NAB goes to Washington,
loaded for bear and business

Broadcasting
Mar 26

The newsweekly of broadcasting and allied arts

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

WARNER BROS. TELEVISION
A WARNER COMMUNICATIONS COMPANY
It Pays to Be Ignorant

Visit us during the NAB Convention at the Shoreham Hotel Suite E-630

Jo Anne Worley...
whose measurements are 36-22-36, and that's just her mouth.
Billy Baxter...
who left England in a fog and is still in it.
Charles Nelson Reilly...
who has more brains in his little finger than his whole head.
and as Master of Ceremonies...
Joe Flynn...
who went underwater strapped to John Cameron Swayze's wrist and an hour later was still talking.

Now, a brand new, outrageously funny series developed especially for primetime access programming by Hatos/Hall Productions, the producers of "Let's Make A Deal."

IT PAYS TO BE IGNORANT is first-run, first-rate humor guaranteed to deliver more laughs per half hour than anything else on television.

IT PAYS TO BE IGNORANT has been created to show viewers how smart they really are...at least as compared to the celebrity panel.

For a weekly primetime access show that will keep your audiences laughing and you happy, schedule IT PAYS TO BE IGNORANT.

WORLDTVISON
ENTERPRISES, INC.
The New Way to Say ABC Films
For 20 years we've established a reputation as ABC Films, supplying programming to television stations around the world. Now the same solid management team, the same creative talent, the same dynamic and knowledgeable sales force will continue to provide the same fine service under a new banner — Worldvision Enterprises, Inc.

For 20 years, we've offered outstanding shows like "Mod Squad", "Let's Make A Deal", "The Fugitive", "Ben Casey", Prime Features, and Harvey Cartoons to name just a few.

And for 20 years we've become known for our reliability, innovation, and imagination.

Starting now, look to us as Worldvision Enterprises, Inc. for the best in television programming. We're the brand new company with two decades of experience behind us.
Let's Make A Deal

Visit us during the NAB Convention at the Shoreham Hotel Suite E-630

"Let's Make A Deal" is a proven winner with an outstanding track record. No guesswork about this series that has been consistently delivering top ratings and shares across the country.

No longshot by any means. "Let's Make A Deal" is the favorite among viewers and station owners in nearly 150 cities.

No gamble either with this series. As a two-year old entry in the primetime access race, "Let's Make A Deal" finished first two times running against all other half-hour syndicated shows.

For a change the odds are in your favor. Don't bet against "Let's Make A Deal" in its third start. It may still be available in your market.

WORLDVISION ENTERPRISES, INC.
The New Way to Say ABC Films
Visit us during the NAB Convention at the Shoreham Hotel Suite E-630

They’re young...they’re adventurous... and they’ve been the favorites for years among young adults across the country.

Because they know the ways and language of the young, they go where other policemen cannot... and reach audiences other shows do not.

With a four year average of seven million 18-49 women weekly, MOD SQUAD delivered the desired demographics... and in four completed network seasons dominated all competitors including "Ironsode," "Beverly Hillbillies," "Lancer," "Green Acres," and "Glen Campbell" with an outstanding 33% average share.

Schedule this action-packed hour series on your station and MOD SQUAD’s followers will make you a leader.

WORLDVISION ENTERPRISES, INC.
The New Way to Say ABC Films
two leaders in broadcasting now selling together...
the new

KFMB
AM+FM San Diego "The Mighty Kuff-Mubb"
and
McGavren-Guild, Inc.
the nation's leading all-radio representative

KFMB-AM • 5,000 watts full-time • 760 kc. • KFMB-FM • 30,000 watts • 100.7 mc.
McGavren-Guild, Inc./Spot Radio Representatives
Atlanta • Chicago • Dallas • Detroit • Los Angeles • New York • Philadelphia • St. Louis • San Francisco
FCC to definitely take action on sex.

Sobered by the memory of four years’ worth of problems, the broadcast industry’s quadrennial expedition to Washington and the NAB is on again—with hope for a government turnaround envisioned by many.

Industry leaders take to Hill with pleas for renewal relief.

Ford Foundation sides with PTV licensees; key meetings this week.

Substantial performance favored over challenger's promises as FCC judge opts for renewal of WTAR-TV Norfolk, Va.

Frank Stanton, broadcasting’s premier spokesman, nears trail’s end at CBS.

Flood gates reopen in San Diego affiliation dispute.

Broadcasters are clean with drug commission.

They’re queuing up to spend money on the new network season.

FTC ad-substantiation demands fall on six car manufacturers.

Whitehead tries new tack on rerun limitation, invites FCC to lend a hand in doing the deed.

NBC-TV leads the field of Peabody Awards recipients.

NBC, BMI reach accord, agree on three-year blanket license.
"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.

"We're all MIP's."

"The Most Important Person" from Viacom

Sold in Boston, Chicago, Cleveland, Detroit, Philadelphia and San Francisco.
Closed Circuit.

Stock dips
That all-but-certain nomination of Chicago lawyer, David E. Bradshaw, to succeed Nicholas Johnson on FCC may not be quite as certain as it looked ("Closed Circuit," Feb. 12). For one thing, there's question about his retention of directorship (and reportedly piece) of Trans-American Video, Hollywood-based mobile-video facility that his father-in-law, W. Clement Stone ($2 million contributor to Nixon campaign), reportedly financed; Trans-American is not FCC licensee but it does business with licensees. For another, there's opposition to appointment of fourth Chicago member to FCC that already has three from that town.

White House consideration of Mr. Bradshaw was reportedly prompted by Mr. Stone, though Mr. Bradshaw and Mr. Stone's daughter are reportedly estranged. If Bradshaw's election is aborted, it's rumored candidacy of James Quello, veteran Detroit broadcaster, will take new spurt and that others may emerge, including Time-Life's Barry Zorthian ("Closed Circuit," Feb. 19).

Air pollution?
If his intentions of late last week are pursued, FCC Chairman Dean Burch will give broadcasters stiff lecture on morality when he addresses National Association of Broadcasters luncheon Wednesday (March 28). (Delegates will already have word of FCC determination to crack down on broadcast pornography in actions of last week [see "At Deadline!"].) Mr. Burch is expected to assert that broadcasters who carry indecent programming are in wrong line of work. He'll say that broadcasters, unlike book sellers or theater operators, are public trustees and hence carry special responsibilities.

There may be effort by NAB radio code board to reclaim initiative for self-regulation in current furor over sex on air. Board was scheduled for what originally was to be routine meeting yesterday (March 25). Word last week was that it would go deep into sex-talk problem and at very least re-emphasize doctrine of caution it released on that subject last fall.

Crown prince
Unofficial "line of succession" at National Association of Broadcasters has been established with elevation of Grover C. Cobb as senior executive vice president (broadcast March 12). That move provides Vincent T. Wasilewski with number-two executive for first time since he assumed presidency in 1965. If Mr. Wasilewski should elect to enter law practice (he's talked about it), assumption is that Mr. Cobb would be good bet to take helm. Mr. Wasilewski, 50, has been with NAB since graduating from law school in 1949. Mr. Cobb, 51, was joint-board chairman of NAB in 1967-68; joined executive staff two years ago.

Superstar
Who, if anyone, will inherit mantle of Dr. Frank Stanton as leading spokesman for broadcasters after his retirement March 31? From trade standpoint, president of National Association of Broadcasters is in office but during past two decades, Dr. Stanton has been in class by himself. Incumbent NAB president, Vincent T. Wasilewski, has assumed larger role in recent months, reflected in new rapport with networks, presumably triggered by administration broadcast policy. But there is bound to be jockeying for status.

Last year CBS Inc. transferred Richard W. Jencks from president, Broadcast Group, in New York, to vice president-director of its enlarged Washington station. How much time CBS's new president, Arthur Taylor, will spend in Washington isn't indicated, but it's expected John A. Schneider, who has resumed presidency of Broadcast Group, will pick up part of Stanton Washington function. Some observers, who wonder whether Washington "coverage" will ever be the same, look in direction of Julian Goodman, NBC's president and chief executive officer, with background in network news as well as station management, as having good credentials.

GL competition
Long-standing cordial relations between military broadcasting services and commercial broadcasters may be jarred by project understood to have endorsement of Department of Defense for introduction of commercial-type program service at military bases by closed-circuit radio, with TV in ofing. Protests already have been made by broadcasters in Alaska over carrier-current station in area claimed to be adequately covered by several commercial outlets. Plan is said to have endorsement of John C. Broger, director of Office of Information, Armed Forces.

Inching toward policy
Latest—and perhaps last—draft of report by special administration committee on cable-television policy is circulating among members for final look before being submitted to President Nixon. Draft reportedly follows basic outline of version that surfaced in July (broadcasting, July 31, 1972), but is said to have been written. Major proposal remaining intact is that cable television be treated as common carrier, with ownership of systems separated from control of content. Report would still oppose federal rate regulation, and would permit local regulation only of rates owner charges subscribers and channel lessees (and then only if abuses are shown to be present)—and not rates channel lessees would charge.

Report is also said to provide for what one source described as "sophisticated" transition from existing cable regulations to those proposed in report. Final draft was prepared by Office of Telecommunications Policy, whose director, Clay T. Whitehead, is chairman of committee. Two committee members are longer in government—former Secretary of Housing and Urban Development George Romney and former Secretary of Commerce Peter Peterson—but they are among those reviewing final draft. Others are Secretary of Defense Elliot L. Richardson (who has moved over from Health, Education and Welfare) and White House aides Herbert Klein, Leonard Garment and Robert Finch.

Over lightly
In what is billed as big potential advance for pay-cable-TV, Goldmark Communications Corp., Stamford, Conn., is reported to have developed scrambling-unscrambling device that will sell for less than $10. It's described as set attachment that scrambles pictures on assigned channels until activated—by insertion of money, card or whatever—to let them pass unscrambled. Reported price compares with estimated $40-$50 for similar device now available. Goldmark is subsidiary of Warner Communications, whose Television Communications Corp. is one of largest multiplesystem CATV operators.

In house
Revised Monday-afternoon joint radio-TV assembly of NAB convention once had under consideration not only Clay Whitehead on panel to discuss newsmen's privilege, but when Office of Telecommunications Policy director balked at facing questions from station management, former White House special counsel, Charles Colson, suggested as substitute. Mr. Colson, now in private practice, was not considered acceptable because he'd be speaking as private citizen. As revised, NAB session will stick to question-and-answer format with station people confronting NAB executive-committee members in lieu of government newsmakers.

America first
Reversing its usual custom of producing initially for Britain and commonwealth and then selling elsewhere, Associated Television, London, is developing half-hour science-fiction series that is aimed for prime-time access in U.S. and to be distributed here by Independent Television Corp., New York, its subsidiary. Tentatively titled Space: 1999, series is designed for fall 1973 start in U.S. and then to be marketed in other parts of world.
What a schedule you would have if you bought it all from Viacom!
A wise man once said, “Discrepancies in the spot business are like death and taxes—inevitable.” But must they happen 20% of the time? Must they cost stations 3-4% of their spot income and agencies 5-10% of their spot broadcast commissions? At these rates, the broadcast advertising industry is paying $50,000,000 — mostly in unaccounted for expense—to reconcile discrepant paperwork and payments. Incredible? Not really. Here, in one little case history, is how it happens.

April 1971
A case history.
A major advertising agency placed a three month schedule on a TV station in the Southwest.
There were several revisions to the original order and multiple traffic instructions because this was a “corporate buy” involving several products. Communication of this data was garbled. Film arrived in time—just. In June several spots were missed, but they were eventually made good with the agency’s consent. The station’s affidavit/invoice for the June portion of the schedule was sent to the agency in early July. It called for a payment of $1,124.

October 1971
Down the garden path.
On October 11 agency pays $975. Jumbled traffic instructions, missed spots and makegoods kick up clouds of dust along paper trail. Agency accounting clerk reckons deduction called for. Deducts $149.

November 1971
Sorry, wrong number.
Station phone call November 1 obtains agreement from agency’s media department that short payment in error. Follow-up memo from agency to station says balance to be paid month end—“If not, please call on 30th.”

December 1971
A case of mistaken identity.

January 1972
Back to square one.
Agency letter to station confirms $149 payment on November 21 applies to July billing. No mention of June balance. All concerned getting punchy. Station returns letter to agency with note: “$149 for June paid October 11, 1971.”

June 1972
Total confusion.
Both sides call up fresh troops. Two new accounting clerks reopen issue. They muck it up worse than predecessors. Memos fly back and forth June, July, August. Final flutter: new station clerk requests reason for deduction. Because there is no reason, agency clerk has nothing to say. Says nothing.

September 1972
One more time.
September 13 station sends to agency summary of billing and payments pertaining to schedule. Includes copies of contract, revisions and affidavits. It still comes out “$149 net due” for schedule.

January 1973
Up and down the organization chart.
Agency treasurer begins talking to station comptroller about $149 misunderstanding. March 1973, still talking. It may have to go back to two new clerks.

Everybody loses.
How much did this one discrepancy cost the station? How much did it cost the agency?
If you work at a station or an agency you’ve probably been through one of these situations. Name your own figure. Surely it costs more than it’s worth in dollars, time and aggravation. Sad, but true. Especially sad when you realize that one out of every five spot schedules results in a discrepancy hassle.

A happy ending.
The number and expense of discrepancies in broadcast advertising can be significantly reduced. What it takes is a place to store, audit and transmit order, revision, traffic and invoice information . . . an organization to provide an interface between station and agency systems, negotiate standards, assign and publish codes and create compatibility in data communication . . . a company which is properly funded, professionally staffed, systems-sophisticated and profit motivated . . . a paperwork and payments clearinghouse. It’s called:

Media Payment
Media Payment Corporation
245 Park Avenue New York 10017
(212) 972-2480
**At Deadline**

**FCC will definitely do more than just talk about sex**

In offing: closed-door probe with possibility that Oak Park FM may be fined to create test case

FCC has begun several-faceted campaign to—as one official put it—“clean up the airwaves.” Targets are type of material heard on some so-called topless radio programs and X-rated movies and other suggestive material that is both broadcast and cablecast.

Commission is said to have voted on Thursday (March 22) to hold closed-door inquiry aimed at determining whether broadcasters or cablecasters are violating law banning obscenity, profanity or indecency.

Inquiry will be conducted by administrative law judge with power to subpoena witnesses and documents.

What’s more, commissioners reportedly made it clear they are prepared to vote fine for WGLD-FM Oak Park, III, as a result of comments made on female callers. If levied, fine could lead to court case commission has been seeking to test its power to deal with allegedly off-color material.

Nor is that all. General Counsel John Pettit is said to be reviewing material on other stations in search of additional possible forfeiture cases (KGSS[AM] Los Angeles, because of Bill Ballance show, grandaddy of topless radio, is said to be likely choice).

Mr. Pettit is also reviewing other options commission could select for dealing with problem. These range from calling up station for early renewal and hearing on renewal application to issuing public notice warning broadcasters of their responsibility to be aware of material they broadcast.

One purpose of special inquiry, reportedly, is to examine X-rated movies that KVYU(TV) Henderson, Nev., has shown on Sunday nights on its Adult Theatre. Station owner William H. Herne said two weeks ago that station has abandoned policy of showing X- and R-rated movies under pressure from community (Broadcasting, March 19).

Commission sources indicated some material cablecast on public-access channels of systems in New York may also become subject of inquiry.

Commission, which has been under increasing pressure from members of Congress as well as public to crack down on stations broadcasting allegedly off-color material, discussed matter last week after listening to tape containing excerpts from number of topless-radio shows.

One commissioner who chose not to listen was Nicholas Johnson. He is said to have walked out of room while tape was being played, contending that it was illegal for commission to listen to content of broadcasts. Other commissioners, however, reportedly felt that since they were dealing with criminal statute, they should listen to what might be considered to be violation of law.

It was not certain when commission will make final decision on whether or not to fine Oak Park station and take other actions. Officials said timing depends on when general counsel’s office can complete its review and prepare recommendations.

**Buchanan gives his version of Nixon discontent with CPB**

White House aide Patrick Buchanan, in appearance on ABC-TV’s Dick Cavett Show Thursday night, virtually said in so many words that administration will keep public broadcasting on short financial leash until satisfied public broadcasting will give it “fair shake” in news and public affairs programs.

He ticked off public broadcasting figures and programs he said were anti-administration in discussing what he said was thinking that went into President Nixon’s decision last June to veto two-year $165-million authorization bill for Corporation for Public Broadcasting.

Administration, Mr. Buchanan recalled, had proposed only one-year authorization of $45 million, up $10 million from preceding year, but that public broadcasting “fellows” persuaded Congress to approve more generous measure. He said White House and he personally “looked at the situation” and saw Sander Vanocur, “a notorious Kennedy sycophant,” and Robin MacNeil and Elizabeth Drew, both “anti-administration,” and Washington Week in Review, Black Journal and Bill Moyers’ Journal, all “unbalanced against us.” For “fig leaf,” he added, “they threw in William F. Buckley’s program.”

Mr. Buchanan said that in view of lopsided vote by which Senate approved two-year bill (85-to-1), bill’s backers believed President would not dare veto it. But, he said, President “hit that ball 450 feet down the right-field foul line right into the stands.”

Now, he said, there is different situation in public broadcasting, with “new board on CPB . . . a new awareness that people are concerned about balance. And all this administration has ever asked for on that or on network television is frankly a fair shake. . . .”

Some administration officials reacted with dismay to Mr. Buchanan’s remarks—including his comment that he spoke from the vantage point of one who had hand in drafting President’s veto message.

Message, one source said, was written entirely in Office of Telecommunications Policy. Furthermore, official said, reasons for veto were not those suggested by Mr. Buchanan but those contained in message—that President was dissatisfied with structure of CPB and felt funding should be provided on yearly basis until it is revamped along lines he said were intended by Congress (Broadcasting, July 3, 1972).

Mr. Buchanan also lashed out at commercial networks in general and CBS in particular. He said that “over the last three years, there’s been a greater collapse in public confidence in the objectivity, balance and fairness of network television than in all the previous history of it.”

He said CBS’s anti-administration bias shows up in fact that network has assigned Daniel Schorr to cover administration, special policies. Mr. Buchanan said Mr. Schorr “detests . . . this administration,” judgment he said was based in part on speech Mr. Schorr made at Beaver College, Jenkintown, Pa., last fall.

Why would administration want to hire individual who disliked it as much as Mr. Buchanan said Mr. Schorr did? Disclosure that Mr. Schorr was being in-

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**In Brief**

*Buy ‘George!’ Timex Corp., Greenwich, Conn., will sponsor George, half-hour series centered around 250-pound St. Bernard dog, in prime-time access, starting in fall of 1973. Series, produced by Winters-Rosen Productions, Los Angeles, in Switzerland, has been running in Canada on the CTV network since last fall. Winters-Rosen will handle distribution of George on behalf of Timex and its agency, Warwick, Welsh & Miller, New York.*

*Douglas stays with Group W. Mike Douglas Entertainments Inc. and Group W announcing today (March 26) that they have signed new five-year contract for production of The Mike Douglas Show through 1978. It’s believed that contract calls for $2 million annually to cover major elements—though not all—of daily, 90-minute talk-variety show.*

*It’s permanent. Henry Goldberg, acting general counsel of Office of Telecommunications Policy since September 1972, has been named general counsel by OTP Director Clay T. Whitehead, Mr. Goldberg, 33, joined OTP in 1971, after five years with Covington and Burling law firm in Washington. *Harvard Law* again this fall.*

*In series of week-long sales management seminars designed to help radio and TV executives analyze and solve sales problems has been set by National Association of Broadcasters for campus of Harvard University Graduate School of Business Administration, July 22-27.*
Mike Signs!
A lot of people wanted to cash in on his success.
More than 2,800 performances and still taking off
Ratings climbing, stronger than ever with the all-important 18-49's.
But Mike Douglas, the hottest property in TV, has signed with Group W for years to come.
And we're proud of it.
CCA Electronics offers a complete line of UHF and VHF TV transmitters from 100 watts to 55KW featuring IF modulation, solid state exciters and field proven, long life power tubes.

CCA offers VHF and UHF antennas in low, medium and high power versions with guaranteed performance to achieve coverage where required. Patented design permits directing patterns without added cost. Field tested at our one mile long test site assures conformance with specifications.

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

Canadian subsidiary
Caldwell A/V EQUIPMENT CO., LTD. Scarborough, Ontario

- Indicates new or revised listing.

This week


March 26—Rocky Mountain Broadcasters Association banquet, with Senator Frank E. Moore (D-Utah) as speaker, Washington Hilton hotel, Washington.

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

March 26—Association of Independent Television Stations board of directors breakfast meeting in conjunction with NAB convention. Shoreham hotel, Washington.

March 26—National Cable Television Association meeting with state and regional association presidents, Washington.

March 26—International convention, Institute of Electrical and Electronics Engineers, Americana hotel, New York.

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

March 27—Convention product exposition, Institute of Electrical and Electronics Engineers, New York Coliseum.


March 28—Extended date for filing reply comments on proposed revision of FCC fee schedule (Doc. 19558).

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


March 28-30—Spring meeting, Florida Cable Television Association, Daytona Beach.

March 28—"Truth or Consequences in the Ad Game" conference, New York chapter, American Marketing Association. Luncheon speaker: David S. Den...
Next-door neighbors via satellite.

An artist’s imagination? Not at all. This is how it really is, as Comsat marks its 10th anniversary.

Comsat is helping pull the world together... putting far-away places on the main street of business, industry and commerce... giving people a front row seat to history. Live via Satellite... pioneering new potentials for U.S. domestic as well as international telephone, television, telegraph, data and facsimile communications.

Comsat, a shareholder-owned communications company created by the Communications Satellite Act of 1962, operates the satellites in the global system... U.S. earth stations for satellite communications... the COMSAT Laboratories and a wide range of related technical activities that are creating new communications advances.

These are a part of a worldwide satellite system to give you better communications.

More than 80 countries already communicate daily with each other via satellite.

COMSAT AT 10

COMMUNICATIONS SATELLITE CORPORATION - 950 L'ENFANT PLAZA, S.W. - WASHINGTON, D.C. 20024
"THE BEST TEST OF TRUTH IS
THE POWER OF THE THOUGHT TO GET ITSELF ACCEPTED
IN THE COMPETITION OF THE MARKET."

Oliver Wendell Holmes, Jr., 1841-1935

"But when men have realized that time has upset
many fighting faiths, they may come to believe
even more than they believe the very foundations
of their own conduct that the ultimate good de-
sired is better reached by free trade in ideas—
that the best test of truth is the power of the
thought to get itself accepted in the competition
of the market, and that truth is the only ground
upon which their wishes safely can be carried out.
That at any rate is the theory of our Constitution."

The timeless words of Justice Holmes written 55 years ago in his land-
mark dissenting opinion in Abrams v. United States.

Still relevant, they describe the
underpinnings of our democratic society.
The role of truth and the importance of the
competitive process for finding it.

The development of so many
broadcasting voices over the past 50 years
has substantially increased "the compe-
tition of the market," has multiplied the
"free-trade in ideas."

Now after too long a period of
uncertainty, broadcasting should have the
freedom guaranteed by the First Amend-
ment, a freedom which Justice Holmes
surely would have accorded it.

The Supreme Court Building, seat of the highest judicial
tribunal of the United States
government, was designed by the
American architect Cass Gilbert
and completed in 1935. With its
huge portico containing 16
magnificent Corinthian columns
and a sculptured pediment, the
structure is one of the most
beautiful and imposing in
Washington.
For many years in this column, broadcasters have been reading about McHugh and Hoffman, Inc. and its services.

Now, for the first time, our new offices are located adjacent to a city hosting the NAB Convention.

Though we have offered to visit you at our expense and explain our company and what it can do for you, the thought occurs that you might like to visit our new offices and see us while you are here. We would welcome the opportunity to chat with you or put on a full-scale presentation. Just call us—we are only twenty-five minutes from downtown Washington and very easy to find. We'll give you the simple directions, and it's all parkway driving. We'd like to meet you and say welcome in person.

Learn more about what we mean when we say it's so important to know why things are happening the way they are at your station.

WELCOME!

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

April 14—50th annual dinner, White House Correspondents' Association, Washington Hilton hotel.
April 14—Region 4 meeting, Women in Communications Inc., Downtown Marriott hotel, Dallas.
April 14—Louisiana Associated Press Broadcasters Association meeting, Rodeway inn, Baton Rouge.
April 15—Extended data for filing reply comments on FCC jurisdiction over public broadcasting under Section 309(h)(1) of Communications Act.
April 16—"Broadcast Day—1973," co-sponsored by Florida Association of Broadcasters and Department of Broadcasting, College of Journalism & Communication, University of Florida. Participants to include speakers from other states, as well as faculty, students and Florida broadcasters. University of Florida, Gainesville.
April 17—Meeting, North Central CATV Association, Holiday Inn, Sioux Falls, S.D.
April 18—Annual meeting, CBS shareholders, North Hollywood, Calif.
April 18-25—27th MIFED international film and TV film market for buyers and sellers, Milan, Italy, Con- ference, MIFED, Largo Donomadola 1, 1945 Milan, Italy.
April 18—Conference, Sigma Delta Chi Region 7, University of Alabama, Tuscaloosa.
April 18—Conference, Sigma Delta Chi Region 6, University of Texas, Austin.
April 18—Conference, Sigma Delta Chi Region 5, University of Florida, Gainesville.
April 18—Conference, Sigma Delta Chi Region 4, University of Pennsylvania, Philadelphia.
April 18—Conference, Sigma Delta Chi Region 3, University of Maryland, College Park.
April 18—Conference, Sigma Delta Chi Region 2, University of Michigan, Ann Arbor.
May 1—Deadline for entries, Howard W. Blakeslee Awards of the American Heart Association for science reporting in the field of heart and blood vessel diseases.
May 2—Second annual retail television commercial contest, Broadcasters Association of Program Directors, Inc., 44 East 25th Street, New York 10010.
May 2—Second annual retail television commercial contest, Broadcasters Association of Program Directors, Inc., 44 East 25th Street, New York 10010.
May 4—Region 3 meeting, Women in Communications Inc. Holiday Inn #2, Madison, Wis.
May 4—Conference, Sigma Delta Chi Regions 6 and 7, Omaha.
May 5—Conference on cable TV programming for
This is the tube that was in the camera that revolutionized TV broadcasting seven years ago.

This is the line, the only line that includes all four types of one-inch camera tubes currently used in today's TV cameras.

Amperex, who gave the TV industry the Plumbicon camera pickup tube seven years ago, is the only manufacturer of all of the four types of one-inch pickup tubes used in today's TV cameras. Recognizing the obligations that have accrued to us as the number one source for the component that is the heart of the TV camera, we extend an invitation to anyone who is contemplating the purchase or the design of a TV camera system to discuss his specific requirements with us, with complete confidence in the objectivity and validity of our recommendations. Whatever the application — color or black and white, telecasting or videotaping, CCTV or CATV, industrial, educational or medical, surveillance security or military reconnaissance.

Electro-Optical Devices Division, Amperex Electronic Corporation, Slatersville, Rhode Island 02876
Telephone: 401-782-3800

Amperex

*Trademark of N.V. Philips of The Netherlands
organizations interested in using CATV channels set aside for education, government, and public access, sponsored by center for film making studies and department of urban affairs, University of California at Berkeley. Contact: Center for Film Making Studies, UC Extension, 2223 Fulton Street, Berkeley, Calif. 94720.


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

May 5—Pennsylvania Associated Broadcasters Association meeting. Host Inn, Harrisburg.

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

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

May 9—Silver Anvil Awards banquet, Public Relations Society of America. Continental Plaza hotel, Chicago.

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


May 10-12—National Cable Television Association 25th annual marketing workshop with 1973 presentation of national awards for marketing, advertising and public relations. Fairmont hotel, Dallas.


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

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


May 12—Radio Television News Directors Association regional seminar. University of Nebraska, Lincoln.

May 12-16—American Advertising Federation annual convention. Fairmont Roosevelt hotel, New Orleans.


May 16-20—22nd annual national convention, American Women in Radio and Television, Americas Ball Harbour, Miami Beach.


May 19-27—Video-tape workshop, sponsored by center for filmmaking studies and department of urban affairs, University of California at Berkeley. Contact: Center for Film Making Studies, UC Extension, 2223 Fulton Street, Berkeley, Calif. 94720.

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

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


May 23—Luncheon meeting, Federal Communications Bar Association, with CBS President Arthur Taylor as guest speaker. Army-Navy club, Washington.


June

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


June 4-6—Fourth "Clio" Awards ceremonies and festival. Philharmonic hall, Lincoln Center, New York.

Siding with CBS

Editor: The whole industry should be grateful to you for your March 12 editorial on the CBS decision to postpone Sicks and Bones. Personally, I feel that the CBS decision and Bob Wood's statement concerning this difficult decision were commendable indeed. Having guts enough to "put the program on even if all the affiliates objected" (as Joseph Papp put it) is one thing, but postponing the program primarily because of a sincere concern that its presentation at this particular time could completely frustrate and alienate so many millions of people underscores the kind of mature leadership and statesmanship we have all learned to expect from CBS. I'm terribly proud to be associated with a network with "guts enough" to make such a decision.—Charles H. Crutchfield, president, Jefferson Pilot Broadcasting Co., Charlotte, N.C.

Make It 202

Editor: Your March 12 article "The 201 on Hill who are seeking renewal relief" inadvertently left out Democratic Representative David E. Satterfield III of Virginia's third district. Congressman Satterfield has introduced two bills (H.R. 4671 and H.R. 4672) that effectively cover the same areas as the Rooney-Brough bill.

Since our station is located in Mr. Satterfield's district, and since Mr. Satterfield is the only member of Virginia's congressional delegation who serves on the Commerce Committee, which will consider the renewal legislation, we didn't want this oversight to go unnoticed.—John B. Tartz, president and general manager, WRVA (AM) Richmond, Va.

Job Jumble

Editor: Concerning your "Headliner" column in the March 12 issue of Broadcasting, may I call your attention to two errors: John Tyler, who was elected pres-
DUSTY'S TRAIL

The Wackiest Wagon Train Ever To Head West

starring

Bob Denver &
Forrest Tucker

Executive Producer:
Emmy Award winner
Sherwood Schwartz

26 COMEDY FIRST-RUN HALF-HOURS IN COLOR

Already Sold

CBS OWNED STATIONS:
New York WCBS-TV
Los Angeles KNXT
Philadelphia WCAU-TV
Detroit WJBK-TV
Pittsburgh WIIC-TV
Fort Worth-Dallas WBAP-TV
Seattle-Tacoma KIRO-TV
Atlanta WAGA-TV
Cincinnati WCPO-TV
Portland, Oregon KATU
Denver KBTV
Nashville WSIX-TV
Charlottesville WSOC-TV
San Diego KFMB-TV
Huntington, W. Va. WHTN-TV
Louisville WAVE-TV
Phoenix KTVK-TV
Oklahoma City, Okla. KOCO-TV
Albany, N.Y. WTEN
Toledo WSPD-TV
Green Bay, Wis. WBAY-TV
Lexington, Ky. WKYT-TV

VISIT US AT THE NAB HOTEL SHOREHAM SUITE D706-8

METROMEDIA PRODUCERS CORPORATION
465 LEXINGTON AVENUE, NEW YORK, N. Y. 10017 • TEL (212) 685-9100 CABLE METPROEAST
Ident and chief executive officer of Pacific & Southern Broadcasting, will continue as general manager of WMAL-TV Atlanta and as general manager of WQXI-AM-FM, as stated. Further, James G. Rogers, not “James G. Robinson,” has resigned as executive vice president, but continues as treasurer of Pacific & Southern.—Ruth Letowsky, director of publicity and public relations, WQXI-TV Atlanta.

Marriage counselor

Editor: The National Association of Broadcasters’ document, “A License to Serve the Public” (Broadcasting, March 12) strikes a very poor analogy in comparing license challenges to what might happen if Robert Redford could file on your wife and outpromise you, forcing denial of renewal to your marriage license.

Marriage is essentially self-regulatory. If your wife finds you’re not up to performance, nothing is stopping her from divorcing you and running off with Robert Redford. Broadcasters, however, still maintain the fantasy that they are “married” to their frequency and their audiences. Unlike wives, audiences cannot divorce broadcasters. They can, however, petition to deny license renewals or file competing applications.

Marriages succeed or fail because of two-way communication. Broadcasters must begin to succeed or fail because of the presence and depth of two-way communication with their audiences as well. The public will become more and more unwilling to go to bed with a broadcaster who will wait until death before he does his part for public service. Until broadcasters realize this, we citizens groups, like a thousand nagging wives, will not let broadcasters get any sleep.—James McCuller, executive director, Action for a Better Community Inc., Rochester, N.Y.

Students to students

Editor: I read your article on the survey of campus carrier-current radio (March 12) with great interest. I personally and professionally disagree with surveys of college radio—frankly, because I have not seen one that accurately describes the medium. I think we must each time we announce a survey remember the concept of this medium varies greatly from both commercial and public radio, and yet it includes both elements of commercialism and public-service broadcasting.

This is why I would deny the survey results that less than 5% of programming is devoted to public affairs. What is truly indicated when a survey states the 5% figure and also denotes that 87% are operated by students to (21%) train broadcasters and service the campus area? The stations are designed in concept to serve students. What does the 5% figure mean in the context of college radio? It indicates a definite lack of programming material devoted to community affairs outside the campus—material only duplicating the commercial and public media if it was aired, while the whole being of campus radio is devoted to servicing the student public. And information, however meager, is aired on student affairs and it is found no other place. To reiterate, the
WELCOME TO THE NO.

GEORGE DUNCAN
WNW-AM - NEW YORK

BILL DALTON
WASH - WASHINGTON

RUS WITTBERGER
KCBQ - SAN DIEGO

JOHN BARGER
KAFM - DALLAS

DAVE MOORHEAD
KMET - LOS ANGELES

JOEL SAMUELSON
WMMR - PHILADELPHIA

DEANE PARKHURST
KFMU - KANSAS CITY

CLIFF BARRETT
WCBM - BALTIMORE

DICKIE ROSENFELD
KALT AM & FM, HOUSTON

LYNN HIGBEE
KCMO - KANSAS CITY

TOM PERRYMAN
WIP AM & FM - ST. LOUIS

VARNER PAULSEN
WNEW-FM - NEW YORK

JOHN BUTLER
KRLD - DALLAS

KGN GAINES
KNEW - SAN FRANCISCO

BILL WARD
KLAC - LOS ANGELES

ANDY SPHEERIS
WEMP & WNUW - MILWAUKEE

GARY STARR
WMYQ - MIAMI

TOM DONAHUE
KSAH - MAM不死

DON KELLY
WIP - PHILADELPHIA

BIL LAUER
WOMC - DETROIT

GEORGE GEIB
WPTF - ALBANY

JOHN VATH
WSMB - NEW ORLEANS

METRO RADIO SALES
STEREO ROCK IN CINCINNATI

NEW STEREO ROCK SOUND IN CINCINNATI
DENVER
THE ROCK OF COLORADO

CONTEMPORARY STATION IN DENVER FOR 15 YEARS.
WSAI/1360
CINCINNATI

#1
CONTEMPORARY STATION IN CINCINNATI FOR 15 YEARS
WDOK 102.1 FM
Stereo Cleveland
100,000 Watts Radiated Power

GOOD MUSIC STATION IN THE COUNTRY*

* 1 GOOD MUSIC 12+, AVG. 1/4 HR. METRO AUD. EST.
CLEVELAND ARB OCT. - NOV. 1972 MON. - SUN., 6AM - MID.
CONTEMPORARY STATION IN CLEVELAND FOR 12 YEARS.
Inflation
Editor: I read with much interest the "Closed Circuit" item in the March 5 issue about portable color cameras for on-scene telecasting. Reference was made to a $500,000 Akai color camera. I think you will understand how many eyebrows were raised in our company at this high price, when, in fact, the Akai color camera sells for under $4,000.—Frank D. Benson, director of video marketing, Akai America Ltd., Compton, Calif.
(The $50,000 included the cost of associated electronics systems, as the item failed to make clear.)

Didn't say yes, didn't say no
Editor: In the March 5 Broadcasting you printed an article captioned: "Cry for ad reforms grows louder." In [that article] you made reference to testimony of Tony Schwartz, president of New Sounds Inc., New York, before a U.S. Senate subcommittee, erroneously stating that Mr. Schwartz supported the proposed federally funded bill which would establish a National Institute on Marketing and Health. That is simply not true. We have the entire tape of Mr. Schwartz's testimony in which he made it patent clear that he was not taking a position one way or another on the bill.—Irving M. Wall, attorney, New York.

Books
Telepolitics: The Politics of Neuronic Man. Frederick D. Welhelmsen and Jane Bres. Tundra Books of Northern New York. $10. The author's thesis is that the form—not the content—of television has created a new kind of person with a new kind of politics, has hurled him into an Orwellian age well before 1984. Through TV, they say, "image outdoes reality and reality becomes image," and politics becomes a matter of personalities and images rather than issues. In dissecting the claim of the networks to objectivity in news reporting, the authors contend that a rigid set of priorities and "an implicit ethics concerning what is important and what is not is accepted innocently by broadcasters and programmers," not only in news broadcasts but in everything shown on TV.

The Open University. John Scupham. Frequencies for Broadcasting Satellites. Abderrazak Berrada. Communications Satellite Tariffs for Television. Peter Passell and Leonard Ross. All International Broadcast Institute Ltd., London. Each 50 pence ($1.17). Monographs on major communications issues commissioned by nonprofit body based in London, with membership throughout many countries, particularly Europe and the U.S. The studies cover the origins, history, and constitution of the Open University of the United Kingdom, which started in 1971; the technical and administrative problems of use of frequency in broad-
casting satellites, especially direct broadcasting from satellites, and the issues affecting the prices charged for transmission of television programs and material over the existing Intelsat communications satellite system.

Electric Evangelism. Dennis Benson, Abingdon Press, Nashville. $3.95. A guide for the churchman with limited money and manpower in creating and producing religious TV and radio programing and getting it aired on local stations.


An in-depth study of current copyright law—and proposed revisions—relating to television, motion pictures, pay TV, music, publishing and recording, tapes and cassettes. Two more volumes—one for the TV industry, another for the motion-picture industry—are to be published this spring and will sell for $90. The four-volume set will cost $125.

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Fish story: What radio did for sardines from Norway

The calm voice of a UN interpreter puts into clear English the tribute someone is paying in a foreign tongue. Your radio is bringing you both voices, right from the UN floor. But wait—something's fishy here.

You bet there is. A fishiness that's climbing right through the radio and selling sardines from Norway to millions of Americans.

These radio spots are performed with tongue in cheek. That UN interpreter's last comment is: "The people who hand-pack those delicious sardines from Norway made me say this." But at the conclusion of any of the series of one-minute radio spots you realize that while you have had a little fun, you have also learned some things: Norwegian sardines have something different to offer; they are lightly smoked with oak smoke and carefully packed by hand. And you're suddenly hundy for a sardine snack. At least that's the way hundreds of sardines-from-Norway radio spots are affecting millions of Americans. Sales of sardines from Norway are up 30% over 1969 sales, up from 700,000 cases, when the campaign was launched by Botsford Ketchum, to nearly a million cases this year.

Perhaps more important is the fact that back in 1969 sardines from Norway were sold much too frequently on the basis of price, and more often than not discount operations accounted for the bulk of those sales. And with a few exceptions the result was a loss to Norwegian packers. Today it no longer takes a price war to move sardines from Norway off supermarket shelves. They are selling at an ever-increasing rate despite increases in their prices.

The spot campaign has run for nearly three years, using the same spots. They were created under the supervision of Botsford Ketchum and utilized top Hollywood writing, production and acting talent. They originally were scheduled in major markets only; now they are aired both on local and network (CBS) radio.

Interestingly, not only Norwegian sardines have attained a 55% share of the U.S. sardine market, but sardines of every kind have benefited from the pioneering effort of the Norway sardine industry. This is not attributable solely to radio advertising, which is only part of the well-rounded marketing effort that has been executed over the three-year period. Public relations, merchandising, publicity, and more active selling efforts played an important part, too.

The PR program has been targeted along a narrow, intense beam directed at that segment of the housewife market reached with frequency and editorial-copy believability in the food pages of newspapers and magazines. Tempting food photographs show how to use sardines from Norway in unusual dishes. Food editors are provided with article suggestions, along with agency-created menus, recipes and taste-provoking descriptive copy.

In 1967 the sardine industry was in the doldrums and had been for more than a decade. Brokers, wholesalers and retailers considered sardines to have a very narrow market with virtually no interest to the mass consuming public.

At that point the Norwegian fish canning industry decided that promotion was essential to its future in the U.S. Sardine packers agreed to assess themselves for the purpose of launching an advertising, merchandising and public-relations campaign which they hoped would change the U.S. consumer's attitude toward sardines in general, and Norway sardines in particular. They requested and received from the Norwegian government's Trade Council a matching-fund allotment to assist in an all-out effort to turn their industry around. Next, they surveyed advertising and public-relations agencies in the United States. Generic commodity promotion experience was their primary prerequisite, and they found what they were looking for in Botsford Ketchum Inc., San Francisco. Then Arn Haug & Associates, a capable research firm, was asked to conduct a consumer survey to determine how best to win back product acceptance.

The study showed the situation was indeed bad. Less than 20% of American consumers were sardine eaters, and this group consumed sardines no more than three or four times per year. Per-capita consumption was only one-third of a 3 3/4-ounce can. The average age of the sardine eater was over 35. Furthermore, there were frustrating and unexplainable ethnic and geographic variations in consumption.

With research data in hand, Botsford Ketchum assigned the account to its commodity division and developed the initial approach to the turn-around campaign.

The advertising medium selected was, of course, radio, a radical departure for sardines. The appetizer-appeal potential of magazines or television, or the immediacy of newspaper food sections might seem a more normal buy. But considering the peculiarities of sardine consumption, radio offered the flexibility of timing, the opportunity of reaching the target sardine consumer, and it offered the opportunity of specifying the geographical areas needed. Lastly, and possibly even more important, the price was right.

The big sardines from Norway turn-around is now a matter of history. What's more, the Norwegian sardine industry is planning to keep sales doldrums a thing of the past—by continuing a strong, well-planned advertising/public-relations program in its future.
LASSIE
America's Favorite

is available in September, 1973, beginning her 20th season. Lassie is in over 175 markets and has 50 color episodes. Lassie is sponsored by:

Campbell Soup Company

Contact: Charles Bachrach or Arthur Topol
Ogilvy & Mather Inc.
2 East 48th Street
New York, N.Y. 10017
212-688-6100  TWX 710-581-2918
When it comes to ranking broadcast media, you'll find a different kind of ball game in the Minneapolis-St. Paul market. Because WCCO Radio outscores all four television stations in an analysis of comparable data from all ARB Reports for 1972, WCCO Radio wins by a one-sided margin—taking 15 out of 16 points of average quarter-hour (AQH) audience comparison. This marks the fifth year in a row that WCCO Radio has been victorious. No wonder this unique bigger-than-TV story is getting to be a legend.

Here are a few high spots from the 1972 ARB box scores:*  

<table>
<thead>
<tr>
<th>Category</th>
<th>WCCO Radio AQH</th>
<th>Best TV Station AQH</th>
</tr>
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<tbody>
<tr>
<td>Persons 12+ AQH 6 am-Midnight, M-S</td>
<td>112,750</td>
<td></td>
</tr>
<tr>
<td>Adults 18+ AQH 6 am-6 p.m., M-F</td>
<td>146,850</td>
<td>129,400</td>
</tr>
<tr>
<td>Men 18+ AQH Prime Time, M-F</td>
<td>96,900</td>
<td>93,800</td>
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The full story—with the scores for all stations on all 16 points—is now available from your WCCO Radio or CBS Radio Spot Sales representative. It's must reading for any advertiser seeking winning results in the Minneapolis-St. Paul market.

FOR MAJOR LEAGUE ACTION...

Another winning tradition on WCCO Radio is Minnesota Twins Baseball. Again in 1973, it's the exclusive play-by-play coverage of the full American League season. New this year is the WCCO Radio sponsorship plan that combines outstanding media values (59¢ CPM) and the flexibility of spot scheduling with the excitement of big league sports. The season opens April 6. Let's play ball!

*Source: ARB estimates. WCCO Radio—average of April-May and October-November, 1972. TV survey areas include Minneapolis-St. Paul. All data subject to qualifications which WCCO Radio will supply on request.
A mass movement to a scene of troubles

Focus now is turned to renewal relief as broadcasters return to Washington after four years that produced prohibition against cigarettes on air, wholesale attacks on license renewals, threats to proprietary advertising

Most of the nation's broadcasters were to converge this week on Washington in accord with a custom decreeing that annual conventions of their principal trade association will be held there every fourth year, after the inauguration of a President. The hope is that a new administration will be persuaded to subdue the hostiles who infest the federal establishment. The hope is seldom realized. But once again the migration is in progress, and soon it will be known whether this is yet another jet-age version of the lemmings' doomed excursions to the sea.

Washington has been the site of contradictions, disappointments and downright humiliations. At the opening session of the National Association of Broadcasters' 1961 convention a young President who had been elected by television debates breezed in unexpectedly with the nation's first astronaut in tow, fresh from his space capsule. That sensational curtain raiser was followed by the maiden speech of the young President's young appointee to the chairmanship of the FCC. Newton Minow discovered instant fame when he stabbed the delegates in their P&L statements with the charge that television had become a vast wasteland.

Only four years ago Richard Nixon, now in office, made a smiling appearance at the NAB's opening session, spoke about his Vietnam policies and antiballistic missiles, then much in the news, but said virtually nothing about broadcasting or broadcast regulation. At about the same time the White House was releasing the text of a letter the President had written to compliment Senator John O. Pastore (D-R.I.) for threatening legislative suppression of so-called sex and violence on the air. The President said he shared the senator's concern about "misuse" of television.

In the four years since then, cigarette advertising has been legislated off radio and television: an FCC decision in the Boston channel-5 case has made licensees vulnerable to challenges, and the commission's efforts to repair things have been reversed by an appellate court. The fairness doctrine has been applied to some types of advertising; the principle of counterglancing messages intended to take issue with the content of those that advertisers place in paid time—has been vigorously espoused by Mr. Nixon's appointee, recently retired, to the Federal Trade Commission chairmanship. On the Hill booby traps await the unwary step of every passing broadcaster.

Then why are all those delegates smiling as they begin circulating through the hospitality suites? It may be partially explained by 1972 revenues that were the best in history and by 1973 sales that are on the upside. But is it also because this is the quadrennial when the hope of a turnaround in Washington will be fulfilled at last? There are those who think so.

"I am optimistic," said Grover Cobb, the NAB's senior executive vice president and over-all boss of government relations. "The lines are more open than they used to be. The dialogue is freer with both the FCC and Congress."

In legislation the NAB's principal attention now is directed to the bills that would restore the license-renewal process to the state it was in before the Boston case was decided. Mr. Cobb said he thinks there is a chance that the Congress will adopt remedial legislation this year, though the connection of license renewals with affiliate surveillance of network news by Clay T. Whitehead, director of the Office of Telecommunications Policy, "oocluded the situation." Different experts give different odds on license-renewal relief. Among the three network vice presidents in Washington, Eugene Cowan of ABC, Richard Jencks of CBS Inc., and Peter Kenney of NBC, the range is wide, though none will be quoted. One said last week the chances of passage were "very good" before Mr. Whitehead made his Indianapolis speech last December linking renewal legislation to affiliate responsibility for network bias. Chances diminished afterward but have now "brightened considerably." In this network executive's view the White House bill would be desirable, and the legislative history compiled in hearings now going on before the House Communications Subcommittee (see page 52) would serve to disconnect it from Mr. Whitehead's observations about "ideological plugola" in network journalism.

The Washington representative of another network is less sanguine. "Renewal relief is alive but breathing heavily," he said last week. "The exact role of Whitehead is hard to appraise."

This executive lines it up this way: Favoring the bill are the broadcasters who admittedly are "better organized than ever before." Opposing it are minorities who assert it would discriminate against them in challenging incumbents. Congressmen who support the broadcasters run the risk of being tarred as

Now it's a horse race. After a long weekend of thinking it over ("Closed Circuit," March 19), Hamilton Shea, executive vice president of Gilmore Broadcasting, Harrisonburg, Va., last week announced his candidacy for joint-board chairman of the NAB. Mr. Shea's entry into the election campaign promises to make a contest of what once seemed a shoo-in for Andrew M. Ockershausen, vice president of the Washington Star-Station Group, Washington, the only previously announced candidate still in the race.

Mr. Shea, who supervises the broadcast activities of WSVA-AM-FM-TV Harrisonburg; KODE-AM-TV Joplin, Mo.; WEHT-TV Evansville, Ind.; and WREX-TV Rockford, Ill., currently is chairman of the NAB legislative liaison committee, but is not now an NAB board member. Previously, however, he was on the television board for four years, serving as vice chairman in his third year and chairman the fourth year during the course of two-year terms ending June 1971.

Mr. Ockershausen, responsible for the operations of WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va.; and WCVI-TV Charleston, S.C., has been on NAB's executive committee for the last three years. He is also currently in his second year as chairman of the radio board and previously was vice chairman of the television board for four years. Mr. Ockershausen is scheduled for June 19 in Washington at the summer meeting of the joint radio-TV board of directors.
Right on, Gomer!
Gomer Pyle wins bigger audiences than year-ago programs

up 100% Amarillo
up 16% Baton Rouge
up 17% Burlington-Plattsburgh
up 4% Charleston-Huntington
up 46% Cincinnati
up 58% Dallas-Ft. Worth
up 4% Detroit
up 100% Green Bay
up 27% Hagerstown
up 717% Houston
up 81% Huntsville-Decatur
up 14% Indianapolis
up 88% Knoxville
up 46% Madison
up 18% Miami
up 34% Milwaukee
up 70% Minneapolis-St. Paul
up 106% New Orleans
up 311% Providence
up 23% San Antonio
up 1250% Savannah
up 7% Springfield
up 11% Tampa-St. Petersburg
up 186% Worcester

Gomer Pyle wins an average 45% more viewers than year-ago programs in 24 markets in his first tour of syndication duty.

And he's right on target.

Gomer combines an average 42% adults with 36% kids and 22% teens to produce the kind of sitcom audience that wins strong station and advertiser support.

Draft him and get ready for action.

Gomer Pyle
Another great sitcom from Viacom
insensitive to minority interests. The question, he says, is whether the White House will seriously try to get its legislation passed. "If the White House decides not to use up any of its chips, there won't be any legislation," he said. "In the legislative process it's always easier to block something than to enact something."

The third network executive put the prospects in other terms: "On a scale of 10 the chance of adoption was never better than six and is now less than five." Why? "Moderate to liberal Democrats who were originally prepared to accept the accusation of racism as the price of supporting a bill that black groups oppose are unwilling to act as agents for the White House in its game to pit affiliates against network news."

Whatever the outcome on the license-renewal front, NAB officials believe they have brought off one legislative gain by adopting new television-code restrictions on drug commercials (Broadcasting, March 5). The action, they are confident, has forestalled legislation to suppress drug advertising on television and radio. But other measures of varying consequence are pending. Text continues on page 44; below and on page 42 is the NAB convention agenda.

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### The official NAB agenda

**SH** for Shoreham, **SP** for Sheraton Park, **MF** for Mayflower, **WH** for Washington Hilton

<table>
<thead>
<tr>
<th>Monday, March 26</th>
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<tbody>
<tr>
<td><strong>Early-bird workshops</strong></td>
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<tr>
<td>American Women in Radio and TV. Forum room, SH. 8:30-10 a.m. Women Power: Use It or Lose It! Panel: Rose Blyth Kemp, AWRT president; Rita Hart, Foote, Cone &amp; Belding; Virginia Pate Wetter, WASA(AM)-WHDG(FM) Havre de Grace, Md.</td>
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<tr>
<td>Broadcast management looks at OSHA. Continental room, SP. 8:30-10 a.m. Color film orientation on the Occupational Safety and Health Act. What is it, what it takes to comply. A video inspection tour of a workplace. Moderator: Ron Irion, director, broadcast management, NAB.</td>
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<tr>
<td>Legal workshop. Diplomat Room, SH. 8:30-10:00 a.m. Some caveats on fraudulent billing, payola and program-length commercials. Moderator: John Summers, general counsel, NAB. Panel: William B. Ray, chief, FCC complaints and compliance division; Arthur L. Ginsburg, chief, FCC complaints branch; John H. McAllister, chief, FCC compliance branch.</td>
</tr>
<tr>
<td>Minority training and placement. Palladian room, SH. 8:30-10:00 a.m. Alternatives to the traditional sources for minority employees. Moderator: Elbert Sampson, coordinator minority affairs, NAB. Panel: Lionel Monagas, National Association of Educational Broadcasters; Richard Weinman, Oregon State University.</td>
</tr>
<tr>
<td>Research workshop. Delaware suite, SP. 8:30-10:00 a.m. A report on how smaller-market stations can afford to do useful research, with a multimedia presentation of the results of one station's study. Moderator: John Dimling, NAB vice president, research. Panel: Brigham Young University research team; Owen Rich, professor of Communications, Brigham Young University; Dale Moore, chairman, Western Broadcasting Co., Missoula, Mont.; Richard Block, vice president and general manager, Kaiser Broadcasting, Oakland, Calif.</td>
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### Management sessions


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<th>Tuesday, March 27</th>
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<tbody>
<tr>
<td><strong>Early-bird workshops</strong></td>
</tr>
<tr>
<td>Legal workshop. Tudor room, SH. 8:30-9:30 a.m. See Monday listing for details.</td>
</tr>
<tr>
<td>Minority affairs workshop. Forum room, SH. 8:30-9:30 a.m. A look at affirmative-action and equal-employment opportunity programs by minority broadcasters responsible for their development and implementation. Moderator: Elbert Sampson, NAB coordinator minority affairs. Panel: Mal Johnson, Cox Broadcasting; James Long, Storer Broadcasting; Lee Hatcher, FCC; Darryl Dillingham, RKO Radio; George Norford, Group W.</td>
</tr>
<tr>
<td>Radio news. Maryland suite, SP. 8:30-9:30 a.m. See Monday listing for details.</td>
</tr>
<tr>
<td>Research workshop. Delaware suite, SP. 8:30-9:30 a.m. See Monday listing for details.</td>
</tr>
<tr>
<td>Slow pay . . . made faster. Continental room, SP. 8:30-9:30 a.m. Ways to improve collection of past-due accounts and reduce those credit and collection problems that put the squeeze on the bottom line. Moderator: Joseph J. McCabe, treasurer, KPLR-TV St. Louis and director, Institute of Broadcasting Financial Management. Panel: Howard A. Brandt, credit manager, WGN Continental Broadcasting; Leonard Schwartz, Siegel, Sommers and Schwartz; counsel, ANPA; Robert Lyman, senior vice president, Benton &amp; Bowles.</td>
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### Management sessions

- **Slate to American Forces Radio—50th anniversary.** Radio music license committee report: Harold R. Kreilstein, Plough Broadcasting; Emanuel Dannett, committee counsel. 
- **Radio Advertising Bureau presentation.** Miles David, president,
STAN BROCK
THE JUNGLE COWBOY
an adventurer feeding his desire to accomplish what the other man talks about and is not capable of achieving.

FOUR STAR ENTERTAINMENT
Now Brings You Stan Brock in 26 PRIME ACCESS TIME 11/2 HOUR COLOR EPISODES

"EXPEDITION - DANGER"

from the producers of the highly acclaimed "THRILLSSEEKERS"

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Wednesday, March 28

**Early-bird workshops**

**Code authority.** Forum room, SH, 8-9:30 a.m. See Tuesday listing for details.

**Broadcast management looks at OSHA.** Maryland suite, SP, 8-9:30 a.m. See Monday listing for details.

**Legal workshop.** Diplomat room, SH, 8-9:30 a.m. See Monday listing for details.

**Promotion/PR.** Virginia suite, SP, 8-9:30 a.m. See Tuesday listing for details.

**Research workshop.** Delaware suite, SP, 8-9:30 a.m. A report on the objectives and accomplishments of the Broadcast Council and its plans for the future. Moderator: John Dimling, NAB vice president, research. Panelist: H. M. Beville, executive director, BRC.

**Slow pay . . . made faster.** Maryland suite, SP, 8-9:30 a.m. See Tuesday listing for details.

**Management sessions**

**Small market radio session.** Cotillion room, SP, 9:45-12 noon. Presiding: Wendell Mayes Jr., KNOW(AM) Austin, Tex., and vice chairman, radio board.

The small market broadcaster and his congressman. Clint Formby, KPAN(AM) Hereford, Tex., radio board member and chairman, small market radio committee; J. J. Pickle (D-Tex.); Michael B. Joy, administrative aide to Ernest Hollings (D-S.C.).

**Small market radio and the FCC.** Moderator: Richard E. Wiley, FCC commissioner. FCC participants: John W. Pettit, general counsel; Wallace E. Johnson, chief, Broadcast Bureau; Richard J. Shiben, chief, renewal branch; Richard M. Riehl, chief, transfer branch.

**Television management conference.** Regency room, SH, 9:45-12 noon. Presiding: Peter Storer, Storer Broadcasting and chairman, television board.

**Television renewals.** John B. Summers, NAB general counsel; Richard J. Shiben, chief, renewal branch, renewal and transfer division, FCC.

**T/F report.** Roy Danish, director, Television Information Office.

**Advertising legislation and counteradvertising.** Grover Cobb, executive vice president, NAB government relations.

**TV All-Industry Music Licensing Committee.** Leslie G. Arries, WBN-7TV Buffalo, N.Y.


**Broadcasters:** Michael Horne, counsel, Association of Maximum Service Telecasters.


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**Related convention activities**

Not a part of the NAB program.

**Sunday, March 25**

8:30 a.m. Association for Professional Broadcast Education workshops.

9:00 a.m. Association for Broadcast Engineering Standards technical committee meeting. Calvert room, SP.

9:00 a.m. ABC Radio affiliates continental breakfast. Sheraton hall, SP.

10:00 a.m. ABC Radio general affiliates meeting. Sheraton hall, SP.

10:00 a.m. ABC-TV affiliates meeting. Dolly Madison room, Madison hotel.

10:00 a.m.-2:00 p.m. Management workshops, sponsored by McGavern-Guild. Presidential suite, Watergate hotel.

10:30 a.m. APBE luncheon. Colonial room, MF.

11:00 a.m. BMI board of directors meeting-luncheon. Madison hotel.

11:00 a.m. NAB convention mass offered by the Rev. Kenny Senn, pastor, president of UNDA and director of communications for the Diocese of Indianapolis. Following by a coffee hour. Continental room, SP.

11:00 a.m. A special service for NAB convention delegates sponsored by the Washington National Cathedral and the World Association for Christian Communications. Washington National Cathedral.

11:00 a.m. ABC Radio affiliates advisory board meeting. Richmond room SP, Arlington room SP, Alexandria room SP, Dover room SP.

12:00 noon. Society of Broadcast Engineers board of directors luncheon-meeting. Warren room, SP.

12:00 noon. APBE luncheon. East room, MF.

12:00 noon. Association for Broadcast Engineering Standards board of directors luncheon-meeting. Potomac room, SP.

2-5:00 p.m. Japanese-U.S. television program festival. Assembly room, SP.

2:00 p.m. Society of Broadcast Engineers membership meeting. Forum room, SH.

2:00 p.m. AMST annual membership meeting. Diplomat room, SH.

4:00 p.m. Association for Broadcast Engineering Standards membership meeting. Baltimore room, SP.

4:00 p.m. ABC Radio affiliates reception (by invitation only). Sheraton hall, SP.

5:30 p.m. AMST board of directors meeting. Heritage hall, SH.

**Monday, March 26**

8:00 a.m. Telecom Associates annual membership breakfast. Blue room, SH.

8:00 a.m. Association of Independent TV Stations board of directors breakfast. Club A, SH.

5:00 p.m. Harvard seminar alumni smoker. Forum room, SH.

5:00 p.m. Japanese-U.S. television program festival. Assembly room, SP.

7:00 p.m. Rocky Mountain Broadcasters Association banquet. Senator Frank Moss (D-Utah) speaks. WH.

**Tuesday, March 27**

9 a.m.-6 p.m. Japanese-U.S. television program festival. Assembly room, SP.

11:00 a.m. All Industry Radio Music Licensing Committee meeting. Calvert room, SP.

2:30 p.m. NAB board of directors meeting. Virginia suite, SP.

2:30 p.m. Association of Independent Television Stations membership meeting. Tudor room, SH.

6:30 p.m. NAB Broadcast Pioneers government reception. Ballroom, SP.

**Wednesday, March 28**

9 a.m. to 12 noon. Japanese-U.S. television program festival. Assembly room, SP.
BRUNO VAILATI
producer, oceanographer, explorer, presents absorbing factual stories of the secrets held by the seas of the world and the people that surround them.

FOUR STAR ENTERTAINMENT brings to television the sciences of the seas—SEACOLOGY. Perfectly timed to meet the demand for a more meaningful ecological knowledge of our aquatic environment.

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FRANZ LANGE
narrated by JOHN NEWLAND

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The Food and Drug Administration and the Food and Drug Administration and that it contain complete information on therapeutic values and possible side effects. "That," said one Washington operative, "is the sort of copy print can accommodate but we can't."

- S. 1231 by Senator Moss to eliminate advertising of alcoholic beverages as a tax-deductible expense.
- H.R. 4397 by Representative Jerry Pettis (R-Calif.) to prohibit broadcasting of alcoholic-beverage advertising during hours when children may be tuned in.

There are perhaps 20 other bills of direct application to broadcasting pending in the Congress to deal with such matters as the measurement of alleged violence on television, elevation of ceilings on political-campaign spending, prohibition of television blackouts of sports events if sold out, modification of the equal-time law for political candidates.

Perhaps the liveliest prospect for legislative interest is promised by a bill not yet introduced—to establish fees that cable television will pay to copyright owners and cable interests, and perhaps a fourth element among the broadcasters. The Association of Maximum Service Telecasters will insist that any copyright bill contain a "gravereward clause" embedding FCC rules on cable carriage in the law, where they could be changed only by an act of Congress. "That," said Lester Lindow, executive director of AMST, "is the important part. Broadcasters aren't vitally concerned with the schedule of copyright fees that may be adopted."

When delegates' minds stray this week from problems on the Hill they can turn to the other principal pressure point, the FCC. There the head of steam may be somewhat abating, but Washington representatives think the gauge will stop long before it gets to zero.

This, of course, is the year in which, as broadcasters note with unanimous relief, Nicholas Johnson's term on the FCC at last expires. And who is to succeed him? Little matter to those who have had to deal with him. "In another one time," said a network official, "that I prefer the devil I don't know to the devil I do."

It is also the year in which Chairman Dean Burch is expected to leave for larger enterprises. There are some broadcasters, the more militantly anticable, who hope for a successor who will be more congenial to their aims. In their view Mr. Burch has inclined toward cable interests when the broadcasters wanted him to incline toward them.

That view is reflected in the concern that many broadcasters express now express about the outcome of rule-making to impose restrictions on what broadcasters call the threatened siphoning of movies and sports from commercial television to pay-cable television. All of the comments have been in the FCC's hands long enough for staff analysis, and a decision is due. Some broadcasters find it an "ominous silence," as one described it, and fear that there may be sentiment among commissioners to give broadcasters less protection than they want.

Other rulemakings of prime importance also await disposition. Among them:
- The one-to-a-market proposal to prohibit common ownerships in the same markets of television and radio stations, television stations and newspapers and cable systems and newspapers.
- The proposal to limit or prohibit commercials in children's television shows and to impose minimum criteria on the programming.
- The proposal to legitimize the re-

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Broadcasting Mar 26 1973

44
Talking Numbers?

**THRILLSEEKERS**

has highest percentage of women viewers 18-49 - 68% and men viewers 18-49 - 69% in the following markets:

<table>
<thead>
<tr>
<th>Market</th>
<th>Time Slot</th>
<th>Station</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle</td>
<td>Nov. '72, ARB</td>
<td>KIRO - 7:30 p.m. - Friday</td>
<td>Of all 7:30 p.m. access shows on this station, THRILLSEEKERS is #1 with men 18-49 and #2 with women 18-49. Source: November 1972 ARB</td>
</tr>
<tr>
<td>San Diego</td>
<td>Wk. off Feb. 7-13, ARB</td>
<td>KFMB - 7:30 p.m. - Friday</td>
<td>#1 in rating and share and all demographics in direct competition to TO TELL THE TRUTH and PRICE IS RIGHT. Source: November 1972 ARB</td>
</tr>
<tr>
<td>Portland</td>
<td>an. '73, ARB</td>
<td>KOIN - 6:30 p.m. - Saturday</td>
<td>Huge 41 share in a 4 station market, reaching far more women 18-49 than other 3 stations combined; also far ahead of all other stations in men of all ages. Source: November 1972 ARB</td>
</tr>
<tr>
<td>Chicago</td>
<td>January 1973 ARB</td>
<td>WMAQ - 6:00 p.m. - Saturday</td>
<td>#1 in women and men 18-49 compared to other 2 affiliated stations in first rating. Source: February 7-13, 1973 weekly ARB</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>January 1973 ARB</td>
<td>KNBC - 7:00 p.m. - Saturday</td>
<td>Dominate #1 in direct competition to LAWRENCE WELK, U.F.O., PARENT GAME, BOWLING FOR DOLLARS, MOVIES, NEWS, and IT TAKES A THIEF. Seven station market. Source: January 1973 ARB</td>
</tr>
<tr>
<td>Cleveland</td>
<td>January 1973 ARB</td>
<td>WJW - 7:30 p.m. - Tuesday</td>
<td>#1 with women 18-49 vs. THE PRICE IS RIGHT, KILDARE, DRAGNET, and LUCY. Total men 18-49 are equal to two other affiliates combined. Five station market. Source: January 1973 ARB</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>January 1973 ARB</td>
<td>WTOP - 7:30 p.m. - Friday</td>
<td>Of all 7:30 p.m. access shows, THRILLSEEKERS has the highest share of women 18-49 and very close 2nd with men 18-49 though just started in January. Source: January 1973 ARB</td>
</tr>
</tbody>
</table>

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imbursement of expenses incurred by challengers to broadcast licensees.

Refinements in license-renewal procedures (Broadcasting, March 19).

And still in progress is the re-regulation of radio, intended to remove some of the encrusted rules that broadcasters contend have no modern meaning. About that, said the NAB's Mr. Cobb, broadcasters may be hopeful.

However, if all else fails to swing the FCC toward moderation there awaits a remedy in the form of legislation introduced but never seriously considered. H.R. 3252 and 3254 by Representative John Dingell (D-Mich.) would abolish the FCC and distribute its functions to other agencies.

**Addenda**

Following are companies at the NAB convention in Washington which were not available for inclusion in the Broadcasting, March 19 special report. List also includes revisions and corrections to the earlier compilation.

Hotel abbreviations: SP-Sheraton Park; SH-Shoreham; WH-Washington Hilton.

**Equipment**

**ABTO**

1926 Broadway, New York 10023


**Kline Iron & Steel Co.**

SH D306

1225 Huger Street, Columbia, S.C.

Product: Towers.

**PAMS Electronics**

SP F540

4141 Office Parkway, Dallas 75204

Product: Distributor and representative for various equipment lines.

**Rowe International**

SP M390

75 Troy Hills Road, Whippany, N.J, 07981


**TV program exhibitors**

**Capricorn Productions**

Solar Suite, WH 711 Third Avenue, New York 10017

Product: Living Easy with Dr. Joyce Brothers (195). Personnel: Dan Helpern, Ed Pierce, Dennis Kanet, John Murphy, Vic Bikel, Marty Pollins, Mike Seligman.

**Century 21 Productions**

WH 21 Turtle Creek Square, Suite H, Dallas 75219

Product: TV audio/video ID and intro series; Telesounds, TV audio thematic series. Personnel: Mike Eislter, Tom McIntyre, Al Shore, Jim Kerr.

**Trans-American Video Inc.**

SP K300

5900 Wilshire Boulevard, Los Angeles 90036


**Winters-Rosen Productions/Distribution**

Georgetown Inn

10 East 49th Street, New York, N.Y. 10017


**Yongestreet Productions**

WH

357 North Canon Drive, Beverly Hills, Calif. 90210


**Radio program exhibitors**

**Century 21 Productions**

WH 21 Turtle Creek Square, Suite H, Dallas 75219

Product: ID's, commercial production and related services. Personnel: Mike Eislter, Tom McIntyre, Al Shore, Jim Kerr.

**Century System**

Solar Suite, WH


---

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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 formal changes while your system is “on-air”. Simple ten-key adding machine console controls the entire system.

An SMC areana 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.
WE INTERRUPT OUR PROGRAMS TO BRING YOU THE FOLLOWING COMMERCIAL MESSAGE:

It’s important for you to have these programs on your station. Why? Because they deliver audiences, big ratings and are highly commercial — attracting national, regional and local sponsors. Because they project an excellent image of your station. Because…frankly, if you want more reasons, backed by impressive case histories, just call us.

AND NOW WE RETURN YOU TO OUR PROGRAMS.

BE SURE TO VISIT US AT THE NAB, SUITE G-100, SHOREHAM HOTEL
Programing db
6430 Sunset Boulevard, Los Angeles 90028
Personnel: Bo Donovan, John Price.

PAMS Inc.
SP F540
4141 Office Parkway, Dallas 75204
Product: Jingles, music productions, three music services. Personnel: Bill Meeks, Dennis Meeks, Jerry Atchley, Alan Box, Fred Hardy, Jim Ford, Bob Bruton, Dick Dimier.

TM Productions and TM Programing
3103 Routh Street, Dallas 75201
Product: Station ID's for radio-TV; musical commercials; program consultants, especially on beautiful-music and rock formats; also special programs for FM. Personnel: Jim Long, Jim West, Joe Levin, Tom Parma, Rusty Gold, George Burns.

Networks
Keystone Broadcasting System SP D700

BPI contingent. Broadcasting magazine is attending this year's National Association of Broadcasters convention with the following representatives. Its headquarters will be the Franklin room at the Sheraton Park. Representing Broadcasting: Sol Taishoff, editor; Larry Taishoff, publisher. Editorial: Ed James, Donald West, Rufus Crater, Morris Gelfman, Leonard Zeldenberg, Dan Rudy, Fred Fitzgerald, Al Jarvis, Don Richard, Mike Shain, Carol Dana and Ann Cottrell. Business: Maury Long, Dave Whitlecombe, Larry Kingen, John Andre, Bill Merritt and Stan Soifer.

Representatives
Buckley Radio Sales Watergate
Personnel: Richard D. Buckley Jr., Robert V. Copping, David C. Croninger, Mel Trauner, Mike Weiner, Arne Ramberg, Tom Beaumais, Bob Kerrigan, Tom Blose, Sam Hall.

Century National Sales Solar Suite, WH

Devney Organization Embassy Row
Personnel: Ed Devney, Al Spiegel, Bob Wai-
ton.

Herbert E. Groskin & Co. WH
Personnel: Herbert Groskin, Dianna Groskin, William Dunn.

Others at convention
Association of Independent Television Stations
Personnel: Herman W. Land, Roger D. Rice, Naomi (Nicki) Goldstein.

Atwood Richards Telescreen SH G409

Image Transform Inc. WH
4142 Lankershim Boulevard, North Hollywood, Calif. 91602

Media Statistics Inc. SH A601
Personnel: James Siler, Tom Church, Pam Robertson, Jean Jacobs, George Arnold.

Media Stock Exchange WH

Gunnar A. Olsen Corp. WH

Radio Advertising Bureau SH G808

Ralph Stachon & Associates SH A402

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For directors that are looking for a character generator with flexibility and editability at a reasonable price, TeleMation has its TCG-1425A. The "TED" Television Event Display system expands on that flexibility with a "time-sharing" computer that puts alphanumeric displays at a director's fingertips instantly.

The new TPS-2004 and 2006 Production Switchers simplify matters for a director—they feature an efficient operational format, 30 special effects patterns and a host of options.

For small studio and van use, we'll also be showing the TPS-1004 and TPS-7A Production Switchers.

Add to this equipment our new TCF-3000 Color Film Chain Camera, the TSG-3000 Sync Generator with its digital genlock (and an outstanding track record) and you have 1500 square feet of equipment you must see.

For more information, call or write today. Or, better yet, talk to us at the show.

See TeleMation's NAB Exhibit at the Shoreham, Booth 500.
These 18 Regional Membership Executives are The Associated Press Broadcast News ambassadors to the nation's broadcast industry. We hope you'll have a chance during the busy convention to meet and chat with them, or at least with the RME from your region. They'll be happy to answer any inquiry you have on the availability and continuing quality of the AP Broadcast News wire report, supplementary services or any particular question regarding the news service that more than 3,000 radio and television stations use as their foundation in news programming.

AP Broadcast News -- accurate, readable, airable.
Broadcasters press for fair shake at renewal time

Testimony at Macdonald hearing underscores need for revamping present system, but witnesses are wary of too-rigid guidelines

NBC President Julian Goodman and other broadcast witnesses at last week's House hearings on license-renewal legislation supported an overhaul of the renewal process but shied away from the strict performance guidelines that Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) has favored since the hearings began two weeks ago (BROADCASTING, March 19).

Mr. Goodman testified that NBC believes a five-year license-renewal period "would bring about greater stability and reduce the growing administrative burdens of the three-year license-renewal process. Equally important — perhaps more important — is a procedure that does not automatically require a full-scale hearing every time someone files a competitive application against a renewal."

He said "the emphasis of the renewal process should be on the good-faith efforts of the licensee to serve the needs and interests of his audience. This approach will enable stations that do a substantial job of meeting public interests to continue in operation. At the same time it provides a basis for terminating a license where this is not the case."

NBC, he said, supports legislation with this objective — including H.R. 5546, the administration's proposal introduced two weeks ago by House Commerce Committee Chairman Harley Staggers (D-W.Va.) and Representative Samuel Devine (R-Ohio), ranking minority member of the Commerce Committee.

"In supporting the general goal of this bill," said Mr. Goodman, "we want to emphasize that consideration of it should be wholly separated from the rhetoric and atmosphere with which it was first announced" by Office of Telecommunications Policy Director Clay T. Whitehead.

Mr. Goodman cited Mr. Whitehead's statement that "station managers and network officials who fail to act to correct imbalance or consistent bias from the networks or who acquiesce by silence — can only be considered willing participants, to be held fully accountable by the broadcaster's community at license-renewal time." Indicating he thought this was an attempt at government intervention in news content, Mr. Goodman said that renewal legislation "should in no way be coupled with an implied threat to exercise government influence over broadcast news."

One of Mr. Macdonald's first questions was whether Mr. Goodman thought the FCC should establish specific guidelines on performance standards. Mr. Goodman replied that remedial legislation — perhaps along the lines of the FCC's proposal, which differentiates between substantial and minimal service in a comparative hearing — coupled with a five-year license provision would be the best solution.

Referring to Mr. Goodman's comments about government control of the news, Mr. Macdonald reminded Mr. Goodman that OTP has no control over licensees. "I can guarantee you that Congress will not stand by and let any arm of government dictate the news," he said.

What about a bill that would extend the renewal period and exclude the considerations involving local residency, ownership-and-management integration and multiple ownership to try to avoid ad hoc remaking of the rules? In reply to that question from subcommittee member Lionel Van Deerlin (D-Calif.), Mr. Goodman said: "I think that would be quite workable."

Charles H. Tower, executive vice president of Television Stations Division of Corinthian Broadcasting Corp., cited five reasons why "the need for renewal relief is both immediate and intense":

* To restore stability to the industry.
* To remove the right to exist is subject to competitive challenge every three or four years....
* To provide situations in which someone can come along and take away what I have built simply by alleging that he can do it better.
* To encourage broadcasters to make the investments necessary to serve their...
audiences and advertisers. "The five Corinthian [TV] stations," he said, have $13.5 million on a cost basis tied up in land, buildings, and capital equipment. This is a substantial sum for a company whose sales are about $25 million a year." He added that the stations' commitment for programing in 1972 was nearly $2 million.

* To "restore integrity to the administrative and judicial process." The WHDH decision, said Mr. Tower, is "offensive to an elemental sense of fair play and justice."

* To remove the danger that politics—either from the legislative or executive branch—could enter the renewal process. Another danger to the renewal climate, he said, is that licensees—in their own self-interest—will be compelled to follow the programing preferences of the FCC majority.

Five-year licenses are desirable, he said, but there are two principles basic to the solution: that a broadcaster "should be judged on his record of program performance in the context of the needs of his area," and that "the structural rules should not be changed case-by-case."

As he had two weeks ago, Mr. Macdonald discounted the importance of the WHDH decision. But Mr. Tower pointed out that the case could have "general application," a danger he pointed to a number of times.

In answer to Mr. Macdonald's question...
The ABC Demographic Radio Networks reveal the secret of their success.
Top stations.

We learned a long time ago that the better the stations, the greater the advertising success. So we set out to get the best. And now we’ve got many of the finest stations in both major and regional markets.

Ed McLaughlin, the ABC Radio Network’s new President, would love to have you drop by our Hospitality Suite/(B120) at the Shoreham Hotel and tell you more.

And learn about the secrets of your success...

That’s the American Way of Radio.

The Four ABC Demographic Radio Networks.
Top stations in top markets.
That’s what we’re made of.
on guidelines, Mr. Tower replied that a more complex but more realistic solution would be some form of community ascertainment. "The idea of talking to people in the community in some way is essential," he said.

G. Bennett Larson, executive vice president and general manager of Flower City Television Corp., licensee of WOKR-TV Rochester, N.Y., told how his station had been subjected to "extortion" by local groups demanding increased minority programming and hiring local people.

"Identification and general manager, one way to deny WOKR's license. He urged the commission to reaffirm the licensee's responsibility for his programming, to condemn such extortion practices and take steps to shorten the petition-to-deny process so that the commission would have to issue a decision within five months after the filing of a renewal application.

Mr. Larson also asked the subcommittee to make clear that a licensee may not be coerced in any way to employ anyone it does not need. (Mr. Van Deerlin noted later in the hearing that, according to FCC records, WOKR has 78 full-time employees, of whom one is a black and three are American Indians.)

The commission should be empowered to issue five-year licenses, said Mr. Larson, but "should stay out of the day-to-day decisions of programming, commercial load, copyright, fairness doctrine, censorship, children's programs, news and access time."

"For the past four years I have watched the progressive terror of license protest systematically follow the renewal calendar," said Harold Krelstein, president of Plough Broadcasting Co. "The approach of the protestant is not marked with civility and reason. Instead, it's insult, obscenity, hangar and threat."

Mr. Krelstein said measures should be taken to shield broadcasters from indiscriminate petitions and other threats. "If order, stability and continuity of our system of broadcasting is to survive," he said, "a five-year license renewal system embracing checks and balances . . . must be added into law . . . ."

In answer to Mr. MacDonald's familiar question about performance guidelines, Mr. Krelstein indicated that such yardsticks would "create sameness" and destroy the specialized services of radio.

The reply to that same question from Ancil H. Payne, president of King Broadcasting Co. was that it is difficult to establish such standards and to rate program content. Congress and the FCC should, on First Amendment principles, stay out of the programing area, he said.

In his prepared testimony, Mr. Payne contended "that the licensing procedure has become so oppressive and even perilous as to be at least partially self-defeating . . . . It would seem logical and reasonable to reduce this investment in time, energy and paperwork and allow broadcasters to employ their resources toward better programing . . . Simplifying applications and extending the license period from three to five years would be a step in the right direction."

Once licensed, Mr. Payne said, a broadcaster should receive renewal if he has lived up to the promises he has made; otherwise, his license should either be revoked or become a matter of competition.

The concern of minority and other groups about gaining access to broadcast facilities is a legitimate one, Mr. Payne said. "Congress can, through proper funding and capital financing, enable already well-trained minority groups to legally and properly acquire ownership rights now.

Other witnesses who favored license-renewal relief included Mutual Affiliates Advisory Committee President Henry Rau and committee members Richard Brown, Sam Anderson and Edwin Mullenix.

Mr. Rau suggested inclusion in renewal legislation of a requirement that a challenger post a bond to cover the expenses of the station if its strike application is unsuccessful.

Another suggestion, which Mr. Van Deerlin termed "excellent," came from Mr. Mullenix. It was for replacing the massive renewal detail required by the FCC with a 300-500-word summary, describing past performance and future plans.

Virginia Pate Wetter, president and general manager of WASA(AM)-WHDG-FM Havre de Grace, Md., came out in favor of licenses in perpetuity, subject to periodic review by the FCC, which would place heavy emphasis on past performance.
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Changing Hands

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

- KTIB-AM-FM Thibodaux, La.: Sold by Delta Broadcasters Inc. to James J. Buquest Jr., Ken Watkins and Raymond A. Saadi for $300,000. F. H. Block is president of the selling firm. Buyers have ownership interests in WHOM (AM) Houma, La. They plan to spin off KTIB-FM to another interest, the identity of which was not disclosed. KTIB (AM) operates daytime on 630 kHz with 500 w. KTIB-FM is on 106.3 kHz with 3 kw and an antenna 285 feet above average terrain. Broker: Chapman Associates.

- WTVY (FM) Dothan, Ala.: Sold by F. E. Bushy and others to Farnell O'Quinn and others for $250,000. Mr. O'Quinn has interests in WUFE (AM) Baxley, WUF (FM) Alma, WUFF (AM) Eastman and WOFF (AM) Rockwood, all Georgia. WTVY operates on 95.5 MHz with 100 kw and an antenna 1,078 feet above average terrain. Broker: Hamilton-Landis & Associates.

- WKOL (AM) Amsterdam, N.Y.: Sold by Paul E. Carpenter to Manuel N. Panosian for $100,000. Mr. Carpenter retains WBRA (AM) Corning, N.Y. Mr. Panosian has controlling interest in WQRF (AM)-WOX (FM) Horsheads, N.Y. WKOL is a daytimer on 1570 kHz with 1 kw. Broker: Keith W. Horton Co., Elmira, N.Y.

- WLSC (AM) Loris, S.C.: Sold by Dee Broadcasting Co. to H. R. (Tad) Fogel, Carl D. Cooke and James C. Roling for $71,000. Mr. Fogel has an interest in WINH-AM-FM Georgetown, S.C. Messrs. Cooke and Roling are local businessmen with no other broadcast interests. WLSC is a daytimer on 1570 kHz with 1 kw. Broker: Chapman Associates.

- WUAV (FM) Henderson, Ky.: Sold by Futura Sound Inc. to Richard Albright, James K. Miles, Walton N. Smith Jr., Herbert E. Baggett and Bob Wicks for $65,000. Messrs. Albright and Miles have ownership interests in WBRA (AM) Barlow, Fla., at which Mr. Miles is station manager. Mr. Wicks is an employee of WMZM (AM) Clarksville, Tenn. Messrs. Baggett and Smith are Clarksville businessmen. WUAV operates on 103.1 MHz with 3 kw and an antenna 300 feet above average terrain. Broker: Chapman Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 125):

- WEST-AM-FM Easton, Pa.: Sold by the Steinman Stations to Sound Communications Corp., for $760,000. John F. Steinman is board chairman and Clair McCollough is president of the Steinman group, which is based in Lancaster, Pa. Principals of the buying firm are Frank G. Stisser, Wallace J. Borker, and Roy M. Schwartz. Mr. Stisser, a principal in a Riverside, Conn., real-estate firm, was
once with old C. E. Hooper research firm. Mr. Borker is a New York attorney. Mr. Schwartz is a 50% partner in MediaMax, a New York advertising-services firm, and in Roy Barry Programs, a TV production firm there. West(AM) operates full time on 1400 kHz with 1 kW day and 250 kW night. West-FM is on 96.1 MHz with 50 kW horizontal, 47 kW vertical.

* WLOH(AM)-WHOC(FM) Princeton, W. Va.: Sold by Mountain State Broadcasting Co. to Betap Corp. for $250,000. Buying principals are Henry Bean, Herbert M. Taylor and William S. Propst. Mr. Bean is sales manager of WAAV(AM) Huntsville, Ala. Mr. Taylor is president and 90% owner of Service Steel Inc., a Huntsville steel construction firm. Mr. Propst is president of K-Mart Pharmacy, Detroit. WLOH operates full time on 1490 kHz with 1 kW day and 250 w night. WHOC is on 95.9 MHz with 3 kW and an antenna 285 feet above average terrain.

* KANA(AM) and CP for KGLM(FM) Anaconda, Mont.: Sold by Magicland Broadcasting Co. to Jack K. and Jean M. Boley for $127,000. Mr. Boley is advertising and circulation manager of the Anaconda Leader, a biweekly newspaper. Mrs. Boley is an employee of the Magicland-Gregson Project, a research complex under construction in Anaconda. KANA is a daytimer on 580 kHz with 1 kW. KGLM is authorized for operation on 97.7 MHz with 215 W and an antenna 950 feet above average terrain.

* WHEL(AM) New Albany, Ind. (Louisville, Ky.): Sold by Robert Brown, receiver in bankruptcy for Shell Broadcasting Inc. to WHEL Inc. for assumption of liabilities up to $200,000. James J. Nathan is president and major stockholder (32%) of the buying firm, which includes nine other principals. Mr. Nathan is general manager of the station. WHEL operates daytime on 1570 kHz with 1 kW.

**Issue piles on issue in KORK-TV proceeding**

Both competitor for and licensee of station have to go to hearing on increased complexities

The comparative hearing in which Las Vegas Valley Broadcasting Co. is attempting to unseat Don W. Reynolds's KORK-TV Las Vegas from its channel-3 facility took a new turn last week when the FCC's review board added hearing issues against both parties.

Western Communications Inc., licensee of KORK-TV and a subsidiary of Mr. Reynolds's Donrey Media Group, was assessed a comparative hearing issue to determine whether Valley should be preferred to it as a result of FCC findings that two other Donrey stations, KOLO-TV Reno and KFSA-TV Fort Smith, Ark., had engaged in illegal clipping of network material. KFSA-TV last year paid a $5,000 fine after the commission determined that it had cut away prematurely from certain

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network feeds before sponsor credits were given and had substituted its own local commercials. Similar charges led the commission last year to designate kork-tv's license-renewal application for hearing. No action, however, was taken against KOLO-tv.

In a separate action last week, the review board added an issue against Valley to facilitate an investigation of the conduct of Meyer (Mike) Gold, a Valley vice president and 12.5% stockholder. Western had claimed that in requesting FCC permission in 1969 to sell KLUC-AM-FM Las Vegas, Mr. Gold had stated that the sale would permit him to devote more time to KLOM(AM) Lompoc, Calif., in which he holds a 50% interest. Despite this claim, Western had said, Mr. Gold now spends less time at KLOM than he did prior to the KLUC sale. While Mr. Gold had explained that he did not consider his presence at KLOM essential due to the competence his partner had shown in running that station, the review board found that inconsistencies between Mr. Gold's initial testimony and subsequent depositions could best be resolved in hearing.

The commission ruled that Western's and Valley's mutually exclusive applications for channel 3 in Las Vegas should be judged in a comparative hearing after merger plans that would have permitted the two firms to jointly operate KORK-TV fell through (Broadcasting, Sept. 4). The merger was terminated after KORK-TV's renewal application was designated for hearing on clipping and fraudulent billing charges.

VHF frequency swap in Nashville

FCC approves 'exceptional' switch between public outlet and WSIX-TV

Educational station WDCN-TV Nashville, operating on channel 2, and WSIX-TV Nashville, operating on channel 8, received FCC authorization last week to switch to each other's channels.

The commission said that although it does not usually authorize exchanges between high- and low-number VHF channels, it felt there were "exceptional circumstances" justifying the Nashville swap.

For WDCN-TV, which is licensed to the Metropolitan Board of Education of Nashville-Davidson county, the exchange will mean an enlarged service area on channel 8 because of an increase in antenna height and a substantial amount of new equipment that will enable it to improve its reception and make its programming more flexible.

General Electric Broadcasting Co., licensee of WSIX-TV, will make the new equipment available or provide cash equivalents over the next five years totaling $962,000.

For WSIX-TV, the swap means a gain in Grade B coverage on channel 2. The commission said that the area servable by channel 2 lies in large part outside Tennessee, where the Metropolitan Board
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By all the means you can,
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Ford stays funding pending outcome of special PTV meet

Foundation takes stance behind station licensees against CPB; Washington session to explore suggested new organization plan

The preliminaries to this week's critical meetings in Washington to resolve the conflicts between public-televison station licensees and the Corporation for Public Broadcasting were spiced by word from the Ford Foundation that it will be more than just a casual observer.

The foundation, a principal source of programming funds for PTV, last week indicated that its sympathies were with the station licensees and that its programming decisions would be finalized after this week's sessions.

The foundation also scotched reports that it will spend between $13 and $15 million on public television shows in the coming fiscal year and will specifically aid Bill Moyers' Journal and William F. Buckley's Firing Line series, among other programs threatened with cancellation.

The foundation emphasized that it has not as yet made any decision as to where its national programming funds will go.

In addition, the foundation revealed that it has but $8 million available for national programming. "We have nowhere near even $13 million this year for national programing," said a spokesman for the office of public broadcasting for the Ford Foundation in disclosing the $8-million budget. "I wish we did. And what we have has to be divided up to meet the programming needs of the whole public broadcasting system."

The foundation spokesman stressed that no decisions would be made on the allocation of this $8 million until the public-televison licensees and the Corporation for Public Broadcasting resolve their current conflict over who controls the interconnection system. He made it equally clear that the foundation would not commit its funding until the determination is made that the public-televison licensees control their own destiny, meaning, he said, "having free access to the interconnection system" and operating it where "there is no prior restraint on programming."

Why this Ford Foundation position which seems totally aligned with the public television stations against CPB? It's the way the Ford Foundation thinks...
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the rules of the game ("the rules that have been changed on us"), have been and should continue to be played. These rules, according to the spokesman, call for a licensee organization representing all 232 public-television stations (the Public Broadcasting Service, for the most part), to make specific program recommendations to CPB and the Ford Foundation. Subsequently these programs (with some exceptions) would be funded jointly by the corporation and the foundation.

"What appeared on the air was essentially left to the individual licensee—
that was the system," the spokesman explained. Now, however, he said, CPB, "for whatever reasons it has, says, 'this is not the way the system is going to be any more.' " Instead, he contended, CPB has told the station licensees that they can submit a list of recommendations, but that the corporation will make individual programing decisions about what programs to fund or not to fund. "More important," the spokesman emphasized, "no matter who funds any programs, CPB has said that the final decisions as to what appears on the interconnection system will be determined by the corporation, and that has left the foundation in the position of saying: 'How do we still play in this kind of a ball game?'"

According to the spokesman, the Ford Foundation feels that it must be responsive to the requests of licensees to fund specific programs and that it may, in the final analysis, wind up funding certain public affairs programs, such as Bill Moyers' Journal, Washington Week in Review and Firing Line, which CPB has chosen not to fund. "There's a very important philosophical difference," the spokesman stressed, between the Ford Foundation now announcing funding for these programs and subsequently doing so. "It would be inappropriate and irresponsible for the foundation to pick and choose now as it would be for the corporation," the spokesman said. "Until all the issues between the licensees and the corporation are resolved satisfactorily, I don't think we'll be making any programing decisions."

The March 28-30 meetings in Washington over problems between the public television station licensees and CPB will involve the Public Broadcasting Service and Educational Television Stations boards and the station managers and chairmen. The scene will be the Washington Hilton and Shoreham hotels. During these public-television meetings, the individual licensees will further consider and probably vote on the creation of a major new single organization to represent all public-TV licensees—a concept already approved in principle by the leadership of the three existing public TV groups: PBS, ETS and Governing Board Chairmen of public television stations (Broadcasting, March 12).

Creation of this single, strong licensee organization is considered essential to the reaching of any accord with CPB. In a closed-circuit report to the licensees from representatives of the PBS and ETS
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boards and staff and from the chairman of the National Coordinating Committee for Governing Board Chairmen unanimous endorsement was given to the new organizational plan (Broadcasting, March 19). "We're coming down the wire on making some important decisions about the future of public television," Dr. Frederick Breitenfield Jr., chairman of the ETS board of directors, stressed.

Mr. Breitenfield, at that meeting, delivered a capsule status report of public television's negotiations with CPB. According to his version, the PBS and ETS boards and the chairman of the Governing Board pleaded (Ralph D. Rogers, president and a director of Public Communication Foundation for North Texas, licensees of KERA-TV Dallas), have agreed on the need for a single strong organization to represent the licensees. The PBS and ETS boards and the chairmen's group agreed, too, that the new licensee organization should be governed by a board of laymen—that is, men and women who are chairmen or members of the board of local stations or their designated representatives. All three groups further agreed that there should be a managers' board or a professional board to develop and propose policy to the governing board of laymen and to generally carry forward methods of implementing and operating on behalf of the licensees. In addition, all three groups agreed that the single licensee organization, should, in effect, embrace the functions presently being carried on by the three separate groups (ETS, PBS and the chairmen's group).

The purposes of the new organization would include operation of the interconnection system and delivery of a national program service.

Dr. Breitenfield further reported that the CPB board and negotiators on behalf of the licensees (namely Mr. Rogers) have agreed to three basic principles: that licensees have free access to the interconnection, that CPB should not expend its scarce dollars and program selections on programs the licensees do not want or can not use, and that a full partnership be created between the licensees and the corporation on the condition that a single licensee organization is formed, one which would be governed by laymen who would relate in the partnership with the lay governors of CPB.

This last area is where much of the controversy now resides. Dr. Breitenfield conceded this when he said in the closed-circuit telecast, "Look, gang, we can't give you the impression that nobody raised any serious concern to the idea of a single licensee organization governed by laymen. They did," he acknowledged, "and some still have some reservations."

According to Dr. Breitenfield some of the questions being asked are: "Why the hurry?" "We're driving a wedge between management and governing boards." "The licensees should determine who represents them on various boards."

So why are PBS, ETS and chairmen's group continuing in putting lay people in control of license affairs? The CPB board has made it clear that they want
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a partnership with the licensees but they want the CPB staff professionals to deal with the systems staff professionals and they want the systems lay leaders to deal with the lay CPB board in determining public policy matters and over-all direction for public television," explained Dr. Breitenfeld, who is with the Maryland Center for Public Broadcasting in Owings Mills, Md.

Still, Dr. Breitenfeld thinks that public-television professionals should accept this condition because "it is the best way to go" and isn't as frightening as it may appear at first to station managers. The lay board, he explained to the station licensees, will have to assume the responsibility for making sure that there is enough money for the new single licensee entity to operate effectively, and also will "have to carry the fight to preserve the system's integrity." Such a large assumed responsibility, he pointed out, will leave the professionals in public television with "a strong measure of insulation that will guarantee more time for us to do the job we know how to do best."

He reminded station managers that there is an arrangement written in to the proposed guidelines for the formation of a new licensee organization that calls for an automatic review every 18 months on the question of whether or not professionals or lay people should sit on the governing board.

"Remember," he said, "we can undo what we do. We can change."

Presley Holmes, a director of the National Association of Educational Broadcasters and its ETS division, told station licensees during the closed-circuit meeting, that "the advantages of single licensee organization far outweigh the disadvantages." Hartford N. Gunn Jr., president of PBS, noted that paradox of public television's diversity being on the one hand its greatest strength but on the other hand — when licensees cannot act together or speak with one voice — its greatest weakness. "The creation of a single licensee organization can only strengthen public television's ability to provide a healthy national program service," he said. Ralph Rogers, the dynamic business executive (chairman and executive officer of Texas Industries Inc., Dallas, a company he built from some $300,000 in assets in 1950 to where it now has more than 30 subsidiaries and affiliates and multimillons in revenues), explained that there is a genuine willingness on the part of the board of CPB to establish a true partnership with the public-television licensees but there is a concern about having to deal with too many organizations.

"It is understandable," Mr. Rogers said, "that laymen — and the board of CPB is made up of distinguished laymen from all walks of life who serve without compensation in the interests of the public — feel that policy should be set by people who are also laymen on the individual licensee board.

According to Mr. Rogers, such a partnership "would allow the laymen to relate to laymen and professionals to professionals." What's more, Mr. Rogers feels that such a partnership, based on the condition of having laymen

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In other words, we found a vacuum. A large family audience was going virtually untapped.
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There will be movies from the MGM Library of Great Films. All with the star and production values you would expect from MGM. Many will be released to television for the first time.
Starting in the Fall of 1974, we will explore the production of original programs to fill the Network's continuing needs.

**How well will they do?**

According to all the research data we can get our hands on, very well indeed.
In the past, family movies shown in the 6 to 8 time period have clobbered everything in sight. (The *twelfth* showing of our Wizard of Oz, for instance—a 50% share!)
Research also indicates that this type of film really does capture an “all-family” audience—especially young housewives.
In fact, the general conclusion is that movies will increase a station's rating in virtually any time slot.

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The programming provided by the MGM Television Network will help our affiliates to fill their prime-time access needs and requirements for family viewing.
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The MGM Television Network will also supply promotion, publicity, and advertising support.

**The Affiliate Board**

Our affiliates will have a voice in what the MGM Television Network presents.
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FCC judge rebuffs attempt to scuttle WTAR-TV Norfolk

Kraushaar rules that incumbent's programing record is substantial, rejects challenger Hampton Roads

To the FCC administrative law judge, the choice to be made in the comparative-renewal hearing was between "an incumbent that has demonstrated it has performed substantially in the public interest" and a "newcomer" consisting of five individuals with virtually no experience in broadcast management who have been unable to demonstrate they will "in fact" do anything different from, better than, or even as well as, the licensee.

On that basis, Judge David I. Kraushaar had little difficulty in recommending the renewal of the license of WTAR Radio-TV Corp., for WTAR-TV (ch. 3) Norfolk, Va., and the denial of the competing application of Hampton Roads Television Corp.

Judge Kraushaar, in his initial decision, issued last week, concluded that WTAR-TV's "record of performance, with minor blemishes duly accounted for, was substantially good or 'superior' and is entitled to be characterized as a 'plus.'"

He also said WTAR-TV's stockholders and managers have had extensive experience. As for Hampton Roads, he noted that it consists of four practicing attorneys — three of them stockholders-directors and one nonstockholder-director — and one "broadcast journalist lacking rule the policy-making and direction-setting apparatus of public television stations appears to be 'proper.'"

Mr. Rogers, who has come close to saving the public television station system from complete domination by CPB ("Look, the corporation wouldn't even meet with the professional guys and Ralph Rogers got a meeting with them in 48 hours," recalls one admiring observer), is the hero of the day on the licensee side and his opinion may swing the vote. There seems no question that the public television station meetings of this week seem crucial to the future of public broadcasting in this country.

"The questions are whether capable of rejecting the single organization concept as a solution," says the Ford Foundation spokesman. "But I don't know where we are—or where we go from there—if the concept is rejected."

Robert F. Schenkkan, board chairman of PBS, laid the cards on the table for the licensees at the closed-circuit meeting. "Will the licensees continue to control the selections, the scheduling and distribution of programs—that is the pivotal issue to be resolved," he said. He emphasized that the great importance of the spring meeting this week is to allow a "united voice of the licensees" to deal with CPB in the resolution of a policy regarding the interconnection.

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Broadcasting Mar 26 1973
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Litter is becoming more of a problem everywhere, especially after elections when posters cover buildings, fences, telephone poles and vacant lots.

After a recent election, the Fetzer radio station in Kalamazoo offered two cents for every used poster brought into the station. In three days, they were swamped with more than two thousand posters.

Not only was the town cleaned up, but the job of the local trash collectors was made a lot easier. (One defeated candidate asked for his posters back—a hint to the news department that he might be thinking of running again.)

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Cadillac Sault Ste. Marie Grand Rapids Cadillac Cadillacs Sioux City
in general broadcast experience.” (The journalist is John R. Griffin, a 5% owner, a former director of public affairs and news for WTAR-TV.)

Judge Kraushaar said Hampton Roads was superior in terms of diversification of ownership of mass media. WTAR-TV is owned by Landmark Communications Inc., which publishes the only two daily newspapers in Norfolk, owns WFMV-TV Greensboro, N.C., publishes two newspapers there and two more in Roanoke, Va., also owns cable-television systems in eight states. Hampton Roads has no other media interests.

But Judge Kraushaar said that the commission did not intend renewal applicants to be held to the same diversification of ownership standards as new applicants. He also said that while comparative proceedings can be used “wherever feasible,” to diversify the sources of news and views, “it would be the height of despotism, nonetheless, to apply such reasoning without regard to the evidence of record or to the over-all facts in the record.”

Judge Kraushaar said the record in the WTAR-TV case “is characterized significantly ... by the total absence of any persuasive showing by Hampton Roads that a grant of its application will result in a significant benefit accruing to the public in any sphere of comparison other than ‘diversification.’ On the other hand, he said, the record demonstrates WTAR-TV has performed “in the public interest” and merits a “slight qualitative preference” in the area of integration of management and ownership. Accordingly, he said, WTAR-TV deserves renewal.

Judge Kraushaar’s initial decision, if affirmed by the commission, could become an important ingredient in the policy the commission is attempting to establish for judging renewal applicants in hearing with challengers seeking their frequencies. About a dozen licensees, most of them television broadcasters, are being challenged for the frequencies they now occupy. Judge Kraushaar noted that the commission’s 1970 policy statement proposing preferential treatment for renewal applicants with records of “substantial” community service was overturned by the U.S. Court of Appeals because it did not assure competing applicants full comparative hearings. But in the process, he noted, the court said that “superior performance” by a licensee warranted “a plus of major significance.” (Hampton Roads was one of several plaintiffs in the suit.)

Judge Kraushaar, noting that the commission has yet to resolve the policy questions involved, said he is in the “anomalous position of having to rule on an important and sensitive matter with no firmly established, currently applicable, guidelines or precedents.

Judge Kraushaar used as his guide commission statements in notices of inquiry on the subject as well as the commission’s decision in the Moline Television Corp. case—the only commission decision involving a comparative-renewal proceeding subsequent to the court’s rejection of the 1970 policy statement—in which the renewal of WQAD-TV Moline, Ill., was granted. The commission had found that the station’s record deserved “a plus of major significance” (Broadcasting, Aug. 23, 1971).

In determining that WTAR-TV deserved that advantage, Judge Kraushaar made these observations: The licensee has successfully operated the station since 1950; has “apparently not stinted in its expenditures for capital improvements to upgrade its programing;” has a program-pre-emption policy to interrupt regularly scheduled programs” when it considers that to be in the public interest; has broadcast a number of public affairs, religious, children’s, and agricultural programs, as well as a number of specials and documentaries designed to meet community problems, and has maintained “a superior news department ... which operated under guidelines to assure integrity and responsibility in reporting.”

Judge Kraushaar ruled in WTAR-TV’s favor on the question of whether Landmark had violated the commission’s multiple-ownership rules or its cross-ownership policy. The issue involves the Virginia National Bank, which holds, or has held, the stock of licensees in the area through trust indentures and whose directorate seemed to interlock with the boards of same licensees.

Judge Kraushaar noted that Frank Batten, Landmark’s principal owner, is a member of the bank’s board of directors and owns 1% of the bank’s stock, and that officers and directors of WVEC-TV Hampton-Norfolk, Va., serve as

---

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Now they join with their 16,000 ASCAP colleagues in extending best wishes and congratulations on this 51st Annual Convention of the National Association of Broadcasters.
either “honorary” directors of the bank or members of a so-called “advisory board.”

But, Judge Kraushaar said, the bank does not vote Landmark stock, nor does it hold the stock of any other Norfolk licensee. He also noted that only Mr. Batten is actually a bank director; wvec-TV’s principals are not. And the “advisory board” does not appear to have any direct contact with the bank’s board of directors.

“There is no evidence that could justify even an innuendo that competition between wtar-TV and other TV stations serving the Norfolk area is somehow less than “arms-length,” Judge Kraushaar said.

WOR-TV, challenger argue over finances

Incumbent’s questions to FCC trigger counterrequest for look at the books

An FCC staff inquiry requesting further information on the financial qualifications of the applicant seeking to supplant RKO General Inc. as licensee of channel 9 in New York has mushroomed into an effort on the challenger’s part to examine the recent financial reports of the station on the channel, wor-TV.

The commission staff last month wrote Multi-State Communications Inc. seeking substantiation of its claim that a proposed $4-million loan from Chase Manhattan Bank will be available to finance construction and operation of its station (“Closed March 27, 1972”, FCC-72-109).

The letter, authored by RKO’s attorney, Thomas Dowd, to suggest additional questions the staff might want to ask Multi-State concerning its finances—among others, the bases of Multi-State’s cost estimates regarding program-originating equipment and operating. The attorney said wor-TV’s actual costs cast doubt on the validity of the estimates.

In his response to the staff’s letter, Multi-State’s attorney, Joseph Morrissey, said “informal discussion” with commission staff members indicated that they would like Multi-State’s responses to RKO’s questions.

But, he added, “to respond properly,” Multi-State will have to review wor-TV’s financial reports for 1969, 1970, 1971, and when it is available, 1972. He noted that some of the questions are based on material in the reports.

Mr. Morrissey said there was ample precedent for the request. He said the commission had upheld in December 1972 upheld its executive director’s ruling authorizing disclosure of financial reports of ktvt-TV Los Angeles to a citizen-group petitioning for denial of the station’s license-renewal application. In that action, which it affirmed on March 2, the commission said it has “consistently permitted inspection of such reports in analogous situations when the party against whom disclosure was sought had put them in issue in the proceeding by relying upon confidential information they contained.” And RKO, Mr. Morrissey said, has placed its financial records in issue by relying on certain financial allegations.

Last week it was Mr. Dowd’s turn again. He urged the commission to deny the request, asserting that Multi-State, as an applicant, “has an initial burden of filing a complete application which establishes its basic legal, technical and financial qualifications.” As the incumbent licensee, he added, RKO has “no legal, ethical or moral responsibility to aid this applicant in the completion of its application.”

He also said the only question at present is whether Multi-State’s application is complete and accurately reflects the proposed operation.

CBS in Claremont. CBS Radio network has added wtsv(AM) Claremont, N.H., to its affiliates. Station is owned and operated by Electromagnetic Corp. and operates fulltime on 1230 khz.

Honored outpost. National Park Service of Department of Interior has designated FCC’s monitoring station at Grand Island, Neb., as “historical place.” Classification, according to FCC Secretary Ben Speaker, is in recognition of fact that outpost, constructed in 1930, was first monitoring station to be erected on federal property.

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“Living Easy”... with Mike Darow and the Bernie Green Orchestra.

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It’s the 30 minute daytime show that pulls like a 90 minute nighttime show.

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A dedicated and versatile executive, Kitty has been actively engaged in broadcast industry affairs since 1953. She has won national recognition via numerous awards including the McCall Magazine and the AWRT "Gold Mike" Awards.

Kitty is a past president of the AWRT (New England), the first woman ever elected president of the Valley Press Club, and is a vice president of Springfield Television, whose Dayton, Ohio, station, WKEF-TV, carries the initials Kitty was born with.

A mother of four, a constant participant in community civic activities and a goodwill ambassador for the broadcast industry at all levels of government, Kathryn F. (Kitty) Broman is one of television's most charming advocates.

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Kettell Carter

Andy McDermott
Man in the News

Frank Stanton, vice chairman of CBS Inc., retires from that company this Saturday (March 31) after 37 years of employment, 27 years as chief operating officer.

An early-morning visitor to Frank Stanton's office several years ago told of finding the then president of CBS on the floor, adjusting the hems of the draperies. It is an unlikely story to those familiar only with the serious and dignified demeanor of a Stanton public appearance. But even if apocryphal it accurately illustrates the dedication to detail—and to form—that has been a hallmark of his 37 years at CBS.

That concern for detail is described by associates in various ways. "Almost always," one long-time CBS'er said last week, "he knew more about any given problem than the people who had come to discuss it with him." A former high executive recalled that "internally, always a source of wonderment was his capacity to send little notes around to people—about something they had done, or hadn't done, or something that should be done. People couldn't understand how he did it—how he could keep up with so many things—but it was very effective. It let us know he was on top of everything."

He has also been on top of a lot of other things, outside CBS as well as in, among them art and architecture, typography, photography, zoology, sculpture, psychology and something more than rudimentary mechanics.

But his most acclaimed attainments have been in broadcasting, where he has become recognized as foremost spokesman and elder statesman. He refuses to attempt to rank his accomplishments himself, but his official biography—which at 32 lines may be the shortest corporate biography ever compiled since the invention of the bicycle pump—may offer some clues.

If so, he is proudest of his long fight for repeal of Section 315, particularly his related role in bringing about the 1960 "Great Debates" between John F. Kennedy and Richard M. Nixon, and his sustained defense of broadcast journalism, broadcast journalists and the people's right to know.

All those efforts brought him awards, and the Great Debates role an accolade from President Kennedy, as the biography duly notes. But along with those he must prize another—the only other one mentioned by the corporate biographer—from the American Institute of Architects, "for his significant achievements in the advancement of man's environment, architecture and the applied arts."

But past and present associates do not respond with talk about awards and specific accomplishments when asked to describe his biggest contributions. They tend to talk about intangible qualities, like tone and character and style.

One former executive, a key CBS figure for many years, said with an emotional intensity that would never get past Frank Stanton's editorial pencil that "in the history of broadcasting there have been four or five people who made contributions that cannot be forgotten. Frank gave us one that he alone gave, and that was character."

"In every discussion I had [with people critical of broadcasting], if I mentioned the name of Frank Stanton, informed people would always make the exception that 'he's different.' That difference became cemented in the superstructure of broadcasting and will never go away."

Several cuts below that in eloquence, but not in apparent sincerity, another CBS veteran, still on the premises, entered "a sense of style and design" in his inventory of Stanton contributions, and another said bluntly, "When he goes down in that elevator for the last time, a lot of our image is going with him."

The man who will be in that elevator was born 65 years ago last Tuesday, on March 20, 1908, in Muskegon, Mich., built his first crystal set at the age of 10 or 11, and as an undergraduate at Ohio Wesleyan University researched and wrote a number of special papers on radio, including for starters one undertaking to show how it was being used commercially and how many sets and stations there were. There weren't many of either, but neither were there central sources, so it was one-man basic research.

In getting his master's he strayed into the print media with a thesis on "The Influence of Surface and Tint of Paper on the Speed of Reading." But for his PhD, at Ohio State University, he was back into broadcasting, exploring existing systems of audience measurement and not only proposing a new system employing automatic recorders, but building those recorders—the forerunners of those Nielsen uses—himself. Friends in later years attempted to deduce that he was destined to be a success in print media, and a failure in broadcasting,

FS, man and boy. Frank Nicholas Stanton was only seven years old when he was photographed in his father's workshop in Ohio—looking much the same as he does today. By 1929 he was taller but no less determined when pictured atop Mount Vesuvius. There followed a number of academic and business attainments, leading up to his being named president of CBS in 1946. He was at his
from the fact that his thesis on reading was published in the Journal of Psychology but the one on audience measurement was not published anywhere. The unpublished one and the recorder he had devised did, however, get him a job at CBS in the fall of 1935—as number-three man in a three-man research department.

He didn't remain number three very long, and the department quickly grew, as he "applied research against everything you could think of," from affiliation relations problems to program selection and scheduling as well as audience measurement. He also set up a library of facts and figures on the whole industry that typified CBS's emphasis on research over the years, sometimes called "the best G2 operation in the business."

Another CBS preoccupation, with form and design, polished so highly that CBS letterheads are preprinted with a dot to show secretaries precisely where to start typing, may have an even earlier origin—in Dr. Stanton's college days, when he freelanced layout and production for the advertising department of a Dayton, Ohio, department store and, subsequently, taught typography for a Depression year in a Dayton trade school.

By 1942, when he became one of three CBS administrative vice presidents, his penchant for long hours of hard work was well known. A contemporary sketch said "never a line shows in his face when, as he frequently does, he's been up all night putting together a report for a client who is in the inevitable hurry" (Broadcasting, Dec. 21, 1942). The same sketch also said his "full, round face and wispy yellow hair give him the appearance of being, as an old associate said, 'the best-fed man in radio.'"

And he has not been known to want, since then, as his rise took him to the CBS presidency in 1946 and escalated both his salary and his fortunes. In 1971, according to the latest CBS proxy statement, he received $200,000 in salary and $198,450 in additional compensation and owned a total of 326,534 shares of CBS stock, worth—even at today's depressed Wall Street prices—approximately $13 million. His CBS pension-plan benefits were put, effective at retirement, at $88,481 a year. In addition he has a 14-year consultancy contract with CBS for office space, secretarial assistance, transportation and $100,000 a year adjusted for cost-of-living increases.

In 1971 he moved up to vice chairman to make way for a successor as president—first the late Charles T. Ireland, now Arthur R. Taylor—but continued as chief operating officer.

Was he a hard man to work for? Both current and former CBS executives, including some whose leaving was not entirely voluntary, insist he was not. "He always gave us as much time as we thought we needed to discuss our problems with him, not just as much as he thought we needed," said one executive. "He always ushered you in—he never ushered you out," said another.

The worst anyone would say was that his work habits, his passion for detail and long hours could at times combine to be "terribly frustrating" or, as one put it, "drive you crazy." But in the context of his over-all performance, no one faulted him.

As much a wonderment as his ability to stay "on top of everything" at CBS has been his ability to find time for a wide range of outside interests.

To name a few, he is a trustee and former chairman of the Rand Corp.; was the founding chairman of the Center for Advanced Study in the Behavioral Sciences; served three terms (1964-73) as chairman of the U.S. Advisory Commission on Information; is a graduate member of the Business Council; first vice chairman (and chairman-designate) of the American National Red Cross; a trustee of the Rockefeller Foundation and the Carnegie Institution of Washington; founding member and chairman of the Business Committee for the Arts, and a director of the Lincoln Center for the Performing Arts. He is a fellow of the American Academy of Arts and Sciences, the American Association for the Advancement of Science, the American Psychological Association, the New York Academy of Science and Sigma Delta Chi. And he is a director of American Electric Power, Atlantic Richfield, New York Life and Pan American World Airways as well as CBS.

Dr. Stanton and his wife, the former Ruth Stephenson, whom he married in 1931, live in a Manhattan East Side townhouse. Lately he has been scouting for office space in the vicinity of CBS to serve as the base for his consultancy. He figures the Red Cross chairmanship will take about a week a month. To no one's surprise, he is a nominee for reelection to the CBS board at the annual stockholders meeting later this spring.

He has let associates know he wants no fuss made about his departure from active management, but some notice has
been taken nonetheless. In the U.S. Advisory Commission on Information's report to Congress last month, his four fellow-members managed to slip in a few lines of praise for his "unstinting generosity" with "time, thought and energy" and for the "personality, foresight and accomplishments" of "one of America's statesmen in mass communications."

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, took note of Dr. Stanton's "valedictory" appearance as a witness earlier this month, telling him he had been "a very important spokesman for the broadcasting industry" and "a great American." And two competitors who were subsequent witnesses, Chairman Leonard H. Goldenson of ABC Inc. and President Julian Goodman of NBC, echoed the senator's sentiments.

Later, 750 guests at an International Radio and Television Society dinner gave Dr. Stanton a standing ovation when he was introduced, and RCA Chairman Robert W. Sarnoff, accepting an IRTS award, also cited Dr. Stanton's "most distinguished career" (and suggested, in an allusion to his forthcoming Red Cross chairmanship, that perhaps now he would have an opportunity to "bandage the wounds of that career").

One of the most telling tributes was private. At the March 14 meeting of the CBS board of directors, Chairman William S. Paley said he had wanted to have a dinner at which colleagues and friends "could express our appreciation for his many years of outstanding service and wish him well for the future." But Dr. Stanton, he said, insisted he did not want such an event to take place. Therefore Mr. Paley chose the last board meeting to be attended by Dr. Stanton as chief operating officer as the occasion to present him a small sculpture by Dr. Stanton's long-time friend, Henry Moore, the English artist. It is one of a series of Moore works called "Atom Piece"—a larger version of which stands outside the CBS boardroom—and carries the inscription, engraved in Mr. Paley's handwriting: "To Frank, with this goes the affection and appreciation of all your friends at CBS. Bill. March 14, 1973."

Border fight flares anew

Mexican V, which had agreed to give up ABC affiliation to San Diego U, cries foul after sale of KCI to Storer is announced

The agreement ending the legal controversy over the ABC-TV affiliation in southern California has come undone, a victim of the surprise announcement that KCI(TV) (ch. 39) San Diego is to be sold to Storer Broadcasting Co. for $12 million. XETV(TV) Tijuana, charging "fraud," last week declared the agreement to be
starring
MARSHALL THOMPSON
JACK MULLANEY
and
"GEORGE"

GEORGE—The New *Winters/Rosen*
Solid Family Entertainment Success.
This Series has *impressively scored*
in Canada
in Ratings, Rankings, and Demographics

Placed in syndication for the '73-'74 season by **TIMEX**

NAB Convention
Winters/Rosen Suite
Georgetown Inn
void and said it would reinstitute its court fight to retain the ABC affiliation. It also urged the FCC to reopen the proceeding in which it denied ABC's application for renewal of authority to feed network programing across the border.

The announcement of the sale, which must be approved by the FCC as well as the boards of directors of the buying and selling companies, also drew an expression of concern from Representative Lionel Van Deerlin (D-Calif.), whose district includes San Diego. He wrote FCC Chairman Dean Burch, asking that the commission look into the matter. "With a change of ownership, what assurances do television viewers have that they also will get value received from this lucrative transaction?" he asked.

The agreement signed last month by the three parties to the dispute—ABC, KCST and XETV—indicated the acquiescence of ABC and XETV in the commission decision. It provided for a gradual change-over of ABC programming from XETV to KCST, with the switch to be complete by July 1 (BROADCASTING, Feb. 26).

The commission action, which ended a 17-year relationship between San Diego and the Tijuana station, was a result of a petition filed by KCST. The station was not the only one UHF in the three-town city, it was the only outlet without a network affiliation and was seeking to force ABC to change that condition.

What XETV professed to find shocking was that the announcement of Bass Brothers Enterprises' sale of KCST followed by only eight days the issuance of a commission order providing for implementation of the parties' agreement. "Before the ink on the commission's 'final' action ... had time to dry, and almost four months before the settlement of this litigation was to become effective," XETV said: "the Bass brothers [the parent corporation is owned principally by four Bass brothers] of Fort Worth, Tex., have decided to traffic in the ABC affiliation in San Diego for a windfall of at least $10 million." The Bass brothers purchased the station (then KAAR-TV) in 1967 for $1,108,000.

Representative Van Deerlin expressed a similar point in his letter to the commission. He said "this deal would seem to violate the spirit, if not the letter of the laws against trafficking. The proposed transaction may not be trafficking in licenses," he said, "but it certainly involves trafficking in network affiliation. For it presents the affiliation as if it were a license of some kind, to be won in court and then turned over at a profit to a stranger."

XETV said the Bass Brothers Enterprises sale agreement "is more than just an incredibly crude act of rapaciousness." XETV said it comes after a five-year effort on the part of the company to persuade the commission to switch the ABC affiliation to KCST, and "vitiates the basis of the decision of the commission and of the U.S. Court of Appeals, which upheld the commission's decision on appeal—"the alleged superiority of KCST's local program service over that of XETV."

XETV noted that the decision was based on a showing by KCST as to its past programing and its ascertainment of needs and interests, "and, in particular, its future local programing upon becoming the ABC affiliate."

XETV's charge of fraud is based on the assumption that "the complex details of a $12 million stock transaction" could not be worked out in the week between the commission's March 6 order and the March 14 announcement of the sale to Storer. XETV said that the Bass brothers during the negotiations leading up to the affiliation change-over agreement of Feb. 21 did not "reveal they were seeking to sell KCST and, indeed, were probably at that very time actively negotiating the sale of Storer."

Since its entry into the Feb. 21 agreement "was procured by fraud," XETV said, it was declaring that agreement to be void. It said it will pursue plans—dropped with the signing of the Feb. 21 agreement—to seek Supreme Court review of the appeals-court judgment upholding the commission's decision in the case.

XETV asked the commission to reopen that proceeding, with a view to determining "all of the facts" regarding negotiation of the Bass brothers-Storer agreement and to reversing the original decision in the case and granting ABC's application for renewal of authority to transmit programing to Tijuana.

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**Broadcast Advertising**

**Broadcasting escapes blame for drug abuse**

Presidential commission calls for industry self-regulation, while exonering the media

Mass communications, including radio and television, and advertisers of proprietary drugs come away looking surprisingly good in the 481-page "Drug Use in America: Problem in Perspective" report submitted last week to the President and Congress by the National Commission on Marijuana and Drug Abuse. Industry self-regulation, instead of censorship or prohibition, is called for by the report. The FCC, equally surprisingly, is somewhat rebuked for overreacting to the drug-abuse problem.

Mass communications, while mildly admonished for sometimes sensationalizing the subject of drug use, essentially is asked to act on its own initiative to re-examine the impact of not only its informational messages on young people's interest in drugs, but also to determine what effect advertising, antidrug public-service announcements, program content and news coverage of drug stories have on the youth of the country. The commission, strongly urging against government intervention, said the media should sponsor and support "long-term longitudinal research." The commission also recommended the elimination of "feel better fast" advertising pitches and other such suggestions that proprietary drugs can result in pleasurable mood-alteration or relieve stress or anxiety.

The 13-member commission, headed by Raymond P. Shafer, former governor of Pennsylvania and now chairman of the board of Teleprompter Corp., further recommended that proprietary drug producers develop clearly defined advertising standards that "reflect correct use of home medication and establish a procedure which insures industrywide compliance with these standards." At a minimum, the commission would want to see procedures for self-regulation including:

- An independent mechanism to review any advertisement for compliance with advertising standards.
- Opportunity for the public to submit an advertisement for review.
- Specific sanctions to be imposed on advertisers who do not abide by review board decisions.

"In theory," says the report, "the advertising code of the National Association of Broadcasters, if applied consistently and firmly, would eliminate most undesirable proprietary drug advertising practices." The report, however, points out that in practice the NAB code has not achieved the desired result (a footnote to the report acknowledges that the TV code review board of NAB, as well as the Proprietary Association, last month...
BMI affiliated writers are responsible for the themes and/or scores in 38 out of this season's 51 prime-time TV series.

And for the future: BMI affiliated writers are responsible for the music in 75% of the Top Rental Films of 1972.

Broadcast Music Incorporated
The World's Largest Performing Rights Organization.
adopted “loose sets of rules” to regulate the TV advertising of nonprescription medications, but notes that “implementation procedures” have not as yet been developed.

In its section on the media and drug use, the marijuana and drug abuse commission, detailing the efforts of the FCC to restrict broadcasts of recorded rock music and lyrics that could be thought to promote or glorify the use of drugs, leads into the subject by pointing out that when use of drugs increases, “officials may sometimes search for targets which offer opportunities for visible, decisive action.” The result, the drug abuse commission found, is that sometimes “whatever the dangers of information which encourages use, the dangers of government suppression of such information are far greater.”

The commission asserted that media are only one of the many channels of communicating drug messages and “hardly the most important.” Families and peer groups were listed by the report as “the most potent agents of communication.” Additionally, the commission, in more than one section of the report, pointed out that antidrug messages on media appear to have only a limited effect. The report also contends that “there seems no basis to assume that pro-drug messages are substantially more influential.”

Engman presses FTC’s case for bigger stick

Senate hearing told commission needs consumer-protection power

Lewis A. Engman, after a month as chairman of the Federal Trade Commission, made his first appearance, before Congress and brought what by now has become a familiar FTC message—the commission needs more and stronger powers to protect the American consumer. Testifying before the Subcommittee on Commerce and Finance of the House Interstate and Foreign Commerce Committee, Mr. Engman urged approval of the Federal Trade Commission Improvements Act of 1973, calling it the most important consumer legislation currently pending in Congress. The Senate passed similar legislation strengthening the FTC’s powers during the last two sessions of Congress. The House subcommittee approved a similar bill last session but it subsequently was buried.

Specifically, Mr. Engman, noting that it is sometimes years before court cases are resolved while unfair practices are allowed to continue, asked preliminary restraint authority.

"A small but significant fraction of the matters which come to the commission’s attention," he pointed out, “involve unfair, fraudulent or deceptive practices which are so pernicious as to require immediate prohibition.”

Mr. Engman also suggested that the FTC be authorized to take its own cases to court in all instances and to control their direction instead of depending on the Justice Department. He further rec-
it's about people

RKO RADIO PEOPLE

And it's about satisfaction. Sound satisfaction.

It's about the sounds of RKO Radio Stations . . . whether talk, rock, classical, nostalgic, or euphoric. Sounds with which the hundreds of RKO Radio people communicate with the millions of listeners to RKO Radio Stations . . . Satisfied listeners who depend on RKO Radio people for sound satisfaction.

RKO RADIO PEOPLE . . . every one a professional. An involved, dedicated radio professional. And every one, from file clerk to phone operator, from salesman to station manager, is an integral part of the communication process which links RKO Radio people to RKO Radio's listeners.

RKO RADIO
a division of RKO General, Inc.

WOR New York
WXLO New York
WRKO Boston
WROR Boston
WGMS AM/FM Washington, D.C.
WHBQ Memphis
WAXY Ft. Lauderdale
KKEE San Francisco
KFRC San Francisco
KHJ Los Angeles
KRTH Los Angeles
WFYR Chicago
Advertisers chafe at the bit for new-season TV schedules

Agency timebuyers point to client readiness to spend 'up-front' money once networks firm up '73-'74 line-ups

From reports by leading advertising agencies last week, it appeared that all that is needed is the crack of a target pistol to start feverish buying of network prime time for 1973-74.

The television networks have yet to announce their nighttime schedules for next fall, but agencies are freely attempting to an abundance of advertiser interest—and money—in anticipation of the new season. Agency buyers and network salesmen agreed, as one put it, "Nobody is standing in line on other peoples' heels to put money down on the season, but they also generally conceded that once schedules were committed, so would advertiser budgets.

According to such network-buying agents as George Simko, senior vice president in charge of media management at Benton & Bowles, New York, "We are now at the point of having identified those of our clients committed up front." Among agency media buyers and network sellers, "up-front buying" is the commitment of budgets for nighttime programing that will be made in the period of roughly April through June, before the start of a new television season.

Mr. Simko said, and other agency executives agreed, that this season would find a "very significant up-front marketplace—perhaps one of the biggest in history with all, or substantial, parts of advertiser budgets so committed." Some went so far as to say that a larger portion of brand budgets for the fall would be committed than in previous selling periods. (In practice, an advertiser placing "substantial" funds, or up-front money, might, for instance, commit as much as $15 million of a total $20 million budget he has to spend in nighttime TV. He will then hold the other $5 million back to spend quarterly for available participations.

The networks were said to be at a snail's pace this year in deciding new schedules. Barrng some change in plans, the networks can be expected to be out with the first drafts perhaps by early April, some days after the conclusion of this week's National Association of Broadcasters convention. Moreover, say the networks, the factors of the Writers Guild of America strike and a preponderence of pilots are further delaying new-program commitments.

A sellers' market should prevail, however. The advertising agencies say they are aware that the prime-time-access rule will continue to restrict commercial availabilities in nighttime programs, that there are more "new-to-network" advertisers and that there are increases in sponsor participation in such advertiser categories as soft-drink companies and franchise chains.

Frank McDonald, Cunningham & Walsh senior vice president, said that there is every indication that the economy in the second half of the year will be healthy, and "based on last year's economy, the marketplace should continue to be tight—a sellers' market." He said that probably "advertisers should be prepared to move faster if need be." He concluded: "Everything is healthy except the dollar."

Another top agency buyer of network time said: "Proportionately more money will be committed for longer periods [in nighttime network] this fall and winter than in the past."

Concluded Warren Boorom, ABC-TV vice president and general manager of sales: "This has been happening every year. It was a very fast-selling season last year with substantial buying up front. Advertisers want to know the proper shows for their products and see no advantage in holding back."

Auto makers again targeted for ad substantiation

FTC continues to 'gather information' in asking car manufacturers to back advertising claims

For the third time in two years, the Federal Trade Commission last week put a yield sign in front of the national advertising campaigns of certain automobile manufacturers. Six auto makers—General Motors Corp. and Chrysler Corp., both Detroit; Renault Inc. and Volkswagen of America Inc., both Englewood Cliffs, N.J.; Ford Motor Co., Dearborn, Mich.; and Nissan Motor Co., San Francisco—all were given 60 days (from March 20) to document specific safety, performance and design claims made in national advertising, including radio and television, on behalf of 1973 model cars.

Ford was ordered to prove six claims, Chrysler four, General Motors three and the three foreign auto manufacturers, one claim each.

Ford, as an example of a claim made in a national television commercial, was asked to show how roping a mustang horse from the back of a Ford pick-up truck was "relevant and material" to the smooth-riding capabilities of the truck, as the advertising claimed. Ford also was asked to back up its claim that the LTD Brougham is quiet and well made.

Among other claims challenged:
- That GM's Nova, under normal driving conditions, is economical, dependable, hard working, reliable, durable, thrifty to operate and easy to maintain.
- That inside Chrysler's Dodge the noise of a large crowd nearby can hardly be heard.
- That Nissan's Datsun is the only economy car to offer front disk brakes, over-head cam engine and independent rear suspension.
- That Volkswagen's Audi has independent front suspension similar to the Aston Martin, luxurious interior comparable to the Mercedes-Benz 280 SE and an ignition system such as is included in the Porsche 911.
- That the Renault sports coupe resists the effects of ice or snow thanks to its front-wheel drive.

The FTC, in issuing its orders to the automobile manufacturers, stressed that it is not filing complaints against the companies or indicating that they are necessarily guilty of violating any rules or regulations. Instead, said the commission, in announcing its announcement, "by asking the auto makers to prove their claims, the FTC "is merely gathering information" as part of a continuing program "to determine what substantiation exists to support advertising claims."

The commission first announced that it would call on advertisers to back up claims regarding safety or performance or efficacy or quality or comparative price of products advertised nearly two years ago (Broadcasting, June 14, 1971). The first of these actions is against seven auto makers including General Motors, Chrysler, Ford Motor, American Motors, Volkswagen of America Inc., Toyota Motor Co. and Nissan Motor Corp. Last year, the commission called the advertising substantiation by 12 automobile manufacturers, challenging some seven auto makers including General Motors, Chrysler, Ford, Roosevelt Motors Inc., Saab-Scania of America Inc., Subaru of America Inc., Volvo Inc., Renault Inc. and British Leyland Motors, in addition to American Motors, Ford Motor, General Motors, Chrysler, Toyota Motor Distributors Inc. and Volkswagen of America Inc.

Broadcasting Mar 26 1973 88
Twentieth Century-Fox Television and Alberto-Culver Company announce the availability of

THE NEW

STRIKE IT RICH

"The show with a heart"

STRIKE IT RICH . . . the number one quiz show on network television is back . . . with a bigger heart than ever!

26 half-hours for prime time.
In Color-On Tape.
Twentieth Century-Fox Television announces the world wide distribution of

Great Mysteries Hosted by Orson Welles


Starlost

This is the world. The only world they have ever known. A gigantic enclosed world in a spaceship. 200 miles long. Ships across the last remnants of the dead earth on an endless journey through space to an unknown destination. They have forgotten the earth. To them it is a myth, as real as Atlantis. They believe the world has metal walls until one man dies, leaves the ship, and tells them what they are. The Starlost.


Executive producer: Doug Trumbull
The Fortunes Of Nigel

Pollyanna

Moonbase Three

The Pathfinder

Eleanor H. Porter's

Sir Walter Scott's 1828

a Scottish lad- 

of a Scottish lad- 

man who turned his 

man who turned his 

fortune to King 

fortune to King 

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A medieval 

A medieval 

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adventure in 

five one-hour 

five one-hour 

segments.

Scientific and technical 

Cosmic and technical 

power has increased 

power has increased 

Beyond 200,000 miles 

Beyond 200,000 miles 

Beneath the Earth, a 

Beneath the Earth, a 

cosmic climate 

cosmic climate 

to make the 

to make the 

universe. In the 

universe. In the 

entire 21st Century the 

entire 21st Century the 

human beings in 

human beings in 

space and time segments

A distinguished series 

for first-run syndication 
nineteen hours available

Fall 1973
Visit the World Of
Twentieth Century-Fox Television
Shoreham Hotel
Suite G-809
OTP takes new tack in its campaign to restrict reruns

Whitehead shifts pressure from networks to FCC

Clay T. Whitehead, director of the Office of Telecommunications Policy, has changed direction in his efforts to secure a reduction in the number of same-season, prime-time reruns networks broadcast. Instead of talking to the networks about a voluntary solution, he has asked the FCC to "conduct a full inquiry . . . and consider whatever regulatory remedies may be appropriate in protecting the public interest."

Mr. Whitehead, in the same letter to FCC Chairman Dean Burch, last week urged repeal of the prime-time access rule at least in its present form. "There are enough anticompetitive forces at work in TV without the government adding more," he said. He also said the rule has contributed to the decline in employment among Hollywood craft-union members.

Mr. Whitehead disclosed in September that President Nixon had asked OTP to seek a voluntary solution to the rerun problem, or failing that, to explore regulatory recommendations (Broadcasting, Sept. 18, 1972).

The disclosure was a major development in the escalating dispute between Hollywood craft unions and the networks over the issue. The craft unions complained about the adverse impact they said reruns were having on employment for their members. The networks, for their part, said economic factors were behind the rising number of reruns, that if they were restricted in the number of reruns in prime time, the economic consequences would be severe for all concerned, including the craft-union members.

The President entered the dispute on unions' side at the request of John Gavin, president of the Screen Actors Guild. And the instructions President Nixon gave Mr. Whitehead forced OTP to reverse its earlier position on the issue—that the government has no proper role in "dictating to the networks what their programming should be" (Broadcasting, Sept. 25, 1972). The position was expressed in a letter to Richard Balmuth, the Hollywood film editor who had precipitated the controversy with a request to the FCC that it restrict the number of reruns networks could air.

Mr. Whitehead, in his letter to Chairman Burch, noted that OTP has completed its study of the causes and effects of the rerun issue, and that it shows a substantial increase in the percentage of prime-time programs rerun within the same television year. A draft of the report, which has been forwarded to the President, became available in February (Broadcasting, Feb. 5).

One example he cited from the report was the experience of NBC. In the 1962-63 season, Mr. Whitehead said, that network bought 32 original episodes for a series, but in 1971-72, only 24. He said some series now have "as few as 22 original episodes."

Furthermore, Mr. Whitehead said, the combined effects of the increase in reruns and the commission's prime-time access rule, which prevents major-market affiliates from taking more than three hours of network programming in prime time, reduced the amount of original prime-time programming on the three networks combined by 25% between 1962-63 and 1971-72.

(According to the OTP report, the percent of rerun programming carried by the networks rose in those years from 31% to 35% for ABC, from 29% to 44% for CBS and from 29% to 41% for NBC.)

He also said those factors, plus the increased use of feature films in prime time have contributed significantly to the decline of employment in the television production industry. The OTP report says that the trend in the three networks rose from four in 1962-63 to 14 in 1971-72 (although some of the films in recent years were made-for-TV movies and pilots that represented original production).

Mr. Whitehead acknowledged that the principal reason for the increased percentage of reruns was increased cost of prime-time programming: Network payments for such material increased by almost 90% in the past 10 years, he said.

But Mr. Whitehead also noted that the study found that the most plausible explanation for the cost increase is the rivalry of the networks for ratings, which causes them to bid up the fees of the highly popular talent and increases other costs that the studios incur.

Since there were anticompetitive forces at work to the trend to ever-higher percentages of prime-time reruns, Mr. Whitehead said, "the networks should exercise voluntary restraints or "regulatory restraints should be considered."

As he has previously, Mr. Whitehead said the networks have rejected OTP proposals to consider voluntary restraints—although one-reportedly ABC—indicated it would be willing to do so if program costs could be reduced. Despite the letter, however, an OTP official said efforts to obtain the network's cooperation would continue.

As for the prime-time access rule, Mr. Whitehead said the data OTP has collected in its study of network practices indicate that the rule, like reruns, limits the amount of diverse, original and high-quality programming available to the public in prime time. He also said the effect of the rule is to weaken the nation's program-production industry, contrary to the rule's basic objectives.

Since there are enough anticompetitive factors at work already in television, Mr. Whitehead said, OTP recommends that the commission modify the rule to permit networks to program "on a regular basis in the 7:30-8 p.m. period beginning this fall." Networks now leave that slot vacant to permit affiliates to comply with the rule.

The commission is currently taking another look at the rule in the light of experience gained since it became effective with the start of the 1971 season, and repeal is one of the possible options. However, CBS and NBC, which have urged the commission to take that course, and ABC, which backs retention of the rule, though possibly in some modified form, have said it is already too late to plan a full three-and-a-half-hour schedule for the 1973-74 season.

NBC leads winners of 1973 Peabodys

Bill Monroe, Allstar Cooke get individual honors

NBC has won five of 22 George Foster Peabody awards that are to be announced today (March 26).

The three British Broadcasting Corp. productions were honored. ABC-TV and CBS-TV won two Peabodys each. The awards, administered by the University of Georgia, will be presented at a Broadcast Pioneers luncheon May 2 in New York's Hotel Pierre.

The 1973 winners in radio:

- NBC Radio for its Monitor program, in recognition of "its return to more traditional forms of radio programming."
- KQAC(AM) Corvallis, Ore., for Conversations with Will Shakespeare and Certain of His Friends.
- Washington, D.C., schools' radio project for The Noise Show, "an innovative use of radio in education."
- KOW(AM) Portland, Ore., for Open Door, "providing use and opportunity to express views about religious values."
- The Broadcasting Foundation of America, New York, for "programs promoting international understanding."
- Voice of America for "outstanding coverage of the 1972 American political conventions and national election, distributed to a worldwide audience."
- Group W, New York, for Breakdown, "a critical examination of the nation's most crucial problems."
- NBC and the NBC owned-and-operated stations for two programs, No-Fault Insurance—Right Road or Wrong? and Second Sunday, a seven-part series on the cities.
- National Public Radio, Washington, for All Things Considered, "an innovative use of investigative reporting."

Television winners:

- Bill Monroe, Washington editor of NBC-TV's Today, "for his excellence in news reporting."
- CBS-TV for The Waltons.
- NBC-TV three special programs devoted to 20th century American music—Jack Lemmon in S'Wonderful, S'Marvelous, S'Gershwin; Singer Presents Liza
How to change format and survive challenge

FCC says there may be trouble if old format is only one in town

With the FCC facing a number of petitions from citizen groups opposing station sales because of proposed changes in formats, FCC Chairman Dean Burch last week warned that "locking" broadcasters into their current formats is a good way to discourage innovative programming.

But he also said that licensees and applicants are not completely free in selecting formats. The commission, he said, will take a hard look at any proposal that would deprive a community of its only source of a particular type of programming.

The chairman made the comments in "additional views" he attached to a commission order denying a petition that a Chicago group filed for reconsideration of the commission's decision in December approving Zenith Radio Corp.'s $1.1-million sale of WEFM(FM) to G.C.C. Communications of Chicago (Broadcasting, Dec. 18, 1972).

What's more, five of his colleagues—Robert E. Lee, H. Rex Lee, Charlotte Reid, Richard E. Wiley and Benjamin L. Hooks—joined in the "additional views," elevating the chairman's statement to the level of a significant commission document. The seventh commissioner—Nicholas Johnson—dissented to the denial of the reconsiderable group sought.

The Committee to Save WEFM is protesting the sale because of G.C.C.'s plan to drop the classical-music format the station has employed for 30 years in favor of a "contemporary" sound. The Chicago committee has appealed the commission's decision to the U.S. Court of Appeals.

Spreading it around for 'Sticks and Bones'

CBS admits decision to postpone was not solely the work of Wood

CBS-TV sources conceded last week that the decision to postpone showing of the controversial Sticks and Bones had been a collective one, with all CBS top-echelon executives contributing input, but insisted—as they and he had insisted at the time—that the decision was also the responsibility of CBS-TV President Robert D. Wood.

They gave this amplification in com-
Automatic monitoring
Digital effects with programmable wipes
Animated logos
Preselected wipes
Preselected keys

“Mini” digital effects
Wipeable quad split with matted borders
Rotary effects
Variable wipe limits
Edged effects with chroma borders

Bill Kessel did. And got it.
Just ask him. He’s one of the toughest chief engineers in the business. And he wanted features that no one else could give him in two switchers for his studios at KTVT in Ft. Worth and for his facilities in Dallas.

Jack Harris, the production manager, was just as delighted... on the creative side. He got the exclusive features that pack in business... with a control board designed for guys who have to put it all together.

Take a shot at the moon... everything you want... and then some. See us at the NAB Show!

Sarkes Tarzian, Inc.
Broadcast Equipment Division
Bloomington, Indiana 47401
commenting on a New York Times report quoting "independent sources" as saying CBS Chairman William S. Paley "personally vetoed" the showing after it had been approved by other top management officials. They said it was "unfair" to call it a decision "by a majority of one" or to say that all others involved had approved the broadcast. Actually, they said, personal viewpoints had tended to fluctuate both pro and con.

When Mr. Wood announced postponement of the March 9 telecast, on grounds that its depiction of a blinded veteran would be "unnecessarily abrasive" to many viewers at a time when former prisoners of war and other Vietnam veterans were returning home (BROADCASTING, March 12, 19), he said he took responsibility for the decision. However, his postponement message to CBS-TV affiliates was less specific, citing the views of "many of us" at the network as well as among affiliates—of whom 69 had already said they would refuse to clear the program.

Mr. Wood said then, and has said since, that he would reschedule the program at a more appropriate time but wanted to wait until the controversy had died down before considering the timing.

NBC and BMI come to terms

Network, in agreeing to three-year blanket license, appears to have been dropped from antitrust suit

An intricate skein of claims and counterclaims between NBC and Broadcast Music Inc., some going back to 1961, was disposed of by an agreement jointly announced by the two sides last week.

Terms of the agreement were not disclosed beyond the announcement's statement that they terminate "differences on a variety of matters which include antitrust, accounting and copyright-infringement claims," and provide for issuance of a blanket license for the use of BMI music on NBC-TV programs through Sept. 30, 1976.

Among the implied effects were the removal of NBC as a defendant in a massive antitrust suit brought by BMI charging the major TV networks and the American Society of Composers, Authors and Publishers with conspiring to put BMI out of business; withdrawal of BMI infringement suits against NBC; abandonment of NBC's efforts to get a BMI license to use (and pay less for) only a few hundred BMI works rather than the entire BMI catalogue and agreement between BMI and NBC on how much NBC-TV is to pay for the BMI music it has used since its last license expired April 1, 1970, and how much it is to pay for the remaining three-and-a-half years of the new blanket license.

In an earlier agreement, NBC-TV consented to pay—and BMI to accept—$1.4 million a year for BMI music used pending settlement of their various dif-
TWO BRUT BIGGIES
FOR YOUR MARKET!

Available in barter!
Daring new Public Affairs series—
Group Therapy with Dr. Kassorla!

An exciting new concept in TV programming...a proven success now in its second great year on KNXT-L.A., that's the sizzling, sometimes shocking, always fascinating Group Therapy with Dr. Irene Kassorla Show.

A series of unstaged half-hour group therapy sessions with Dr. Kassorla leading adults in daring and dramatic discussions of their most intimate problems, this show was the Public Affairs standout of the '71-'72 season...caused a sensation when screened at the NATPE...is certain to be a winner for you.

The series includes 39 half-hour shows, plus 1 two-hour marathon special, and is available in barter in September '73 from Brut Productions. Ask us about it now.

Now! Buy
The Protectors!
Available for second smash year!

Bob Knight in Variety calls The Protectors "...a clear-cut rating success on both coasts, pulling average 33 and 31 shares, respectively, on the CBS O & O's in N.Y. and L.A....During the full season it has often topped the ABC network movie—must be given its due as an outstanding audience-puller. No other prime access show has steadily logged 30-share or better numbers in the top two markets."

And now a second year of this proved winner, 26 brand new shows, are available (in top 80 markets only)....see us and sign up at the NAB.

ALL NAB MEMBERS: Join us for drinks, hors d'oeuvres, and Fabergé gifts in Suite H-220, Sheraton Park Hotel, March 26 and 27, 10:00 A.M. to 6:00 P.M. We'll be expecting you!
escape

The first good music format to be scientifically designed to meet the exact demographic requirements of your target audience. Tailored to your station, tested audiographically and proven before it reaches your audience.

GOLDMINE

From Danny and the Juniors to Three Dog Night. This is it: music service, monthly music update, custom jingles, custom psa's, custom commercials, hourly features, monthly weekend specials, time and temperature announcements, special Christmas music and features, custom tailoring for each market, 24-hour hotline, promotional material/artwork and sales assistance.

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refs (Broadcasting, June 14, 1971). The new rate is believed to be about twice that.

Although the settlement narrowed the range of pending litigation in the music-license field, many complex cases remain. Among them are a suit by CBS-TV seeking to force both BMI and ASCAP to license and charge it for only those musical works it actually uses (Broadcasting, Jan. 5, 1970); counter-claims by ASCAP seeking to strip CBS and NBC of their owned stations and restrict their network programing to news and public affairs and BMI's antitrust suit against the TV networks and ASCAP.

Eight FM's receive top Armstrong honors

Commercial, noncommercial outlets split honors for program achievement

The 1972 Edwin H. Armstrong awards, given annually for excellence in FM programing, were to be presented Saturday (March 24) at the National Association of FM Broadcasters convention in Washington. The awards honor commercial and noncommercial FM programs in the areas of community service, education, news and music.

Commercial FM's receiving awards were WPMT Chicago, for community service programing in the Studs Terkel Program; KHQ-FM Spokane, Wash., for educational programing in an American Youth Culture; KSAN San Francisco, for music in Fillmore Weekend and WBEN Boston, for news in The Election: Nixon 49, America 1.

Noncommercial stations awarded were WMMK Kalamazoo, Mich., for community service in Abortion Special; CBL-FM Toronto, for educational programing in The Oceans—Tears on an Azure Floor; WIP-FM Hershey, Pa., for music in RVW—A Musical Biography, and WBUR Boston, for news in Kids Talk.

Merit certificates were awarded to runners-up. Stations receiving certificates for community service programing were WLR Hempstead, N.Y., for The Nassau County Jail: Punishment or Rehabilitation? and noncommercial WGBH Boston for Stateline; for educational programing, WOLF Tallahassee, Fla., for Top of the Hour Vignettes and noncommercial KOAP Portland, Ore., for Conversations with Will Shakespeare and Certain of His Friends; for music, WMX-FM New York for The Listening Room series and noncommercial CJFR-FM Toronto for Speaking of Organists, and for news, WVRW (FM) New York, for Editorial Day and noncommercial WCWM Williamsburg, Va., for Politics '72.

Program Briefs

Proselytizing. Five-hour pop-music radio documentary, The Christ Chronicles, dealing with Jesus movement, is expected to be carried by 150 U.S., Canadian and
Starting April 12, 1973, people in Spartanburg, S.C.; Lakeland - Winter Haven, Fla.; and Anchorage, Alaska can sit down & be counted.

These three important markets will be added to our 3rd Annual Radio Sweep April 12-May 9.
No help from high court on newsman’s privilege

Newspaperman Peter Bridge loses appeal contending grand juries have to prove compelling need, but district court offers some encouragement in Watergate ruling

The U.S. Supreme Court last week turned down an opportunity to provide further judicial comment on the privilege newsmen have—or do not have—in appearing before grand juries on matters on which they have reported.

The court refused to review the contempt citation against Peter Bridge, formerly a reporter for the now-defunct Newark Evening News, who had spent 20 days in jail for refusing to answer questions of an Essex county grand jury.

Mr. Bridge had appealed from state court rulings upholding the contempt citation. He contended that grand juries should be required to show a compelling need before questioning reporters. The Supreme Court, in ruling last June that reporters did not have a First Amendment right to refuse to appear before grand juries, said that grand juries could not be used to harass the press (Broadcasting, July 3, 1972).

The Bridge case prompted the New Jersey state legislature to adopt a newsman’s shield law more comprehensive in the coverage it would afford reporters unwilling to disclose their sources of information than the one already in force.

But Governor William Cahill last week—on the same day that the Supreme Court acted—vetoed the legislation. He said, “It is no more acceptable to have the press all powerful than it is to have government all powerful.”

However, journalists concerned about efforts to force them to disclose sources and information they regard as confidential received some encouragement last week in a ruling of U.S. District Judge Charles Richey in Washington. He rejected a request from officials of President Nixon’s re-election committee that reporters and officials of four publications submit documents concerning the publicaitons’ coverage of the June 17 break-in and bugging of the Democratic National Committee’s headquarters at the Watergate in Washington.

Judge Richey said that complying with the request might have a “chilling effect . . . on the flow of information to the press and, thus, to the public.”

The re-election committee officials made their request in connection with three civil suits and counteuresuits involving them and Democratic party officials which have grown out of the incident.

If the court “allows the discouragement of investigative reporting into the highest levels of government,” Judge Richey said, “no amount of legal theorizing could allay the public’s suspicions engendered by its actions and by the matters alleged in this lawsuit.”

WCCO stations accused of foul news play

Newspaper publisher tells FCC that outlets, co-owned “Tribune” distorted news stories about it for unfair competitive purposes

WCCO-AM-TV Minneapolis and the commonly owned Minneapolis Tribune have been accused by a local print competitor of conspiring against it through falsified news stories.

In a brief filed with the FCC last week, Sun Newspapers Inc., publisher of 28 weekly newspapers in the Twin Cities area, asked the agency to take action against the WCCO stations based on charges that they, in conjunction with the Tribune, “engaged in a joint and concerted effort to cause embarrassment and serious financial injury” to the Sun firm.

The allegations stem from the November 1972 broadcast on WCCO-AM-TV and corresponding articles in the Tribune relating to job cutbacks at the Sun firm. According to the Sun brief, WCCO-AM-TV had reported that nearly half of the Sun firm’s editorial employees had been let go, and the Tribune had said that some 25 Sun employees had lost their jobs, as the result of severe financial losses by the firm. All three media had speculated that Sun would soon be sold, the Sun brief charged. The firm further charged that the Tribune and the WCCO stations failed to report in full a statement subsequently issued by Sun denying those stories.

Actually, Sun told the commission, it had terminated the jobs of 13 full-time and three part-time employees. At no time, Sun said, had it indicated that the firm would be sold, and the cutbacks in question were not significant when it is considered that Sun’s total editorial staff consists of 80 persons and its entire employee roster of 450 persons.

The Sun brief requested that the commission review an FCC staff action last month in which an initial Sun complaint against WCCO-AM-TV had been denied on the ground that the commission is forbidden by Congress from censoring the news programming of its licensees. Sun claimed that the staff determination is improper since the commission has said it would take action against licensees that had willfully falsified news content.

Nevertheless, the Sun brief continued, the “crucial issue” is not whether WCCO-AM-TV falsified their news stories, but rather whether they did so in an attempt to gain competitive advantage over the Sun publications.

NBC defends health special

NBC has prepared a 39-page document undertaking to answer, point-by-point, the 29 allegations of inaccuracy or bias charged to its What Price Health? documentaty by the American Medical Association. (Broadcasting, Feb. 12, et seq.). In addition, the document says that case histories AMA complained about had been used by AMA itself in other contexts; cites data to show the documentary under-stated some situations AMA claimed were overstated; quotes from unaired portions of interviews to deny AMA allegations; and, in some cases, even to show unaired quotations were harsher toward the AMA position than quotations AMA complained about.

To the 39-page report is attached a 13-page listing and brief descriptions of other NBC programs and news reports related to health media practice, plus text of AMA’s 15-page initial complaint and transcript of What Price...
We’ll have news for you at NAB*

*See us at Booth 208
The Colonel’s quote...

“Broadcasting is the only industry I know where you have to run the gauntlet every three years to stay in business. No one is suggesting that broadcasters who do not live up to their responsibilities be shielded from competition. On the other hand, those who make charges against licensees should be compelled to bear the burden of proving them.”

Thomas H. Wall, Past President
Federal Communications Bar Association
as reported in Nation’s Business.

Health? The entire package has been sent to AMA, along with a four-page addendum based on a Cleveland Press news story in which a local family—whose depiction on the program had been attacked by AMA as “fallacious in every detail”—was quoted as saying that “everything NBC quoted us on was true and accurate.”

NBC also told AMA it would be inappropriate to withdraw “Health” from distribution by NBC Educational Enterprises, as AMA had asked, but that the program would be updated to incorporate post-production developments involving the Cleveland family, whose omission AMA had criticized.

Cablecasting

Kennedy urges cable to show its stuff

He says services provided now instead of later will not go unnoticed by copyright lawmakers

The cable-television industry last week was gently admonished to stop stringing wire and start providing “enriched programming and broader consumer services” to the country. Wagging the finger was Senator Edward M. Kennedy (D-Mass.), who as a member of the Senate Judiciary Committee can be expected to take part in copyright-revision legislation if it is introduced.

Speaking in Washington before the National Cable Television Association's

This program is suited for airing on any contemporary or soul-oriented radio station.

THE SOUL MUSIC STORY...

Produced by Award Winning Roger Christian
A 39-hour musical anthology featuring live interviews and oldies. Traces the origin of American Music to the current Rock sounds and artists of today.

Already aired on 346 radio stations throughout the world. Sold on an exclusive market basis for your city.

For complete details contact:

eps
EFFECTIVE PROGRAMMING SERVICES
9601 Wilshire Blvd. Suite 22 Beverly Hills, Ca. 90210 – (213) 278-6313

Senator Kennedy, NCTA’s David Foster Northeast/Mid-Atlantic Region Legislative Conference, Senator Kennedy pointed out that the cable-television industry, to a large measure, can shape its own destiny by the value of the services it will render to the public. Those in decision-making positions, Senator Kennedy indicated (noting his position on the Senate Judiciary Committee), will be “guided above all else” by the demonstrations of the cable industry’s services.

“It seems to me,” he observed, “that the time is now to turn some of cable’s billion-dollar investment from stringing...
You have to carry it
to believe it!
A 38-pound broadcast
color portable VTR
costing far less
than Quad.

Our new Model 201C record/only VTR
meets all quadruplex color broadcast levels
of performance. Only the color electronics
are new. In the last three years the tape
transport has flown millions of tough
environmental miles for the military. It's
been there and back.

We'll not load this message with tech
details but instead invite you to a live demo
at the 1973 National Association of
Broadcasters Convention.

There's more good news in helical
recording.

We'll also demonstrate our new studio
Model 411C record/reproduce VTR. It, too,
meets the same high levels of broadcast
color performance of all the big, expensive
VTR's. Superior tape handling, continuous
time base and velocity correction plus
insert and assemble editing are standard
features. There are, however, major
differences.

Our machine costs far less than Quad
and weighs only 140 pounds. What has
happened is that the 411C makes possible
and practical a compact remote capability
in a station wagon. And, going right down
the list, we save you at least 60% in
original purchase and operating costs.

If the potential of these new VTR's
boggles your mind—wait until you see the
full story.

Contact our Director of Broadcast Video
Marketing. Telephone 415/961-7145.

ECHO SCIENCE
485 E. Middlefield Road, Mountain View, CA 94040
more wire to the development of enriched programming and broader consumer services." Pleading lack of money to provide the kind of services the country wants to see would not only be shortsighted, he suggested, but could lead to the industry's undoing. "For, between the chicken of growth and the egg of service, Congress and the public want to see evidence that the American people will in fact be best served by public policy decisions fostering cable's growth," he explained.

But don't try to sell Congress on an expand now, provide service later line, Senator Kennedy cautioned. Instead, he recommended that the industry show its willingness to provide more services to the public now, with the likely reward of governmental responses that will permit greater and faster cable expansion ultimately.

The occasion for Senator Kennedy's speech was the second of five planned regional legislative conferences sponsored by NCTA.

**Time and Hilton tie pay-TV knot**

Hotel owner and largest holder of Computer Television stock agree to almost $6-million, 40,000-wired-rooms deal

Time Inc. took a giant step into the expanding hotel pay-TV business last week with the announcement of an association with Hilton Hotels Corp.

Time Inc. President James R. Shepley and Hilton President Barron Hilton told a news conference in New York on Wednesday (March 21) that Hilton has concluded a long-term agreement with Computer Television Inc., New York, a Time Inc. affiliate, to install the CTI system in 40,000 Hilton rooms in the U.S. Time Inc. is the largest stockholder in CTI, having about 40% of the shares outstanding.

Under the agreement with Hilton, Time Inc. will make an investment of $2.2 million for the initial installation in 15,000 rooms in 15 hotels. Time Inc. also pledges to wire an additional 25,000 rooms in the Hilton chain within one year. Mr. Hilton said his company plans to invest $3.5 million in the venture, largely for new color-television receivers.

The initial 15 hotels scheduled to be wired within the next few months are the Waldorf-Astoria, New York Hilton, Conrad Hilton (Chicago), Palmer House (Chicago), San Francisco Hilton, Los Angeles Hilton, Washington Hilton, Statler Hilton (Dallas), Denver Hilton, Beverly Hilton (Beverly Hills, Calif.), Hilton Inn (San Francisco), St. Paul Hilton, Portland Hilton, Hilton Inn (Atlanta) and Hilton Inn (New Orleans).

Paul Klein, president of CTI, said that at the outset, three pay channels will be used to transmit films and other programs. He added that the system is adaptable either for one-way communication with guests telephoning their selections, or two-
Quality health care—a right, or a privilege?

Most people tend to think of high-quality health care as a right, one of our many Blessings of Liberty. But in reality, this has become more of a privilege.

Medical care costs are at a record high and still rising. Few people can afford to be sick, even for a short time. A long-term disability—a stroke, for example—can easily bring financial ruin.

Why? Present health care methods are not working. Medicare and Medicaid are inadequate to today’s needs. They’re inefficient and archaic. They promote the use of costly acute care centers for all illnesses—both short and long-term—when alternative facilities for the convalescent or the chronically ill would be equally efficient and far less costly.

The inadequacy of present programs represents the root cause of the crisis in American health care. If the collapse of our entire medical care delivery system is to be prevented, we must have a realistic and comprehensive National Health Insurance Program that covers all of our citizens. The need is urgent.

What kind of program should the Congress adopt? Seven major proposals have been submitted to the Senate and House for consideration. Only one of these is addressed solely to chronic illness—the nation’s current major health problem. It’s called CHRONICARE—a national plan for long-term health care. The other plans are primarily oriented toward acute, short-term care.

The American Nursing Home Association feels the time has come for society to end the tragic and shameful neglect of the chronically ill and disabled. This is why we’ve asked Congress to make CHRONICARE an essential part of any legislation that reconstructs our health care insurance programs. Without it, many of the mentally ill and retarded still will be living in today’s shocking and inhumane conditions.

Many of the aged still will suffer from the lack of drugs, nutritious foods and other medical services. Many disabled still will lack necessary prosthetic appliances, rehabilitative services and drugs to ease pain. Why should these segments of our society be left out? Why can’t a complete care system be adopted by Congress? Why should a person with mental illness, a retarded child, a paraplegic be treated differently under a national health care delivery system?

CHRONICARE is a bold, new concept in providing health care services for the chronically ill and disabled. It calls for the modern, high-quality nursing home to play a larger role in the nation’s health care system. And it calls for an end to the barriers that have limited the capabilities of modern nursing homes.

CHRONICARE is a realistic approach to today’s health care problem. It places principle over precedent by recognizing that every American has a right to high-quality, convenient, long-term health care, regardless of age, color, race, creed or income.

We care.

Reprints of our earlier messages in this continuing advertising series and an informative booklet: “CHRONICARE—A National Plan For Long-Term Health Care” are available free upon request.

American Nursing Home Association
Suite 607
1025 Connecticut Avenue, N.W.
Washington, D.C. 20036
way communication, which will enable guests to dial their choice as in conventional TV selection.

The fee for first-run theatrical features will be $3 per showing and live coverage of major sports events will be priced according to the value of the contest, according to Mr. Klein.

Mr. Shepley was asked if there was an inconsistency in Time's heavy emphasis on hotel pay TV while one of its affiliates, Sterling Manhattan, had protested to the FCC that Trans-World Communications was feeding feature films to hotels in New York in an area that is franchised for cable TV. Mr. Shepley said there was a difference: Trans-World, he explained, is using telephone lines to transmit programming from a central point to various hotels, while CTI will feed its programming from the premises of the hotels to the rooms.

CTI systems now are operating in hotels in New York; Chicago; Orlando, Fla.; Phoenix; Virginia Beach, Va.; Anaheim, Calif., and Newark, N.J.

Trans-World Communications, a division of Columbia Pictures Industries, ran newspaper advertisements last week in New York, Chicago and Los Angeles, saying its pay-TV system has been installed in 29,210 rooms in 64 hotels.

It was also a busy week for Time Inc. in other areas of pay TV and cable TV. Reorganization of the executive staffs at Sterling Communications Inc., New York, group CATV systems operator, and at Home Box Office Inc., New York, pay-TV programming company, also were announced. Time Inc. owns 66.5% of the shares in Sterling and, together with Sterling, owns Home Box Office. Sterling plans to distribute its stock in Home Box Office toSterling shareholders, and following the distribution, Time Inc. will own more than 75% of Home Box Office shares.

The big news at other Time-affiliated companies was that Charles F. Dolan, president of both Home Box Office and Sterling Communications, had resigned. No reason was given for Mr. Dolan's departure. He was reported to be on a vacation cruise last week and could not be reached for comment. A spokesman for Time Inc. said there was no truth to a report that Mr. Dolan and left because of policy differences with Time management. He noted that Mr. Dolan will continue to serve as a board member at both Home Box Office and Sterling Communications.

Gerald M. Levin, vice president for programming at Home Box Office, succeeds Mr. Dolan as president and chief executive officer there. Rhett Austell, group vice president of Time Inc., was named chairman of Home Box Office.

Richard M. Galkin, who has been president of Downe Broadcasting Inc., succeeds Mr. Dolan as president and chief operating officer of Sterling Communications. Barry Zorthian, president of Time-Life Cable Communications Inc., is chairman and chief executive of Sterling Communications.

American Satellite Corp., Germantown, Md., disclosed last week a fall 1973 target date for its entry into domestic communications-satellite operations. Service would be implemented through ASC's leasing of up to three full-period and three occasional-use transponders from the Telesat Canada satellite already in orbit. The arrangement is subject to the FCC's granting of ASC's request for permission to use the Telesat facilities.

ASC, a joint venture of Fairchild Industries and Western Union International, is one of six interests that are awaiting approval of applications to construct and operate a domestic system. The Western Union Telegraph Co. received such an authorization last January. Introduction of ASC's system on the Telesat facilities would constitute phase one of the firm's planned three-stage entry into the domestic satellite field. The second phase, which has a fall 1974 target date, would involve ASC's launching of two 12-transponder satellites. Phase three, which ASC officials project as being from four
Our Beat

Botulinum spores magnified about 2000X. In the absence of air they can mature and manufacture the toxin that causes botulism.

Botulism doesn’t always attract national attention. When it’s caused by home-canning (and it usually is), it may make only local headlines as it did in Pendleton, Oregon…Bedford Village, New York…or Topeka, Kansas. It strikes only about 18 Americans each year. But it’s potentially lethal and must be treated immediately.

To meet the extremely small but critical demand, Lederle Laboratories is the country’s sole producer of botulism antitoxin types A and B. Its preparation is a long and costly procedure, taking an entire year. Supplies of the antitoxin are maintained at strategic locations throughout the country, with emergency air shipment to the point of use paid for by Lederle.

Covering emergencies like this can never bring us any real profit. But life is often in the balance on our “beat.”

LEDERLE LABORATORIES
A Division of American Cyanamid Company,
Pearl River, New York 10965
For information about Lederle, call Public Relations Dept. 914-735-5000
Welcome aboard! Delta's Wide-Ride jets give "comfort" a whole new meaning. There's the eight-foot headroom of a Delta 747. The two-on-the-aisle seats of a DC-10. The wide-open spaces of Delta's new 727 and L-1011 TriStar being added late this year.

You'll have your choice of the most up-to-the-minute aircraft in the sky when you fly Delta's fleet of over 180 jets.

Delta gives you "ready-when-you-are" schedules covering a 33,300-mile route system that connects 99 cities in the U.S., five foreign lands and Puerto Rico. It's convenience like this that has helped make Delta fifth among U.S. airlines and the sixth largest airline in the world.

Check Delta before you're ready for take-off. And ask your Travel Agent for reservations on Delta...the airline with the big Wide-Ride Jets.

Delta is ready when you are!

to five years away, would involve the replacement of the 12-transponder spacecraft with 24-transponder vehicles.

At a Washington news conference last week, ASC President Emanuel Fthenakis announced that his firm has signed a $25-million contract with Hughes Aircraft Corp. for Hughes' construction of three 12-transponder satellites to be used in the 1974 launch. The third unit would remain on the ground as a reserve facility. The Hughes-ASC transaction follows an FCC waiver last month of its rules to permit the firm to purchase its space hardware from Hughes, prior to action on its domestic application (Broadcasting, Feb. 26).

In outlining ASC's long range satellite plans, Mr. Fthenakis said the entire system will cost an estimated $85 million to put in operation.

Mr. Fthenakis also said that the firm's phase-one satellite plans include the implementation of four earth stations—New York, Chicago, Los Angeles and Dallas. Contracts for the construction of the ground stations are to be announced shortly. The initial earth stations are to be augmented at the start of phase two with ground facilities at Washington, San Francisco, Seattle and Atlanta or Miami.

**Hughes gets Intelsat pact**

Hughes Aircraft Co., Los Angeles, which last year received a $20-million-plus order from Western Union Telegraph Co. for spacecraft, last week added $72 million worth of new communications satellites in business from Intelsat, the International Telecommunications Satellite Organization. The new contract, approved by the board of governors of Intelsat at their first meetings in Washington (Broadcasting, March 19), calls for Hughes to build three advanced birds, designated as Intelsat IV-A series, for use by mid-1975. The new satellites, a derivative of the Intelsat IV series now operating over the Atlantic, Pacific and Indian oceans, reportedly will have nearly twice the communications capability of the present global system, with 20 transponders capability as compared with the current 12 transponders. The Western Union Telegraph Co. order with Hughes was for three 12-transponder birds at a cost of $20,706,500 (Broadcasting, Aug. 14, 1972).

**Microband to unveil new system in D.C.**

An introduction of one of the nation's first private television-program systems utilizing the multipoint distribution service will be a highlight of the 1973 convention of the International Television Association, which begins this Wednesday (March 28) at Washington's Shoreham hotel.

More than 500 industry and government representatives are expected to attend the ITA conference, which will run through March 30. The MDS demonstration at Wednesday's opening session will feature a live color transmission directly to the hotel via the facilities of Microband Corp. of America. Microband was authorized last November by the FCC to conduct a private industrial TV distribution system in Washington using the high-frequency MDS approach. Full commercial service in the city is expected by May 1. At present, MDS systems have been authorized in 14 cities.

The program will feature an interview with FCC Chairman Dean Burch regarding the future of private and industrial television as well as an address by White House Communications Director Herb Klein, who will speak on the need for effective communications to select audience groups. The program will also explore the various applications of private television in industry and government. The opening session of the convention is open to nonregistrants by invitation.

**AT&T to get out of Comsat**

AT&T plans to make a public offering of its original ownership in the Communications Satellite Corp., about 29% of the total shares in the company. The proposed sale—a registration statement covering is expected to be filed with the Securities and Exchange Commission by the end of next month—will be made only by prospectus. The Bell System purchased 2,895,750 Comsat shares on the original issue in 1964. This ownership has continued unchanged since that time. AT&T is selling its Comsat stock now as a condition for getting involved in a domestic-satellite system as required by the FCC in its domestic-communications satellites decision of late last year.
Name-dropper? Us?
Just because our steady clients for the past 7 years include:

AMERICAN BROADCASTING COMPANY · N. W. AYER · BOB BANNER ASSOCIATES INC. · CHUCK BARRIS PRODUCTIONS · BATTEN, BARTON, DURSTINE & OSBORNE · BLYE BEARD PRODUCTIONS · BOZELL & JACOBS INC. · BRISTOL-MYERS · LEO BURNETT COMPANY INC. · C.B.S. TELEVISION · CAMPBELL EWALD ADVERTISING · WILLIAM CARRUTHERS COMPANY · CARSON/ROBERTS INC. · CHEVROLET MOTOR CAR DIVISION · COLUMBIA PICTURES CORPORATION · COMPACT VIDEO · COMPASS TELEVISION CORPORATION · WALT DISNEY PRODUCTIONS · DOYLE, DANE & BERNBACH · DRAKE CHENAULT ENTERPRISES · WILLIAM ESTY COMPANY · MAX FACTOR · FOOTE, CONE & BELDING · GREG GARRISON PRODUCTIONS · GEORGIA-PACIFIC CORPORATION · GREY ADVERTISING · VIC HABOUSH & ASSOCIATES · HATOS-HALL PRODUCTIONS · HONIG-COOPER-HARRINGTON · HUNT-WEENSON · I.B.M. CORPORATION · ILSON CHAMBERS PRODUCTIONS · HENRY JAFFE ENTERPRISES · MCA TELEVISION · MCCANN ERICKSON INC. · JOHN MANN & PIERRE COSSETTE COMPANY · METROMEDIA PRODUCERS CORPORATION · MODERN TELESERVICE · MOTOWN RECORD CORPORATION · NATIONAL BROADCASTING COMPANY · NEEDHAM, HARPER, STEERS · OGILVY & MATHER · PARAMOUNT PICTURES CORPORATION · PARKSON ADVERTISING AGENCY · MARTY PASETTA PRODUCTIONS · ROSE-MAGWOOD PRODUCTIONS · ROSS ROY INC. · SANDLER TAPE/FILMS · GEORGE SCHLATTER PRODUCTIONS · SCREEN GEMS · BURT SUGARMAN INC. · TANDEM PRODUCTIONS · J. WALTER THOMPSON COMPANY · TOMORROW ENTERTAINMENT · HAL M. TULCHIN PRODUCTIONS · 20TH CENTURY-FOX · UNIVERSAL · VIACOM PRODUCTIONS · WAKEFORD-ORLOFF INC. · WARNER BROTHERS TELEVISION · ERWIN WAsey INC. · WELLS, RICH, GREENE · WINTERS-ROSEN PRODUCTIONS · YOUNG & RUBICAM INC · YONGESTREET PRODUCTIONS

Well, wouldn't you be?

Vidtronics
THE GREATEST NAME IN VIDEOTAPE

Come see our special effects for video-tape, including TECHNIMATTE at the NAB Convention Suite E620, Sheraton Park Hotel, Washington, D.C.
The Chamber of Commerce of the United States welcomes you to Washington for the 51st Annual Convention of the National Association of Broadcasters.

We welcome you to our exhibit, Booth 708, in the Shoreham Hotel.

Please stop by so we may personally thank you for helping us communicate the "Voice of Business" to your audience.

Chamber of Commerce of the United States
Washington, D.C. 20006
"The Voice of Business"

The Chamber of Commerce of the United States is a federation of more than 2,550 local, state, regional chambers of commerce, and American Chambers of Commerce abroad; more than 1,100 trade and professional associations, and more than 47,000 firms, corporations and individuals. It has an underlying membership of more than 5,000,000.

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The Broadcasting Playlist

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

* Bullet indicates upward movement of 10 or more chart positions over previous week.

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>This week</th>
<th>Title (length) Artist:Label</th>
<th>Rank by day parts</th>
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<tbody>
<tr>
<td></td>
<td>Last week</td>
<td></td>
<td>6-10a 3p-6p 3p 7p 7p-12p</td>
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<tr>
<td>1</td>
<td>1</td>
<td>Killing Me Softly With His Song (4:46) Roberta Flack:Atlantic</td>
<td>1 1 1 1</td>
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<tr>
<td>4</td>
<td>2</td>
<td>Love Train (2:59) The O'Jays:Philadelphia Intl.</td>
<td>5 3 4 2</td>
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<tr>
<td>2</td>
<td>3</td>
<td>Dueling Banjos (2:10)</td>
<td>3 2 2 6</td>
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<tr>
<td>7</td>
<td>4</td>
<td>Neither One of Us (4:15) Gladys Knight &amp; the Pips: Soul</td>
<td>6 4 3 3</td>
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<tr>
<td>3</td>
<td>5</td>
<td>Also Sprach Zarathustra (5:06) Deodato:CTI</td>
<td>4 5 5 4</td>
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<td>5</td>
<td>6</td>
<td>Last Song (3:15) Edward Bear:Capitol</td>
<td>2 6 8 5</td>
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<tr>
<td>10</td>
<td>7</td>
<td>Sing (3:20) Carpenters:A&amp;M</td>
<td>8 12 7 7</td>
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<td>12</td>
<td>8</td>
<td>Break Up to Make Up (4:00) Stylistics:Avco</td>
<td>9 7 11 8</td>
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<td>15</td>
<td>9</td>
<td>Could It Be I'm Falling in Love (4:13) Spinners:Atlantic</td>
<td>7 8 10 12</td>
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<td>23</td>
<td>10</td>
<td>Call Me (Come Back Home) (3:03) Al Green:Hi</td>
<td>11 9 8 9</td>
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<td>9</td>
<td>11</td>
<td>Crocodile Rock (3:56) Elton John:MC</td>
<td>12 11 9 11</td>
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<td>14</td>
<td>12</td>
<td>Danny's Song (3:06) Anne Murray:Capitol</td>
<td>10 10 12 13</td>
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<td>8</td>
<td>13</td>
<td>Ain't No Woman (2:59) Four Tops: Dunhill</td>
<td>15 13 13 10</td>
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<td>24</td>
<td>14</td>
<td>Masterpiece (5:30) Temptations: Gordy</td>
<td>14 17 14 18</td>
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<td>15</td>
<td>Tie a Yellow Ribbon (3:19) Dawn: Bell</td>
<td>13 16 19 16</td>
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<td>16</td>
<td>The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence: Bell</td>
<td>16 14 15 17</td>
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<td>20</td>
<td>17</td>
<td>Stir It Up (3:09) Johnny Nash: Epic</td>
<td>17 18 18 14</td>
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<td>18</td>
<td>Rocky Mountain High (4:39) John Denver: RCA</td>
<td>18 16 20 16</td>
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<td>19</td>
<td>Cover of Rolling Stone (2:53) Dr. Hook &amp; the Medicine Show: Columbia</td>
<td>19 20 16 20</td>
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<td>20</td>
<td>I'm Just a Singer (4:16) Moody Blues: Threshold</td>
<td>23 21 21 21</td>
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<td>22</td>
<td>21</td>
<td>Space Oddity (5:05) David Bowie: RCA</td>
<td>26 25 17 19</td>
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<td>Do You Wanna Dance? (2:44) Bette Midler: Atlantic</td>
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<td>Dancing in the Moonlight (2:57) King Harvest: Perception</td>
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<td>The Twelfth of Never (2:40) Donny Osmond:Kolob/MGM</td>
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<td>Don't Expect Me to Be Your Friend (3:38) Lobo: Big Tree</td>
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<td>26</td>
<td>Daddy's Home (2:59) Jermaine Jackson: Motown</td>
<td>26 27 26 32</td>
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<td>34</td>
<td>27</td>
<td>Cisco Kid (3:47) War: United Artists</td>
<td>35 26 30 22</td>
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<td>28</td>
<td>Aubrey (3:38) Dobie Gray: Decca</td>
<td>29 25 32 29</td>
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<td>32</td>
<td>29</td>
<td>Hummingbird (3:30) Seals &amp; Crofts: Warner Brothers</td>
<td>26 31 28 28</td>
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<td>39</td>
<td>30</td>
<td>Drift Away (3:30) Dobie Gray: Decca</td>
<td>32 28 27 30</td>
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<tr>
<td>43</td>
<td>31</td>
<td>You Are the Sunshine of My Life (2:46) Stevie Wonder: Tamla</td>
<td>33 30 35 27</td>
</tr>
</tbody>
</table>

Broadcasting Mar 26 1973

110
<table>
<thead>
<tr>
<th>Over-all rank</th>
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<tr>
<td>44 • 32</td>
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<td>Stuck In the Middle With You (3:24)</td>
<td>Stealers Wheel—A&amp;M</td>
<td>37 32 31 31</td>
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<td>29 • 33</td>
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<td>Dead Skunk (3:08)</td>
<td>Loudon Wainwright III—Columbia</td>
<td>31 36 29 34</td>
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<tr>
<td>42 • 34</td>
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<td>Pinball Wizard (See Me, Feel Me) (3:23)</td>
<td>New Seekers—MG/MVerve</td>
<td>30 35 33 37</td>
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<tr>
<td>36 • 35</td>
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<td>Wildflower (4:08)</td>
<td>Skyfark—Capitol</td>
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<td>Helen Reddy—Capitol</td>
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<td>Big City Miss Ruth Ann (2:34)</td>
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<td>First Choice—Philly Groove</td>
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<td>One Man Band (3:29)</td>
<td>Ronnie Dyson—Columbia</td>
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<td>Judy Collins—Elektra</td>
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<td>Brownsville Station—Big Tree</td>
<td>America—Warner Brothers</td>
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<td>Don't Cross the River (2:22)</td>
<td>Aretha Franklin—Atlantic</td>
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<td>Oh Babe, What Would You Say (3:22)</td>
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<td>Faces—Warner Brothers</td>
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<td>One Less Set of Footsteps (2:46)</td>
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<td>Judy Strunk—MG/M</td>
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<td>Who Was It (3:00)</td>
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continued on page 112
**The Broadcasting Playlist** continued from page 111

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<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist—label</th>
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<td>Pardon Me, SIR (3:37)</td>
<td>Joe Cocker—A&amp;M</td>
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<td>Rolling Stones—London</td>
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<td>Magic Woman Touch (3:17)</td>
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<td>If You Gotta Break Another Heart (2:35)</td>
<td>Albert Hammond—Mums</td>
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<td>63 72</td>
<td>Out of the Question (2:57)</td>
<td>Gilbert O'Sullivan—MAM</td>
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<td>Elderberry Wine (3:34)</td>
<td>Elton John—MCA</td>
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<td>74 74</td>
<td>I Knew Jesus (2:50)</td>
<td>Glen Campbell—Capitol</td>
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<td>58 75</td>
<td>Give Me Your Love (2:59)</td>
<td>Barbara Mason—Buddah</td>
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* Asterisk indicates day-part ranking below Broadcasting's statistical cut-off.

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

- A Letter to Myself (39), Ain't No Woman (13). Also Sprach Zarathustra (5), Armed and Extremely Dangerous (41), Aubrey (28), Big City Miss Ruth Ann (34), Blue Bird (55), Break Up to Make Up (6), Call Me (10), Cherry, Cherry (84), Cindy Incidentally (58), Cisco Kid (27), Cook with Honey (48), Could It Be I'm Falling in Love (64), Cover of Rolling Stone (19), Crocodile Rock (11), Daddy's Home (26), Dandy (13), Dancing in the Moonlight (13), Danny's Song (12), Dead Shunk (33), Do You Wanna Dance? (22), Don't Cross the River (47), Don't Expect Me to Be Your Friend (25), Dredel (53), Drift Away (30), Drinking Wine (54), Dueling Banjos (3), Elderberry Wine (73), Fortune Teller (69), Frankenstein (44), Funky Worm (43), Give Me Your Love (75), Hummingbird (28), I Knew Jesus (74), I'm Just a Singer (20), If You Gotta Break Another Heart (71), Jammin' Guitar (40), Keep on Singing (31), Killing Me Softly With His Song (1), Kissin' My Love (62), Last Song (6), Let Your Yeah Be Yeah (46), Little Willy (39), Love Is What You Make It (58), Love Train (42), Magic Woman Touch (70), Master of Eyes (49), Masterpiece (14), Neither One of Us (4), Night the Lights Went Out in Georgia (18), Oh Babe, What Would You Say (57), One Less Set of Footsteps (60), One Man Band (42), Out of the Question (72), Pardon Me, SIR (60), Peaceful (37), Peaceful Easy Feeling (45), Pinball Wizard (34), Reelin' in the Years (61), Rocky Mountain High (18), Sing (7), Space Oddity (21), SIR It Up (17), Stuck in the Middle With You (32), Supernatural (52), Tie a Yellow Ribbon (15), Twelfth of Never (24), Walk on the Wild Side (59), Who Was It (67), Why Can't We Live Together (65), Wildflower (35), World is a Ghetto (63), You Are the Sunshine of My Life (51), You're So Vain (50).

---

**Cox expects records in fiscal 1973**

Cox Broadcasting Corp., Atlanta, is projecting another record year for per-share earnings in fiscal 1973. J. Leonard Reinsch, president of the firm, also told the annual stockholders meeting last week that first-quarter 1973 revenues are expected to exceed by 10% the $17.1 million produced in the comparable period last year.

Mr. Reinsch reported that broadcasting revenues in the first quarter were 11% over the year-ago figure, and that over-all per-share earnings in the first quarter were about the same level, 31 cents, as last year's.

Mr. Reinsch also took the occasion to urge congressional passage of renewal legislation. "We do object strongly to the grossly unfair burden of regulation that is pressing so hard on the industry today that it threatens to stifle future growth," he said.

---

**Financial Briefs**

International Video Corp., Sunnyvale, Calif., broadcast-equipment manufacturer, reported 52% increase in sales for first half of its fiscal year, with net income after extraordinary credits more than two-
NOW AVAILABLE!
A SIX-HOUR DOCUMENTARY—"WATTSTAX REVISITED"

THE WATTSTAX '72 CONCERT MADE MUSICAL HISTORY LAST AUGUST IN THE LOS ANGELES MEMORIAL COLISEUM. OVER 100,000 PEOPLE TURNED OUT TO HEAR ONE OF THE MOST EXCITING LIVE CONCERTS EVER STAGED!

"Wattstax Revisited" is one of the most exciting packages for radio ever produced. It's a powerful programming tool that will build audience and make you money at the same time. It will be available on a first come-first served basis to only one station per market.

If you are interested in acquiring the exclusive broadcasting rights to "Wattstax Revisited" for your station, contact us immediately and we will forward full information and a demonstration tape.

FOR ADDITIONAL INFORMATION Please contact:

Jim Dorse, Marketing Director
TED RANDAL ENTERPRISES
1606 N. Argyle
Hollywood, Calif. 90028
Phone (213) 464-8268
Wometco Enterprises, Miami, reported
new records last year in earnings (up
24.4% and sales (17.9% increase).
For year ended Dec. 31, 1972:

<table>
<thead>
<tr>
<th>Stock exchanges</th>
<th>Closing March</th>
<th>Closing March 14</th>
<th>Net change in week</th>
<th>% change in week</th>
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<tr>
<td>BSE</td>
<td>23,484</td>
<td>25,623</td>
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<td>18,282</td>
<td>19,450</td>
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<td>Contact</td>
<td>22,224</td>
<td>23,389</td>
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<tr>
<td>Total</td>
<td>64,990</td>
<td>68,262</td>
<td>+3,272</td>
<td>4.99%</td>
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</table>

Market for use in stock options and for other coroporate purposes.

**Clarification.** In Broadcasting's March 12 report on the Post Corp., Appleton, Wis., revenues and earnings for year ended Dec. 31, 1972, earned per share figure referred to earnings without capital gains. The earned per share figure with capital gains included is for 1972, $2.05, and for 1971, $1.88. Without capital gains included, that figure is, for 1972, $1.90, and for 1971, $1.84.
## Stock Prices

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Price</th>
<th>Closing March 21</th>
<th>Change from Previous Day</th>
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## Closing Prices

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## Electronics

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## Date

- **Broadcasting Mar 28 1973**
Media

Lorna Bitensky, contract attorney and assistant director, business affairs department, ABC, New York, joins NBC-TV there as senior administrator, talent and program administration. Mrs. Bitensky's primary responsibilities will be in field of contract negotiation with program suppliers. Jay Michels, director of promotion, NBC, New York, named director, promotion, West Coast, Burbank, Calif. Arthur C. Badavas, administrator, station promotion, NBC, named manager, promotion.

Ray Gonzales, minority recruiter, CBS, and associate producer, CBS-owned KNXT(TV) Los Angeles, joins KTTLA(TV) there as director of minority affairs.

Jack W. Ward, operations manager, broadcast division, WBOC Inc., assumes additional post, assistant secretary-treasurer, WBOC Inc., licensee, WBOC-AM-FM-TV Salisbury, Md.

Fred C. Mueller, VP and general manager, WEEK-TV Peoria, Ill., retires. He is succeeded by Phillip L. Mergener, general sales manager.

Larry Keenan, formerly with KONC-TV Amarillo, Tex., joins KGLD(TV) Garden City, Kan., as station manager.

Calo Mahlock, program manager, WKJG-TV Fort Wayne, Ind., appointed assistant general manager.

Ben Ludy, founder, president and general manager, KWFT(AM) Wichita Falls, Tex., relinquishes managerial duties, but remains as member of board and managerial consultant.


Norman R. Brownell, chief engineer, WLOD(AM) Fort Lauderdale, Fla., assumes additional post, operations manager.

Gerald Minucci, director of advertising, promotion and press information, KGTV-San Francisco, joins KNBC-TV Los Angeles as director of advertising and public relations.

William Row, director of sales promotion and research, KRON-TV San Francisco, appointed to newly created post, advertising director, heading new advertising and promotion division. A. Richard Robertson, director, promotion department, KRON-TV, heads newly formed publicity and public relations division.

Dennis Grayson, production manager, WXXI-TV Cincinnati, appointed director of advertising and promotion.

Judith Ritchie Waugh, teacher, Indianapolis public school system, joins WRTV(TV) Indianapolis as public affairs manager.

Terry Gurley, promotion director, Oglebay Institute, joins WWVA-AM-FM Wheeling, W. Va., as director of promotion and public relations.

Broadcast advertising

R. C. CRISLER & CO., INC.
BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES LICENSED SECURITIES DEALERS UNDERWRITING — FINANCING

CINCINNATI—
Richard C. Crisler, Ted Hapburn, Alex Howard 36 East Fourth Street, 45202, phone (513) 381-7775

TUCSON—
Edwin G. Richter Jr., Frank Kalil POB 50544, 85703, phone (602) 672-3336

NAB CONVENTION HEADQUARTERS: SHERATON-PARK HOTEL

Broadcasting Mar 26 1973 116

Jack Dillon and Lester Feldman, creative management supervisors, Doyle Dane Bernbach, New York, elected senior VP's.

Edmund C. Semel, VP-account supervisor, Cunningham & Walsh, New York, joins SSC&B, New York, as VP-management supervisor. Howard H. Becker, VP-management supervisor, Conahay & Lyon, New York, named VP-account supervisor, SSC&B.

Roby Harrington III, senior VP, Young & Rubicam, New York, appointed assistant manager, New York operations.

Bertram A. Tunnell Jr., VP-account supervisor and secretary, APC&L, New York, elected senior VP.

James T. Vandiveer, account supervisor, Erwin Wasey, Los Angeles, joins Clinton E. Frank, San Francisco, in similar post.

Steve Freidhelm, account executive, Metro TV Sales, New York, joins WCIX-TV Miami as national sales manager.

William R. Adams, local sales manager, WEEK-TV Peoria, Ill., appointed general sales manager.

Michael K. Kincaid, account executive, WXYZ(AM) Detroit, named national sales manager.

Ralph D'Amico, with WCAU-AM-FM Philadelphia, appointed sales manager.

Nicholas Nickson, sales manager, WBBF(AM) Rochester, N.Y., named general sales manager-national sales. He is succeeded by Paul Orto, formerly with Avco Broadcasting, New York.

Ronald E. Rice, account executive, WBTN-TV Buffalo, N.Y., appointed local sales manager, WBSN-AM-FM.

Walter J. Smith, formerly sales manager,
The economics of successful station operation demand completely reliable automated program sources. And where reliability counts, more and more manufacturers of automated programming equipment have come to rely on Revox. Such prestigious names as the Schafer Electronics Corp., CCA, Gates Division of Harris-Intertype Corp., Sparta Electronics Corp. and International Good Music (IGM), all employ Revox tape recorders as an integral part of their installations.

If your operation depends on ultra-reliable, high performance tape equipment, shouldn't you be using Revox too?

More proof that Revox delivers what all the rest only promise.
A philosophy known throughout the world for over a quarter of a century.
We're into automation, electronics equipment, programming consultation and radio formats. (We also produce some of the best jingles you've ever heard.)

PAMS: the most respected name in custom music production.

4141 Office Parkway
Dallas, Texas 75204
214/827-0901

FAMS INCORPORATED
of Dallas.

WWE(AM) Cleveland, joins WSUM(AM), under construction in Parma, Ohio, in similar capacity.

Barry Hersh, local sales manager, Avco Broadcasting's WJW-TV Cincinnati, appointed general sales manager.

John D. Livot, with Avco's WLWC-TV Columbus, Ohio, joins WLWT as national sales manager.

Judith Richards, research analyst, Shililo's department store, Cincinnati, joins Avco as corporate research director, working in audience and sales research for five Avco television stations.

Marv Goldsmith, television group supervisor, BBDO, New York, named manager, nighttime sales proposals, ABC-TV, New York. Wesley Dublin, assistant to director of sales proposals, and Michael Rubin, assistant to director of sales service, ABC-TV, Chicago office, named director of sales proposals and assistant to director of sales proposals, respectively.

Henry C. Filter, VP-account supervisor, Norman, Craig & Kummel, joins advanced methods group of N. W. Ayer & Son, New York, as associate.


Charles S. Brandt, supervisor of marketing and sales, Varicom, commercial communications subsidiary, Campbell-Ewald, Detroit, appointed VP and associate general manager of subsidiary. John H. Long, VP-associate general manager, Varicom, appointed general manager.

Programming

Michael W. Rollens, program supervisor, daytime programming, ABC Entertainment, Hollywood, appointed manager, daytime program development.

Bud Austin, executive VP, Filmways Inc., appointed VP-network liaison and sales, Paramount Pictures Corp., with headquarters in New York.

Donald M. Hine, sales representative, Time-Life Films, New York, appointed national sales manager, new post covering supervision of sales to national clients, advertising agencies and networks.

Bob Lloyd, Midwest sales manager, Independent Television Corp., named to new post, Midwest sales manager, Time-Life Films, with headquarters in Chicago.

Lawrence D. Shackelford, director of advertising and promotion, WXIX-TV Cincinnati, named program director. Douglas Smock, film director, WXIX-TV, appointed production manager. James T. Clear, with WXIX-TV, succeeds Mr. Smock.

Ed Aiken, program director, Meredith Corp.'s WNEM-TV Bay City, Saginaw-Flint, Mich., joins Meredith's KPHO-TV Phoenix in similar capacity. He is succeeded by Ervin Parthe, formerly program-production manager, WWO-V TV Duluth, Minn.

Jeane Findlater, producer, WXYZ-TV Detroit, appointed assistant program director.

Enoch Gregory, air personality, WWL(AM) New York, named to succeed Jerry Boulding as program director. Mr. Gregory has served as interim program director since Mr. Boulding's departure to become a programming consultant in January.

Tom East, with KITE(AM) Terrell Hills, Tex., appointed program director. Roger B. Rodgers, with KITE, appointed assistant program director.


Len Levy, TV commercials producer, Leo Burnett Co., New York, appointed president, Wide Film Inc., TV commercials subsidiary of 20th Century-Fox.

Tony Asher, creative supervisor, Ogilvy/Mather, Los Angeles, joins Wes Farrell Organization, Hollywood, as director, commercial management group, and chief, West Coast operations, commercial division of WFO. WFO provides music for radio and TV commercials.

Charles Boren, vice chairman, Association of Motion Picture and Television Producers, Hollywood, retires.

John E. Barrett, formerly VP-general manager, WITH-FM Baltimore, joins Dick Clark Radioshows Inc., Los Angeles, as VP-sales for syndicated Bill Ballew Show.

Broadcast Journalism


Howard S. Williams, editorial director, KNXT(AM) Los Angeles, elected chairman, California Freedom of Information Committee, statewide organization representing all media when First Amendment issues are involved.

Christopher A. Horan, chief engineer, United Press International's Europe-Af-
The Chevrolet Syndication Team Welcomes TV Executives to Washington, D.C.

You are Cordially Invited to Visit Hospitality Suite 257-F at the Shoreham Hotel and View Our Series for the 1973-1974 Season . . .

- Stand Up and Cheer
- The Wacky World of Jonathan Winters and Our Specials for This Spring . . .
- The Chevrolet Challenge Cup (International Golf)
- The 1972 All-American Football Team
- Andy Griffith Discovers the Great Roads of America

Your Hosts: Bill Kennedy, Jim Beavers, Dick Peterson

The entertainment jungle.
You have to be quick, instinctive and know when to take a chance.

We think alike.

The First National Bank of Chicago
Entertainment Media Division
You compete. We compete.
William B. Benton, 72, former U.S. senator active in broadcast policies in the 1950’s and a co-founder of Benton & Bowles advertising agency, died March 18 in his sleep in his New York apartment. Mr. Benton had been recently hospitalized at Lenox Hill hospital in New York with pneumonia but had been released Feb. 26. In addition to advertising, Mr. Benton’s mark was left on publishing: (publisher, Encyclopaedia Britannica), government (served as assistant secretary of state for public affairs in 1945, organizing Voice of America broadcasts), and music services (developed and expanded Muzak in the fifties. In the thirties, he was a pioneer in market research and in the use of radio as an advertising medium. His agency was one of the first to take a definite interest in radio and its profits. Bringing new stations to market in the late 1930’s, he was credited with vitally influencing the trend of broadcast entertainment. Also in B&B’s radio pioneering, the shows Palmolive Beauty Box Theater, Gang Busters and Town Hall Tonight ranked high in listener popularity.

Throughout his career Mr. Benton was actively interested in broadcasting as an educational medium, initially at the University of Chicago where he developed The University of Chicago Round Table. He served as a vice president of the University from 1937 to 1945, after having retired from Benton & Bowles in 1935 at the age of 35, thus achieving a stated ambition to quit the agency business at that age with a million dollars in the bank. He was appointed to the Senate to represent Connecticut by that state’s Governor Chester Bowles, a former business associate who had been co-founder of the ad agency. Senator Benton was appointed to fill a vacancy, was elected in 1950 and in his few years in the Senate was an advocate, among other things, of educational broadcasting. In the spring of 1951 he introduced a major piece of broadcast legislation—a bill to set up National Citizens Advisory Board for Radio and Television to advise the FCC on program standards.

He is survived by his wife, Helen, two sons and two daughters.

Chicagoland Broadcasting Co.

Herb Holmes, public affairs director, non-commercial WUWM(FM) Milwaukee, joins National Public Radio, Washington, as reporter.

Lee Arthur, weekend sports broadcaster, WCRS-TV New York, joins KDAV-TV Pittsburgh as sports broadcaster-reporter. Station claims Ms. Arthur is only full-time female television sports broadcaster-reporter in country.

Barbara Borin, director of advertising and public relations, Sonesta International Hotels Corp., Boston, assumes additional post, weekend sportscaster, WNAC-TV Boston.

Steve Shannon, sports director, KCBN(AM) Des Moines, Iowa, joins KOA-AM-FM Denver as sportscaster.

Jim (Mudcat) Grant, former major league pitcher, joins WJW-TV Cleveland as sportscaster.

Richard A. Kurlander, producer-director, WKV-C-TV Cleveland, joins KPX(TV) San Francisco as director, evening news.

Music

Thomas J. McKay, with KDAY(AM) Los Angeles, joins KNX-FM there as music director.

Cable

Jack L. Williams, director of programming, Television Communications Corp., New York, elected VP in charge of programming. Joan M. Reppa, assistant to executive VP, Cyprus, appointed to positions.

Mr. Williams

Jack Williams, VP-Engineering, ABC West Coast, Los Angeles, appointed manager of system administration, TVC, New York.

Robert P. Stice, managing director, CATV services division, A.I. Wood Co., Philadelphia, named VP of marketing services firm.

Robert S. Long, with Athena Communications Corp., appointed manager, sub-scriber installations-CATV, Burnup & Sims Inc., Atlanta. B&S provides design, engineering, manpower and related services to CATV, telephone and utility companies.

Dick Doty, president, Dick Doty & Associates, Fort Lauderdale, Fla., advertising and public relations agency, joins Gulfstream Cable TV Inc. there as executive VP. Gulfstream is applicant for cable franchises in several Florida cities.

Derek White, general manager, Bay Television, CATV systems serving Coos Bay and Myrtle Point, both Oregon, appointed manager, Teleprompter’s Tacoma, Wash., system.

Equipment & Engineering


Joel A. Strobuck, electronics technician, Philo-Ford microelectronics division, Lansdale, Pa., joins C-Cor Electronics, State College, Pa., as systems engineering administrator.

Herb Kraft, manager of studio operations, ABC West Coast broadcast operations and engineering, appointed Hollywood manager, technical manpower planning and schedules. Frank Generace, technical operations supervisor, succeeds Mr. Kraft. Beverly Marko, with ABC West Coast accounting department, appointed West Coast business manager,
TAV SYNDICATION DIVISION

ANNOUNCES THREE EXCITING PROPERTIES

KAL KAN'S ANIMAL WORLD
26 new shows produced by Bill Burrud

THE NANCY WILSON SHOW
An exciting new daytime strip show.
Pilot available for viewing. First Guests:
Danny Thomas, Bill Cosby.

THE KING FAMILY
Three super one hour specials, made
in Atlanta, Washington, D.C. and San Francisco

See Leslie Wallwork or Jim Isaacs at the
Sheraton-Park - Suite K-300

Call us. Just about everybody does!

LOS ANGELES 5900 Wilshire Blvd., Suite 800, Los Angeles, Calif. 90036 (213) 937-5950

TAV SYNDICATION DIVISION
How radio sells every market, except one.

Pick a market, any consumer market except one. You'll find radio sells it and sells it better than any other medium. And when we say better, we mean two things: reaching more people with your current ad budget, and reaching them with less waste.

We'll start by telling you who listens.

96.6% of all Americans over the age of 12 listen to radio in a week. 96.9% of men 35-49 listen. 96.1% of all persons 18 and over. And so on. Useful information. It proves radio delivers every major group.

<table>
<thead>
<tr>
<th>Radio Reaches Over 90% of Every Market Weekly (except one)</th>
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<tbody>
<tr>
<td>Persons 12+</td>
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<tr>
<td>Teens 12-17</td>
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<tr>
<td>Persons 18+</td>
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<tr>
<td>Men 18+</td>
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<tr>
<td>Men 18-34</td>
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<tr>
<td>Men 35-49</td>
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</tbody>
</table>

Now that we've established the large percentage of people radio reaches we're going to compare its cost efficiency to tv.


We could keep this up all day. And we're comparing radio prime time with tv prime time. The figures aren't ours. They're BBDO's.

You can see that radio is less expensive to use than tv. And you know that print is also far more costly.

Except one.

The only market radio doesn't seem to reach as well is the kids...6-to-11-year-olds. The figure for that group is 68.8%. Actually, almost 70% isn't bad at all. Until you start comparing it with the percentages radio reaches of the other demographic groups.

How about results?

Now we'll tell you how well radio has worked as reported by advertisers themselves at the Radio Workshop sponsored by Association of National Advertisers and Radio Advertising Bureau.

A quality wine increased sales 77% because of an all-radio campaign. A sausage became a household word in radio. A national insurance company turned on its agents with heavy radio. A flavoring product reversed a decline with radio.

Want more evidence? Available through the industry's Radio Advertising Bureau—RAB.

Media strategy: RAB will provide a computer sweep of W.R. Simmons data that will help you compare your present media with radio only, or radio in a mix. Free. We call this service MAPS for Media Alternatives Planning Systems.

Creative: We'll provide you with examples of radio commercials which helped solve marketing problems like your own.

Mail coupon below to start an alliance for profit between you and RAB.

"Alliance for Profit" Services Available from RAB

☐ We would like to discuss a W.R. Simmons analysis of media alternatives (RAB MAPS service).

☐ We need case histories of successful advertisers in radio.

☐ We want a tape of outstanding radio commercials.

☐ Other help?

NAME ____________________________

TITLE ____________________________

COMPANY _______________________

ADDRESS _______________________

RAB Mail to Radio Advertising Bureau, Inc.

555 Madison Avenue, N.Y., N.Y. 10022

Space for this ad was donated in behalf of radio by Plough Broadcasting Company, Inc.
Stephen D. Kerman, with Tektronix Inc., Beaverton, Ore., appointed to newly created post, marketing product manager, television products. Joseph A. Gayer, district manager, Tektronix, appointed western sales manager-television products, with headquarters in Palo Alto, Calif.

Larry Gay, Southwest sales representative, Anixter-Pruzan, Los Angeles, appointed CATV sales representative for Oklahoma and Texas with headquarters in Dallas. Anixter-Pruzan is national distributor of CATV equipment, among other things.

C. David Batalsky, with Jerrold Electronics Corp., Philadelphia, joins AEL Communications Corp., Lansdale, Pa., as sales specialist.

Allied Fields

Bette Jerome, freelance radio and television spokesman, producer-moderator and actress-singer, elected president, Washington-Baltimore local of American Federation of Television and Radio Artists (AFTRA). Miss Jerome has served on the AFTRA executive board in previous years.

Isobel Katleman Silden, manager of national press and station relations, Rogers, Cowan & Brenner, Beverly Hills, Calif., agency, resigns.

Deaths

Newman F. McEvoy, 68, known in advertising-agency business as one of deans of media field, died March 20 at Greenwich, Conn., hospital. Mr. McEvoy was with Cunningham & Walsh, New York, more than 40 years (he was one of the partners of Newell-Emett Co. when it reorganized as C&W in 1950) and at time of his retirement in 1969 was senior VP, director of media services and member of board. He is survived by one daughter.

Herbert D. Strauss, 63, senior executive officer of Grey Advertising, New York, died March 17 in his apartment in St. Thomas, Virgin Islands. Mr. Strauss had been with Grey 34 years, assuming the presidency in 1961, relinquishing the post in 1969 to become senior executive officer. He is survived by his wife, Saran, one daughter and one son.

Jesse L. Kaufman, 93, one-time director of Hearst Corp. radio stations, died in Sarasota, Fla., Jan. 8. He is survived by his wife, now living with son at 1201 Torrey Road, Grosse Point Woods, Mich.

Sylvia Sullivan, wife of television personality Ed Sullivan, died March 17 at Mount Sinai hospital in New York of a heart ailment. Mrs. Sullivan served as treasurer of Sullivan Productions and as financial adviser to her husband. She is survived by her husband and one daughter, Elizabeth.

Stacy Harris, 54, TV and radio actor (This Is Your FBI, Doorway to Danger, Return to Peyton Place among others), died March 13 of heart attack at his home in Los Angeles. In his early career he was sportswriter, political cartoonist and Broadway actor.

For the Record

As compiled by Broadcasting March 14 through March 20, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aura.—auxiliary. C7—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kHz—kilohertz. kW—kilowatts. LS—local sunet. min.—megahertz. mod.—modulation. N—night. PSA—preservice authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. T—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w.—watts. *—educational. HAA——height of antenna above average terrain. CAR5—community antenna relay station.

New TV stations

Final actions

*New Haven, Conn.—Connecticut Educational Television Corp. Broadcast Bureau granted UHF ch. 65 (776-782 mhz); ERP 9.12 kw vis., 1.82 kw aur. HAAT 270 ft.; ant. height above ground 100 ft. P.O. address 24 Summit Street, Hartford. Estimated construction cost $673,261; first-year operating cost $1,436,000; revenue none. Geographic coordinates 41° 19’ 42” north lat.; 72° 34’ 25” west long. Type trans. RCA TTU-2A. Type ant. RCA.

Marlin Codel, 70, co-founder and first editor of Broadcasting magazine and later of Television Digest, died last Tuesday (March 20) in Denver, Colo. Death was attributed to heart attack. Mr. Codel, who in recent years spent most of his time on a farm in Rehoboth, Del., had gone to Steamboat Springs, Colo., to attend wedding of his daughter, Sureva.

Mr. Codel began Broadcasting in association with Harry Shaw, the first publisher, and Sol Talshoff, then managing editor and now chairman and editor, in 1931. He had been author of "Robert Mack" daily radio column for David Lawrence's Consolidated Press Association as well as writer on United States Daily, predecessor to U.S. News and World Report. Before that he was reporter in native Duluth and Hibbing, Minn., covered Olympic games in 1924 for Detroit News and worked for Associated Press in New York. Mr. Codel became publisher of Broadcasting in 1932, position he held until after wartime service as director of Information, Mediterranean area, for the Red Cross. In 1944 he sold his interest in Broadcasting to Mr. Talshoff, who became sole owner, founded Television Digest and FM Reports (newsletter) in 1945 and FM Business (monthly) in 1946. Mr. Codel sold his publishing interests to Triangle Publications in 1958 (TV Digest was subsequently purchased by Albert Warren in 1961). In recent years he had been consultant to RCA, NBC and Time-Life, investigating broadcast opportunities world wide.

Mr. Codel is survived by his wife, Ella April; two daughters, Sureva Towler and Martha Codel; a son, Richard, and three grandchildren. A brother, Edward Codel, for many years with Katz Agency, New York, now lives in West Palm Beach, Fla.

EDWIN TORNBERG & COMPANY, INC.

EDW TONBERG

MAYFLOWER HOTEL

ED TONBERG

DOUG KAHLE

Hospitality Suite

Broadcasting Mar 26 1973

125
Call letter action
- United Community Enterprises Inc., Greenwood, 5.C. - Granted WMTY.

Existing AM stations

Applications
- KFRB Fairbanks, Alaska - Seeks CP to change frequency 820 kHz, requests waiver of rules. Action March 15.
- KVON Napa, Calif. - Seeks CP to change day-time directional pattern parameters. Requests waiver of rules. Action March 15.
- KEEP Twin Falls, Idaho - Seeks CP to change, in an amendment to its CP which extends to north side of Park Avenue South, east of South Washington Street, Twin Falls, and increase tower height. Action March 6.
- WNKY Neon, Ky. - Seeks CP to change antenna and main studio location to two miles south east of Neon. Action March 15.
- WNPW Newport, Ky. - Seeks CP to change antenna and main studio location to 3000 Delta Avenue, Delhi township, Hamilton County, Ohio, and make changes in ant. system. Action March 14.

Final actions
- KATO Safford, Ariz. - Broadcast Bureau granted license covering changes; retransmits location. As amended, 5780 kHz, 1.2 miles south of Thatcher, Safford. Action March 9.
- KRDR Redding, Calif. - Broadcast Bureau granted license covering changes; studio and remote control location. At 1735 Market Street, Redding. Action March 9.
- KSON San Diego - Broadcast Bureau granted CP for retransmits location. As amended, 910 kHz, studio and remote control from main studio location. Action March 9.
- WKAO Boynton Beach, Fla. - Broadcast Bureau granted CP to change antenna and main studio location to site west to site west of Martin Street, Aventura; increase tower height; condition. Action March 9.
- WKEU Lake Worth, Fla. - Chief, complaints and compliance division, informed F. Fralich Jr., that he had provided commission with any factual basis for claim that WKFS had broadcast only one side of controversial issue of public importance in commentary critical of opposition to location of rehabilitation center in Pine Hills area of community. Action March 16.
- WOSU Columbus, Ohio - Broadcast Bureau granted license covering use of former main trans. as alt. trans. Action March 9.
- KCRG Cedar Rapids, Iowa - Broadcast Bureau granted license covering use of former main trans. As amended, only and license covering changes for main trans. Action March 9.
- WMT Cedar Rapids, Iowa - Broadcast Bureau granted license covering operation of trans. by remote control from 603 Old Marion Road, Cedar Rapids. Action March 9.
**New FM stations**

**Applications**


2. **Booneville, Miss.—Booneville Broadcasting Co.** Seeks 93.7 mhz, 3 kw, HAAT 170 ft. P.O. address Box 231, Booneville 38829. Estimated construction cost $25,955; first-year operating cost $12,000; revenue $12,000. Principals: E. O. Odor, president (45%); R. C. Mrkovic owns WBBM (AM) Booneville. He also has interests in WTUP (AM) Tupelo and WCMG (AM)-WTAF (FM) Gulfport, both Mississippi; WBPB-AM-FM Pensacola, Fla.; WTUL (AM) Tuscaloosa, Ala., and WOKK (AM) Jackson, Miss. Ann. March 7.


4. **Little Falls, N.J.—Board of Trustees of Montclair State College.** Seeks 90.3 mhz, 8 kw. HAAT 685 ft. P.O. address Valley Road at Normal Avenue, Upper Montclair, N.J. 07043. Estimated construction cost $15,000; first-year operating cost $8,700; revenue $8,700. F. H. Hawkings, chairman of board of trustees, et al. Ann. March 7.

5. **Miami, Fla.—Miami Radio Inc.** Seeks 100.9 mhz, 1,000 kw. P.O. address Box 511, Miami 17435. Miami Radio Inc. is licensee of KLYM (AM), 945 Calle A, Miami. C. F. Jeffries, president (50%); et al. Mr. Jeffries is president of KLYM, Inc., wholesaler of oil firm, in Miami. Ann. March 7.


**Final actions**

1. **Fremont, Calif.—Fremont-Newark Community College District.** Broadcast Board granted 93.3 mhz, 1 kw, HAAT 60 ft. P.O. address 650 Washington Boulevard, Fremont 94537. Estimated construction cost $36,000; first-year operating cost $36,600. Revenue $36,600. Principals: S. E. Epel, superintendent-president of college district, et al. Action March 9.


3. **Rensselaer, Ind.—J. C. Broadcasters.** Broadcast Board granted 97.7 mhz, 3 kw, HAAT 300 ft. P.O. address 1616 West Bryan Mawr Avenue, Chicago 60626. Estimated construction cost $9,862; first-year operating cost $26,000; revenue $12,000. Principals: A. Catherine and John A. Felthouse (together 100%). Mr. Felthouse is technician with WBBM-Chicago. Action March 10.


5. **Grandview, La.—Grandview Broadcast Inc.** Seeks 91.3 mhz, 10 kw. HAAT 100 ft. Estimated construction cost $639; first-year operating cost $4,000; revenue none. Principals: George L. Wesley, director of broadcasting at college, et al. Action March 5.
Summary of broadcasting

**Commercial AM**
- 4,363
- 5
- 18
- 4384
- 44
- 4300

**Commercial FM**
- 2,379
- 44
- 2429
- 106
- 2,535

**Commercial TV-VHF**
- 504
- 6
- 511
- 10
- 522

**Commercial TV-UHF**
- 185
- 10
- 700
- 55
- 768

**Total commercial TV**
- 699
- 25
- 573
- 79
- 652

**Educational FM**
- 548
- 86
- 92
- 0
- 92

**Educational TV-VHF**
- 20
- 15
- 224
- 5
- 230

* Special temporary authorization.


- **Iroquois County Broadcasting Corp.** Broadcast Bureau granted 90.7 Mhz. 3 kw. HAAT 195 Mhz. P.O. address: Route 3, Box 224-A. Columbus, Il. 61928. Estimated construction cost $6,391; first-year operating cost $23,100; revenue $37,599. Principals: Mr. Laban C. Dunaway, Mrs. W. C. Dunaway and D. H. Dunaway. Action March 10.

- **Iroquois County Broadcasting Co.** FCC granted 104.9 Mhz. 3 kw. HAAT 295 Mhz. P.O. address: Route 4, Box 68-A, Watseka, Ill. 60970. Estimated construction cost $17,900; first-year operating cost $36,000; revenue $37,599. Principals: Mr. Laban C. Dunaway, Mrs. W. C. Dunaway and D. H. Dunaway. Action March 10.

- **KWSW-FM**—KWSW-FM, a community educational radio station in Venice, Fla. Granted WQXO(FM).


- **KUWM-FM**—KUWM-FM, a community educational radio station in Venice, Fla. Granted WQXO(FM).

- **WQXO-FM**—WQXO-FM, a community educational radio station in Venice, Fla. Granted WQXO(FM).

- **KEWW-FM**—KEWW-FM, a community educational radio station in Venice, Fla. Granted WQXO(FM).

- **KWWV-FM**—KWWV-FM, a community educational radio station in Venice, Fla. Granted WQXO(FM).

- **KXW-FM**—KXW-FM, a community educational radio station in Venice, Fla. Granted WQXO(FM).

- **KAUS(FM)**—Jonesboro, Ark.—Broadcast Bureau granted license covering changes; three miles north of Jonesboro and 1.6 miles east of State Route 14. Granted license covering changes; three miles north of Jonesboro; make changes in ant. system; ERP 100 kw; ant. height 510 ft.; remote control permitted. Action March 6.

- **KHJ-FM**—Arcata, Calif.—Broadcast Bureau granted license covering changes; three miles north of Jonesboro and 1.6 miles east of State Route 14. Granted license covering changes; three miles north of Jonesboro; make changes in ant. system; ERP 100 kw; ant. height 510 ft.; remote control permitted. Action March 6.

- **KCSN-FM**—Northridge, Calif.—Broadcast Bureau granted license covering changes; three miles north of Jonesboro and 1.6 miles east of State Route 14. Granted license covering changes; three miles north of Jonesboro; make changes in ant. system; ERP 100 kw; ant. height 510 ft.; remote control permitted. Action March 6.

- **KUNA(FM)**—San Luis Obispo, Calif.—Broadcast Bureau granted license covering changes; ERP 3.8 kw; ant. height 1410 ft. Action March 9.

- **KCLV(FM)**—Denver—Broadcast Bureau granted license covering changes; ERP 4.3 kw; ant. height 330 ft. (main trans.); ERP 4.3 kw; ant. height 330 ft. (aux. trans.). Action March 9.

- **WDJF-FM**—Westport, Conn.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 670 ft.; remote control permitted. Action March 13.


- **WAXY(FM)**—Fort Lauderdale, Fla.—Broadcast Bureau granted license covering changes; ERP 4 kw; ant. height 790 ft.; remote control permitted. Action March 7.


- **WDDU-FM**—Marion, Ill.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 300 ft. Action March 13.

- **WBBH-FM**—+Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 790 ft.; remote control permitted. Action March 7.

- **KCOE-FM**—Cedar Rapids, Iowa—Broadcast Bureau granted CP to change frequency to 94.6 kw; action March 13.

- **KVET-FM**—Rock Island, Ill.—Broadcast Bureau granted CP to change frequency to 91.1 mhz; action March 13.

- **KCHE-FM**—Cedar Falls, Iowa—Broadcast Bureau granted CP to change frequency to 90.9 mhz; action March 13.

- **KWVT-FM**—Camden, N.J.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1610 ft.; remote control permitted; condition. Action March 13.

- **KSWT-FM**—Topeka, Kan.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67.6 kHz; action March 13.

- **KWEB-FM**—Komia, Me.—Broadcast Bureau granted license covering changes; ERP 80 kw; ant. height 265 ft. Action March 13.

- **WOCM-FM**—Brunswick, Me.—Broadcast Bureau granted license covering changes; ERP 80 kw; ant. height 265 ft. Action March 13.

- **WBT-FM**—Brooklyn, Mass.—Broadcast Bureau granted license covering changes; ERP 12 kw; ant. height 880 ft. Action March 13.

- **WWL-FM**—Medford, Mass.—Broadcast Bureau granted license covering changes; ERP 2 kw; ant. height 710 ft. Action March 13.


- **WAI(C)FM**—Springfield, Mass.—Broadcast Bureau granted license covering changes; ERP 230 kw; ant. height 664 ft. Action March 13.

- **WSBM(FM)**—Saginaw, Mich.—Broadcast Bureau granted license covering changes; ERP 230 kw; ant. height 664 ft. Action March 13.

- **KFWM(FM)**—Tucson, Ariz.—Broadcast Bureau granted license covering changes; studio and re- mote control station 199 North Stone, Suite 210, Tucson, Ariz. ERP 28 kw; ant. height 55 ft. Action March 9.

- **KAUS(FM)**—Jonesboro, Ark.—Broadcast Bureau granted license covering changes; studio and re- mote control station 199 North Stone, Suite 210, Tucson, Ariz. ERP 28 kw; ant. height 55 ft. Action March 9.
Modification of CP’s, all stations

- KMUV-TV Sacramento, Calif.—Broadcast Bureau granted CP for extension of completion date to Sept. 7, Action March 7.
- KDKO Littleton, Colo.—Broadcast Bureau granted CP for extension of time to June 25, Action March 13.
- W64AD (North) Fort Lauderdale, Fla.—Broadcast Bureau granted CP for extension of time to Sept. 22, Action March 9.
- WBZ-FM Boston, Mass.—Broadcast Bureau granted CP for extension of completion date to June, Action March 9.
- W62AB Westerly, R.I.—Broadcast Bureau granted CP for extension of completion date to June 30, Action March 9.
- WGBM-FM Belmont, Wis.—Broadcast Bureau granted CP for change to Sept. Action March 9.
- WHA Madison, Wis.—Broadcast Bureau granted CP for change to Sept. Action March 9.

Other action

- KZSU-FM Stanford, Calif.—FCC waives rules and approved application of board of trustees of Leland Stanford Junior University for ownership of station with waivers of rules. Action March 5.
- WDRX-FM Jackson, Miss.—Broadcast Bureau granted CP for extension of time to change TPO; condition. Action March 9.
- WSW-FM Ocean City, N.J.—Broadcast Bureau granted CP for extension of time to change TPO; condition. Action March 9.
- WRNS-FM Kingston, N.C.—Broadcast Bureau granted CP to install new tower; change TPO; Action March 9.
- WKSU-FM Kent, Ohio—Broadcast Bureau granted CP to install new tower; change TPO; Action March 9.
- WRX-FM Columbus, S.C.—Broadcast Bureau granted CP for extension of time to change TPO in system; condition. Action March 9.
- KUHY-FM Huron, S.D.—Broadcast Bureau granted CP for extension of time to change TPO; Action March 9.
- KOAX-FM Dallas—Broadcast Bureau granted CP for change to new station; Action March 9.
- KBDX-FM Ocean Shores, Wash.—Broadcast Bureau granted license to change TPO; Action March 9.
- KVB-LF Beaver—Broadcast Bureau granted CP to change to new station; Action March 9.
- WQAM-FM Phoenix—Seeks KBBC-FM.
- KTCB-FM Austin, Tex.—Seeks KLBJ-FM.
- WHLF-FM South Boston, Va.—Seeks WILC-FM.

Call letter applications

- WCOV-FM Montgomery, Ala.—Seeks WKHL-FM.
- KTAR-FM Phoenix—Seeks KBBC-FM.
- KBRC-FM Austin, Tex.—Seeks KLBJ-FM.
- WHLF-FM South Boston, Va.—Seeks WILC-FM.

Call letter actions

- KWKO-FM Anchorage, Ala.—Granted KJZZ-FM.
- WABI-FM Bangor, Me.—Granted WGBW-FM.
- WKRA-FM Cincinnati—Granted WJID-FM.
- KJET-FM Beaumont, Tex.—Granted KWIC-FM.
- KBOX-FM Dallas—Granted KTLC-FM.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following Oregon stations: KATL, KATC, KJ76A, KATB, K77AP, all Tillamook; K77LP, K77A, K77AP Rural area near Pendleton; K69AD, K71IA, all Walla Walla Valley; K71AY, K71AQ, K76AY, all Florence; K71AO, K71AG, K71AF, all Douglas county number 1, Walla Walla; K71B, K110O; K71A, K110Q North Bend and Empire; K31JR Jacksonville and Old Military Road. Action March 7.

Translators

- KBOE Scida Valley, Calif.—Broadcast Bureau granted CP for VHF translator to change trans. location approximately 11 miles west of Searles Valley; change type of trans.; increase power and changes in system. Action March 5.
- KOTK-FM Upper Lake, Calif.—Broadcast Bureau granted CP for translator; Action March 5.
- W614 Wailuku, Hawaii—Broadcast Bureau granted CP for translator; Action March 5.
- KDSD-FM Santa Barbara, Calif.—Broadcast Bureau granted CP for translator; Action March 5.
- KMUB-FM Las Vegas, Nev.—Broadcast Bureau granted CP for translator; Action March 5.
- KUQ-FM Upper Lake, Calif.—Broadcast Bureau granted CP for translator; Action March 5.

- KXOM-FM Bakersfield, Calif.—Broadcast Bureau granted license to change trans. location to first National Bank Building, Financial Plaza, Fort Lauderdale, and make changes in system. Action March 5.
- K209AA Honolulu—Broadcast Bureau granted CP for new FM translator to serve Kahala, Aina Pono, Hawaii Kai and Honolulu, all Hawaii, on ch. 209 (89.7) by rebroadcasting programs of KTUV(FM), ch. 213 (90.5) and Honolulona, all Hawaii, on ch. 209 (89.7) by rebroadcasting programs of KTUV(FM), ch. 213 (90.5) and Honolulu, all Hawaii, on ch. 209 (89.7) by rebroadcasting programs of KTUV(FM), ch. 2, Action March 6.
- K110B Big Bend National Park, Tex.—Broadcast Bureau granted CP for translator to include rural and ranch area west-southwest of Elephant Mountain, N.M.; make changes in system; increase power to 5; hike change, overall height above ground 50. Action March 6.

Ownership changes

- KBSV-CCTV Corona, Calif.—Seeks assignment of license from Kaiser Broadcasting Co. to Pay Television Corp. for $1.6 million plus assumption of liabilities. Seller: Kaiser Broadcasting, publicly held company, is licensee of KBKH-TV San Francisco, KWBK-TV Detroit, KWBK-TV Cleveland and KWBK-TV Buffalo. Kaiser owns 99% of WKBG-TV-WCAS(AM) Cambridge, Mass., and 82% of KXAM-FM San Mar- kreth, Calif. Mrs. MacDonald, instructor at University of Cali- fornia, is licensee of WBSU-FM Houston; BLO Inc., real estate firm in San Diego and The Mad Greek, restaurant in La Jolla, Calif. Pay Television Corp. also seeks, consignent on assignment of license, authority to install subscription television equipment. Applicant: Mrs. WTRX(AM) Flint, Mich.—Seeks assignment of license from Eastman Broadcasting Co. to Mid-Michigan Broadcasting Corp. Robert E. Eastman, president and general manager, et al. Mr. Smith is principal owner of WAKX(AM) Lancaster, Ill. and owner, through subsidiaries, of WIRE- LESS, Inc. Mr. Polia, Ill. He also has interests in WQUA(AM) Mohawk, WRL(AM) Phoenix, N.Y., and in KOQA-FM Des Moines, Iowa. Ann. March 16.
- KWMF(AM) Del Rio, Tex.—Seeks transfer of ownership of translator to new owners of translator. Portales (50% before, 29% after) to Daniel R. McCaffrey, Jr., owner. Principal: Mr. McCaffrey is vice president and general manager of WCCN. Ann. Feb. 27.
- KAMF-FM High Point, N.C.—Seeks assignment of license from Carla Broadcasting Inc. Buyers: Broadcast Bureau Co. of Texas for $1,850,000 (subject to adjustment). Robert D. Hanna, vice president, et al. Buyer: Fairbanks Broadcasting Co. of Texas, which owns 70% of license. Principal: Mr. Fairbanks is president and 93% owner of Fairbanks Broadcast- ing Co. of Texas, which owns 100% of Indiana station: WOKX(AM)-WVBF(FM) Framingham, Mass., and WRMF-AM-FM Titusville, Fla. Ann. March 16.
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corporation</td>
<td>(703) 356-3400</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>1771 N St., N.W.</td>
<td>202-2315</td>
</tr>
<tr>
<td>SILLIMAN, Moffet &amp; Kowalski</td>
<td>711 14th St., N.W.</td>
<td>(214) 631-8260</td>
</tr>
<tr>
<td>STEEL ANDRUS &amp; ADAIR</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>(303) 333-5562</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl. Hilden 4-7010</td>
<td>303-526-6386</td>
</tr>
<tr>
<td>E. Harold Munn, Jr., &amp; Associates, Inc.</td>
<td>Box 220  Coldwater, Michigan 49036</td>
<td>517-278-7339</td>
</tr>
<tr>
<td>ROSNER LAMB, INC.</td>
<td>Communications Consulting and Engineering</td>
<td>(202) 246-3967</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>(301) 299-3900</td>
</tr>
<tr>
<td>CHU ASSOCIATES, INC.</td>
<td>Telecommunications Division AM-FM-TV-CATV</td>
<td>(714) 447-9459</td>
</tr>
<tr>
<td>RALPH E. EVANS ASSOCIATES</td>
<td>Consulting Radio Engineers</td>
<td>(414) 449-4210</td>
</tr>
</tbody>
</table>

### Service Directory

<table>
<thead>
<tr>
<th>Service</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV</td>
<td>(816) 324-3777</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV</td>
<td>445 Concord Ave, Cambridge, Mass. 02138</td>
<td>(617) 875-2610</td>
</tr>
<tr>
<td>APPLIED VIDEO ELECTRONICS, INC.</td>
<td>Box 25, Braintree, Ohio 44122</td>
<td>(216) 225-4463</td>
</tr>
<tr>
<td>SPOT YOUR FIRM’S NAME HERE</td>
<td>To Be Seen by 120,000* Readers—among them, the decision making aton ownerships and managers, chief engineers and technicians-applicants for an fm tv and facsimile faci</td>
<td>(714) 447-9459</td>
</tr>
</tbody>
</table>

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*1970 Readership Survey showing 3.2 readers per copy.
**Classified Advertising**

**RADIO**

**Help Wanted Management**

Multiple station operation has openings for two Sales Managers. Manager of Sales for Modern, full service operations. Complete and salary requirements first. Equal Opportunity Employer. Box C-205, BROADCASTING.

Station Manager for primarily black oriented regional operation in NH. Position available, may be progressive firm holding other major business interests. You may be sales manager on your way up or smaller market manager seeking market of half million. Must be community minded. Hard sell but rewards go to profits. Box C-203, BROADCASTING. An Equal Opportunity Employer.

$40,000.00 to $55,000.00 per year plus stock options and profit sharing. We are a 45 million dollar publicly held company involved in sales promotion, programing and production syndication. Currently serving over 100 radio stations around the world. The man we will hire as our general sales manager will be a winner, personally and professionally. Strong on details-organization and finance the man will have superb leadership qualities and a driving desire to be rich, love to travel, meet fellow broadcasters and sell them. This man will probably be a former production men, program director, sales manager and currently be the general manager of a Contemporary MOR or a Top 40 station in a major market. If you believe you are our man send letter and resume to Box C-287, BROADCASTING.

**Help Wanted Sales**

Ambitious salesman and part time announcer north of Illinois, Ill. Send resume and picture. Box C-120, BROADCASTING.

Aggressive young radio salesman needed by top rated Big Country station in Springfield, Ill. Must be experienced. Must have opportunity for right man. Call General Manager, 217-528-3033.

Dynamic sales creador for the fastest growing, 50 KW AM in the Cleveland market. ABB and Proven, prestige, advertiser acceptance. Must be adept in both agency and retail presentation. sell concepts and talk show ideas to advertising clients. Experienced self starter. Earn $15-20M first year minimum. Tell all in first contact. EOE. Box C-177, BROADCASTING.

Top Montana 5 KW fulltime facility needs experienced fulltime announcer. Will make a fringe benefits, good draw against commissions. Excellent growth future. With resume, sales history to Box C-218, BROADCASTING.

**Help Wanted Sales Continued**

Good opportunity. Established station. Salary, commission, send resume. KORD, Longview, Texas 75601.

Bay area MOR AM/FM needs self starter with strong retail experience. Call or write KRE, Berkeley, Calif.

Experienced salesman, AM or FM. Ideal community. Great potential-organized for liberal salary/commission for right person. Send resume. Manager, WBRD-AM-WDOV/VM, Box 1508, Bradenton, Fla. 33506. Equal Opportunity Employer.

Opportunity to work into Assistant Mgr. position and Sales Manager for experienced salesman-announcer. Start $125 salary plus 15% plus other benefits, gas allowance. 314-566-6517 for Manager. Also applications accepted to engineer-announcer.

**Help Wanted Announcers**

Growing Florida group needs 1st ticket men/women. All airshifts. Engineering side, future expansion. All fringes with a straight company. Write Box C-162, BROADCASTING.

Strong air personality for #1 top 40 station in Western medium market. Must have good personal character, creative talent, production ability and willingness to take direction. Good air check and resume to Box C-179, BROADCASTING.

Bright, cheerful morning personality with first phone. Pennsylvania 5 KW programing. Modern Country Music. Good pay, excellent working conditions, no maintenance. Production, news and general duties. Tape resume and picture to Box C-191, BROADCASTING.

Try talking. These are great MOR and Rock personalities who can be great at number-one controversial tallier in top ten. Box C-211, BROADCASTING.

New Jersey daytimer seeks first phone combo announcer for weekends and vacation relief. Send resumes and picture to Box C-229, BROADCASTING.

Stable air personality with production ability for expanding Eastern Contemporary, Tape, resume to Box C-240, BROADCASTING.

**Help Wanted**

Serious inquiries only. Send resume to Box C-237, BROADCASTING.

**Northeast medium market station needs staff man for music and talk show. Tape and resume to Box C-257, BROADCASTING.

Experienced personality: We are looking for a top radio personality for an outstanding Southwestern station. You must have at least five years experience in a major market with a population of 500,000 or more. Stabile, responsible organization. Excellent fringe benefits and excellent working condition. An Equal Opportunity Employer. With resume and tape to Box C-259, BROADCASTING.

**Classified Advertising**

**Payable in advance. Check or money order only.**

**Billing charge: $1.00**

**Copy Deadline is MONDAY for the following Michigan Lease. All copy must be submitted by letter or wire; no telephoned copy accepted.**

** Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING 1735 Delsea St., N.W., Washington, D.C. 20003.**

**Applicants: If tapes or films are submitted, please send $1.00 to BROADCASTING for each package to cover tape handling charges separately. All transcriptions, photo, etc., addressed to box numbers are sent at sender's risk. BROADCASTING expressly repudiates any liability of responsibility for their custody or return.**

**Rates, classified listings ads:**

Help Wanted, 40¢ per word—$5.00 minimum.

Situations Wanted, 30¢ per word—$5.00 minimum.

All other classifications, 50¢ per word—$5.00 minimum.

$1.00 for Box Number per issue.

**Rates, classified display ads:**

Situations Wanted (Personal ads) $25.00 per inch.

All others $40.00 per inch.

More than 4” billed at run-of-book rate.

**Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.**

**Agency Commission only on display space.**

**Word Count:** Include name and address, Name of city of publication, (New York) or state of store. (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate it space does not permit.) Count each abbreviation, initial, quote figure or group of figures or letters as a word. Symbols such as “‘,” $,” “,” ” or .” count as one word. Hyphenated words count as two words.

**WTIP-TV and WDCM-TV, both Washington.**

- Winner: Cable TV Co., Winner, S, D. (Add WTCN-TV Minneapolis.)
- Frisco: Cable TV Inc., Frisco, Tex. (KDFW-TV, WFAA-TV, KWTA-TV, KERA-TV, Dallas; WSBF-TV and WOBT, both Fort Worth.)
- Lewisville Cable TV Inc., Lewisville, Tex. (KDFW-TV, WFAA-TV, KDFP, KDTX and KECB-TV, all Dallas; WSBF-TV Fort Worth.)
- Television Enterprises Inc., Menard, Tex. (Add KRBCT-Abilene, Tex.)
- Capital City Cable, Round Rock, Tex. (Added to delete KSAT-TV, KENS-TV and WOAI-TV, all San Antonio, Tex.)
- Brownwood Television Cable Service Inc., Winters, Tex. (KACB-TV and KCTV, both San Angelo. KCTV, Abilene, KETSTV (Sweetwater), KXBA-TV Big Springs, KDFW-TV, WFAA-TV, KDFP and KERA-TV, all Dallas, KFTV Fort Worth and KNCT Belton, all Texas.)
- Suburban Cablevision Inc., Culpeper, Va. (Add WVVIR-TV Charlottesville, Va.)
- Husco Broadcast and Electronics Corp., Huntington, W. Va. (Add WXIX-TV Cincinnati.)
- Vacationland Cablevision Inc., Baraboo, Wis. (Add WMVS Milwaukee.)
- Complete Channel TV Inc., Madison, Wis. (Add WMVS-TV Milwaukee.)

**Final actions**


- Rockford, III.—FCC denied requests for reconsideration of grant of cable certificate of compliance to CATV of Rockford Inc., proposed operator of cable TV system at Rockford, Ill. Action March 15.

- Coldwater township, Quincy township and village of Quincy, all Michigan—FCC granted certificate of Coldwater Cablevision Inc. to continue carriage of *WKAR-TV East”}


**Action on motion**

- Administrative Law Judge David I. Kraushaar in matter of Warrensburg Cable Co. (complainant) versus State of Missouri, United Utilities Inc and United Transmission Inc. (defendants) has granted certificate of cable television facilities in Warrenburg, Mo., dismissed as non motion by the defendants, and has ordered the FCC and the blanket telecommunication for extension of time for filing replies (Docs. 1951/2). Action March 7.

**Cable actions elsewhere**

The following are activities in community-antenna television furnished by the FCC through March 19. Reports include applications for permission to install CATV systems and changes in fee schedules and franchise grants. Franchise grants are shown in italics.

- Holland, Mich.—Continental Cablevision of Holland, Mich. has submitted an application for a cable franchise, and City Communications, Booth Communications and General Electric Cablevision have submitted applications for franchises.

- Fairborn, Ohio—Town council awarded 10-year franchise to Continental Cablevision Inc. Findlay Ohio. Firm will charge monthly rate of $6 and $16 for installation.

- Perry, Ohio—Franchise was granted by public referendum to Hayats Laitrop Video Organization of Perry Inc.

- Arlington county, Va.—County board granted franchise to Arlington Telecommunications Corp. Firm will charge $5 monthly.
Announcers Continued

Noma, Alaska needs qualified engineer. Our 10 kW noncommercial AM is main source of info., etc., for Eskelikans. Experience required, with experience (six-week wonders) to take C.E position this summer. Must also be willing to pull up with daily broadcast. License is Catholic Bishop of Northern Alaska, station mostly non-religious. New 1700 Collins/Mallon rig used new nicest setup in Northwest. But the cold does funny things. One-year's experience preferred, but the skiing's OK. Take time out from the money-hungry world of radio, if you can. A chance to live in the middle of nowhere, Resume, tape and photo: Fr. Jim Poole, S.J., KXOM, Box 988, Nome, Alaska 99762.

First phase of new meters. Age no barrier. WAMD, Aberdeen, Md. 21201.

Chief Engineer:

Chief Engineer for Box X, and community. Resume to Manager, WSKW, 111 Monroe, South bend, Ind. 46615.

Help Wanted News

Newsmen to write and air news for Ohio station. XKKL, BLOWOUT, Money, Must be excellent voice and working knowledge of copy sampling. Box C-222, BROADCASTING.

Strongly oriented individual to news first—possibly to take talk, program, production. Applicant must be flexible. Box C-258, BROADCASTING.

Chicagoland has created a new position for News Director. You must be energetic and creative to be a part of a growing station. New FM station on the horizon. WJAR-AM, Chicago. Please send resume and photo.

Wanted announcers

Great opportunity for talk and program, production. Applicant must be flexible. Box C-258, BROADCASTING.

Technical Continued

Help Wanted

ARI

Help Wanted

Chief engineer for Coastal Carolina AM/FM. Send salary desired and resume to Box C-110, BROADCASTING.

Composer-offering work in broadcast.

Mid Atlantic 5 kW regional needs working chief to supervise, service and maintain directional array, automated FM. Permanent, secure, fringe benefits. Real opportunity for right man. State salary needed: job experience, all personal details first letter. Box C-220, BROADCASTING.

Chief Engineer: Leading communications firm seeks chief engineer for 50,000 watt AM station in Mid-west. Strong technical background and directional array experience. We are an equal opportunity employer. Send resume, photo, qualifications to Box C-415, BROADCASTING.

Philadelphia FM station seeking experienced qualified Chief Engineer. Excellent career opportunity for right man. Box C-365, BROADCASTING.

Chief Engineer:

Technical Consultation

A husband-wife team is available to operate your small market radio station. Between the two of us, we possess all the necessary licenses and degrees. We would prefer to make a small investment in your station, but do not have a necessity to buy your station. Box C-225, BROADCASTING.

General Manager available. Short but good track record in sales, engineering, programming, books, writing, etc. Box C-271, BROADCASTING.

Situations Wanted Sales

No broadcasting experience and not afraid to admit it. Proven sales pro, motivator of others, and able to handle the toughest of customers and ad mod but not outlandish. I'm ready to move for good money and a challenge. I'm looking for an effective spearhead in sales and are willing to talk, please don't let 86 stop you. Box C-194, BROADCASTING.

Ten years, sales oriented station manager desires relocation. Present market good, interested in larger interest: stock buy. Box C-274, BROADCASTING.

Pulled board, gathered news, pd, engineering, needs sales for gm. Write: William Fellows, 847 Greeneval Ave., St. Marys, Ohio 45855.

Mature, family man, first ticket seeks good job in sales and air shift. 4 years experience C/W Easy Listener, KXOM, 611-2344, 714-757 -1320, KUDE, 1300, Kﻹ, 771-61-59.

Situations Wanted Announcers

Very hard working, reliable, experienced announcer, tight, 1st place, degree. Presently working in small market. Box C-116, BROADCASTING.

South Florida. First phone MOR or Med Country Announcer, stringer on new 3 years experience, 27, single. Want permanency and advancement. Box C-147, BROADCASTING.

First phone, six years experience, looking back Top 40. Willing to travel for security at end of journey. Box C-219, BROADCASTING.

Announcer experienced, music and news, small and medium market, low key, good voice. Box 1, small market. Box C-223, BROADCASTING.

Experienced, 1st place, cooperative, professional, sales oriented, AM, MOR, CR in medium or small market. Will relocate. Write now for tape and resume to Box C-269, BROADCASTING.

Creative Rock or Soul personality. 2½ years experience on air. First phone owner. Box 2, Radio Canada. Box C-278, BROADCASTING.

Five years experience in broad spectrum radio. Seeking PD or personality jock position, 26, married, first class engineering. All replies considering. Box 3, 500 W, Seattle, Wash. 98121.

Dj with 14 years experience in Country and Rock music. Have 1st class phone. Seeking in stable medium or major market as dj or pd. Have pulled top ratings in other markets. More information upon request. Box 615-622-1503, Day or night.

Dj, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Company president will give it all up to pursue true radio announcers with experience. Radio experience, vast knowledge all phases Rock, great voice, great rap but no commercial experience. 29, married, two children, ultra creative and willing to give it all up to the station will! Take a shot on a proven winner in everything I've ever done. If you're willing to talk, I'll come to you. I can't be lured from this valley. Box C-195, BROADCASTING.

Need first job. Awards in copy writing and announcing preferred. Tight board, third endorsed. Box C-241, BROADCASTING.

Looking for big break? Twenty years radio and television, including major market. Third class with endorsement. Available now. Box C-242, BROADCASTING.

Dj, announcer, newscaster. Authoritative, creative, experienced, dependable, 3rd endorsed. Seeking position in Florida area. Box C-263, BROADCASTING.
Help Wanted Technical

Chief engineer for group owned NE small market UHF, Take-chyge, savvy engineer with transmitter background, preferred. Write: Mr. Nixon, WREN-TV, Lebanon, NH 03766.

An opening exists for a mobile technician in the Dallas area. Experience in maintaining and operating UHF television equipment is a prime requisite. Extensive travel may be necessary. Resumes and references due to Robert L. Halvorson, WTVL Productions, Incorporated, 2415 Telegraph Rd., Southfield, MI 48073. Phone 313-332-1660.

Television Technician: Experience in studio color systems including color cameras, tape recorders, and film chains, must have 1st class license. Send resume and requirements by September 2, 1980 to Box 210, Reno, Nevada 89505.

Assistant Chief Engineer wanted for Western television station. Send resume and requirements to General Manager, Box 2160, Reno, Nevada 89505. Attention Gen. Mgr.

Help Wanted News

Middle market, group owned VHF network affiliate desires strong news anchor/news director with TV news experience. Good potential for the right man. Resume to Box C-181, BROADCASTING.

Medium sized market television station in need of first class News Director. Take charge, responsible and creative anchorman of evening newscast. Send resume, references, salary requirements to Box C-192, BROADCASTING, and interview with GM, best opportunity. WFRV-TV, Green Bay, Wisc. 54965.

Excellent opportunity with news conscious group owned UHF, VR and FM stations in Detroit area. Send resume to Box 747, BROADCASTING.

Help Wanted Programming, Production, Others

Major Midwestern university seeks person with professional experience in television (radio an added plus) to do film clips, documentaries and similar materials. Must have knowledge and skill in film and TV production techniques. Educational public relations experience essential. Open to relocation. Opportunity Employer. Box C-199, BROADCASTING.

Promotion Director—Independent top ten market. Responsible for audience, sales promotion and publicity. Excellent opportunity with a rapidly growing syndicate. Send resume to Box C-222, BROADCASTING.

CBS-TV affiliate in 29th market seeks production manager. Must be an aggressive, top production man. Send resume to Box C-222, BROADCASTING.

Help Wanted Programming, Production, Others

Major Midwestern university seeks person with professional experience in television (radio an added plus) to do film clips, documentaries and similar materials. Must have knowledge and skill in film and TV production techniques. Educational public relations experience essential. Open to relocation. Opportunity Employer. Box C-199, BROADCASTING.

Promotion Director—Independent top ten market. Responsible for audience, sales promotion and publicity. Excellent opportunity with a rapidly growing syndicate. Send resume to Box C-222, BROADCASTING.

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Situation Wanted: Management Continued

MBA, experienced, operations, marketing, news, finance, Young, aggressive with first phone, radio, TV, or CATV experience. Presently working for a top billboard. Graduate training in radio and TV; other credentials. Single. Will relocate. Box C-225, BROADCASTING.

Situation Wanted: Sales

Aggressive television sales manager will lead and motivate. Prefer East or Southeast, Top industry references. Must have this individual available. Box C-115, BROADCASTING.

Situation Wanted: Sales

Sales is the key and management is my goal. Two years' retail experience; Currently working for a top billboard. Graduate training in radio and TV; other credentials. Will relocate. Box C-285, BROADCASTING.

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First phone desires position in the Hartford, Conn. area with a professional group. Two years tech degree, AM, FM, TV, CCTV, TV, presently in CATV. Construction, maintenance and production. Box C-174, BROADCASTING.

Experienced hard working switcher/director, first phone, quality workmanship, desires to settle down for job with future. Box C-200, BROADCASTING.

Trade school, first operation, experience with VTR's, camera's, film chains, switcher, transmitter. Southeast. Box C-230, BROADCASTING.

TV engineer who's interested and dedicated. After ten years' experience in market radio as announcer-engineer with first class ticket and experience as TV relief engineer, I am looking for permanent position in TV control. Commercial or Ed. Box C-245, BROADCASTING.

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March J-School grad. Nine years radio experience. Been with present employer for the past six. Ready to move up to TV and work with an experienced news staff. First class license. Good references. Box C-403, BROADCASTING.

TV Journal seeks television news. Three years experience directing writing, announcing experience, one year cable anchor experience. Hard worker, good references. Give me a chance. Box C-160, BROADCASTING.

Meteorologist, experienced in weather broadcasting. Professional member of American Meteorologist Society, AMS Seal of Approval, age 32, 6'1", 175 lbs, blond hair. Box C-187, BROADCASTING.

Want to move to bigger and better times. Presently working in lower key positions in lower town reporter with experience in all fields. Box C-188, BROADCASTING.

Sportscaster with four years experience in radio and TV, looks for TV opportunity. Have hard or television combination. Tape, resume on request. Box C-189, BROADCASTING.

Eight years journalism experience, three years newspaper, 6 years television. Now employed with multi station group in Southwest. Want to work medium or large market. 26, Bachelor's in journalism, many awards. Now serving as 10 p.m. anchorman, assistant news director, director of community affairs. Box C-210, BROADCASTING.

Professional writer-reporter-anchorman wants any job in effective news operation. Box C-232, BROADCASTING.

Seven years radio . . . open to news, sports or combo job. Dedicated professional, but no sweat jobs. Please. Box C-261, BROADCASTING.

Sportscaster, experienced, versatile, knowledgeable, college graduate, have four-television combination. Tape, resume on request. Box C-264, BROADCASTING.

Culturally oriented director/producer seeks discipline of major network or primary market production of top 50 UHF. Box C-184, BROADCASTING.

Producer, director or production management. Experienced in all phases television and film. Strong news and public affairs background. Box C-198, BROADCASTING.

Peace Corps vet. Associate producer desires stateide career. Internationally experienced, heavily creative. Presently working in DC market. Contact Box C-237, BROADCASTING.

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Michael Lefkowitz, Comedy Service, 954 50th St., Brooklyn, N.Y. 11219. Weekly sheet 25 one liners per page. $10.00 per month.


Funny! Professional comedy, 3 samples only.$2.00. Sunshine Comedy Service, Room 23, Box 4536, Jax, Fla. 32211.

INSTRUCTION

Correspondence instruction leading to FCC license and Department Degree G1-B license endorsement. Grandpa, 1505 N. Western Ave., Hollywood, California 90027.

Since 1946, original six week course for FCC 1st Class license; 20 hours of educational instruction and training in the different aspects of broadcast operations. Approved for veterans, Low-cost dominates at school. Starting date April 11, June 27, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Day Ave. Huntington Beach, Calif. 92649.

Need FCC License or announcer training? We’ve trained thousands. Call E.E.I. 813-955-6922 or write: B.E.I., Box 806, Sarasota, Fla. 33576.


F.C. TYPE EXAMS guaranteed to prepare you for FCC 1st Class license. $10.00 with F.C.C. 1st Class license endorsement. $20.00, and $1st. ($16.00), phone exams; complete and detailed. Box 24, 1630 Woodford Dr., Homewood, Alabama 35220.

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


First Class FCC license in 6 weeks. Veterans approved. Box 2401, Paterson, N.J. 07509.

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DeeJay! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Drinnin, 9052 Catalina Ave., Los Angeles, Calif. 90035.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barrier, or trade restrictions. For fantasy, TV, radio, motion pictures, television and radio features. Send for full details. The Enquirer Institute, Inc., 1100 E. Spring Street, Hollywood, Calif. 90028. No obligation.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, Kansas City, Midwestern, and West. Writer command, Box 26348, San Francisco 94126.


Tired of paying high prices for low quality audition tapes? We copy your master perfectly, supply a full service copy of your tapes, at the best price, as requested. We specialize in our package for starring announcers. Call or write: Recording Sound Service, 8 E. 55 St., Brooklyn, N.Y. 11202, 214-451-2786.

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Attention Managers and History buffs! Broadcast Profile researches and writes individualized broadcast histories for clients. Also, solicits and compiles information on your station. Have you sent for your Free catalogue listing profiled stations? All stations prior to 1910 included. Broadcast Profile, Box 982, Hollywood, Calif. 90026. Broadcasting most unusual service.
GROW WITH US
If you have solid media experience, either in broadcasting, advertising or an allied field, and if you are aggressive and determined to be more than a salesman for the rest of your career, we are looking for you.

We are growing, and excellent opportunities are now open. We have three divisions – ARB Radio, ARB Television and ARB Advertiser/Agency Sales. Each is seeking intelligent, resourceful, self-motivated people.

You can see us at the NAB in Suite B-720 at the Shoreham. Or you can write in confidence, including your resume and salary history, to:

Norman S. Hecht
Vice President
Sales and Marketing
ARB
502 Fifth Avenue
New York, N.Y. 10036

American Research Bureau
A Subsidiary of Control Data Corporation
New York Chicago Atlanta Los Angeles San Francisco Dallas

Help Wanted Technical
RADIO BROADCAST ENGINEERS
50kw AM in major midwest city seeking first class engineers and experienced production technicians. Positions can offer security and potential for professional growth with group owner. Engineering applicants must possess direction antenna system knowledge and some experience. Send resume and photo to:
Box C-236, BROADCASTING

CHIEF ENGINEER
U.S. Territory Overseas
Must have extensive experience in full color TV and AM-FM operations and know all phases of maintenance and operations. Two year minimum contract, housing, transportation furnished. Salary negotiable based on experience. Send resume to Box 420, Burlington, Calif. 94003.

Help Wanted Sales
SALES POSITION
High level technical sales of quality line of video switching and terminal equipment to TV stations.

Contact or write Marketing Mgr.

VITAL INDUSTRIES, INC.
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Gainesville, Florida 32601

Salesman
Our firm has been retained by a leading midwest television station to screen candidates for a local sales position. Opening created by forthcoming internal promotion. Minimum of two years local sales experience required. Excellent opportunity to earn $20,000 per year. Call Ben Curtis, Management Consultant, at 312-593-1701. All inquiries confidential. No fee.

Situations Wanted Sales
MAJOR MARKET PRO
Double revenue—reduced operating expenses over 40% in top ten market. Documented track record in sales and management. Knowledgeable and experienced in all phases of broadcasting. All replies considered and answered.
Box C-230, BROADCASTING

TELEVISION
Help Wanted Management
STATION MANAGER
If you are a mature person with a burning desire for the opportunity of establishing yourself as an outstanding station manager, you may want to talk to us. We are looking for a person who is honest, loyal, hardworking, and a hell of a salesman. We are talking about the comparatively small town of Selma, Alabama where we are building a VHF station (Channel 8) which will be affiliated with the CBS Television Network. It won’t be easy but the right person can make a success of it, and, frankly, it will be a lot more fun than fighting the jungles of the big markets. If you think you are qualified, for whatever reasons, please send us a complete resume of your background along with a recent snapshot.

Charles F. Grisham, President
WHNT-TV
P.O. Box 19
Huntsville, Alabama 35804
TELEVISION DEVELOPMENT ENGINEERS

WE ARE EXPANDING

IF YOU ARE NOW DOING DEVELOPMENT WORK IN TV EQUIPMENT WE HAVE AN EXCELLENT GROWTH OPPORTUNITY FOR YOU. WE NEED ENGINEERS SKILLED IN ANALOG & DIGITAL CIRCUIT DESIGN TO JOIN IN THE DEVELOPMENT OF EQUIPMENT WHICH IS AT THE FOREFRONT OF THE STATE OF THE ART. YOU CAN SEE SOME OF IT AT NAB—IN THE MEANTIME CONTACT:

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BROADCAST FIELD ENGINEERS

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If you are experienced in maintenance of color studio equipment we have an excellent growth opportunity for you in a new career with challenge and real advancement possibilities.

Write: SARKES TARZIAN, INC., Broadcast Equipment Div. E. Hillese Drive Bloomington, Ind. 47401

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GENERAL MANAGER CATV

New cable television systems in top 100 markets create management opportunities for general managers who have proven record in commercial television management or as large cable system managers. Desirable Western and Southern cities. Attractive salary, liberal benefits and relocation expenses. Please submit full details including salary requirement in confidence to:

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since 1955 a leader in the design and production of custom antennas for government and commercial users, announces establishment of a Telecommunications Division at its California facility. The new division is equipped to provide complete engineering services for facility planning and FCC application preparation; field surveys; proofs of performance; facilities rehabilitation or upgrading studies; and facility appraisals for AM, FM, TV, CATV and communications stations and systems operating from VLF through VHF, UHF, and microwave frequencies.

For further information contact Telecommunications Division, Chu Associates, Inc., 800 Fesler Street, El Cajon, California 92020, (714) 442-9459. TWX 910.331-1178.

Help Wanted News

PROFESSIONAL METEOROLOGIST FOR MEDIUM MIDWEST MARKET
Box C-172, BROADCASTING

Business Opportunity

OWNERS/MANAGERS
We can add a profit of $500 to $1,000 per month to your operation with your minimum effort and off-the-air equipment. Footnote: proven broadcaster training program going international. Exclusive franchise each market. Write:

Box C-251, BROADCASTING

Miscellaneous

SPORTS

Exciting, interesting, and informative Sports Shows featuring all the top stars are now available to you. A perfect addition to your station. Major League talent at a nominal price.

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TV EQUIPMENT INVENTORY CLEARANCE

Studio Quality Color Cameras

NEW

$12,000 (Less PbO Tubes) 6 Avail.

Contact
Sarkes Tarzian, Inc.
Ron Adamson
812-332-7251

WE ARE EXPANDING

Broadcasting Mar 26 1973 137
Wanted to Buy Stations

Two active veteran broadcasters interested in purchasing radio property in South - Southeast up to $300,000.

Box C-243, BROADCASTING

3 broadcast pros experienced in all phases of the business looking for a station to own and actively operate. AM - FM or both. Preferably in Midwest. Replies confidential.

Box C-249, BROADCASTING

For Sale Stations

Profitable AM/FM New Jersey Realistically priced Principals only

Box C-68, BROADCASTING

EASTERN

MAJOR MARKET DAYTIMER

Strong signal. Strong dial position. Strong market. We have had several offers recently from people interested in buying our station and just received one offer "that I can't refuse." Before entering into further negotiations, we have decided to entertain other inquiries. If you are seriously looking for our type property, we want to hear from you immediately. No brokers please. All replies confidential both ways.

Box C-212, BROADCASTING

FOR SALE

MAJOR MARKET

High-power FM major market-South. Principals only.

Box C-282, BROADCASTING

SOUTHEAST

AM plus high-power FM. Excellent cash flow. Well established. Price $500,000. 29% down.

Box C-283, BROADCASTING

Bill Exline

NAB address: Statler Hilton

William A. Exline, Inc.
31 Carroll Court
San Rafael, Calif. 94903
(415) 479-0717

For Sale Stations Continued

MOUNTAIN WEST METRO

Full time regional AM. Excellent Top-60 market. Potential grosses. Priced less than 2 times 5-year average gross at $625,000 with 29% down.

MOUNTAIN STATES MEDIA BROKERS
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Mo. AM-FM 300,000
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Terms to Reliable Party
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Media Broker
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Lexington, Missouri 64067

Offices Mayflower Hotel
during NAB Convention

Welcome! to our friends in the industry.

It's a pleasure to be here at the N.A.B. Convention this week. Do plan to stop in at our Hospitality Suite in the Washington Hilton, so we can say "hello!" and renew old acquaintances.

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N A B INFORMATION

MAYFLOWER HOTEL, Washington, D.C., March 25-28

Available for information on buying and/or selling stations will be our Associates:

Kenneth D. (Ken) Anderson
J. William (Bill) Chapman
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CHAPMAN ASSOCIATES®
business brokerage service

Broadcasting Mar 26 1973 138
The man without whom the NAB convention wouldn't be the same

In a large measure the 51st annual National Association of Broadcasters convention that got under way in Washington yesterday (March 25) and runs through Wednesday is Harold Niven's show. He's the man behind the scenes—the executive producer of the biggest coming together of broadcasting professionals in the world. Since January, for six or seven days a week, Hal (or Dror—in respect for his PhD from Ohio State University—as most associates call him) Niven has been intensely concerned with the convention. As vice president for planning and development at NAB he has in recent months had to concentrate more on the first than the latter part of his title—planning the various meetings and early-bird workshops; arranging the different stage sets at the Shoreham and Sheraton Park hotels; supplying the background information that the secretary-treasurer's office needs to determine facilities and equipment. He has had a hand in every pie: the scheduling of the management program sessions, the各种 arrangements of the luncheons. His responsibilities range from the routine—getting the various head tables lined up and seated—to the unusual—making quick adjustments to accommodate the President, should he appear.

This is Hal Niven's 11th NAB convention and he is going to be on the job 18 hours a day this week. He will get up at 5:30 in the morning, conducting rehearsals before the sessions start, scurrying everywhere to see that everything is going the way it should be. And if the pace is somewhat grinding, the race, at least, is not dull.

"It's one of the few jobs you ever run into where it's exciting to go to work every morning and there's a different challenge waiting," Dr. Niven says.

In what other job, after all, does your wife get chased out of bed by the President of the U.S.? That's what happened to Rosemary Niven in Chicago on that historic occasion in 1968 when Lyndon B. Johnson arrived on short notice to affirm and explain his stunning news of the night before that he had decided against accepting renomination. There wasn't a room to be had at the Conrad Hilton hotel so Hal Niven, after discussing the emergency in a 2 a.m. lobby meeting with NAB President Vincent Wasilewski, called his wife and said, "Honey, get up. The President needs your room." With this summons to duty, Mrs. Niven was a hotel vagabond until the President left the next afternoon.

Hal Niven tells of the incident in an amused way, with a smile and then a re-

strained laugh, but not jocularly—a far way from exuberance. He's an intense person, dedicated to doing his job precisely, seemingly forever with a pad and pencil quietly taking notes. With his short-styled grey hair, horn-rimmed glasses, solid Midwestern appearance (actually he was born and grew up in the Rocky Mountain area), Hal Niven looks like the academician he was before joining the NAB.

Dr. Niven took a two-year leave of absence in 1963 from the University of Washington to try out the NAB, and he hasn't gone back yet. He really started as a speech and theater major, not as a broadcaster, and took his master's degree in theater at Stanford University. He then settled in at Michigan State University to become a technical director and designer and to teach speech and theater. But a computer kicked out a card that informed the people at Michigan State that he had been involved in a television course at Stanford, so Mr. Niven was among those called on to put WKNR-TVal East Lansing, an educational station (one of the first in the country), on the air.

Soon he was teaching radio and television ("I was learning one hour ahead of my class"), subsequently moving on to Ohio State University to study for his doctorate, meanwhile working full time first at WLWC(TV) at nights and then at WBNs-TVal (both in Columbus). By the time he left Columbus, with his doctorate in hand, he had worked his way up in television from the floor crew to operations director at WBNs-TVal.

Teaching at the University of Washington, he became president of the Association for Professional Broadcasting Education, and through that position got to know the NAB staff. Howard Bell, new president of the American Advertising Federation, was then vice president in charge of planning and development, and because he was spending a good deal of his time assisting the then NAB president LeRoy Collins, was granted authority to add to the staff an assistant for himself. That assistant was Hal Niven, who was to follow in Mr. Bell's footsteps as vice president for planning and development and assistant to the president.

Beyond planning for NAB's annual conventions (planning which theoretically, at least, will begin the week after the current one ends), Dr. Niven's responsibilities include arrangements for NAB's fall conferences, administrative work with the association's joint board of directors and staff liaison with NAB's freedom of information committee. A responsibility that is particularly satisfying to him is developing educational programs in radio and television in junior colleges and universities. The first job he had at NAB was working with the state broadcasting association in Wyoming to establish a radio and television curriculum at the University of Wyoming, the first such course in the state. In the last five or six years, working closely with local broadcasters and state associations, Dr. Niven has helped set up two-year broadcasting curriculums at 35 to 40 junior colleges across the country.

Hal Niven can look back at a decade with NAB, at sort of the eye of the whirlwind of changes and problems that have swept over the industry. What's the difference between 1963 and 1973?

"I can remember," he says, "when I first came aboard, people said there were going to be peaks and valleys. And 10 years ago the commission used to kick off in August and there were lulls, breathing room. But that hasn't been the way in the last two or three years. Now the pressure is on all of the time."
A trip that's necessary

There will be more for broadcasters to do in Washington this week than they can do. The convention of the National Association of Broadcasters and associated activities present broadcasters with vexing conflicts in scheduling.

There is, however, one mission that every delegate ought to undertake without fail. It appears on no agenda, but it may be the most important reason for any delegate's trip. It is a personal contact with home-state congressmen in support of license-renewal relief.

There are signs of growing sympathy among congressmen of all political persuasions toward the restoration of reasonable stability to the renewal process. All congressmen need assurance of the public interests that are at stake.

A cab ride to Capitol Hill from either of the NAB headquarters hotels costs $1.65 plus tip.

All the way

A House subcommittee ended hearings last week on legislation to protect confidences entrusted to journalists, and it now turns to the writing of some kind of bill. As Chairman Robert W. Kastenmeier (D-Wis.) said, the writing won't be easy, especially if it attempts to define circumstances under which newsmen's privilege would be withheld.

A Senate subcommittee headed by the venerable Sam Ervin (D-N.C.) has also taken extensive testimony and is at work on a bill. Senator Ervin, a one-time advocate of absolute privilege, has said he sees little prospect of that clearing the floor. He is struggling with qualified legislation.

We are convinced that the more the Congress tries to write explicit rules of privilege, the more harm will be done to a First Amendment that the Supreme Court has already damaged. If there is to be a bill, let it be absolute.

Unequal opportunity

The hundred-odd broadcasters whose license renewals are hanging in suspension while the FCC considers protests by local activists may be excused for wondering why their adversaries have been given a private audience with the seven FCC members who are to vote those renewals up or down. As reported here March 12, some 50 blacks, chicanos, orientals and Indians, accompanied by the professional and foundation-supported organizers of petitions to deny, met in closed session with the FCC to recite their grievances and aspirations. At the very least the challenged broadcasters deserve equal time.

As procedures now stand at the FCC, minorities have the advantage when they file a petition to deny. Their legal services are donated or underwritten. The broadcasters must spend huge sums for defense. The $400,000 that Richard Stakes, executive vice president, testified it cost WMAL-TV Washington to resist challenges in 1969 (Broadcasting, March 19) is a figure that can be duplicated by others. In these circumstances, victims of discrimination change roles.

This is not to say that minorities are without claim to a larger place in radio and television programming and employment. The point is that reverse discrimination is now at work and will only be accentuated by such questionable developments as secret sessions that exclude principal parties to adversary actions. One commissioner was quoted, after the meeting with minorities, as saying: "I'll tell you one thing: Broadcasters are in for a lot of trouble." The minorities, he said, "are well organized, and they're putting the heat on us." If heat is to be applied, it ought to come from both sides.

Where it's at

At the FCC and the White House and among special interests of little proved constituency there is more and more talk about localism in broadcast programming, in ascertainment of community needs. It is as though Washington believed that all of those radio and television stations out there were screwed into a national pipe and turned on and off from New York.

That isn't quite the way things work. There used to be a newspaper space-selling slogan: "All business is local." The point was that although national advertising might cover the country, its effects would vary where it was received, that sales were made in the retail outlet, not the executive suite.

It could be said that all broadcast programming is local too. Whatever its source, it is received as a local experience by the individual viewer or listener. Local, national and international news and special events; the network series and the network special; the special network; the syndicated series; the local service show; two-way talk; the record program—all are parts of the mix provided by stations and networks that are reaching for the same star, if by different paths. The objective is a total audience, and it is closer to attainment than Washington thinks.

The spokesman

When we searched our picture files for candid shots of Frank Stanton to illustrate the story on his retirement from CBS in this issue, we made a discovery. Practically all of the photos, going back more than three decades, showed him testifying before committees of Congress or the FCC, or speaking at other significant forums.

And that tells the story of a man who became broadcasting's foremost statesman and representative, of a rare human being who combined academic scholarship with business acumen.

At 65 (on March 20), Frank Stanton isn't forsaking business or seeking seclusion. As the number-one executive of the American National Red Cross, he embarks on a second career. And he will make it exciting. Moreover, as a consultant to CBS for the foreseeable future he will have continued visibility in the profession that owes him an everlasting debt.
PROBING
WSTV/TV's "Focal Point" explores Wheeling-Stebenville's problems.

SPIRITUAL CONFORT
WPIT broadcasts spiritual programming in Pittsburgh.

Rust Craft
Broadcasting is

GIVING HOPE
WRCB/TV's 7th Chattanooga March of Dimes Telerama brought over $90,000 in pledges.

SERVICE
WEY/TV, Saginaw-Flint-Day City, delivers CBS to over a million with Michigan's greatest power and tallest tower above ground.

CULTURE
WRDW/TV, Augusta, is represented in the US-Japan cultural exchange film, "Face of America."

ETHNIC
WSTV specializes in black and Italian programming in Steubenville.

THE AMERICAN SOUND
WRCP, Philadelphia, and WWOL, Buffalo, exclusively broadcast country music in their markets.

TRADITION
WROC/TV's public interest programming in Rochester includes the weekly "The Rabbi Looks at the World."

ATTENTIVENESS
WJKS/TV listens to Jacksontownians as they sound off about what's bothering them, on "90 Seconds," weeknights at 8:00.

SPORTS
WROC brings baseball, football, basketball, golf and auto racing to listeners in Rochester.

SPANISH
WSOL broadcasts in Spanish to Spanish-speaking listeners in Tampa.

ATTENTIONNESS
WJS/TV listens to Jacksontownians as they sound off about what's bothering them, on "90 Seconds," weeknights at 8:00.
If you lived in San Francisco...

...you'd be sold on KRON-TV

NBC—Channel 4—Represented by Peters, Griffin, Woodward