will be for feature-length motion pictures. Video Tran currently is working primarily with 16mm film but has been experimenting with direct transfers of 35mm film.

New camera-relay units enhancing network news

The CBS-owned television stations and the NBC-owned television stations have begun to use portable, lightweight cameras that permit live coverage of events and transmission from the site for immediate on-the-air telecasting.

CBS television stations began testing its unit, called Minicam, last October at WCAU-TV Philadelphia and said several weeks ago it would be extended to its other outlets (Broadcasting, Feb. 12). On Feb. 23, WCBS-TV New York started use of the Minicam and a spokesman said at that time other CBS-owned stations — KNXT(TV) Los Angeles, WBBM-TV Chicago and KMOS-TV St. Louis — would adopt the unit by early March.

At the NBC television stations, the Philips camera portable (PCP 90) has been used for several months by NBC News for WRC-TV Washington. On Feb. 23, the unit was placed into operation at WNBC-TV New York for regular local coverage. Similar units will be introduced soon at other NBC-owned outlets — KNBC(TV) Los Angeles, WMAG-TV Chicago, and WYCO-TV Cleveland. Both units permit live coverage of news events on short notice. They are equipped with their own power sources, microwave dishes for picture-and-sound transmission and wireless telephone, permitting direct, instantaneous relay of pictures and sounds to the news studio for telecasting.

Technical Briefs

Satellite contract. Western Union reported it has awarded $6.6-million contract to ITT Space Communications Inc. for major electronic equipment to be used for earth station and Western Union's domestic communications satellite system. Western Union plans to have nation's first satellite system, named Westar, in operation before mid-1974.

Movable test chart. Telecommunications Industries Ltd., Los Angeles, announces acquisition of rights in "Pictorial Pattern" TV test chart system. It consists of anodized aluminum frame containing resolution and registration charts. Price is $180 f.o.b. Los Angeles. 414 North Albert Street, Los Angeles 90048.

Nut for blackboards. Recorder Care Division of Nortonics Co., Minneapolis, has introduced new bulk eraser that generates extra powerful 60 Hz magnetic field that will completely erase prerecorded reels, cassettes and eight-track cartridges of up to one-half tape width. New model QM-211 features microswitch that permits activation by fingertip pressure and special safeguards against accidental burning.
Radio • Television • Cable • Public Relations/Contacts

Public Relations/Contacts is a regular feature of BROADCASTING, the newsweekly of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

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music

Black FM finds right chemistry for success in New York
Mixing it up and refining the product get high ratings for progressive WBLS

It's a matter of deciding which rules you can break and which you can't. That's why Frankie Crocker, the program director of New York's black progressive WBLS(FM), had to come to view the situation at Christmas time. WBLS, working a format that is only about two years old, and an audience that supposedly doesn't even own FM sets, has been through three different phases in the last year, testing, grouping, finding its boundaries and trying to push them back. The October-November Pulse ratings show that WBLS has finally come across the right mix. The station's performance stunned the New York radio market by beating top-40 giant WABC(AM) in teen-agers during midday (WBLS with a 31 share and WABC with 30) and, at least for the time being, becoming a troublesome, if not large, factor in that market.

Mr. Crocker mixes an eclectic body of music—from jazz to R&B to pop cover versions to gospel. The words "educate your listeners" have been a red flag among mass-audience radio programmers, for thinking that exposing unfamiliar music will hurt a station's audience far more than it will help build. But Mr. Crocker is not afraid of those words at all.

"We have a license to serve a community that happens to be black," Mr. Crocker says. "It's obviously an audience oriented toward black music. And when you play James Brown back-to-back with John Coltrane it shows the James Brown fan he may not have heard before, and the cat who likes John Coltrane gets to hear the James Brown he himself wouldn't put on his record player. I've always felt this would work because it's all one music. You can educate under the guise of entertainment."

There are only two other stations in the country on the black progressive format: WDAS-FM Philadelphia and Howard University's commercial WHUR(FM) Washington.

WDAS-FM flowered quickly after its switch from progressive rock to progressive black almost two years ago. The station won the FM progressive station award at the Gavin Programing Conference in 1971 due primarily to the uniqueness of its sound, several members of the judging committee said.

The development of black progressive radio has been deliberate and traceable in the case of WBLS which was known as WLIB-FM 18 months ago when Mr. Crocker was brought in to switch the for-

Music continues on page 54

The Broadcasting® Playlist

These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the 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.

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist/label</th>
<th>Rank by day parts</th>
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<tbody>
<tr>
<td></td>
<td>Week</td>
<td></td>
<td>Song</td>
<td>6-10s</td>
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<tr>
<td>1</td>
<td>1</td>
<td>Killing Me Softly With His Song (4:46)</td>
<td>1 1 2 1</td>
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<tr>
<td>6</td>
<td>2</td>
<td>&quot;Dueling Banjos&quot; (2:10)</td>
<td>2 2 1 4</td>
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<td>5</td>
<td>3</td>
<td>Love Train (2:59)</td>
<td>5 3 3 2</td>
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<td>2</td>
<td>4</td>
<td>O'Jays—Philadelphia International</td>
<td>4 4 4 5</td>
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<td>3</td>
<td>5</td>
<td>Crocodile Rock (3:56)</td>
<td>3 5 5 3</td>
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<td>7</td>
<td>6</td>
<td>Rocky Mountain High (4:39)</td>
<td>6 8 6 7</td>
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<td>16</td>
<td>7</td>
<td>Alao Sprach Zarathustra (5:06)</td>
<td>8 6 6 6</td>
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<td>4</td>
<td>8</td>
<td>You're So Vain (4:07)</td>
<td>7 10 7 11</td>
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<td>8</td>
<td>9</td>
<td>Last Song (3:15)</td>
<td>9 7 9 9</td>
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<td>11</td>
<td>10</td>
<td>Don't Expect Me To Be Your Friend (3:38)</td>
<td>11 9 11 10</td>
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<td>9</td>
<td>11</td>
<td>Daddy's Home (2:59)</td>
<td>12 11 10 8</td>
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<td>10</td>
<td>12</td>
<td>Supernition (3:57)</td>
<td>10 14 12 13</td>
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<td>17</td>
<td>13</td>
<td>Do It Again (4:03)</td>
<td>16 13 15 12</td>
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<td>12</td>
<td>14</td>
<td>Dancing in the Moonlight (2:57)</td>
<td>15 12 16 14</td>
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<td>15</td>
<td>15</td>
<td>Oh Babe, What Would You Say? (3:22)</td>
<td>14 15 13 16</td>
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<td>18</td>
<td>16</td>
<td>Do You Wanna Dance? (2:44)</td>
<td>13 16 14 17</td>
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<td>30</td>
<td>17</td>
<td>Danny's Song (3:06)</td>
<td>17 17 18 20</td>
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<td>23</td>
<td>18</td>
<td>I'm Just A Singer (4:16)</td>
<td>24 18 17 15</td>
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<td>22</td>
<td>19</td>
<td>Moody Blues—Threshold</td>
<td>19 19 20 19</td>
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<td>20</td>
<td>20</td>
<td>Peaceful Easy Feeling (4:15)</td>
<td>18 20 22 22</td>
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<td>25</td>
<td>21</td>
<td>Big City Miss Ruth Ann (2:34)</td>
<td>20 25 21 25</td>
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<td>28</td>
<td>22</td>
<td>Aubrey (3:38)</td>
<td>23 21 19 23</td>
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<td>21</td>
<td>23</td>
<td>The Cover of Rolling Stone (2:53)</td>
<td>26 27 23 18</td>
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<td>14</td>
<td>24</td>
<td>Dr. Hook &amp; the Medicine Show—Columbia</td>
<td>21 23 24 26</td>
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<td>35</td>
<td>25</td>
<td>Ain't No Woman (2:59)</td>
<td>25 22 28 24</td>
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<td>37</td>
<td>26</td>
<td>Sing (3:20)</td>
<td>22 24 27 33</td>
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<td>26</td>
<td>27</td>
<td>Hummingbird (3:30)</td>
<td>30 31 30 21</td>
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<td>47</td>
<td>28</td>
<td>Neither One of Us (4:15)</td>
<td>31 28 25 28</td>
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<td>24</td>
<td>29</td>
<td>Dredel! (3:45)</td>
<td>34 26 32 30</td>
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<td>52</td>
<td>30</td>
<td>Break Up To Make Up (4:00)</td>
<td>28 32 29 29</td>
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<td>54</td>
<td>31</td>
<td>Stir It Up (3:09)</td>
<td>29 29 31 32</td>
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Ratings, schmatings.

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Small Market Promotions — that's our name.

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OK. I've enclosed five bucks. Send me your promotional items and your brochure.

Radio Station_________________________

Street Address________________________

City_________________________ State Zip

My Name_________________________

Title_________________________

Continued on page 54
mat from all jazz. On July 4, 1972, WLIB-FM became WBLS(FM). The owners of WLIB-AM-FM, New Broadcasting Inc., sold the AM to a group of Harlem business and political figures for $1.7 million with an option to buy the FM within a year. The FM—now WBLS—moved out of the Harlem offices to midtown Manhattan. But WBLS at that time was not in the top 40 for any of the music formats.

Disk jockeys were left with a group of approved albums and singles in the studio and allowed to play and mix whatever and however they wished. The ratings dipped dangerously in the summer books, and by Christmas time, Frankie Crocker was ready to clean house, as he had done twice before.

Each overhaul, over the 18-month period, brought more and more pop music onto the playlist. And the last shift brought a more regimented format for the on-air staff to follow. "In the last rating period," Mr. Crocker said, "I programmed every single cut on the station. We put on more music, and we took the cream—the one or two best cuts—from the albums. We used to play everything on the [selected] albums, and I really couldn't expect the staff to listen to everything."

It was a case of applying some old-fashioned administrative principles to a format that seemed to beg to be managed. AM R&B radio has for years been at least as disciplined as top 40 and there seemed to be no real reason to apply that same regimentation, in varying degrees, to a format that was spread out across several categories of music.

"You don't want to stick your head right into the noise right away," as Mr. Crocker puts it. "You stick your toe in the water first and get a little bit wet. That way you don't lose your audience. That's the education process."

Though comparisons with the development of progressive rock radio are shunned by Mr. Crocker, the parallels seem apparent. Black progressive rock began as an alternative to AM black radio.

And from the word go, both FM rock and FM black have spent much effort trying to distinguish themselves from their AM counterparts. But as the period of infancy has passed for both formats, its programmers have begun to implement certain aspects and components from AM radio. But these concepts have been retooled and used in different environments.

For example, WBLS's sound is as highly produced and polished as WURL(AM) New York, an R&B station. But the pace is starkly different. The jingles are, to the ear accustomed to AM production, painfully slow. The disk jockeys speak in a loud whisper, and almost every ad, and all contrast in pace and coloring is achieved with music and logos, never with the on-air voice. And it is notable that WBLS has two women pulling daily air shifts, something uncommon even for an FM station and certainly unheard of on the other side of the band.

"Pick hits" and "sure-shots" are now a part of the format, replacing the logos that identified the musical category of an upcoming selection. "Stereo in black... gospel" or "stereo in black... jazz" is the logo once said. There was no need to tell people that if I was going to play a Clara Ward record it was gospel. So that went after a while," Mr. Crocker explains.

The case of the jingles is one of the attempts that have gone on for the last year to sharpen this type of radio. What rules do you use and which do you ignore? How do you become a radio station that large groups of people can identify with but remain distinctive from other stations in the market? It's all a matter of trial and error, and for that very reason to those in the radio business.

Carl McCall, president of Inner City Broadcasting, the firm which purchased WBLS(AM) last year, option to buy WBLS(FM) by July 3 this year, says he will exercise the firm's option, perhaps as early as the middle of March. "We always intended to buy from the beginning," he said, "and the new, good ratings don't really enter into it. It does make it all the better though," he adds. It will cost Inner City $1.3 million for WBLS. And, if the deal goes through, he says the station will be moved back up to Harlem, "where it belongs."

Frankie Crocker is a radio veteran. He has worked the top 40 format as a DJ at WMC(AM) New York and at what was WOR-FM New York (now WXYL). He worked the R&B format for WWR. He's been through many different sets of managers and the impending switch doesn't seem to ruffle him at all. "I'll ride with it till it sinks," he says.

Ads for record caught up in music copyright suit

WPIX-TV and WABC-TV restrained from advertising 'Story of Beatles'
ABC wants them back

ABC Inc. plans to buy on the open market over the next few months up to 300,000 shares of its own stock to be held in the treasury and to be available for corporate purposes. The company disclosed this move last Monday (Feb. 26), on the same day previously announced two-for-one stock split went into effect at the close of business (Broadcasting, Feb. 12). The 300,000 figure is applicable after the split, and on the basis of a $26.50 closing price on Monday, the shares to be bought would have a market value of $7,950,000. Following the stock split, ABC Inc. has 16,943,210 shares outstanding.

Up year for Jerrold parent

General Instrument Corp., parent of Jerrold Corp., New York, expects an increase in earnings of about 80% and in sales of almost 15% in the fiscal year that ended Feb. 28. Moses Shapiro, chairman of General Instrument, said that earnings would be between $10.55 and $11.10 per share on record sales of almost $310 million, compared to earnings of 59 cents a share on sales of $276 million in the previous fiscal year.

Rift in Rahall ranks

The removal of Farris E. Rahall as vice president and secretary of Rahall Communications Corp., first announced Feb. 9, was reaffirmed last week by the group operator's board of directors meeting in corporate headquarters in St. Petersburg, Fla. The board, however, modified its earlier action by voting to appoint Mr. Rahall as a consultant at an annual salary of $35,000. The management dispute includes N. Joe Rahall, chairman, who supports his brother and with him has filed civil action in Delaware against four directors and the corporation. One of the defendants in this suit is Sam G. Rahall, a third brother, who is senior vice president and treasurer. Rahall owns WLCY-AM-FM-TV St. Peterssburg, WKAP-(AM) Allentown, Pa.; WNNR(AM) Beckley, W. Va., and WPFB(AM) and WFBQ-(FM) Indianapolis.

Breaking In

"Cindy Incidentally"—Faces (Warner Bros.) * Rod Stewart's other persona, as lead singer of Faces, has been separate and distinct from his solo career, which gave him "Maggie May," his first top-40 hit, more than a year ago. His role in Faces has never given him anything remotely equal.

But "Cindy Incidentally" got immediate reaction on the British charts (top five there last week) and has some strong major station play here as well, without secondary market testing.

Stations on the new faces last week included: KLT(A.M) Houston (as LP cut), KJR(AM) Seattle, KFXR(AM) San Francisco and WMEX(AM) Boston.

BMM scores

Broadcast Music Inc. announced last week the signing of four leading composers of music for films, which it said would increase its already "dominant" share of the market devoted to television.

Even before their addition to the BMI ranks, officials said, an analysis of the 1972-73 "second season" showed that the themes and/or scores for 38 of the 51 continuing prime-time network series were written by BMI composers.

The new BMI additions are Elmer Bernstein, whose music credits include Owen Marshall and The Rookies on TV and a number of top-ranking feature films; Leonard Rosenman, who has scored Marcus Welby, The Defenders and Banyon on TV in addition to features; Richard Hazard, whose scoring includes music for TV's Big Valley, Young Lawyers, Mannix and Mission Impossible, and George Roumanis, whose music has been heard on Mod Squad, Medical Center, Mannix, Hawaii Five-O, Storefront Lawyers and Men At-Law.

Finance

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Broadcast Advertising

Dennis R. Israel, VP, NBC Radio, and general manager, NBC-owned WMAG-AM-FM Chicago, joins Hertz Rent-A-Car, New York, as VP-national accounts.


Michael A. Shalette, associate creative director, McCann-Erickson, New York, named VP.

David F. McAtee, with KETV(TV) Omaha, appointed local-regional sales manager.

James C. Kelly, national sales manager, WOR(AM) New York, named general sales manager. He succeeds Herb Saltzman, recently appointed VP and general manager (Broadcasting, Jan. 29).

Richard R. Benzon, sales manager, WXYZ(AM) Detroit, joins KQV-AM-FM Pittsburgh as general sales manager.

Alex Gold, general manager, KLAV(AM)
Las Vegas, assumes post of general sales manager.

Bill Sigel, local sales manager, KILE(AM) Galveston, Tex., joins KIDD(AM) Montgomery, Calif., as assistant manager and general sales manager.

John Del Greco, sales manager, Avery-Knodel, East TV division, New York, named VP and manager, Atlanta office.


John E. Erickson Jr., account executive, CBS Radio, Chicago, appointed Midwest sales manager. He succeeds E. Sawyer Smith, who resigns to start own business in Colorado.

Pat Boattright, sales assistant, Metro Radio Sales, Dallas office, appointed office manager. Stephen Courtney, account executive, Los Angeles office, Metro Radio Sales, appointed office manager.


Kay Collins, media buyer, Leo Burnett, Chicago, joins A/Media Ltd., Chicago agency, as media director.

T. Taylor Lynn, administrative director, Kinro Advertising in-house agency of Rolins Inc., Atlanta, joins Cargill, Wilson & Acree there as account executive.

Elfrida von Nardoff, associate research director; Orison MacPherson, account supervisor, and Jean Boutette, director of financial and corporate relations, Foote, Cone & Belding, New York, named VP's.

Ernest E. Caldwell, associate media director, Griswold-Eshleman, Cleveland, appointed to new post, director of consumer media.

George Allison, TV media buyer, William B. Tanner Co., Memphis, named VP in charge of TV media department. Tanner is full service media firm specializing in radio and TV time placement.


Norm Roussel, VP and account supervisor, Bo Bernstein & Co., Providence, R.I., agency, named president, newly formed Challenge Advertising at 146 Westminster Street, Providence.

Cornelius F. Kennedy IV, account executive, J.M. Korn & Son, Philadelphia, joins APCL & K, New York agency, as account manager.

Edward Ritchkoff, account supervisor, Wells, Rich, Greene, New York, joins Riedl Associates, Clifton, N.J., agency, as assistant to president.

Francis J. Devito, art supervisor; Lawrence Spinner, copy supervisor, and Eric Weyer, with Young & Rubicam, New York, all appointed creative supervisors.

Jack A. Goldenberg, director of promotion, W. B. Doner & Co., Baltimore, joins Rosenbush Advertising, Baltimore, as creative director.

Lee Splanager, with Honig-Cooper & Harris, San Francisco agency, appointed VP and associate creative director.

Diane Kelly, media VP, Creative Action, Chicago, appointed internal coordinator, Rothenberg, Feldman & Moore, Chicago.

Christine Vitale, producer/casting director, Degarmo, New York, and Dennis Zultowsky, art director, Grey Advertising, New York, appointed TV producer and senior art director respectively, Mosely Sacco, New York agency.

Anestos Trichonis, art director, J. Walter Thompson, New York, appointed art director/TV, Dancer-Fitzgerald-Sample, New York.

Craig Rebold, formerly marketing manager, Michigan division, Allied Supermarkets Inc., Detroit, joins Grey Advertising there as director of administration.

Al Theemes, general manager, KEDI(AM)-KCMX(FM) Manitou Springs, Colo., joins Monte Rosenwald & Associates, Amarillo, Tex., agency, as account executive.

Media

Charles W. Fullerton, executive VP, Nationwide Communications, elected president, Nationwide Communications and VP, parent firm, Nationwide Insurance. Harvey Hudson, VP and general manager, WLEE(AM) Richmond, Va., assumes additional posts, general manager, WXEX-TV Petersburg-Richmond, Va., and area VP. Nationwide Communications Inc. in addition to WLEE and WXEX-TV, is owner of WOAS(AM)-WNRX(FM) Cleveland, WRED(AM)-WNRI(FM) Columbus, Ohio and WATE-TV Knoxville, Tenn.

Lee Davis, program manager, WMAG-AM-FM Chicago, appointed general manager, succeeding Dennis R. Israel, who has resigned to join Hertz Corp. (See p. 57).

Kenneth D. Schanzer, special assistant to former Rep. David Pryor (D-Ark.), joins National Association of Broadcasters, Washington, as legislative counsel in government relations department.

Robert J. McMahan, general manager and chief operating officer, KOAA-TV Colorado Springs, named president. He succeeds William Grant who resigns but remains a director.

Joseph J. Kilcullen, general sales manager, WDAU-TV Scranton-Wilkes Barre, Pa., joins WJ2-TV Binghamton, N.Y., as general manager.

Thomas E. Brubaker, production manager, WSBT-AM-FM-TV South Bend, Ind., joins noncommercial WNIT-TV there as general manager. Dunlap A. Sims, assistant production manager, WSBT-TV, succeeds him, in similar capacity of operations director.

Robert J. Blum, general sales manager, KEEN(AM) San Jose, Calif., joins KLAV(AM) Las Vegas as general manager.

William Fowler, with WPDX(AM) Clarksburg, W. Va., joins WRGB(AM) Richmond, Va., as general manager. Don Martino, production manager, WDTV(TV) Weston, W. Va., joins WRGB as operations manager.

Dino Ianni, general manager, KOSI-AM-FM Aurora, Colo., joins WNIC-AM-FM Dearborn, Mich., as executive VP and general manager.

Stan Thompson, assistant manager, KLEW-AM-FM Killeen, Tex., joins WWKY(AM) Burnsville, N.C., as station manager. He succeeds J. Ardell Sink, who remains president, Mark Media Inc. Joe Denney, assistant manager, WWKY, named general manager, WKKR(AM) Pickens, S.C. Stewart, general manager, WCSL(AM) Cherryville, N.C., named group VP-operations, Mark Media stations, and Rick Bacon, sales manager, WCSL, appointed assistant general manager. WWKY, WKKR and WCSL are owned by Mark Media.

Joseph C. Rayball, administrative assistant to Representative Margaret M. Heckler (R-Mass.), joins WARA(AM) At- tleboro, Mass., as general manager. He succeeds Keith Field who retires.

Louis O. Miller Jr., with WCBD-TV Charleston, S.C., joins WJKJ(AM) Holly Hill, S.C., as station manager.

Earl Morgenroth, with Western Broadcasting Co., Missoula, Mont., elected president, Rocky Mountain Broadcasters Association; Bill Sims, KOJO(AM) Lamar, Wyo., elected VP, and Henry Fletcher, KSEE(AM) Pocatello, Idaho, elected secretary-treasurer.

Programming

Fulton Lytle, director, on-air advertising, ABC-TV, Los Angeles, appointed director, children's programs, West Coast.

Jack Sharkey, supervisor, nighttime programming, ABC-TV, New York, appointed manager of commercial operations and engineering.
Fenton Coe, VP, film production, West Coast, NBC-TV, Los Angeles, elected VP, program operations.


David Sacks, assistant VP in charge of children's programming, Universal Television, Studio City, Calif., appointed VP.

Allan W. Ginsberg, VP, station manager and program director, WPIX-TV Cincinnati, joins WTCN-TV Minneapolis-St. Paul as VP and program director.

Paul Sebastian, with WIsE(FM) Asheville, N.C., joins WIFF (AM) Holly Hill, S.C., as program director.

Frank A. Kurtz, producer-director, Television Production Center, Pittsburgh, appointed operations manager.

Robert J. Dailey, assistant director, WSB-TV South Bend, Ind., appointed director.

Philip G. Powell, with WSB-TV, appointed assistant director.

W. Wayne Godwin, with noncommercial WJCT (TV) Jacksonville, Fla., joins noncommercial WFSU-TV Tallahassee, Fla., as producer of special projects.

J. Brian McGrath, head of finance section, Viacom International Inc., New York, appointed assistant treasurer. Also appointed assistant treasurer, Viacom International, New York, is Arthur G. Cooper, head of tax and insurance section there.

Jack F. Brembeck, director of advertising and press information, kabc-TV Los Angeles, named executive in charge of television press department, Universal Studios, Universal City, Calif., assuming TV responsibilities of Murray Weissman who continues as executive in charge of Universal's motion picture department.

Stephani Marlow, with Base Enterprises Inc., Beverly Hills, Calif., TV sports producer, appointed director of station relations, Base Sports Network.

Broadcast Journalism

Bob Reid, news manager, NBC-owned KYW-TV Cleveland, joins WBNS-TV New York, as manager of weekend news. He is succeeded by James Keeler, network coordinating producer, NBC News bureau, Cleveland.


Frank Laseter, production manager, WFUN (AM) South Miami, Fla., joins WDRQ (FM) Raleigh, N.C., as news director.

Lawrence A. Bender, development director, Northeast New York Educational Television Association, joins WCAX-TV Burlington, Vt., as New York correspondent, station's Plattsburgh, N.Y., news bureau.

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

Philip Reed, with KFWI (AM) Los Angeles, joins KNX (AM) there as broadcaster-reporter.

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

Jay C. Jones, newsman, WMAM (AM) Arlington, Va., joins KBUR-AM-FM Burlington, Iowa, in similar capacity.

Music

W. F. Meyers, executive administrator and director, international relations, SESAC Inc., New York, elected VP. Also named VP's: Sidney H. Gruber, director of marketing services; and Norman Odum, director of copyright administration.

Cable

Burt I. Harris, chairman and president, Cypress Communications Corp., Los Angeles, and vice chairman, Television Communications Corp., New York, resigns as of March 1. Both Cypress and TVC are subsidiaries of Warner Communications Inc., New York. Mr. Harris, who remains as president of Harriscrope Broadcasting Corp., group TV and radio station firm, also will remain as consultant to Warner Communications' cable subsidiary for year. Mr. Harris had merged his own Harriscrope Cable Inc., started in 1964, with Cypress in 1970.

Carol Oughton, special assistant to executive director, Cable Television Information Center, Washington, named research director, new community development department, Teleprompter Corp., New York.

Equipment & Engineering


Richard C. Belmont, project engineer, Fairchild Sound Equipment Corp., Commack, N.Y., appointed manager of sales and technical services. Fairchild is manufacturer of audio consoles, systems and components for broadcasting industry.

IEEE medalist, Rudolf Kompfner, associate executive director, research-communications sciences division, Bell Laboratories, Holmdel, N.J., will receive Institute of Electrical and Electronics Engineers Medal of Honor "for his major contribution to world-wide communication through the conception of the traveling wave tube embodying a new principle of amplification." Award will be presented at IEEE annual banquet in New York on March 27.


Roy Thomas, marketing VP, Video Engineering Services Co., Washington, joins Cohu Inc., San Diego television camera system manufacturer, as general sales manager.

Allied Fields

Margita Ekund, assistant deputy director of communications, White House executive branch, joins United States Information Agency, Washington, as assistant director. Ms. Ekund will head Office of Public Information which handles agency's domestic media relations and contact with public concerning USIA's functions.

John Conlin, who left FCC in November 1971, when he was associate general counsel in charge of litigation, is returning to agency as administrative law judge. Mr. Conlin has been associate general counsel of Postal Rate Commission since departure from FCC. His starting date in new job depends on Civil Service Commission clearance.

Anthony Thompson, on staff of FCC general counsel's office for past year, has moved into chairman's office to take over some administrative duties formerly handled by Charles Lichtenstein, who is leaving post as special assistant to Chairman Burch to become aide to L. Patrick Gray, director-designate of Federal Bureau of Investigation ("Closed Circuit," Feb. 26).

Carl Grant, newly named director of news and public affairs, Kaiser Broadcasting Corp., selected for participation in Presidential Executive Interchange Program. As part of business-government exchange program, Mr. Grant will spend one year as executive director, National Committee for Employer Support of the Guard and Reserve, in Office of the Assistant Secretary of Defense for Reserve Affairs, Washington.

Deaths

Walter Reade Jr., 56, president and chairman, Walter Reade Organization, New York, theater operator and producer-distributor of feature films to theaters and television, died on Feb. 3 in St. Moritz, Switzerland, apparently of suffocation caused by skiing accident. He is survived by his wife, Dolly, and daughters (by
previous marriage), Ronnia, Diane and Wendy.

Carleton Coveny, 72, retired Western VP of Blair Radio and TV, died Feb. 11 of a heart attack in Palm Springs, Calif., where he made his home since his 1962 retirement.

Thomas Lyne Riley, 63, television and agency writer-producer, died Feb. 20 in Lafayette Park, Mich. Mr. Riley was a di-

rector for NBC, New York, in the late 30's and the early 40's, production man-

ager at WWJ-TV Detroit and writer-pro-

ducer for several New York agencies. He is survived by his wife, Cyrilla.

Orton E. Wagner, 46, broadcast equip-

ment sales representative in RCA broad-

cast systems division's New York office, died Feb. 21 of apparent heart attack at his home in New York. Former engineer for WOR(AM) Omaha, he had been with RCA since 1953. Survivors include his parents, sister and brother, all of South Dakota.

**For the Record.**

As compiled by Broadcasting Feb. 21 through Feb. 27, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate; ann.—announced; ant.—antenna; au.—aural; aux.—auxiliary; CATV—community antenna television; CP—construction permit; D.—day; DA—directional antenna; ERP—effective radiated power; kHz—kilohertz; kW—kilowatts; LS—local station; min.—minute(s); mod.—modification; night.—night; P.A.—private-

line service area; SCA—secondary communica-

tions authorization; SE—specified hours; SSA—special service authorization; STA—special tem-

porary authorization; trans.—transmitter; TPO—

transmitter power output; U.—unlimited hours; vis.—visual; w.—watts; *—educational; HAA—

height of antenna above average terrain; CAR—

community antenna relay station.

**Existing TV stations**

Action on motion

Chief, Office of Opinions and Review, in Charles-


Other actions

Review board in Boston, TV proceeding, granted request of Broadcast Bureau for extension of time through Feb. 28 to file responsive pleadings to petition to enjoin issues filed by Dudley Station Corp. (Docs. 18799-61). Proceeding involves applic-
iations of KDO General Inc. for renewal of license of WNAC-TV Boston, and of Community Broad-

casting Corp. and Dudley Station Corp. for new station in Boston. Action Feb. 23.

Review board in Las Vegas, TV proceeding, granted request by Las Vegas Valley Broadcasting Co. for additional extension of time through Feb. 26. Filed responsive to sixth motion to enjoin issues by Western Communications Inc. [KORK- TV] (Docs. 19519, 19581). Action Feb. 23.

**Fine**

WDAF-AM-TV Kansas City, Mo.—FCC notified Tait Broadcasting Co., licensee, that it has incurred apparent liability of $4,000 for violation of rules by not logging any commercial announcements for half-hour program. Let's Get Growing, aired in March, April and May, 1972, over WDAF-TV. In separate action, commission admonished Taft for broadcasting program-length commercials on WDAF-TV and for failing to require John Paul Tobin, host of Let's Get Growing and Jack Of All Trades to disclose on air that he was full-time com-

mission salesman for Gordon Corp., manufacturer and wholesaler of fertilizers and pesticides. On both programs, which dealt with lawn and garden prob-

ea, Tobin recommends various products, includ-


Call letter applications

WCTF-TV Cleveland—Seeks WZIN (TV).

KROD-TV El Paso—Seeks KDBCTV.

Network affiliations

ABC

Formulas: In arriving at clearance payments ABC multiples network's rates for the compensation percentage (which varies according to time of day) by the fraction of time substantially occupied liw program for which compensation is paid, then by the fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 20% of station's net-

work rate weekly to cover expenses, including pay-

ments to ASCAP and BMI, and interconnection charges.


KCFW-TV Kalispell, Mont. (KMSO Inc.)—Amendment extends agreement to Jan. 1, 1975.

KGVO-TV Missoula, Mont. (KMSO TV Inc.)—Effective Jan. 1, 1975.


WWAY-TV Wilmington, N.C. (Clay Broad-


KEZI(TV) Eugene, Ore. (Liberty Communications Inc.)—Agreement dated Nov. 1, 1972, to replace one dated Aug. 10, 1972, effective Nov. 1, 1972, through Nov. 1, 1974, First call right. Net-

work rate $417; compensation paid at 30% prime time.

KTER-TV Lufkin, Tex. (Forest Capital Com-

munications Corp.)—Amendment changes network rate from $116 Feb. $20, effective Nov. 1, 1972.

WTRF-TV Wheeling, W. Va. (Forward Tele-


New AM stations

Starts authorized

WBZB Ponce, Puerto Rico—Authorized program operation on 1490 kHz, 250 w. 1 kw. Action Jan. 23.

WCF Clifton Forge, Va.—Authorized program operation on 1230 kHz, 250 w. 1 kw. Action Jan. 12.

Actions on motions

Administrative Law Judge Frederick W. Dennis-

tos in Iowa City (Burns, Rich & Vog Associates and Braverman Broadcasting Co.), AM pro-

ceeding, reopened record, denied motion by Brav-

erman to strike testimony relating to formation of corporation by Burns, Rich & Voss; closed record (Docs. 15597-16). Action Feb. 20.


Administrative Law Judge David I. Kraushaar in Columbus, S.C. (WOIC Inc.), AM proceeding, on motion of Columbia Citizens Concerned with Improved Broadcasting, party respondent in proceed-

ing, leave to strike testimony granted (Doc. 19645-7). Motion for leave to strike testimony denied by Charleston Circuit Court (Editorial Feb. 15). Former motion for leave to strike testimony pending in Circuit Court (Doc. 19674). Action Feb. 16.

Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz and Aptos-Capitola, both Calif-

ifornia (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, granted motion by Progressive and reopened record; received at-

tached exhibit into evidence (Docs. 19503, 19506). Action Feb. 20.

Administrative Law Judge Chester F. Naumowicz Jr. in Vinstra, Okla. (Northeast Oklahoma Broad-

casting Inc. and P B I Broadcasting Co.), AM proceeding, granted petition by PBI to amend application to correct errors in engineering showing (Docs. 19639-40). Action Feb. 15.

Other actions

Review board in Youngstown, Ohio and Ellwood City, Pa., AM proceeding, granted petition of Jud Inc. to update application (Docs. 18768-9). Action Feb. 23.

Rulemaking action

FCC lifted freeze on applications for new AM's and adopted rules governing assignment of new AM's and major changes in existing stations (Doc. 19651). New rules are effective April 10, Action Feb. 21.

Existing AM stations

Application

Final actions

**KICM** Golden, Colo.—Review board denied petition by Voice of Reason Inc. for reconsideration of decision released Feb. 20, 1973, following application to operate former facilities of KICM (Doc. 17610), Action Feb. 21.

**WSWT** Largo, Fla.—Broadcast Bureau granted license covering new station. Action Feb. 15.

**WBCH** Chicago, Ill.—FCC overturned review board decision authorizing changes in frequency and power (Docs. 18487-8). Action Feb. 14.

**WSUM** Madison, N.Y.—FCC granted account- ing firm of Ziger, Reznick and Feder 10-day extension to file petition to deny application of Adams Gestchale Broadcasting Co., licensee, from Lee Gilbert, James L. Putzhenre and Keith Cunningham to WWUP (Broadcasting Corp. Action Feb. 20.

**WKIP** Poughkeepsie, N.Y.—Review board denied application by Olympian Broadcasting Corp., licensee, to change D ant. facilities from directional to nondirectional operation, to increase power to 1,000 W, and to nondirectional operation, to increase power to 1,000 W, and to nondirectional operation. Action Feb. 17.


**WEGA** Vega Baja, Puerto Rico—Broadcast Bureau granted license covering new AM. Action Feb. 19.

**KCRS** Midland, Texas—Broadcast Bureau granted mod. of license covering operation of trans. by remote control. Action Feb. 15.

Initial decision

**WOOK** Washington—Administrative Law Judge Forest L. McMenemy proposed in initial decision denial of application of United Broadcasting Co. for renewal of WOOK (AM and grant competing application of Washington Community Broadcasting Co. (AM (Docs. 862-3)), Applications of United Television Co. for renewal of license of WPFW-TV Washington for license change for WPFW-TV's tran. and trans. site, would be granted (Docs. 18535, 18561). Action Feb. 22.

Actions on motions

**Administrative Law Judge Byron E. Harrison in Harlan, Iowa (Eastern Broadcasting Co. and Radio Harlan), Action Feb. 16, granted moving party's request by Radio Harlan and with approval of all other parties, issued judge's order setting scheduled prehearing conference for Feb. 21 and hearing for Feb. 27 (Docs. 19014-5). Action Feb. 16.

**Administrative Law Judge David I. Kraushein in Carrollton, Ill. (Carroll Radio & Faxiturer Radio Inc. [WLBH]), Action Feb. 16, granted petition by Radio Carroll to amend application to submit a 455-foot tower and for purpose of responding to questions raised by commission in order direct further applications for hearing (Docs. 19363-7). Action Feb. 20.

Other action


Fines

**KWHN** Fort Smith, Ark.—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability of $200 for violation of rules, with notice to provide data concerning equipment performance measurements. Action Feb. 14.

**KDOK** Salyards, Calif.—FCC notified M. C. Broadcasting Co., licensee, that it has incurred apparent liability of $200 for willful and malicious violations of Communications Act and rules for failure to give broadcast sponsorship identification. Action Feb. 21.

**WMH** Marshall, N.C.—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability of $200 for violation of rules by failing to keep proper records during various dates and re-scheduled hearing for April 16, 1973 (Docs. 19588-9). Action Feb. 19.

**KZNN**(FM) Rolla, Mo.—Authorized program operation on 105.3 mhz, 28.5 kw. Action Feb. 9.

**KWLC**(FM) Bismarck, N. Dak.—Authorized program operation on 105.3 mhz, 28.5 kw. Action Feb. 9.


**Applications**

**Adrian, Mich.—Gerity Broadcasting Co. seeks 93.3 mhz, 3 kw, HAAT 300 foot, P.O. address 121 West Maumee Street, Adrian 49211. Estimated construction cost $57,746; revenue $96,000. Principals: Gerity Broadcasting, is licensee of WABJ (AM) Adrian and WGGR-FM Bay City, Mich. It also owns cable TV systems in Michigan. Principals: James Gerity Jr., president, $57,746; revenue $96,000. Action Feb. 16.

**Harlingen, Texas—Magic Valley Broadcasting Inc. seeks 96.1 mhz, 100 kw, HAAT 455 ft. P.O. address 2505 South Parkwood Drive, Apt. F-204, Harlingen 78505. Estimated construction cost $145,000; first-year operating cost $36,000; revenue $50,000. Principals: Patrick C. McBride, president, $145,000; first-year operating cost $36,000, revenue $50,000. Action Feb. 16.


**Other actions**


**Review board in Ogallala, Neb., Action Feb. 21, granted motion by Industrial Broadcasting Inc. for extension of time through Feb. 27 to file reply to opposition to motion to strike and comments filed by Okalalla Broadcasting Co. (Docs. 19599-60). Action Feb. 21.

**Johnstown, Pa., FCC granted request by Cove Broadcasting Inc. for reconsideration of plans for Johnstown, Pa., for waiver of mileage/separation requirements which were accepted for filing application for new FM on ch. 243 (66.5 mhz) in Johnstown. Opposing petition by Ronald Smith was denied. Action Feb. 21.

Rulesmaking action


**Call letter applications**

**J. W. Shirley, Fayette, Ala.—Seeks WVWE-FM. Action Feb. 16.**

**Lake Forest College, Lake Forest, Ill.—Seeks WEME-FM. Action Feb. 16.**

**Tung Broadcasting Co., Pleacm, Miss.—Seeks WOQJ (FM). Action Feb. 16.**

**Gobard College, Plainfield, N.J.—Seeks *WGRD* (FM). Action Feb. 16.**

**WOJO Broadcasting Co., Durand, Wis.—Seeks WGRN-FM. Action Feb. 16.**

**Call letter actions**

**Hendrix College, Conway, Ark.—Granted *KIXD* (FM). Action Feb. 16.**

**Kamloops Mountain FM Associates Inc., Mammoth Lakes, Calif.—Granted KMMD (FM). Action Feb. 16.**

**Saint Francis High School, Mountain View, Calif.—Seeks KFMV (FM). Action Feb. 16.**

**Bi-Linguol Broadcasting Foundation Inc., Santa Rosa, Calif.—Granted *KXBF* (FM). Action Feb. 16.**

**Kalameaux County Community Action Program Inc., Breaux Bridge, La.—Seeks KFXR (FM). Action Feb. 16.**


**Board of Governors, State University, New-
Three, Special Advertising Opportunities

NAB

Broadcasting

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Everyone selling a service, concept or product to the billion-dollar radio/TV market must be represented in one or more of Broadcasting's NAB Convention specials.

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7 West 51st Street
212-757-3260

**Hollywood, California 90028**
Bill Merritt
1680 North Vine Street
213-463-3148

You belong in Broadcasting®
KBVM (AM) Lancaster, Calif.—Seeks assignment of license from KBVM Inc. to North Antelope Valley Broad- casting Co. for $164,250.

KBWZ (AM) Grenada, Miss.—Sells station to WJBR, Inc. for $75,000.

KFNZ (AM) Fresno, Calif.—Seeks assignment of license to R. E. Chalmers, president, for $41,000.

KJJO (FM) Las Vegas, Nev.—Seeks assignment of control of KJJO Inc. from E. K. and Melba H. Johnson for $25,000.

KJYX (FM) Redwood City, Calif.—Sells station to Cate Communications, Inc., for $490,000.

KMBX (FM) Mobile, Ala.—Sells station to South Alabama Broadcasting Co., owner of WLOA, WLOA-FM and WLOA-TV, for $300.

KNUU (FM) Logan, Utah—Sells station to WLLC, Inc., for $100,000.

KQXO (FM) Standing Rock Indian Reservation, N. D.—Sells station to U.S. General Services Administration, for $147,676.

KRCW (AM) Andover, Mass.—Sells 20% of stock to WBFN, Inc., in exchange for 50% of WBFN stock.

KSKH (AM) Houston, Texas—Sells station to KHST Inc., for $300,000.

KUWL (AM) Watertown, S. D.—Sells station to Jwuhl Broadcasting Co., for $150,000.

KWXR (FM) Eldorado, Ill.—Sells station to J. M. and Mary E. Hall for $100,000.

KZSS (AM) Bismarck, N. D.—Sells station to KZSS Inc., for $100,000.

KWYX (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KXIN (FM) Minneapolis—Sells station to WCCO Inc., for $100,000.

KZON (AM) Lincoln, Neb.—Sells station to KZON Inc., for $150,000.

KBZM (FM) Modesto, Calif.—Sells station to ABC Radio, Inc., for $230,000.

KBKX (FM) Greensboro, N. C.—Sells station to WGBN, Inc., for $180,000.

KZEO (FM) El Paso, Texas—Sells station to KZEO Inc., for $250,000.

KBKB (AM) Laredo, Tex.—Sells station to KBKB Inc., for $100,000.

KXIO (FM) Jackson, Miss.—Sells station to WJBR, Inc., for $40,000.

KZSP (AM) Laramie, Wyo.—Sells station to KZSP Inc., for $150,000.

KBOM (FM) Brownsville, Texas—Sells station to WBBN, Inc., for $100,000.

KBHW (FM) Hialeah, Fla.—Sells station to KSLR Inc., for $120,000.

KBXT (FM) Twin Falls, Idaho—Sells station to Kutztown Broadcasting Co., for $100,000.

KBRR (FM) Bismarck, N. D.—Sells station to KZON Inc., for $100,000.

KBVR (FM) Bismarck, N. D.—Sells station to KZON Inc., for $100,000.

KBWS (FM) Lake Helen, Fla.—Sells station to ABC Radio, Inc., for $230,000.

KJMX (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KJTV (FM) Oklahoma City—Sells station to Cate Communications, Inc., for $260,000.

KJKK (FM) Louisville, Ky.—Sells station to WDCM, Inc., for $200,000.

KFMJ (FM) Nashville, Tenn.—Sells station to WBCN, Inc., for $200,000.

KJKB (AM) Corpus Christi, Texas—Sells station to WBBN, Inc., for $100,000.

KNSN (FM) Mission, Tex.—Sells station to KMIR, Inc., for $100,000.

KZLU (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KXBN (FM) Bismarck, N. D.—Sells station to KZON Inc., for $100,000.

KJMP (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KZMB (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KXJO (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KJNW (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KJBS (AM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KJQX (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KFOF (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KJMB (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KJQX (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KJQX (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KJQX (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KJQX (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.

KJQX (FM) Las Vegas, Nev.—Sells station to Cate Communications, Inc., for $260,000.
Help Wanted Management

General Manager: We're looking for a smart, hungry sales-minded and physically oriented executive to run our AM-FM Beautiful Music stations. The location is great—one of the West's most beautiful and prestige plus high ratings and a rising sales curve. We need someone who is willing to pay accordingly. So, if you're ready for the challenge and responsibility please send your resume, picture, and picture of your family to the above. 405-224-5555.

WEEK, Chester, NE 68834, An Equal Opportunity Employer.

Help Wanted Sales

Salesman wanted for strong New England contemporary format. Top money in agement opportunity, real challenge. Will phone qualified candidates to get to work. President, Box C-255, BROADCASTING.

Help Wanted Class.

Brooke, Manager, trained of professional experience, minimum salary, Box C-39, BROADCASTING.

If you're ready for major market selling with a growing organization send a complete resume to Box C-70, BROADCASTING.

Help Wanted Sales

Hot salesman wanted for strong New England contemporary format. Top money in agement opportunity, real challenge. Will phone qualified candidates to get to work. President, Box C-255, BROADCASTING.

General Sales Manager or the ability to be one Group operator not yet listed in Broadcasting's weekly stock quotations has need for same in major market Continental operation. Write or wire Box C-60, BROADCASTING, An Equal Opportunity Employer.

Sales Manager, Top four markets. Contemporary station looking for top salesman or sales manager with sufficient to be one. Aggressive, young, growing company. Write or wire Box C-30, BROADCASTING, An Equal Opportunity Employer.

Salaries: AM-65,000 base + generous incentive for personal. Immediate opening. Send resume and references to Box C-70, BROADCASTING.

If you're ready for major market selling with a growing organization send a complete resume to Box C-70, BROADCASTING.

Help Wanted Technical

Major market east Coast AM needs first phone strong on broad Cast. To operate in location, you must have substantial music and/or sales experience commensurate with experience. Box B-221, BROADCASTING.

Wanted: Chief Engineer for Southeast Virginia, AM- FM, CBA and/or SCA, Automatic. Should be very strong on maintenance. No announcing. Send complete resume, plus salary requirements. Box B-235, BROADCASTING.

Exceptional opportunity for chief at well equipped Midwest Stereo top 40 station. Must be strong on studio and computer and announcing ability, but not required. Box B-236, BROADCASTING.

Low power AM ready to employ a combo chief engi- neer-news managers. Must be a great manager and outside news assignments. Some air work in- cluded. Good facility in pleasant Northeast community. An interesting position with compensation commensurate with ability. Contact immediately Box C-70, BROADCASTING.

First phone man to read transmitter meters. Age no barrier. WAMD, Aberdeen, Md. 21201.


Wanted: Instructor-Broadcast Engineer Technician— Two year college—Southeast Ohio. Challenging and rewarding position, close to area college, School of Education, Locking Technical College, Route 1, Nelson- ville, Ohio 45764. Contact bluebook 3514. The College is an Equal Opportunity Employer.

Chief engineer wanted capable of supervising and properly maintaining 5,000 AM remote control station plus separate automated FM station. Position will be open July 1st. Six-day week, three week vacation, Meal and travel expenses paid. Anybody owned duals available for all transportation. References and detailed outline of experience mandatory, as well as personal interview. Contact M. H. Thayer, Box 427, Kingston, NY 12401.


Help Wanted News

News Director for Kansas radio station in a town of 50,000 population, family and photo resume. Box C-82, BROADCASTING.

Top salary and fringe benefits for experienced man who can dig, write, and air local news for NY State station. Contact bluebook box C-82, BROADCASTING, An Equal Opportunity Employer.

News man wanted to actually cover area events. To write and broadcast tape to contact J. F. Ellery at WARE Radio Station, Ware, Mass.

Growing small market chain on the beautiful sun- coast of Florida is looking for go-getter newsman. If you can cover, write and deliver top quality news, and if you’re looking for a news community oriented MO station—let’s get together. Send tape and resume to WTRL Radio, Box 1490, Bredeney, Fla. An Equal Opportunity Employer.


Help Wanted

Programming, Production, Others

Experienced Country jock needed by major Ohio broadcaster. References will be checked. Send tape and resume to Box B-245, BROADCASTING, Equal Opportunity Employer.

The accent is on personality and knowledge. Two stations in two major markets in two formats—Modern Country and Country Western. Both need engineers and intelligence—dj’s must want to be Program Di- rectors. If you are a PD or a DJ and want to move up, this is the tape and full information. Equal Op- portunity Employer with good pay and good bene- fits. All replies confidents. Send resume and complete particulars. Please note the market. You may be the ones to fill the twos in both markets. Box B-249, BROADCASTING.
Help Wanted Programing, Production, Others Continued

Experienced copy writer with some production background helpful but not necessary. Available Spring. Upper Midwest AM-FM outlet. Box C-37, BROADCASTING.

The Operations Director of America's leading radio programing organization needs an assistant to help ease the growing workload. As Assistant Operations Director, you'll be in contact with over 60 client radio stations. You'll coordinate and oversee internal procedures. You'll handle a thousand details, and maybe travel occasionally. You'll need a strong radio background, and thorough knowledge of automation system operation. Beautiful Music programing experience definitely helpful but not necessary. Applicants must be a pure professional. Write me and let's talk.

GM-30—Teen sales, programing. 10 years experience, successful background. Character, credit A-1. Family is in Portland. Box C-48, BROADCASTING.

GM desires change. Management and/or sales. Station currently non-commercial. Experienced in large, medium, small markets. National, regional, local sales. AM and FM. Box C-30, BROADCASTING.

Successful young manager has turned a profit. Can you offer a contract and a future? Box C-56, BROADCASTING.

General Manager. First class engineer. Twenty five years radio, family man. Presently employed. Desires management position in Southeast with working interest possibility. Box C-67, BROADCASTING.

I'm in no hurry but I'm looking for the right radio station to manage in Hawaii, Arizona, Florida or other markets offering good potential. Have excellent background, all phases of broadcasting. Top Sales Award for 20 straight years. Good personality, enthusiastic. Salaries on a sales performance basis. Write me.

Corporate financial officer AM, FM, TV, CATV. 14 years experience in area. Qualified to handle responsibility for all financial, accounting and administrative functions. Willing to travel. Salaries on performance basis. Box C-104, BROADCASTING.

Young major market group vice president tired of "The Big City" hassles wants to bring an outstanding array of talents to station with beautiful mountainous and geographical location. Must be experienced in management, programing, sales, promotions, news. Must have good knowledge of cable, newspaper and TV excellence. Excellent knowledge of broadcasting on community, local involvement. Michael Linden, Country Club Rd., Woodstock, Ill. 60098. 815-338-6363.

Situations Wanted Sales

Professional sales ability desires change. Experienced in national, regional, local, large, medium, small market. Open to challenge. Box C-95, BROADCASTING.

Situations Wanted Sales

GM-30—Teen sales, programing. 10 years experience, successful background. Character, credit A-1. Family is in Portland. Box C-48, BROADCASTING.

Situations Wanted Sales

GM, top 100 markets, FM only. Midwest or west, recent relocation desired, ability, experience and endurance to apply hard work. Box B-179, BROADCASTING.

Sales manager at well known major market FM/wanting to move to smaller market. Knowledge of sales and management techniques. Six years experience—all phases. Four at present station. Will serve me rules. Box B-246, BROADCASTING.

Corporate PR exec, 37, sober family man, seeks major market post with possible ownership options. Previous broadcast management experience. Write Box B-246, BROADCASTING.

Let me help you make more money. Over 15 years successful broadcast sales experience. An opportune time. Box C-14, BROADCASTING.

Owners—if you're not happy with your P&L statement, you need me as General Manager. 23 years experience, especially adept in planning and organizing overall operation, and securing employee and community cooperation. Top salesman, church and civic leader, presently successful GM, outgrowing job. Box C-35, BROADCASTING.

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Situations Wanted

Technological Continued

First phone technician seeking my first position as broadcast engineer. College broadcasting experience and technical background to work hard to receive well rounded training from the right chief. Randall Alexander, Box 8422, Rochester, N.Y. 14618.

Chief maintenance engineer, building maintenance too. $10.00. Has 2 years experience, needs to be over staff, not under. Box C-22, BROADCASTING.

Experienced chief wants a challenging position at Contemporay station. Will work track, Night and references including directional work. Box C-36, BROADCASTING.

Chief Engineer: Within 1 year I will have my BSEE degree from A&M. Presently working for MA, 5 years experience in radio-TV. Available for interview at hourly during NAB. Herbert Herman, 1035 So. Josephine, Denver, Colo. 80210.

Situations Wanted News

News director 13 years Midwest radio seeks opportunity to mold news operation into #1 product. Box B-238, BROADCASTING.

NYC metro/suburban newspaper, five years experience including all as news director. Must work inside. Reliable, good. Box C-7, BROADCASTING.

News director med market Rocker wants to move up but settling in family for plus 5 years radio TV broadcast experience. #1 rated with top ratings 10 years in row. Presently on AM. Larry Brink, Box C-10, BROADCASTING.

Sports is my business: Sports Director, college grad, 3 years experience. Major college football and basketball. Would like to move to larger market, considerable sales experience. Possible transfer to larger market. Box C-19, BROADCASTING.

Ohio State football, Miami University network play-by-play. I’ve won 7070. Ohio State football broadcast proves that. Anyone can read scores. In my college days, sports fans today Listeners don’t always agree, but they do listen. I’m looking for a sports oriented atmosphere to utilize my talents. Box C-34, BROADCASTING.

Theatre critic. Per review basis. Named at NYU college news media affiliate, lively and interesting. NYU metro only. Box C-42, BROADCASTING.

IT TV grad, University of Illinois, heavy on sports, seeks PBP position in any size market. Can handle news, Married, 26, Excellent references. Tape, resume available. Box C-55, BROADCASTING.

Radio-TV journalism grad seeking position as news public affairs writer, tape editor, or news assistant in any greater West coast metropolitan market. Has news experience in Midwest major market stations. Box C-80, BROADCASTING.

Medium market news director desires reporter position in city. Experienced, supervised, mature team man. Box C-86, BROADCASTING.

Mature medium market newsman. Five years experience. Seeks permanent position in West Coast major market. Box C-95, BROADCASTING.

Nine years radio experience. First class license. Recent J-school grad. Ready to move up and learn with experienced news team. Looking for a station that is serious about community and its public responsibility. Box C-94, BROADCASTING.

Happy talk. News director/DJ desires all night talk show. Have creative ideas. Entertaining warm and opinionated. 20, single, have extensive travel background. Call 617-963-5981.

DJ and/or sportscaster looking for medium market MOR or FTD. Tight budget. Football and basketball play-by-play, College, 25, married. Small market experience, 3rd, 6656 Doyle Ct., Greendale, Wisc. 53219. $/50.00.

Radio news director and 2 disc jockeys, currently employed, looking for PA, NY, NJ or MD station. Call 212-873-1703. Ask for C-10.

Experienced radio-TV sportswriter with first phone seeking larger market. Would prefer Cal, Utah, or S. Idaho. Contact Steve Humphrey, KASY, 216 W. Main, Newchurch, Idaho 83655. Box C-44, BROADCASTING.

Miami University baseball-play-by-play 2 years. Radio and television sports director before graduation last June. Anybody can give scores. I analyze participants and events. Deadline, football, soccer. Young sportscaster. Box C-47, BROADCASTING.

Situations Wanted News Continued

College grad, June 1973, with a willingness to learn, a desire to contribute. Five years experience; news, sports, talk. Currently writing and producing copy, articulate in speech, 3rd endorsed. Doug Blair, 3601 W. Willamette Ave., Corvallis, Oregon 97330. Box 703-573-3168.

Experienced TV radio newsmen and interviewer. VTR or audio tape experience, also excellent program considered. Cell 714-726-0516.

Situations Wanted

Programming, Production, Others

Experience counts! 4 years radio experience from rock to Top 40. Presently PD. GO. College grad, 3rd endorsed. Looking to bust for someone who can appreciate a good job. Box B-191, BROADCASTING.

Creative programmer now running top rated FM and separate AM. Wishes to move to larger market with larger station. First officer. Good background in MOR, Easy Rock, and Country. Excellent writing and real production experience. Box B-198, BROADCASTING.

Successful FM Rock PD currently employed in major market. Proven ratings builder. Exploring new horizons. Box B-226, BROADCASTING.

Six years experience, secretarial, program director and on-air. Know copywriting and production and have third phone with endorsement. Salary and hours negotiable. Available with two week notice. Mid-South preferred. Reply to Box C-69, BROADCASTING.

PD/MO of #1 station in top 100, BS degree; 9 years experience. Proven ratings builder. Box B-75, BROADCASTING.

Bright, eager young woman seeking new opportunites and responsibilities in radio production. Experienced sports, news, public affairs producer. Excellent references. Will work evenings and weekends. Music Director. Anyone willing to pay decent bread for MD with track record? Have worked Top 40, Progressive Rock, MOR and Jazz. Will try your cost to turn your ratings around. Box C-59, BROADCASTING.

Producer director wants position in commercial broadcasing, any size market. Production house experience. Resume, writing samples on request. Box C-62, BROADCASTING.

Young, intelligent, musically knowledgeable seeking first PD or APD experience with first phone. Best small market or medium Midwest. Rocky Mt. states or Pacific NW. Can do play-by-play too. Box C-69, BROADCASTING.

How would you decide? Mini features using Contemporary legal decisions. For free sample week, contact Nick Tsenberg, 305-322-2356, 2850 Elm St., Denver, Colorado 80207.

Ittalian Dick Cavett seeks position in Radio/TV programming, production or operations. Have major market experience. Prefer NYC in-state area. Box 325-0420.


TELEVISION

Help Wanted Management

Sales service director—group owned, network affiliated, top 10 Eastern market, seeks experienced person to super vise a large department. Send resume to Box C-1, BROADCASTING. All replies treated confidential. An Equal Opportunity Employer.

Help Wanted Sales

TV Account Executive. Group owned CBS affiliate offers excellent management opportunities for the right man. This professional local salesmen will have an established account list in a top fifty market. Send resume to Box C-42, BROADCASTING. An Equal Opportunity Employer.

Local Sales Manager: Experienced local salesman or local sales manager ready to move up to management responsibilities. Must be strong in organizing and utilizing advertising dollars. Excellent sales experience. Send resume and qualifications to Box C-63, BROADCASTING. An Equal Opportunity Employer.

Financial Management. Over ten years experience in broadcasting accounting for group ownership. Presently employed by a well known company.愿 seek advance opportunity. Box C-58, BROADCASTING.

Help Wanted Technical

Top Midwest NBC affiliate needs experienced video and audio engineers. Top wages and benefits. An Equal Opportunity Employer. Send resume to Box B-206, BROADCASTING.

California major market VHF in one of the nation’s fastest growing areas seeks studio technician. Requirements include first class radio license; minimum 3 years experience, maintenance of studio operation ability; technical, school graduate or equivalent technical education. Wage scale $2200 to $2500 per month. An Equal Opportunity Employer. Write Box C-88, BROADCASTING.

Modern, well equipped UHF television station in central California has an opening for a well trained and well qualified transmitter and studio engineers. Studio engineers must know how to read scores, and be able to maintain and repair transmitters and studio equipment. Send resume and availability to Box C-87, BROADCASTING.

Wanted: One broadcast engineer. Must be FCC licenced, experienced and competent. Work with RCA certified television engineer. Send your resume to KFV, 11744 Bluebird, Houston, Texas 77027.

TV maintenance technician for new station, First phone. IVC equipment. Write Box 5077, St. Thomas, U.S Virgin Islands 00801.

Help Wanted News

Florida station needs experienced color film processor/ editor with photo equipment repair background to understudy tech/equipment supervisor. Resume/salary request to Box B-25, BROADCASTING.

Need experienced anchor man. Send resume and VTR samples to Box C-53, BROADCASTING. An Equal Opportunity Employer. Box C-24, BROADCASTING.

Top rated news operation in major Northeast market is looking for a talented director. Must have extensive experience and aggressive street reporter able to develop creative, imaginative street tactics, picture and samples of work to Box C-55, BROADCASTING. Equal Opportunity Employer.

KXTV Channel 10, CBS affiliate, Sacramento, is seeking applications for an experienced TV meteorologist for daily weathercasts. Should know how to communicate in an interesting as well as informative way. Send resume, VTR and salary requirements to C-27, BROADCASTING.

Contact chief engineer 5 years experience. Any station. Send resume to Box C-9801.

Sports Director: aggressive, hard hitting, willing to work and comment in major league city. No second rates need apply. Send tape immediately, Karl Sonkin, WERC-TV, 1906 Highland, Ohio 45219.

Situations Wanted, Management

I have had over 10 years TV experience with wide range of responsibilities including supervision of accounting department, personnel reports, new hires, salary administration, in-depth data analysis, financial statements, forecasts, budget preparation, etc. Box C-5, BROADCASTING.

Seeking new management opportunity with progressive television broadcaster. Successful general sales management experience with related responsibilities in promotion and programming. Bottom line oriented. Age 34, should be just what you need. Best references. Box C-40, BROADCASTING.

Strong supervisory record. 15 years television broadcasting. Producer-director, production manager, creative. Successful Account Executive. Seeks General Manager or Sales Manager's position in major or medium-sized market. Has prefered equal opportunity references. Box C-33, BROADCASTING.

TV Sales available. Now employed with major group. Top 15 network affiliate. Desires advance opportunity with high profile TV station. Will work hard and produce results. Proven track record. Rep work considered. Box B-254, BROADCASTING.
Help Wanted Sales Continued

Sales manager available immediately. 16 years excellent track record, Social TV, National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average base salary up 45%, Relocate. Buy in. Box 683, Tyler, Texas 75701 214-792-8285.

Situations Wanted Announcers


Children's program host/ end writer. No professional experience, but ideas and concern for children's entertainment. Bachelor's in Broadcasting, married, stable, talented and young. Prefer Ohio, but will relocate. Available August. Box C-101, BROADCASTING.

10 years radio college broadcast major. Want to try television in the Midwest. Strong news and entertainment sense background. Young, good appearance. Resume, references on request. 615-826-7145.

Situations Wanted Technical

Well versed operations manager and/or chief engineer desires change. Box C-2, BROADCASTING.

Chief engineer/operations manager. Management oriented. Licensed Feed,休闲 TV, military and industrial electronics. Emphasis on modern techniques for optimum quality and investment return. "VIP" preferred, any location. Box C-3, BROADCASTING.

Talented TV maintenance engineer looking to settle in a warm climate and grow in the blossoming field. Present chief engineer. Box C-103, BROADCASTING.

Situations Wanted News


29 with 3 years radio, 2 years TV co-anchor experience. Currently med market radio news director looking for TV news position that I can settle down and raise family. Prefer Florida or Northeast US. Let's talk. Box C-11, BROADCASTING.

Garth Pallies in the Deep South is good for laughs, but I wouldn't rather cry all the way to the bank and enjoy the cosmopolitan lifestyle more money would buy where life is more "uptown." Am currently underemployed. Am willing to anchor, but also want outside reporting. Young, well educated, capable and thorough. Will consider myself with the better writers in this market, for print or broadcast media.

Network radio news correspondent looking for challenging TV anchor and/or reporting position. Fifteen years experience. Excellent broadcast journalist with wide studio production background. Good references. Prefer Midwest or East Coast. Box C-41, BROADCASTING.

March J-School grad. Nine years radio experience. Been with WXYZ engineer for the past twt. Ready to move up to TV and work with an experienced news staff. First Class license. Good references. Box C-93, BROADCASTING.

Sports is my bag—make it yours? Sports pro-PBP (all sports), commentary, and talk experience. Currently employed as major market sports director but seek change of scenery. Radio, and/or TV. Have talent—will travel. Box C-100, BROADCASTING.

Situations Wanted Programing, Production, Others

Creative, self starting TV producer wants job at medium or large market station on local program experience, college graduate, 26, veteran. Resume and references upon request. Box B-227, BROADCASTING.

Television production director with outstanding network/ cable/television management opportunity in program/production area. Can provide resume and interview at NAB convention in Washington, March 25th. Box C-4, BROADCASTING.

Pre with 18 years heavy local experience in program, production management, promotion, production/field sales, seeks responsible slot. Minimum, 12K. Box C-15, BROADCASTING.

Programing Continued

TV/CATV. Looking for producer/director for small or medium market station in Southwest. Manager for cable origination. I am young, experienced, qualified. Over 12 years in Commercial, radio, TV cable. Box C-73, BROADCASTING.

Serious minded broadcast MA with solid programing and production background relocates for demanding position. Excellent reputation as correspondent, anchor, show host, she produces and talents TV talk show. An innovative talent package for a progressive station. Box 221, Stone Street, #21C, Reston, Va. 22091. 703-437-9600.

For rent. An intelligent and creative Don Martin School of Management. Others seeking his first job, is a talent producer. Seeks engineering or production duties. Have talent to travel. Contact Richard Clark, 911A Monterey, Glendale, Calif. 91206.

Producer/director, ETV-PV. Bachelor degree in TV, NIT SEA credits 7 years experience, 28 years old and need to stay busy. Have talent to travel. Let's talk. 703-477-5754.

Producer director, 26, seeks challenging position with producer/announcer. Younger, aggressive, impressive background in television, advertising, public relations, and cable. James Kenny, 1720 Fifth Ave., Youngstown, Ohio 44504.

Situations Wanted Equipment Continued

Help Wanted Management

Management consulting firm with suburban Chicago location seeks young CATV System Manager or recent college graduate with knowledge of cable industry. Degree preferred. First year's income to $30K. Cal Fred Harris 312-665-6717.

Help Wanted Sales

Manager Advertising Sales. Largest Cable Television System in US. 26 years experience, experienced, dedicated, professional person who is willing to "take on" full responsibility for advertising industry. System operated by country's second largest MSO—plenty of room for growth. San Diego market. Start immediately. Send resume and photograph to Cable TV, Box 924, Fletcher Hills Station, El Cajon, Calif. 94207.

Help Wanted Technical

Chief Engineer for cable system in top 100 Midwest- ern market to supervise construction/cable system. Experience in CATV system and be familiar with microwave, public service, or broadcast media. Must be able to work as a MTV engineer. Here's your chance to help build and be part of active, progressive system. Good salary, young management team and great community with lots of trees, green grass and lakes. Reply Box C-61, BROADCASTING.

Situations Wanted, Programing, Production, Others

Desire directional position in local organization CATV/ heavy experience in both sports and public affairs programming with top ten outlet. Will consider any area. Box C-23, BROADCASTING.

Experienced producer-director seeks ground-floor opportunity in CATV station originating local program- ming. Versatile. Writing, sales and limited camera experience. Resume on request. Box C-63, BROADCASTING.

WANTED TO BUY EQUIPMENT

Gates BC-17 transmitter. Operable or non-operational. WMOV, Ravenswood, W. Va.

We need used 250, 300, 1, KW, 5 KW, 10 KW AM and FM transmitters. National Generator Radio Supply Corp., 1314 Wtbide St., Laredo, Texas 78040.

FOR SALE EQUIPMENT


Available immediately, 500 foot Blaw Knox self supported tower, new, ready for erecting, bargain. Contact Glenn Callison, Dir. of Engineering, McLeodton Stations, Dallas, Texas 214-651-1010.

For Sale Equipment Continued

Used single channel console, $955. KEN, Box 28, S. Loius, Mo. 63106.


We have the equipment. Do you have the need? For Sale Collins twin board, Raytheon board, Raytheon limiters, Mics amps, Gates remote control, RF emps, Hewlett Packard FM freq. Modulation meter. Best offer. Reply to WLYN, Box 631, Lynn, Mass. 01903.


Hallacy stereo.flex. Large stock—bargain prices—tested and certified. Write for price and stock list. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

Cartridge tape equipment — New and rebuilt guaranteed. Autodyne, 1004, Rockville, Maryland 20850, (301) 762-7625.


Video Switcher, 7.3 plus 5x2, solidstate, Sakes VIS-75, $1,995. WLV-T, 215-867-4677. Jerry Richards.


COMEDY MATERIAL

Michael LeFevett Comedy Service, 954 56th St., Brooklyn, NY 11219. Weekly sheet 25 one liners per sheet $1.00 per month.

INSTRUCTION

Correspondence instruction leading to FCC license and broadcasting degree. G.L. Bill approved. Granada, 1935 N. Western Ave., Hollywood, California 90027.

First Class FCC license and laboratory training in six weeks. Be prepared, let the masters in the nation’s largest network of radio and TV licensing schools train you. Approved for veterans and ac- creditation member National Association of Trade and Technical Schools. Write or phone the location most convenient to you. Elinik Institute in Dallas, ** 2737 Inwood Rd. 357-4001.

Eliniks in Ft. Worth, 1705 W. 7th St.

Eliniks in Houston**, 3518 Travis.

Eliniks in San Antonio**, 503 S. Main.

Eliniks in Hartford, 800 Silver Lane.

Eliniks in Denver**, 420 S. Broadway.

Eliniks in Atlanta**, 51 Tenth St. at Spring, N.W.

Eliniks in New Orleans**, 2940 Canal.

Eliniks in Minneapolis**, 4103 E. Lake St.

Eliniks in Oklahoma City, 501 N.E. 27th.

Eliniks in Memphis**, 1362 Union Ave.

Eliniks in Nashville**, 2106-A 8th Ave. S.

Broadcasting Mar 5 1973

70
Help Wanted

Situations Wanted

ANNOUNCERS

20 YEARS EXPERIENCE

Outstanding voice. Versatile delivery. Good background in radio & TV. Looking for place to spend the next 20 years.

Box C-45, BROADCASTING

Lynn Troxel is seeking announcing job anywhere in the U.S. Broadcast school graduate of Career Academy Milwaukee, Wisconsin and the School of Broadcast Training, Artesia, New Mexico. First phone. Versatile, dependable, prefers MOR, but will do any type of format. Approximately 1½ years experience at KSPV, Artesia, New Mexico and WNM, Melbourne, Florida. If interested, call or write Mr. Lynn Troxel, 1140 Melmore Street, Tiffin, Ohio 44883. Phone 419-447-4488.

Situations Wanted News

NEWSPAPER

Commentator, Editorialist. Experienced, creative. Writing, editing, broadcasting, reporting of demonstrated impact.

Box C-16, BROADCASTING

Situations Wanted

Programming, Production, Others

HIRE ME, HIRE MY LIBRARY!

Why play what everyone else is playing? Have you the guts to program "Fifties-Style" SINATRA, JUNE CHRISTY, STAN KENTON, TONY BENNETT, JACKIE & ROY, WOODY HERMAN, ANNIE ROSS, MEL TORME? Call WILLIAM A. HOPKINS in New York for demo tape and information. 212-371-1588.

TELEVISION

Help Wanted Sales

SALES POSITION

High level technical sales of industry's leader in audio automation systems.

Excellent career opportunity—high five figure earnings—attractive draw against top commissions—all expenses paid.

Sales positions available Midwest, Southeast, West Coast areas. Contact Irv Law, Vice President, Sales. 3950 Home Road, Bellingham, Wash. 98225. (206) 733-4567.

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Help Wanted Management

SALES MANAGEMENT

Immediate openings nationwide for ambitious salesmen ready to move up to Sales Management. Positions available in all size markets, both radio and television, and in the $20,000 to $30,000 per year income range. If you are a college graduate with 5 years sales experience and possess the ability to recruit, train, and motivate a sales department, please send confidential resume to C. L. Mitchell, Ron Curtis & Company, 5725 E. River Road, Chicago, Illinois 60631. No fee and all replies answered.

Help Wanted Management Continued

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High-level technical sales of industry's leader in audio automation systems.

Excellent career opportunity—high five figure earnings—attractive draw against top commissions—all expenses paid.

Sales positions available Midwest, Southeast, West Coast areas. Contact Irv Law, Vice President, Sales. 3950 Home Road, Bellingham, Wash. 98225. (206) 733-4567.

Help Wanted

Situations Wanted Announcers

20 YEARS EXPERIENCE

Outstanding voice. Versatile delivery. Good background in radio & TV. Looking for place to spend the next 20 years.

Box C-45, BROADCASTING

Lynn Troxel is seeking announcing job anywhere in the U.S. Broadcast school graduate of Career Academy Milwaukee, Wisconsin and the School of Broadcast Training, Artesia, New Mexico. First phone. Versatile, dependable, prefers MOR, but will do any type of format. Approximately 1½ years experience at KSPV, Artesia, New Mexico and WNM, Melbourne, Florida. If interested, call or write Mr. Lynn Troxel, 1140 Melmore Street, Tiffin, Ohio 44883. Phone 419-447-4488.

Situations Wanted News

NEWSPAPER

Commentator, Editorialist. Experienced, creative. Writing, editing, broadcasting, reporting of demonstrated impact.

Box C-16, BROADCASTING

Situations Wanted

Programming, Production, Others

HIRE ME, HIRE MY LIBRARY!

Why play what everyone else is playing? Have you the guts to program "Fifties-Style" SINATRA, JUNE CHRISTY, STAN KENTON, TONY BENNETT, JACKIE & ROY, WOODY HERMAN, ANNIE ROSS, MEL TORME? Call WILLIAM A. HOPKINS in New York for demo tape and information. 212-371-1588.

TELEVISION

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SALES POSITION

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Help Wanted Sales

SALES POSITIONS

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Young, large market anchorman with college degree seeks challenging position as anchorman-news director or anchorman. Any challenging opportunity considered.

Box C-32, BROADCASTING

For Sale Equipment

SCOTCH 399 VIDEO TAPE
Reprocessed. $39.00/half hour (5 Reel Minimum)
The Video Tape Company
4153 Lankershim Blvd.
North Hollywood, Calif. 91602
(213) 985-1666

Miscellaneous

Available for stations in the Midwest, men and women with thorough and professional training in the fundamentals of radio. For auditions and resumes, write to
Announcers
1726 South Seneca
Wichita, Kansas 67213

AUTOMATION OPPORTUNITY

Last month Schafer Electronics, the world's leading manufacturer of broadcast automation equipment, placed an advertisement wanting forty success-oriented broadcasters to use their stations as demonstration sites for Schafer's new broadcast automation systems.

Some openings are still available to qualified AM and FM stations in both large and small markets.

This is a brand new marketing plan and is by no means a "give-away" program. Your station will be used in national advertising and you will have the responsibility for demonstrating the new Schafer 900 to broadcasters in your geographical area.

Financial and other benefits will be discussed with serious minded broadcasters when they apply.
For more information write or call:
Schafer Electronics Corporation
75 Castilian Drive
Santa Barbara Research Park
Goleta, California 93017
905 / 968-0755
Profile

Centenarian Gaylord, a pioneer broadcaster

E. K. Gaylord works nearly every day. Throughout the week he is at his newspaper plant from 8:15 in the morning until about 4 in the afternoon. He also works Saturdays—a half-day by his standards—leaving about 2 or 2:30. But E.K., as those outside The Oklahoma Publishing Co. usually refer to him (to associates he's strictly Mr. Gaylord), may take part of the day off today (March 5). It's his 100th birthday and the 70th anniversary of The Oklahoma Publishing Co., and people have plans for him.

At noon, there will be what has become a traditional birthday luncheon in his honor, held in the plant dining room, attended by department heads, directors of the company and a few special guests. At 1:30, Mr. Gaylord will address a joint session of the Oklahoma house and senate—possibly the first time such an invitation ever has been extended to a private citizen.

It's apparent that E. K. Gaylord is a remarkable person, commanding a unique position in his community. Basically a newspaperman, he also has been, since 1928, one of the nation's leading broadcasters. His Oklahoma Publishing Co., formed when Oklahoma was still a territory, has as one of its more important subsidiaries Wky Television System Inc., which encompasses five television properties in four states, as well as a pioneer radio station.

Wky-TV Oklahoma City (ch. 4-NBC-TV affiliate), began operations in 1949. Wky(TV) Tampa-St. Petersburg, Fla. (ch. 13-CBS-TV affiliate), was acquired in 1956. Ktv(TV) Fort Worth-Dallas (ch. 11-independent) was acquired in 1962. Khtv(TV) Houston (ch. 39-independent), acquired in 1965. Wtvv(TV) Milwaukee (ch. 18-independent) was acquired in 1966. Wky(AM) Oklahoma City, the cornerstone for the current Wky Television System, was bought in 1928.

E. K. Gaylord, according to his close associates, recognized broadcasting from the first as a full fledged partner in the communications business. He has great respect for radio's and television's many accomplishments, is extremely proud of the public services that have been done and regards news as one of the primary facets of any broadcasting operation.

The story is that when Mr. Gaylord decided to buy Wky(AM), which had been operating on a shoestring, he was in London with his family, where a cable arrived announcing a wildcat oil strike southeast of Oklahoma City. In effect, he decided then that a few business boom to Oklahoma and enough of an increase in population for him to afford a radio station (equated with owning a yacht in 1928). Similarly, maybe 10 years before television became widely commercial, he reportedly predicted that the age of television would be the new era in communications, and that as soon as it was feasible, Wky would bring this development to the people of Oklahoma. Wky-TV was granted its license before the “freeze” in 1948, went on the air in 1949, was telecasting live color programs as early as 1954.

This forward-looking, and his pushing of his various managers and associates to look ahead and plan for the future, apparently is one of the several things that make Mr. Gaylord remarkable. Oddly, despite such progressive thinking, Mr. Gaylord is extremely conservative politically and in his fiscal philosophy. He is patriotic to the point of being a flag-waver, a relentless campaigner for strong defense as the best protection against any kind of national problems, intensely straitlaced on moral questions.

It's the way of the self-made man, which E. K. Gaylord personifies. Born on a farm near Muscota, Kan., E. K., from the age of 11 knew work. He picked strawberries for a truck farm and worked in a second-hand store. His family moved west, living in Denver and Grand Junction, Colo. In his junior year at Colorado College, he and a brother, Lewis, bought the controlling interest in the Colorado Springs Telegraph. The brothers then moved on to a paper in St. Joseph, Mo., but after about a year E. K. broke away, and with two partners bought 45% of the stock in The Daily Oklahoman (then eight years old), and formed The Oklahoma Publishing Co., with Mr. Gaylord as business manager.

The newspaper led the drive for Oklahoma statehood and to locate the capital in Oklahoma City. A farm paper, The Farmer-Stockman was started in 1911 (it was sold in 1972) and five years later The Oklahoma Publishing Co. bought the Oklahoma City Times at a sheriff's auction for $30,000. Mr. Gaylord became president of The Oklahoma Publishing Co. in 1918 and since that time has continued as president and general manager as well as editor and publisher of the two daily newspapers.

His principal interest over the years has been in the newspapers, with a particular interest in the editorial page. The corporate setup of The Oklahoma Publishing Co. calls for all the department heads of the number of subsidiaries to report to Edward L. Gaylord, E. K. Gaylord's only son and executive vice president of the parent company. The managing editor of the newspapers and the editorial writers report to the elder Gaylord daily, and he still has the final word on all operations.

E. K. Gaylord, said to be quite an outdoorsman and athlete in his younger days, takes very careful care of himself—he faithfully does calisthenics and exercises to help his blood circulation every morning and night. He has kept himself slim, never smoked or drank hard liquor and in general is endowed with an unusually durable constitution.

"He's a very disciplined person," says Charles Bennett, managing editor of the Oklahoma newspapers, in explaining what makes his publisher remarkable. "He is a perfectionist. I have encountered that I honestly think has rarely ever done anything that he thought was not right and has failed to do something he thought should be done."
Editorials

Disaster insurance?
Subscribers to the National Association of Broadcasters' television code have a new set of rules governing the type of drug advertising they may carry. The rules were adopted by the association's television code-review board for the frank purpose of heading off threats of legislation of harsher repressiveness.

Maybe the code board's purpose will be served. As reported here a week ago, Representative Paul Rogers (D-Fla.), chairman of the House Public Health and Environment Subcommittee, was complimentary. A frequent critic of drug advertising, Mr. Rogers called the new guidelines "a public service of the first magnitude." Hopefully others who have been talking darkly of legislating restraints, if not outright prohibitions, will be similarly disposed.

This publication has never favored the writing of tight restrictions into television or radio codes of self-regulation. The more explicit the private guidelines, the easier they are to incorporate into government rules. For example, the allowances of commercial time in the NAB radio code are now the standards that the FCC uses in deciding whether to renew station licenses. And at no point in the process has there ever been research to determine whether the allowances have any relationship to listener tolerances or interests.

The drug guidelines suffer the same basic defects. They are based on no evidence of a connection between drug advertising and drug abuse. Yet their very presence implies a confirmation that the connection exists. The broadcasters must expect to find these guidelines reappearing in their future dealings with the regulatory agencies.

If the guidelines succeed in their legislative mission, they will have achieved the trade-off that the broadcasters sought once before—and lost. They will have outperformed the strikingly similar maneuver taken in July 1969 when, acting on recommendations of the code boards, the NAB's main boards voted to phase out cigarette advertising by Sept. 1, 1973. It was nine months later that the Congress took cigarettes off the air as of Jan. 2, 1971.

The parallel is not exact. On cigarettes the broadcasters were done in by an open connivance of tobacco companies and key legislators to sacrifice radio and television and leave other advertising untouched. This time there is evidence that the drug companies want to stay on the air. Perhaps the guidelines will work, if broadcasters and advertisers let them.

Senator Pastore's remarks should give pause to all broadcasters tempted by the audience success of such programming.

As in most matters dealing with broadcasting, this one does not yield to easy answers. It is tempting just to say "amen" to Senator Pastore's home-protectionist sentiments—as many in the nation will, including (already) Mr. Whitehead and President Nixon. Broadcasters should take no consolation from Mr. Burch's profession of reluctance to take on the role of censor, or the fact that—probably—broadcasters could survive an eventual test case in the courts on First Amendment grounds. (Indeed, were it to come to such a test, this journal would surely be on the side of the testee.) Whether it could survive on a test of the public interest is another matter entirely, and it is on that ground that the issue is likely to be fought.

The broadcasting profession is besieged on all sides. Its economic viability has been damaged by the loss of cigarettes and threatened by the withdrawal of drug advertising. Its First Amendment rights are under assault by the executive branch. Its relevance has always been questioned by the intellectuals, and its patriotism is under suspicion by the common man. What the profession does not need is a campaign to defend such cultural enlightenment as "The most unusual place I had sex, Don, was in a bathtub filled with Cream of Wheat."

Prudence, not prudery, should be the watchword.

Misnomer
Copy editors the country over receive periodic press releases with an attachment warning: "Please refer to us as Western Union International Inc, or as WUI, and not as Western Union. . . WUI should not be confused with wholly unconnected, domestic organizations such as Western Union Corporation and the Western Union Telegraph Company."

This type of corporate semanticism would ordinarily fall below the interests of this page, except that the names involved are increasingly important in the business of broadcasting. (Western Union Telegraph is a grante for a domestic-satellite system. WUI, in partnership with Fairchild, is an applicant for another system.) Who has what property right to any of these designations is a matter beyond our competence, but as one communicator to others, we suggest they might all be better off with names more evocative of tomorrow than of yesterday.

When in doubt
Senator John O. Pastore, chairman of the Senate Communications Subcommittee, wagged a new set of storm signals to the broadcasting profession during his questioning of FCC Chairman Dean Burch and Office of Telecommunications Policy Director Clay T. Whitehead two weeks ago (Broadcasting, Feb. 26). "Why are we giving licenses to promote pandemisch" he asked, referring both to "dirty movies" on television and to so-called "topless radio" formats, in which intimate personal and sexual experiences are disclosed in conversation with a talk-radio host. The senator urged Mr. Burch to find a test case to demonstrate whether the FCC could exercise prohibitive authority in this program area—perhaps by denying the license of a broadcast station. Senator Marlow Cook, a Republican member of the subcommittee, compounded the issue by suggesting that someone file a competing application against one station that has pioneered this radio form. His suggestion must have struck terror into the corporate heart of that licensee, and both his and
Dayton, Ohio...
where things are happening.

WHIO - TV, Dayton's first television station, discovered it 24 years ago.

Right in the Center City, Contributing to the ever increasing expansion of the Dayton area is the opening of Dayton's new Convention Center. This brand-new $6,500,000 building is destined to become a center for cultural and social activities as well as making a great contribution to further Dayton's economic growth.

And WHIO Television was there, right from the beginning, with a ten-day schedule of activities that helped bring capacity crowds into the Center and into the City.
When New England wants to know, we can't be caught short. That's why WCVB-TV maintains the largest non-network owned news staff in the nation. We have the reporters, cameramen, researchers, editors, and technicians necessary to cover New England's fast-breaking headlines.

But the news can't survive on breadth alone. Our in-depth reports include recent thought-provoking series on such topics as abortion and amnesty. And we provide regularly scheduled specialized coverage for groups as diverse as minorities, young people, and sports buffs.

We have a lot of people on our news staff ... a lot of very good people. And we need every one of them. It's the only way to cover our beat... not just Boston, but all of New England.

If it's worth covering in New England, Channel 5 News is there.

WCVB-TV

Boston Broadcasters Inc.