Off the tube: CBS, affiliates scuttle controversial drama
On the Hill: Counting the votes for license renewal

THE BOLD ONES
100 hours in color.
For fall 1973 start.

Three years of 30-plus shares.
34% in 1971-72 first run and summer reruns.
Extraordinary young-adult demographics.
Heavily favored by women.
Joseph Campanella, Burl Ives, James Farentino;
E. G. Marshall, David Hartman, John Saxon;
Leslie Nielsen, Hari Rhodes; Hal Holbrook; George Kennedy.
Winner of TV's most coveted awards, including six Emmys.
There's gold in the Bold Ones. Claim it.

MCA TV
Hospitality Suite D-600,
Sheraton-Park Hotel,
NAB Convention,
Washington, D.C.

There's more to film than award-winning commercials.

Even though commercials done on film win more than twice as many of these awards than commercials done with tape.

Film is traveling light. It's shooting from a racing motorcycle or a playground swing. In the studio next door or in the middle of the Gobi Desert.

Film is freedom from bulky, expensive electronic equipment on location and back home in the editing house.

Film is art. It's creating exactly what you want when you put your commercials together.

But most of all film is a versatile, flexible medium that gives you virtually precise, uncompromising high quality every time.

That's important when you're shooting good commercials. Or winning awards.

The Clio Award; Art Directors Club Gold Medal Award; Venice Film Festival Gold Lion Award; Copy Club Gold Key Award; Advertising Club Andy Award.
We're using these kids to interest the people of Fresno on something they never even thought about. These kids.

They're cute kids, aren't they? And it's a good thing, because every one of them needs a foster home. Except that, in their cases, being cute doesn't make it easier for them to get placed.

Because they happen to have other problems, too. Physical and emotional problems of a special order.

That's where KFSN-TV comes in. When we called the Child Welfare Department of Fresno County and asked if we could do some spot announcements to help find homes for children, we were told that finding homes for normal kids wasn't much of a problem.

But that finding homes for kids with special problems was almost impossible.

So we decided to begin a series of spots urging those people interested in troubled youngsters to volunteer homes for them.

We're committed to this campaign. So far the results have been encouraging. 17 specific inquiries directly attributed to the campaign, one child placed in a home and another very close.

All in all not bad, considering that what we're offering people is a lot of years of awesome responsibility.

KFSN-TV Fresno.

One of the stations of Capital Cities Broadcasting. We talk to people.
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed Circuit</td>
<td>9</td>
</tr>
<tr>
<td>Cable liability on distant-signals set for first time.</td>
<td></td>
</tr>
<tr>
<td>AT Deadline</td>
<td>12</td>
</tr>
<tr>
<td>Datebook</td>
<td>17</td>
</tr>
<tr>
<td>Open Mike</td>
<td>20</td>
</tr>
<tr>
<td>An insider calls for a campaign of change in advertising.</td>
<td></td>
</tr>
<tr>
<td>Monday Memo</td>
<td>24</td>
</tr>
<tr>
<td>Affiliate protest forces CBS postponement of Papp's <em>Sticks and Bones</em>, antiwar drama that many felt inappropriate as prisoners return from Vietnam. Many more doubt special will ever air.</td>
<td></td>
</tr>
<tr>
<td>Lead Story</td>
<td>27</td>
</tr>
<tr>
<td>FTC report prescribes major changes in children’s advertising.</td>
<td></td>
</tr>
<tr>
<td>Broadcast Advertising</td>
<td>32</td>
</tr>
<tr>
<td>Another turn in the barrel for television and cereal advertising.</td>
<td></td>
</tr>
<tr>
<td>Broadcast Advertising</td>
<td>32</td>
</tr>
<tr>
<td>Agency profile: the new generation of Benton &amp; Bowles.</td>
<td></td>
</tr>
<tr>
<td>Broadcast Advertising</td>
<td>36</td>
</tr>
<tr>
<td>A behind-closed-doors dialogue of minority leaders and the FCC.</td>
<td></td>
</tr>
<tr>
<td>Media</td>
<td>44</td>
</tr>
<tr>
<td>Making it official: Cobb’s No. 2 at the NAB.</td>
<td></td>
</tr>
<tr>
<td>Media</td>
<td>50</td>
</tr>
<tr>
<td>A Broadcasting roll-call of the 200 congressmen already on record for license renewal.</td>
<td></td>
</tr>
<tr>
<td>Changing Hands</td>
<td>50</td>
</tr>
<tr>
<td>FCC prospect David Bradshaw: standing by for a nod from on high.</td>
<td></td>
</tr>
<tr>
<td>FCC prospect</td>
<td>51</td>
</tr>
<tr>
<td>It looks like they’ll make war, not love, in public broadcasting.</td>
<td></td>
</tr>
<tr>
<td>Programing</td>
<td>54</td>
</tr>
<tr>
<td>WXUR takes its fairness case to Supreme Court.</td>
<td></td>
</tr>
<tr>
<td>Programing</td>
<td>56</td>
</tr>
<tr>
<td>Writer’s cramp at the networks: strike in the West, threat in the East.</td>
<td></td>
</tr>
<tr>
<td>Programing</td>
<td>59</td>
</tr>
<tr>
<td>A new togetherness in news management at NBC.</td>
<td></td>
</tr>
<tr>
<td>Broadcast Journalism</td>
<td>60</td>
</tr>
<tr>
<td>Oldies radio: New success format of the 70’s takes its lead from the 50’s and 60’s.</td>
<td></td>
</tr>
<tr>
<td>Broadcast Journalism</td>
<td>62</td>
</tr>
<tr>
<td>Music</td>
<td>63</td>
</tr>
<tr>
<td>playlist</td>
<td>66</td>
</tr>
<tr>
<td>Feather for NCTA cap: City ownership turned aside in Columbia, Mo.</td>
<td></td>
</tr>
<tr>
<td>Cablecasting</td>
<td>68</td>
</tr>
<tr>
<td>Why manufacturers don’t think much of an all-channel-radio law.</td>
<td></td>
</tr>
<tr>
<td>Equipment &amp; Engineering</td>
<td>70</td>
</tr>
<tr>
<td>The view from the downside in broadcasting’s financial marketplace.</td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td>71</td>
</tr>
<tr>
<td>Fate &amp; Fortunes</td>
<td>75</td>
</tr>
<tr>
<td>For the Record</td>
<td>78</td>
</tr>
<tr>
<td>Chuck Harrison: RTNDA helmsman in troubled time for broadcast news.</td>
<td></td>
</tr>
<tr>
<td>Profile</td>
<td>89</td>
</tr>
<tr>
<td>Editorials</td>
<td>90</td>
</tr>
</tbody>
</table>
“The Most Important Person” is everything that children’s programming should be. Fifty lively 3½ minute color films that children love to watch and parents love to have them watch. Each film is about something very important to a child growing up. About eating breakfast or going to the dentist or loneliness or playing with friends or how young muscles work.

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

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

“A valuable effort in children’s broadcasting... it is delightful.” WASHINGTON POST

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

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

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

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

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

As you consider the purchase of this new series, remember who the most important person is: your own young child and the thousands more in your market. They deserve the best.
No other station in its area provides advertisers with its unique benefits. WGAL-TV has the distinction of providing reach and penetration of the entire market. No other station is quite like it when you want to sell effectively in this great multi-city plus-market Lancaster-Harrisburg-York-Lebanon.

WGAL-TV
Channel 8 • Lancaster, Pa.
Representative:
THE MEEKER COMPANY
New York • Chicago • Los Angeles • San Francisco

No other quite like it/WGAL-TV

Pennsylvania is one of the few states to have named a State Dog by legislative action. It is the Great Dane.
Repeat performance?

President Nixon may attend opening session of annual convention of National Association of Broadcasters March 26 at Washington's Shoreham Hotel. If there are no hitches, chief executive is expected, not only to welcome some 4,000 broadcasters but also to witness presentation of distinguished service award to old friend, Ward L. Quaal, president of WGN Continental Broadcasting.

Four years ago, when NAB last held convention in Washington, President Nixon made unannounced appearance, accompanied by Herbert G. Klein, his communications director, and addressed assembly for about 25 minutes.

New rules

FCC this week will adopt rules drastically revising license-renewal procedures, especially those affecting television stations. Game is all but completed work on two-year-old rulemaking last week, and Chairman Dean Burch wants finished product in hand when he testifies Wednesday (March 14) at House Communications Subcommittee hearings on license-renewal legislation. New rules generally follow those proposed in original notice, modified in slight respects (announcements throughout license period concerning licensee's obligation to serve public interest will be required every 15 days, not eight as first proposed).

There'll be requirement for annual report on news, public affairs and "other" programing and for maintenance of publically available record of station's ascertainment of principal local need and its efforts to meet them. These, FCC officials say, could be used as arguments supporting legislation to extend license period from three to five years. One surprise is said to be question in new television program-reporting form on programing aimed at children 12 years of age and younger.

Misleading survey?

Results of poll showing majority of those at National Association of Television Program Executives Conference in New Orleans last month favored retention of FCC's prime-time-access rule raised eyebrows not only in industry but at FCC, which is now reviewing rule. In fact, press accounts of poll led Dr. Alan Pearce, economic consultant to commission, who is no fan of rule, to write memorandum to Chairman Dean Burch questioning poll's validity. He alleged, for instance, lack of control on those who actually voted, and noted that independent stations, which are not subject to rule, voted overwhelmingly for its continuance for their competitors (point noted by NATPE itself in detailed breakdown of poll [Broadcasting, Feb. 26]).

One major point made by Dr. Pearce was that many of those voting—45.5%, according to NATPE's figures—felt that rule ought to be amended to permit affiliates as well as independents to carry network reruns in all markets in time freed from networks. Dr. Pearce said avoidance of that situation was one of rule's major objectives.

Dry spell

Low point in number of new off-network series released during National Association of Broadcasters conventions is expected to be reached this year. Aside from series announced earlier by MCA TV (Adam-12, Night Gallery, and The Bold Ones), Worldvision's release of Mod Squad shapes up as sole NBC off-network entry. Last year four off-networks were worn during NAB, with emphasis predominantly from 16 during 1971 convention. Possible, but by no means probable off-network releases for later this year are Mannix, Gunsmoke, Family Affair, My Three Sons and Doris Day Show.

Steps beyond

Senator Alan Cranston (D- Calif.) is said to be giving serious thought to legislation that would explicitly remove FCC from program regulation, though he hasn't yet reached point of drafting bill. He has also said privately he thinks license-renewal relief, which he also said is wanted by broadcasters but at FCC, is not expected to be completed until May, at which time he will emphasize broad indemnifying incumbents for legal expense if challengers fail. In his youthful view, was foreign correspondent for old International News Service, thinks of broadcasting in journalistic terms.

Children's hours

Children's TV workshop for commercial broadcasters, planned by wcpo-tv Cincinnati since last year and originally scheduled for presentation in week preceding National Association of Broadcasters convention, March 25-28, has been postponed to avoid conflict with convention. Announcement is to be made in next week or so that workshop, to be conducted in cooperation with University of Cincinnati and NAB, will be held June 3-5 at university. Announcement, when it's made, will emphasize broad-based group of participants and speakers with focus on practical—not theoretical—ways to improve children's television.

Guide to cable access

Rand Corp., Santa Monica, Calif., which has done number of studies of CATV during past few years, has new series on cable coming off presses; first of 12 reports is due this week. Entire study, produced under $267,000 grant from National Science Foundation, Washington, is tailored for municipal decision makers and includes separate discussions on such subjects as how educators can use CATV channels, how different departments of municipality can use CATV. Rand sources say new reports are much more detailed than document issued recently by Cable Communications Center, Washington, on cable alternatives for Jacksonville, Fla. (Broadcasting, March 5).

Latin market

Spanish-language stations, in New York and Los Angeles particularly, are eagerly awaiting delivery of latest U.S. Bureau of Census report, figuring it to be dynamic sales tool, with dimensions of huge Spanish-language audience pinpointed. Report, supplemental issue that provides information on 116 Standard Metopolitan Statistical Areas which had 5,000 or more persons of Spanish origin on Census Day 1970, shows New York with total of 1,289,079 and Los Angeles with 1,051,409.

Almost 70% of New York's total, or 887,119, are of Puerto Rican origin. In Los Angeles 822,310 were of Mexican ancestry (largest concentration of Mexican-Americans in country). Miami area has two of every five persons of Cuban origin living in U.S.—218,754 out of 544,627. Five Southwestern states have total of about 4.7 million people with Spanish surnames. Slightly more than 9 million in U.S. reported themselves of Spanish origin—4.5 million Mexicans, 1.4 million Puerto Ricans, 500,000 Cubans and 2.6 million persons from Central or South American or other Spanish background.

All in the family

Even before CBS News seminar for radio affiliates was held last month (Broadcasting, Feb. 26), Republican National Committee's newsletter, Monday, which has not been shy in criticizing network news organizations, had put in request for fill-in, it's now learned. Editor John D. Lofton Jr. sent letter asking CBS News President Richard S. Salant for copy of his remarks or, if none available, transcript of two-day seminar. Mr. Salant replied that his participation was limited but that proceedings were off-record, informal and without transcript; just as he presumed Monday staff meetings to be, observing that he would never think of asking for transcript of one of those.

Update

Odds are now better than even that FCC Chairman Dean Burch won't be around after Labor Day. He has done nothing to scoff such reports and seems to be ducking official commitments for next fall.
Sure they've got terrific rhythm. But will they ever be any good at ballet?
For years people felt blacks couldn’t dance classic ballet. And for years there were no blacks dancing classic ballet to disprove this theory.

Then along came Arthur Mitchell. He became the first black dancer to become a principal artist in one of the world’s great ballet companies, George Balanchine’s New York City Ballet, now at Lincoln Center.

Still people felt blacks couldn’t dance ballet — that Mitchell was an exception to the rule.

So Mitchell went out and broke that rule once and for all. In 1969 he formed a black classical ballet school. Then he turned the school into the nucleus for the Dance Theatre of Harlem.

Mitchell took his students and performers from the streets of the ghetto. And they came with the problems that every ghetto kid faces. But ballet quickly became a way to dissolve many of those problems.

What’s happened in the short span of four years is almost unbelievable. Several critics feel the Dance Theatre of Harlem shows enough promise to take its place with the great classical ballet companies of the world.

The Theatre has traveled throughout the country and abroad, and wherever they’ve performed, the reviews have been unanimously favorable.

But ballet, no matter who performs it, has never been very popular on television. However, when Capital Cities Broadcasting’s Milton Fruchtman saw the Dance Theatre of Harlem, he envisioned a television program that was more than just a show on dance.

He saw people being exposed to an art form of disciplined expressiveness from which they had previously been excluded.

And he saw that art giving focus and motivation to the lives of these young people.

That’s what Fruchtman saw in the Dance Theatre of Harlem. And that’s what he captured in “Rhythmetron With the Dance Theatre of Harlem and Arthur Mitchell,” a unique one hour television special. It traces the growth of the Theatre and presents the dynamic personality of Mitchell himself. And it culminates in performances that have led critics to call the Dance Theatre of Harlem one of the best new companies in the world.

The program has caused a tremendous amount of favorable comment inside the dance world and out. And it’s picked up several awards along the way.

It’s also done something else. Changed people’s conceptions forever on blacks dancing ballet.

---

Capital Cities Broadcasting
We talk to people.
At Deadline

Court ruling sets cable liability on distant signals for first time

U.S. Second Circuit Court of Appeals in New York, in long-awaited and crucial decision, in ruling made public on Friday (March 9) said that cable-TV systems are subject to copyright liability on programming imported from distant stations. Decision, first to impose copyright liability on cable TV pick-ups under any circumstances, was on appeal by CBS and program production companies in copyright suit against Teleprompter Corp., New York, cable-TV industry's biggest multiplex systems owner. Court of Appeals ruling reversed previous lower court decision, that of District Court Judge Constance Baker Motley, on distant-signal liability issue, but failed to give judgment on court rulings that cable TV's use of microwaves (aside from distant signal importation), program origination and interconnection of systems (at least at this time) do not make cable TV operators more like broadcasters than like "viewers" (Broadcasting, May 8, 1972). Circuit Court of Appeals ruling remands distant signal decision of Judge Motley for further proceedings, including determination of damages.

Court undertook to describe "distant" signal, though it held that "precise judicial definition" is not possible and expressed hope that "Congress will in due course legislate a fuller and more flexible accommodation of competing copyright, antitrust and communications considerations" in context of CATV technology.

Upshot of Court of Appeals action seemingly left none of participants with cups filled to overflowing. But all expressed some measure of satisfaction.

Court decision got immediate rise out of mouth of Senator John McClellan (D-Ark.), where chairman of Copyright Subcommittee has been sitting on copyright revision bill in hope that cable-TV operators and copyright owners would reach consensus agreement on fees. Spokesman in office said bill now could be expected to be introduced "without further delay."

CBS sources said that they were elated with decision, calling distant-signal issue "the heartland of the case." They were already on record, they said, as saying pick-ups issue was "the most crucial of obtaining copyright liability. Teleprompter Chairman Raymond P. Shafer issued statement saying he was "particularly pleased" that Teleprompter-originated programing and advertising on its own origination channels was exempt from copyright liability and that he was confident of obtaining "favorable resolution" of remanded issues.

Spokesman, however, for Washington law firm of Cleary, Gottlieb, Steen & Hamilton, handling case for Teleprompter, expressed confidence that "we will petition for certiorari," although noting that situation had not yet been discussed with client.

National Cable Television Association declared itself no less pleased with decision than CBS and Teleprompter. In statement issued by NCTA President David Foster, cable-TV industry organization said it was "pleased with the court's affirmation of the principle that cable TV reception service does not infringe on copyright." NCTA also says that court action is "encouraging" to those cable systems that provide cablecasting and other nonbroadcast services. Decision leaves definition of signals not directly receivable by cable system to jurisdiction of local court, statement points out, and NCTA also agrees with court's view that Congress is best place to resolve copyright issue. Mostly, NCTA says it's pleased "that the courts have not permitted the copyright issue to interfere with the growth of the industry."

National Association of Broadcasters—to make it unanimous—also seemed pleased with Second Circuit Court of Appeals' decision. In statement by NAB President Vincent T. Wasilewski, broadcasting industry organization, while acknowledging that decision had not yet been read, said "we have always believed that all cable retransmissions were in fact and in law public performances for profit under existing copyright law," and pointed out that court's ruling "appears to agree" with this belief at least as concerns "microwave-serviced cable systems." NAB noted that matter is "highly complicated legal issue," and said it would want to review decision in detail before making further comment.

Appeals court said that in Supreme Court's 1968 "Fortnightly" decision holding that CATV systems were more like viewers than performers—which Judge Motley relied on in her CBS-Teleprompter decision—CATV's were relying on antennas to pick up signals and were not importing what are now called distant signals. In picking up distant signals, court said, CATV's use "signal transmitting equipment," not merely improved-antenna technology, which casts them in role of "performers" and therefore subject to copyright.

In attempting definitions, court found it easier to say what distant signal is not: "Any signals capable of projecting, without relay or retransmittal, an acceptable image that a CATV system receives off the air during a substantial portion of the time by means of an antenna erected in or adjacent to CATV community is not a distant signal . . ."

"When the community from which the signal originates, which we term the originating community, and the CATV community are different, and when the signal is initially received by the system at a location in or near the originating community and then transmitted to the CATV community by microwave or cable, a strong presumption arises that it is a distant signal."

The alleged infringer is then under a heavy burden to show that the signal is not a distant signal—that is, that it would be equally receivable off the air in the first instance and would project an image of similar quality if equipment located in or adjacent to the CATV community. Unless this burden is met, the signal should be deemed a distant signal . . ."

"Similarly, when the signal is initially received by the CATV system on an antenna or other receiving device located between the originating community and the CATV community, the signal should be deemed a distant signal in the absence of a contrary showing by the CATV system."

"We do not necessarily mean that the antenna or receiving device on which the signal is initially received cannot in any case be located outside the limits of the [CATV] community. We can envision various legitimate circumstances, such as the desire to take advantage of a tall building, hill or other topographical feature, that might cause the system to desire to locate its antenna or receiving device in an area closely neighboring the community it serves. Such an antenna placement is not motivated by the desire to be closer to the signal's point of origin in order to receive it before its strength is dissipated . . ."

"However, we wish to make clear that the distances we envision here are small, and that any system that locates its antenna more than a few miles from the CATV community should bear the burden of showing that the signals it receives and distributes are not in fact distant signals."

Comsat asks FCC okay on system to serve AT&T

Communications Satellite Corp. has applied to FCC for authority to build domestic-communications satellite system for lease to AT&T. System would be used to provide services to all 50 states and Puerto Rico.

System would consist of three in-orbit satellites and one back-up, each with design capacity for 14,400 two-way voice-grade circuits. AT&T, which would integrate satellites with its nationwide switched network, will file separate applications for ground segment requirements and for authority to use satellites in its network.

Initially at least AT&T will be limited to using space system for carrier's mon-
To try and keep places like this from becoming rich men's clubs, we gave every candidate free air time.

"To be a successful politician these days, you've got to be rich". You hear it more and more lately. And more and more it seems to be coming true.

And at no time is it more true than during the primary campaigns. Because political parties don't supply campaign funds to all candidates who represent them in the primaries.

Which means, in some cases, if a candidate doesn't have money from his own sources, there's a good chance the voters won't find out what his views are.

KPOL figures there might be primary candidates with something to say and no money to say it with.

So we offered free air time to all Presidential, Congressional and local District Attorney candidates during the primaries on AM and FM.

Rich and not-so-rich.

All they had to do was make their announcements in person, to avoid slickness.

Forty-four accepted our offer; 36 for the U.S. House, 5 Presidential candidates, and 3 for District Attorney. Thousands of voters gained some insight into what these candidates stood for.

And democracy became a little more democratic again.

KPOL Los Angeles.

One of the stations of Capital Cities Broadcasting. We talk to people.
opoly services. Under terms of policy laid down by FCC in December, AT&T would not be permitted to use system for services that would be competitive with those of other carriers, like television program transmission, for three years after operations begin—and then only on condition AT&T divests itself of its ownership of Century Theatre (BROADCASTING, Jan. 1).

Comsat, which expects to launch first satellite by fall of 1975, will invest $150 million in system. AT&T’s payments under lease would total $272 million during seven-year life of satellites.

The most recently allocated 4 and 6 ghz bands. But satellites will also contain millimeter wave experimental package, permitting tests and development of higher frequencies near 18 and 30 ghz for possible future commercial satellite application.

**OTP renewal bill all set; Whitehead says it will take pressures off broadcasters**

Clay T. Whitehead, director of Office of Telecommunications Policy, says license-renewal bill administration is expected to send to Congress this week will "probably" result in more broadcasters losing licenses than has been the case under present law.

But Mr. Whitehead also said proposal would "insulate" broadcasters from those in government and in their communities who might try to pressure them into presenting programing they want.

Mr. Whitehead, who discussed proposed bill and his attitude toward media in breakfast meeting with reporters on Thursday, noted specific standards under which broadcasters’ performance would be judged at renewal time — whether broadcaster has determined and met needs of community and whether he has afforded reasonable opportunity for discussion of conflicting views on issues of public importance.

FCC, Mr. Whitehead said, could develop more objective criteria, and would "be able to take away more of the licenses of broadcasters that reasonable men would concede are not doing a good, conscientious job."

Existing process, he said, "is geared to make sure" that commission does not deny license renewals.

But Mr. Whitehead also maintained that all stations — good, bad and indifferent — are not equal. Challenges to licenses, he said, can be used by commission or citizen groups to pressure stations into presenting programing they think worthwhile.

Administration’s proposed bill, he said, would blunt that threat. "If you believe the First Amendment applies, what we proposed is a move away from detailed government control."

Mr. Whitehead predicted proposal would be opposed by minority groups who find useful FCC’s power to pressure broadcasters into providing certain kinds of programing.

Fact that only one television station (WHDH-TV Boston) has lost license to challenger at license-renewal time prompted one reporter to ask why administration should seek to provide statutory protection for renewal applicants against such challenges. Proposed bill would require challenger to make prima facie case that incumbent has not met two basic standards of determining and serving community needs and is charging fairness-doctrine obligations.

"The main value of the sword of Damocles is that it hangs, not that it drops," Mr. Whitehead responded. "Once you take a guy’s license away, you lose your leverage over him. That applies to the FCC to activist groups, or to a group of community leaders in a community."

Proposed legislation, at last report Friday, was reposing on President’s desk, with expectation it would be submitted to Congress before House Communications Subcommittee starts hearings on Wednesday.

OTP lawyers are said to have "sharpened and polished" it and to have reduced its "ambiguities" after reading comments on it submitted by other agencies, including FCC. Two changes are described as "major."

One makes more specific kind of "pre-determined performance criteria of general applicability" regarding programing that commission would be barred from considering in reviewing renewal applicant’s performance (it mentions quotas, percentages, or categories referring to a prior judgments on format or programming)."

Other is designed to clarify kind of hearings that would be held if challenger passed initial hurdle of making prima facie case against incumbent. It would be two-stage affair, with commission would determine, in first stage, whether incumbent in fact has failed to meet community needs or fairness-doctrine obligations. If decision goes against incumbent, he would either be denied renewal or allowed to continue in comparative hearing with challenger.

**Minow tees off on Whitehead, Gold returns the honor**

Attorney Newton Minow, chairman of noncommercial WTTW-TV Chicago and former FCC chairman, said Thursday (March 8) that owners and managers of stations affiliated with networks have no right to use "their own personal predilections, their own political views" in attempting to monitor so-called ideological plugola on networks.

**In Brief**

Accent on access. Twentieth-Century-Fox television offering for first-run syndication two drama series, "Great Mysteries," with Orson Welles as host and produced by Unicorn Films Inc. and Century Theatre, co-produced with BBC. Great Mysteries has been sold to CBS-owned stations and Century Theatre to ABC-owned stations for next fall in prime access time. * Missouri awards. Among winners of Missouri Honor Awards for Distinguished Service in journalism announced yesterday (March 11) are NBC-TV’s "Meet the Press;" Sam Cook Digges, CBS radio president, and WDBO-AM-FM, sponsor of PBS’s "Great Performances," sponsored by University of Missouri, Columbia, will be presented at banquet April 6. * Sports casualty killed. Bill Malone, 48, sports-caster for WMAL-AM-FM-TV Washington in 1950’s and ABC network in 1960’s, died March 8 in automobile crash on New Jersey Turnpike. * At all levels. National Association of Broadcasters supports absolute newsmen’s-privilege bill applicable to state as well as federal proceedings, said NAB General Counsel John Summers in statement Friday (March 9) to Senate Constitutional Rights Sub-committee.
Starting its second year from the Hollywood Palace, March 12, 1973

THE MERV GRIFFIN SHOW

Now sold in over 100 Markets, including 30 of the top 30 and 56 of the top 60.

If still available in your market, join the ever growing list of stations in presenting TV’s most entertaining cavalcade, 5 days a week, on tape in color, 90 minutes & 1 hour formats.

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When You Slip, It Hurts...  

And when you fall, it’s a disaster. That’s why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It’s so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally know it, the reaction is often panic and the changes that are made accelerate the decline.

If you study your audience in-depth every year, you know just what’s going on, and we harass you to make sure you don’t get careless, that the corrective action you take will be productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It’s unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

M&HP

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

Broadcasting Mar 12 1973

17
Introducing
the TK-45 camera.
It sees things the
way the TK-44 does.
But automatically.
Until now, the TV color camera that couldn’t be beat was the RCA TK-44.
You could depend on it for true, sharp pictures time after time.

Now there’s the new TK-45. It combines what you liked so much about the TK-44 with big new advantages. Advantages like automatic black and white levels. Automatic iris. Automatic centering.
So you get consistent picture quality, consistent scene-to-scene colorimetry with less need for technical manipulation. Camera set-up and operation are simpler and easier.

And since the new features are located in the control unit, cable clutter is kept down.
There’s more. Much more. But it adds up to this. No other camera can do more to make your productions look better—automatically.

Just ask your RCA representative. Or write for full details. RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102.

**Now See This!**

Government figures show that TV stations outside the 100 major markets deliver an income (profit) percentage of 4.1% before taxes. Look at the facts:

Number of TV stations (outside 100 major markets) reporting profit or loss by amount of profit or loss, 1971:

<table>
<thead>
<tr>
<th>Profit or Loss</th>
<th>Number of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000,000 or over</td>
<td>3</td>
</tr>
<tr>
<td>$3,000,000 - $5,000,000</td>
<td>5</td>
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<tr>
<td>Less than $25,000</td>
<td>22</td>
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</tbody>
</table>

Unprofitable stations as percent of total: 39.3

Commercial television broadcasting was suspended during World War II, but in 1945 the commission examined frequency allocations and assigned 13 VHF channels. Channel 1 was placed at 44-50 mhz and channels 2 through 13 were the same as those in use today. Channel 1 was to be reserved for a community class of television station which would be limited to 1 kw ERP at 500 feet. Channels 2-13 were to be shared with the land-mobile radio services. Only one authorization—at Riverside, Calif.—was ever granted on channel 1 and this station was never built. On June 14, 1948, in a move which bears a surprising resemblance to recent history, the commission reassigned channel 1 to the land-mobile radio services and terminated the previous arrangement which had permitted land-mobile sharing of channels 2-13.

The ETV proposal to reopen channel 1 for ETV purposes raises some interesting possibilities. The 40- to 50-mhz band is now allocated to various land-mobile radio services and includes a small government band from 46.6 mhz to 47.0 mhz. However, the commission has recently opened up a huge chunk (115 mhz) of spectrum for the land-mobile services in the 900-mhz region, and the equipment manufacturers are already scrambling to take advantage of the new frequencies. These would provide more than ample spectrum space to accommodate any mobile operations displaced from the 44-50 mhz region. When the commission opened up this new 115 mhz band, it provided at the same time for limited sharing of television channels 14-20, but the land-mobile people have shown relatively little interest in this type of sharing, continuing to demand outright reallocation of these channels to the land-mobile services.

As “Closed Circuit” points out, reopening channel 1 for ETV would create some problems, but these problems are probably easier to solve than those presented by some of the other proposals for ETV expansion. — Howard T. Head, A. D. Ring & Associates, Washington.

**UA TV found no sag**

Editor: Broadcasting's Feb. 12 downbeat report on feature-film sales, “A Less than Fabulous Time for Features,” does not tell it like it is for United Artists Television. Our sales are up—way up.

**Essential element**

Editor: Number one last week, number one this week, number one next week and number one during all times of the broadcast day. Broadcasting magazine has added yet another dimension to an indispensable tool of radio programing. The “Broadcasting Playlist,” unlike the traditional Hot 100's and Top 100's, provides the data necessary to program the true musical needs of the listening audience, determined by the particular station's demographics.

Congratulations. Broadcasting has once again proven itself in a class of its own.—Eric Heckman, announcer, WNAV (AM) Annapolis, Md.

**Proof of performance**

Editor: The reaction to my “Monday Memo” for your Feb. 26 issue served to reinforce my beliefs in the far-reaching influence of Broadcasting. The subject of my article, National Brewing, and our agency have had most positive responses. — Herbert D. Fried, president, W. B. Doner & Co., Baltimore.

**Wrong numbers?**

Editor: After reading the Feb. 19 Broadcasting, I must take issue with some of your “Open Mike” contributors who persistently go their “numb and dumb” ways in quoting the numbers as the key to good radio... Anyone can juggle figures, twist ratings, make claims, while the real truth about a market lies buried: It is not who is number one, but what is the sets-tuned-to-sets-available percentage? What about this figure that shows real market penetration? Who ever talks about it?

I mentioned this at a rep meeting a few years ago and got the following answer: “We can’t use that figure or..."
Go “Doctor in the House” for the young audience. WABC-TV in New York just has for prime access time. And it can do the same job for you, reaching the young adult audiences and keeping them in stitches. Also just what the doctor ordered for stripping in transitional, fringe and access times.

Go “Adventures in Rainbow Country” for the young family. Fine family week-end programming. 26 action-packed half hours about a 14-year-old boy’s adventures in a man-sized world. Every foot filmed on location. You can’t lose. Go either, or both. But go young with Group W Productions.
HOW CAN AMERICA HEAD OFF ENERGY SHORTAGES?
THE SUREST WAY IS TO INCREASE OUR DOMESTIC SUPPLIES OF OIL AND NATURAL GAS.

THESE TWO FUELS FURNISH 77% OF ALL OUR ENERGY.

THEY WILL BE OUR MOST IMPORTANT ENERGY SOURCES FOR YEARS TO COME.

TODAY, AMERICA'S DEMAND FOR OIL AND NATURAL GAS IS MUCH GREATER THAN DOMESTIC PRODUCTION.

TO AVOID THE "ENERGY SHORTAGES" YOU'VE BEEN READING SO MUCH ABOUT, WE'RE DEPENDING MORE AND MORE ON IMPORTS OF FOREIGN OIL.

WE NEED IMPORTS, BUT WE SHOULD NOT BECOME OVERLY DEPENDENT ON THEM.

EVERY AMERICAN SHOULD KNOW THE FACTS ABOUT THE ENERGY SUPPLIES ON WHICH HIS WAY OF LIFE DEPENDS.

Energy is the power to keep machines working.

Thousands of kinds of machines: people machines like home furnaces, kitchen ranges, air conditioners, light bulbs, automobiles; public machines like planes, trains, television networks, water purification plants; all the complex machinery modern industry uses to make the things we use in our daily lives.

Abundant and low-cost supplies of energy have given Americans one of the highest standards of living in the world.

Oil and natural gas furnish 77% of all our energy, including nearly 40% of our electricity. Yet today, with energy demand expected to almost double within the next 15 years, production from known domestic reserves has reached a peak.

WE'RE USING MORE, FINDING LESS

In 1971, domestic natural gas production was 96% of what we used. By 1985, unless we take steps now to encourage exploration for new supplies, domestic production will meet only 40% of estimated demand.

Domestic oil production in 1971 took care of about three-fourths of demand. By 1985, domestic supplies will provide less than half of our needs—unless we start now to increase these supplies.

Our other domestic sources of energy at present are coal (18%), hydroelectric power (4%), and nuclear and geothermal power (less than 1%). By 1985, nuclear power's share may rise as high as 17%

while the relative shares of coal and hydroelectric power are expected to decline slightly.

We have learned how to make synthetic oil and gas from coal, and to produce oil from shale and tar sands. But it will be many years before these sources can make a significant contribution.

Some day we may even get power directly from the sun. But solar energy is still a long way off.

For the next critical decade or longer, the greatest share of our growing energy burden must be borne by oil and natural gas.

WHERE CAN WE GET ENOUGH?

Experts believe there are substantial resources of oil and natural gas still to be discovered in America, particularly offshore. But environmental concerns and economic factors are postponing their development.

Nuclear power and coal could contribute more to our energy supply but have not because of a combination of economic and environmental considerations.

"Imports" are one obvious answer to the supply problem. But that answer is not as simple as it may seem to be.

In 1971, we imported about one-fourth of the oil we used. That share will rise, year after year. So may imports of natural gas.

But the cost of imports is rising steeply. By 1985, if we have to import more than half our needs, our balance of payments deficit for oil and natural gas could be a staggering $25 billion a year, according to economic analysts.

And it's not only a matter of dollars. How dependent do we want to become on foreign sources for the oil and gas we need?

Our aim should be to keep our dependence on imports within reasonable limits by concentrating on the development of additional energy sources here at home, where we know they will not fail us.

SAVING MORE BY USING LESS

Over a period of time, it should be possible for the United States to conserve energy. More efficient automobile engines, improved thermal conversion and power transmission, better construction techniques, new concepts in mass transportation—all these can play a part.

Meantime, as individuals, each of us should make sure that we and our families use energy as thoughtfully and responsibly as possible.

By using all our energy supplies wisely—in our homes and in driving our cars—through proper insulation, storm doors and windows, weather stripping, wise appliance use, regular auto tune-ups, good driving practices—we might be able to slow the growth in energy demand.

But this alone will not solve the problem.

HOW TO GET MORE OIL AND NATURAL GAS

Above all, we must increase domestic supplies of oil and natural gas. And we'll have to build new refineries and other facilities to make them into useful products.

We must do so with proper regard for the environment. The continuing technological advances of the petroleum industry make this possible.

Accelerated government leasing of public lands, both inland and offshore, for exploratory drilling is urgently needed.

Exploration for natural gas should be encouraged. It has been discouraged by the artificially low price that have been imposed by the Federal Power Commission for the past 18 years.

A healthy economic climate should be provided to stimulate investment and help meet the huge capital requirements of the petroleum industry—an estimated $175 billion or more during the period from 1970 to 1985.

THE REAL SHORTAGE IS TIME

The United States will not "run out" of energy in the near future. But, right now, we are running out of time to make wise decisions about our energy supplies.

Because of the long lead time required to develop new petroleum supplies, today's delays could haunt and plague us for at least the next 15 years.

Energy for America is not just an oil problem, nor a gas problem, nor a coal problem. It is all these and more, interlocking into a single problem that demands solution because it affects every citizen.

And you can help solve it.

To help you stay informed, we've prepared a basic booklet, "The Energy Gap". Write to Dept. K, American Petroleum Institute, 1801 K Street, N.W., Washington, D.C. 20006 for your free copy.

With your understanding and help, America can head off energy shortages.

A COUNTRY THAT RUNS ON OIL CAN'T AFFORD TO RUN SHORT.

THE OIL COMPANIES OF AMERICA
Professionalism can carry the day for advertising

The advertising business is in a lot of trouble. Advertising credibility has become an issue, and that issue has led to consumer outcry and federal regulation. The only solution, really, is a higher degree of advertising professionalism that will restore advertising credibility and protect our business from overregulation, overrestraint and, ultimately, extinction.

Advertising must respond to four key issues that are pre-eminent today: truth, consumerism, regulation and professionalism. Let's take truth. Why on earth should truth in advertising be a key issue? First of all, let's admit that is the conflict arises between truth and persuasion. Advertising is a selling tool. Inherent in the job of advertising is positive presentation in order to persuade somebody to do something. There is a natural desire to make that which you are advertising sound irresistibly rewarding and superior. So if the basic job at hand is persuasion, it is awfully tempting to zero in on the good and leave out the bad.

Some basic techniques that have worn down advertising's credibility are the open-end comparative or superlative claim, magnifying a minor product difference out of proportion to its importance, using an irrelevant but effective attention-getter, taking too much dramatic license in product demonstration.

The only hope for advertising then is increased self-regulation and increased professionalism.

In simplest terms, the major influences that are forcing higher professional competence levels on advertising people are the increasing cost of advertising, the increasing demand for advertising accountability by business, consumers, and the government, and consumer complexity—not only the consumerist drives but also the tendency toward diverse life styles and tremendous individuality in society as a whole.

The starting point is the people who are practicing advertising as a career. Why should they begin to demand preparations that more closely approach the training required by law? I think it must.

They seem to be brighter than most in this medium. They are asking for more than just those numbers that determine who is first. They (or at least most of them) are interested in penetration of the market. And penetration is still acquired by creativity, not just tight board, loose board, top tunes, less talk, more squawk. Creativity, whatever its form, in top-40, classical, all-news, all-talk radio, plus creativity in selling, will give you solid radio year after year no matter who is temporarily first.

Being number one in a 12% market, as far as I'm concerned, is a lot less desirable than being number two or three in a 40% market.—Ken Brooks, sales executive, KUJ (AM) Walla Walla, Wash.

Monday Memo

A broadcast advertising commentary from K. L. (Jim) Rice, vice president, Hoefer, Dieterich & Brown, San Francisco

K. L. Rice, known as "Jim" to his colleagues, is a native of Chicago and began his advertising career with Leo Burnett there, becoming group supervisor on Procter & Gamble products. He then was director of advertising for Hills Bros. coffee, San Francisco, for four years, joining Hoefer, Dieterich & Brown in 1968. He is a 1962 graduate of Williams College, Williamstown, Mass.

I believe a band of highly professional advertising practitioners can and will reshape advertising so that society can continue to benefit from its positive attributes.

I have a god reason for us to have faith in this. Through an amazing coincidence, I have ascertained that out of a staff of 87 people at Hoefer, Dieterich & Brown, every single one of them is a consumer. A heartening coincidence—we are all consumers in disguise, and maybe it is true for other companies. Maybe it is just a matter of wearing our consumer hat to the office on a more regular basis, and doing for "business" what we have been doing for consumerism. By "businessism" I don't mean a defensive, self-serving counterforce that tries to neutralize consumerism. I mean a positive effort to clean our own house voluntarily. A comprehensive program to honestly evaluate business practices so that we get rid of things no longer acceptable to consumers, but continue to fight for those aspects of American business that we can be proud of.

For example, young executives in our business should have a detailed knowledge of government regulatory bodies and pertinent legislation, a knowledge of basic accounting, a general understanding of business law.

Our people must be able to know what the true consumer demands are and become the champions of these demands. We can no longer afford to abdicate consumer protection to the government and to Georgetown Law School.

Our people must know the regulatory bodies and know how to talk to them.

Our people must be the experts in advertising cost control and accountability.

You should ask me what our agency is doing to become more professional. Let me give you an example by citing our activities for a soft-drink manufacturer, Shasta Beverages. We take TV spots humbly and warmly attempt to invite children to ask for Regular Shasta. We recognize that children can be expected to model behavior they see on television so we have a special responsibility to our ads. We have a child psychologist on retainer who reviews and comments on all Shasta spots before they are produced or aired. We have made changes on the basis of his recommendations.

A third spot is for a product (Diet Shasta) which has been directly involved in the federal controversies over cyclamates and saccharin. We have had to study these issues carefully and constantly.

We have upgraded our account management team significantly on Shasta. They all have master's degrees and they all are research-oriented. They have worked with the network clearance people, and know pertinent Federal Trade Commission and Food and Drug Administration guidelines. They are up to the minute on the activities of the FCC and consumer groups. To assist them in their work with regulatory bodies, we have retained an attorney who specializes in these matters.

Will advertising change? It must. Marketing and business must. Will it survive? I say yes. In spite of the step-by-step attack on advertising which consists of efforts to eliminate advertising to children, to introduce countercommercials, to legislate against various forms of persuasion—some bad, some harmless, and some good.
Black and white television could get to be very important in Houston.

Lately, a lot of television stations have begun programming all black shows. We think that's terrific.

But KTRK-TV has taken this trend a step further. We're programming an all black and white show.

We call it "The Show". And it's designed to appeal to all segments of the population. Black, white and the large Mexican-American population in the area.

It's one variety show that really does have something for everyone. Local news and events, singing and dancing, comedy, sports interviews and the arts.

Another thing that sets "The Show" apart is that it's totally staffed by volunteers. Performers, production crew, everyone who's associated with it is there on a volunteer basis.

From its inception, we wanted "The Show" to accomplish four things.

Primarily we want it to entertain a lot of people.

But we also want it to be a showcase of ideas and styles for all races.

We want it to give a voice to people who otherwise may not have a voice. And, maybe most important of all, through the volunteer concept, we want to give minorities a chance to learn jobs in the industry.

They're rather unique goals for a program whose format is that of a variety show. But then, "The Show" is a unique variety show.

KTRK-TV Houston.

One of the stations of Capital Cities Broadcasting. We talk to people.
VOLUME 18

28 motion pictures...25 in color
now available from

WARNER BROS. TELEVISION

A WARNER COMMUNICATIONS COMPANY
Papp dumped as affiliates rise against CBS special

Downbeat television of hit play draws flood of refusals to clear; producer, already paid, regains show if network delays beyond September

CBS-TV, faced with a massive revolt by affiliates, "postponed" last week its scheduled presentation of Sticks and Bones, a bitter allegorical drama about a blinded war veteran driven to suicide on his return home.

It was the first time in the memory of long-time observers that affiliates had forced the reversal of a network programming decision in such a fashion. But there was also growing speculation that CBS officials may not have been as much "forced" as it first appeared—that some of them, at least, were not displeased with the prospect of getting the show deferred if not dropped.

CBS-TV disclosed its decision after more than a third of the affiliates in the scheduled line-up, including many of the biggest, notified it would not carry the program. CBS-TV President Robert D. Wood, explaining the decision, said "many of us, both at the network and among the stations, are now convinced" that the timing was bad, coinciding as it did with the return of former prisoners of war and other Vietnam war veterans.

The program, second in what was planned to be a series of productions by Joseph Papp's New York Shakespeare Festival over a four-year period, had been set for last Friday (March 9) at 9-11 p.m. EST. By the time Mr. Wood called it off, in a wire to affiliates last Tuesday afternoon, 69 affiliates had already said they would not clear the program. They represented 37.5% of the 184 affiliates who normally carry the CBS Friday-night movie in that time period, and every indication was that the total would have kept growing if Mr. Wood had not acted.

A number of affiliates who had not served notice that they would reject the program said later, when queried by Broadcasting, that they would have refused to clear if CBS had not put it off. A smaller proportion said they were not sure what they would have done. And, although Mr. Wood's message spoke hopefully of scheduling it later, "when the context of its showing will be less distressing and its possible application to actual events less immediate," most said they would not, or probably would not, carry it at any time.

If CBS does not present it by mid-September—that is, during the 1972-73 season—Mr. Papp's contract, it was learned, provides for the show to become his property.

For his part, Mr. Papp denounced the CBS decision as "a cowardly cop-out," accused the network of censorship in violation of the First Amendment and vowed he would produce nothing else under his CBS contract. "Hamlet" or "King Lear" was to have been next.

The TV version of Sticks and Bones, an award-winning Broadway and off-Broadway hit also produced by Mr. Papp, reportedly cost something over $400,000. CBS sources said Mr. Papp had already been paid because, under the terms of his contract, CBS provided financing "up front."

Thus CBS stands to lose $400,000—plus—which, for that matter, is almost what it would have lost even if the play had been presented on schedule: According to the best information available, only two 30-second commercials had been sold in the two-hour production. It was not clear, in fact, whether even those two had actually been sold or whether they represented time held by regular Friday-night movie advertisers who had not pulled out.

Clay T. Whitehead, director of the Office of Telecommunications Policy, who created a furor in asserting that affiliates should play a more aggressive role in dealing with their networks—they are responsible for everything they broadcast, he noted in his celebrated Indianapolis speech (Broadcasting, Jan. 1)—was quoted after a breakfast with Washington correspondents as describing the episode as "a good example of how the process ought to work."

An OTP spokesman, disclaiming knowledge of the program or of the CBS decision-making process, said: "The fact that the stations and the network could work together is a healthy thing."

Whether they had or had not planned to carry the show, broadcasters tended to reject—virtually without qualification—any suggestions that the affiliates' revolt had been stimulated by Mr. Whitehead's celebrated speech. One did suggest that "this could be the worst sort of pressure, where you react without realizing it's an influence at all," but even he felt others probably were right in thinking the receptions stemmed simply from dislike for the program, its timing or both.

There have been frequent private complaints among affiliates of all networks—and occasional public complaints—reflecting discontent with specific network programs or policies, particularly in news. CBS has been on the receiving end of its share of this sort of muttered dissatisfaction, most recently perhaps in the case of its showing of the "Who's Afraid of Virginia Woolf?" movie and for its Maude series, which some affiliates dislike for themes or language or both. But nowhere has there been an uprising to rival the one against Sticks and Bones.

Mr. Wood in his message to stations described it thus: "Never has there been a greater or more serious and responsible sense of concern expressed by our affiliates about a projected program and the timing of its broadcast."

Among the 69 affiliates who had rejected the program before Mr. Wood's telegram went out were all 11 members of the board of the CBS-TV Affiliates Association.

Most of the stations questioned independently after the postponement agreed with Mr. Wood's assertion, in his telegram to them, that presenting the program at this time "might be unnecessarily abrasive to the feelings of millions of American whose lives or attention are at the moment emotionally dominated by the returning POW's and other veterans who have suffered the ravages of war." They also tended to agree with his description of the drama as "a serious, concerned and powerful tragedy of some of the uglier aspects of human nature as revealed in a highly imaginative con-
temporary story," although some called it "the ultimate in morbidity," "sick" and "without point." Edwin Pfeiffer of WPRI-TV Providence, R.I., chairman of the CBS-TV affiliates board, confirmed that he and all other members of the board had declined to carry the program after seeing it in one or both of the closed-circuit screenings provided by the network.

He declined, he said, because he felt the program—and especially the veteran's suicide—would have a most negative effect on the country." He was not sure he would clear it in the future, either, particularly because of the suicide which he thought "could conceivably appear to be an attractive alternative to some people who have a mental problem."

More than that, Mr. Pfeiffer said, the suicide scene was "such a sick scene that my secretary had to leave the room," and the play, over-all, though "a very powerful piece of drama," was also "a very unattractive piece of work" and so "negative" and "depressing" that "people could respond to it in a bad way."

Attitudes toward the program were lukewarm even among some stations that had planned to carry it.

James Ferguson, program director of WAOA-TV Atlanta, said his station had agreed to clear it because "in our judgment it could possibly have some value to others than ourselves."

But, he said, "my personal opinion is it's something we could live without, particularly in the light of current events." He added, "It didn't tell me anything—it's certainly out of some consciousness."

Dan Gold, station manager of WTOP-TV Washington, which also had planned to carry it, said he was prepared to present a "disclaimer" just before and early into the program cautioning that it might be "too mature for younger and particularly sensitive viewers."

(CBS sources said they too had considered presenting a "disclaimer" and "probably would have," but the decision on postponement was reached first.)

Mr. Gold said WTOP's decision to carry the play was made in the context of "the needs and interests of this community," but he also noted that the needs and interests of other communities may be different, calling for different treatment by their broadcasters. Indeed, it was reported that WTOP-TV's sister station, WJXT-TV Jacksonville, Fla., made a somewhat different assessment of its own: It reportedly planned to carry the program, also with a disclaimer, but to delay it to a later hour the same night.

There was a third closed-circuit feed of the program last Wednesday, and Mr. Wood urged affiliates to invite local newsmen and community leaders to see it "because we believe that this drama by David Rabe has great creative integrity and the basis of our decision to postpone its broadcast ought to be fully and widely understood."

Among those who watched the screening in New York and Washington there was agreement that the drama was powerful and in many places "rough"—and some who had also seen the stage version said they thought the TV adaptation was the rougher of the two.

It deals with the bitterness, tensions and both mental and physical violence in the relationships between the blinded veteran and his parents and younger brother. The suicide scene near the end is the most violent, showing the family and its tensions and dangers to the brother providing the razor, and, for a moment, the bloodied hand raised to the blinded eyes, while the family talks to the dying man, his father offering assurance that "we'll all be happier now."

But other scenes and themes seemed sure to draw criticism as well, among them the depiction of a Catholic priest and, especially in the current Washington mood against the advertising of over-the-counter drugs, its implicit linking of aspirin with the drug culture.

As for how they got themselves in this scheduling predicament in the first place, CBS sources said the play was taped at about the same time as Mr. Papp's Much Ado About Nothing to be presented to widespread critical acclaim on Feb. 2—and that the commitment to presentation last Friday was made before the Vietnam cease-fire was set and the return of POW's begun. Mr. Papp begged the date at Jan. 24, three days before the cease-fire agreements were signed. But CBS sources said it went into production last summer, well before the White House reported peace was at hand.

The TV version was said to differ considerably from the stage production—and also, according to some sources, from the original TV scripts Mr. Papp submitted. One change, made by Mr. Papp himself, was in the names of the play's characters who on the stage was called Ozzie and Harriet and David and Ricky. Other than that, the chief differences in the TV adaptation were said to be its elimination of almost all of the original version's profanity and, after the tapes were delivered, deletion of shots in the suicide scene that showed the young soldier actually slashing his wrist.

Most of the affiliate revolt against the program seemed to have developed last week, according to CBS sources. They estimated that as of the preceding Friday (March 2) no more than a dozen stations had turned it down—perhaps, they said, because many had missed the only closed-circuit feed that had been presented at that point. A second closed-circuit screening was fed on Sunday and then, as one source put it, "an avalanche hit us." By early Tuesday afternoon rejections had reached "69, going on 100." Actually the final count was put at 71.

The affiliates board, all of whom were said to have rejected the program independently—they were not consulted as a group—is composed of officials of: WBTV-TV Charlotte, N.C. (Charles Crutchfield), WAFB-TV Baton Rouge (Tom Gibson), WISH-TV Indianapolis (Robert McConnell), WCPO-TV Cincinnati (Robert Gordon), WMT-TV Cedar Rapids, Iowa (Lew Van Nostrand), KTVH-TV Wichita, Kans. (Dale Larsen), KLAS-TV Las Vegas (Mark Smith), KUSB-TV Joplin, Mo. (Melvin Caldwell), KFTA-TV Anchorage (A. G. Hiebert), and KSL-TV Salt Lake City (Arch Madsen) as well as WPRI-TV.


**Prescience.** The possibility of disagreement, which exploded into reality last week when CBS-TV "postponed" its scheduled showing of Sticks and Bones, was recognized by both men when Joseph Papp (I) and CBS-TV President Robert D. Wood announced plans last summer envisioning 13 major productions over four years at a potential cost of $7 million to $8 million (Broadcasting, Aug. 7, 1972). Mr. Wood said CBS would be as "open-minded" as possible, particularly if the artistic merit of a production were involved. Mr. Papp recognized the network's right to approve or reject his suggestions but hoped differences could be settled amicably. He also said he would try to avoid offending audiences gratuitously but would "risk offending if the theme is meaningful and serious" and would also "make every effort to press for broadening the censorship limitations when demanded by artistic considerations." When Mr. Wood announced postponement of Sticks and Bones, he raised its dramatic values but said the timing was bad. Mr. Papp charged censorship and said he would produce no more for CBS.
Our secret weapon against traffic jams has turned into a terrific crime fighter.

The answer to the traffic jams that choke our cities may have been in front of our eyes all the time.

Cars.

The automobiles that cause the problems may solve them. Not alone of course, but armed with Citizen's Band Radios.

At least we think it's worth a try. That's why WJR offered the facilities of a dispatch station to the Michigan Emergency Patrol (MEP), a group of private citizens manning radios.

In addition, we provided them with equipment and funds.

MEP had been formed to aid motorists by reporting traffic tie-ups, accidents, fires, etc., to the proper authorities, through the use of Citizens Band radio. At the time of MEP's formation, one of every sixty cars was equipped with a CB radio and these drivers were asked to relay any problems to the MEP dispatch station.

We thought we could help MEP do more. So we asked them to feed their information to our on-the-air announcers. That way we could get MEP reports to people over the AM band.

While we haven't cleared the streets and highways of problems, we're making things better. The system has even been used as a deterrent to crime.

For example, a passing motorist spotted a shooting and radioed the news to a dispatch station. As a result, the victim received immediate hospital treatment and recovered. And the suspect was caught.

Two years ago MEP handled 3,000 emergency calls a month. That figure is up to 8,000 now. And it's conservatively estimated that one in every fifty cars has a CB radio in the Detroit area.

This is one time when we're content to take our cues from a bunch of amateurs.

WJR Detroit.

One of the stations of Capital Cities Broadcasting. We talk to people.
Where Perry Mason wins more women than year-ago programs

Baltimore
Bangor
Boston
Buffalo
Chico-Redding
Cleveland
Dallas-Ft. Worth
Dayton
Des Moines
Erie
Eureka
Fargo-Valley City
Fort Smith
Hartford-New Haven
Indianapolis
Jacksonville
Joplin-Pittsburg
Medford
Memphis
Milwaukee
Minneapolis-St. Paul
Mobile-Pensacola
Nashville
New York
Norfolk
Philadelphia
Raleigh-Durham
Richmond-Petersburg
Roswell
San Antonio
San Francisco
Washington
Wichita Falls

Women's Advocate.

Women like our lawyer.

In 33 markets, from New York to Eureka, Perry Mason wins more women viewers than programs scheduled in his time period last year.

On the average, he gets 28% more women. In 10 of the 33 markets, where Perry Mason was the year-ago program, he gets 9% more women this year than last.

Six years after syndication release, Perry Mason's performance is phenomenal. (What other syndicated drama wears so well?)

Women like a strong man. Especially in court.

Audience estimates are subject to qualifications available on request.
More heat
on television
for children

F TC's special analysts recommend adless three hours on networks Saturday mornings; they also side with Moss on marketing institute

A long-awaited report summarizing and analyzing the testimony and record of the Federal Trade Commission's 15 days of public hearings on modern advertising practices conducted some 16 months ago recommends, among a rash of other suggestions that special attention be paid to television advertising aimed at what the report says "constitutes a special audience"—children 6 years old and younger. The report suggests that each television network, on an experimental basis, should set aside commercial-free programs each Saturday morning.

These noncommercial hours should be staggered among the three networks, the report suggests, to provide three continuous hours of commercial-free viewing. What's more, the report asks that in commercial programs for children 6 and under viewers should be alerted by a brief video (and perhaps an added voice-over) that the contents are to shift from program to commercial message.

These recommendations are contained in a 333-page report to the FTC, released last week, which was written by Columbia University Professor John A. Howard and his associate, James Hulbert (no relation to James H. Hulbert, executive vice-president of the National Association of Broadcasters), both of whom served as consultants to the commission. The Howard-Hulbert report is based on the testimony of nearly 100 witnesses who participated in the 1971 FTC hearings (Broadcasting, Oct. 4, 1971, et seq.). The testimony, which concluded on Nov. 18, 1971, covered advertising directed to children, advertising's impact on the consumer's physical, emotional and psychological well-being and the technical characteristics of advertising and whether or not it exploits desires, fears and anxieties.

The report expresses particular concern for child viewers of television because they "have less capacity to discriminate, both perceptually and cognitively," and "discriminate less between advertisement and program." They are also said to be "more credulous and less able to sort the relevant from the irrelevant." As part of the concluding chapter in the report the point is made that "at one time, our society looked upon the unemployed and the aged as being irresponsible because they did not provide for themselves. Sensing an analogous shift of values here, we believe that there is a substantial desire for the government to accept responsibility to limit the possibility of the young child viewing television ads."

The report proposes that such criteria as truthfulness, completeness, intelligibility and relevance be applied to all advertisements broadcast during the "children's programming" hours, with the use of testimonials and "self-concept appeals" discouraged. It points out that instead of a complete advertising ban it recommends the three hours of noncommercial network-television time on Saturday mornings and acknowledges that such a proposal is "commercial." But, it explains, though parents have the primary responsibility of controlling the viewing habits of their younger children, the television networks "should aid parents in their task."
The report contends that if the networks clearly label their advertisement-free programs, ideally parents would be able to insure that their young children could watch television without being exposed to commercials.

"This approach would, also," notes the report, "be an effective way of implementing the truthfulness criterion" recommended for all advertising, it is not always feasible to require all probable advertising violators to label their ads. Instead the report recommends that substantiation cases be randomly selected. Adds the report: "We believe that using 'the biggest' or 'the most flagrant' advertiser to serve as examples ... is not as effective as taking a more direct 'fear-of-getting-caught' approach."

The report also recommends the continuation of corrective advertising "until better evidence is obtained, regarding its relative merits, vis-a-vis other procedures for improving truthfulness." The report further suggests that the FTC establish a behavioral-research department within the commission and analogous to the Bureau of Economics to study the public's concepts and attitudes on the matter by conducting consumer surveys. Professor Howard and Mr. Hulbert also recommend that the FTC name a permanent three-member unit—one a high-placed commission staff employe, another a respected representative of consumer interests, the third an industry representative—to keep informed of advertising problems and trends.

A consumer education program is necessary, says the report, and the work of the Bureau of Consumer Protection should be "facilitated and improved" so that "a sophisticated segment of the public" understands its problems. Home economists, high-school teachers of consumer courses, and interested university faculty "constitute an excellent advisory group" that can relate to the activities of the Bureau of Consumer Protection.

The report generally supports the National Advertising Review Board, though it claims the self-regulatory organization is showing "substantial growing pains," and cites the NARB's "early unwillingness to make its findings and results public (even to the industry)" as a guide to those people preparing ads."

As, says the report, the NARB can contribute "substantially to relieving the burden" of the FTC by clearing "out the underbrush of mild deception" and "by 'bringing to industry a growing understanding of the need to regulate advertising."

The report also supports the establishment of a National Institute of Marketing and Health, as proposed in a bill by Senator Frank E. Moss (D-Utah) (Broadcasting, March 5), which would research advertising's impact on society. It concludes, however, that problems of intrusiveness and clutter produced by advertising should not be dealt with by the FTC.

The report released by the FTC last week is said to be the main body of the Howard-Hulbert study, with appendices to be released subsequently. The commission has made a point of specifying that the analyses, interpretations, conclusions and recommendations contained in the report "are solely those of Professor Howard and Mr. Hulbert" and it's emphasized that the FTC will have no comment on the findings at this time.

TV takes it again,
this time for cereal ads

McGovern hearing is forum for the Choates and Charnins to blame television for children's nutritional ills and ask for remedy

A Senate hearing on nutrition education last week heard testimony damning television food advertising directed to children and proposed solutions that ranged from requiring broadcasters to carry free public-service messages to banning all commercials in children's programming.

The forum was Senator George McGovern's (D-S.D.) Select Committee on Nutrition and Human Needs, which was continuing an inquiry that began last December.

"In its investigation of this issue," said Senator McGovern at the beginning of the hearing, "the committee has become aware of the special importance that TV now plays in influencing the nation's nutritional habits." Since a heavy proportion of TV ads aimed at children deal with breakfast and snack products, he said, food companies and their advertising agencies have "a responsibility to review their practices and policies in relation to the kinds of nutrition education that they are getting through to children."

Robert B. Choate, chairman of the Council on Children, Media and Marketing, told the committee that "advertising agencies for the major food companies that sell foods to children are absolutely convinced that for the pre-puberty set, sugar appeal is the counter-party of sex appeal." He termed "hypocrisy" the fact that a company such as General Mills distributes a booklet cautioning
Last summer, fifteen year old Stan Schuster was completely paralyzed in a diving accident. Although he received the best medical and therapeutic treatment, he didn’t respond.

The doctors told his parents that Stan had lost his spirit. And the best chance he had of getting it back was if he could stay at home.

Fine. Except that Stan still had to spend a lot of time at the hospital. And the cost of a private ambulance to get him back and forth was more than the Schusters could handle.

The alternative was a specially-equipped van with a hydraulic lift and other paraphernalia to help carry Stan. But that cost a bundle, too.

That’s where WKBW’s morning man Dan Neaverth came in. He started a kitty when he and his wife organized a fund raising auction. Then Dan and the other WKBW disc jockeys staged a big music and dance benefit. 4,000 people showed up. And another $4,400 went into the fund. In three months, the Schusters had their van. And we had a terrific feeling thanks to a rather unique community action program.

WKBW Buffalo.

One of the stations of Capital Cities Broadcasting. We talk to people.
parents against feeding their children too many products high in sugar, and yet spends millions of dollars on advertising sweet cereals to children. "Either the airwaves must balance their messages to a child on a product-by-product basis, or the airwaves must admit messages which stimulate prudent consumer knowledge in the young mind which industry so avidly woos today," he said.

Mr. Choate was accompanied by Tracy Westen, director of the Stern Community Law Firm in Washington, Mr. Westen's statement called for legislation that would require broadcasters to sell time to anyone able to pay, regardless of the content of the message. He also suggested that Congress or the FCC specify a minimum amount of time that licensees must devote to public-service messages produced by others. And, he said, stations should be required to inform the FCC at renewal time how much air time they have given to material with health and safety implications. The FCC, he added, should be empowered to revoke the license of any station not meeting this obligation.

Jean Mayer, professor of nutrition at Harvard School of Public Health, and chairman of the Nutrition and Health Committee of the President's Consumer Advisory Council, charged that many children's food ads "are nothing short of national disaster" because they teach the young to equate goodness with sweetness. "Why not restrict food advertising to adult programs and encourage food companies instead to consolidate parents by sponsoring—on an institutional, non-directed basis—better children's television programs... than are available now," he said.

Abraham Nizel, associate professor of Oral Health Services, Tufts University School of Dental Medicine, and James Shaw, professor of nutrition, Harvard University School of Dental Medicine, stressed the dangers to children's teeth posed by sugar-laden products. Among the suggestions was a ban on sugar-sweetened products on children's programs and requiring truth in sugar-product advertising. Ads for heavily sugared foods should be sharply curtailed on all media, especially television, according to Dr. Shaw.

Peggy Charren, president of Action for Children's Television, repeated a long-held ACT contention that there should be an outright ban of all advertising on children's programs. "Children are never the proper targets for an advertising campaign, no matter how much correct counter-information is available elsewhere," she said.

Mrs. Charren also announced that ACT has filed eight complaints with the Federal Trade Commission against what are called "unfair and misleading" TV ads directed at children, for cereal, snack foods and candy. The complaints cite CBS-TV and WNAC-TV Boston, which carried the commercials, and seven food manufacturing firms: Kellogg's, General Mills, General Foods' Post Division, Quaker Oats Co., Hershey, Curtis Manufacturing Co. and Mars Manufacturing Co.

At one point in the hearing Senator McGovern indicated that a self-regulatory policy may be the best ultimate course. "I would say we ought to work with the food companies and agencies to try to develop more responsible advertising campaigns, backed up by nutritionally sound products," he said.

Another witness was George W. Orr Jr., executive vice president of Miles Laboratories Inc., who presented a statement on behalf of Miles's president, Walter Ames Compton.

Until last year, said Mr. Orr, Miles was involved in advertising of chewable vitamin supplements for children in children's TV programs. But, he said, the company became convinced last June that such advertising "was no longer appropriate."

"Rather than risk undermining public confidence in these valuable nutrition products, Miles withdrew its advertising from children's programming, and redirected its efforts to parents," he said. For the past year, he said, Miles has been developing nutrition education for use in children's programming and making the films available to TV stations at no charge.

Mr. Orr showed the committee samples of the films, which were produced by Vivian Auerbach and Associates Inc., New York. The films are a series of 60-second and three-and-one-half-minute presentations using animation and live action. They deal with a variety of subjects, such as food as the fuel for human energy, vitamin B, the origin of the word "vitamin," nutrients, and vitamin C. Each film segment carries a Miles Laboratories identification tag.

Mr. Orr said that while the films "are without product advertising, we believe that advertising too is an effective vehicle to convey nutritional information. Accordingly, it is our intention... to improve the informational content of our advertising copy, which is directed solely at parents, presenting the entertainment and value of dietary supplements of vitamins and iron both for adults and children."

Witnesses at the hearing last week were to have included representatives of Kellogg Co., Betty Crocker Kitchens (General Mills) and General Foods Corp., along with spokesman for their advertising agencies (Leo Burnett, Dancer-Fitzgerald-Sample, Benton & Bowles and Young & Rubicam). After indicating a willingness to testify, Senator McGovern said at the hearing, those companies declined on the basis that their testimony would conflict with a Federal Trade Commission complaint pending against them. But Senator McGovern said he could not accept that position. "The FTC complaint focusing on questions of restraint of trade and monopoly power bears only the most indirect relationship to... this committee's investigation," he said.

Senator McGovern said he would convene an executive session of the committee "so that the members may decide what further steps they wish to take to insure that this committee's inquiry can proceed as planned." But that session was never held because Kellogg, in a telegram to the committee, indicated its willingness to testify. In a letter General Mills said it also would testify, except "with respect to the production, promotion and sale of dry breakfast-cereal products."

In a package of statements submitted to the committee last week, General Mills said it "continually strives to offer commercials which employ an entertaining format, include the importance of a nutritious breakfast, and comply with all
We ran the most expensive employment ad in Buffalo history.

It was a half-hour television program called "No Help Wanted". It was an intimate look at a man who had been out of work for over a year. The program showed how his frustrations built up, and it revealed how a chain of disappointments affected him and his family. Prolonged unemployment can undermine even the strongest family ties. "No Help Wanted" ran as part of WKBW-TV's weekly public affairs series "Here and Now".

It wasn't a happy story. But two weeks after the show ran, the man got a job. We received more than 25 telephone calls from companies with possible jobs and from workers tipping us off to jobs they knew of. We think it was a great outpouring of public concern for someone less fortunate. We are very proud of producing a show with this kind of impact and success.

But we hope we never have to do something like it again.

WKBW-TV Buffalo.

One of the stations of Capital Cities Broadcasting. We talk to people.
appropriate children’s advertising guidelines.”

As of late last week only Kellogg and Leo Burnett, its agency, had been placed on the hearing schedule for today (March 12).

The cereal manufacturers were quoted as saying that the hearing witness list was stacked against them. But Senator McGovern publicly denied this was the case. Committee member Charles Percy (R-Ill.) also denied it, noting that the impetus for the current hearing stemmed from a committee executive session on Jan. 29 in which Senator Hubert Humphrey (D-Minn.) took note of Kellogg’s campaign of nutrition education and suggested the committee find out what other companies were doing in that field.

Clay T. Whitehead, director of the Office of Telecommunications Policy, was also to have presented testimony. But he declined last week on the grounds that his schedule did not permit it and that OTP had no expertise in the subject of the committee’s inquiry.

Consumer groups denied
development status at FTC
in ITT-Continental case

Agency denies motion to intervene; three organizations will, however, be permitted to file amicus briefs

The Federal Trade Commission last week denied a motion by three consumer organizations—Consumers Federation of America, Consumers Union of the United States Inc. and Federation of Home-makers Inc.—to intervene in support of the commission’s complaint against ITT Continental Baking Co.

The complaint, issued in 1971, charged ITT Continental and its advertising agency, Ted Bates & Co., with making false nutritional claims in its TV and other advertising for Wonder Bread and Hostess snack cakes. This complaint was dismissed by Administrative Law Judge Remond J. Lynch in an initial decision rendered Dec. 18, 1972. FTC lawyers subsequently announced that they would appeal that decision before the full five-member commission. The legal staff handling the appeal recommended that the Consumer Federation of America, Consumers Union and Federation of Home-makers be given approval to intervene in the appeal, but without the consumer groups being granted the full legal rights they claimed were needed to appeal in court if necessary.

In denying the staff recommendation and the motion to intervene, the FTC still granted the three consumer organizations permission to file an amicus brief and to participate in oral argument before the commission. By the denial, the commission pointed out that the consumer groups “do not seek to reopen the hearing, adduce new evidence or enlarge the record.” Consequently, the commission concluded that “it is apparent that their arguments can be presented effectively by way of an amicus presentation.”

B&B: Man in the gray-flannel suit goes mod

A change in image comes with a change in top management for a heavy broadcast agency

Benton & Bowles seems to have found its own fountain of youth. Five years ago, according to B&B’s John Bowen, the New York-based agency was a “solid, good-marketing, heavy-plodding” middle-aged businessman, relaxing with his blue-chip accounts. Today B&B is “young, fast, thoughtful and scrappy.”

The year this metamorphosis began was 1968. At that time, John Bowen became executive vice president and director of account management. That same year, George Simko was appointed vice president and manager of the media department. And the following summer, Alvin Hampel, a senior vice president at Young & Rubicam, was lured to B&B where he was made an executive vice president and director of creative services. An added touch for the new B&B was the agency’s move out of its rather conservative offices at 666 Fifth Avenue to the top eight floors of 909 Third Avenue. Present quarters are reminiscent of “2001: A Space Odyssey” with bright wall graphics and saucer-shaped light fixtures.

Mr. Bowen became president of Benton & Bowles in April 1971. He then drew up a list of four major goals B&B would strive toward under his leadership: “high profitability, high rewards for our Federation of America, Consumers Union and Federation of Home-makers Inc.—to intervene in support of the commission’s complaint against ITT Continental Baking Co.

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For five nights last year, WPAT helped do what people have been trying to do for years. Get Paterson together.

Like a lot of cities around the country, Paterson has had its share of troubles. And like a lot of cities, some of these troubles stem from people's inability to get together with people. For five nights last summer, the people of Paterson got together. In the overall scheme of things, five nights may not be much. But it's at least a start.

What brought them together? Something called the Great Falls Festival, a combination of entertainment events and exhibitions showing Paterson's past and present. WPAT was a major sponsor and underwriter of the festival. One of the things we did was organize a concert featuring famous name entertainers. Another thing we did was present "The Bourgeois Gentleman" by the New Jersey Shakespeare Company.

For those few nights, Paterson forgot about some of its problems. Because some of its problems disappeared.

We'd like to see it happen more often.

WPAT Paterson

One of the stations of Capital Cities Broadcasting. We talk to people.
for a same and thorough exploration of alternate portraying, without the hang-ups of impossible deadlines. Experience has shown you don’t get your creative department’s best under panic conditions.”

One example of this back-up system is the Crest campaign. The present campaign has been running in the same basic form for about eight years (a child runs up to parent exclaiming, “Only one cavity!”) and shows little sign of wearing out. Yet B&B is currently testing a different type of Crest commercial in several markets, and Mr. Hampel is constantly reviewing other campaign ideas.

To facilitate this back-up system, B&B has built “a larger-than-average creative department with more people concentrating on fewer accounts. It’s an investment which is paying off for us and our clients,” Mr. Hampel says.

Bern Kanner, senior vice president and management supervisor in charge of the food products, breakfast foods and Pet Foods division of General Foods account, supported for the back-up program. The program is “excellent,” he says. “We’ve got a Grape-Nuts commercial that’s doing very well (featuring naturalist Euell Gibbons). But we’ve also got a half-dozen back-up campaigns which we’ve shown the client and are testing.

“We’ve got a Gravy Train commercial on the air that’s doing sensationally, but this morning I’m going to look at a totally different campaign. If I had to pinpoint one significant change in the past three years it would be that back-up program. It has cut down crises significantly. When you try and work in a last-minute crisis you generally get crapped—and you’re losing money.”

Mr. Kanner wasn’t always in account management. Until July, 1970, he was director of media management and groomed George Simko to take over the job. “We’ve always been known as a strong media agency,” he says.

He’s enthusiastic about the new B&B: “To me, an agency is like a living thing. It constantly grows and changes. I think Al Hampel has brought a creative dimension we didn’t have before.”

John Ferries, another vice president and management supervisor, is in charge of the Scope, Crest and Yardley accounts. Like Mr. Kanner, he has lived through the agency’s metamorphosis and attributes much of the change to Al Hampel: “Benton and Bowles has changed from a rather stuffy, older and totally marketing-oriented agency to a lot more of a creative, young vibrant place. A big credit for that goes to Hampel. The management really let him have a free hand. He cut down all the layers of approval, and now there’s more balance between marketing and creative.”

Mr. Ferries works closely with John Lapick, vice president and associate creative director, on the Yardley and Scope accounts. Since December, televiewers have watched a young woman announce, “I’m going to light up my lips” with Yardley’s Pot-O-Gloss lip gloss. Another Yardley spot made its TV debut last week (March 4), advertising Yardley’s line of eye cosmetics. What makes this commercial stand out is that one never sees the model’s eyes, they’re hidden behind dark glasses. As the model explains, her eyes are so fantastic-looking that she’s saving the sight of them for someone special. Mr. Lapick feels that “that last two spots are more provocative and sensual—the Cosmos girl.”

Jack Taylor is the senior vice president and management supervisor on Gillette’s Ttec II razor, Maxwell House’s Brim decaffeinated coffee and the Vick’s account (Nyquil, Vapo-Rub, Vick’s cough drops, Victor’s menthol-eucalyptus cough drops). Victor’s cough drops were introduced nationally in the fall of 1971 and have grown to the number-two position, behind Warner-Lampert’s Hall’s menthol chest drops. The current campaign shows actress Charlotte Rae thrilling to the “cool sensation” of the drops as radio personality William B. Williams gets her reaction.

At this point, Victor’s is 100% television advertising. Mr. Taylor says, “Charlotte’s reaction is so visual, we haven’t found a way to translate it for radio.”

Brim (“here’s your morning’s ration of caffeine”) was introduced last fall and is giving Sanka some strong competition. Mr. Taylor says Brim capitalized on “a growing concern about caffeine that Sanka, because of its age and image, couldn’t satisfy. In some respects, Brim benefitted just by being new.”

Talking about the new Benton & Bowles, Mr. Taylor says, “the people who run the company now are younger in their heads as well as their bodies. There’s an agressive energy level that wasn’t here before. I think Al Hampel’s contribution has been to round out our creative service.”

Gerry Weinstein, vice president and associate creative director on the Trac II, Cool Whip and Texaco corporate accounts, has been with B&B since 1959. “A lot of people used to make jokes about Benton & Bowles,” he says ruefully. “They used to call us the dowager of the agency business—dowdy, solid but dull. We did not have a little glitter.”

His face brightens as he goes on. “We’re a much younger agency now. Even the change in address made me feel differently—young and modern. It’s the other things we do besides being solid—creativity, a life and enthusiasm—that’s completely different.”

McGavren-Guild plans

McGavren-Guild, New York-based radio- station rep, will offer three seminars in a broadcast-management workshop series to be held in Washington the weekend prior to the National Association of Broadcasters convention. The sessions, developed by Dr. George Litwin, formerly of the Harvard Business School, will be held on Saturday, March 24, at 10:00 a.m. and 2 p.m. and on Sunday, March 25, at 10 a.m. Each session will be two and a half hours, held at the rcp’s hospitality suite in the Watergate Hotel. The seminars will concentrate on sales and include problem-solving and group discussion. McGavren-Guild said reservations are obtainable in advance at its New York office through Theresa Gas- kin, (212) 826-0700. Also scheduled in Washington by the firm: 20th anniversary dinner honoring client stations, March 25, University Club; cocktail reception for clients and friends, March 26, Atrium Room, Kennedy Center.

BAR reports television-network sales as of Feb. 25

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Feb. 18</th>
<th>Total dollars week ended Feb. 18</th>
<th>1973 total minutes</th>
<th>1973 total dollars</th>
<th>1972 total dollars</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>70</td>
<td>$ 477,300</td>
<td>507</td>
<td>$ 3,374,800</td>
<td>$ 3,262,800</td>
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<tr>
<td>Monday-8 a.m.</td>
<td>1,006</td>
<td>$ 6,623,000</td>
<td>7,560</td>
<td>$ 66,146,600</td>
<td>$ 53,776,900</td>
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<tr>
<td>Saturday-Sunday</td>
<td>291</td>
<td>$ 4,390,000</td>
<td>2,059</td>
<td>$ 33,024,400</td>
<td>$ 40,444,900</td>
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<tr>
<td>Monday-Saturday</td>
<td>97</td>
<td>$ 1,211,700</td>
<td>731</td>
<td>$ 17,055,600</td>
<td>$ 15,167,800</td>
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<tr>
<td>Thursday-Saturday</td>
<td>20</td>
<td>$ 456,200</td>
<td>128</td>
<td>$ 4,024,400</td>
<td>$ 3,563,600</td>
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<tr>
<td>Monday-Sunday</td>
<td>390</td>
<td>$ 23,402,700</td>
<td>3,130</td>
<td>$ 179,316,200</td>
<td>$ 158,346,300</td>
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<tr>
<td>Monday-Sunday</td>
<td>11 p.m.</td>
<td>$ 1,221,000</td>
<td>1,118</td>
<td>$ 16,256,500</td>
<td>$ 12,806,800</td>
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<tr>
<td>Total</td>
<td>2,033</td>
<td>$ 41,691,900</td>
<td>15,233</td>
<td>$ 319,238,500</td>
<td>$ 287,369,100</td>
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</tbody>
</table>

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.*
We started out by reminding our listeners about the environment. We ended up by creating a piece of it for them.

Part of WPRO's six-month ecology drive wasn't too different from what others have attempted. Soliciting donations for our "Save the Earth Fund". Five state-wide clean-ups. 104,000 bumper stickers and a trip for two to Los Angeles so a Rhode Islander could get a look at some real pollution.

But while all this was going on, we were working on something totally different. Creating a brand new park for the city of Providence.

First we asked the state to turn over a large parcel of downtown riverside property to us.

Then we had a local architect draw us a set of plans. Next we asked construction firms if we could borrow their heavy-duty equipment, then sent out a request over the air for men to run that equipment.

The response was terrific and it was matched by the enthusiasm of the Rhode Island Nurserymen's Association. Hundreds of donated trees and shrubs in the park were the result.

Suddenly a vacant lot that didn't mean anything to the people of Providence was transformed into a park that did. And a town that cared about the environment had a little more environment to care about.

WPRO Providence. One of the stations of Capital Cities Broadcasting. We talk to people.
"We'd like you to know something about Lady Spray. Of all the feminine-hygiene sprays, it's the longest lasting, most effective one you can buy. It's so good, in fact, we're betting $10,000 nobody can make a better one. We mean it. If any chemist watching can make a new feminine-hygiene spray that's as safe as, can sell for the same price, and is better than Lady, that's what we'll pay for it.

Now, $10,000 may seem like a lot of money. But believe us, if you do try to top Lady, you're in for a lot of work. Nothing lasts longer or works better, yet.

"Up til now, the only way you could get hair like this was from nature. Now you can get it from a shampoo. And faster and easier than ever before. Natural hair. Hair so thick, so full, you don't have to add any gooky lotions to give it body.

You can let it go absolutely bare. In all its glory. With natural body that's built in by protein—every time you shampoo. Smith's makes it happen with new Smith's Protein Shampoo. Smith's conditions your hair with protein to develop natural body from within. While your hair gets shining clean. For hair that can hold its own...against the stiffest competition...get Smith's Protein Shampoo. The natural body shampoo.

What's wrong with these commercials?

John H. Leonard, senior group vice president for Doyle Dane Bernbach Inc., New York, created these commercials. Herminio Traviesas, NBC vice president, broadcast standards; William H. Ewen, executive director, National Advertising Review Board; and attorney Leonard Orkin of the New York law firm of Davis, Gilbert, Levine and Schwartz tore them apart. The occasion was the Cosmetic, Toiletry & Fragrance Association annual convention in Boca Raton, Fla. (Feb. 25-March 1). As part of a panel on advertising substantiation, the industry experts were asked to comment on the problems they see in these storyboards. About the feminine-hygiene spray commercial (each board is for a 30-second spot), Mr. Traviesas said he and his staff would have a page full of questions to ask the advertiser and its agency. He would want to look at the product, would want to read what the label says. "What are the instructions on the label? Is it surprising how many times the instructions in the commercials do not match the instructions on the label," Mr. Traviesas noted. He would, of course, ask for substantiation of claims. He would want evidence of the claim that: "Of all the feminine-hygiene sprays, it's the longest lasting, most effective one you can buy." The claim that: "nothing lasts longer or works better" also is particularly in need of substantiation, Mr. Traviesas feels.

The NBC executive would ask for clinical research, including methodology of the products tested, who did the testing, the answer to whether it was a test in actual practice or under laboratory conditions, and knowledge of whether the results are statistically significant and projectable.

Since they make a statement that 'nothing lasts longer or works better,' we would ask them how this would compare with all other methods of feminine-hygiene care," Mr. Traviesas said. "It's a pretty broad statement to make.

He would also question the presentation of money in the commercial, ask if the commercial was to be filmed or taped. "This is ridiculous," he reported, "but there are two ways of judging it. If it's on film, you can't show real money. On tape you can." [Federal law on this is based on fact that film can be clipped for possible reproduction of money; tape cannot be used this way].

Mr. Traviesas would also have many questions of taste. He would wonder if it is proper to say, "If you do try to top Lady, you're in for a lot of work." According to NBC's top broadcast standards man, "There's a double entendre there."

Attorney Leonard Orkin believes that the money offered in the commercial would surely give the client's lawyer "cardiac arrest." He also pointed out that the commercial starts off making a superiority claim ("Of all the feminine-hygiene sprays it's the longest lasting, most effective you can buy") and ends with a claim of parity: "Nothing lasts longer or works better. Yet"). "They hope that nobody is going to notice," said Mr. Orkin. "The fact is, you do notice. The opening claim is the strongest claim in the commercial." NARB's Bill Ewen said his organization probably would challenge the statement: "We're betting $10,000 nobody can make a better one." The objection, apparently, would be to the gambling connotation in the line. But NARB's remedial suggestion might be a mild one. Indicated Mr. Ewen: "I think we'd say to them: 'Can't you just say we'll offer $10,000 to anyone who can make a better one?'"

About the protein-shampoo commercial, Mr. Orkin contended that it contains "an extraordinary number" of claims that require substantiation. "How do you go about substantiating?" was his question. "If you know anything at all about women's hair, it's that every girl's hair is different than the next—and that which you prove with one set of hair, you can't prove with another."

He also wondered how this commercial would be produced. "Do we have to say if she happens to spray her hair with a spray net of one kind or another?" he asked rhetorically. His answer: "Yes, you've got to disclose this."

Similarly, if a professional hairdresser came in and dried and combed out the hair of the girls who appear in the commercial, this, too, would have to be revealed. Mr. Ewen said he would "land" on the "natural hair" claim made in the commercial. "We get a lot of complaints about products that claim to be natural," he explained. "This commercial is trying to create an impression that may or may not be there."

Mr. Ewen also pointed out that if an advertiser appears to be falsely disparaging a competitor it's a problem, and the statement: "you don't have to add any gooky lotions to give it body," may fall under the heading of unreasonable disparagement.

Speaking about the shampoo on a gen-
Because Philadelphia is only "The City of Brotherly Love" most of the time, it needs the Action News Team all of the time.

WPVI-TV's Action News Team goes into the neighborhoods around Philadelphia and exposes problems plaguing those neighborhoods. With a unique editorial-commentary approach, we apply pressure to get those problems solved. If they're not solved, we find out why. And keep at it until something happens.

Sometimes it gets a little dangerous.

Cameraman Bob Kravitz was roughed up because a thug wanted to stop him from filming an Action News report. But Kravitz got his pictures. And we got our story.

And an auto shop was stopped from using neighborhood sidewalks as a dumping ground and repair area for cars.

Many of the problems Action News is concerned with are the problems of the neighborhoods around Philadelphia. We figure if we can do something about them, we'll have gone a long way toward making the Delaware Valley a better place to live.

Of course, not everybody is happy with the way we work. Mainly the people who cause the problems in the first place.

We wouldn't be the number one news program in town if everyone was happy.

WPVI-TV Philadelphia.

One of the stations of Capital Cities Broadcasting. We talk to people.
eral level, Mr. Ewen said, "I think this whole thing is so full of unproved claims that it would just be subject to question from A to Z. Just the statement 'Smith's makes it happen . . . would have to be questioned. Makes what happen? Maybe the gals that see it will know."

Mr. Travesias said that this commercial would have to be careful not to give the impression of total nudity. In the area of taste he would question the lines: "You can let it go absolutely bare" and "Smith's makes it happen" and, particularly, "For hair that can hold its own against the stiffest competition."

Drug makers stay wary of new code

Reaction is cautious; most say it will definitely affect copy

Manufacturers of over-the-counter drugs are still in the process of assessing the import of the National Association of Broadcasters new drug-ad guidelines for television (Broadcasting, Feb. 26). Response to the television code review board's rules has been mixed.

A spokesman for Miles Laboratories, Elkhart, Ind., maker of Alka-Seltzer and Alka-Seltzer Plus, (agency is Wells, Rich, Green) said: "Generally we feel there was a need for such action. and we are pleased to have affirmative, self-regulation by industry rather than govern- ment. We can clean up our own problems much more efficiently. We don't expect it to affect any changes in our promotions."

On the other hand, a spokesman for Vanquish, made by Glenbrook Laboratories' division of Sterling Drugs, New York, (agency is Lois Holland Callaway, New York) said: "We don't believe children are induced to take drugs from watching a Vanquish commercial. One of our spots has children in it. It's a very nice little piece of theater, but I guess it will have to go on the air. But I don't intend to replace it until some sanity prevails. They're witch-hunting right now."

A spokesman for Pharmacia division of Pennwalt Corp., Rochester, N.Y., maker of Allerest and Sinarest, said it is presently evaluating both the NAB guidelines and those just issued by the Proprietary Association (Broadcasting, Mar. 5). He said it is discussing not only commercial content (the Proprietary Association wants disclosure of dosage in commercials) but also spot placement. Sinarest and Allerest both advertise in prime time and daytime fringe. For instance, Pharmacia would not want its commercials inserted into a program dealing with drugs. There is also the question of whether certain late-afternoon TV buys might be "adjacent" to children's programing. A spokesman at Carl Ally, agency for Allerest and Sinarest, said: "I don't think the guidelines are as damning as they appear at first, although it looks as though we'll have to produce 90-minute commercials to say what we have to say."

A spokesman for Block Drug Co., Jersey City, N.J., maker of Nytol, said: "You never like things that make it harder to do what you think is proper. The September deadline does give us sufficient time. Nytol would definitely be affected by the code, but I don't think we'll have any problems with it."

A spokesman at Ogilvy & Mather, New York, agency for Contac and Sin-Off (made by Menley & James Laboratories, Philadelphia) admitted that "there are certain changes that will have to go into effect, but, I think not as severe for us as might affect other advertisers. One of our Contac spots already has instructions to read the label. It went on the air [Feb. 26]. That decision was reached prior to the code-board announcement. About a month ago we started a review of whether we were advertising too close to children. We're reviewing our daytime buys for Sin-Off to see whether it's too close to under-18-year olds. The rest of the code doesn't seem from us. We always have support for our claims, and we haven't been using any testimonials."

Several other companies said that they were still reviewing the new rules with their lawyers and could not comment yet.

A short time between drinks in Philadelphia

Agency sees no reason for fuss about Tab-Fresca split 10-second

Agency spokesmen for the Philadelphia Bottlers Association see nothing unusual in the placement of split 10-second TV commercials for Tab and Fresca on Philadelphia stations. Nor do they feel that the buy warranted a prior check with others worried over fragmentation.

Tab and Fresca are diet soft drinks of the Allied Brands Division of Coca-Cola, Atlanta.

The Philadelphia association has placed the 10-second TV commercial on five stations to announce that Tab and Fresca are now available in the Philadelphia area in 48-ounce bottles at the same price. The commercials are running in Philadelphia only March 5-25.

CCN, a division of Interpublic, New York, produced the commercials. The storyboard was shown to the five stations which approved the commercial. The commercial was never shown to network officials, station representation firms or the National Association of Broadcasters code board. Ray Bascelli, account supervisor at CCN explained: "It's a one-time deal. It's aimed at the Philadelphia market only. It advertises similar products in the same type of bottle at the same price. I don't see why I should check with the networks, rep companies or code board."

Mike Lesser, senior vice president at Marchalk, and management service director for Coca-Cola Allied Brands stressed that the Fresca/Tab 10-second spot is "strictly for local spot advertising. This has no part of our main-thrust advertising. Certainly no one here has taken anything like that to the networks."

Pastore's quest turns toward a possible dream

Witnesses at Hill hearing endorse his ideas for campaign reforms, chipping in some notions of their own

Senator John O. Pastore (D.R.I.) found a good deal of support at a hearing his Communications Subcommittee held last week for legislation that would reduce the cost of campaigning for federal office.

The measure (S. 372), introduced by Senator Pastore two months ago (Broad-casting, Jan. 22), would repeal Section 315 of the Communications Act for presidential and vice-presidential candidates. It would also establish a ceiling of 25 cents per eligible voter on all campaign expenditures by federal-office candidates, eliminating the present media-spending limitation of 10 cents per eligible voter, no more than six cents of which can be spent on broadcast.

Along with their support, most witness last week suggested refinements and modifications of the legislation.

FCC Chairman Dean Burch said repeal of the equal-time requirement of Section 315 should apply to all federal-office candidates to encourage broadcasters to provide candidates with free time. And, he said, an over-all spending limit would be preferable to the present limit on media spending, "which singles out broadcasting for special treatment."

Chairman Burch also said that in the next few weeks the FCC will submit to the subcommittee its political broadcast report for the 1972 elections, giving detailed data of candidate broadcast expenditures and amounts of free time provided.

Aside from general support of the Pastore bill, Chairman Burch pointed to two provisions of the Federal Election Campaign Act that he said have proved to be "vexing problems" for the commission-interprets lowest-unit-rate provision of the law, and determination of what constitutes "reasonable access" or "reasonable amounts of time," which the law requires broadcasters to make available to candidates.

Senator George McGovern (D.S.D.) endorsed the Section 315-repeal portion of the bill, but contended the 25-cent limit "would produce a sharp cutback" in campaigning in states with a low population density. He suggested establishing a $400,000 minimum, and setting a 25-cent limitation on all spending beyond that level. He also advocated a limit of $3,000 on individual contributions for both presidential and congressional campaigns.

Another witness who spoke in favor of the Pastore bill was Russell Hemenway, national director of the National Com- mittee for an Effective Congress. Mr. Hemenway, who submitted legislation introduced in the Senate last week. S. 1094-1097 by Republican Senators Hugh Scott (Pa.) and Charles Mathias (Md.) is a package of proposals, includ-
Certain community problems never get solved because the people in the community best equipped to solve them aren't even aware they exist.

That's the reason for our "Black Portrait of Albany" series of mini-documentaries.

We had a reporter with a tape recorder wander through the ghetto talking to Blacks about anything they had on their minds. Marriage, police, children, jail, the quality of life, you name it.

We edited the tapes into a series of vignettes running a minute or less. Then we interrupted our regular programming throughout the day with these vignettes.

Since a large share of our audience comes from the so-called "establishment", we reached a lot of people who seldom talked to Blacks.

And who listened to them even less.

The series has won us a lot of friends and a few awards. But these aren't the reasons we produced it.

The reason was to use radio to prod people into action. And to create a little dialogue between the ghetto and the city surrounding it.

Even if we had to begin the dialogue with a monologue.

WROW Albany.

One of the stations of Capital Cities Broadcasting. We talk to people.
ing repeal of Section 315 for all federal offices, and establishment of an independent federal elections commission to oversee reporting of contributions and expenditures.

S. H. 63, crafted by Senator Philip Hart (D-Mich.) with the aid of NCEC, would provide a government subsidy for House and Senate candidates who wanted to run without being dependent upon private contributions.

Starting off with a bang

Network billings in January top last year's comparable figures by 16.5% over-all, 19.7% in nighttime

Advertisers spent 16.5% more in network television in January this year than in January 1972, continuing an upward trend that started a year ago, the Television Bureau of Advertising reported last week.

TVB said figures compiled by Broadcast Advertisers Reports put the January 1973 total at $173,121,000, with gains of 19.7% in nighttime billing and 10.3% in daytime. Monday-Friday daytime investment was up 43%; but Saturday-Sunday daytime was down 26.4% because, TVB said, January 1973 had only four weekends whereas January 1972 had five.

| Percentage | 1972 | 1973 | Change
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<td>Daytime</td>
<td>$51,414.9</td>
<td>$56,724.7</td>
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S & H picked: Warren-Teed Pharmaceuticals, Columbus, Ohio, subsidiary of Rohm & Haas Co., has appointed Sudler & Hennessey, New York, as advertising agency for its full line of products. Billings are estimated in excess of $1 million.

On his own: Formation of Stanley D. Hoffman and Associates, Encino, Calif., to create a new radio and television commercials with emphasis on music and jingles has been announced. Mr. Hoffman was with Chuck Blore Creative Services, Hollywood, since founding in 1963, responsible for jazz music.

Ayer changes in S.F.: Pritikin & Gibbons Communications, San Francisco, has merged with N. W. Ayer & Son, New York. P&GC will become special division of Ayer, assuming responsibility for existing San Francisco accounts at Ayer/Jorgenson/Macdonald, A/J/M, personnel, vs. P&GC's offices, with latter continuing operations under same management. P&GC was formed less than two years ago and now bills about $2 million. Bob Pritikin and Jerry Gibbons are principals.

New D-F-S tie in Canada: Dancer-Fitzgerald-Sample Ltd., Toronto, is establishing operating division of McConnell Advertising called McConnell/DFS in Toronto. Effective April 1, it will absorb accounts now handled by Dancer's Canadian subsidiary, Dancer-Fitzgerald-Sample Ltd. McConnell/DFS will be in McConnell building, 234 Eglinton Avenue East, Toronto.

Different ball game. Lewis Unitas, New York, is new advertising agency specializing in accounts in the leisure-time field. Daniel H. Lewis, formerly owner and creative director of Johnson & Lewis, San Francisco, is president and creative director. Johnny Unitas, former Baltimore Colts star, is executive vice president. Agency's first client is Ticketron, with billings of about $1 million. 280 Park Avenue, New York 10017. (212) 697-3320.

Inns sign. Rodeway Inns of America, Dallas, has committed itself to the sponsorship of new syndicated radio show, Continental Country, in 51 markets. Weekly, three-hour country music barter program, is produced and syndicated by Diamond P Enterprises, Hollywood. Program, in which Rodeway Inns reserves six of normal 12 minutes in hour, is placed by Diamond P's Hop Day division, and has already been sold in 22 markets.

Women only. First all-women tennis tournament staged expressly for television will be ABC-TV May 19-20. The Family Circle Cup will offer what is said to be the largest first prize ever to be awarded to any sportswoman ($30,000 of the total $95,000 purse). Major sponsors of the telecast include Nabisco Biscuit Co., Nashville, Ill. (through Leo Burnett, Chicago); International Playtex Corp., New York, and Golden Grain Macaroni Co., San Leandro, Calif., (through McCann-Erickson, San Francisco).

Business Briefs

Knox Reeves regroups. Knox Reeves Advertising Inc., Minneapolis-based advertising and marketing firm, announced general reorganization of its executive and corporate structure. Move includes consolidation of firm's Strike Force Division, which had worked on special accounts with advertising and marketing services for regional and national clients. Also, Concept Products Division, which produces educational films and recordings, will expand into publishing field. Sonya Stenlund has been named executive director of division. Three executive promotions coincide with actions: Roland R. Anderson becomes executive vice president/creative services; David A. Bell moves up to executive vice president/client and marketing services, and Thomas E. Nipper has been named executive vice president/finance. Announcement by firm follows termination of its General Mills account by "mutual consent."

Talking turkey: Shendanoah Co., Great Neck, N.Y., maker of frozen poultry products, will be advertising on radio and television for first time, beginning this month. Thirty-second commercials, running in New York and Philadelphia, were produced by Richard Martin Advertising/Productions, New York. Initial media buy is 13 weeks, but will probably be extended. Shendanoah's advertising budget is 80% broadcast and 20% print.

Media

Minorities meet FCC face to face

Their petitions having failed to unseat most target licensees, they state their general wants in private session with commission.

The seven members of the FCC participated last Tuesday in a confrontation with some 50 blacks, chicanos, orientals, and Indians—many of them members of citizen groups that for the past several years have been petitioning the commission, with virtually no success, to deny license with the meeting, which they vari-

The purpose of the meeting, according to William Wright, of Black Efforts for Soul in Television, was to establish a relationship with the commission which is based on a "mutual desire" to solve the problems said to be troubling minority groups. At the commission's decision-making and administrative processes and the broadcasters' employment and programming practices, among them.

Mr. Wright had worked with the Citizens Communications Center of Washington in arranging the meeting, which was closed to nonparticipants. And when the two-and-a-half-hour session was over, representatives of the citizen groups appeared to feel it had achieved at least its minimum goal. Mr. Wright said the meeting went well, and added, "If not all of the commissioners, a majority of them indicated a definite concern to identify problems in specific areas."

Furthermore, Chairman Dean Burch committed the commission to another meeting with the groups, although some, with a broadened base, Commissioner Benjamin L. Hooks having noted the absence of some groups, such as the Congress of Racial Equality) in the fall. The chairman also said the FCC would respond in writing to a written submission from the group containing a detailed discussion of the problems highlighted during the discussion.

For their part, the commissioners and their aides generally expressed satisfaction with the meeting, which was variously described as "serious," "constructive," "cordial" and "interesting," despite several flashes of temper in the group. Chairman Burch said it was a "fruitful meeting—worthwhile from everybody's point of view."

But there were some reservations. One commissioner thought the group's members were unrealistic in refusing, he said, to acknowledge any progress in areas of concern to them, and another commissioner made it clear he resented a group spokesman's "demanding that each member of the commission participate in the dialogue with questions or comment. (It was the reluctance of some of the
Now when a youngster watches TV instead of doing her homework, maybe she’s doing her homework.

We're presenting something a little different on television. Homework.

It's part of WTNH-TV's "Action News Current Events Test" and if early response is any indication, we may have started something big.

In its simplest terms, the test supplements our regular coverage of Connecticut news with monthly written exams for students in grades 5 to 12 throughout the state.

But there's nothing simple about the actual implementation of the program. It involved meeting after meeting with school officials on a statewide basis, a couple of sample mailings and the tests themselves. We correspond with the teachers who use the test, provide them with background sheets each month and generally try to help guide class discussions.

So far some sixty schools are involved—over 200 classrooms and 10,000 students all over Connecticut.

Judging from the great number of enthusiastic letters we received from the school officials, the tests are accomplishing what we set out to do. They're increasing student awareness of Connecticut news and at the same time they're giving teachers a means to check on this awareness.

The tests are also doing something else. Creating an involvement with what's happening today.

A lot of parents around Connecticut are letting their kids watch more television lately.

WTNH-TV
New Haven.

One of the stations of Capital Cities Broadcasting. We talk to people.
The new adventures of a superman.
Herman Wrice worked hard to get out of the ghetto. Inhumanly hard. A college work-study program that had him in the classroom from 8 AM until 2:30 PM. Then a job as a cook until midnight, followed by a ride home that took an hour or more followed by a lot of study.

But it worked and Herman Wrice got out of the ghetto.

Then he threw it all away and went right back in. But he went back to do a job. Herman Wrice went back to change the ghetto. Armed with extraordinary organizational ability, street savvy, empathy, energy and optimism, Wrice has put together one of the most encouraging stories to come out of the ghetto.

It's a story Capital Cities Broadcasting tells in one of the most interesting television shows we've ever produced. We call it “Fire in the Cool World”, it's narrated by Greg Morris, and it tells what Wrice has accomplished so far.

And what he hopes to accomplish.
He formed a unique inner-city organization called the Young Great Society. And in the eight years they've been around, the Young Greats have gradually slowed the downward plunge of the West Philadelphia section of Mantua.

Working with street gangs, they've got them doing simple things like painting trash barrels. And not-so-simple things like cleaning streets and rebuilding homes.

The Young Greats took a burned-out row house and turned it into an integrated school. They set up a multi-million dollar industrial park, the first primarily black-owned cooperative in the United States.

Slowly, one brick at a time, Wrice and the Young Great Society are rebuilding the ghetto around West Philadelphia.

But more importantly, they're rebuilding the lives of people who live in that ghetto.

People outside the ghetto are paying attention, too. A grant established the Busch Center at the University of Pennsylvania to finance the spread of their expertise to other ghettos in other cities. Projects are already under way in St. Louis and Oakland, California.

Wrice's task is superhuman. It's full of hard work and it's empty of glamour. “Fire in the Cool World” shows it to be no more or no less. It's a film faithful to the spirit and enterprise of Wrice and the Young Great Society.

It's exciting because what Wrice is doing is exciting. And it's a little bit visionary because of the man's vision.

Instead of another program about the deplorable shape of the cities, “Fire in the Cool World” is a program on how to make the cities less deplorable.

It may be one of the most important messages of our time.

Capital Cities Television Productions
We talk to people.
commissioners to discuss the proposals in detail that apparently led to the decision that no commission would be required in writing to a submission from the group.)

One proposal that was said to have aroused particular interest among commissioners involved decentralization of the commission's structure through regional offices as a means of allowing members of the public to make a "maximum input" to the commission's processes. The proposal was offered by Marcus Wilcher, of the San Francisco Bay Area Public Television Coalition for Change, who also said that "citizens of color" should be employed at all levels of the commission's "local, regional and national structures."

Chairman Burch indicated he liked the decentralization idea but indicated that budgetary problems would be a serious obstacle if the commission were to attempt to carry it out—at least for the next several years, in view of the lead time needed in preparing budgets.

Five other spokesmen for the group covered a wide range of other issues. There was no discussion of any of the more than 100 pending cases involving petitions to deny renewal applications; Chairman Burch opened the meeting with a statement reminding the group that the commission was bound by law to avoid off-the-record discussion of such cases.

But the group had evidently come to discuss the kinds of basic problems that gave rise to those petitions:

- William Hatcher, of Black Coalition for Fair Media, New York, complained that, in broadcast employment, the commission has established policy, articulated some standards and, "at least up to now, has been standing back and observing more or less wholesale violations of both the letter and the spirit of its rules." He urged the commission to conduct more investigations, to send signals about discrimination in employment and to "develop vehicles for stimulating and promoting effective affirmative-action plans" by licensees in hiring, promotion and training.

- Kujastile Kweli, of the National Urban League, New York, said the commission's petition-to-deny process "has failed dismally in providing the commission and citizen groups with the information they need" to make reasoned judgments as to whether a broadcaster is operating in the public interest. He said the commission should seek legal assistance for groups unable to afford the costs of prosecuting a petition to deny and adopt a policy of generally holding oral argument on petitions to deny so that it may hear "first-hand about the issues involved.

- Nancy Brown, of Action for Better Communications, Rochester, N.Y., said minority-group members feel that the broadcast service makes them the victims of a "pattern of exclusion, misrepresentation and underrepresentation . . . which adversely affects the health of our various communities." She said the group believed the commission, to "find a better mechanism to move toward solutions that have obviously not been found.

- Sacheen Littlefeather, an Apache Indian from San Francisco, complained about the stereotype given minority groups in programming, particularly motion pictures. She said stations should make time available for public-service announcements to publicize that a following motion picture concerning, say, cowboys and Indians or relating another Charlie Chan adventure does not present a true characterization of the minority group involved.

- Janet Whitaker, of the Communications Coalition, Philadelphia, said many of the agreement-seeking citizen groups have reached with local stations (usually in return for a withdrawal of a petition to deny) have not always been effective. She suggested that the commission adopt rules that would (1) make it clear stations have the burden of enforcing agreements with citizen groups and (2) require stations and groups to report to the commission annually on the implementation of agreements.

But Ms. Whitaker said that even the most scrupulous adherence to agreements is not the full answer for minority groups. "Only ownership can bring the benefit of the freedom of expression which is the accouterment of a broadcast license," she said. She urged the commission to take a number of steps to foster minority ownership, including the adoption of a rule granting "priority in comparative hearings to minority applicants" for licenses and the establishment of an "affirmative-action plan" which would assist minority persons in becoming owners of broadcast stations.

Other groups represented in the meeting were the Committee for Media Change, Pittsburgh; Columbus Broadcasting Coalition, Columbus, Ohio; BAIT, Detroit; Atlanta Urban League, Atlanta Communications Coalition on Broadcasting and Atlanta Coalition on Current Community Affairs, all Atlanta; Asian Americans for Fair Media, New York; Tentative Opportunities Coalition, Hartford, Conn.; FACT, New Haven, Conn., and the Black Task Force on Broadcasting, Denver.

Regardless of whether any of the proposals struck the commissioners as desirable, those who presented them may have brought home, as BEST's Mr. Wright, in his opening statement, said it was hoped they would, "something of the depth of frustration, the despair with the performance at a lot of operations, which afflicts the peoples of color." He said those feelings cannot adequately be conveyed in the written pleadings that have been filed with the commission on behalf of citizen groups.

Commissioner Hooks said he realized "that a lot of passion is being felt just below the surface." That realization plus the well-structured manner in which the meeting was run later moved another commissioner to observe: "I'll tell you one thing—broadcasters are in for a lot of trouble. They're well organized, and they're putting the heat on us."

Hooks sees progress
in minority employment

But he tells career conference
broadcasting still must improve
black images in its programing

FCC Commissioner Benjamin L. Hooks last week expressed a new optimism over minority-hiring practices in broadcasting. "We have moved from a black-out to a significant black-in" in the communications industry, he said.

The commissioner addressed a March 7 dinner at Washington's Statler-Hilton hotel, marking the close of the second Black Careers in Communications Conference. In his speech, the commissioner pointed to the impact of the three-day event which brought young black professionals and students in touch with recruiters from a variety of media organizations across the country. "We are beginning to see the light at the end of the long, dark [communications] tunnel," he said. "No longer are people saying they can't find qualified black people," he said.

But though improvement is beginning to be manifested in hiring practices, Mr. Hooks said, broadcasters "still have not told the totality of black life." He stressed the need for positive black role models in radio and television so that "all of us might get a glimpse of what black life is all about."

Howard University sponsored the event in conjunction with public television's Black Journal. Tony Brown, dean of the university's school of communications, said the conference was not designed solely to place its students. Mr. Brown noted that the conference drew 655 minority aspirants from all parts of the country, and that 80% of them were professionals in the communications industry. Eighty-one organizations were represented at the event, offering some 200 positions in radio, TV, print journalism and public relations. Sixty-one firm job offers were made, along with 105 tenters. Hartford Communications

CPB minority money

The Corporation for Public Broadcasting has announced new grants to seven public radio stations and nine public television stations enabling them to either hire or promote from within 16 minority people—four women and 12 men. The positions involved range from manager of a FM station to director of program operations for a TV station. Most of the grants will allow stations to hire new minority personnel.

Public broadcasting, particularly public television, has been under heavy fire in recent weeks from FCC Commissioner Benjamin Hooks and United Church of Christ for compiling a "dismal" record in the employment of minorities (Broadcasting, Feb. 5). CPB claims that its program to accelerate the hiring of minority employees by public radio and television stations is totally unmotivated by such criticism.
Our message was heard in North Carolina.
We'd like to think its effect was felt in North Vietnam.

Around North Carolina, a lot more people were personally affected by the Vietnam war than in most other parts of the country. That's because the country's largest army base, Fort Bragg, is located in Fayetteville.

Fayetteville also happens to be the home of an organization called "Americans Who Care". Headed by retired Army General Oscar Davis, "Americans Who Care" is made up of a dozen POW wives, plus a lot of hard-working volunteers.

Their main function had been to focus attention on our servicemen captured or missing in Southeast Asia. Their efforts had been aimed mainly at selling POW bracelets and spearheading overseas correspondence.

WTVD felt we could help. So in January 1972, we began running a series of 10-second ID's about the bracelets. Then in December, we volunteered to run a series of 30-second spots to remind people of the POW/MIA problem. And we invited POW wives to appear on some of our locally produced programs.

How well did the spots work? In the month of December alone, the sale of bracelets increased by one-third, totaling more than 11,000.

At $2.50 a bracelet, they bought a lot of literature, bumper stickers and congressional letters in the POW/MIA cause.

In the overall scheme of ending the war, it wasn't much. But we'd like to think we made life a little easier for some American fighting men during their difficult days as prisoners.

WTVD
Durham-Raleigh.

One of the stations of Capital Cities Broadcasting. We talk to people.
Cobb is now NAB's back-up quarterback
Senior vice presidency created with top responsibility included when Wasilewski is absent; executive meeting reviews problems with stress on cable copyright

A little more than two years after he joined the staff of the National Association of Broadcasters, Grover C. Cobb last week was named senior executive vice president, a new position in the organization. In announcing the new designation to NAB's executive committee, which was meeting in Washington, Vincent T. Wasilewski said that "since Mr. Cobb's activities are so central to NAB, this will enable him to serve as chief operating officer during my absence." Mr. Wasilewski, NAB's president, noted that Mr. Cobb's new title "does not constitute a change in the structure of NAB or the functions of the other NAB officers." It was made clear that essentially what the new title means is that Mr. Cobb, who was executive vice president in charge of government relations, is going to serve as chief operating officer of the organization when Mr. Wasilewski is out of town, which is relatively often. "It is a recognition of Grover's importance," was one summation of the significance of the promotion.

Mr. Cobb will continue as the government-relations specialist at NAB. The functions and titles of NAB's two other executive vice presidents—James H. Hubert, in charge of public relations, and Burns Nugent, in charge of station relations—remain unchanged.

Mr. Cobb, a chairman of the NAB in 1967-68, joined the staff of the organization in 1971 as executive vice president in charge of station relations. He succeeded Paul B. Comstock as executive vice president for government relations a little more than a year later.

The announcement about Mr. Cobb highlighted the monthly executive committee meeting, which was characterized by one who attended as consisting of "a lot of talking but almost no action." One subject was the NAB's concern with what appears to be the National Cable Television Association's refusal to adhere to its side of the copyright consensus agreement that the cable industry, along with broadcast industry representatives, reached in November 1971, to work for legislation providing for compulsory arbitration. A number of pending activities were discussed including upcoming congressional hearings on license-renewal legislation, campaign spending, TV's role in nutrition education, the possibility of a Consumer Protection Agency and bill of Senator Frank E. Moss (D-Utah) to establish a National Institute on Marketing and Health.

Wendell Mayes Jr., KNOW(AM) Austin, Tex., reported on the March 5 meeting of special proprietary-remedy task force.

This committee, as well as the NAB executive committee, both commended the NAB TV code review board for taking the strong action it did to self-regulate drug advertising (BROADCASTING, Feb. 26). Mr. Mayes reported that the new guidelines adopted by the TV code review board have been mailed out to the radio code board members and similar guidelines are to be expected in radio.

Contrary to the indications when the special proprietary-remedy committee was formed (BROADCASTING, Jan. 15), no new members probably will be added. The committee is likely to sit with the original six members selected at the NAB joint board meeting in Palm Springs, Calif., with Mr. Mayes as chairman.

Among other subjects that were discussed at the executive committee meeting were plans for the March 26-28 convention with only a Monday afternoon session (March 26) on news still to be programmed.

Changing Hands

Announced

The following sale of a broadcast station was reported last week, subject to FCC approval:

- **WAOR(AM)** Atlanta: Sold to Broadcast Enterprises Network Inc. by Belk Broadcasting Co. of Georgia for sum in excess of $2 million (see page 33).

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record" on page 78):

- **WWco(AM)** Waterbury, Conn.: Sold to Winnipeg Corp. by January Enterprises Inc. for $4,050,000. Television personality Merv Griffin, sole owner of January Enterprises, owns WMID(AM) Atlantic City; WENE(AM)-WMRV(FM) Endicott, N.Y.; WBNX(AM)-WNEQ(AM) Wilkes-Barre, Pa., and WJOE(FM) Waterbury, Conn. He has just acquired WPPO(AM) Hartford, Conn. (BROADCASTING, March 5). Mr. Marcus, principal of the buying firm and former promotion manager of KTKT(AM) Tucson, Ariz., has restaurant interests in New Jersey. WWco operates on 1240 kHz, 1 kw daytime and 250 kw at night.

- **WFMR(FM)** Milwaukee: Sold by Fine Arts Broadcasters Inc. to Koss Broadcasting Corp. for $350,000. Principal of Koss Broadcasting is John C. Koss, who has majority interests in the Koss Corp., a Milwaukee stereo telephone firm. Mr. Koss also owns International Leasing Co., Milwaukeee. He has no other broadcast interests. WFMF operates on 96.5 mhz with 40 kw.

- **KARR(AM)-KOPR(FM)** Great Falls, Mont.: Sold to Greater Montana Broadcasting Inc. by Radio-TV Enterprises for $325,000. Alan H. Cummings, sole owner of the buying firm, owns WMTD(AM) Evanston and WRRA(AM) Rockford, both Illinois, and WNAV(AM) Neenah-Menasha, Wis. KARR operates on 1400 kHz, 1 kw daytime and 250 kw at night; KOPR broadcasts on 106.3 mhz, with power of 3 kw.
The 201 on Hill who are seeking renewal relief

License-renewal legislation supported by the National Association of Broadcasters has been reintroduced by Representatives Fred Rooney (D-Pa.) and James Broyhill (R-N.C.) with 74 co-sponsors.

A month ago the congressmen introduced identical legislation carrying the names of 20 members of the House Commerce Committee (Broadcasting, Feb. 12).

Exactly 201 members of the Senate and House had offered renewal bills in the 93d Congress as of last Thursday (March 8). Following is a breakdown of the sponsors by state, House and Senate:

Alabama
House: Tom Bevill (D), Walter Flowers (D), Bill Nichols (D), John Buchanan (R), Robert Jones (D), Jack Edwards (R), William Dickinson (R).

Arizona
House: Sam Steiger (R), John Rhodes (R), Morris Udall (D).

Arkansas
House: William Alexander (D), Wilbur Mills (D).

California
House: Burt Talcott (R), Charles Teague (R), Barry Goldwater Jr. (R), Bob Wilson (R), William Ketchum (R), Robert Mathias (R), John Rousselot (R), Charles Gubser (R), Don Clausen (R).

Colorado
House: James Johnson (R).

Connecticut
House: Robert Galuelo (D), Ronald Sarasin (R).

Florida
House: Don Fuqua (D), Sam M. Gibbons (D), C. W. Young (R), Paul Rogers (D), Claude Pepper (D), Dante Fascell (D), L. A. Bafalis (R), Bill Chappell Jr. (D), Bill Gunter (D), Robert Sikes (D), James Haley (D), William Lehman (D), Charles Bennett (D).

Georgia
House: John Davis (D), John J. Flynt Jr. (D), Jack Brinkley (D), Dawson Mathis (D), W. S. Stuckey Jr. (D), Ben B. Blackburn (R), Robert Stephens Jr. (D).

Senate: Herman Talmadge (D).

Idaho
Senate: Frank Church (D).

Illinois
House: Frank Annunzio (D), George E. Shiplley (D), Harold Collier (R), Ralph Metcalfe (D), Samuel Young (R), John B. Anderson (R), Paul Findley (R), Robert Hanrahan (R), George O'Brien (R), Tom Railsback (R), Robert McClory (R).

Indiana
House: Earl Landrege (R), William Hudnut III (R), Elwood Hills (R), John Myers (R), J. Edward Roush (D).

Iowa
House: William J. Scherle (R).

Kansas
House: William Roy (D), Keith Sebelius (R), Garner Shriver (R), Larry Winn Jr. (R).

Kentucky
House: Carl Perkins (D), Tim Lee Carter (R), Frank Stubblesfield (D), Gene Snyder (R).

Louisiana
House: John R. Rarick (D), Joe D. Waggonner (D), Edwin Edwards (D), Otto Passman (D), David Treen (R).

Maryland
House: William O. Mills (R), Goodloe Byron (D), Marjorie Holt (R).

Massachusetts
House: Silvio O. Conte (R), Edward P. Boland (D), James Burke (D), Paul Cronin (R).

Michigan
House: Charles Chamberlain (R), James Harvey (R), Garry Brown (R), Philip Ruppe (R), William Broomfield (R), Robert Huber (R), Ed Hutchinson (R), Guy Vander Jagt (R).

Minnesota
House: Ancher Nelson (R), Albert Quie (R), John Zwach (R), John A. Biatnik (D), Bill Frenzel (R).

Mississippi
House: David Bowen (D), G. V. Sonny Montgomery (D), Thad Cochran (R), Trent Lott (R).

Missouri
House: William Randall (D), William Hungate (D).

Montana
House: Richard Shoup (R), John Melcher (D).

Nebraska
House: Dave Martin (R), John McCollister (R).

Senate: Carl Curtis (R).

Nevada
Senate: Howard Cannon (D).

New Hampshire
House: James Cleveland (R).

New Jersey
House: Edwin B. Forsythe (R), Robert Roe (D).

New Mexico
House: Manuel Lujan Jr. (R).

New York
House: Samuel S. Stratton (D), James Hastings (R), Norman Lent (R), Joseph P. Addabbo (D), Frank Brasco (D), Jack Kemp (R), Donald Mitchell (R), Bertram Podell (D), William Walsh (R), Angelo Roncalli (R).

North Carolina
House: Walter Jones (D), Richardson Preyer (D), James Broyhill (R), David Henderson (D), James Martin (R), Wilbur Mizzell (R), Charles Rose (D), Roy Taylor (D), Earl Ruth (R).

North Dakota
House: Mark Andrews (R).

Ohio
House: Charles Carney (D), Walter Powell (R), William Harsha (R), William Keating (R), Clarence Miller (R), James Stanton (D), Tennyson Gayer (R).

It is not too early to mention that all of our offices will be represented at THE MAYFLOWER HOTEL during the National Association of Broadcasters Convention—March 25-28.

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Brokers of Newspaper, Radio, CATV & TV Properties
Reposing on a busy desk in the executive suite of Cox Broadcasting Co. in Atlanta is a silver-framed photograph bearing this long-hand inscription: "To Leonard Reinsch, whose great debates helped arrange the Great Debates. John F. Kennedy, 1960." That intimate testimonial, hitherto unpublicized, hints at an untold tale behind a television turning-point.

It was J. Leonard Reinsch who, as the radio-TV campaign director and confidant of the Democratic presidential nominee, argued long and hard that the then relatively obscure senator from Massachusetts needed exposure to win and that the best way to get it was to challenge, cajole, goad and prod his far better known Republican opponent, Vice President Richard M. Nixon, into live debates before network microphones and cameras.

Leonard Reinsch won the preliminary skirmishes. And the junior senator from Massachusetts won the Great Debates to become the 35th President of the United States. It was not style, good looks, charisma or oratory alone that turned the tide. It was also make-up and lighting. Mr. Reinsch won that mini-debate too. Mr. Nixon's staff hadn't figured on the contrast between a handsome young man silhouetted in a halo of foot-lighting and the 5 o'clock shadow of the less telegenic Vice President. Mr. Nixon did not make the same mistakes in the 1968 and 1972 campaigns. To begin with, there were no debates. And when the Republican candidate did appear, his make-up and production were handled by experts.

Politics has been an avocation — a labor of love — for the tall, personable broadcaster from the Midwest who helped Mr. Kennedy. Mr. Reinsch began his career as an announcer at WLS Chicago while still attending Northwestern. Today he heads an organization with total market capitalization of about $350 million in radio, television, cable, auto auctions, program syndication, business publications and station representation. He had migrated from Chicago to Dayton in 1934, and in 1939 to Atlanta, where he directs the activities of Cox Broadcasting, as president, and of Cox Cable, as board chairman.

But if Leonard Reinsch's entry into the national political arena was happenedstance, he nonetheless took to it naturally, ever aspiring to the public office or to traditional helmsmanship. Instead he took to globetrotting, becoming one of broadcasting's most traveled chief executives, always selling American free enterprise, making friends and imparting goodwill. These travels were made not only as chairman of the United States Advisory Commission for Information (which reviews operations of the U.S. Information Agency) from 1961 to 1963, but also to satisfy an unquenchable thirst for knowledge acquired first hand. He has logged a half-dozen trips to Japan — largely in fostering interchange of cultural programing, but with business overtones; several to the Soviet Union — mainly to areas the tourist seldom visits; two to New Zealand and Australia — once an extended stay while his wife underwent and recovered from live heart-valve transplant surgery in Auckland seven years ago. There have been numerous trips to Europe and Latin America highlighted by the 1945 missions to the Soviet Union when he was the personal representative of President Truman in heading a delegation of broadcasters who, among their other discoveries, brought back from Berlin some oxidized tape — and prompted the audio tape industry in this country.

Mr. Reinsch's political baptism was preordained. When he was hired by the Cox newspapers in 1934 he reported to James M. Cox Sr., the former governor of Ohio and the 1920 Democratic nominee for President. Governor Cox had read a thesis the young Mr. Reinsch had written at Northwestern; based on his part-time work at WLS, the subject was how to make radio merchandising pay. Mr. Reinsch was hired, and assigned the task of putting whom Dayton on the air.

But Governor Cox still dreamed in Democratic elder-statesmanship. His 1920 running mate had been Franklin D. Roosevelt, who in 1934 was in his first term. It was the governor's wont to pass along advice to FDR — and, frequently, the services of his bright young white man.

In 1944, when Senator Harry Truman became FDR's vice-presidential choice, Leonard Reinsch found himself with a new assignment. He "volunteered" to work with the Missourian after FDR "suggested" that Mr. Reinsch might do something about that Truman Midwest—without ever aspiring either to publicizing his "give 'em hell" ardor or his winning grin. Later, Mr. Reinsch discovered a way of employing an emulsion on the thick-lensed Truman glasses to cut down glare and magnification on TV.

This close relationship with HST was the prelude to an event that might have figured Mr. Reinsch's career — but was public full-time. When FDR died suddenly at Warm Springs, Ga., on April 12, 1945, Mr. Reinsch reported promptly to the White
Atlanta AM being sold for $2 million plus

Broadcast Enterprises Network Inc., a group of black leaders in business and education, entered into an agreement last week to purchase WAOX(AM) Atlanta from Belk Broadcasting Co. of Georgia for a price said to be considerably in excess of $2 million. Sale is subject to FCC approval.

Belk Broadcasting, wholly owned by Henderson Belk, retains two other broadcast properties, WRNA(AM) Charlotte, N.C., and WPDO(AM) Jacksonville, Fla.

Principals of Broadcast Enterprises are


Both Dean Davenport and Mr. Henry are officers of and have interests in Sheridan Broadcasting Co., which recently acquired WAMO-AM-FM Pittsburgh, WILD(AM) Boston and WUFQ(AM) Amherst, N.Y.

WAOK operates on 1380 kHz with 5 kw full time. Broker is Hamilton-Landis & Associates.

“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 areamaan will gladly make a survey of requirements for your particular station programming. Phone us now. Find out the complete profit facts today — without obligation of course. SMC — the broadcast systems engineered for station profitability.

More Ford money to UCC

The Office of Communication of the United Church of Christ reported last week it has received a one-year grant of $157,000 from the Ford Foundation. The church agency said funds will be used “to combat racial discrimination in broadcast programs and employment.” The Office of Communication said it has received $430,000 in annual grants to support this project.
As top prospect for Johnson seat, Bradshaw keeps his head down

Chicago lawyer who was Democrat for Nixon is ticketed to take that June 30 vacancy on the FCC

Responsible sources continued to report last week that David E. Bradshaw, Chicago attorney, would be appointed to the FCC to succeed Nicholas Johnson, whose term ends next June 30.

Mr. Bradshaw was still refusing to discuss the prospects of his appointment, saying again it was all "very premature" ("Closed Circuit," Feb. 12), and reluctant to talk about himself. From others, however, enough was learned to indicate he is the kind of man President Nixon would be expected to select to change the outlook from the seat that Mr. Johnson now occupies.

Mr. Bradshaw is regarded as an able and aggressive lawyer. He is the senior partner in the firm of Bradshaw, Speranza, Veverka and Brumlik—specializing in corporate, tax and real-estate law. A former FCC commissioner who has returned to his own law practice in Chicago, Thomas Houser, knows Mr. Bradshaw as a "business-oriented, able man of good judgment."

But there are other factors to consider in Mr. Bradshaw to the President. Mr. Bradshaw's father-in-law is Clement Stone, the Chicago insurance executive who was a major contributor to Mr. Nixon's 1968 and 1972 presidential campaigns: he is said to have contributed as much as $2 million last year.

And although Mr. Bradshaw is a Democrat—the FCC position to be filled cannot go to a Republican, a party already occupying four spots, the maximum permitted by law—he is a friendly Democrat. He was a very active Democrat for Nixon in Illinois last year. He worked closely with Mr. Houser, who headed the President's campaign in that state.

Mr. Bradshaw cites his work in the President's behalf and "so an acquaintance with the President that he mentions but does not elaborate on as his link to the White House. But Mr. Houser, an old hand in Illinois politics, said that if Mr. Bradshaw is to be nominated to the FCC, "it could not have happened without the father-in-law."

Mr. Bradshaw already holds one presidential appointment—membership on the board of Amtrak, which was created by Congress to take over and operate the nation's passenger trains. He was one of the original incorporators of Amtrak, in 1970, and a year later he was named a director.

Mr. Bradshaw, who is 45, has been active for a number of years in Democratic politics—he made an unsuccessful race for the state senate in the early 1960's—and in activities of the Chicago,
Illinois and American Bar Associations. He has also served on various state and court-appointed committees. He was a member of the Illinois Crime Investigating Commission from 1963 to 1969. And the state supreme court in 1959 named him to a committee drafting rules for appeal of criminal cases and in 1961 to a committee drafting rules and procedures to be followed in state courts.

Mr. Bradshaw, a native of Chicago, received his college, law and J.D. degrees from schools in that city—DePaul University and John Marshall Law School.

If he is appointed to the commission, he would be its fourth member from the Chicago area—Commissioners Robert E. Lee, Richard E. Wiley and Charlotte Reid are the others from the city or its suburbs.

Brace, Cooney toss hats into ring at NAB

Total number of candidates for TV board grows to 10

Two dark-horse contenders out of the West, Clayton Brace of KGT(N(TV)) San Diego and Lloyd E. Cooney of KIRO-AM-FM-TV Seattle, have joined the growing number of candidates for election to the TV board of the National Association of Broadcasters. Mr. Brace and Mr. Cooney join four other candidates previously known to be in the race: Kathryn F. Broman, Springfield Television Broadcasting Corp., Springfield, Mass.; Fred Weber, Rust Craft Broadcasting, New York; Max H. Bice, KTNT-TV Seattle and Robert Gordon, WCPO-TV Cincinnati.

The six candidates are vying for six seats on the 15-member TV board, but four of the seats are now occupied by members eligible to serve a second two-year term (BROADCASTING, Feb. 9). These incumbents—Leonard J. Patracci, WTIC-TV Hartford, Conn.; Wilson C. Wearn, Multimedia, Greenville, S.C.; Robert F. Wright, WTKO-TV Meridian, Miss.; and Earl W. Hickerson, Rock River Television Corp., Rockford, Ill.—all are running for re-election.

Mr. Cooney is president and general manager of Bonnville International's KIRO Inc. Mr. Brace, who never before has served on the NAB TV board, is vice president and general manager of McGraw-Hill Broadcasting Co.'s KGT(N(TV)).

Boston pay TV okayed

Heritage's WQTV gets FCC nod; Telease moves forward in Milwaukee

The FCC has authorized the establishment of a pay-television system in Boston. The prospective operator is Boston Heritage Broadcasting Inc., which is the permittee of channel 68 (WQTV(TV)).

Boston Heritage's was the second pay-TV application granted by the commission since rules authorizing the system were adopted in 1969. Like the first, granted in July to Blonder Tongue Laboratories for channel 68 Newark, N.J.
contradiction between the promise of cooperation in the opening and the assertion of authority at the end, that CPB and the public television licenses are again foundering on the shoals of interconnection control. To emphasize the battle for control, the board directed CPB president Henry Loomis, working with CPB directors Thomas W. Moore, James R. Killian Jr. and Jack Valenti, to discuss the questions of authority and responsibility for use of the interconnection with the Chairman's Coordinating Committee and to report back to the board with a plan of cooperation no later than April 13. Messrs. Moore, Killian and Valenti reportedly had already come up with a compromise agreement, one which would have assumed that the licenses, as a group, had control of access to the interconnection except in serious questions about objectivity and balance. In such situations, according to the reported agreement, the program being questioned would go before a committee composed of three representatives of the CPB board and three representatives of the licenses and unless four of these people voted to deny interconnection it would be carried.

"The fact that they sent Loomis back to work with those three specific people says to me that there's a hang-up—how big a hang-up I don't know yet," observed one participant in the camp of the licenses. "The signals at this time look a little bit nervous," he added.

But the public station representatives were not taken by surprise by developments out of the CPB board meeting in Washington last Wednesday (March 7), nor are they evidently going to accept docilely what is to be handed down. In another action, the boards of the Public Broadcasting Service, Educational Television Stations (the television arm of the National Association of Educational Broadcasters) and the Coordinating Committee on Governing Board Chairmen of public television stations agreed in principle to join in a single organization to represent all television licensees. At the top of this proposed organization would be a board composed of 15 "lay" people, the board chairmen of public television stations from across the country.

The plan for this new entity, apparently brewing for a time, was sparked by the general feeling in public broadcasting that the PBS and PTV stations, at this point, need all the "clout" they can muster in their dealings with CPB and, particularly, with Congress. What would happen to PBS and NAEB has not yet been made clear, although it seems plain that NAEB, at the least, would lose its television division. The functions of the new organization would include—most importantly—operation of the interconnection system and delivery of national programming.

The formation of the organization—which has not advanced to the stage where it has a name—has to be approved by the public television station licensees. PBS, in a closed-circuit television presentation from Washington March 16, will give station people the opportunity to telephone questions about the new organization. From March 28-30, public television station managers and chairmen will meet in Washington to discuss implementation of the organization and its purposes. It's possible that a vote on formation will be taken at this meeting.

"I think this thing will go ahead no matter what happens with CPB," is the opinion of one NAEB official.

"The scheduling of the interconnection is obviously the key factor," says an official of PBS. "What the licensees seem to be saying is that we want to control the interconnection and don't want control of the network in the hands of some people in Washington who don't report to us."

The CPB board also resolved to present arguments to Congress to increase CPB's funding for public television and radio. CPB will ask for two-year funding instead of the current year-by-year process and will seek $60 million for fiscal 1974 and $80 million for fiscal 1975, both considerably higher than the President's proposed budget that recommends $45 million for CPB in fiscal 1974. CPB currently is operating on a $35 million budget.

The CPB board also completed the list of programs to be funded for the 1973-74 season (based on the premise that the corporation will receive $35 million in the upcoming fiscal year). A total of $2.3 million in grants for national public TV programs was approved to add to the $10.7 million in program grants announced last month (Broadcasting, Feb. 12).

Among current programs on public television that were renewed last week, not previously announced, were Zoom, Book Beat and Wall Street Week. Not renewed, however, were The Firing Line series with William F. Buckley Jr., Bill

Broadcasting Mar 12 1973 56
some fund commitments to WETA-TV Washington; The People Who Made Hollywood, a series of eight hour-long programs on American film directors out of WNET(TV) New York; The Boarding House, 13 half-hour folk-rock musical programs out of KQED(TV) San Francisco; and Religious America, 13 documentaries on religious communities from WGBH(TV) Boston.

Importantly, the CPB board made some reserve fund commitments to WETA-TV to develop pilot programming for Interface, a proposed series for black people, and for two series of programs on the special interests of the elderly and women, Soul, a black series out of WNET(TV), also received some special funding and may share in future funding with the proposed Interface program.

NAFMB quarterly report reflects dues structure

The National Association of FM Broadcasters, as a preliminary to its annual membership meeting, March 25 at the Washington Hilton hotel in Washington, has released a financial statement that shows a net income of $7,058.12 for the period from July 1, 1972, to Sept. 30, 1972. NAFMB Secretary Edward F. Kenahan points out this statement more accurately reflects the organization's current financial status than the annual statement of 1971-72 because it is based on a new dues structure and current operating costs.

The statement lists total income as $22,396.36 and total expenses as $15,338.24. The category generating the most income is dues, with $19,517.50 registered for the July 1-Sept. 30 period (87.15% of total operating income), with heaviest expenses incurred for the administrative director ($3,030.00 or 13.53%) and director of development ($3,750 or 16.74%).

NAFMB's balance sheet as of Sept. 30, 1972, shows total assets of $1,423,25 and total liabilities of $1,602.81 for a total surplus of $12,630.44.

San Diego truce approved

The FCC has provided the administrative tools needed to enable the parties in a dispute over an ABC-TV affiliation in southern California to resolve their differences peacefully. The commission adopted an order permitting ABC to continue feeding daytime service to XETV-TV Tijuana, Mexico, until June 1 and all other service until July 1.

This conforms to a memorandum of understanding reached among the Tijuana station, ABC and Western Telecasters Inc., licensees of KXST(TV) (ch. 39) San Diego, Calif., which is to become the new affiliate. The parties asked for the order to permit an orderly switch of the affiliation.

The commission on May 30, 1972, had denied ABC's request for renewal of authority to deliver its programming to XETV, an affiliate for 17 years. It had acted on the petition of KCST, the original independent in San Diego, which hoped to pick up the ABC affiliation (Broadcasting, June 5, 1972). And two months ago, the U.S. Court of Appeals upheld the commission's order (Broadcasting, Jan. 8).

ABC and XETV indicated initially they would seek further judicial review. However, they changed their minds and last month reached their understanding with KCST (Broadcasting, Feb. 26). Under the commission's original order, ABC was to continue its service to XETV no longer than 30 days after the final disposition of the appeal.

Exposure training

A citizen organization called "Speak Out" has been formed by advertising, marketing and publishing executives to educate groups of individuals on how they may utilize the print and broadcast media for "constructive social change."

John Zeigler, president of John Zeigler Inc., New York advertising agency specializing in cause advertising, and executive director of Speak Out, told a news
conference in New York that through how-to manuals, films, workshops and lectures, Speak Out will show individuals and interest groups how to communicate, prepare advertising and publicity, and raise funds.

Speak Out makes its headquarters at 55 West 44th Street, New York 10036. Listed on its advisory board are Cleveland Amory, writer; Melvin Belli, lawyer; Robert D. Kepphart, publisher, Human Events; Hank Seiden, senior vice president and creative director, Hicks & Greist, New York; cartoonist-writer Jules Feiffer; Edward M. Krakauer, former vice president of marketing at Hunt-Wesson Foods; John Mitchell, editor-in-chief, Sierra Club Books, Stan Rapp, president, Rapp, Collins, Stone & Adler, New York advertising agency.

Helping hand well accepted
WMCA(AM) New York reported last week that its “survival kit,” a 291-page volume telling New Yorkers where they can find help with problems and services ranging from abandoned cars to zip codes and zoos, was going into its second 30,000-copy printing.

The book, formally titled “Call for Action: A Survival Kit for New Yorkers,” contains more than 2,100 where-to-find-help references in 631 categories, plus how-to hints on a dozen subjects such as organizing a rent strike, getting a street light installed, getting pavement repaired and reporting drug traffic.

The kit was compiled by WMCA’s Call for Action volunteers and was published by the New York Times Co.’s Quadrangle Books Inc. last month. It is distributed by Dell Publishing Co., priced at $1.95 a copy.

Mrs. Ellen S. Straus, who with her husband, WMCA President Peter Straus, founded Call for Action at WMCA 10 years ago and who is chairman of the National Call for Action, said similar survival kits were planned by other station-sponsored call-for-action units among the 48 now in operation in the U.S.

Magnuson-Pastore bill would raise CPB ante
Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) and Senator John Pastore (D-R.I.), chairman of the Communications Subcommittee, last week introduced legislation to provide the Corporation for Public Broadcasting with a two-year, $130-million authorization.

S. 1090 would authorize $55 million for CPB in fiscal 1974 and $75 million in fiscal 1975. In addition, the measure would provide a three-year authorization for facilities grants at $25 million a year.

CPB is now operating under a continuing resolution providing a one-year, $35-million authorization that expires June 30. The President last year vetoed a two-year, $135-million funding plan.

A spokesman for the Communications unit said last week that Senator Pastore will likely hold a hearing on the CPB funding bill.

Media Briefs

Fairness not involved. FCC Complaints and Compliance Division Chief William B. Ray has ruled that WFAI(AM) Fayetteville, N.C., did not violate fairness doctrine by acceptance of partisan spots related to collective-bargaining agent selection at Fort Bragg, N.C., last October. Kenneth T. Lyons, vice president of the National Association of Government Employees, had complained that WFAI was unfair in refusing to sell NAGE time on day of elections. Union wanted to counter American Federation of Government Employees spots run previously on WFAI, but was refused because of station policy of not offering time after close of business on previous day. Mr. Ray did say station should have considered NAGE request on its merits rather than declining it arbitrarily.

AT&T goes higher. AT&T has asked U.S. Court of Appeals in Washington to review FCC directive that further hearings be held on Hughes Sports Network’s claim for damages against phone company. AT&T is seeking review of May 1972 commission order instructing administrative law judge to conduct further proceedings in case in which HSN has asked $140,419.50 damages based on its position that AT&T’s monthly program-transmission charges to it in 1964-65 were excessive. In initial decision, judge agreed rates in question were too great but denied HSN damages. Commission, however, reversed that decision and later declined AT&T’s request for reconsideration. (Broadcasting, Jan. 1)

Safety at ABC. ABC Radio was honored by National Automobile Dealers Association for network’s continuous series of traffic safety messages throughout 1972. ABC Radio said it is the only broadcast group to participate in NADA’s public-service campaign.

Historical footnote. Former Senator Guy Gillette (R-Iowa), who died last week at 94, was co-author (with late W. Warren Barber (R-N.J.) of 1939 resolution that created Senate radio gallery. Author of companion resolution in House was late Representative John Dempsey (D-N.M.), father of Washington communications lawyer William J. Dempsey.

On appeal. The FCC rule banning crossownership of cable television and television properties in the same market will be tested in court. Three notices of appeal have been filed as a result of the commission’s Jan. 31 decision denying petitions for reconsideration of the order adopting the rule (Broadcasting, Jan. 22, Feb. 8)—by McClatchey Newspapers and by Newhouse Broadcasting Corp. and its subsidiary, Newchannels Corp.; and by Gill Cable Inc. and its parent corporation, Gill Industries, which is the licensee of KNTV(TV) San Jose, Calif., in the Ninth Circuit Court of Appeals, in San Francisco. Since the Gill suit was filed first, on Feb. 28, the cases will probably be consolidated for review in the California court.
The U.S. Supreme Court has been asked to review an FCC decision in which the commission for the first time denied renewal to a station's license, among others, general fairness-doctrine grounds.

The case involves WXUR-AM-FM Media, Pa. The stations are owned by Faith Theological Seminary, which in turn is headed by Dr. Carl McIntire. The commission denied their renewal applications, in July 1970, after concluding that the stations had violated the fairness doctrine and its associated personal-attack rules and that the licensee had misrepresented its program proposals to the commission.

The case appeared to cause the U.S. Court of Appeals in Washington unusual difficulty, and there is some question as to whether, as a result of its decision, the fairness doctrine is any longer a live issue. Initially Judge Edward Tamm wrote to the court upholding the commission on all three grounds cited in its decision (Broadcasting, Oct. 2, 1972). But the other members of the panel, Chief Judge David Bazelon and Judge J. Skelly Wright, in separate statements, said they were concurring only on the misrepresentation issue.

Later, Judge Bazelon, who had promised full exposition of his views, switched his position and wrote a dissent. In a lengthy statement said the case raises "a prima facie violation of the First Amendment" since the stations had been ordered off the air (Broadcasting, Nov. 13, 1972). And he said the misrepresentation issue was too narrow a "ledge", on which to rest First Amendment considerations.

The other judges, in a reply written by Judge Wright, disagreed. Judge Wright also said that since originally he had concurred only on the misrepresentation issue that Judge Tamm would affirm on that ground also, that is the only ground that forms the basis of the court's judgment.

But WXUR, in urging the high court to review the case, last week stressed the fairness-doctrine issue. It noted that the commission, in denying renewal of the stations' licenses, said the compliance with the doctrine was "at the heart" of the proceeding.

Like Judge Bazelon, WXUR did not attack the constitutionality of the fairness doctrine, which the Supreme Court upheld in 1969. However, it said the doctrine's application in this case has had the effect of suppressing rather than promoting the First Amendment objectives of "robust debate.

WXUR said this resulted from the commission's development and use of various standards—among others, the attribution of little if any weight to diverse views on controversial public issues expressed on the station's call-in and interview programs because the speakers were not pre-selected.

The fairness- and personal-attack doctrine issues were based on the stations' broadcast of a number of commentary programs generally described as right-wing, including Dr. McIntire's 20th Century Reformation Hour, as well as on the call-in shows.

WXUR also said the commission's application of the doctrine is driving broadcasters to self-censorship. It said that some stations were dropping the 20th Century Reformation Hour, now carried on several hundred stations, as a result of the renewal proceeding.

WXUR said the commission's action in denying the applications represents a violation of pledges the commission made to Congress and the courts that it would not impose sanctions without warning by ruling on fairness cases in renewal proceedings. WXUR noted that the commission has told Congress that "it is not fair to the licensee to await renewal before resolving a fairness complaint." Yet, WXUR said, there were no commission determinations on fairness complaints from which review could have been sought.

WXUR also maintained that the program-misrepresentation issue does not present a separate nonconstitutional ground for affirming the commission. The station noted that the commission, in its order held that the alleged failure to adhere to program proposals—eight syndicated news and religious commentary programs concerning controversial issues were substituted for entertainment programs—"are relevant to the fairness questions in this case."

FCC backing Nixon power grab—Johnson
Commissioner issues dissent to turnover of reply-time pleas

To FCC Commissioner Nicholas Johnson, the commission's decisions rejecting complaints by members of Congress who had been denied network time to respond to President Nixon are not only wrong on legal and policy grounds but constitute what he sees as another step in the accumulation of governmental power in the White House. He also sees the commission's actions as a product of "malignant paralysis."

The complaints had been filed by 14 members of Congress who had sought time, on a free or paid basis, to respond to the President's statements on the war, and by the Congressional Black Caucus, which had sought time to discuss its views on racial issues in response to the President's 1971 state-of-the-union message. The commission's 5-to-2 decisions (Commissioner Benjamin L. Hooks was the other dissenter) were announced on Dec. 20, but the commissioner's 32-page dissent was not issued until last week.

"I am worried that the fabric of gov-
Writers' strike hits in hiatus, but new season could be set back

Guild West pickets major film studios while Guild East still negotiates on news, live drama with networks

Television and movie writers were picketing Hollywood last week when the New York offices last week in a strike by the Writers Guild of America West.

If the strike lasts, the inauguration of the networks' 1973-74 season could be delayed, perhaps from the normal September opening to November. The last WGA strike took place in 1960 and lasted 22 weeks.

Struck last week were all 72 members of the Association of Motion Picture and Television Producers, including such majors as 20th Century-Fox, Screen Gems and Universal. The negotiations include writers' fees, the establishment of rates for the use of writers' material in supplemental markets such as cassettes, cable television, and pay TV; acceptance of the principle of dealing with the WGA producers who are also producers and directors or who hold other positions in studios.

Meanwhile, the WGA was continuing negotiations late last week with a number of independent (non-AMPTP) producers for a substantial minority of television programming. These independent producers include Mary Tyler Moore-Grant Tinker, QM Productions, Talent Associates, Dick Van Dyke, Concept II. In addition to the Mary Tyler Moore and the Dick Van Dyke Shows, they produce such other national programs as "Bridget Loves Bernie," "The FBI," and "Streets of San Francisco." The prognosis for an agreement with the independents is considered good and these shows are expected to have no trouble keeping up with their scripts.

The guild asked for a raise in top rates from the present $4,500 for a one-hour show to $12,000, with proportionate increases in the present $2,500 minimum. Also sought is a 5% payment on gross revenues from the sale of programs for use on cassettes, CATV or pay TV, plus special acknowledgement that the WGA is the spokesman for writer-members who also hold other jobs at studios, such as producer-writer, director-writer. These WGA members are known as "hyphenates," and that coined word is indicative of one of the complications involved in the current Hollywood union scene, jurisdiction. The strike was barely 48 hours old when the Directors Guild of America notified the producers that it is the sole union concerned with directors and warned that producers should make no agreement with the WGA. The WGA Gruh also noted that its contract with the producers expires May 1 and that it will be negotiating with them soon. The Producers Guild of America, which has been engaged in a long battle with the WGA over control of producer-writers (the dispute is in court now) also notified the producers' organization that it asserts jurisdiction over producers.

The so-called talks that have walked out with their fellow WGA members. Carroll O'Connor, the Archie Bunker of "All in the Family," walked the picket line last Tuesday. He is a WGA member as well as a member of Screen Actors Guild and the PAGA. He notified members that their current contracts with the producers contain "no strike" clauses and that members of those unions must perform their jobs.

The AMPTP, one of the writers a new three-year contract to replace the existing one that expired Feb. 8 which calls, according to reports, for a yearly 5.5% increase in minimum fees, plus a special bonus for writers working on prime-time network shows. The bonus, according to a union spokesman, would be $1,000 for a one-hour show, or $500 for a 30-minute show. Management also offered writers 0.6% of distributors' gross income for supplemental sale of programs; this is the same percentage that the AMPTP said that it has with other unions.

One specific that reportedly displeased the writers was that the management offer was said to apply only to devices in the home; it made no mention of hotel, motel or airline use of programs. And the producers were said to have made no offer to raise the residual rates. Other issues relate to health and welfare contributions, script changes by others than the writers, who do the original story; and hawking of a writer's material by one producer to another producer.

The strike does not affect writers for news shows or those working on what is called "live" programs, such as Flip Wilson, Carol Burnett, the daytime game shows, and the like. These agreements are being negotiated separately with the networks in New York and elsewhere.

The 1960 writers' strike ended with a number of compromises, the most significant of which was the initiation of residual payments to writers for movies shown on TV.

Most of the studios that are members of the AMPTP are now in the hiatus that follows a 30-day period between completion of shooting for the current season and the preparation, including the acquisition of scripts, for the next season. Some of the producers, anticipating the strike, stocked up on scripts.

Billy H. Hunt, AMPTP executive vice president, termed the strike "precipitous." He said the action could create a crisis "threatening the jobs, the welfare and the interests of every person who works in the Hollywood motion-picture community." Mr. Hunt noted that the AMPTP recently concluded an agreement with the International Alliance of Theatrical Stage Employees. And, he added, one of the basic problems is the jurisdictional issue of hyphenated members.

Mr. Hunt said, "does not represent producers, directors, actors, associate producers, story editors and supervisory executives, and yet they are demanding jurisdiction over certain work that has been performed by these professionals for
the past 60 years on theatrical films and on television since its inception."

Meanwhile the Writers Guild of America East continued negotiations in New York with ABC, CBS and NBC on a new contract to replace the agreement that expired last month. In the East, the guild representatives, staff and freelance members in radio and television, including news, live and taped dramatic shows, continuity and research. Picketing began in New York on Thursday (March 8) in front of the buildings housing the branch or executive offices of motion-picture companies

struck on the West Coast.

Americanism themes earn Freedom awards

WKRN(FM) Camden, N.J., and the ABC TV network topped the honors announced for radio and television respectively, in the 24th annual awards of the Freedoms Foundation, Valley Forge, Pa.

ABC-TV and several advertisers—Avon, Beech-Nut, Bristol-Meyers, all New York; Campbell Soup, Camden, N.J., and General Mills, Minneapolis—received the Television “Principal” Award for an episode on Room 222 entitled “We Hold These Truths” and dealing with a patriotic theme.

WKRN was presented the “Principal” Radio Award for its July 4 show, A Tribute to America. Both the “Principal” awards were encased George Washington Honor Medals.

The following received George Washington Honor Medals for television programs:


Honor certificates for television went to:

KHOU-TV Houston and Western University Baptist Church, Puppetsville Inc. of Indianapolis; Westinghouse Broadcasting Co.; WETA (TV) Washington, and The Corp. for Public Broadcasting; WFTV-TV Evansville, Ind.; WNBC-TV New York; WOIX-AM Atlanta; WBIX-TV Nashville; WTAI-TV Philadelphia.

The following received George Washington Honor Medal Awards for radio programs:

ABC and Louis Rukeyser for Rukeyser’s World; KOBBSAM Alexandria, La. for The American Way of Life; KPRCAM Houston for D-Day Plus 28; KSFRFM Santa Monica, Calif, and White and Co., there for America Remember; KFYRAM Philadelphia for July 4 Mass; WSBP- 

The following received honor certificate radio awards:

American Farm Bureau Federation, Park Ridge, III., for segments of Insight Series; John Furby of Forest Hills, N.Y. Holiday World Travel Club, New York, Always Rent A Car System, Plaza Del Rey, Calif., and Best Western Motels, Phoenix, for episodes in Holiday World of Travel series; KGOAM San Francisco for The Court Guilty; KNBAMNorton, Kan., for Prize Program; WBGBO-(FM) Newark, N.J., for Haym Salomon: A Life of Liberty and Loan; Westinghouse Broadcasting Co., for Songs For Presidents (part II); WFLA(Tampa), Fla., for How I Feel About America; WLUVM-Livingston, Tenn., for Thank You, America and WUCRAM Sparta, Tenn., for Hear America Speaks.

Also announced were George Washington honor medals to “The Johnny Mann Singers” for song and dance in the Stand Up and Cheer TV series. Awards for editorials went to Karl Evans on KUMUAM Honolulu which picked up KMPMC (AM) Los Angeles, John Salisbaur on KXLAM Portland, Ore., and John G. Thomas on WCKB(AM)-WDTI(FM) Dunn.

Eugene C. Pulliam won an award for the editorial in The Arizona Republican newspaper calling on Congress to resist government moves to “control” radio and TV.

ABC goes to court to get back NBA rights

Basketball loop, CBS, others sued; football conflicts deliberately put in option offer, network says

ABC Inc. and ABC Sports Inc. filed suit in New York State Supreme Court last Wednesday (March 7), charging the National Basketball Association, CBS and certain basketball executives with conspiring to deprive ABC of exclusive rights to telecasting the NBA games for the next three seasons.

The suit called on the NBA to “comply in good faith” with the terms of the contract it signed with ABC on Feb. 6, 1970. According to the complaint, that pact gave ABC the exclusive rights to telecast the basketball games for three years and the right of first refusal on an extension of the contract.

The court action also asked that an agreement between CBS and the NBA for telecasting the basketball games for the 1973-74 and subsequent seasons be declared null and void.

The suit contended that the new contract offered the NBA on Feb. 28, 1973 “was deliberately drawn to make it impossible for ABC to accept it.” ABC pointed out that conditions attached to the proposed pact would have prevented it from covering National Collegiate Athletic Association football games on Saturday afternoons in the fall of 1973.

ABC said that in its latest proposal, it offered to broadcast the basketball games in “demonstrably better” time periods, including prime time, than those required by the league in its CBS arrangement.

ABC charged that the NBA did not comply in good faith with its agreement but instead “set about to circumvent its purpose by an arrangement and illegal scheme carried out by the defendants.” Named as defendants, in addition to CBS and the NBA, were Walter Kennedy, NBA Commissioner; California Sports Inc., owner of the Los Angeles Lakers; Allen Rothberg, attorney for California Sports Inc.; Franklin Mieuli, president of the Golden State Warriors, and Ned Irish, president of the New York Knickerbockers. CBS-TV formally disclosed details of its agreement with NBA last Thursday. CBS was granted exclusive rights to cover 38 games yearly for the next three years for a total of $27 million. It is to start with the 1973-74 season. CBS said seven games will be broadcast on Saturday afternoons between October and December.

The next 31 games which will be shown from January through the end of the season, will be scheduled on Saturday and Sunday afternoons and in evening prime time “with emphasis on the playoffs and championship games.” NBA has 17 teams in four divisions.

At the same time, CBS’s William C. MacPhail, sports vice president, said the network believed it had “every right to compete for NBA rights.” He said CBS competed “in a lawful manner.”

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Revised concept at NBC News puts Mulholland, Meaney in key roles

A reorganization of NBC News that centralizes news-gathering responsibility and makes individual news-program producers less autonomous was announced last week by President Richard C. Wald.

Instead of having one vice president for "hard" news and one for special news programs, the new arrangement puts one in charge of all news-gathering and designates another through whom the service of the first will be made available to all daily producers.

Robert Mulholland, who has been executive producer of NBC Nightly News since last July, was named vice president, TV news. He will be "in charge of all news-gathering activity, including planning, assignments, operations and the coordination of news broadcast facilities."

Donald V. Meaney, who has been vice president, news, becomes vice president, television news programing. He will supervise "regular news programs"—NBC Nightly News, Today and the midday NBC News With Floyd Kalber—and also the NBC News Program Service, instant news specials and live coverage of elections, inaugurations, space flights and other special events.

Reuben Frank, who was president of NBC News until he stepped aside for Mr. Wald earlier this year and became executive producer (Broadcasting, Jan. 15), was named senior executive producer, special news productions. He will have "executive responsibility for planned special programs including the NBC Reports series and First Tuesday."

Lee Hanna, general manager, news, NBC Television Stations, was promoted to vice president. He will continue to be in charge of the over-all direction and administration of the local TV news organizations at NBC-owned stations in New York, Washington, Cleveland and Los Angeles. (At the fifth NBC-owned TV station, WMAQ-TV Chicago, local news remains autonomous.)

James L. Holton, who has been director of news programming, Washington, since January and before that was director of special coverage and manager of NBC Radio News, was named general manager, news, radio division. He succeeds Russell C. Tornabene, who was named vice president and general manager of the NBC Radio Division 10 days ago (Broadcasting, March 5). Mr. Holton will be responsible for NBC Radio network news programing.

The changes are intended "to reorganize NBC News along slightly different lines," and stem in part from studies initiated when Mr. Frank was president and Mr. Wald executive vice president.

Among the studies was one assigned to Wallace O. Westfeldt, at that time executive producer of NBC Nightly News. Sources said then that a recent trend had been to emphasize that one of Mr. Westfeldt's missions was to make recommendations that would establish a better balance between spot news and coverage requiring longer forms (Broadcasting, July 31). Another study that focused in the news specials was an unpublicized one done by the consulting firm of Booz, Allen & Hamilton.

"Traditionally," Mr. Wald said last week, "our division has been 'program oriented,' and program producers have had a commanding position in the choice and disposition of our resources."

"It was an organic growth that served us very well for a long time. But about six months ago, Reuben Frank and I began to look into the possibility of changing the way we do business in order to meet some of the challenges we see in the future."

"The plan we evolved and I am now implementing will lay greater weight on our central assignment function, putting all the news-gathering facilities of NBC under one command. The service these centralized facilities provide will be offered to our daily producers under one executive, to achieve the clarity, balance and consistency we seek."

Mr. Wald said "this is going to put great demands on Bob Mulholland and Don Meaney and all the people who work for them" but that he was "confident they can handle it."

In a separate development, officials announced Thursday (March 8) that NBC Sports, which in recent years has been under the NBC News umbrella, henceforth would come under the jurisdiction of the NBC-TV network, with Carl Lindemann, sports vice president, reporting to Herbert S. Schlosser, NBC-TV executive vice president.

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CBS, Colombo settle for undisclosed terms

An agreement has been reached ending the $1-million libel suit filed by Anthony Colombo against CBS. The settlement was reported to be for a nominal sum.

In a stipulation filed Feb. 26 in New York State Supreme Court, all parties agreed to keep the settlement a secret and to refrain from disseminating even the fact of settlement to the news media.

Mr. Colombo had charged that during a television newscast on WCBS-TV New York on June 26, 1970, the station referred to him as a "reputed Mafia leader." He filed suit in 1971, calling the description false and malicious. Mr. Colombo is the son of Joseph Colombo Sr., convicted perjurer, who was also seriously in New York by a gunman during a 1971 Unity Day rally sponsored by the Italian-American Civil Rights League.
FCC reaffirms position on ad-hoc fairness

In separate decisions, commission refuses to deal with particular newscasts or individual comments.

The FCC has made it clear that it does not intend to take on the responsibility for judging the fairness or accuracy of every comment in the newscasts of its 8,000 radio and television broadcast licensees. Such an effort, it says, would not be in the public interest.

And in a separate ruling—one disposing of a complaint that KID (AM) Idaho Falls, Idaho, had failed to present full news reports of "the other side of the Indo-China conflict"—the commission last week restated its position that it would not substitute its news judgment for that of a licensee and its network.

The commission expressed itself on the question of judging the fairness of individual comments in rejecting an application for review of a staff action denying a fairness-doctrine complaint that Garry Lane of Cerritos, Calif., had filed against NBC as a result of a David Brinkley commentary on NBC's Nightly News on July 21, 1972. It involved Otto Otepk's resignation from the Subversive Activities Control Board.

Mr. Brinkley had noted that Mr. Otepka in 1963 had been fired from his job as a State Department security official for passing confidential information to a Senate committee investigating the State's dealings with the Subversive Activities Control Board. Mr. Otepka, however, has no reason to exist and it holds on in spite of attempts to abolish it. So now, Mr. Brinkley said, Mr. Otepka, after doing nothing for three years at $36,000 and for five years at $17,000, is retiring, at age 71, on a life-time pension of $24,000.

And the SABC, Mr. Brinkley added, "does nothing. It has no reason to exist and it holds on in spite of attempts to abolish it." So now, Mr. Brinkley said, Mr. Otepka, after doing nothing for three years at $36,000 and for five years at $17,000, is retiring, at age 71, on a life-time pension of $24,000.

The commission staff had rejected the fairness complaint on the ground that NBC's judgment that the Brinkley commentary did not involve a controversial issue of public importance was not unreasonable or made in bad faith.

The commission, in affirming that ruling, said that, "without question, Mr. Brinkley's remarks presented a one-sided view concerning the SACB." But, it added, the commentary contained only one passing reference to the board; the major thrust dealt with Mr. Otepka's personal history.

"The crucial consideration is whether, on balance, governmental intervention to attempt to secure fairness will serve the public interest," the commission said—and concluded that it would not.

"For, under the guise of enforcing the fairness doctrine, we cannot become the national arbiter of the fairness or accuracy of every observation, statement or casual comment on the news. The volume of news in thousands of newscasts by thousands of broadcast licensees" the commission said, adding, "such a course of pervasive and undue intervention into the journalistic process would serve neither the overriding goal of the First Amendment nor the public-interest standard of the Communications Act."

The KID ruling also affirmed a staff action. Kenneth Cooper, of Driggs, Idaho, had asked that the commission direct the station, which is affiliated with CBS, to provide him with a "full report" on Russian and Chinese participation in the North Vietnamese war effort, as well as on their motives and goals, and to give him "a historical report" that would bring him "up to date on those matters."

The commission staff said that licensees are responsible for the selection of their material and that the commission is barred by the Communications Act from censoring broadcast material.

Mr. Cooper, in seeking review, said the matter was simply one of "news adequacy" and the public's right to know. He said he was not alleging violations of the fairness doctrine, news slanting or distortion, nor was he questioning KID's "motive or bona fides."

To the commission, this added up to a request that it direct a licensee to present that particular programmer, as he wants to hear on a particular station. The commission declined, as it said it had declined similar requests in previous cases when networks were alleged to have failed to present kinds of coverage complained of. The commission said, except in certain limited situations, it added, "it will not intervene in any manner in the selection and presentation of broadcast news." Such an action, it said, "would be inconsistent with the provisions of the First Amendment."

Champion of free speech. Senator Sam J. Ervin (D-N.C.) was honored with the first annual Thomas Jefferson Award from Texas Tech University during Mass Communications Week at the Lubbock, Tex., school. The North Carolinian was cited for his congressional efforts during 1972 to preserve the rights of news media. Award is sponsored by the Texas Association of Broadcasters, Texas Daily Newspaper Association, Texas Tech and the school's mass communications advisory committee. James Terrell (l), TAB president, presented the award.

Oldies radio: a natural for the 70's

Capitalizing on nostalgia and a lack of new directions in music, programmers look to the future with the past.

Despite a nationwide nostalgia craze that has produced radio's newest format, all-oldies, the stations New York Radio GROUP is using this type of radio say they are trying to stay as far away as possible from the "fadism" of it all. Fearing that all-oldies will go the way of the hula hoop, the twist and snap-tab collars, these operators are trying to remain as contemporary as possible while still paying homage to a surprisingly large audience's desire to "re-live the best years of their lives," as the promotions beckon. All-oldies, it is hoped, is tapping a sensibility that will allow the format to remain on after the craze has passed.

It is simple to establish that a collective craving for nostalgia has gripped the American consciousness. The fashion mode of the fifties—platform heels, wide lapels and long dresses—has become the style of the early seventies as well. Unexpected, new-found royalties are flowing to those who own the rights to the old radio series of the thirties and forties. Richard Nites, a New York concert promoter, produced the 13th installment of his "rock-and-roll revival" for a sold-out Madison Square Garden just two weeks ago.

The tumult of social change that characterized the sixties, it seems clear, has fostered a backlash in the seventies—a reactionary sentiment that desires the return to what is perceived as "those simpler times."

Against this backdrop, all-oldies radio in several major cases has been able to enjoy meteoric success after format switches. In New York and Los Angeles, for example, two group-owned FM outlets—CBS's WCBS-FM New York and RKO General's KTH Los Angeles—went oldies in the latter half of 1972 and are now ranked in the top five of their respective markets, barely three months into 1973.

Both these stations went on the air with little promotion money to back them, but were shocked to find that ratings taken within weeks after their adopting oldies formats had dramatically raised their audience levels. WCBS-FM, which changed last July from progressive rock to all-oldies, boasts of the largest FM audience in the country only eight months into its new format. KTH, formerly KHJ-FM and programing American Independent Radio's syndicated Solid Gold package (which was about 60% gold, 40% new records), switched last October to another Bill Drake-programmed format of 100% 1953 to 1963 oldies,

Broadcasting Mar 12 1973 63
and now beats its AM sister (no less than KHJ), in afternoon and evening time, according to most recent Pulse ratings.

For these two stations at least, there was no period of audience-building, no fallow before the harvest. They entered the air and hit immediately. There was an audience out there waiting patiently for the day when all-oldies would happen, these two stories tell us. But if there was an anxiously waiting audience for this type of programming, why did it take radio this long to find out about it?

John Gehron, the program director of WCBS-FM who programed WCAU-FM Philadelphia with oldies two years before moving to New York, said that he felt that rock had not reached a stage in its development that would have allowed it to be retrospective until now. "As far as we can find, there are about 2,400 records now that we can classify as oldies hits and can play on this station," he said.

Oldies stations have been programing for some time now. Slotted at the top of the hour or directly following the news, oldies offered up-tempo music for relief from the tone of news. Maybe programers should have had an inkling of oldies when the request weekends of years past turned into oldies weekends, because old hits were what the callers wanted. A survey of several major-market top-40 stations show that between 40% and 70% of the calls received each day ask for old records. And adding more oldies to a top-40 list has been a lifesaver for floundering ratings.

"Nobody believed that people would listen to an old Elvis Presley song," says Jack Thayer, formerly general manager of WGAR(AM) Cleveland (which went oldies in mid-1970) and now general manager of Nationwide Communications, owner of WGAR. "The idea that some guy would turn on the radio and say, 'They're playing our song' seemed ridiculous. But they found out that it was their song."

The fifties, it seems, are close enough so that 10% of the young population is familiar with the era, but at the same time far enough away to be safely nostalgic about it. Music critic Richard Goldstein provocatively summed it up in 1969 when he wrote, "We may not like what we have done with the sixties—the time seems to have rebelled against those living in it—but at last we can claim of the fifties that we were not responsible for what was wrong."

"There's nothing wrong with nostalgia," Jack Thayer says. "It's the emotional security handle that people use to fight the power game with computers, the Internal Revenue Service and being referred to as a number. This music is their emotional handle."

Bill Weaver, owner of KWIZ(AM) Santa Ana and KLOK(AM) San Jose, both California, had faith in the oldies idea probably before anybody else. In 1965, he began experimenting with an all-request format at KWIZ, thinking that he could "naturally find a niche in a "umbrella-type" market such as Orange county. His all-request station soon turned into an all-oldies station, he said, when it turned out that that was what everyone wanted to hear. He moved the format up to KLOK three years later, and watched it blossom there as well. Being in secondary markets, Bill Weaver's success with all-oldies was unheralded at the time. But why, if he was so successful in California and KLOK's and KWIZ's ratings and have been strong enough to support Mr. Weaver's claims to success) did no other operator pick up on all-oldies until 1970?

"The magic word is change," Mr. Weaver said recently: "Everybody was just too scared to change. The big group owners like Westinghouse (licensee for WIND(AM) Chicago, which went all-oldies in early 1971) and CBS were all thinking in terms of how to apply this oldies idea to what a rocker should be doing. They didn't realize that adults have always liked standards—or call them oldies if you like. They were thinking too much in terms of how the kids would react."

When the major-market station operators went oldies in 1970 and 1971 (stations such as WIND, WCAU-FM Philadelphia and WGAR) it was perhaps the nostalgia craze that pushed them to take the first step, though none will admit that. The fad notwithstanding, KLOK and KWIZ gave them the belief that the all-oldies format could survive and prosper after the craze subsided.

"One thing these boys will have to learn," Bill Weaver said, sounding like the veteran, "is what to do when their numbers begin to go down. This format has got to go way beyond music."

Over the past months, Mr. Weaver has been slowly incorporating what he calls a "magazine-type format" on his stations. There is morning and nighttime two-way talk on KLOK now "with lots of features, and the music keeps the whole thing moving along."

Personality, in most cases, is also becoming one of the main characteristics of the oldies format. "The reason is," Jack Thayer said, "that personality was popular at the time these records were popular." Mr. Thayer thought personality was so important that he drew Don Imus to Cleveland in 1970 for the comparatively high price (for the Cleveland market) of $50,000. Imus in the Morning was whisked away a year and half later by WNYC(AM) New York.

Bill Stewart, operations manager of WXYZ(AM) Minneapolis, said, "The further any station gets away from personality in this format, the more trouble they're going to get into. People just expect it."

Oldies stations are hiring older, more experienced disk jockeys to work this format for that very reason. But, most are also staying away from the big-name DJ's of the fifties to avoid the nostalgia label. "We have all the pacing and production values of contemporary radio," John Cutlett, the general manager of WCBS-FM New York, said. "We know that people like Murray the K are available for this type of radio but that is just trying to re-create a certain type of radio. And we don't want that. An operation that is a re-creation can only fail, once this craze passes."

KRTH is not afraid to hitch its wagon to the nostalgia craze, however. Unlike the other oldies formats, KRTH's music mix stems as far back as 1963, just before the Beatles. Dave Jefferies, operations manager of KRTH, explained the policy saying, "Up until 1963 there were of a lot of big hits, but there were no clear-cut trends, like today. And we believed that the Beatles were too much today; they represented 'now.'"

KRTH is even digging into newspaper files to feature old headlines and news stories—oldies music and olde news. KRTH's situation is different from most other oldies operations in that it is automated (WCAU-FM is automated as well). And that automation allows KRTH the flexibility even to convert the station's format completely if it wanted (or needed) to, for it has no disk jockey contracts or long-term investment, besides the equipment, to worry about. The live operators must protect themselves, however, and are displaying a greater concern for keeping their operations away from the whimsy of mass-craze behavior.

Most are broadening their base by
adding new music, carefully selected for the optimum demographic appeal, to the oldies mix. There are opposing points of view about new music on oldies stations, however. Bill Stewart of WYOO believes that "you can’t be half-oldies just like you can’t be half-pregnant." B. J. Moom-ey, who programs WIND, disagrees.

"Oldies is a world in itself," he explained. "The reason oldies radio has mushroomed like it has is because of the familiarity of the music it plays. Last year’s hits are acceptable to the great range of listeners. I believe that a 28- or 29-year-old guy is getting to know a number-one hit four or five weeks after the disk jockeys are getting sick of it. As pop stations feed in more number-one hits as time goes by, it keeps us fresh and up-to-date."

One of the interesting aspects of oldies radio is the regionalized nature of certain old records. What was a smash hit in Chicago in 1964, may mean nothing to a New York audience because stations there didn’t play it. So oldies programing in 1973 in a real sense depends on what top-40 stations were playing in their respective cities more than a decade ago.

John Gehron, program director of WCBS-FM, has begun to add one or two newer records an hour that is familiar to keep the sound contemporary, he says, but he also has personal reasons. "If the records that I’m playing now are dictated by what WABC (AM) New York) was playing five years ago, I now want to have some say about what I’m going to be playing five years hence," he said.

The question of new music becomes academic, however, when viewed from the vantage that oldies radio’s greatest strength is that it plays only tested, proved and familiar music. And the new records on these oldies stations are big hits before they are played, and therefore familiar as well.

"People are comfortable with oldies because they’re familiar," John Catlett, WCBS-FM’s general manager, pointed out. "The way top-40 achieves its familiarity is by playing new records over and over. For us, the familiarity is built right into the format."

"We have the biggest playlist in Chicago," Bob Mooney of WIND said. "We’re playing over 2,000 records. That really gives us a wide range of music to work with, but it’s all familiar. And without the repetition, you can always sound fresh even though you’re playing old music."

Despite the familiarity factor, which is common to all mass radio, there are several opinions on the reasons for the quick success of this new format. Many, in contrast with the music, and Bill Weaver of KLOK and KWIK, believe it is due to the fact that there is a large number of adults—the target audience for oldies is the 25-to-34-year-old demographic—who are alienated by the "new music."

"The magic thing about the older music is that it had no message," as Bill Stewart sees it. "It was experience without condescension. There was no intellect in it, just a lot of oooh-wahs and do-wahs. These people didn’t want to be told to go out and save the world before dinner by their radios. Really what made oldies so big is that so many people have had it up to their ears with top 40. Oldies are an alternative. It’s got nothing to do with nostalgia."

There are those who disagree with Mr. Stewart’s idea that rock and roll has no message. John Gehron of WCBS-FM is one. "There seem to be cyclical periods of time when the record companies are doing something over again the way kids really are. In the fifties, kids were making records in garages. How much closer to the culture can you get? But then the companies learned how to capitalize on that, then they were in control. Right now, the kids are in control again while the companies are out-looking for the new ‘trend.’ I think the rock revival has saved rock from going the way of jazz."

When rock and roll first swept the country almost 20 years ago, there were many who said it wouldn’t last. The men who made the music said even at that time that the music was not designed to last. It seems odd now that rock and roll has a history that is being studied and even re-experienced. Rock and roll was about the here and now—it spoke to the immediate needs of a generation. They yearned for romance, for cars and for escape. The rockers and rollers of the fifties gave that generation exactly what it wanted. As Richard Goldstein, the pop critic, put it: "The pop music of the fifties brims with rage and discontent, but none of it is socially directed. Which meant that those who could not penetrate the phraseology of rock would rest assured that they convinced their kids were merely stupid."

The music of the sixties though was socially directed and instead of expressing an implicit message, it became quite explicit.

In a time where nothing is shocking any more—Little Richard was pretty outrageous for his time, but the thought of hacking up baby dolls on stage as Alice Cooper now does would never have crossed his mind—14 is a large segment of the population that seems so judged that only a return to the days of masked, implicit emotions can touch them any more. The idea may be the cause behind this nostalgia craze. But oldies radio is determined to live on past the craze.

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**Flack and Temptations stand out in Grammys**

Black singer and black group involved in five awards; CBS also a winner—in ratings

Roberta Flack and the decade-old folk song she made into a pop hit last year, "First Time Ever I Saw Your Face," took two of the top honors at the 15th annual Grammy award ceremonies in Nashville March 3. And the Temptations' "Papa Was a Rolling Stone" took home three awards—one for the vocal version of the song, one for the instrumental version (the flip side of the hit single) and one for its songwriters, Norman Whitfield and Barrett Strong.

Miss Flack's "First Time" was named "Record of the Year" and the song's composer, Ewan MacColl, received a Grammy for "Song of the Year. " Album of the Year was awarded to George Harrison for his live recording of the benefit concert for the refugees of Bangladesh. America was named best new group of the year. Aretha Franklin won the best female rhythm-and-blues vocal performance award for the fifth year in a row.

The Grammy Award Special, which switched from ABC-TV to CBS-TV this year, won in its time slot as well (10-11:30 p.m. NYT). In the overnight Nielsen ratings in New York, the Grammys enjoyed a 34 rating and 56 share against NBC-TV's 14.7 and 24 share (Saturday Night at the Movies) and ABC-TV's 7.3 and 12 share (The Men). In Los Angeles, the Grammys were also first with a 43 share and 22.2 rating compared to NBC's 33 share and 18.6 rating and ABC's 13 share and 6.9 rating.

The complete list of pop, country and rhythm-and-blues award winners appears below. Only 11 of the 47 Grammy awards were presented on the TV special.


**Falling out at WHN**

WHN(AM) New York lost two key staff members the first week on its new country format. Allan Hotlen, program director, was fired, and Bob Fitz-Simmons, morning man, resigned.

Mr. Hotlen, who was with the station for more than two years, was relieved of duties the day the new format went on the air, due to "shortcomings in his administrative approach," John Sullivan, general manager, said. Mr. Fitz-Simmons left after a salary dispute involving his shift from mid-morning to drive time. Neither could be reached for comment.

Ruth Meyer, who joined WHN from WMCA(AM) New York just prior to the format change, most likely will be named program director, according to sources close to the station. Charles Renwick, general manager of WJW(AM) Cleveland, a Storer station as is WHN, is acting program director charged with overseeing the format switch, which was effective Feb. 26.

**Music Briefs**

Music makers. WNEW(AM) New York personality Gene Klavan and commercial music producer Dick Lavsky have formed musical promotion and ID production and syndication firm called Music House Records. Company has been marketing Name-Droppers contest, originally run on WNEW, in past weeks. Music House Records operations are based in New York.

**Catching up.** History of Rock and Roll, 50-hour radio documentary created by RKO Vice President of Programming Bill Drake for Drake-Chenault Enterprises several years ago, has been requested by Office of 11th Naval District Commandant, San Diego, for use in "Operation Homecoming," reorientation program for returning prisoners of war. Tapes from documentary, in syndication for almost five years, will be integrated into special closed-circuit presentation available at San Diego Naval hospital.

The Broadcasting + Playlist

These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears. A 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 6-10a</th>
<th>Rank 3-7p</th>
<th>Rank 7-12p</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Killing Me Softly With His Song (4:46)</td>
<td>Roberta Flack—Atlantic</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>Love Train (2:59)</td>
<td>O'Jays—Philadelphia Intl.</td>
<td>3</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>Dueling Banjos (2:10)</td>
<td>Delbert McCall—Bell</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Could It Be I'm Falling in Love (4:13)</td>
<td>Warner Brothers</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>9</td>
<td>Last Song (3:15)</td>
<td>Bobby Goldsboro</td>
<td>9</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>5</td>
<td>Edward Bear—Capitol</td>
<td>Crocodile Rock (3:56)</td>
<td>5</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>Also Sprach Zarathustra (5:06)</td>
<td>Captain Beefheart—CTI</td>
<td>7</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>6</td>
<td>Rocky Mountain High (4:39)</td>
<td>John Denver—RCA</td>
<td>6</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>11</td>
<td>Daddy's Home (2:59)</td>
<td>Darrell McCall—Motown</td>
<td>11</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>Don't Expect Me To Be Your Friend (3:38)</td>
<td>The Osmonds</td>
<td>10</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>11</td>
<td>10</td>
<td>You're So Vain (4:07)</td>
<td>Carly Simon—Elektra</td>
<td>10</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td>8</td>
<td>Do You Want To Dance? (2:44)</td>
<td>Bette Midler—Atlantic</td>
<td>11</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>Dancing in the Moonlight (2:57)</td>
<td>King Harvest—Perception</td>
<td>12</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>14</td>
<td>13</td>
<td>Do It Again (4:03)</td>
<td>Billy Stewart—ABC</td>
<td>13</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>16</td>
<td>25</td>
<td>Ain't No Woman (2:59)</td>
<td>The Temptations—Warner Bros</td>
<td>20</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>17</td>
<td>16</td>
<td>Daddy's Song (3:06)</td>
<td>Anne Murray—Capitol</td>
<td>20</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>18</td>
<td>18</td>
<td>I'm Just a Singer (4:16)</td>
<td>Bobby Darin</td>
<td>16</td>
<td>19</td>
<td>17</td>
</tr>
<tr>
<td>19</td>
<td>21</td>
<td>Moody Blues—Thompson</td>
<td>Big City Miss Ruth Ann (2:34)</td>
<td>16</td>
<td>22</td>
<td>20</td>
</tr>
<tr>
<td>20</td>
<td>22</td>
<td>Gallery—Sussex</td>
<td>Cover of Rolling Stone (2:53)</td>
<td>22</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>21</td>
<td>23</td>
<td>Dr. Hook &amp; the Medicine Show—Columbia</td>
<td>Cover of Rolling Stone (2:53)</td>
<td>22</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>22</td>
<td>24</td>
<td>Neither One of Us (4:18)</td>
<td>Gladys Knight &amp; the Pips—Soul</td>
<td>21</td>
<td>17</td>
<td>24</td>
</tr>
<tr>
<td>23</td>
<td>32</td>
<td>Break Up to Make Up (4:00)</td>
<td>The Isley Brothers—Capitol</td>
<td>23</td>
<td>21</td>
<td>19</td>
</tr>
<tr>
<td>24</td>
<td>32</td>
<td>Space Oddity (5:05)</td>
<td>David Bowie—RCA</td>
<td>23</td>
<td>21</td>
<td>19</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>Sing (3:20)</td>
<td>Carpenters—A &amp; M</td>
<td>26</td>
<td>24</td>
<td>23</td>
</tr>
<tr>
<td>26</td>
<td>22</td>
<td>Aubrey (3:38)</td>
<td>Bread—Elektra</td>
<td>27</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>27</td>
<td>27</td>
<td>Hummingbird (3:30)</td>
<td>Seals &amp; Crofts—Warner Bros</td>
<td>25</td>
<td>26</td>
<td>29</td>
</tr>
<tr>
<td>28</td>
<td>30</td>
<td>The Night the Lights Went Out in Georgia (3:36)</td>
<td>Rick Wakeman—Capitol</td>
<td>26</td>
<td>24</td>
<td>27</td>
</tr>
<tr>
<td>29</td>
<td>26</td>
<td>Tie a Yellow Ribbon (3:19)</td>
<td>Vicky Lawrence—Bell</td>
<td>24</td>
<td>27</td>
<td>30</td>
</tr>
<tr>
<td>30</td>
<td>19</td>
<td>Dawn—Bell</td>
<td>Jambalaya (3:06)</td>
<td>30</td>
<td>27</td>
<td>33</td>
</tr>
<tr>
<td>31</td>
<td>30</td>
<td>Blue Ridge Rangers—Fantasy</td>
<td>Stir It Up (3:00)</td>
<td>29</td>
<td>29</td>
<td>30</td>
</tr>
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<td>20</td>
<td>Johnny Nash—Epic</td>
<td>Peaceful Easy Feeling (4:15)</td>
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Broadcasting Mar 12 1973
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<tr>
<th>Over-all rank</th>
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<td>46 * 32</td>
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<td>Call Me (Come Back Home) (3:03)</td>
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<td>24</td>
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<td>Why Can't We Live Together? (3:11)</td>
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<td>36</td>
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<td>Little Willy (3:13)</td>
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<td>The Sweet—Bell</td>
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<td>33</td>
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<td>Don't Cross the River (2:22)</td>
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<td>America—Warner Brothers</td>
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<td>Loudon Wainwright III—Columbia</td>
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<td>The World is a Ghetto (3:59)</td>
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<td>The Twelfth of Never (2:40)</td>
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<td>Wildflower (4:08)</td>
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<td>Stuck in the Middle (3:24)</td>
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<td>Peaceful (2:50)</td>
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<td>43</td>
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<td>Keep on Singing (3:40)</td>
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<td>41</td>
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<td>Your Mama Don't Dance (2:47)</td>
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<td>Loggins and Messina—Columbia</td>
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<td>61</td>
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<td>Out of the Question (2:57)</td>
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<td>Armed &amp; Extremely Dangerous (2:49)</td>
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<td>Funky Worm (2:41)</td>
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<td>Pinball Wizard/See Me, Feel Me (3:23)</td>
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<td>Hello Harry (3:01)</td>
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<td>35</td>
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<td>Love Jones (3:19)</td>
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<td>Cisco Kid (3:47)</td>
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<td>49</td>
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<td>Magic Woman Touch (3:17)</td>
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<td>68</td>
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<td>Cook with Honey (3:29)</td>
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<td>51</td>
<td>56</td>
<td>Control of Me (3:28)</td>
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<td>57</td>
<td>Jesus Is Just Alright (3:50)</td>
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<td>Walk on the Wild Side (3:37)</td>
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<td>Bitter Bad (2:30)</td>
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<td>71</td>
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<td>Master of Eyes (3:25)</td>
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<td>61</td>
<td>Masterpiece (5:30)</td>
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<td>40</td>
<td>62</td>
<td>Give Me Your Love (2:59)</td>
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<td>59</td>
<td>63</td>
<td>Kissing My Love (3:50)</td>
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<td>63</td>
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<td>One Less Set of Footsteps (2:46)</td>
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<td>58</td>
<td>65</td>
<td>Pardon Me, Sir (3:37)</td>
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<td>66</td>
<td>One Man Band (3:29)</td>
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<td>67</td>
<td>67</td>
<td>If You Gotta Break Another Heart (2:35)</td>
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Delta guarantees delivery on the flight or routing you specify between most Delta cities.

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- San Francisco-Atlanta $31.50
- Philadelphia-Houston $26.25
- New York-Tampa $26.25

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Broadcasting Mar 12 1973

67

continued on page 68
NCTA thwarts bid for city ownership in Columbia, Mo.: Association staff goes into market, mounts aggressive campaign that defeats referendum on cable

The National Cable Television Association is claiming a major victory in Columbia, Mo., where voters on Feb. 27 rejected a referendum to authorize $1.75 million in revenue bonds to finance a city-owned cable-television system.

The final tally showed a voter turn-out of only about 30% for the single-issue election, with 4,825 votes against the bond proposal and 3,219 votes in favor of it, a roughly 60%-to-40% margin against municipal ownership. A four-sevenths majority, or 57.14%, was necessary for approval.

"This election took on national ramifications," according to John Paul Johnson, director of federal/state relations for NCTA, "because we found that many, many cities around the country were thinking that if this issue breezed in, they'd be in a good position to do the same thing." If the bond issue had passed, Columbia, which has a population of some 60,000 persons, would have been set to become the most populous U.S. city with a municipally owned cable system (BROADCASTING, March 5).

In recognition of the state's victory, the NCTA board of directors, for the first time, asked its staff to go into the market and do something to overturn the referendum.

Led by its Mr. Johnson, the NCTA went to Columbia and ran full-page advertisements in both the Columbia Missourian—the newspaper of the University of Missouri there, and The Columbia Daily Tribune. The ad began with a question headline: "Columbia Needs Cable Television But Does Columbia Need Government Ownership of this Emerging Form of Communication?"

followed by three quotations. One, running over the credit line of the director of Office of Telecommunications Policy of the executive branch, pointed out that "municipal ownership is not best for your citizens or municipal government." [The "your" in this quote, from Clay Whitehead, referred to participants in a February 1971 cable-TV workshop for minority municipal officials, not to the citizens of Columbia, although the NCTA ad did not say so.] The second, identified as a personal comment by Jerrold N. Oppenheim of the American Civil Liberties Union, said in part: "Municipal ownership of cable-TV systems may seem attractive to cities with budgetary problems, but it would probably cause more problems than it would solve . . . ."

The third quote used by NCTA apparently generated considerable controversy in Columbia. It noted in part that "for a press to meet its responsibilities in a free society, it needs all possible freedom from government controls."

The credit line under the quote said that it was taken from an editorial in The Columbia Missourian as quoted by Senator Alan Cranston (D-Calif.) in October 1972 hearings on newsman's privilege before the House of Representatives.

The same ad was supposed to run twice more in both Columbia newspapers. But, according to NCTA, the ad was pulled from the University of Missouri newspaper, which had taken a strong stand favoring municipal ownership. Reportedly the explanation was that the advertising copy created a "possible misrepresentation" of the newspaper's position. NCTA came back in The Columbia Daily Tribune, with a different full-page ad that explained: "Yesterday the Columbia Missourian refused to run an advertisement by the National Cable Television Association. . . . If anyone still has questions about why it is wrong for the government to own a mass medium—such as cable television—this case of censorship should be a sobering answer."

NCTA also ran 20 spots a day for five days in both newspapers and radio. NCTA was opposed in its campaigning by a so-called Citizens CATV Committee which emphasized that approval of the bond issue would make it possible for "all possible free-" "more diverse programing," "no initial hookup cost to link with the cable system," "a lower subscription cost to the individual citizen" and potential revenue to the city of Columbia."

The initial offering of what would be a municipally owned system called for 180 miles of cable and 12 channels, including carriage of three existing local TV stations in Columbia (KCBJ-TV, KOMU-TV and KROC-TV) as a public educational station from St. Louis; an independent station from St. Louis; a cable-only news-and-stock channel using teleprinters; a cable-only time-and-weather channel; a channel for local programing and public access. In the second offering of such a system was $4.95 a month with no installation charge.

That last month's referendum vote was a resounding defeat for proponents of municipal ownership would seem evident in comparing the vote that same issue received in last year's general election. On November 7, the majority of Columbia voters supported the proposed $1.75-million revenue bond issue, but the total fell just short of the four-sevenths vote required for approval. With the bond issue having failed for a second time last month, it now appears that the issue of city ownership is closed and the Columbia city council will take steps to grant a franchise to a nonprofit group or to a private company. It is estimated this may take as long as two years. International Telemeter Corp., which has a thriving cable-TV system in Jefferson City, some 30 miles away, and which has a microwave drop in Columbia, is one of the.

Broadcasting mar 12 1973

**Note:** The text includes references to various songs and artists, which are not translated or explained within the document.
applicants for a private cable-system franchise.

What was accomplished in Columbia? NCTA's John Paul Johnson was asked. "It is a temporary restraint on some of the enthusiasm on the part of people who would prefer nonprofit ownership," he answered. "It is only the beginning of what must be a nationwide counterattack at the fundamental bias that those that are pure and untainted should control communications."

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Tales of two cities and two financiers

Newark revamps ideas about cable; Arlington awards major franchise; Becker, Jerrold start subsidiaries to give CATV new financial blood

There was cable-television action on many fronts last week including a major market franchise still floating in Newark, N.J.; two companies venturing into cable-TV financing, and another major franchise in the metropolitan area of Washington about to find a home.

In Newark, where Teleprompter Corp. has had a virtually inactive cable-TV franchise since 1968 (six subscribers out of a potential area is for Arlington county), the council last week deferred action on a recommendation of its president and the mayor that the Teleprompter franchise be amended.

The amendment of Teleprompter's franchise in Newark — a city of more than 1.6 million population, would change virtually everything that was contained in Teleprompter's original franchise. Generally, it calls for a total update, with new provisions calling for a public-access studio and channel, additional channels for government and education and for local origination.

The amendments would also have Teleprompter paying the city of Newark 5% of basic subscriber revenues and 2% of any advertising revenues, with all fees and charges regulated by the city.

The local Teleprompter company holding the franchise — Teleprompter of Newark — would be operated by a nine-member board of directors, including three public members appointed by the mayor with the advice and consent of the city council.

It was emphasized by city representatives that in deferring action on the city council president's and mayor's recommendation that Teleprompter's franchise be amended, there was no negative connotation intended. Instead the city council asked for the deferment so that further discussions could be held with city officials involved. Another city council meeting is scheduled for March 21.

The franchise in the Washington metropolitan area is virtually inactive, as well. It was awarded last week to the Arlington Communications Corp., a company formed for the purpose, to operate a system that may have a potential of 57,000 homes.

The franchise has been pending since about 1970, with Arlington Telecommunications Corp. (known as Artec) previously selected as the grantee under the city's franchise. Terms of the franchise have been hammered out over the last several months and it was the results of these negotiations that won approval of the Arlington County Board last week. The terms of the franchise include a strong public-interest provision with Artec agreeing that six members of its 18-member board will be appointed by the county board as public members.

The franchise agreement, for 10 years, calls for Artec to pay the county 4% of the franchise's gross profits, or $12,000 a year (whichever is higher), and stipulates that the subscriber fee of $5 per month cannot be increased without the county board's approval.

Chairman of the board of Artec is former FCC Chairman Frederick W. Ford, now with the Washington law firm of Pitman, Lovett, Ford, Hennessy & White. Mr. Ford also was once president of the National Cable Television Association.

In two somewhat similar moves, A. G. Becker & Co., a Chicago-based investment banking firm, formed Becker Communications Associates as a limited partnership to provide specialized financing and consulting service to cable-TV operations and other communications systems; while General Instrument Corp., the New York based parent of Jerrold Corp., established General Instrument Credit Corp. as a subsidiary to make financing available for cable-TV construction projects. Becker Communications will be based in Chicago, but its staff will be headed by Jim Ackerman, a cable-TV consultant and broker, out of Indianapolis.

Mr. Ackerman's company, Communications Advisors Inc., has been acquired by A. G. Becker. Communications Properties Inc., Austin, Tex., a multiple-systems operator, is to be a consultant to the loan committee of Becker Communications Associates, reviewing transactions and approving loans.

The new General Instrument Credit Corp. will operate out of the headquarters of Jerrold Corp. in Philadelphia. The new company has received a line of credit from an undisclosed number of banks led by Chase Manhattan of New York and says that it will be able to finance more than $25 million in cable-TV turnkey contracts. Jerrold Corp. is in the business of designing and constructing entire, so-called turnkey, cable-TV systems.

Earlier, in a switch of sorts, Cable Funding Corp., New York, probably the largest company devoted exclusively to cable-TV financing, announced that it is currently engaged in negotiations with a substantial number of banks in northern Virginia. The Arlington County Board last week gave what amounted to final approval to Arlington Telecommunications Corp., a company formed for the purpose, to operate a system that

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Cable Briefs

Other shoe. Early last month, American Television & Communications Corp., Denver-based multiple cable system operator, reported it had received franchise for Champaign, Ill. Last week it reported it has received franchise for other half of market, Urbana, Ill. (pop. 100,000).

Multilanguage shows. Telemedia Inc., San Diego, specializing in cable-TV programming, has announced special features, documentaries, children's and adventure programs for use with cassette-console equipment. Company is offering number of programs with two narration tracks, one for English and one for Spanish or other languages. 3320 Kemer Street, Suite 102, San Diego 92110.

Kahn to prison

Irving B. Kahn, former president-chairman of Teleprompter Corp., surrendered to federal authorities in New York on March 1 and was sent to the Lewisburg, Pa., penitentiary for processing on a five-year prison term. Mr. Kahn, 55, was convicted in 1971 on counts of bribery, conspiracy and perjury in connection with the awarding to Teleprompter of an exclusive CATV franchise in Johnstown, Pa. Attorneys for Mr. Kahn said last week the U.S. Supreme Court has been petitioned for a review of the case.

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You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here's how to handle a bigger judgment: insure the excess with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once.

Wayman points out that FM today is much better off than UHF was when 1962 legislation passed.

To virtually no one's surprise, the Consumer Electronics Group of the Electronics Industries Association wants no part of S. 585, a bill introduced Jan. 29 by Senator Frank E. Moss (D-Utah) to require that radios be capable of receiving both AM and FM broadcasts.

"I won't mince words," Jack Wayman, staff vice president, EIA/Consumer Electronics Group, last week told a news conference in Washington. "We're against any part of the legislation."

The all-channel radio legislation was one of a number of subjects discussed by the board of directors of EIA/CEO at the EIA's four-day spring conference, March 5-8. In describing the board's attitude towards all-channel radio, Mr. Wayman noted that it's somewhat the same as the philosophy of the organization in opposing all-channel television receiver legislation of 10 years ago. Yet, Mr. Wayman maintained there are a number of essential differences, that make for "really no comparison."

Referring to a former chairman of the FCC who supported all-channel TV receiver legislation, Mr. Wayman told the news conference, "as you know 10 years ago Newton Minow put his big lights up on the boards and got the all-channel legislation passed." But, pointed out Mr. Wayman, the situation in television then was different from the situation today in radio.

"There was only 9% sales in UHF sets at that time," he contended, "UHF stations were going broke—90 had gone broke in five years. And they were in dire stress over having their UHF frequencies being given to the military."

In comparison today in radio, according to Mr. Wayman, "we're running 52% of radios with FM capability—probably more when it comes to units in the field because you've got tape and audio components and phonograph combinations that we're not even counting." In reality, Mr. Wayman believes that there may be as much as 55-60% FM penetration in radio sets.

"There is no way to take their frequencies away," Mr. Wayman made this point in continuing his comparison with the UHF situation of 10 years ago. "And the stations sure aren't going broke. They're very healthy."

His conclusion was that FM radio today and UHF television of 10 years ago aren't an "apples-and-apples" comparison. He further concluded that car radios are what the National Association of FM Broadcasters, supporter of the Moss bill, are really hoping to saturate. FM's penetration of the car-radio field is only about 20%, Mr. Wayman conceded, but he explained that "we know that it competes on the floor of dealers and factories with all the safety features that must be put on the car." He told the news conference that an AM-FM radio in the car is "a back-burner item and it's up to the dealer to sell it—that's their problem."

He claimed that the manufacturers of automobile radios represented at the conference in Washington, such as Delco Electronics and Motorola Inc., are "strongly against" the all-channel radio bill, as is EIA. He also pointed out that the bill would require manufacturers of FM-only receivers, such as Fisher Radio and H.H. Scott Inc., to put an AM tuner on their FM equipment.

Mr. Wayman, explaining that the Moss bill requires that all radios costing more than $15 have the FM-AM capability, said "that means to put a quality FM in, and not a down-and-dirty tuner, it probably will be more than a $15 threshold. We want no thresholds of certain dollar amounts."

He also claimed that "in the wildest imagination if this law would ever come out" it would be at least four years before the electronics industry would be required to produce all-channel sets. "By that time," he claimed, "FM would be up in the 80% saturation point and it's all academic anyway."

His advice to NAFMB and its proponents is that they "better hurry up and get a law because we pretty well are using up the reason for having it." He did acknowledge that the board of directors did spend a little more time this year than usual in considering the all-channel radio proposal.

"Usually we spend 10 seconds and it really did take longer this year to look at the situation and establish a position," he said.

EIA questions need for all-channel radio law

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Technical Briefs

Sea legs from Comsat. Communications Satellite Corp., Washington, has won $27,912,000 contract from Naval Electronics Systems Command to provide U.S. Navy with voice and data communications via satellite. Contract covers leasing to Navy of portion of capacity of two satellites for two years, with service to begin Sept. 1, 1974. Comsat also announced that it filed with FCC for authority to proceed promptly with construction of satellites to provide service not only to Navy, but also to commercial shipping industry. This maritime satellite system would be to provide "high-quality" voice and data communications directly to ships at sea.

From Comsonics. Comsonics Inc., newly formed CATV technical services firm, is offering switching system that provides for remote control of usual non-duplication switcher via existing CATV coaxial system. Remote switching system uses nonduplication switcher-timing mechanism which is relocated to system office for programming. Unit sells for $1,695.06. Contact: William Edmonston Jr., Comsonics Inc., Box 1106, Harrisonburg, Va. 22801.


Sold to Storer. Ampex Corp., Redwood City, Calif., announces sale of 12 ACR-25 cartridge video devices to Storer Broadcasting Co. in estimated $2-million transaction. First two delivered later this year, go to Storer's WJW-TV Cleveland.

Its own home. Electronic Industries Association, exercising option it has had since 1965, has bought headquarters building where it is now located at 2001 Eye Street, N.W., Washington. Nine-story building contains about 28,000 square feet of rentable space, with EIA occupying the upper five floors.

Gates lists it all. Gates Division of Harris-Intertype Corp., Quincy, Ill., has published 1973 radio-equipment catalogue. Catalogue (number 100, part 1) describes complete line of AM, FM and shortwave transmitters, audio-control consoles and studio equipment and is available for $10.
Finance

Broadcast stocks fall below market on investor fears of overregulation

That's how Wall Street analysts explain downside turn of whole list in 'Broadcasting' stock index

Broadcast and related stocks have declined in price even more sharply than the market in general, but Wall Street analysts attribute the deeper slippage more to psychological than to economic considerations.

Since early January, prices as a whole have been on a downward slide. The Standard & Poor's industrial average on Jan. 3 stood at 133.62 and fell to 128.40 on March 7 for a decline of 3.90%. For the same period, companies listed on the "Broadcasting Stock Index" fell in market value from some $60 billion to $54 billion, down 9.75%.

Broadcast and cable-television stocks were especially vulnerable. The market value of broadcast shares over the two-month period declined by 17.97%, from $3.3 billion to $2.7 billion. And cable shares descended at virtually the same rate, falling from a value of $1.98 billion on Jan. 3 to $1.63 billion on March 7, off 17.66%.

Financial analysts canvassed by Broadcasting agreed almost unanimously that factors contributing to the devaluation trend in broadcasting and CATV shares were related primarily to regulatory matters facing these industries. But they stressed that the depressed prices of these stocks have no relationship to projected earnings, with broadcast companies particularly tabbed to register comfortable gains in 1973.

In the broadcast sector, analysts cited these developments as worrisome to investors: the Office of Telecommunications Policy recommendations on license renewals, tying them to local-station responsibility for programming; the uncertainty created by calls for counteradvertising and guidelines on drug advertising and fears that broadcast advertising expansion may falter in late 1973 and early 1974.

Analysts agreed that logically there was no reason for apprehension and several said that many broadcast stocks, at today's prices, constitute "good buys."

Wall Street specialists pointed to several depressants they believed hung heavily on CATV shares. They singled out as a pivotal factor the OTP recommendation, reportedly under consideration, that would separate ownership of cable facilities from programming. This proposal, according to a number of analysts, has caused speculation that cable systems ultimately could be classified as common carriers and subject to tariff regulation.

Other negative indications cited by analysts were the unsettled condition of the copyright issue; increased franchising interest by federal, local and state governments, and the apparently slow pace at which the FCC is issuing certificates of compliance. They noted this last factor is delaying construction starts in some of the larger cities.

Though cable stock prices have declined, one analyst mentioned a factor he considered significant: The volume of trading has not been high, and institutional investors are holding onto these shares.

All segments in the "Broadcasting Stock Index" showed decreases in the market value of their shares from Jan. 3 to March 7. Programming skidded by 14.52%; broadcasting with other major interests, 5.75%; service, 22.56%; electronics, 8.28%.

Last year topped them all for ABC

Network is cited as main factor in billion-dollar revenue increase

ABC Inc. had record revenues and earnings in 1972 and in the fourth quarter of the year. ABC said its performance primarily reflects "the continuing improvement of results for the television network." ABC noted that record fourth-quarter earnings were almost twice the previous record level set in the comparable period of 1971.

All per-share figures were adjusted to reflect the two-for-one stock split to be distributed to shareholders of record on Feb. 26, 1973.

For the year ended Dec. 31, 1972:

1972  1971

Earnings per share  $2.10  $0.93
Revenue 860,449,000 756,495,000
Net income 35,837,000 13,200,000

Videorecord regroups

Hopwood, Passino get new roles; offering expanded to $3 million

Videorecord Corp. of America, Westport, Conn., video-cassette programing and equipment firm, has realigned its top management and is enlarging its plans for public financing.

Stafford L. Hopwood Jr., who has been chairman, president and chief executive officer, has given up the last two titles to Herbert Passino, formerly executive vice president. An official said Dr. Hopwood, a former CBS Laboratories vice president who formed the company with a group of broadcasting, advertising and show-business associates in 1969, would "devote his time to promotion of the company in terms of new business and dealing with investors and the public," while Mr. Passino would be in charge of day-to-day operations.

The company meanwhile was said to be still in registration with the Securities and Exchange Commission for a proposed public offering of stock. The registration...
### RCA Corp. does turnaround for record 1972

**Net sales hits $3.86 billion; broadcasting, communications rise 9% to $820 million**

RCA Corp. sales in 1972 rose to a record $3.86 billion and net profit from continuing operations increased to $158.1 million from $128.6 million in 1971.

RCA's annual report, signed by Chairman Robert W. Sarnoff and President Anthony L. Conrad, showed a $158.1-million net profit last year compared with a loss of more than $155 million in 1971. The loss that year was due to a charge of $250 million against RCA's third quarter when computer operations were discontinued.

1972 sales in broadcasting, communications, publishing and education rose 9% to $820 million and earnings in this sector grew 29% to $48.9 million. RCA said that advances in sales and earnings in broadcasting and communications "more than offset a modest decline in publishing and education services" last year. RCA officials declined to provide a breakdown of broadcasting's portion of sales and earnings.

Virtually all RCA operations in 1972 showed substantial improvements in sales and earnings. These included home products and other commercial products; consumer electronics and electronic components; RCA Records, and Hertz Corp.

Mr. Sarnoff and Mr. Conrad said that 1972 marked the second consecutive year in which continuing operations increased net profits by at least 20%. They pointed out that this may be "a somewhat higher rate of increase than we can expect for the long term, since it combines new growth with recovery from the adverse business conditions of recent years."

The two RCA executives mentioned the company's diversification moved over the past seven years into areas outside of electronics and into activities not involving sales to the government. But they observed that "more than 70% of the company's business is still in electronics, and said: "RCA now is considerably more than an electronics company."

For the year ended Dec. 31, 1972:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings (Loss) per Share</th>
<th>Revenue</th>
<th>Net Income (Loss)</th>
<th>Profit from Continuing Operations</th>
<th>Loss from Computer Operations before Discontinuance</th>
<th>Extraordinary Charge from Withdrawal from Computer Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$2.05</td>
<td>$3,862,571,000</td>
<td>$158,104,000</td>
<td>128,646,000</td>
<td>($34,498,000)</td>
<td>($250,000,000)</td>
</tr>
<tr>
<td>1971</td>
<td>($2.16)</td>
<td>$3,544,998</td>
<td>($155,850,000)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### A strong comeback in Storer's 1972 report

**Sharp rises in profits and earnings wipe out memories of soft '71**

Storer Broadcasting Co., Miami Beach, reported net earnings from continuing operations of $10,349,000 for 1972 as compared to $7,875,000 for 1971. Net income including extraordinary items was $23,775,700 in 1972 as compared to $2,896,200 in 1971.

Improvement in 1972 earnings was said to be attributable "primarily" to gross broadcast revenues of $75,323,600 in 1972, up 17% from 1971's $64,584,000.

Increases in extraordinary gains in 1972 resulted from "the required accounting treatment" of the merger of Northeast Airlines (of which Storer owns 86.1%) into Delta Air Lines on Aug. 1, 1972.

For the year ended Dec. 31, 1972:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per Share</th>
<th>Revenue</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$4.81</td>
<td>75,323,600</td>
<td>23,775,700</td>
</tr>
<tr>
<td>1971</td>
<td>$0.73</td>
<td>64,584,000</td>
<td>2,896,200</td>
</tr>
</tbody>
</table>

### Financial Briefs

**Wells, Rich, Greene, New York, has reported increased earnings for quarter ending Jan. 31:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per Share</th>
<th>Billings</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.54</td>
<td>44,958,800</td>
<td>29,701,800</td>
</tr>
<tr>
<td>1971</td>
<td>$0.48</td>
<td>37,965,000</td>
<td>30,990,000</td>
</tr>
</tbody>
</table>

**Needham, Harper & Steers, New York, net income rose 21.3% in 1972 over 1971. For the year ended Dec. 31, 1972:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per Share</th>
<th>Billings</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$1.70</td>
<td>143,804,000</td>
<td>44,938,800</td>
</tr>
<tr>
<td>1971</td>
<td>$1.73</td>
<td>129,000,000</td>
<td>39,901,800</td>
</tr>
</tbody>
</table>

**Shares outstanding:**

- 1972: 1,608,309
- 1971: 1,617,809
MCA Inc., Universal City, Calif., reported record revenue and net income in 1972. Lew R. Wasserman, MCA president, said net income jumped by 25% over 1971 and pointed out that operating income from film entertainment, embracing TV and motion pictures, rose by 32%. For year ended Dec. 31, 1972:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$2.52</td>
<td>$345,981,000</td>
<td>$4,965,000</td>
</tr>
<tr>
<td>1971</td>
<td>$2.04</td>
<td>$333,735,000</td>
<td>$3,320,000</td>
</tr>
</tbody>
</table>

Post Corp., Appleton, Wis., reported increases in revenues and earnings for year ended Dec. 31, 1972:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$1.84</td>
<td>$17,635,900</td>
<td>$1,847,390</td>
</tr>
<tr>
<td>1971</td>
<td>$1.84</td>
<td>$16,032,600</td>
<td>$1,847,390</td>
</tr>
</tbody>
</table>

McCaffrey & McCall, New York, reported record billings and earnings for year ended Dec. 31, 1972:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Gross billings</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$1.84</td>
<td>$56,332,549</td>
<td>$5,212,036</td>
</tr>
<tr>
<td>1971</td>
<td>$1.13</td>
<td>$5,052,446</td>
<td>$588,362</td>
</tr>
</tbody>
</table>

Starr, Booth Newspapers Inc., Inc. An Arbor, Mich., reported record income and revenues for year ended Dec. 31, 1972:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$2.13</td>
<td>$7,032,794</td>
<td>$6,018,570</td>
</tr>
<tr>
<td>1971</td>
<td>$1.75</td>
<td>$6,512,150</td>
<td>$7,016,922</td>
</tr>
</tbody>
</table>

Marvin Josephson Associates, New York, entertainment- and leisure-time-oriented company, reported gains in revenues and income for six months ended Dec. 31, 1972:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.75</td>
<td>$5,725,400</td>
<td>$5,151,890</td>
</tr>
<tr>
<td>1971</td>
<td>$0.54</td>
<td>$5,182,600</td>
<td>$552,700</td>
</tr>
</tbody>
</table>

Weekly market summary of 138 stocks allied with broadcasting:

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Mar. 7</th>
<th>Closing Feb. 26</th>
<th>Net change in % week</th>
<th>% change in year</th>
<th>Apr 72-73 Low</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

Broadcasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Mar. 7</th>
<th>Closing Feb. 26</th>
<th>Net change in % week</th>
<th>% change in year</th>
<th>Apr 72-73 Low</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

Broadcasting with other major interests

TOTAL 70,803 2,722,457
<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing March 7</th>
<th>Closing Feb. 28</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1972-73</th>
<th>% change in week</th>
</tr>
</thead>
</table>
Broadcast advertising

Women honored. Women in Communications Inc. has named five winners of its Headliner Award, highest honor bestowed on members. Recipients are: Mary Ayres, executive VP, Sullivan, Stauffer, Colwell & Bayles, New York agency—for professional excellence in advertising; Patricia L. Swenson, general manager, noncommercial KBPS(AM) Portland, Ore., and supervisor of radio-TV, Portland public schools—for outstanding service in radio and educational TV; Colleen Dishon, editor and president, Features and News, Chicago agency serving newspapers; Barbara Krohn, director of communications, Washington Education Association, Seattle, and Charlotte Montgomery, contributing editor, Good Housekeeping magazine, New York. Awards will be presented Oct. 4 at organization’s annual national meeting in Portland, Ore.

Robert J. Russo, local sales manager, WBEV-AM-FM Buffalo, N.Y., appointed general sales manager.

Chuck Derderian, with WICE(AM) Providence, R.I., appointed sales manager.

Media

Frederick S. Pierce, VP in charge of planning and development, ABC Television, New York, takes on additional responsibility of assistant to Walter A. Schwartz, president of ABC Television. Mr. Pierce was in similar post with ABC-TV network before moving to planning and development job with the TV division.

Women in Communications Inc. has named five winners of its Headliner Award, highest honor bestowed on members. Recipients are: Mary Ayres, executive VP, Sullivan, Stauffer, Colwell & Bayles, New York agency—for professional excellence in advertising; Patricia L. Swenson, general manager, noncommercial KBPS(AM) Portland, Ore., and supervisor of radio-TV, Portland public schools—for outstanding service in radio and educational TV; Colleen Dishon, editor and president, Features and News, Chicago agency serving newspapers; Barbara Krohn, director of communications, Washington Education Association, Seattle, and Charlotte Montgomery, contributing editor, Good Housekeeping magazine, New York. Awards will be presented Oct. 4 at organization’s annual national meeting in Portland, Ore.

Robert J. Russo, local sales manager, WBEV-AM-FM Buffalo, N.Y., appointed general sales manager.

Chuck Derderian, with WICE(AM) Providence, R.I., appointed sales manager.

Broadcast advertising

William V. Welthas, senior VP-management supervisor, SSC&B, New York, elected executive VP.

Alan Yurman, account supervisor, Leo Burnett Co., Chicago, elected VP.


Robert A. Jelinek, senior VP, Young & Rubicam, New York, named general counsel and corporate secretary for agency.

Robert W. Doolittle, VP and creative director, N. W. Ayer & Son, Chicago, joins Grey Advertising, Detroit, in similar capacity.

Anthony D. Wake, creative director, Ketchum, MacLeod & Grove, Houston, elected senior VP and general manager, Houston office. H. H. Beels, VP and account supervisor, KM&G, elected senior VP and director, account services, Houston office.

Robert J. Culpepper Jr., account supervisor, Cargill, Wilson & Acree, Atlanta, joins McDonald & Little, Atlanta, as VP-account supervisor.

H. Kenneth Shaw, director of advertising and promotion, Scholl Inc., Chicago, foot care and footwear manufacturer, elected VP.


Peter L. Brandt, assistant media supervisor, Needham, Harper & Steers, Chicago, appointed media supervisor.

Albert C. Lucero, formerly sales manager, KBHK-TV San Francisco, appointed general sales manager, WJKS-TV Jacksonville, Fla.

Tony Cassara, account executive, Edward Petry Co., New York, appointed national sales manager, KTLA(TV) Los Angeles.

Howard Shepard, formerly research manager, television sales, Warner Bros., joins KHJ-TV Los Angeles as director of research and sales development.

Frank Brosseau, with WQHP-TV High Point, N.C., joins WCSC-TV Charleston, S.C., as regional sales manager and assistant national sales manager.

J. Ray Padden, VP-manager, West Coast office, Metro Radio Sales, named general sales manager, KLAC(AM) Los Angeles. Both are owned by Metromedia.

Jeffrey Lawenda, account executive, CBS Radio Spot Sales, New York, joins WXLO-FM New York as general sales manager.

Robert Fauser, national sales manager, WXLO, named retail sales manager.

Miller Gardner, national sales manager, KMBZ(AM)-KMBR(FM) Kansas City, Mo., assumes additional post of national sales manager, KXTZ(FM) Los Angeles and KBIG(AM) Avalon-Los Angeles. Bonneville International Corp. is owner of stations.

Edward J. Hughes, general sales manager, WMEX(AM) Boston, resigns.

Cosmo Cappellino, with WERE(AM) Cleveland, appointed national sales manager. He succeeds Kim Colebrook, appointed local account executive there. Mickey Franko, with were, appointed to newly created post, local sales manager.

Neal D. Morris, manager of advertising and merchandising, Northern California Grocer’s Association, joins KNDE(AM) Sacramento, Calif., as director of sales and station manager.

Express yourself with the right talk radio station!

It will also handle your billing, keep your logs straight, give you sales reports or any of a dozen other things. It’s at

NAB, BOOTH 514 • SHOREHAM HOTEL

Broadcasting Mar 12 1973 75
Robert E. Dod, assistant manager, Alabama Educational Television Network Commission, named general manager. He succeeds Raymond D. Hurbert, who retires.

J. P. Tucker, general sales manager, WMGC-TV Memphis, assumes additional post, assistant general manager in charge of sales.

John T. Papas, station manager, WKKO-(AM) Boston, appointed general manager.


Jon H. Cooper, with noncommercial KUAT-AM-TV Tucson, Ariz., joins Rocky Mountain Public Broadcasting Network, Denver organization composed of nine public stations, as manager.


Christopher J. Conway, with KKKK(AM) St. Louis, joins WTHO(AM) Ithaca, N.Y., as VP-general manager.

Gary Granger, program director, WSRF-(AM)-WSHE-(FM) Fort Lauderdale, Fla., appointed VP and station manager.

David C. Grady, general sales manager, WICE-(AM) Providence, R.I., named general manager. David A. Pearce, program director, WICE, appointed operations manager.

Woody Tanger, station manager, WKCM-AM-FM Providence, R.I., joins WPRO-FM there in similar capacity.

Kenneth R. Mosher, director of treasury services, Storer Broadcasting Co., Miami Beach, Fla., appointed to newly created post, assistant treasurer.

Joseph Tomes, production manager, KOVR-(TV) Stockton-Sacramento, Calif., appointed education director, McClatchy Newspapers and Broadcasting, owner of KOVR-(TV), KFKB-AM-FM Sacramento, KBEE-AM-FM Modesto, KJMJ-AM-FM-TF Fresno, all California, and KOH-(AM) Reno, in addition to three newspapers. He succeeds Lillian Allan, who retires.

Herb Boyer, executive director, Phoenix Opportunities Industrialization Center, joins Combined Communications Corp. as director of minority projects. CCC is owner of KTAR-AM-FM-TV Phoenix, KBLU-AM-TV Yuma, Ariz., KOCO-TV Oklahoma City, KBTV-(TV) Denver and KARK-TV Little Rock, Ark.

**Programing**

Leo Jaffe, president, Columbia Pictures Inc., New York, parent company of Screen Gems, named chief executive officer, Jerome S. Hyams, senior executive VP, appointed chief operating officer. A. Schneider continues as chairman and will be responsible for corporate policy and planning and development. Titles of chief executive and chief operating officers are new designations at Columbia Pictures.

Jack Sonntag, TV production supervisor, Twentieth Century Fox, Los Angeles, named VP, production and operations, Paramount Television, Hollywood.

Jere J. Sullivan, music director, WERA(AM) Plainfield, N.J., appointed program director.

James W. McGhee, operations manager, WTVK-(TV) Knoxville, Tenn., joins WOTL-TV Toledo, Ohio, as production manager.

Jack White, producer-director, WOKR-(TV) Rochester, N.Y., assumes additional post, production manager.

Bill Quinn, program consultant and formerly station manager, WPRAW(AM) New York, joins WPWR(AM) Baltimore as producer-air personality.

Norma Sans, secretary to president and personnel director, WRFW(AM) New York, appointed program administrative assistant.

**Broadcast Journal**

Dow Smith, executive news director, WBMM-TV Chicago, named assistant news director, KPIX-(TV) San Francisco.

Michael E. Von Ende, news director, KYW-TV Philadelphia, joins WTOP-TV Washington as assistant news director.

Ken Grauer, with KKKO-AM-FM San Diego, appointed news director. He succeeds Dale Brix, who resigns.


Bernard Osborne, program controller, ABC News, New York, appointed manager of program controllers. He succeeds Charles Frey, now director of administration, ABC News.

Ed Ingles, sports director, UPI Audio...

Tom Hedrick, play-by-play announcer on Avco Broadcasting Co. telecasts of Cincinnati Reds, joins KDFW-TV Dallas-Fort Worth as sports director.

Cable
Paul W. Lancaster, manager of design and CATV product engineering, Cascade Electronics Ltd., Port Moody, B.C., joins Goldmark Communications Corp., Stamford, Conn., as director of CATV engineering.

R. Wayne Wilson, coordinator, franchising and community-affairs activities for 10 Northwestern states, Teleprompter, Seattle, appointed director of Northwest regional community development. John Powell, formerly with Hughes Aircraft Co., Los Angeles, appointed Southwest regional community development director, Teleprompter, Los Angeles office.


William F. Edwards, operations manager, industrial and commercial programs, GTE Sylvania, New York, appointed project coordinator, CATV equipment and installation operation.

Marshall M. Carpenter Jr., formerly with RCA, appointed manager, market development, SRS division, Theta Corp, Phoenix CATV equipment manufacturer.

Jack D. Cox, district manager, LP-gas sales, service and distribution center, Langley, S.C., joins Suburban Cablevision, as manager, Morganton, N.C., system.

Equipment & Engineering
Ronald B. Peters, with WGN-TV Chicago, joins WGN-AM Denver as assistant chief engineer. Both are WGN Continental stations.

Paul Wheaton, regional sales manager, Oak Industries Inc., Los Altos, Calif., office, appointed West Coast corporate regional sales manager in charge of products of Oak’s CATV division. David B. Jacoby, with Oak’s Far East operation, Taiwan, appointed corporate regional sales manager for northern California with headquarters in Los Altos.


Gerald A. Eastman, independent television servicing consultant, joins Teleprompter Inc., Salt Lake City, as product line manager, CATV and CCTV systems.

Barry Dobbert, technical operations manager, Wisconsin division, Midwestern Relay Co., Milwaukee, appointed general operations manager for entire system.

Allied Fields


Edward A. Gallagher, president, Western Union International Inc., New York, named president and chief executive officer, parent company, WUI Inc. Rosario P. Romanelli, attorney and engineer, Western Union International, succeeds Mr. Gallagher. Western Union International is worldwide communications firm.

Margita Eklund White, assistant deputy director of communications, executive branch, joins United States Information Agency as assistant director. (This corrects March 5 item).

Deaths
James Webb Young, 87, former VP and director, J. Walter Thompson Co., died March 3 in Santa Fe (N.M.) hospital. Mr. Young joined Thompson in 1912 and was later named manager of Western operations. He was also instrumental in establishing several European offices. He retired from the company in 1928, and served as a professor of advertising at the University of Chicago and director of the Bureau of Foreign and Domestic Commerce, Washington, from 1939 to 1941. Mr. Young rejoined Thompson in 1941 as VP and chairman of the review board, later becoming senior consultant. He is survived by three sons.

Ron Winston, 40, TV and film director, died March 2 of heart attack suffered at Los Angeles International Airport. Mr. Winston was working on TV special, “Lisa Bright and Dark,” for Hallmark Hall of Fame. Among other TV credits: Playhouse 90, CBS Playhouse, DuPont Show of the Week, Chrysler Theater, Hawaii Five-O and McMillan and Wife. He is survived by his wife, Cleopatra.

John F. Kraft, 48, political poll-taker who was consultant to ABC News for 1966 elections, died of lung hemorrhage Feb. 28 at his home in Washington. Survivors include his wife, Fran, also a public-opinion analyst, and four children by a previous marriage.

Joseph H. McGilvra, radio station owner and ex-rep, died March 1 of cancer in Laguna Hills, Calif. Mr. McGilvra and his wife formed Joseph Hershey McGilvra Inc., radio station rep in 1933 and later were owners of WBBM(AM) Bedford, Ind., WCCH(AM) Chillicothe, Aberdeen, Wash., and KBOY(AM) Anchorage. He is survived by his mother, Beulah Weber, and his father, William F. Blum Sr.

William H. Hadley Jr., 55, former reporter and newscaster and most recently, senior communications program officer with the Government Accountability Institute, Washington, died March 1 at Georgetown University hospital of a heart attack. Mr. Hadley worked for several radio and

Broadcasting Mar 12 1973
television stations in New England. He is survived by his wife, Eugenia, and one son.

Barna Horvath, 76, formerly with the Voice of America, Washington, died March 3 in Hingham, Mass. Mr. Horvath had developed University of the Air programs for VOA's Hungarian service for a 13-year period beginning in 1956. He is survived by his wife, Nati, one daughter and one son.

Ed Lewis, 57, staff announcer for Family Radio Network since 1966, died Feb. 28 in Oakland, Calif., following a brief illness. Family Radio Network is owner of KERR(FM) San Francisco, KEKR(FM) Sacramento, KERC(FM) El Cajon, all California; WFMF(FM) Newark and WKDN(FM) Camden, both New Jersey, and WSPR(FM) Annapolis, Md. Mr. Lewis is survived by his wife, Gloria.

For the Record.

As compiled by Broadcasting Feb. 28 through March 6, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; CATV—community antenna television; CH—critical hours; CP—construction permit; D—day; DA—directional antenna; ERP—effective radiated power; kw—kilowatts; LS—local sunset; mhz—megahertz; mod.—modification; N.—night; PSA—pseudorise service authority; SAA—subsidized communications authorization; SH—specified hours; SSA—special service authorization; STA—special temporary authorization; trans.—transmitter; TPO—transmission power output; U.—unlimited hours; vis.—visual; w.—watts; *—educational; MAAT—height of antenna above average terrain; CARS—community antenna relay station.

Existing TV stations

Final actions

■ FCC waived prime-time access rule and granted request by ABC and NBC to permit affiliates to carry to completion certain scheduled sports events in March and April without any excess over allotted time being counted against time permissible under prime-time access rule. Action March 2.

■ FCC ordered request by Children's Television Workshop for waiver of prime-time access rule held in abeyance pending decision in over-all prime-time proceeding. Doc. 19622. Action March 1.

■ KPAX-TV Phoenix—Broadcast Bureau granted authority to operate trans., by remote control from 3847 East Thomas Road, Phoenix. Action Feb. 27.

■ KJTV-Los Angeles—FCC denied application by George G. Trafton Jr. seeking for review action allowing fairness doctrine complaint against two hunting and wildlife conservation programs on KJTV-TV. Action March 2.


■ KTVU(Oakland, Calif.—Broadcast Bureau granted CP to change aur. to sur. 12.9 kw; change aur. to trans. Action Feb. 27.

■ KGO-San Francisco—Broadcast Bureau granted CP to install aur. at main trans. location. Action Feb. 27.

■ WOIT-AM Ames, Iowa—Broadcast Bureau granted request for authority to operate by remote control from Communications Building, Ames. Action Feb. 27.

■ KCOR-TV Cedar Rapids, Iowa—Broadcast Bureau granted requested authority to operate by remote control from 104 First Street, S.W., Cedar Rapids. Action Feb. 21.

■ KOAM-TV Pittsburg, Kan.—Broadcast Bureau granted CP to change type trans. Action Feb. 27.

■ WLUC-TV Marquette, Mich.—Broadcast Bureau granted license covering new station. Action Feb. 27.

■ WMABC-TV State College, Pa.—Broadcast Bureau granted license covering changes; ERP 708 kw vis., 41 kw aur. Action Feb. 27.

■ KGTV-Grand Island, Neb.—Broadcast Bureau granted CP to install aur. trans. at main trans. aur. location; granted CP to change vis. transmission equipment. Action Feb. 27.


■ WAIM-TV Anderson, S. C.—Broadcast Bureau granted CP to change ERP to vis. 110 kw, aur. 21.9 kw; change type aur.; make changes in aur. system; aur. height 383 ft. Action Feb. 27.

■ WRIP-Charlotte—Broadcast Bureau granted mod. of license covering change of studio location to Mt. Airy Baptist Church, 1401-1405 Block of Davidson Street, Mt. Airy, N. C. Action Feb. 26.

■ WYAH-Portsmouth, Va.—Broadcast Bureau granted license; covering changes; ERP 1440 kw vis., 288 kw aur. Action Feb. 27.

■ WWYV-Burlington, Vt.—Broadcast Bureau granted authority to operate trans., by remote control from 1500 Hegeman Avenue, Winooski, Vt. Action Feb. 27.

■ WMVT(NY) and WMVY(NY), both in Millville, N. J.—Broadcast Bureau granted mod. of license covering change in name to Millville Area District Board of Vocational, Technical and Adult Education, Action Feb. 26.

Action on motion

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORR-TV], Las Vegas Valley Broadcasting Co.), TV setting, dismissed motion by Western Communications to compel answers to interrogatories filed Feb. 9, as unrelated to matters at issue, and ordered that no further discovery procedures be initiated until completion of presiding Judge (Docs. 19519, 19581). Action Feb. 21.

Call letter application

■ WSECT-TV Miami—Seeks WLRN-TV.

New AM stations

Final action


Initial decision


Actions on motions


■ Administrative Law Judge Jay A. Kyle in Pineville Lake, N.C., and Denton, Ark. (Robert Cowan Wagner and Southeast Arkansas Radio Inc.), AM proceeding, granted petition by Southeast Arkansas Radio to amend application to supply additional information as to financial capability and additional efforts to ascertain community needs (Docs. 19473-4). Action Feb. 23.

Other action

■ Review board in Santa Cruz, Calif., AM proceeding, in response to motion by St. Cross Broadcasting Inc., broadened suburban community issue against Progressive Broadcasting Co. in proceeding involving multi-ethnic exclusive application for new AM at Santa Cruz and Aptos, California, respectively (Docs. 19503, 19506). Requests by St. Cross to add suburban and cross ownership/cross interest issues against Progressive were denied. Action March 1.

Call letter application

■ M.W. Cooper, Midwest City, Okla.—Seeks KRMK.

Call letter actions

■ Virginia Broadcasting Corp., Flora, Ill.—Granted WQXW.

■ Radio Nevada, Las Vegas—Granted KQRX.


Existing AM stations

Applications

■ WITC-Bridgeport, Conn.—Seeks CP to make changes in aur. and system changes to trans. to City, B.C.U. Ann. March 1.


■ WAYM-Smithfield, Va.—Seeks mod. of CP to
change ant-ans, site to 1.8 miles south of Smithfield on Route 655, Smithfield, and change DA pattern and increase height of tower (number one) to 490 ft. Action March 1.

Final actions

- KID Idaho Falls, Idaho—FCC denied application by Kenneth M. Cooper for commission review of staff action. Bureau found application was timely filed but failed to present full news reports of what he called “the other side of the Idaho conflict.” Action March 2.
- KBUN-FM Bemidji, Minn.—FCC ruled that Paul Buff, Inc., Co-Broadcasters, did not “subordinate” public to private interests or terminate service to Minatawa, Brainerd, Minnesota, as result of advertiser complaint. Action March 2.
- WWPA Pottsville, Pa.—Broadcast Bureau granted nod, of license to operate, by remote control from 212 South Centre Street, Pottsville. Action Feb. 18.
- KWMC Del Rio, Tex.—Broadcast Bureau granted CP to replace expired permit. Action Feb. 28.

Action on motion


Other actions

- Review board in Greensburg, Pa., AM proceeding, granted petition of Radio Harlan Inc. for extension of time through March 9 to file replies to petition by WHJR Radio for reconsideration of review board decision denying grant of license for increasing operating time for WHJR for Greensburg. Action Feb. 17.
- WMHE Toledo, Ohio—FCC waived short-spacing rules and accepted for filing application of Hillebrand Electronics to move trans. site and increase facilities of WMHE. WMHE proposed to move trans. site 9.1 miles southeast of present site, increase power from 10 kw to 50 kw, and increase ant. height from 135 ft to 481 ft. Action March 2.

Call letter applications

- WSAP Sarasota, Fla.—Seeks WQSA.
- WTPS Tallahassee, Fla.—Seeks WUBK.
- KILO Grand Forks, N.D.—Seeks KXXL.
- WJAS Pittsburgh—Seeks WKPO.

Call letter action

- WFSR Bath, N.Y.—Granted WGHT.

New FM stations

Applications

- Agana, Guam M.I.—Matianas Broadcasting Corp. Seeks 95.7 mhz, 2.8 kw, HAAT 47 ft. P.O. address Box 2626, Tamuning, Guam 96911. Estimated construction cost $11,017; first-year operating cost $20,600; revenue $40000. Principals: Susan M. and Steven L. Franklin (each 46.6%). Mr. Franklin was formerly partner in San Diego electronics sales firm. Action Feb. 21.
- Decatur, Ill.—WBIZ Inc. Seeks 95.1 mhz, 50 kw, HAAT 500 ft. P.O. address 609 Cameron Street, Eau Claire. First application, granted license of time, $129,434; first-year operating cost $83,650; revenue $65,000. Principals: Howard M. and Dorothy J. Eau Claire. Principals: Howard G. Bill, president, et al. Mr. Bill is general manager of WBIZ. Action Feb. 21.
- Scranton, Pa.—Marywood College. Seeks 95.1 mhz, 10 kw, HAAT not applicable, P.O. address 2300 Adams Ave. Initial decision which proposed denial of initial decision which proposed delay of filing for new FM at Scranton. (Docs. 18989-90). Action Feb. 27.
- Review board in Scranton, Pa.—Seeks WRSY-FM proceeding, proposed to file exceptions and briefly to initial decision for proceeding for new FM at Scranton. (Docs. 18989-90). Action Feb. 27.
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Final action

- Presque Isle, Me.—WDHP Inc. Broadcast Bureau granted CP to extend time through March 14 to file oppositions to petition to file supplemental opposition to petitions to enlarge inter and interlocutory appeal. (Docs. 1964-63). Action Feb. 27.

Final actions

- KID Idaho Falls, Idaho—FCC denied application by Kenneth M. Cooper for commission review of staff action. Bureau found application was timely filed but failed to present full news reports of what he called “the other side of the Idaho conflict.” Action March 2.
- KBUN-FM Bemidji, Minn.—FCC ruled that Paul Buff, Inc., Co-Broadcasters, did not “subordinate” public to private interests or terminate service to Minatawa, Brainerd, Minnesota, as result of advertiser complaint. Action March 2.
- WWPA Pottsville, Pa.—Broadcast Bureau granted nod, of license to operate, by remote control from 212 South Centre Street, Pottsville. Action Feb. 18.
- KWMC Del Rio, Tex.—Broadcast Bureau granted CP to replace expired permit. Action Feb. 28.

Action on motion


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Summary of broadcasting

Compiled by FCC Jan. 31, 1973

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<th>Commercial AM</th>
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<td>Total educational TV</td>
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**Modification of CP's, all stations**

- **WSLA(FM)** Selma, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 21, Action Feb. 21.
- **KBHI(FM)** Lake Havasu City, Ariz.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 28, Action Feb. 28.
- **KBIS(BF)** Bakersfield, Calif.—Broadcast Bureau granted mod. of CP to make changes in DA radiation pattern, Action Feb. 28.
- **KJMJ-FM** Fresno, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1, Action Feb. 21.
- **KLCS(FM)** Los Angeles—Broadcast Bureau granted mod. of CP to change ERP to 250 mW; aur. 1.3 mi., Action Feb. 21.
- **K2AOB(BF)** Tomahawk, Wis.—Broadcast Bureau granted CP to extend completion date to Sept. 1, Action Feb. 1.
- **KWFM(FM)** Chicago—Seeks WYFR(FM).
- **WHO-FM** Des Moines, Iowa—Seeks KLYF(FM).
- **WVLW(FM)** Versailles, Ky.—Seeks WJMM(FM).
- **KBOA(BF)** Mountain Home, Idaho—Seeks KGQI(FM).
- **WIL-FM** St. Louis—Seeks KSFM(FM).
- **WMDE(FM)** Greensboro, N.C.—Seeks WPET-FM.
- **WIOH(FM)** Hamilton, Ohio—Seeks WYCH(FM).
- **WRFU-FM** Sunner, S.C.—Seeks WWDM(FM).
- **WRVB-FM** Madison, Wis.—Seeks WNWC(FM).
- **WELF(FM)** Tomahawk, Wis.—Seeks WYYS(FM).

Call letter applications

- **KEZ(FM)** Anaheim, Calif.—Seeks KEZY-FM.
- **WTHS(FM)** Miami—Seeks WLRN-FM.
- **WMAI(FM)** Panama City, Fla.—Seeks WPFM(FM).
- **WSAF(FM)** Sarasota, Fla.—Seeks WSQR(FM).
- **WKFM(FM)** Chicago—Seeks WYFR(FM).
- **WHO-FM** Des Moines, Iowa—Seeks KLYF(FM).
- **WWLV(FM)** Versailles, Ky.—Seeks WJMM(FM).
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- **WELF(FM)** Tomahawk, Wis.—Seeks WYYS(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations, co-pending and aux., and SCA's when appropriate: KG60-AM-600, both Petersburg, Breckenridge and Mansion; K1113 Chelan Station and K12A1 Pateros, Breckenridge and Mansion; Feb. 21.
- KUAM-AM-FM-TV Agana, Guam—FCC granted application for Gulf Coast Broadcasting Corp., for renewal of licenses for short-term period ending Feb. 1, 1974, to permit early review of station's operations. Pacific was also notified that it has incurred apparent liability of $10,000 for wilful or wanton violation of rules by falsification of operating logs. Action Feb. 27.

**Translators**

**Applications**

- FCC accepted for filing applications by state of Alaska for three new VHF translators, one in Kaling on ch. 22, 304100, another in Kuyguk on ch. 30, 194400, and a third in Koosan on ch. 34, 144400, respectively. Action Feb. 22.
- FCC granted CP to extend completion date to Aug. 31, Action Sept. 21.
- FCC granted mod. of CP to extend completion date to Aug. 28, Action Feb. 28.
- Broadcast Bureau granted mod. of CP to change to serve broadcasting program to broadcast translator to serve broadcasting program on ch. 28, 149400, respectively. Action Feb. 22.

Actions

WJOX(AM)-WQLT(AM) Florence, Ala.—Broadcast
Circuit granted license of assignment from WJIO Radio Inc. to JOI Radio Inc. and Big River Broadcasting Co. for $325,000. Sellers: James W. Elliot, president, et al. Buyers: Sam G. Phillips and Associates of both JOI Radio and Big River Broadcasting. He owns 19% of WJIO Radio, Inc. Stockholders have given 15% interest in Florence daily newspapers. WJIO FM has extensive music publishing interests in Nashville. Action Feb. 21.

KAAV(AM)-KOAR(AM) Fort Lauderdale, Fla.—Broadcast
Circuit granted transfer of control of Zanta Limited from partial owner to Mr. Robert E. F. Cooper, Jr. Of both Zanta Limited and KAAV AM. Cooper is director of Three Star Enterprises and top executive of WYKB(AM) Burnsville and WSCS(AM) Cherryville, both North Carolina. Action Feb. 21.

KRLY(AM)-KWST(AM) Phoenix, Ariz.—Broadcast
Circuit granted transfer of control of Zanta Limited from partial owner to Mr. Robert E. F. Cooper, Jr. Of both Zanta Limited and KRLY AM. Cooper is director of Three Star Enterprises and top executive of WYKB(AM) Burnsville and WSCS(AM) Cherryville, both North Carolina. Action Feb. 21.

KWMA(AM) Panama City, Fla.—Broadcast

WCTT(AM)-WCMU(AM) Dallas, Tex.—Broadcast
Circuit granted license of assignment from WCMU(AM) to WCTT(AM). Sellers: WCMU(AM), divided among 10 entities, with 55% control by WCMU(AM). Buyers: WCTT(AM) and FNB of Florida, Inc. of Dallas, Tex. FNB of Florida, Inc. is owned by FNB of Texas, Inc. Action Feb. 22.

WWMU(AM) Waterbury, Conn.—Broadcast
Circuit granted license of assignment from January Enterprises Inc. to WPNI Broadcasting Co. for $1,000. Sellers: Merv Griffin (100%). Buyers: Peter M. Markoff, president, et al. WPNI Broadcasting Co. is formerly the marketing arm of TKTT(AM) Waterbury which has restaurant interests in New York. Action Feb. 22.

WMAJ(AM)-FM Panama City, Fla.—FCC denied ob-
estion by Citizens for Progressive Radio and granted license of assignment from Bay County Broadcasting Co. for $80,000. Sellers: John M. Burke, Jr., president, et al. Buyers: Mr. Burke (100%). Action Feb. 22.

WONM(AM) Decatur, Ga.—Broadcast
Circuit granted license of assignment from WYO(AM) to WGMK(AM). Sellers: George H. Hudson, president, et al. Buyers: Mr. Hudson (100%). Action Feb. 22.

WMCX(AM)-FM Cincinnati, Ohio —Broadcast
Circuit granted license of assignment from WCMX(AM) to WCMX(FM). Sellers: WCMX(AM), divided among 10 entities, with 55% control by WCMX(AM). Buyers: Topcoat Media, Inc. of Cincinnati, Ohio. Topcoat Media, Inc. is owned by John H. McNally, president, et al. Action Feb. 22.

WVLD(AM) Nashville, Tenn.—Broadcast
Circuit granted license of assignment from WVO(AM) to WMCX(AM). Sellers: WVO(AM) and WMCX(AM), divided among 10 entities, with 55% control by WVO(AM). Buyers: Topcoat Media, Inc. of Cincinnati, Ohio. Topcoat Media, Inc. is owned by John H. McNally, president, et al. Action Feb. 22.

WJJC(AM) Lake Charles, La.—Broadcast
Circuit granted license of assignment from WJJC(AM) to WSCS(AM) with the same owners. Sellers: WJJC(AM), divided among 10 entities, with 55% control by WJJC(AM). Buyers: WSCS(AM), with the same owners as WJJC(AM). Action Feb. 22.

WMMI(AM) Montgomery, Ala.—Broadcast
Circuit granted license of assignment from WMMI(AM) to WMMI-AM. Sellers: WMMI(AM), divided among 10 entities, with 55% control by WMMI(AM). Buyers: WMMI-AM, with the same owners as WMMI(AM). Action Feb. 22.

WCIK(AM)-FM -Atlanta, Ga.—Broadcast
Circuit granted license of assignment from WCIK(AM) to WCIK(FM). Sellers: WCIK(AM), divided among 10 entities, with 55% control by WCIK(AM). Buyers: WCIK(FM), with the same owners as WCIK(AM). Action Feb. 22.

WTCO(AM)-FM Columbus, Ga.—Broadcast
Circuit granted license of assignment from WTCO-AM to WTGC-FM. Sellers: WTCO-AM, divided among 10 entities, with 55% control by WTCO-AM. Buyers: WTGC-FM, with the same owners as WTCO-AM. Action Feb. 22.

WRLW(AM) Fort Lauderdale, Fla.—Broadcast
Circuit granted license of assignment from WRLW(AM) to WRLW-FM. Sellers: WRLW(AM), divided among 10 entities, with 55% control by WRLW(AM). Buyers: WRLW-FM, with the same owners as WRLW(AM). Action Feb. 22.
Help Wanted Sales Continued

Fully automated AM station in Colorado needs Sales Manager and/or Salesmen who can really sell on the street. Interested in sales, involvement, looking for a job with advancement and buy-in capabilities. Our station is located in the Denver market, about 80 miles from Aspen and Vail, 45 min. from some of the finest skiing, hunting and fishing in Western America. If you live on the far outskirts of our area it will take you about 5 min. to get to work. It is not a job for the faint of heart and learn all phases of billing. Looking for a friendly, hardworking, ambitious, successful small market, top rated job. Send resume, air and check to Box 272, BROADCASTING.

Help Wanted Sales

Interested in sales, involvement, looking for a job with advancement and buy-in capabilities. Our station is located in the Denver market, about 80 miles from Aspen and Vail, 45 min. from some of the finest skiing, hunting and fishing in Western America. If you live on the far outskirts of our area it will take you about 5 min. to get to work. It is not a job for the faint of heart and learn all phases of billing. Looking for a friendly, hardworking, ambitious, successful small market, top rated job. Send resume, air and check to Box 272, BROADCASTING.

Help Wanted Technical

Chief, SKW Directional. Must be experienced with both directional and audio. Top pay. Good equipment. Located within sight of Blue Ridge Mts. Tell us how much you need. Box B-127, BROADCASTING.

Major market East Coast AM needs first phone strong on maintenance to join pro technical staff. Salary commensurate with experience. Box B-221, BROADCASTING.

Chief Engineer for Coastal Carolina AM/FM. Send salary desired and resume to Box C-110, BROADCASTING. Insurance offered.

Chief SKW directional, 50,000 W automated FM Stereo. Both programmed 24 hours daily. Must be strong on maintenance. Fine equipment. Beautiful, Central Virginia. Send complete résumé, experiences, salary requirements, etc. Box C-150, BROADCASTING.

Chief needed immediately in city of 17,000 for AM FM station with automation and background music. BROADCASTING. Not necessary. Contact Al Kahn, WAGL, Lumberton, N.C.

First phone man to read transmitter meters. Age no barrier. WALM, Aberdeen, Md., 21001.


NYC Rock and Roll Sterio FM needs dedicated engineer. Must be well versed in modern audio processing, care and feeding of Stereo cassettes, as well as all technical aspects of FM broadcasting. The need is now, the salary and benefits good. If engineering is more than just your job, you could be the one we're looking for. Contact APB, Technical Department, WPX FM-TV, 220 East 42 St., NYC.

Enthusiastic chief engineer for interesting job at excellent location. Excellent AM and 50 KW FM, WBNR, Beacho, N.Y. and WSPX-FM, Poughkeepse, N.Y. 914-821-1300.

Chief engineer wanted capable of supervising and properly maintaining 5000 AM remote control station plus separated automated FM station. Position will be open July 1st. Six-day week. Three weeks vacation. Hospital and retirement plans. Company owned jeep available for all transportation. References and detailed outline of experience mandatory, as well as personal interview. Contact H. M. Thayer, Box 427, Kingston, NY 12401.

Help Wanted News

News Director for Kansas radio station in a town of 40,000. Send tape, photo and resume. Box C-82, BROADCASTING.

Wanted a full time newsman to work with veteran News Director at small market, Missouri station. Box C-164, BROADCASTING.

Metromedia's WASH needs an articulator, energetic morning newscaster who can do it all. This is a prime spot for creative, ambitious, writer who understands "people news" and wants to talk to the newsmen of Washington. Send resume with check of all new full shift and a complete resume with references to Bob Welty, WMAL, 751 15th Street, N.W., Washington, D.C. 20005. Metromedia is an Equal Opportunity Employer.

Aggressive newsman. Newsoriented station in news oriented area. Send tape and resume WBNR, Beacon, N.Y. 12509.
Help Wanted

Programming, Production, Others

Experienced Country jock needed by major Ohio broadcaster. Prefer college grad and recent experience. Box C-144, BROADCASTING.

GM-30+ strong, sales, programming, 10 years experience, successful background. Character, credit A+ Family wants permanent home. Box C-46, BROADCASTING.

General Manager first class engineer. Twenty-five year radio, family man, Presently employed, Desires management position. Has successful, mature facility. $18,500. Box C-109, BROADCASTING.

Broadcast Executive all-around multi-station trouble shooter with extensive experience in all phases of radio. Nine years high management level including FCC regulations, union negotiations, financial operations, and engineering management. Looking for challenging, rewarding, new opportunity. Box C-112, BROADCASTING.

Let me help you make more money. Over 15 years successful sales management. Desires GM in medium or large market. Box C-114, BROADCASTING.

Situated Wanted Programing

Very hard worker, reliable, experienced announcer, right, 1st phone. Presently working in small TV market radio. Box C-117, BROADCASTING.

Available late April. Experienced young first phone can do personality. No kid-stuff. Not interested in typical station and looking for future in Louisiana or Coastal Mississippi. Family. Box C-114, BROADCASTING.

First phone. 1 year experience MOR. Would like Contemporary MOR or Top 40. Prefer D.C., Md., or Pa. Box C-134, BROADCASTING.

Expert on MOR small market radio desires announcer-programmer or music director in Northeast. Experienced. 1st. Box C-144, BROADCASTING.

Southern stations only. Black stable announcer, MOR or Soul, 3rd years experience. 1st class license PD, music, sales. Seeking established firm. Box C-145, BROADCASTING.

South Florida. First phone MOR or Mod Country all day man. Box C-150, BROADCASTING.

Experienced sportscaster, j disc desires sports directorship. Would do air work. 1st phone. Midwest. Box C-151, BROADCASTING.

Hard worker looking for a start. 1st phone and good evening experience. Love to prove transcriber, hard working, honest, innovative, organized. Box C-147, BROADCASTING.

Broadcast Executive all-around multi-station trouble shooter with extensive experience in all phases of radio. Nine years high management level including FCC regulations, union negotiations, financial operations, and engineering management. Looking for challenging, rewarding, new opportunity. Box C-112, BROADCASTING.

Situated Wanted Sales

General Manager and major market group vice president tired of "The Big City" hassles wants to bring an outstanding array of talents to station with beautiful mental and geographical environment in U.S. or Canada. Fully experienced in management, programing, sales, promotion; loves morning shows (holds first ticket); cable, newspaper and TV experience. Excellent graphic/print artist. Strong on community, local involvement. Michael Lindar, 10415 Country Club Blvd., Woodstock, Ill. 60098, 815-338-4528.

General Sales Manager, Major medium markets but will consider all. $150,000 sales increase 1972 at last count, no hang-ups. Must be a hard worker, knowledgeable and very available. Impeccable reference, superb sales record. 301-240-5767 evenings.

Want twenty-two years success, college, references, family, used for your successful manager, newsmen, pd, announcer? Phone Neil Lovett; 206-495-6589.

Corporative financial officer AM, FM, TV, CATV, 14 years experience with group ownership including responsibility for all financial, accounting and administrative functions at the decision making level with knowledge of general business procedures, FCC obligations, on-air schedule, etc. Seeks a challenging position in return for growth opportunity. 301-730-5123.

Situations Wanted

Salesman announcer. Also production and copy. Proven 10 years experience. Consider any size market. Box C-66, BROADCASTING.

Announcer desires to learn sales, Midwest university graduate, experienced, sports/sales position ideal. Box C-3, BROADCASTING.

Salesman experience in radio, retail, direct and everything in between. Goal: management. Middle age, first phone. Community minded. Box C-147, BROADCASTING.

Announcer

Astral traveling via Antelope Freeway to talk to the people. Prefer good, 5 years experience with 1st PD and news experience. Box C-60, BROADCASTING.

First phone experienced announcer in top 100 market. Will relocate. Box C-72, BROADCASTING.

Situated Wanted Announcers Continued

Mr. Dynamite. 3rd endorsed, 2 years dj, right board, good personality. Will relocate. Box C-171, BROADCASTING.

Metro MOR or Tack. Consider summer replacement with full time possibilities. Box C-180, BROADCASTING. Will consider other areas. Box C-77, BROADCASTING.

Telephones talk host. Available now due to format change. Experience includes Los Angeles. Looking for station that wants a talk show host. Good ratings and demographics. Box C-77, BROADCASTING.

Experienced CW with production abilities. College graduate. Box C-152, BROADCASTING.

Good announcer and/or talk show host. Have been in radio 30 years, 2nd in Mo. Available now. Must have warm protection to audience. Available March 28. Box C-141, BROADCASTING.

If you are a major market station and lean toward the neighborhood personality approach, I'm your man. 32, 10 years experience, college major broadcasting. Would like very good paid professional atmosphere. MOR Contemp to CW. Prefer Midwest. 615-824-7145.

Experienced newsman, newscaster, copywriter, college background. Seeking permanent position. CW, MOR. Box 61, Sunny Hill, N.C. 27597, 919-482-2695.

Contemporary or Mo Popular Rock pd strong market station seeking DJ and warm protection to audience. Looking for move into Hawaii or Calif. Df. College grad with professional experience to fill. I want to grow. Box 61, Okinawa, Japan.

"He doesn't assault your ears." A quote taken from a letter I received from a listener while working for a major market Top 40 FM. I feel this describes me best. Joe Mizway, 5986 Tunney Rd., Cleveland, Ohio 44125.

Dj, distinct projection, imaginative intros, expressive commercials, tight board, climatic news. 17 Mohit- can. Lake Hyattna, N.J. 07954.

8 year pro. Wants to move up. MOR, Top 40, news. Steady, fast starter. Let's talk. Bruce Fletcher, 313- 246-1121.

Situated Wanted Technical

Transmitter operator, first phone. With present job 21 years. Goimg remote, control must leave. Goode reference. Box C-95, BROADCASTING.

Transmitter operator. First phone, Radio or TV. Going remote, control need. AM station. References. Box C-129, BROADCASTING.

First phone technician seeking my first position as broadcast engineer. College experience and technical graduate. Willing to work hard to receive well rounded training for the right position. Richard Hauser, Box 8452, Rochester, NY 14618.

Experienced chief wants a challenging postion at Contemporary station. Good track record and references including directional work. Box C-56, BROADCASTING.

FCC licensed engineer. Repair, maintenance, operation, quotes, contracts, own tools, car. Experienced all powers. Box C-139, BROADCASTING.

Chief available for interview during NAB. Available within one year. Experienced in design, installation, maintenance, and proof. Box pleased. Have also done production, news, and announcing. Member of IEEE, SBE and AES. Non-smoker. No drinker. Robert Herman, Shamton Park Hotel. After convention 305- 733-6571.

Seaside area, notl Experienced chief. Proven ability both AM and FM. Average announcer and production manager. Box 1006, Springfield, Mo. 65805. Available in June.

Situations Wanted News

Wire service broadcast editor; news director experience 25, degree, 1st phone, RTNDA. Seeks new challenging in dynamic news operation. Box C-125, BROADCASTING.

Sports announcer, experienced in play-by-play, interview program, writing and delivering news board report. 3rd endorsed. Interested in Ill., Mich., Wisc. Box C-137, BROADCASTING.

Broadcasting Mar 12 1973

84
**Situations Wanted News Continued**

News director 13 years Midwest radio TV seeks opportunity to build new operation #1. Product. Box B-238, BROADCASTING.

Sports is my business: Sports Director, college grad, 3 years experience. Major college football and basketball, minor college baseball play-play. Looking for move to larger market, considerable sales experience. Possible return to TV. Box C-159, BROADCASTING.

**TELEVISION**

**Help Wanted Sales**

**TV Account Executive.** Group owned CBS affiliate offers excellent management opportunities for the right individual. Must have established account list in top fifty market. Send resume to Chief Engineer, BROADCASTING. An Equal Opportunity Employer.

**General Sales Manager.** Immediate opening with CBS affiliate in top 50. Salaries open. Send recent photograph to Box C-167, BROADCASTING. All replies confidential.

**Help Wanted Announcers**

Westerman-Announcer. Opening for professional to perform nightly weather and night booth announcing. Send tape or reel. Box C-148, BROADCASTING.

**Help Wanted Technical**

California major market VHF in one of the nation's fastest growing areas needs studio technician. Requirements include first class radio license; minimum 3 years experience; maintenance and operation ability; technical school graduate or equivalent technical education. Wage scale $220.00 to $250.00 per week. An Equal Opportunity Employer. Write Box C-88, BROADCASTING.

Wanted: One broadcast engineer. Must be FCC licensed, experienced, working knowledge of electronic equipment. Contact chief engineer, KVEL-TV, 3935 Waverthome, Minneapolis. Experience preferred. Must have ability to go on location.

**Radio News Director**

FM'er. 15 years experience. Looking for major market. Will do second board shift if necessary. Box C-148, BROADCASTING.

**Radio News Director**

Student, 23 years. BA in Mass Communications. Experience in radio news, TV production assistant, copywriting and advertising. Looking for job in same or related areas. 312-882-5333.

**Newspaper**

**Television Technician**

Ex WCFL (Chicago) newcomer, talk show host, documentary producer. Documentaries won three awards in last two years. Looking for radio or TV. Will relocate for the right station. Write: Howie Kaplan, 300 E. 11th, Ill. 60610.

Radio news director currently employed. Seeks dynamic station, southwest N.J. or Pa. 201-454-3700, 9-12 A.M.

**Female, 23 years. BA in Mass Communications. Experienced in radio news, TV production assistant, copywriting and advertising. Looking for job in same or related areas. 312-882-5333.**

**Situations Wanted Programming, Production, Others**

Young, intelligent, musically knowledgeable seeking first FCC license. Will work nights and weekends. Telephone or phone desire small or med market Upper Midwest, Rocky Mountain, Pacific NW. Can do play-by-play too. Box C-69, BROADCASTING.

**Experienced public radio programmer producer, BA, married, 29. If you're after the best, send for excellent credentials. Box C-116, BROADCASTING.**

Professional with 3 years of production/research experience in TV network news, seeks community news type job as producer director, production coordinator in New York area. Box C-132, BROADCASTING.

**Major market PD.** Assi. GM looking for growth opportunity. Solid background with 15 years encompassing DL, news director, TV on and off; booth announcing, excellent production, sales, degree. References, employment, etc. Will move. Prefer management type. Five figures only for top guy. Box C-128, BROADCASTING.

Program director of Drake consulted number one P/KW. As GM looking for right opportunity. Number one in large West coast market. Participants upon request. Box C-159, BROADCASTING.

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TV Account Executive. Group owned CBS affiliate offers excellent management opportunities for the right individual. Must have established account list in top fifty market. Send resume to Chief Engineer, BROADCASTING. An Equal Opportunity Employer.

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**Radio News Director**

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Help Wanted
Announcers

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Help Wanted Management

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Help Wanted Technical

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Broadcasting Mar 12 1973
Carrying the flag for broadcast journalism: Chuck Harrison of RTNDA

Chuck Harrison wants reporters around whenever government decisions are being made that affect people's lives. "If the doors are shut, whether by a judge in a courtroom or by a couple of school-board members in a local community, then you might as well not have any freedom-of-information laws on the books," he says, "my customary low-key manner heightened by his concern.

When Mr. Harrison gets on the subject of the people's right to know, he discards his occupational hat (news director of WGN-AM-TV) in favor of his larger, extra-curricular hat (president of the Radio Television News Directors Association). "Let me give you a concrete example that illustrates this issue of freedom of information," he continues, warming to the subject. "I've got a case on my desk right now of a criminal trial in Indiana where the judge has just ruled that only one reporter is going to be allowed to cover the trial. This is something we've got to fight.

"The first thing we're doing is alerting the region of RTNDA in that area to get into contact with people close to the judge and try to put pressure on him to change his procedure." (There are eight regional directors of the RTNDA, four at-large directors and a total of 960 members of the organization.) "If he persists in this illegal procedure, then we will resort to added pressure—getting the news directors to speak to Rotary Clubs in the state, Kiwanis Clubs, organizations like that, to drum up local support against the judge's ruling. Driven to the extreme, of course, we could hire our own lawyer and get out an injunction against the judge. But right now I'm being very careful about how we expend our limited national treasury because the way things are going we may need every penny of it on the matter of shield laws.

The RTNDA is proposing a model shield law that would in effect protect a newsman from having either to disclose the names of confidential sources or to turn over unpublished notes and unused outtakes in any judicial proceeding, except when a charge of libel is involved. He is not, however, as worked up as some other news executives are over the Nixon administration's distrust of the media because in his view, "from the beginning of our history, every administration has had its bloody bouts with the press. The government and the press have always had an adversary relationship with each other."

If important matters like shield laws and freedom-of-information statutes are not enough to fill Mr. Harrison's extra-curricular hours, there will be a number of regional RTNDA conferences this spring that will keep Mr. Harrison plane-hopping just about every weekend. One of the most controversial items on the agenda for these conferences, according to Mr. Harrison, will be the whys and wherefores of covering an airplane hijacking in progress. "We'll have to start talking about things like our obligation to the passengers aboard an aircraft whose pilot is taking orders from a guy pointing a gun at his head."

Mr. Harrison is aware of the problems of, in his words, "the young guy in a small community who is running what is, in effect, a one-man news operation. If he is willing to give up one of his Saturdays to attend a regional RTNDA conference, then we will do our best to give him a crash course in some of the things it's vital for him to know. And I'm talking about practical things, like how to pry information out of his local school board."

Mr. Harrison is not lacking the necessary experience to deal with the problems of broadcast journalism; he started in it at the age of 18, and, with three years out for World War II duty as an Air Force pilot, he has been in it ever since. With no children to tie him down, he has felt no compunction about pulling up roots whenever his judgment told him it was time to move on. He has worked for eight different news organizations so far, ranging all the way from the prize winners to the one particular station that forced him to clear his news ideas with the sponsors before going ahead with them.

John Mies, the news director of WLS-TV Chicago and a friend of Mr. Harrison's, suggests that WGN-TV being an independent station "gives him plenty of time to devote to outside activities such as the RTNDA. As news director of a network-owned or affiliated station," Mr. Mies continues, "he might not be able to separate himself from the organization enough to take on the battles that the RTNDA has to get involved in."

Mr. Harrison's experience has made him something of a crusader for what he calls "the nuts-and-bolts basics of good news writing" and he tries to instill these basics into whoever is willing to listen to him at RTNDA seminars and workshops.

Mr. Harrison's basics are offended, however, over charges by TV critics Norman Mark, of the Chicago Daily News, and Ron Powers, of the Chicago Sun-Times, that WGN-TV news is doing a poor job of covering the community. "For my money," he says, "these critics would like to see news stories put into neat little pigeon-holes according to skin color. TV news involves sending out the most important and most interesting events of the moment to the largest group of people, not chopping up stories into neat little bags."

Chuck Harrison is proud of the professionalism of today's broadcast-news operations because he remembers the pre-World War II days when, as a teenager, he got $15 a month from the National Youth Administration to put together a weekly radio program with the help of WIBU(AM) Poinette, Wis. "There were no ground rules for radio news in those days," he says. "You'd chase a fire, you'd cover the city-council meeting, but you wouldn't be doing anything that could be called original reporting. And radio did the best job it had done up to that time when it broadcast the story of the Ohio River flood."

I'm afraid if you listened to tapes of that coverage today you would find them laughable."

Profile

Editorials

One that nobody wins
There may never be a clear-cut end to the dispute over CBS-TV's cancellation, only three days beforehand, of its scheduled broadcast of Joseph Papp's Sticks and Bones. Certainly the end was not in sight last week.

The dispute raised questions about the fundamental process of television networking. Should network program decisions be made by vote of the affiliates? If so, how many negative votes should be decisive? Should the same weights of voting apply to the week-in, week-out series and to the special program produced under exceptional circumstances for exceptional display at exceptional expense?

Or should network management, having selected a program and underwritten its production, abide by its original judgment, no matter how many affiliates refuse to clear? After all, each network owns television stations that can collectively deliver perhaps a fourth of all the nation's television homes, or enough potential audience to make an exercise of artistic principle worth while.

Just as there will probably be no clear-cut end to this dispute, there can be no clear-cut answers to the questions it has provoked. For all its appearance of monolithic repression of individuality, television networking is the delicate result of perpetual negotiations, between network and program supplier, between network and affiliate. Contrary to Mr. Papp's impression of Bob Wood last week, nobody is in absolute control.

It is reasonable to assume that CBS management may have had at least some doubts about Sticks and Bones when the production was translated from the stage to the intimacy of the television screen. In both timing and content, it would be expected to arouse something more than passive reaction.

Once affiliate rejections began to snowball—and it is reasonable to assume that the more outraged affiliates conveyed their feelings to their fellows—whatever doubts the CBS management originally had must have been magnified. On Tuesday one CBS spokesman said, when asked how many affiliates had rejected the program: "Sixty-nine, going on a hundred." With sentiment running like that, it would have taken a steadfast CBS management indeed to retain absolute confidence in the acceptability of the program.

There is also to be assumed a taint of political consciousness, though CBS denies it. It is hard to believe that network officials would shut their minds to the probable response of a John O. Pastore to strong stuff about sex and violence or of the legion of congressional patriots and the White House to the scheduling of a starkly antiwar drama while prisoners of war were still being returned on every network news show.

Nobody emerges as a hero from this sequence. But neither are there villains in the piece. Perhaps a service would be performed if the network did broadcast the show some time after passions have subsided. The audience in markets where the program was cleared could then make its own judgments.

None a day
Miles Laboratories, Elkhart, Ind., sent an executive vice president to Washington last week to tell what a swell job the company is doing to educate little children to eat right. As related to Senator George McGovern, who may believe it for all we know, and his Select Committee on Nutrition and Human Needs, the story went like this:

Last June, appalled by the low quality of programming and high incidence of other advertising, Miles withdrew its kiddies' vitamin commercials from Saturday-morning television. Since then Miles has been acting as a "contributor of material on nutrition education for use in children's programing," to use the language of the mimeograph that the emissary took to Washington. Translated, that means that Miles is trying to get television broadcasters to give free rides to messages of 60-second and three-and-a-half-minute duration confirming the virtues of vitamins and nutrients in human diets. It is, of course, no more than coincidence that Miles bottles the ingredients it extols and credits itself at the end of each message.

If Miles Labs could bottle gall, it would need a boxcar full of gallon jugs to cart off the supply its spokesman carried to Washington. Hopefully stations will be harder to impress than senators, who like to hear of a good deed, provided it costs no votes or deflection of campaign funds. If Miles quit buying television time out of disrespect for children's programs and revulsion at what it thought was a clutter of non-program messages, it can hardly stake a claim now to free presentation of its messages in the same programing and amid the same commercials. Here is one self-serving pitch, disguised as public service, that stations may reject out of hand.

Roll call
Listed elsewhere in this issue are the 201 members of the U.S. Senate and House of Representatives who have affixed their names to bills that would restore stability to broadcast-license renewal. It is important to emphasize that none of these bills would immunize the slothful or deceitful broadcaster from petitions to deny renewal of his license or from competing applications for his facility. They would merely give the qualified incumbent reasonable protection against the frivolous petition, the coalition drafted to perpetuate some foundation grant or the gambling syndicate put together by a speculative law firm.

Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, is to hold hearings this week on these bills and related matters. Broadcasters must count on the testimony's persuasion of still other members of both houses to add their support to renewal relief. In any case, the names of those now on the record are presented here in the belief that they should willingly submit to a tallying against the final outcome and in the hope that they will remain true to their commitments through the flak that the opposition will put up.

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Broadcasting Mar 12 1973

90
Final Call:
Send us your best UN story for 1972.

If you reported about the UN at any time during 1972, enter your story for Deadline Club's UN Award.
Five hundred dollars and a bronze statuette will be awarded for distinguished UN correspondence by the Deadline Club, New York Professional Chapter of Sigma Delta Chi. Deadline for entries is March 31, 1973. The winner will be announced on May 23, 1973.

Any person, group or publication assigned permanently or temporarily to cover a UN story is eligible. Journalists from any country may submit tear sheets, mounted clippings, scripts or memos describing available tapes or films. (An English translation, please, with entries in another language.)

Enter now for this important award which is sponsored again this year by International Telephone and Telegraph Corporation. Send entries to Deadline Club Awards, c/o Leigh Smith, 39th floor, One Gulf & Western Plaza, New York, N.Y. 10023.

UN Award Deadline: March 31, 1973
The Deadline Club of Sigma Delta Chi.
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