Late night: new leading edge in network TV
Post-mortem on cable in wake of ATC-Cox

"WGN? During the day, that's what keeps me company. Radio. Television. I don't know what I'd do without WGN."

WGN is Chicago.
Women 18-49 Love

THAT GIRL starring Mark and Time Buyers Love

THAT GIRL reaches 33% more women 18-49 than the average situation comedy currently in syndication.

THAT GIRL reaches 36% more women 18-49 per household than the average situation comedy currently in syndication.

THAT GIRL enjoys a 44% advantage over the average situation comedy currently in syndication in percent of total viewers who are women 18-49.

73% of all women viewing THAT GIRL are women 18-49.

136 comedy half-hours in color

If THAT GIRL is still available in your market, phone, wire or write today for further details.

METROMEDIA PRODUCERS CORPORATION

465 LEXINGTON AVENUE, NEW YORK, NEW YORK 10017 • TEL (212) 682-9100 CABLE METROEAST
based on 18 situation comedies currently in syndication with a
coverage of 25% or more U.S. TV households. Latest available
REPORT ON SYNDICATED PROGRAM AUDIENCES, based on NSI
Winner of the NATPE award for program excellence. Cited by ACT for “achievement in children’s television.” And now, the nation’s only locally-produced children’s show in prime time. It’s a beginning.
Dreyfus, Quenstedt mentioned for FCC post.

A plea for foresight—before future shock becomes present predicament.

The networks are staying up later than ever, and so are audiences. The result: a fierce competition for late-night dominance, ambitious schedule-jockeying in once-vacant 1-2:30 a.m. time slots, and predictions that—some day—sign-offs will be obsolete.

CBS commercial critique examines the hands that feed it.

FCC staff seeks exoneration for Alabama ETV's.

Avco's concessions appease prospective Ohio challengers.

Obscenity campaigners fill FCC complaint box.

Cartrivision approaches day of reckoning in California.

Try us (for free) ; you'll like us, says TVN.

Iceberg on the cable horizon? NCTA's Foster sees Cox-ATC merger collapse as having 'chilling effect' on industry, particularly in money market.

FAA offers three options in making antennas noticeable.

First-quarter superlatives for Teleprompter.

Lew Wasserman: quiet mogul of the MCA lot.
Already selected
or Fall 1973
prime-access time
by these major
stations:

VABC-TV New York
ABC-TV Los Angeles
VLS-TV Chicago
VPVI-TV Philadelphia
VO-TV San Francisco
VXYZ-TV Detroit
VJW-TV Cleveland
VTAE Pittsburgh
VCPO-TV Cincinnati
VKBW-TV Buffalo
XTV Sacramento
IV-TV Denver
VTVN-TV Columbus
IGTV San Diego
VHAS-TV Louisville
VTAR-TT Phoenix
VPTA Fort Wayne
VBAL-TV Baltimore
VSWR-TV Syracuse
VTIC-TV Hartford

Don’t lock up Fall access time until you see
what’s going on in the Nelson household!
Ozzie and Harriet star in a great, new,
half-hour, once-a-week, all-family
sitcom. It’s prime-time entertainment from
Hollywood, produced by Filmways.
David and Ricky are grown up and gone.
And two local college girls move in as boarders
with the Nelsons.
It’s like having children all over again.
Only this time the gap is a giant step wider.
And the bridge between the generations
swings and sways with every encounter.
The result is hilarious, heart-warming comedy
as new as next year.

When “Ozzie’s Girls” met the public last
September on NBC, the pilot drew a 34% share
of the national audience, 32% in New York
and 30% in Los Angeles. Such a reception is
what you would expect from the creators of
13 prime-time network series.
Act fast and get Filmways’ newest hit
for Fall 1973!

Audience estimates are subject to qualifications available on request.
The sunny, oak-clad Vaca Hills surround this transmitter site, but there's nothing else sleepy about this bustling area between San Francisco and Sacramento. Within view of the Sparta 602A FM Transmitter lies Travis AFB, where our returning Vietnam POWs first touched their native soil. The Sierra Nevada brings heavy San Francisco Bay Area traffic to I-80, below, both summer and winter. This area is growing, and builder Don Reeves (left) is planning for the future.

Don has been associated with construction of ten stations in his nearly 30 years in radio, and was given the huge Broadcast Coordinator's job for the 1960 Winter Olympics. Consulting Engineer Cecil Lynch has worked with Don on many of those projects, including the mammoth Squaw Valley one.

Yes, these men know radio, and its future in busy Northern California. After five years experience with Sparta equipment at KPOP-KPIP in Roseville, Don and Cecil picked Sparta again for this new venture... complete Showcase studio outfitting and the 602A Transmitter with the all new 680 Exciter and 682 Stereo Generator.

To their listeners they're KUIC. To us they're Don and Cecil.

SPARTA, the 'just right' company. Small enough to be first name friends... big enough to offer EVERYTHING. Call us. Collect.

BUSY BEAUTY SPOT
FOR SPARTA

SPARTA
ELECTRONIC CORPORATION
5851 Florin-Perkins Road, Sacramento, Ca. 95828
916 383-5353 TELX 375-488 CABLE SPARTA
A DIVISION OF COMPUTER EQUIPMENT CORPORATION
Roll call
With addition of two that surfaced last week (see page 11), nine names are in contention for upcoming Nicholas Johnson vacancy on FCC. (There’s no indication of fast action at White House, reoccupied with Watergate.) New contenders are Dr. Lee Dreyfus, chancellor of University of Wisconsin’s Stevens Point campus, and Warren D. Quenstedt, deputy general manager of Washington’s Metro Authority (which runs buses, is building subway).

Seven previously mentioned in Broadc-asting were David E. Bradshaw, Chicago lawyer who weeks ago reportedly had it in bag before things apparently went away; Herbert B. Cahan, Westinghouse Broadcasting vice president for Baltimore-Washington area; Rev. Luther Holcomb, Dallas, vice chairman of U.S. Equal Employment Opportunity Commission; Donald C. Keyes, owner of WXYZ (AM) Canton, Ohio (who had visit with Chairman Burch last Wednesday); James Quello, retired manager of WJR (AM) Detroit, first to announce candidacy; Robert J. Rawson, who retired last year as deputy chief of FCC Broadcast Bureau, and Barry Zorthian, president, Time-Life Cable.

Burch at back door
If FCC Chairman Dean Burch had his druthers, he would have nonbroadcaster as replacement for his bete noire, Nicholas Johnson, on FCC come July 1. Not violently antibroadcaster but outwardly pro-cable, FCC chairman (who himself is expected to depart by Labor Day) evidently feels that with broadcaster there would be less need for intervention in favor of first love. Chairman Burch called on Jerry H. Jones, acting White House contact on administrative agency appointments last week, presumably to exchange views. Mystery persists about what Mr. Burch will do and where he will go, but best guess is law practice in Phoenix, in his home state, with offices perhaps in Wash-ington too. He is accepting no engagements after Sept. 1.

Break in the wall
For network-TV affiliates generally, network rates have been largely status quo since about time of cigarette ban in 1971 and general economic recession that worsened it. NBC-TV has had next thing to moratorium on rate increases in effect, and CBS-TV has followed pretty much same line—sources there saying CBS affiliates’ network rates in total have gone up about 2% since 1970. News is better for at least some ABC-TV affiliates: ABC officials say they recently approved increases for 36 stations. Competitors claim ABC action was to take care of “special situations,” but ABC sources said it was result of latest of two rate reviews they conduct regularly each year. In past couple of years, they say, raises have gone to about 55 stations.

Klein treads water
When and where Herbert G. Klein will go when he relinquishes post of director of regional offices for execution branch was in limbo last week because of Water-gate botch. It has been open secret that Mr. Klein was considering number of alternatives in media, print and broadcast, or both, and was to have made his deci-sion known at formal news conference last Thursday. But long-time confidant of President Nixon elected to stay on during immediate crisis, even though he has been packed and prepared to go for months.

Among prospects, it has been under-stood, were group newspaper and station owners—not excluding Metromedia men- tioned in stories published last week. Whereas Metromedia likely would mean return to Mr. Klein’s native southern California, other prospects were under-stood to include newspaper groups (with broadcast affiliations) that would entail headquarters in New York or Wash-ington.

The crunch
Studies may start layoffs in couple of weeks if writers’ strike isn’t over by then, it’s believed in Hollywood, even though negotiations resume tomorrow (May 1) between Writers Guild of America, and Association of Motion Picture and Tele-vision Producers. One studio has notified key personnel that unless strike is settled by May 14, it will begin to furlough workers, keeping only couple of key people in standby and maintenance roles. Great fear in Hollywood is that if one studio begins layoffs, others will follow. Writers’ strike began March 6.

Children’s hours
Although FCC probably won’t begin to grapple with its options in children’s television programing proceeding for several weeks, there are some early signs of direction in which it may move. Staffers and some commissioners are known to favor cutback in commercial time in children’s programing, perhaps to nine and a half minutes per hour, limit networks observe in prime time. But whether that limit, if adopted, will be set in rule or merely urged in policy statement remains to be settled. Staff is also known to feel that available evidence warrants establish-ment of guidelines for separating program content from advertising, at least in preschoolers’ programing.

And if policy statement is issued, staff will probably urge inclusion of passage urging broadcasters to carry certain mini-mum of children’s programing during week. One idea that appears to have wide support is that broadcasters be called upon to treat children as special audience whose needs should be ascertained.

Public vs. private
Detroit Common Council, legislative body of city government, is split deeply over question of whether city ought to build and own cable television or issue franchise to private operator. Year ago citizen committee recommended feasibility study (to cost as much as $135,000 and take as long as nine months), and council was expected to vote on recommendation in recent weeks. Vote is hung up on issue of municipal ownership.

Art follows life?
Boxoffice International Pictures, riding current controversy over radio sex-talk shows, is releasing sex-comedy movie, “Dirty Mind of Young Sally,” which deals explicitly with subject. “Sally” of title is depicted as beautiful Los Angeles radio-station secretary who ambitiously sets up mobile radio station to compete with and be bolder than every other radio sex-talk show on air. She describes in intimate detail sex fantasies of listeners, acting them out as well.

Insiders
Office of Telecommunications Policy staff-ers and Wall Street specialists have had two-day seminar on cable television. OTP’s general counsel, Henry Goldberg, and Byron Lamb, assistant to OTP Di-rector Clay T. Whitehead, spent April 19 and 20 in New York with analysts and representatives of financial institutions, at invitation of group of security analysts. Discussions touched on cable report President’s committee has prepared (but not put in final form), though without going into detail on it. (Wall Streeters were said to have number of misconceptions about report.)

OTP officials, at least, regarded trip as worthwhile, providing opportunity to clarify OTP’s position on some points and to obtain first-hand impressions of Wall Street’s attitudes and concerns. Meeting was said to be similar to those OTP has had with cable operators, broadcasters and others during preparation of cable report. However, Wall Street visit is not likely to result in any revisions in report.
Girls! First in time period among young women 18-34 in 22 markets. The Andy Griffith Show.

Girls! 51% more women 18-34 than year-ago programs in 35 markets. The Andy Griffith Show.

Girls! 35% more women 18-34 than this same program reached last year in 9 markets. The Andy Griffith Show.

The way to get girls is to get Andy first!

The Andy Griffith Show
Another great sitcom from Viacom

Source: NSI Feb-Mar 1973 & 1972. Audience estimates are subject to qualifications available on request.
Boom on local front. Local TV expected to earn estimated $1,135,000,000 in 1973, according to Television Bureau of Advertising. Figure represents growth of 19% over 1972 and would be first time local TV passes billion-dollar mark. In 1965, local TV expenditures represented 15% of total advertiser investments in TV. In 1973 figure is expected to be 26%.

Stay on. James Dodd, vice president of NBC international, is understood to have resigned from company after 13 years, to accept top-level post with National Telefilm Associates, Los Angeles, in its New York office, specializing in international sales. Sideline: Mr. Dodd was to retire at end of 1973 upon reaching age 65, but elected to remain in harness with NTA, which has bought bulk of NBC's television program-syndication business.

ANPA backs shield law. American Newspaper Publishers Association voiced support for federal legislation that would protect newsmen from disclosing their sources of news. Len H. Small, chairman of ANPA's government relations committee, told closed session of ANPA's annual meeting in New York that association was supporting broad shield law sponsored by Senator Edward M. Kennedy (D-Mass.) and Senator Alan M. Cranston (D-Calif.). "'Granny' dies. Irene Ryan, 70, who portrayed "Granny" on Beverly Hillbillies for nine seasons, died April 26 in St. John's hospital, Santa Monica, Calif., after suffering stroke. Veteran actress recently made stage debut on Broadway in "Pippin" when she was stricken onstage March 10 and flown to Santa Monica.

Self-investigating. Warner Communications Inc., New York, reported its board of directors has approved purchase on open market of up to one million shares of its common stock. This is in addition to one million shares already approved for purchase by Securities & Exchange Commission and of which about 600,000 shares have been bought to date.

Kansas on top. According to latest National Association of Broadcasters tabulation of its Radio Code subscription list, highest percentage of AM and FM stations in Kansas subscribe to code—64 out of 88 stations operating in state (or 73%). Bottom of list is Puerto Rico where only 1 of 76 stations makes code subscription list.

Aussies' color surge. RCA reports that TV stations in Australia have bought more than $3 million in color broadcast equipment in preparation for start of color television there in 1975. Government has authorized scheduling of color broadcasts in January 1975, with regular programming to begin two months later.

Repeat for Adams. Stanley Adams, president of American Society of Composers, Authors and Publishers since 1959, was elected to his 15th consecutive one-year term as president of performing rights organization last Thursday (April 26).

Two more running to succeed Johnson

U. of Wisconsin's Dreyfus, onetime FCC attorney Quenstedt mentioned for commission vacancy

Lee Sherman Dreyfus, 47, chancellor of University of Wisconsin, Stevens Point, who has had experience in commercial and noncommercial broadcasting, emerged last week as leading prospect for FCC Democratic vacancy to be created with Commissioner Nicholas Johnson's departure from agency.

Mr. Dreyfus has close associations with former Defense Secretary Melvin Laird, who as congressman represented Stevens Point, and Secretary of Army Robert Froehlke, who has home in Stevens Point and to whom Mr. Dreyfus serves as chairman of Army's Reserve Officers Training Corps advisory board.

Mr. Dreyfus, whose father, Woods Dreyfus, was broadcaster-program director of WBN(AM) Milwaukee, has master's degree in radio and PhD in mass communications. He was radio actor as younger, later managed noncommercial WDET-FM Detroit and University of Wisconsin's noncommercial WHA-TV Madison. He is now director of Sentry Broadcasting Corp., owner of WJRJ(AM) Racine, Wis., and WSPT(AM) Stevens Point.

He also has background in cable television. He is chairman of Governor's Blue Ribbon Task Force on Cable Communications, which issued report in February (BROADCASTING, April 16).

Another new name in speculation for FCC post is that of Warren D. Quenstedt, of Alexandria, Va., one-time FCC trial attorney who is now deputy general manager of Washington Metropolitan Area Transit Authority.

Mr. Quenstedt, 61, was on commission staff from 1953 to 1955, between periods of private practice in Washington that included communications law work.

Mr. Quenstedt has been in present post with transit authority, which was created to build and operate rapid transit system to serve metropolitan Washington, since 1967. Between 1961 and 1967, he was deputy administrator of National Capital Transportation Agency, whose responsibilities have been taken over by transit authority.

Cook will wait no longer

Spokesman for Senator Marlow Cook (R-Ky.) said Friday (April 27) that senator plans to ask leadership this week to allow Senate-passed bill banning broadcast advertising of little cigars to move over recorded objections.

Decision was made, spokesman said, because there has been no change in Consolidated Cigar Corp.'s plans to proceed with TV campaign for its Dutch Treats little cigars (BROADCASTING, April 16).

Senate passed bill on April 10 and Senator Cook, in order to give Consolidated time to change its mind, subsequently moved for reconsideration of bill—maneuver that prohibited measure from being reported to House until vote could be taken on motion.

According to spokesman, Senator Cook plans to ask Senate to table motion, allowing bill to go to House as passed. (Other course of action would be to request approval of motion, thereby opening up bill for debate and amendments.)

FCC's Hooks goes along with Ala.-Ga. renewals despite 'footdragging'

FCC Commissioner Benjamin L. Hooks says he remains concerned about "equal-employment-opportunity reports submitted by most Alabama and Georgia stations whose renewal applications have been granted by staff under delegated authority. Stations were due for renewal April 1.

However, he said in statement issued Friday (April 27), he is concurring in commission's decision to "note" that staff action because of "imminent establishment" of commission's equal-employment-opportunity office.

Commissioner Hooks said stations' renewal applications present "very serious problems which have not been answered to my satisfaction." He said they "reflect a continuation of the footdragging practices of the communications industry.

Commissioner Hooks indicated he sees external EEO office as remedying that situation—but not only through impact it will have on employment practices.

He said new office will be charged with assuring commission and public that broadcasters "are doing everything within their power" to "present programing attuned to the needs of their service area" as well as to utilize "to the fullest extent possible the human resources within their communities.'"
recommend remedial actions—including calling for early renewal of licenses—against stations where “certain patterns” are evident.

In stations in Alabama and Georgia escaped further scrutiny on EEO matters. Commission wrote 24 AM, FM and TV outlets, requesting further information on their employment practices. They were: WAPI-AM-FM and WCRH-AM-FM, all Birmingham; WBAM (AM), WCOV (AM), WKAB-TV and WSFA-TV, all Montgomery; WJAY-AM-FM Muscle Shoals, and WALT-TV Mobile, all Alabama.

WBQQ-AM Augustus; WQON-AM-FM Gainesville; WFOAM (AM) Marietta; non-commercial WGTV (TV) Athens; WSFA (AM) and WSAV-TV, both Savannah, and WGST (AM), WIGO (AM), WJIN (AM) and WAGA-TV, all Atlanta, all Georgia, and WPKN (AM) Phoenix City, Ala.-Columbus, Ga.

Sale of WGRV approved; Atlass leaves owner ranks
Black publisher John H. Johnson will enter realm of broadcast ownership following FCC approval last week of his purchase of WOR (AM) Chicago from veteran broadcaster Ralph L. Atlass and others. Sale price is $1.3 million.

Mr. Johnson, native of Chicago, is owner of Johnson Publishing Co., through which he is acquiring WOR. Firm publishes several black-oriented magazines, including Ebony, Jet, Black Star and Black World. WGRV will be first black-owned station in Chicago area, which has black population of about 45%.

In approving sale, commission made unusual notation of fact that transaction marks departure of Mr. Atlass, who has been in station ownership for nearly 50 years, from broadcast scene. Mr. Atlass and brother, Leslie, began Chicago's first commercial, radio station, WBAM, in 1924. He assumed majority control of WOR in 1967.

WGRV operates on 950 kHz with 1 kw daytime.

White House pressure on PTV under more attacks
Noncommercial WGTV-TV Boston and conservative commentator William F. Buckley Jr. are latest to add public outlets to continuing and now increasingly shrill embroglio between nation's public-television stations and Corporation for Public Broadcasting. Boston station, one of key production centers for national public TV programing, has issued what is being interpreted as ultimatum against “improper influence” from White House, threatening to refuse government funding.

Station President David O. Ives told CPB in written statement of concern over “signs that the Executive Branch of the federal government may be trying to take over control of public television for its own ends.” Among “signs,” one listed as being “the latest and most worrisome of all” are statements attributed to recently resigned CPB Chairman B. Curtis who charged that White House staff pressure interfered with his attempts for compromise agreement between CPB and public-TV station (see page 31). WGTV-TV statement warns that station “will not hesitate to refuse government grants” if it appears that “improper influence” is being exerted.

In separate action, Mr. Buckley, in New York news conference, said his Fir ing Line series will be pulled from public TV after May 18 and offered to commercial stations if private foundation money or CPB funding is not found before then. Production of discussion program will end May 1, it was revealed. Firing Line, along with such programs as Bill Moyers' Journal and Washington Week In Review, is not among those now scheduled for funding by CPB, but Mr. Buckley told news conference that he was “privately assured by an authoritative spokesman for a private foundation that funds would be made available if compromise can be worked out between CPB and public-TV stations as to who will have scheduling control of national network.

NAACP legal action could slow Atlanta sale
Group of black Pennsylvania businessmen is expected to file shortly for FCC approval of their $2 million purchase of WAOK (AM) Atlanta. But there may be complications, in form of legal action taken against station's present ownership.

Recipient Stanton says Freedoms award belongs to all American journalists
Frank Stanton, who retired month ago as vice chairman and chief operating officer of CBS, was hailed as "modern renaissance man" and "legendary leader in broadcasting" who "in significant measure has made broadcast journalism what it is today" and helped make American people "the most fully informed people on earth." Praise came from New York Governor Nelson A. Rockefeller at dinner ceremonies in New York Thursday (April 26) at which Dr. Stanton received Four Freedoms Award of Four Freedom Foundation, nonprofit organization formed in 1951 in honor of late President Roosevelt.

Award, whose past winners have included Harry S. Truman, John F. Kennedy and General George C. Marshall, was presented by Franklin D. Roosevelt Jr., who told Dr. Stanton: "You represent all that is great in the news media."

Dr. Stanton, in brief acceptance speech, said President Roosevelt's "first freedoms" at "summit of speculation—"has been central to the preservation of all our freedoms," and "when those on the firing line" protect that freedom they protect all others as well.

"In accepting your award tonight," he said, "I can claim no more than that it has been my privilege to work with them and, in a sense, for them occasionally when the going got rough. But it is they who have kept the 'first freedom' alive and vigorous. It is they, I am sure, we must to honor today—those to whom, in acknowledging your signal tribute, I invite you to join me in saluting—the men and women of American journalism."
The Music Machine wins a Peabody

Blair Radio congratulates 62/KGW...
A Division of King Broadcasting
on the 1972 Peabody Award
for its Public Affairs series
“Open Door”
T00 MANY PEOPLE DON'T KNOW WHAT THEIR REPRESENTATIVES ARE DOING IN WASHINGTON.

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

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

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

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

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

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

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

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

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

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

STORER STATIONS STORER BROADCASTING COMPANY

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo
WJW Cleveland / WDEE Detroit / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo
These are the people and events that make the world go around. Whether it's the latest in awards season or breaking news from around the globe, Datebook has you covered.
Smith to Salant to Smith

EDITOR: Mr. Salant [Richard Salant, president of CBS News; quoted in Broadcasting, April 23] should imitate some of his newsmen and check his facts at the source. As sometimes happens, Broadcasting, reporting on my remarks [before the Federal Communications Bar Association] got its causal sequence wrong. I did not say that the suit against CBS had been filed by the Birmingham city council. I was the cause of my being fired by CBS. Indeed, that suit was filed after my dismissal. I did say that my reporting and commentaries on the brutal beatings in my presence, of the first freedom riders in Birmingham during the first big civil rights crisis of the sixties was the cause, and the climax, of our disagreements. Calling a lynching mob by its proper name, which later became acceptable, was not so to CBS at that time.

I know of no commitment that the facts I related must be undisclosed. I chose silence because I was weary of my long and futile fight for free and courageous reporting. I still find the argument tiresome, and especially so since CBS has clearly recovered. I have heard harsher comments on that network since. I hope my fight contributed to their change of policy—Howard K. Smith, ABC News, Washington.

(Mr. Smith had recounted the circumstances under which he left CBS in 1961, appearing to criticize that network for a lack of courage "in the crunch." Mr. Salant called that account "a total, complete, absolute lie.")

Saw this movie before

EDITOR: Following the recent controversy about so-called "topless radio" programs being aired across the country invokes a sense of deja vu. Since the time of the ancients society has been plagued by a band of self-appointed "morality preservers" who have made it their appointed (and presumably God-given) duty to protect the rest of society from what they term damaging material. Isn't it about time our courageous and regulatory agencies get out of the morality business and get down to solving some of the serious regulatory problems confronting us today? Broadcasters—stop paying those damnable fines and stand up for the freedom of expression which you have supposedly been granted.

Let us once and for all give to broadcasting the kind of freedom it needs to continue being the innovative media it is. Let the marketplace be the final arbiter of whether a given program format is acceptable or not. This is, after all, the theory basic to our broadcasting system.

—James C. King, PhD candidate, University of Michigan, Ann Arbor, and Kathy King, law student, Detroit College of Law.

Rangers tall in saddle

EDITOR: In your major-league baseball article (Broadcasting, Feb. 25), you stated the next six weeks would tell the story on the Rangers Network. This certainly was a true statement and, fortunately for us, the final story is a good one. We can now report sales to Gulf, Schlitz Brewing, Dodge (each one-sixth of radio and TV play-by-play); Coca-Cola and Dr. Pepper (both a fourth of pregame and post-game shows); State Farm and Motorcraft (both one-eighth of TV); Southland Corp., Stewart Co., Republic Bank, Preston Road Dodge, Consolidated Dodge, Brake-O Co. (TV participations); 7-11 Stores, Southwestern Bell, Jetton's Good Service, Sunbeam Bread, Idea Research and Development (radio participations). These sales represent an almost complete sale of TV play-by-play (one and a half minutes left which will be sold) and all but six minutes of radio play-by-play (verbal commitments have been made for two of them).—Roy M. Parks, sales manager and public relations director, Texas Rangers, Arlington, Tex.
Future shock hits the broadcast media and the advertiser

We are fast approaching a time when we won't be able to reach effectively a mass audience. Let's face it—the public is facing an ever increasing choice of channels, and there will be a premium on the people who can come up with ways to pinpoint one market segment at a time. The sponsor that will win in this new era will be the one who has the insight to listen to a new idea, pre-empt it and use it to get his message across.

But, surprisingly, there has been little action on our part to devise new means to reach the consumer. Advertisers, agencies and networks are reacting in low gear to the new rules of the game. We are not proposing the psychographically designed, carefully budgeted programs and commercials that will efficiently beam an advertiser's message through the clutter.

Perhaps the best way to look at what is happening today to the broadcast media is to take a glance at what happened to radio in the past 20 years. As suddenly as the mass network audiences defected in the early fifties to television, radio stations became nothing more than antennae groping for an identity. Station personalities developed, then FM diffused radio even more. And today there is radio for everyone—the best of it well defined. But in advertising, we don't give lip service to what has happened to the medium over the past two decades.

The FM commercial, if it exists at all, is live copy. Yet FM stations are near the top of the ratings in the top-10 major markets. Country-oriented commercials on country stations are recorded mostly by jingle singers in New York. Black-oriented spots usually are written by copywriters who commute past Harlem in the daylight hours. And these are the stations with pure demographics where we could be talking on a one-to-one basis.

Several years ago Ford did a series of three-minute, miniprogram-type commercials totally integrated with the format of NBC Radio's Monitor. The commercials were the hub of a strong merchandising and promotion campaign over two weekends, correlating with key sales periods.

Yes, they were entertaining. They worked. And they were expensive.

Yet, if you would take the money being spent on a little ripple on network television and put it, for example, into FM radio aimed at a prospect, you might help to accomplish a qualitative sales job when there simply isn't enough money to use a quantitative approach.

How about radio programming? The

Like television of tomorrow, the radio of today should be part of a total communications plan to isolate and to reach a specific market segment. Radio may be, probably will be, only one key element in the plan. Let's take the so-called youth market as an example.

Look at what we've done to high school and college youth. The local television danceathon and radio shouter were pretty effective in the fifties, but only recently have we begun to react to the youth market of 1973. ABC-TV's In Concert and NBC-TV's Midnight Special at least employ the language of now in a virgin attempt to communicate with youth on television. And the quiet, intelligent appeal of New York radio's Jonathan Schwartz [of WNEW-AM-FM] personifies the new young radio. What's missing for the sponsor is the effective merchandising and promotion of these broadcast approaches. Credibility is the key to any youth-oriented campaign. They'll spot a "rip off" in a minute. Yet, if the advertising tool is really valuable to them, and it is, we can cultivate a highly qualified prospect and make a long-term friend.

For instance, the fifties rock that many of us took so seriously while growing up is now a semi-camp fad. And a nostalgia campaign aimed at college campuses is one highly credible route a sponsor could capitalize on, using radio as a primary medium. Key feature of the promotion could be block-rock programming on college radio stations, spotlighting the fifties sounds and in-depth interviews with the top personalities of the era. Add college newspapers, point-of-purchase materials and tie-in fifties rock concerts in key market areas and you've got a neat package that will positively identify you as somebody who cares. Or, if a sponsor really wants to gain a franchise on the college campus, why not aim for a television special that showcases the best of the new talent on campuses all over the country.

In my ramblings you may have noticed a certain blend of terms. First, I've made little distinction between programs and commercials. That's because many times a program may be your best commercial.

Next, I've used the word "sponsor" in the singular. Let's face it. In an era of future shock the public is going to be faced with an enormous choice of sight and sound. And it is the single sponsor who pre-empts a new idea and the means to project it who will get his message across.

And we in the agencies, networks, and creative and production companies who will win those sponsors as clients are the ones who will put the shortest distance between the person with the idea and the man who can pay for it.
Accurate ... Readable ... Airable

Accuracy is always top priority on the AP Broadcast News wire. And the new, computerized AP delivers its traditional accuracy with unprecedented speed.

The AP Broadcast wire produces a national news report in New York prepared by a staff devoted exclusively to that assignment. Similar regional and state reports are produced by staffers in AP bureaus across the country. The Broadcast wire, the longest single circuit in the world, operates 24 hours a day, every day of the year.

What this means to the AP Broadcast Members (some 3,000 radio and television stations) is that they receive the news within moments after the AP does—and the information is guaranteed accurate, readable and airable.

That's style.

AP Broadcast News
50 Rockefeller Plaza, New York, N. Y. 10020 (212) 262-4011

...speaking of style...

...the new, third edition of the AP Broadcast News Style Book is now available to those who deal with broadcast news. If you would like a copy, contact your AP Regional Membership Executive in your area, or AP New York.
Sure they've got terrific rhythm. But will they ever be any good at ballet?
For years people felt blacks couldn’t dance classic ballet. And for years there were no blacks dancing classic ballet to disprove this theory.

Then along came Arthur Mitchell. He became the first black dancer to become a principal artist in one of the world’s great ballet companies, George Balanchine’s New York City Ballet, now at Lincoln Center. Still people felt blacks couldn’t dance ballet — that Mitchell was an exception to the rule.

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

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

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

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

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

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

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

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

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

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

Capital Cities Broadcasting
We talk to people.
The networks' new frontier in programming

What used to be 'late night' is now the lead-in to early morning, and some think the schedules will eventually run to 24 hours.

The three TV networks are locked in a late-night battle that is as fiercely competitive as the prime-time sweeps, despite its smaller scale of investments and returns.

NBC, a solidly entrenched number one in the 11:30 p.m. to 1 a.m. NYT's time slot due to the durability of Johnny Carson, is knee-deep in an experiment to program the 90-minute period after Carson. There have been nine telecasts so far of the youth-targeted Midnight Special (Fridays—or, to be technical about it, Saturdays—from 1 to 2:30 a.m.), and NBC is calling the show a hit on the basis of the Nielsen averages, which gives it a 4.1 rating and 29 share (with the most recent pocketpiece showing a 4.9 rating and 35 share). In addition, NBC is taking a tentative first step in putting together a new entertainment package for the week-end with a once-a-month 11:30 p.m.–1 a.m. comedy-variety show beginning in October, to be hosted by actor Burt Reynolds.

CBS, having failed in its attempt, with The Merv Griffin Show, to oust Carson in 1957, decided in February 1972 to counterprogram with a broad mix of movies, ranging all the way from Alfred Hitchcock's 1935 classic, "The 39 Steps," to the 1971 remake of "Wuthering Heights." Within a couple of months, the network had doubled the shares it had been getting. Since then, despite occasional wide fluctuations in ratings, depending on the title, The Late-Night CBS Movie, week in and week out, has delivered a steady, low-30's share.

Recent months, ABC has been laying on a heavy publicity barrage over its catch-all Wide World of Entertainment, an umbrella title that encompasses, in any given month, five nights of Jack Paar and five nights of Dick Cavett, with the other two weeks given over to a melange of rock music (the In Concert segment every other Friday), comedy, variety, drama and documentaries.

The cost-per-minute figures for the various Wide World elements provide something of a barometer of how each is faring in the eyes of the network. "In Concert," which is geared to an audience of older teen-agers and young adults and which, in six shows to date, has a 6.7 average Nielsen rating, with a 21 share, goes for $15,000 a minute. (In all of the Wide World elements, ABC reserves eight network minutes for itself, leaving nine minutes of commercial breaks for its affiliates.) The current sponsors of the show—Gillette, Pepsi, Dodge and Warner Lambert—are all aiming their messages at the 18-24-year-olds, who are said to be less inhibited in spending habits than those of any other age group.

Jack Paar's show started out at $15,000 a minute, but after a satisfactory premiere week in the Nielsen nationals (5.2 rating and 19 share), he slipped to a 4.1 rating and 15 share in February and a 3.9 rating and 14 share in March. As a result of this decline, ABC lowered the minute price to $10,500. (The most recent pocketpiece, however, shows Mr. Paar recouping a bit, with a 4.1 rating and a 16 share.) The alternate-week mix of comedy-variety-drama-documentary was priced low to begin with, at $8,000 a minute. But when some reruns of 90-minute made-for-TV movies and a showing of "Alan King Inside Las Vegas" show outpointed the Late-Night CBS Movies, ABC began charging $10,000. "The Dick Cavett Show" is tabbed at $7,000.

At these prices, according to George Newi, a sales vice president at ABC, the entire Wide World slate is sold out through June. CBS is also experiencing a seller's market with its late-night movies, so much so that after May 4 it is raising its minute cost from $15,000 to $16,000. Since the CBS movies always run past 1 a.m., a total of 21 minute positions are provided. The network takes 11 minutes each night and gives the affiliates 10 minutes to sell to local or spot advertisers.

The CBS stations are doing some grumbling, according to Ed Pfeiffer, vice president and general manager of WPVI-TV Providence, R.I., the affiliates' chairman, about the network's taking all of its 11 minutes before 1 a.m. "The affiliates would like to get more station-announcements positions prior to 1 a.m.," he says. "The audience is not terribly big after 1 a.m. to get station identifications out with a lot of unsaleable inventory on their hands." Mr. Pfeiffer hastens to add that there's no affiliate revolt in the offing. The matter is destined for discussion, however, at the upcoming affiliates' meeting May 15-16.

NBC's Carson allows it to set aside nine minutes for network commercials at $21,000 a minute (although volume buys have been known to knock the price down to as low as $17,000), with eight minutes for affiliates to sell. Sitting in at a meeting on NBC's expanding late-night schedule with Herb Schlsser, executive vice president of the network; Mort Werner, senior vice president, program planning; and Mike Weinblatt, vice president, sales, is like listening to three men who have cornered a lucrative market. "After 10 years of doing the show, Johnny Carson seems to be still in his prime," says Mr. Werner. "If anything, the move to California, the new locale, has made him funnier, more brilliant than ever.

"Carson's really the only regular comedy star on the air who's constantly making topical comments and sticking pins into our foibles," adds Mr. Schlsser. "And don't forget," chimes in Mr. Werner, "that NBC's success in the late-night arena predates Carson by quite a number of years." He mentioned Broadway Open House, which ran in the early fifties, Steven Allen, who hosted a show from July 1953 to January 1957, and Jack Paar, July 1957 to March 1962.

The NBC executives acknowledge that they have their work cut out for them in lining up affiliates for the upcoming once-a-month Saturday/Sunday Burt Reynolds shows. Only 104 NBC affiliates currently plug in to the Saturday/Sunday Tonight Show reruns (compared with the 214 stations that take Carson on week nights). Ancil Payne, the executive vice president of King-TV Seattle and a member of the board of NBC affiliates, says that many stations prefer to show movies on the weekends but "if Burt Reynolds becomes a red-hot property, the affiliates will be glad to accept it.

Mr. Weinblatt regards Midnight Special as a success, particularly by its demographic standards. According to Nielsen, 62% of its audience on a given Friday is made up of 18-49-year-olds (compared to the prime-time average of 44%). NBC also likes to boast about the affiliate coverage of the show; despite the late hour, 194 stations are carrying it. The network is still proceeding cautiously on its plans to program Monday through Thursday from 1 to 2:30 a.m., however, and will not talk about formats it may have in mind.

Mr. Payne sees clearance problems for this time period among stations that go off the air after Carson. The cost of extending weekday operations into early-morning hours, he says, could prove burdensome to the smaller affiliates, particularly when it comes to renegotiating union contracts for overtime and for altered work shifts.

Over at CBS, Irwin Segelstein, vice president for program administration—a fussy, deliberate man who sports one of the few beards to be seen in the executive suites—says, "Before Merv Griffin, there was no CBS network show at 11:30,
and the affiliates did very well programing movies or syndicated reruns of former network shows." But when CBS joined NBC and ABC in the late-night crapshoot, according to Mr. Segelstein, "the network viewers ended up with very little choice of program type between Carson, Cavett and Griffin. So the independent stations in the larger urban markets—which were counterprograming with movies and other dramatic forms—began to pick up ratings and share points at our expense."

When CBS turned to network movies, however, it doubled the Griffin show's shares without having any effect at all on Carson's or Cavett's shares. CBS's big gain, says Mr. Segelstein, came largely from people who deserted the independent stations' movies in favor of the movies on the network.

CBS hasn't yet come up with any magic formula enabling it to predict how well a particular type of movie will do on a given night, although, in Mr. Segelstein's words, "we've knocked out the shibboleth that the exploitation-horror picture is the safest bet for showing on Friday. We've discovered that westerns, in general, play much better on Fridays than the exploitation movies."

Mr. Segelstein also has a rule that the longer a movie runs, the better; those 21 minutes of commercials have to be shoehorned in every night, and when a picture is only 75 minutes long, that makes for a lot of shoeorning.

At ABC, the man to see about the Wide World of Entertainment is feisty, volatile Michael Eisner, the vice president for programing development and children's programs. "We're at the point now," he says, right off the bat, "where on any given night we can beat both Carson and the CBS movies in the ratings."

But Mr. Eisner readily admits that some elements of Wide World aren't working. "Jack Paar hasn't found his groove yet," he says. "But we're working on the show, and I can assure you that Jack Paar will survive us all."

As for other Wide World soft spots, "the 'comedy news' format hasn't been successful," he says, "and I don't think we'll do any more two-part taped dramas, like 'Frankenstein' and 'Dorian Gray.' People don't want to commit themselves to watching the first part because they're afraid something will come up the next night, or they'll be too tired to watch it."

One of the most encouraging signs of Wide World impact, as Mr. Eisner sees it, is the improved station clearance for the new format. The figures supplied by ABC show that at its peak last year The Dick Cavett Show was clearing 142 stations, 119 of which were live feeds, 23 delays. At its peak so far this year, Wide World cleared 166 stations (144 live, 22 on delay)—a jump in national coverage of from 86.8% to 93.4%, according to ABC.

Mr. Eisner's final thought should quicken the adrenaline flow of any network salesman. "Considering the habits of many Americans, I can foresee a time when the networks will be successfully programing 24 hours a day."
The camera turns around to see evils in commercials

Television focuses on itself in CBS News examination of advertising on the medium

"Are television commercials reasonable, are they logical, are they strictly truthful?" Reporter Charles Kuralt posed the question at the end of a CBS News examination of network TV commercials last Thursday night (April 26) and concluded that "the answer must be: not exactly, not always... Commercials must be taken with a grain of salt. Or, in the words of an elder statesman of the marketplace, caveat emptor, let the buyer beware."

The one-hour report, which CBS News billed as the first such study ever undertaken on commercial TV, incorporated parts of an estimated 150 commercials—out of more than 6,000 that producer-writer-director Irv Drasin and his staff viewed in a year's research—in an explanation of some of the implications as well as the business of TV advertising and the principal issues surrounding it. The report, titled "You and the Commercial" and presented at 10-11 p.m. on CBS-TV, was not sponsored.

Many of the familiar faces as well as the familiar issues in the controversy over advertising regulation were on tap: Robert Pfitzsky, filmed when he was still director of the Federal Trade Commission's Consumer Production Bureau, advocated corrective advertising and counteradvertising, while Peter Allport, president of the Association of National Advertisers, and Archibald McG. Foster, chairman of Ted Bates, argued against them. The landmark cases of "misleading" advertising—among them the Rapid Shave sandpaper case, Libby-Owens-Ford's open-window commercial, the marbles in Campbell soup—were reported (but the also-famed Xerox anti-frauds effort is not, for it had been wrong, was not). Viewers even got their first look at a countercommercial on a network: the Stern Concern's spot in which Burt Lancaster tells viewers that defects in certain Chevrolet models "could cost you your life."

Among the missing were six big-spending TV advertisers who, viewers were told, declined to be interviewed for the report: Proctor & Gamble, General Foods, Warner-Lambert, Bristol-Meyers, Colgate-Palmoive and American Home Products. P&G was quoted as saying it would consider appearing only if given the questions in advance. ANA's President, speaking for the companies, said the news policy of not submitting advance questions or letting interviewers participate in editing "is probably a good thing but it is a very inhibiting thing."

The most sustained disparagement of commercials came from Eric Fromm, psychologist and author. Would he say, for instance, that advertising gives the consumer "enough information to make a rational decision in the marketplace?" "On the contrary," Dr. Fromm said, "I would say our ads by and large tend to misinform the reader [sic] and not to make him think rationally, but irrationaliy. You might speak of side-effects..."

"Advertising tends to make a person greedy, to create the man who wants more and more, instead of trying to be more and more. Thinking, rational thinking, independent thinking is undermined. That advertising does not try to do under the guise of rules and mechanisms of our mode of production and consumption. Especially with big corporations, he said, "the taste of the public must be manipulated, must be made foreseeable. Otherwise the big maemony enterprise is the one of means to do this."

"Asking whether he wasn't taking advertising more seriously than most people do, Dr. Fromm replied that "they don't take it seriously and they do. The hopes, the fears which are aroused by advertising operate, but they don't operate much on a conscious level."

To Alvin Achenbaum, executive vice president and advertising director of marketing services for J. Walter Thompson, this sort of talk was "utter nonsense." In 22 years in advertising, he said, he had never heard anyone propose or ad aimed at the subconscious. He also insisted that "we don't have any specialized techniques for convincing people to do things that they don't want to do."

"Man gets woman or woman gets man—that sort of thing, Mr. Achenbaum said, is often put into commercials just to get people to watch them, as dramatic as 'unreal' situations are often used in literature. "But people recognize in literature that there's a certain amount of unreality," he said. "I think they understand that there's unreality in watching a commercial."

"Nor did he think that commercials "manipulate," any more than church leaders or politicians do, though in those cases "we don't call it manipulation." And, he added, "I think when an advertiser in a 30-second commercial tries to persuade you, we say manipulation either. He's doing that in a
People, Mr. Achenbaum said in response to another question, "don't believe everything they see or hear—any more than I believe everything I see or hear in church or in school or from a politician or at an FTC hearing. I think that we discriminate. We recognize that this is a commercial message. I think most people realize that someone is trying to sell them something and therefore they should take everything with a grain of salt."

The report went into network policing of commercials in an interview with Herminio Traviesas, broadcast standards vice president of NBC. He said his department reviewed over 36,000 commercials last year, demanded substantiation for every one that made a claim and sometimes took two to three months of back-and-forth discussions with advertisers and agencies before reaching a conclusion "that either the copy has to be changed to match the substantiation or we throw it out completely."

Asked whether he could say "that every commercial the public sees on NBC is truthful," Mr. Traviesas said he could say for all three networks—since the others have review departments similar to NBC's—that "we do not put anything on the air that we do not honestly believe can be substantiated, that is truthful." Asked about "fraud" such as in the sandpaper case, he said that "when that happened, we honestly believed it was truthful. We don't make mistakes."

Newsman Kuralt observed, "Whether the networks' self-policing is all that it should be has been a matter of controversy among the public and the government and the special-interest groups for 30 years. It still is."

Mr. Kuralt said at the outset that the report was focusing primarily on the network-TV phase of the "$23-billion-a-year" advertising business because it is the commercial that has fixed attention on advertising. Advertisers say that for all its cost and complexity, the commercial is the cheapest, fastest and most dramatic way to reach the most people.

Perry Wolff was executive producer of the report.

Chevron ads again before appeals court
But to surprise of judge, challengers no longer feel F-310 is relevant to the case

After almost three years of litigation in which television commercials promoting the use of Chevron gasoline blended with the additive F-310 were said to raise a fairness-doctrine issue, the U.S. Court of Appeals in Washington heard, for the first time, last week that the presence or absence of the additive was "irrelevant" to the complaint.

The statement which drew expressions of surprise from Judge Roger Robb, one member of the three-judge panel, was made by one of the complainants in the case, Alan F. Neckritz. He had been a University of California law school student when the complaint was filed and is acting as his own counsel.

"The commercial raises the question of whether Chevron gasoline will contribute significantly to the air-pollution problem," Mr. Neckritz said. "The point is that the additive is irrelevant."

To Judge Robb the thrust of that argument appeared to be that advertisements for any gasoline raised a fairness-doctrine issue. "How do you get around that interpretation?" he asked. Mr. Neckritz did not try. He said the FCC has held that advertising making explicit claims raising controversial issues of public importance involves the fairness doctrine. "You have to use the F-310," he said. "And that raises the issue." He said the ads failed to inform the public of the alleged dangers in the use of the gasoline.

To FCC General Counsel John Pettit, who represented the commission, the exchange appeared to underline what he said was the "elusive nature" of the case, which raises again the question of whether product advertising leaves broadcasters vulnerable to fairness-doctrine complaints.

At issue in the case are Chevron ads, no longer aired, that promote F-310 as offering a partial solution to air pollution. Mr. Neckritz and a fellow law-school student, Lawrence B. Ordower, filed their fairness complaint against five California stations, contending that the ads presented one side of a controversial issue—whether the use of the product would reduce air pollution—and that the ads were false and misleading. The commission
denied the complaint, claiming the ads were product advertising not subject to fairness.

But Mr. Pettit, in commenting on what he said was the "elusive nature" of the case, said that "no matter how many ways you attempt to phrase it, the question of fairness and deception is not subject to the fairness doctrine. The deceptive-advertising issue has been dropped from the suit (although the Federal Trade Commission is investigating the F-310 claims). And FOE, he said, applies only insofar as it promotes the use and glorification of products—such as leaded gasoline and high-powered cars—that contribute to health problems. F-310 commercials, he noted, promoted the use of all mineral gasolines—nonleaded as well as leaded.

He also said that the key to determining whether a controversial issue is involved in a commercial is to focus on the kinds of responses that might be made. In the Chevron case, he said, the thrust of a response would be that some other gasoline should be used. And that, he said, "would hardly enlighten the public on a controversial issue of public importance."

Lee Lovengir, for Standard Oil of California, the parent corporation, and a former FCC commissioner, said the assertion that F-310 is irrelevant to the complaint is "utter nonsense." "If used, it reduces pollution," he said, "yet won't solve the problem. All we said was that it helps."

P&G easily retains crown as TV's top client

Totals for 1972 also show toiletries accounted for most network dollars, food products for largest share of spot

Procter & Gamble, General Foods and American Home Products were television's big three in combined network-spot TV investments last year. Each advertiser spent more than $90 million in network and spot.

The leader, P&G allocated $188.4 million to network and spot television. GF's total was $98.8 million and American Home spent $96.3 million.

Other leading advertisers were Bristol-Meyers with $73.6 million, Colgate-Palmolive with $70.5 million; Ford Motor, $67.1 million; Sterling Drug with $67 million, and Sears and Lever Brothers each spending over $50 million in the medium.

The Television Bureau of Advertising released data today (April 30), showing network and spot investments of the top-100 advertisers in product categories. Top network category was toiletries and toilet goods ($328.8 million) and for the spot category was food and food products ($268.3 million).

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<tr>
<th>Procter &amp; Gamble</th>
<th>$188,351,800</th>
<th>Spot TV</th>
<th>$72,319,400</th>
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<tr>
<td>30. Shell Oil</td>
<td>21,799,200</td>
<td>Network</td>
<td>10,447,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31. American Cyanamid</td>
<td>21,531,000</td>
<td>Network</td>
<td>10,177,200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>32. William Wrigley Jr.</td>
<td>20,615,400</td>
<td>Network</td>
<td>9,179,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>33. ITT</td>
<td>19,989,200</td>
<td>Network</td>
<td>9,133,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>34. Campbell Soup</td>
<td>19,777,200</td>
<td>Network</td>
<td>8,134,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>35. Block Drug</td>
<td>18,391,400</td>
<td>Network</td>
<td>5,113,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>36. Clorox</td>
<td>17,994,200</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>37. Schiltz Brewing</td>
<td>17,781,600</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>38. Nabisco</td>
<td>17,781,600</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>39. Pasta</td>
<td>17,781,600</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40. Morton-Norwich Products</td>
<td>17,577,600</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41. Maytag</td>
<td>17,520,000</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>42. Mennen</td>
<td>17,520,000</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>43. Morton-Norwich Products</td>
<td>17,380,200</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>44. Morton-Norwich Products</td>
<td>17,377,200</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>45. Mattel</td>
<td>16,129,600</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>46. Eastman Kodak</td>
<td>15,811,000</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>47. Richardson Merrell</td>
<td>15,361,200</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>48. Greyhound</td>
<td>15,288,700</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>49. Norton Simon</td>
<td>15,191,700</td>
<td>Network</td>
<td>2,515,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50. Goodyear Tire &amp; Rubber</td>
<td>14,741,000</td>
<td>Network</td>
<td>1,678,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>51. Sterling Drug &amp; 67 million</td>
<td>Network</td>
<td>1,678,900</td>
<td></td>
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</tr>
</tbody>
</table>

The 100 biggest spenders in 1972

The Television Bureau of Advertising released data today (April 30), showing network and spot investments of the top-100 advertisers in product categories. Top network category was toiletries and toilet goods ($328.8 million) and for the spot category was food and food products ($268.3 million).
**Product spending in TV in 1972**

<table>
<thead>
<tr>
<th>Category</th>
<th>Spot TV</th>
<th>Network TV</th>
<th>Total National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture and Farming</td>
<td>$5,455,200</td>
<td>$46,000</td>
<td>$5,493,200</td>
</tr>
<tr>
<td>Apparel, Footwear and Accessories</td>
<td>43,344,200</td>
<td>31,668,800</td>
<td>74,966,900</td>
</tr>
<tr>
<td>Apparel fabrics and finishes</td>
<td>2,114,900</td>
<td>1,876,600</td>
<td>3,991,500</td>
</tr>
<tr>
<td>Footwear</td>
<td>7,540,100</td>
<td>3,758,600</td>
<td>11,298,700</td>
</tr>
<tr>
<td>Housewear</td>
<td>9,441,800</td>
<td>728,200</td>
<td>10,170,000</td>
</tr>
<tr>
<td>Ready-to-wear</td>
<td>6,849,900</td>
<td>5,024,700</td>
<td>11,874,600</td>
</tr>
<tr>
<td>Underwear, foundations and bras</td>
<td>10,066,100</td>
<td>18,070,900</td>
<td>28,077,000</td>
</tr>
<tr>
<td>Miscellaneous apparel, accessories and notions</td>
<td>6,721,400</td>
<td>1,605,400</td>
<td>8,326,800</td>
</tr>
<tr>
<td>Automotive</td>
<td>111,657,100</td>
<td>179,317,900</td>
<td>390,975,000</td>
</tr>
<tr>
<td>Passenger cars</td>
<td>89,101,600</td>
<td>169,350,000</td>
<td>258,451,600</td>
</tr>
<tr>
<td>Tires and tubes</td>
<td>5,674,500</td>
<td>26,000,700</td>
<td>31,675,200</td>
</tr>
<tr>
<td>Trucks and mobile homes</td>
<td>9,366,000</td>
<td>7,088,900</td>
<td>16,450,900</td>
</tr>
<tr>
<td>Miscellaneous auto accessories and equipment</td>
<td>7,486,000</td>
<td>19,873,300</td>
<td>27,359,300</td>
</tr>
<tr>
<td>Beer and Wine</td>
<td>76,422,600</td>
<td>35,176,800</td>
<td>111,599,500</td>
</tr>
<tr>
<td>Beer and ale</td>
<td>54,239,500</td>
<td>28,183,800</td>
<td>82,423,300</td>
</tr>
<tr>
<td>Wine</td>
<td>24,184,100</td>
<td>6,993,100</td>
<td>31,177,200</td>
</tr>
<tr>
<td>Building materials, equipment and fixtures</td>
<td>14,454,800</td>
<td>13,443,600</td>
<td>27,898,400</td>
</tr>
<tr>
<td>Building materials</td>
<td>2,567,600</td>
<td>1,296,700</td>
<td>3,864,300</td>
</tr>
<tr>
<td>Equipment features and systems</td>
<td>8,575,700</td>
<td>6,535,300</td>
<td>15,111,000</td>
</tr>
<tr>
<td>Protective coating and finishes</td>
<td>3,311,500</td>
<td>5,511,600</td>
<td>8,823,100</td>
</tr>
<tr>
<td>Confectionery and soft drinks</td>
<td>96,786,300</td>
<td>61,400,500</td>
<td>158,184,800</td>
</tr>
<tr>
<td>Confectionery</td>
<td>38,612,800</td>
<td>30,054,200</td>
<td>68,667,000</td>
</tr>
<tr>
<td>Soft drinks</td>
<td>36,177,400</td>
<td>31,546,300</td>
<td>67,723,700</td>
</tr>
<tr>
<td>Communications and public utilities</td>
<td>8,643,800</td>
<td>15,877,900</td>
<td>24,521,700</td>
</tr>
<tr>
<td>Engineering and professional services</td>
<td>9,455,700</td>
<td>9,482,000</td>
<td>18,937,700</td>
</tr>
<tr>
<td>Financial</td>
<td>2,686,800</td>
<td>12,741,500</td>
<td>15,428,300</td>
</tr>
<tr>
<td>Schools and colleges</td>
<td>11,566,900</td>
<td>1,400,000</td>
<td>11,966,900</td>
</tr>
<tr>
<td>Entertainment and Amusement</td>
<td>(105,767,600)*</td>
<td>19,598,600</td>
<td>125,366,200</td>
</tr>
<tr>
<td>Amusements and events</td>
<td>(17,851,700)*</td>
<td>265,000</td>
<td>18,116,700</td>
</tr>
<tr>
<td>Motion pictures</td>
<td>(28,395,400)*</td>
<td>3,986,500</td>
<td>32,381,900</td>
</tr>
<tr>
<td>Restaurants and drive-ins</td>
<td>(59,520,500)*</td>
<td>15,347,100</td>
<td>74,867,600</td>
</tr>
<tr>
<td>Food and Food Products</td>
<td>268,314,100</td>
<td>305,689,600</td>
<td>573,993,700</td>
</tr>
<tr>
<td>Appertizers, snacks and nuts</td>
<td>11,698,800</td>
<td>15,255,600</td>
<td>26,954,400</td>
</tr>
<tr>
<td>Bakery goods</td>
<td>32,290,600</td>
<td>20,594,700</td>
<td>52,885,300</td>
</tr>
<tr>
<td>Cereals</td>
<td>20,010,700</td>
<td>54,857,000</td>
<td>74,867,700</td>
</tr>
<tr>
<td>Coffee, tea and cocoa</td>
<td>45,012,300</td>
<td>32,081,300</td>
<td>77,093,600</td>
</tr>
<tr>
<td>Condiments</td>
<td>10,226,800</td>
<td>11,133,000</td>
<td>21,359,800</td>
</tr>
</tbody>
</table>

**DAD'S ARMY**

26 HALF HOURS OF LAUGHTER AND ACTION

FIRST-RUN/COLOR

A sure-fire comedy hit
Ideal for access time. Or for any time period
Slot this comedy on your station, and you'll have everybody laughing...except the competition
Produced by BBC-TV

TIME/LIFE FILMS emit NEWS, DOCUMENTARY, AND DOCUMENTARY OF LIFE, INC.
Noncommercial station takes FCC commercial policy too lightly

In 1971, noncommercial WBJ-C-FM Baltimore began programming a number of old-time radio programs for its nostalgia-hungry listeners. Subsequently, the station came on the idea that those same listeners might be interested in hearing some of the commercials of yesteryear as well. Last week, it found out that when the FCC designates a station as noncommercial, it means it.

In rejecting WBJC-FM's request for a long-term waiver of the rules precluding the broadcast of commercial announcements by public broadcast media, the commission noted that while the spots the station "had in mind might have historical significance, these interests would be better served by a limited waiver. WBJC-FM had previously secured a staff ruling granting it such a waiver until May 1972. It asked for a further extension of the waiver last February and in the meantime, according to the commission, continued to broadcast its vintage programing, commercials intact.

That action, despite the fact that WBJC-FM had asked that its waiver request be granted retroactively to last May, indicates that the station had not shown the "degree of responsibility expected of a licensee," the commission said. It said it was particularly concerned with possible violations of the prohibition of broadcast station advertising occurring within the course of the WBJC-FM programming. Accordingly, the commission warned the station that any further violations of its rules in this area may result "in the imposition of appropriate sanctions."

Early riser. Network-TV billings showed a first-quarter 1973 gain of 14.6% over the comparable period of a year ago, according to a Television Bureau of Advertising report of Broadcast Advertisers Reports (BAR) compilations. In March, the increase was 18.2%. Big winner, per centagewise, was weekend daytime business in March, though that time category showed a slight decrease for the full quarter. NBC continued to lead the networks in TV billings on a quarterly basis, but CBS was first in March as it had also been in February.

<table>
<thead>
<tr>
<th>March</th>
<th>January-March</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>1972</td>
</tr>
<tr>
<td></td>
<td>$ 49,783.4</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>36,289.9</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>15,154.5</td>
</tr>
<tr>
<td>Nighttime</td>
<td>104,346.6</td>
</tr>
<tr>
<td>Total</td>
<td>$154,130.0</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>AIBC</th>
<th>CBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>*January</td>
<td>$ 52,617.2</td>
<td>$ 57,918.5</td>
</tr>
<tr>
<td>*February</td>
<td>52,665.7</td>
<td>56,089.3</td>
</tr>
<tr>
<td>March</td>
<td>55,028.6</td>
<td>64,306.3</td>
</tr>
<tr>
<td>Year-to-Date</td>
<td>$160,511.1</td>
<td>$178,314.1</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>March</th>
<th>January-March</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>1972</td>
</tr>
<tr>
<td></td>
<td>$150,020.4</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>94,411.0</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>55,609.4</td>
</tr>
<tr>
<td>Nighttime</td>
<td>301,842.5</td>
</tr>
<tr>
<td>Total</td>
<td>$451,829.2</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>AIBC</th>
<th>CBS</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>*January</td>
<td>62,578.2</td>
<td>62,578.2</td>
<td>62,578.2</td>
<td>62,578.2</td>
</tr>
<tr>
<td>*February</td>
<td>53,684.9</td>
<td>53,684.9</td>
<td>53,684.9</td>
<td>53,684.9</td>
</tr>
<tr>
<td>March</td>
<td>62,883.0</td>
<td>62,883.0</td>
<td>62,883.0</td>
<td>62,883.0</td>
</tr>
<tr>
<td>Year-to-Date</td>
<td>$179,146.1</td>
<td>$179,146.1</td>
<td>$179,146.1</td>
<td>$179,146.1</td>
</tr>
</tbody>
</table>

Business Briefs

Bad batting average. N.W. Ayer & Son, New York, has completed two-year study of TV stations' handling of commercials involving 111,300 individual commercial placements by Ayer. Study shows that out of every 10 commercials placed, 14 did not run as ordered.

Weiss collection. Lee King & Partners, formerly Edward H. Weiss & Co., Chicago, is establishing permanent collection of advertising and marketing books at Chicago Public Library. Edward H. Weiss Advertising Collection is being launched with total gift to the library of $5,000.

Spot exchange. Five CBS-owned television stations have created and produced series of children's public-service spot announcements to be broadcast, starting May 1. Each station produced 60-second spot and 30-second version for distribution to other four outlets. Several announcements stress proper nutrition and others focus on aspects of safety in and outside home.

Agency appointments. Toshiba America, New York, manufacturer and importer of radios, TV's, stereo systems, and other small electrical appliances, has appointed DKG, New York, to handle its advertising. Agency anticipates use of radio and TV. Bristol-Myers, New York, has assigned new product, 'The Works' by Vitalis, to Young & Rubicam, New York. Y&R will be going into spot-TV test markets. Health care division of Johnson & Johnson, New Brunswick, N.J., has appointed Young & Rubicam, New York, to handle advertising for Care, new facial-cleanser product. Y&R is testing TV commercials for Care in Phoenix area.

Fly me. Hughes Airwest, San Francisco-based airline serving west coast, is using heavy schedule of radio spots in $1-million summer campaign announcing new international routes. Agency is Foote, Cone & Belding, Los Angeles.
Ownership ties drop in Congress

Down two from the 92d session, seven senators and equal number of representatives now have personal or family interests in broadcasting properties.

Seven House members and seven senators in the 93d Congress have a direct or family-related interest in television or radio stations, according to research conducted by Broadcasting, which has reported such interests with each new session of Congress.

In the 92d Congress seven senators and nine representatives had station-ownership ties (Broadcasting, May 24, 1971).

Of the 14 Senate and House members having financial interest in the broadcasting industry, five representatives and five senators have a direct interest in a broadcast property. That amounts to less than 2% of the present 534 members of the new Congress. In the 92d Congress slightly more than 2% of House and Senate members had direct broadcast interests.

Five names have been deleted from the list of two years ago.


Senator B. Everett Jordan (D-N.C.) did not seek re-election last year. Senator Jordan and his family owned about 8% of WBWB-AM-FM Burlington-Graham, N.C., and his wife owned 3% of WHEY-AM-FM Hickory, N.C.

Representatives Alvin E. O'Konski (R-Wis.) and Roman C. Pucinski (D-Ill.) were defeated in the elections last fall. Mr. O'Konski owns 90% of WARE-TV Rhinelander, Wis., and Mr. Pucinski is major owner of WEDC (AM) Chicago.

Senator Winston L. Prouty (R-Vt.) died in September 1971. The senator's second cousin had less than 1% interest in WIKE (AM) Newport, Vt.

The additions to the list are all newly elected to Congress—Senators Jesse Helms (R-N.C.) and Walter Huddleston (D-Ky.) and Representative William Armstrong (R-Colo.).

Following is the tally for the 93d Congress:

- Representative William L. Armstrong (R-Colo.)—is president and owner of Armstrong Broadcasting Corp., licensee of KOSI (AM) Aurora, Colo., and KOSI-FM Denver.
- Representative Thomas L. Ashley (D-Ohio)—owns 3,319 of 1,749,683 outstanding voting common shares of Pacific & Southern Broadcasting Co. The P&S stations are WQX-AM-TV Atlanta, WQXI-FM Smyrna, both Georgia; WSAI-FM Cincinnati; WWDJ-FM Hackensack, N.J.; KUDL-FM Los Angeles, and KIMN (AM) Denver. WQXI-TV is a channel-11 ABC-TV affiliate; WSAI-FM is affiliated with the ABC Information Network. P&S has reached an agreement under which it will merge five of its stations into Combined Communications Corp. and spin off the remaining three properties—WQXD-AM-FM and KIMN (Broadcasting, April 23).
- Senator James L. Buckley (Conservative-Republican-N.Y.)—his brother, William F. Buckley Jr. (columnist, television commentator and owner of National Review magazine), is board chairman and owns 63,866 voting common shares (of about 1,061,000 outstanding) of Starr Broadcasting Group Inc. The Starr stations are KXLR (AM) North Little Rock, Ark.; KABL (AM) Oakland and KARL-FM San Francisco, both California; KUCL (AM) Fairway and KULD-FM Kansas City, both Kansas; WBOK (AM) New Orleans; WLOK (AM) Memphis; KYOK (AM) Houston; WCYB-TV Bristol, Va.; WWJW (FM) Detroit, and WNCN (FM) New York. WCYB-TV is a channel-5 affiliate of NBC-TV; KUCL, KYOK and WWJW are affiliates of the ABC Contemporary network, and KXLR is affiliated with the ABC Entertainment network.
- Representative John R. Dellenback (R-Ore.)—owns 140 voting common shares, or 20%, of Radio Medford Inc., which owns KMED-AM-TV and KTMT (FM) Medford, Ore., and KMRS (AM) Redding, Calif. KMED-TV, on channel 10, is affiliated with ABC-TV and NBC-TV; KMED is affiliated with NBC.
- Representative Joe L. Evins (D-Tenn.)
—his first cousin, John Bill Evans, is vice president, director and 12% owner (50 voting common shares) of Center Hill Broadcasting Corp., which is licensee of WJLE-AM-FM Smithfield, Tenn.

* Representative L. H. Fountain (D-N.C.)—is vice president and director and owns 29% (86 voting common shares) of Coastal Plains Broadcasting Inc., licensee of WCPS-AM-FM Tarboro, N.C. Members of his family own the remainder of the stock, and his brother, V. E. Fountain, is president of Coastal Plains Broadcasting.

* Representative Orval Hanssen (R-Idaho)—owns 122 shares of voting common stock (37%) of KFXD(AM) Nampa, Idaho. The congressman’s brother, Reed Hansen, serves as vice president and director of the licensee, Idaho Broadcasting Co. KFXD is an affiliate of the ABC Contemporary network.

Senator Jesse A. Helms (R-N.C.)—is owner of 10 voting common shares (less than 1%) of Capitol Broadcasting Co., licensee of WRAL-FM-TV Raleigh, N.C. Prior to his election last November, Senator Helms was executive vice president, vice chairman and assistant chief executive of the stations. WRAL-TV (ch. 5) is affiliated with ABC-TV.

Senator Walter D. Huddleston (D-Ky.)—is sixteenth owner of Lebanon-Springfield Broadcasting Co., licensee of WLRB(AM) Lebanon, Ky. Before being elected to the Senate last fall, Senator Huddleston was also president and general manager of WIEL(AM) Elizabeth-town, Ky., although he had no financial interest in the station and is no longer associated with it. Senator Huddleston is former president of the Kentucky Broadcasters Association.

Senator John Sparkman (D-Ala.)—his wife, Ivo Hall Sparkman, owns 49% of Sand Mountain Broadcasting Service, licensee of WAVU(AM) and WQSB(FM) Albertville, Ala. (This interest was omitted from BROADCASTING’s 1971 report.)

Senator Ted Stevens (R-Alaska)—owns less than 1% (five working common shares) of Northern TV Inc., licensee of KBYR(AM), KNK-FM, and KTVF(TV) Anchorage, and KFBF(AM) and KTVF(TV) Fairbanks, Alaska. Prior entering the Senate in 1968, Senator Stevens also served as legal counsel to the company. KTVF is on channel 11 and is affiliated with CBS-TV. KTVF, also on channel 11, is an affiliate of CBS-TV and ABC-TV. KFBF is affiliated with CBS; KBYR with ABC’s Contemporary network.

Senator Stuart Symington (D-Mo.)—Valeria Symington, the wife of the senator’s brother, James H. Symington, owns 42 shares, or 67%, of WAGE(AM) Lebanon, Ky. The senator’s brother-in-law, Huntington Harris, is president of the licensee, Radio WAGE Inc.

Representative James W. Symington, (D-Mo.)—is the son of Senator Stuart Symington, and nephew of James H. Symington, whose wife has interest in WAGE.

Senator Robert Taft Jr. (R-Ohio)—a trust fund held for his benefit owns approximately 40,000 shares (of about 4,960,000 outstanding) of Taft Broadcasting Co. At one time he owned 76,000 shares in his own name, but he no longer has that interest. In addition, he is a co-trustee of a charitable trust that holds 71,516 shares, with the University of Cincinnati being the beneficiary. Senator Taft does not vote on issues affecting broadcast regulation in order to avoid a conflict of interest. The Taft broadcast properties are WBRK-TV Birmingham, Ala.; WDAF-AM-FM-TV Kansas City, Mo.; WGR-AM-FM-TV Buffalo, N.Y.; WKKC-AM-TV and WQSB(FM) Cincinnati and WTVN-AM-TV and WBUX(FM) Columbus, both Ohio; WCAF-TV Philadelphia, and WNEP-TV Scranton, both Pennsylvania. WBRK-TV (ch. 6), WNP-TV (ch. 16), WKKC-TV (ch. 12) and WTVN-TV (ch. 6) are affiliated with ABC-TV. WDAF-TV (ch. 4) and WCAF-TV (ch. 2) are ABC-TV affiliates. WTP-TV is a channel-29 independent. WDAF and WGR are affiliates of ABC’s Information network and WKKC and WTVN are affiliated with ABC’s Entertainment network.

‘Post’ says Nixon group stacked poll

Incident involved WTTG survey of reaction to Haiphong mining

President Nixon’s re-election committee, which has been in the news in connection with allegations of political espionage and sabotage aimed at the Democrats, turned out last week to have stacked a survey. WTTG-TV Washington conducted last year on the President’s decision to mine Haiphong harbor. The Washington Post, which has played the major press role in breaking the Watergate story, quoted committee officials as saying the committee stacked the sampling. They said the committee sent the station thousands of postcards—one said 2,000;
another, 4,000—in support of the President's position. One also said the station was sent ballot coupons that had been clipped from about 1,000 newspaper copies purchased for that purpose.

The Metromedia station had simply asked its viewers to vote yes or no on whether they supported the President's position, which was then highly controversial, and published a sample ballot in newspaper ads.

As announced by the station, the final result showed 5,157 viewers supporting the mining operation, and 1,158 opposing it. However, many of the postcards mailed by the committee probably were not counted. Ed Turner, Metromedia's news director, said last week that in the final two days of the week-long survey, postcards were received that bore striking similarities to one another—in terms of phrasing used and the typewriter on which they were written. "These were set aside and were discounted," Mr. Turner said. "We announced on the air somebody had tried to stack the survey.

Although "several thousand" postcards were not counted, he said, the newspaper ballots now reported to have been submitted by the committee apparently were included in the total.

"We were trying to get a sample of audience concern, and they abused it," Mr. Turner said of the re-election committee. But it proved a lesson. Since that experience, he said, "We have gone to Arbitron to do telephone polls" when surveys were wanted. "It's more scientific."

Curtis quit over those phone calls

Former CPB chairman says last-minute White House pressure and the subsequent delay of PBS compromise broke his faith in the independence of his board

What can and should be done to resolve the current impasse between the Corporation for Public Broadcasting and the nation's 234 public television stations? Thomas B. Curtis, who's a victim of the impasse, last week emerged with an unequivocal suggestion. "The White House must make a statement," he told Broadcasting. "That statement should say, 'We respect the integrity of the CPB board. We think it's very important if public broadcasting is going to go ahead that it be insulated from any federal pressures from the White House or from the Congress.' Let somebody from the White House say this," Mr. Curtis urged.

Mr. Curtis, whose sudden resignation earlier this month as CPB chairman followed his failure to mediate differences between CPB and public television stations (Broadcasting, April 23), apparently is not realistically expecting such a statement from the White House. But he indicated that he once did and was disappointed. Referring to the director of the White House Office of Telecommunications Policy, Mr. Curtis recalled: "I thought Tom Whitehead was going to say before the Pastore committee [in testimony on a two-year public broadcasting funding bill being heard by the Senate Communications Subcommittee headed by Senator John O. Pastore]'Look, we in the White House understand why this board must be independent and we respect it. Yes, we want to get our point of view across, but we'll get it across in an orderly way and in a public way, just as everyone else has to.'"

But instead of such a statement from Mr. Whitehead, Mr. Curtis indicates a different sort of communication emanated from the White House. He confirmed rumors that individual members of the CPB board received telephone calls from White House people on the eve of the CPB board's fateful April 13 meeting when a vote was taken on a compromise plan determining the operation of public broadcasting's national interconnection. Mr. Curtis resigned immediately after the CPB board, by a 10-4 vote, decided to defer action on the compromise plan which he had helped work out and supported (Broadcasting, April 16).

Mr. Curtis, while not naming names, did not reject the suggestion that OTP director Clay T. Whitehead and Patrick J. Buchanan, special assistant to the President, were among those who placed calls to individual CPB board members. Indicating that he was referring to certain members of the White House staff,
Mr. Curtis said "they certainly have the right to express themselves, but they wouldn't call individual members of the Federal Trade Commission or Federal Communications Commission." He stressed that calls were made to CPB board members at a time and in a climate when "it was important to be leaning backward to respect the integrity of the board."

The telephone calls led directly to his decision to resign, Mr. Curtis explained. "I could defend the integrity of the board and did before the Pastore committee," he pointed out. "But after this instance of telephone calls I couldn't see how I could. What I'm simply saying is, I can't defend the integrity of the board with the vigor that I formerly did."

The result of the White House action, Mr. Curtis suggested, is that there is "a gloomy future" for public broadcasting unless the White House, Congress and the other agencies and people involved (including news media) work to assure that the integrity of the CPB board as an independent body is maintained. "This means you treat it independently," he said. "You don't attempt, by calling individual members just before a vote is about to be taken, to get your point of view across. This is what I mean by boiler-plate proceedings. It's really sort of naive and unsophisticated on the part of the White House people who don't understand what it means to treat the Congress as a co-equal independent body any more than they understand what they have to do to maintain the integrity of the Federal Communications Commission, the Federal Reserve Board or the Corporation for Public Broadcasting."

Mr. Curtis also believes that the news media were instrumental in creating an environment in which the White House could interfere. "The news media collectively bear as much responsibility for this situation as any," he charges, "because they kept making what I thought were unfounded and false charges that this was a Nixon takeover simply because I had been named chairman. In spite of everything I said, reiterated, repeated and the actions of the board, the news media continued to report the situation the same way," he emphasized. "Well, wolf, wolf, they cried, and well, the wolf came."

Mr. Curtis feels that there has to be a resolution of the impasse between CPB and the public television stations. He believes that the public television representatives and CPB representatives may come up with a compromise similar to the one he proposed. "The point is, he says, "we've been horsing around with this for several months and time is running out. We've got to get these public programs in being and moving in order to have them available."

But, he maintains, more importantly the Congress and the foundations and private companies who would put money into public broadcasting are looking to be assured that "the house is in order," and that public broadcasting is not going to become "a propaganda arm of the federal government."

The White House can go a long way to clarify the situation, he notes, by saying: "Gee, this is a misunderstanding. We certainly do think this has got to be an independent body. We're sorry the chairman felt the way he did and resigned, but we understand his reasons and we're going to come out and make it darn clear that we're not going to tamper with the board."

If such a statement isn't forthcoming, and Mr. Curtis hardly sounded optimistic about it going forward, CPB will be in serious trouble, according to its former chairman. "There will be many people who will not believe this is an independent body and who will think instead that this is really the White House speaking."
"There is no such concept" as comparatively qualified "in the body of communications law," it contended.

Also, the firm noted, while Judge McI
cenning found wook to have been guilty of fraudulent advertising, he failed to follow the proceeding's bill of particulars by declaring whether this violation should be held against United in comparison with Washington Community Broadcasting Co., wook's rival applicant. Similarly, it asserted, while the judge had assigned wook a comparative demerit for technical violations, it had not ruled on whether Community's proposed station would be technically superior. And, it continued, while Judge McI
cenning determined that wook deserves positive consideration for meritorious programing, his final conclusions fail to show how, or if, that plus factor was weighed.

United owner Richard Eaton has vowed to fight Judge McI
cenning's decision which, in addition to recommending denning for wook, found that United's uncontested license-renewal application for dark WFAN-TV (ch. 14) Washington should be granted.

Alabama ETV's now look safe from hearing
FCC Broadcast Bureau finds stations have mended ways in treatment of minorities and recommends renewals

The FCC's Broadcast Bureau has recommended license renewal for the nine stations of the Alabama Educational Television Commission. Last year, the stations' licenses were designated for hearing following charges that they discriminated against the state's black population. The bureau concluded that AETC should receive a grant of eight pending license-renewal applications as well as an initial license for a ninth.

But in making those positive recommendations, the bureau also found cause to criticize AETC's operations. During the 1967-70 license period in which the Alabama commission's conduct was judged in the proceeding, it said, AETC had not been "sufficiently sensitive" to the needs of the state's blacks. Evidence compiled in the proceeding, it said, demonstrates that the licensee had refrained from presenting programs oriented specifically toward the state's minority population, or from giving blacks the opportunity to become involved in programing decisions. But, it continued, this apparent exclusion was not the result of malice on the part of AETC. Noting that several AETC officials had testified in hearing that any shortcomings the licensee might have been guilty of were not intentional, the bureau found that "there is no extrinsic evidence to the contrary." AETC's deficiencies, it said, "were due to a lack of awareness."

AETC's nine applications were designated for hearing in February 1972 in response to a petition by two University students—Linda Edwards and Steve Suits—and a local priest, the Rev. Eugene Farrell, that the organization failed to serve the needs of blacks in Alabama and had discriminated against them in programing and employment. A principal argument in support of these allegations was AETC's decision not to accept certain programs from the Public Broadcasting Service, such as Soul and Black Journal, that dealt specifically with minority issues (Broadcasting, Feb. 14, 1972).

AETC had stated that the programs in question were excluded because they were judged, in several instances, to contain "objectionable" language. But without disputing the licensee's right to make program determinations, the bureau said last week, AETC's explanation seems acceptable with respect to the objectionable programs, but does not justify rejection of an entire series. The bureau also noted that during the 1967-70 license period, AETC had no effective control over the production of local programing, since local production was under the authority of several autonomous centers within the state. And the involvement of blacks in those centers, it said, was at the time "negligible."

Since that time, however, the bureau noted, AETC has taken several steps to correct its past deficiencies. It has hired and trained several blacks, some for supervisory positions; it now carries several

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**TEXAS**

Daytimer with FM in excellent multi-station market. Both stations lack experienced management. Priced to sell in a hurry.

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Contact John H. Bone, San Francisco Office

Broadcasting Apr 30 1973
"Blow up 16mm to 70mm? Impossible.

"At least that's what Cecil and I first thought when Saul Swimmer handed us the Eastman 16mm film footage from 'The Concert for Bangladesh'. We had our reservations, but we told him we'd try.

"Then we started experimenting. Saul wanted to go to 70mm to get maximum stereo effect from the 14-track music tapes. Because the 16mm format is in the wrong aspect ratio to be blown up directly to 70mm wide-screen, we realized that we would lose about 50% of our original 16mm frame area... assuming that it could be done at all. No one had ever tried it, but we found the answer. We adapted a wet-gate system to an existing 65/70mm optical printer at Film Effects of Hollywood. Then we scanned each image vertically 'on the fly' as we were printing. Accurately.

"Our first trial experiments without the wet-gate were weak and scratchy. But we saw enough quality in the results to be convinced that the excellent Eastman 16mm negative would hold up going to 70mm. When we went to final process, the results were beautiful. Cecil, Saul and I were astounded. So was everybody else.

"The last step was release prints. Those we hand-made by going directly from the 16mm Eastman color negative film to 70mm Eastman color print film 5385.

"We had done something probably no one else had ever done before. With the right materials, nothing's impossible in this business.

Film makes the impossible easier. Even in commercials.

Cecil Love and Don Weed of Film Effects of Hollywood. (Center) Saul Swimmer. Producer/Director of "The Concert for Bangladesh."
of the PBS programs that had originally been excluded and no longer maintains a policy of rejecting entire programs when parts of them seem questionable; it has reactivated a citizen panel designed to act as a liaison between AETC and the general public, in which blacks account for eight of the 23 members; and it has established a new production center at predominantly black Alabama A&M University which will concentrate on minority programming. In light of these developments, the bureau said, "it is obvious that the designation for hearing of the renewal applications has had a salutary effect on AETC's activity in the area of programming for blacks."

Stations involving in the case are WAIQ Montgomery, WAIQ Birmingham, WCIQ Cheaha State Park, WQIQ Dozier, WQIQ Mobile, WQIQ Florence, WQIQ Louisville and WQIQ Huntsville, the renewal applications of which are at issue, and WTVQ Demopolis, for which AETC is seeking an initial license.

**FCC judge rejects Hernreich's claim of being victimized**

McClenning proposes lifting licenses for involvement in payoff to network official

An FCC administrative law judge has held that George T. Hernreich should lose his licenses for KFPW-TV Fort Smith and KAIT-TV Jonesboro, both Arkansas, because of what the judge said were the improper payoffs Mr. Hernreich made to an ABC representative for increased network compensation.

Mr. Hernreich had claimed that he was the innocent victim of extortion and that he had voluntarily brought the matter to the attention of his consultant, a former ABC official, so that ABC might be informed and that he had cooperated in the resulting investigation.

But Judge Forest L. McClenning rejected this view. He said Mr. Hernreich, a broadcaster since 1956 whose radio and television stations have network affiliations, is too experienced and sophisticated to be victimized in the manner claimed.

Judge McClenning said that after KAIT-TV entered into a new affiliation agreement with ABC in 1967, Mr. Hernreich made repeated efforts to persuade the network to increase the compensation and that it did—after he made two payments of $3,000 each to Thomas Sullivan, then an ABC regional station relations manager, in 1969. The first payment resulted in a 5% increase, the second a $25 hourly increase. ABC later fired Mr. Sullivan and rescinded the increases.

"To condone such conduct," Judge McClenning said, "would be a disservice to the public, to the industry and to effectuation of the functions of the commission." He said Mr. Hernreich lacks the qualifications to be a licensee.

Thus the decision could affect more than KFPW-TV, for which Mr. Hernreich was seeking a license to cover a construction permit, and KAIT-TV, for which he was seeking a renewal of license. Commission action on his applications for renewal of KFPW(AM) and KZNG(AM) Hot Springs, is held in abeyance pending a decision in the television proceeding. And an initial decision issued in December recommended a grant of Mr. Hernreich's application for an FM station in Fort Smith contingent on the outcome of the payoff case.

Judge McClenning's initial decision is the second to be issued in a commission inquiry begun in March 1970 with regard to whether various licensees had made illegal payoffs to network employees in connection with affiliation agreements. The inquiry was precipitated by ABC's accusing Mr. Sullivan of receiving a payoff from WTKR-TV Dayton, Ohio.

In the first initial decision issued in the inquiry, Judge Frederick W. Denniston absolved the president of KDHT-TV Du- buque, Iowa, of wrongdoing (Broadcasting, Jan. 22). The judge concluded that Gerald Green had demonstrated "guiltiness, naivete and incompetence in a field in which he was inexperienced," but said that no sanctions were warranted.

Judge McClenning rejected the contention that Mr. Hernreich feared he would not have obtained the increase he was seeking and might also lose his affiliation. There is not a "single record fact" to indicate that Mr. Sullivan provided any basis for belief that KAIT-TV might lose its affiliation if the first $3,000 were not paid, Judge McClenning said.

He noted that Mr. Hernreich was sufficiently concerned when Mr. Sullivan "came back with a second $3,000 proposition to check up on me," and that L. Coe, a former vice president of affiliate relations for ABC. But, Judge McClenning added, Mr. Hernreich refused to follow Mr. Coe's advice to inform the network and deliberately sought to conceal his involvement. Thus his statement to the commission that he voluntarily sought to bring the matter to ABC's attention through Mr. Coe constitutes "a misrepresentation of the true facts," Judge McClenning said.

Mr. Hernreich then elected to compound his complicity, Judge McClenning added, by making a second payment to Mr. Sullivan when led to believe he was again going to be unsuccessful in his efforts to obtain an increase in his network compensation legitimately.

**Florida fight rekindles; WTCV has renewal lifted**

Charges by a competing station that WTCV-TV (ch. 44) Tampa, Fla., engaged in illegal clipping of network and syndicated programing, and that it made misrepresentations in an FCC inquiry, resulted last week in WTCV's grant of license renewal being rescinded by the FCC. The allegations against WTCV were made by WLYC-TV (ch. 10) Largo, Fla., whose five-year struggle to win commission approval of a proposed facilities improvement had been challenged by the UHF.

In an April 25 letter, FCC Broadcast Bureau Chief Wallace Johnson informed Hawaii's Brookfield Broadcasting Corp. that the station's renewal grant would be deferred pending resolution of WLYC-TV's charges against it. Mr. Johnson granted WTCV's renewal application under delegated authority on March 29.

The action followed filing of a petition in which WLYC-TV alleged that WTCV deleted certain portions of the syndicated **Wild Kingdom** as well as portions of ABC-TV's **The Brady Bunch** (which WTCV, an independent, obtained from the network after it was rejected by WLYC-TV, the ABC affiliate in the Tampa market) to substitute local advertising.

The misrepresentation charges, WLYC-TV said, stem from WTCV's response to a March FCC staff inquiry as to why that station had been presenting less news and public-affairs programing than it had proposed in its 1970 renewal application.

WTCV had responded that serious financial limitations had forced it to make program reductions. But that statement, WLYC-TV said last week, is questionable. WLYC asserted that WTCV billed $1.6 million last year and showed a profit of $254,000.

WLYC-TV's request for permission to increase its antenna height, which WTCV is fighting at the FCC, claiming that the
"If you want to find out how good our line-fed TV newsfilm service is, try it for two weeks, starting May 14. Free."

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

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

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

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

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

For more information, call John Gilbert, collect: (212) 582-6666. Television News, Inc., Suite 2100, 10 Columbus Circle, New York, New York 10019.

Call me collect (212)582-6666.
No Dogs (continued)

They're a lot easier to program
No Dogs (concluded)

Movies are still the best buy in Television.

MGM-TV
move would pose an anticompetitive threat was designated for hearing last year. WLTV's 1973 renewal application is being deferred by the commission at the request of WTOP pending resolution of that proceeding. A hearing on the facilities case has been scheduled by the commission for May 24.

**Avco decides on an ounce of prevention**

**Agreement with black coalition in Cincinnati departs from pattern by ironing out problems in advance of renewal time**

Avco Broadcasting Corp.'s WLW(AM) and WLWT(TV) Cincinnati and a coalition of black groups have signed an agreement under which the stations are committed to programs presenting the "positive" aspects of black life in the community.

The agreement, which calls for the stations to expand their service to blacks and other minorities in terms of employment and community involvement, as well as programming, is another in a series that have been reached by stations and minority groups across the country in recent years.

Unlike many, however, the Avco agreement was concluded before a petition to deny the stations' license renewal applications was filed. (Ohio stations' licenses will not expire until Oct. 1.) And it appears to go further than some in characterizing the kind of programming that will be done to meet the needs and interests of blacks.

WLWT, for instance, is committed to expand its black-oriented programming by presenting "six special half hours dealing with positive aspects of the black community." The station will also produce and broadcast a series of once-a-week five-minute programs "spotlighting positive accomplishments of black citizens." And WLW will salute black citizens for their outstanding contributions to the community on a monthly basis.

The emphasis on "positive" aspects of black life is understood to reflect a feeling by the blacks that the white community is getting a distorted feeling of their life—one that is compounded of little more than crime and poverty. They feel the station should present material on black culture and on black achievements in business and the professions.

Another provision in the agreement commits the television station to work with a black production group in the production and airing of a series of entertainment programs with program content and talent contributions from the black community.

The agreement also contains these provisions:

* Avco will hire within 90 days a black director of community affairs who will operate at management level, work with the general managers of WLWT and WLW on meeting the needs of minority groups, and serve on the stations' editorial boards.
* WLWT will continue its training of a black for the position of news anchorman, in accordance with the station's "intent" to hire a black for that job within the next 12 months.
* The two stations will expand their affirmative-action programs in connection with the recruiting and training of minority-group members, and will maintain a level of minority employment of at least 13%.
* The Rev. James V. Jones, a spokesman for the Coalition of Blacks Concerned For Justice and Equality in the Media, said in a statement released by Avco that the agreement "represents a significant step in assuring the total community that Cincinnati's broadcast industry will not allow racial injustices or inequalities to exist in this region and certainly not within their industry."

Richard E. Reed, vice president and general manager of WLWT, who has been conferring with the coalition over the past several weeks, said the stations have the "responsibility" and the "desire" to respond to the needs and interests of the blacks "who constitute a sizable and important element of the Cincinnati community." He also said that the conversations produced an exchange of "much helpful information" and that the agreement "will give us a blueprint of expanded action for the future."

The member groups that make up the coalition are the Cincinnati Southern Christian Leadership Conference and its Operation Breadbasket, Cincinnati National Association for the Advancement of Colored People, Cincinnati People United To Save Humanity, Avondale Community Council, Community People, Cincinnati Urban League, Representatives of the Model Cities Area, Universal Negro Improvement Association, Over the Rhine Employment Action Group, Mt. Auburn Community Representatives, West End Community Council, Lincoln Heights Community Council and the Black Brotherhood.

**Lindow says public will vote for free TV**

Will over-the-air television survive the winds of change? Lester W. Lindow, executive director of the Association of Maximum Service Telecasters, Washington, sees hazards. In a speech scheduled for delivery before the National Translator Association in Salt Lake City April 27, he said: "There are many who seek to hasten the demise of our present television system—and they are hard at work."

Foremost among the threats to the established television system, according to Mr. Lindow, is the cable. He charged that the cable TV rules of the FCC, charged, are designed to give the cable industry "a subsidy to deliver on its blue-sky promises. You name it; it was promised in order to get the distant-signal importation rules relaxed." Emphasized Mr. Lindow: "The threat of CATV pay cable isious and imminent."

Mr. Lindow also cited the "wired nation" concept, satellite-to-home broadcasting and land-mobile radio as among the forces who aim to "do in" free television. "If we are vigilant, we can defeat these foes," Mr. Lindow assured, "because, properly informed, the American public will be with us."

**Stern ponders fight over NAB spots**

Letter goes from law firm to association suggesting free-broadcasting promos might violate fairness doctrine

The possibility that broadcasters participating in the National Association of Broadcasters' "Radio Free America" campaign may find themselves responding to a complaint filed with the FCC has been raised again, this time by the Stern Community Law Firm.

The public-interest law firm wrote the NAB last week, asserting that broadcasts of the spots, which promote the "free-enterprise system of broadcasting," raise questions about possible violations of the commission's logging and identification rules and of the fairness doctrine. The Stern firm said the purpose of its letter was to suggest courses of action "which would do far more to increase public confidence in the truly free nature of our broadcast system than your current efforts."

NAB, in response to Broadcasting's request for comment, issued a two-sentence response: "We do not think that the points in the letter are well taken. As we advised our member stations, in the letter that accompanied the campaign material, we think these are clearly station promotion announcements."

The NAB had similarly brushed off an earlier threat that broadcast of the spots could lead to fairness-doctrine complaints. The threat was made by the Rev. Everett Parker, director of the Office of Communication of the United Church of Christ, in December, before the campaign was launched. [BROADCASTING, Jan. 1]. NAB president Vincent Wasilewski, in a response to Dr. Parker said, "We do not envision this program as being one involving a controversy of public importance."

Dr. Parker has yet to file a complaint. But the Stern firm might. Tracy Westen, director of the firm, said last week that if stations are found in what the firm considers violation of the logging and identification rules or the fairness doctrine, complaints will be filed with the commission.

The Stern firm also said that the spots—in promoting advertising as desirable and as a means of providing "free" broadcast service and in urging other arguments in support of the present system—raise fairness-doctrine questions, and should be balanced. The firm said fairness
We threw away the 50 kW modulation transformer and reactor...
With PDM*, who needs them!

Gates' exclusive Pulse Duration Modulator* System is 90% efficient. That's why Gates' new MW-50, 50 kW medium-wave transmitter operates at greater than 60% overall efficiency. With greater reliability, greater frequency response, and lower power consumption than any other AM broadcast transmitter in the same power range.

There are other reasons why the MW-50 is superior. Like the use of only 5 tubes (in just 3 tube types) in the entire transmitter. And 130% positive modulation capability.

If you'd like to hear the whole story of the MW-50, write Gates Division, Harris-Intertype Corporation, Quincy, Illinois 62301.
The new adventures of a superman.
Herman Wrice worked hard to get out of the ghetto. Inhumanly hard. A college work-study program that had him in the classroom from 8 AM until 2:30 PM. Then a job as a cook until midnight, followed by a ride home that took an hour or more followed by a lot of study.

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

Then he threw it all away and went right back in. But he went back to do a job.

Herman Wrice went back to change the ghetto. Armed with extraordinary organizational ability, street savvy, empathy, energy and optimism, Wrice has put together one of the most encouraging stories to come out of the ghetto.

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

And what he hopes to accomplish.

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

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

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

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

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

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

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

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

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

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

Capital Cities Television Productions
We talk to people.

We offer this program to other television stations as a public service.
*Please contact CCTP, 4100 City Line Avenue, Philadelphia, Pa. 19131.*
obligations become "even more critical" for broadcasters when the issues involved directly affect him as a licensee.

The firm asked the NAB to undertake a study of the means by which nondiscriminatory access to free public-service time can be made available, and said it looked forward to the NAB's response on how the stations airing the spots "will provide for exposure of opposing views."

Media Briefs

Long Island's own. Long Island, N.Y., counties of Nassau and Suffolk, with a population of 2.5 million, will get their first TV station this fall, when WSNL-TV (ch. 67) goes on air. New station will have authorized visual power of 1,280 kw and audio power of 208 kw, according to Suburban Broadcasting Co., its permittee. Dedication of WSNL-TV's studios took place April 7. Station's programing, company said, will consist primarily of live color locally-produced material concentrating on subjects of interest to Long Islanders. Suburban, which trades its stock publicly over counter, is headed by two Long Islanders, David H. Polinger, of Huntington, and Robert A. Rosen, of Jamaica Estates, Queens.

Joins CBS. WMEI(AM) Melbourne, Fla., will become affiliate of CBS Radio tomorrow (May 1).

Accounting help. Check Accounting Inc., Freeport, Ill., and Madison, Wis., is providing new "check accounting" service to radio stations. Firm prepares stations' ASCAP and BMI reports, all tax reports, annual financial report for FCC and payroll reports and distribution. Subscribers also receive monthly computer printout of accounting transactions along with comparison to corresponding month in the previous year. Firm, which is owned by Midwest Family, station group owner, handles all radio-station accounting services from Madison office under direction of broadcast accountant Obert L. Bauer.

Joining NBC. Wvir-TV Charlottesville, Va., has become an NBC-TV affiliate and WDAT(AM) Daytona Beach, Fla., has joined NBC Radio.

**Programing**

**TV 'immorality' is deplored in mail campaign**

Complaints that the FCC files under the general heading of "obscenity, indecency or profanity" continued to lead those in all other categories the commission received in March. But they will be as nothing when the April count is completed.

The commission reported last week that of 5,387 complaints received last month regarding all broadcasting matters, 1,957 dealt with obscenity, indecency or profanity. The count was 1,678 in February. As has been true in recent months, television was the subject of most of the complaints—1,687. The number directed against AM was 189 and FM, 81—which represented a decrease from February. In that month, 1,409 complaints were directed against television, 245 against AM and 33 against FM.

But since early April, the commission's complaints and compliance division has been inundated with mimeographed postcards that are part of an organized campaign against "sex and violence" in broadcasting. The postcards simply state that the "constant exposure" of young people to such programing will result in the degeneration of the nation's moral standards.

As of last week, more than 12,000 of the postcards, as well as letters carrying the same message, had been received from all parts of the country, and the number was rising, according to William Ray, chief of the complaints and compliance division.

The campaign is being conducted by the Society for the Christian Commonwealth, of Warrenton, Va., a nonprofit, Roman Catholic-oriented organization, which was established in 1966. A member of its staff said last week the purpose of the organization is to encourage a fuller understanding of Christianity as it relates to the modern world. The campaign centered on the commission is part of a new program the society has labeled "Stop Immorality on TV," which began in September with a straw poll on attitudes toward morality in television, which was mailed to one million households. The postcards now being received by the commission were sent to a mailing list of 53,000.

The president and chairman of the society is L. Brent Bozell, editor of **Triumph** magazine, one of the society's projects.

**FCC turns down protest over sports waivers**

Commission tells producers waiver is not inconsistent with access inquiry, but a continuation of a prior grant

The FCC has rejected a petition by the National Association of Independent Television Producers that it reconsider waivers of the prime-time access rule granted last month to NBC-TV and ABC-TV.

NATP had argued that the waivers, which cover possible runovers of network sports coverage into time periods cleared for local programing by the prime-time rule, are inconsistent with an interim policy previously announced by the commission of not granting any additional "prime-time" waivers until it concludes its present inquiry on the desirability of the access rule. The association further stated that such waivers effectively condone the network practice of scheduling sports events at times when they are likely to run over into prime time and that they reward such practices by enabling local affiliates to pre-empt local access programing rather than material fed by the networks later in the evening.

Such situations, it asserted, often force stations to rebate money paid by sponsors of the pre-empted programs, and generally strain relationships among stations, advertisers and program producers. In a response to the NATP petition, NBC had claimed that the majority of instances of sports runovers in the past have lasted only four minutes or less, and that they have had little impact on the presentation by affiliates of independently produced material in access periods.

The commission said that while its interim policy would preclude the granting of waivers of the prime-time rule that affect programs for which a waiver had not previously been sought, it has stated that it would grant continuations of waivers that it had already authorized. Waivers covering sports runovers have been sought, and granted, since the prime-time rule's inception. The disputed waivers cover network programing during the months of March, April and May 1973.

In a separate action, the commission granted a request by Indianapolis stations WRTV(TV) (NBC) and WISH-TV...
(CBS) that they be permitted to redesignate the hours of prime time in their market as 6-10 p.m. during daylight savings time. Indianapolis, the station noted, does not observe daylight savings time, which results in stations there presenting network programming from 7-10 p.m. rather than 8-11 p.m. The commission agreed that this situation justified the relief requested, and further stated that in the future, requests of this nature may be acted upon by the chief of the Broadcast Bureau. It noted that proposed alterations in the prime-time access rule would authorize all stations in the same situation—Detroit and Grand Rapids, Mich., also do not observe daylight savings time—to readjust their prime-time hours to conform with network schedules.

XETV turned down
FCC says questions of programming will be weighed when KCST sale is considered by commission

The FCC has refused to stay its order terminating ABC's authority to transmit programing across the border to XETV-TV Tijuana, Mexico, and to redesignate the matter for hearing.

XETV made the request in the wake of the announcement of Bass Brothers Enterprises' proposed sale of KCST-TV San Diego to Storer Broadcasting Co. for $12 million, on March 15. KCST is to become ABC's affiliate in southern California.

ABC, KCST and XETV on Feb. 21 had reached an agreement under which ABC's program would be shifted to KCST over a period of time ending on July 1, 1973. The agreement was reached after the U.S. Court of Appeals in Washington upheld the commission's order denying ABC's request for authority to continue feeding XETV.

But XETV, contending that the proposed sale corrupts the basis of the commission's decision—it alleged Bass Brothers was not interested in serving San Diego but "in making a speculative windfall"—said the matter should be designated for further hearing. XETV also said that since its participation in the agreement with KCST and ABC was procured by "fraud," it would resume its efforts to obtain judicial relief by asking the Supreme Court to review the case.

The commission, however, noted that ABC had not joined with XETV in either the petition for stay or in the effort to obtain Supreme Court review and had not represented it would not comply with the agreement. Accordingly, the commission said, XETV is requesting not only that the commission authorize the continued transmission of ABC programing across the border but that "we direct ABC to continue the transmission of such programing."

The commission said questions XETV had raised regarding the local programing Storer would provide would be considered in connection with the application for approval of the sale of KCST.

And the appropriate place for considering XETV's charges of fraud, the commission added, is in a renewal or revocation proceeding where the licensee is a party respondent—not here where the applicant is ABC.

CBS-TV readjusts some summer plans

CBS-TV announced its summer schedule last week and the May 21 move of Medical Center to the Monday-night 10-11 time period.

Earlier CBS had also intended to move reruns of Dick Van Dyke into the Monday-night period of 9-30-10, the time Van Dyke will occupy in the fall ("Closed Circuit," April 9). However, the network now says that only Medical Center reruns would be moved (out of the program's Wednesday, 9-10 period)—presumably because the show's changeover will involve minimal rerun problems. The show bumps Bill Cosby but the latter is to be dropped before the start of the summer.

A pre-summer move of Van Dyke apparently had been keyed in part to the introduction of some new variety and comedy shows into the summer schedule, a rearrangement put aside till resolution of the Writers Guild of America strike. (In a Van Dyke move, Doris Day reruns would go elsewhere in the schedule, and a new show probably introduced in the Sunday, 7:30-8 p.m. period now occupied by Van Dyke.)

In the announced plans The CBS Fri-
day Night Movies will be expanded to 8-11 p.m. to include a mix of three-hour theatrical movies and double features of movies made for TV from May 25 through June 22, reverting to its 9-11 period on June 29; 60 Minutes moves out of its Sunday 6-7 p.m. period and into Friday 8-9 p.m. for an 11-week stay, starting June 29, bumping Mission: Impossible. Runes of Mission will be seen Saturday, 10-11, and in turn replace The Carol Burnett Show over the summer months. Rebroadcasts of Dan August (Burt Reynolds) goes into Wednesday at 9 to fill in for Medical Center's advance rescheduling.

Iowa harvests a crop of nostalgia writers

Dubuque AM's successful promotion has listeners scripting thrillers

Paul Hemmer, program director of WDBQ-AM Dubuque, Iowa, theorizes that the lifeblood of AM radio lies in a "return to its roots" - the drama, comedy and variety shows of yesteryear. WDBQ, which began programming a nightly old-time radio drama series last September, has not been content to limit itself to those classics of the 1930's and 40's it can dredge up from dusty corners of its own library and syndicated sources. With its own supply of nostalgia running thin, the station called on listeners last month to submit original scripts for a "Radio Theater" contest.

From the 52 scripts submitted, five were selected for broadcast. Three were with detective or "cops-and-robbers" themes on the order of Sam Spade or Dragnet; the fourth was an Orson Welles-type thriller, "The Next Fifty Years," about a ham radio operator who intercepts messages from outer space, and the fifth, "Second Chance," was about a man who relives his past.

The five programs, produced by the station using disk jockeys and local participants as actors, were broadcast during "Radio Theater" week in April. Cash prizes ranging from $10 to $100 were awarded on the basis of mail ballots cast by listeners. "Second Chance" received the largest share of the 800 votes cast. Using a number of other scripts submitted for the contest, as well as several written by station employees, WDBQ plans to continue its old-time radio in the fall with a weekly dramatic series. The station is also developing a series of mini-adventure and science-fiction programs in the vein of Jack Armstrong and Buck Rogers. These features, each five minutes in length, will be broadcast daily during morning and afternoon drive time and during an evening slot.

Balanced's latest pact. As a prelude to "national radio month" which begins tomorrow (May 1), the International Radio and Television Society held its annual radio luncheon in New York April 25 under the broad theme of "Radio is Alive and Well and Living in 353.5 Million Sets." The presence on the panel of Bill Bal- lance, host of the now-abandoned Feminine Forum on KGBS (AM) Los Angeles, gave rise to speculation that Mr. Bal lance would talk frankly about the abrupt programing change in his sex-talk radio show. Instead he said sarcastically, "I've made a deal with the devil. In exchange for eternal middle age, I got a peek at the future. I can report that in the year 2073 not only was my show completely forgotten, but I, myself, was thought to be fictitious." Ray Stanfield, general manager of KGBS, who sat on the dais, said afterward, "I could sure use a rest from all this publicity."

"Ozzie's Girls": an indicator?

Viacom Enterprises had sold Ozzie's Girls - its late-entry half-hour for access-time scheduling (BROADCASTING, April 16) - in 20 markets at the end of the first week of selling. Willard Block, president of Viacom Enterprises, said last Wednesday (April 25) that this sales achievement indicates that a trend is developing for network-quality situation comedy series in the 7:30-8 p.m. time slot. He said that stations and national representatives have opted for Ozzie's Girls because of its family appeal and high-budget production. "I think this rapid acceptance has implications for the industry as a whole," Block said.

"The 7:30-8 p.m. period traditionally was occupied by family comedy series on network but there must be no skipping on production."

Mr. Block and his top sales executive, Henry A. Gellespie, vice president, domestic syndication, are shooting for a market line-up of 70 stations for Ozzie's Girls by next fall.

Among the 20 stations already signed are WBAL-TV Baltimore, WLS-TV Chicago, WABC-TV New York, KABC-TV Los Angeles, KBTV(DV Denver, WCPO-TV Cincinnati, WJW-TV Cleveland, WXYZ-TV Detroit and WSYR-TV Syracuse, N.Y.

California, here CTI comes

Cartrivision primed for full-scale statewide campaign that could be prelude to national drive

Cartrivision Television Inc., the videotape cartridge firm that hopes to sell the American public on its system of home entertainment via the TV tube, is on the starting blocks of what may be a do-or-die effort.

Beginning tomorrow (May 1), Cartrivision Television and its outlets open a full-scale marketing test in California. Almost 200 CTI centers in the state are participating, among them Sears-Roebuck, Montgomery-Ward, Bullocks and other chains and independent dealers that carry the TV sets that now incorporate the CTI playback unit - Sears, Montgomery-Ward, Admiral, Teledyne among others.

That playback unit permits a TV set owner to record programs off the air for later play, to play prerecorded feature films and other types of programs, as well as to record his own material with a separate special camera, at present available only in black and white ("Closed Circuit, April 9"). The CTI device in a TV set costs the consumer about $600 over the basic set price; the camera is selling for $250, and the soon-to-be-marketed independent playback unit, for use with any TV set, is to sell for between $725 and $800.

Heralding the California sales campaign - which has no time limit at this moment - will be local and regional advertising, including mailers, newspaper supplements and a major spot-TV promotion that will be incorporated in the Teledyne advertising in the region. Teledyne, made in California by the former Packard-Bell firm, is a significant brand name on the West Coast. Topping it all will be live demonstrations in shopping malls.

If the strategy proves out, according to Samuel W. Gelfman, CTI vice president for programing and production, the firm intends to move into a similar national program.

Cartrivision was developed and founded by Awen Inc., which, along with Frank Stanton and Associates, still owns 50% of CTI. The other half of the firm is publicly owned.

Cartrivision Rental Co., the firm that
is handling the rental of prerecorded tapes, is a joint venture of CTI and Columbia Pictures Inc. At present, Cartvision has two catalogues, one listing more than 200 feature films for rent (among them, "The Anderson Tapes," "Carnal Knowledge" and "Cactus Flower," and even some classics like "Casablanca" and the "Jazz Singer") and the other featuring nonmovie feature subjects like James Brown, Judy Garland, children's cartoons, and even several "how-to" titles. The movie-feature tapes are to be rented at $5 per feature; the others can be sold at prices ranging from $15 for 15 minutes of playing time up to $40 for a 90-minute cartridge.

Up to now, according to Mr. Gelfman, 6,000 CTI devices have been made by Avco's Electronic Precision Products Division, and that many presumably have been sold.

The cartridges are made in CTI's San Jose, Calif., plant, and now can carry up to 112 minutes of playing time, according to Mr. Gelfman. The San Jose plant also makes the heads for the playback unit. The CTI camera is being made by Eumig in Austria.

CTI's move toward full marketing, even though on a test basis, is impelled doubtlessly by the emergence of competitive types of home-oriented recording systems, including developments using discs instead of tape already announced by MCA, Phillips and Teldec. Still on the horizon is RCA's Selectrovision, also a cartridge-tape process, and Eastman Kodak's recently announced Super-8 film cartridge that can be played through the TV set (BROADCASTING, April 9).

**Smotherses keep winning**

A federal judge in Los Angeles has awarded Tom and Dick Smothers $140,520 for copyright infringement in their suit against CBS. Three weeks ago a jury awarded the comedians $776,300 damages from the network for breach of contract (BROADCASTING, April 16). The copyright award, made solely by U.S. District Judge Andrew Hauk on April 24, was based on the finding that CBS reran seven Comedy Hour programs after the Smotherses were fired. Both the breach-of-contract judgment and the copyright-infringement award are to be appealed, CBS sources said last week.

**Program Briefs**

Worldvision's new home. Headquarters of Worldvision Enterprises Inc. has moved to the 14th floor of 660 Madison Avenue, New York 10021, effective today (April 30). Telephone number is (212) 832-3838. Worldvision was formerly ABC Films and now is a privately owned corporation.

Relocating. TM Productions, Dallas, has moved into new offices at 1349 Regal Row there. New building houses four sound studios and general offices.

To the stars. 20th Century-Fox Television, Los Angeles, announces first sales of new, hour-long taped science-fiction series, Starlost. Program already has been sold to 16 markets, including NBC's and Westinghouse Broadcasting's owned stations. Show is being produced by Glen-Warren Productions Ltd.

**Washington-bound**. Division of Creative Services, U.S. Catholic Conference, will transfer from New York to USCC headquarters in Washington at 1312 Massachusetts Avenue, N.W., by mid-summer. Division prepares broadcast, film and print materials.

Astrology with fun. Salter-Mathieson & Co., New York, has developed half-hour daily game show, The Astrology Game designed for network telecast. Package stresses program does not contain element of prediction but tests contestant's knowledge of astrology. Leona Gould, writer and lecturer on astrology, is host.

**'Sesame' gains in inner cities**

Children's Television Workshop reported last week that a survey shows that the inner-city audiences of Sesame Street continue to grow four years after the introduction of the series for preschoolers.

This conclusion was drawn from a study conducted for CTW by Daniel Yankelovich Inc., New York, in New York's East Harlem and Bedford-Stuyvesant areas and in poverty sections of Chicago and Washington. Yankelovich

Hi, we're Carole and Sandy, the "Want Something Hot?" gals that represented Century 21 during the NAB Convention.

We want to say Thanks for the roarin' interest you showed in Century 21's new concepts for your ID and commercial needs.

The new Zilch games that we gave out were a roaring success, too; we hope that you're enjoying yours.

If you didn't get a chance to see our hot ideas in action, we'll be glad to send you information on the newest in radio and TV ID and commercial production services.

**CLIP & MAIL**

Sorry I missed you in D.C.

Please send me:

- Project I — A new TV video/audio intro & I.D. series
- Bridge — A new Top 40 transitional series
- Counterpoint — A new MOR series
- Soul Rare — A new soul series
- Cookin' Country — A new country series
- In These Changing Times — A new Top 40 series
- Doin' It Now — A new MOR series
- The Motivators — Production commercial service

Name

Address

City

State Zip
interviewed 1,217 households, of which 99% were either black or Spanish-speaking, and 44% were homes in which no member of the family was employed.

Yankelovich interviewers asked parents or other older persons several weeks ago if the children "ever watched" Sesame Street. Affirmative answers were given by 92% in Bedford Stuyvesant, 94% in East Harlem, 97% in Chicago and 67% in Washington. Compared to results of similar studies in 1970 and 1971, the 1973 percentages were substantially higher for all four communities.

Changing Formats

* KVOV(AM) Henderson, Nev., which has been programing old-time radio shows (40%) in combination with "big band" music and talk, will adopt a new format featuring country-and-western and soul music. Until October 1972, the station had had only Spanish language programming. The switch to old-time radio resulted in the "almost complete loss of the black audience," according to Cy Newman, general manager. Reinstitution of the soul programing is an attempt to "get that audience while continuing to offer country and western for the general audience. The change, effective Tuesday (May 1), will result in six hours daily of country, four-and-a-half of soul, one-and-a-quarter Spanish and two hours of talk.*

* KSJJ(AM) Colorado Springs has adopted a progressive country format and extended its operation to 24 hours. The new format, programed by Bob Greenman, mixes traditional country music with progressive country hits (Poco, Loggins and Messina, New Riders of the Purple Sage) and classics by folk artists such as Bob Dylan and Arlo Guthrie. The new format is the only progressive country programing in the market, according to Mr. Greenman, music director.*

* KSJB(AM) Jamestown, N.D., has switched to a modern country format from its top 40 programing. KSJ, the FM affiliate, is unaffected by the change, retaining its MOR format.*

* WAPL(AM) Appleton, Wis., has adopted a country-music format to replace its easy-listening/top-40 programing.*

26 buyers for zany quiz

First new series to be issued under the banner of Worldvision Enterprises Inc., New York, It Pays to Be Ignorant, has been sold in 26 markets in the U.S. Jerry Smith, vice president of domestic sales for Worldvision, which formerly was ABC Films, reported last week that initial customers for It Pays to Be Ignorant include WCWV-TV Boston, Wews (tv) Cleveland, KMGH-TV Denver, WTOP-TV Washington and KDFW-TV Dallas.

The weekly comedy series is designed for showing in prime-access time. It features JoAnne Worley, Charles Nelson Reilly, Billy Baxter and Joe Flynn as host.

News service delays start to give sample

May 14 now opening date for TVN, planned as primary source for Indies, secondary service for affiliates

Officials of Television News Inc. announced last week that their new leased-line newsfilm service would commence operations May 14 and would be offered free for a two-week trial period to all stations in the top-50 markets and to smaller-market stations where possible ("Closed Circuit," April 23). "We're going to put our service right on the line and give people a chance to evaluate it first-hand--its quality, its quantity and what it can do for locally produced news programing," President John O. Gilbert said. "We feel this is the only way to produce people of the excellence of our product. Let's face it; this is not a business where you talk about excellence--you've got to demonstrate it. And that's exactly what we're going to do."

Mr. Gilbert said stations wishing to take the trial offer should get in touch with TVN at its New York headquarters, 10 Columbus Circle, telephone (212) 582-6666, and that TVN would then make arrangements to deliver its service to the local AT&T position.

TVN initially set today (April 30) as its start date. Mr. Gilbert said: "We could be on-line right now, but we feel an initial de-bugging period is important to assure problem-free service once we start our customer feed, and this is well under way."

TVN plans to feed 12 to 15 stories a day, Monday through Friday. Domestic stories will come from its own bureaus in New York, Washington, Chicago and Los Angeles, and international stories from Voice of America and London-based wires. Richard C. Graf, former NBC News executive who is vice president and news director of TVN, said the bureaus are 80% staffed and operating, with camera crews out shooting to sharpen their teamwork and procedures.

TVN officials see their service as a primary source of national, international and local news for independent TV stations and as a secondary source for network affiliates. At the time the trial offer was disclosed last week they had not announced any subscribers.

Muskie says revamp of criminal code threatens newsmen

Senator Edmund Muskie (D-Me.) has attacked portions of the Nixon administration's proposed overhaul of the criminal code as "a national secrecy act" and the "latest attempt to stifle the flow of official information to the public."

In a speech delivered at Frostburg (Md.) State College, Senator Muskie pointed out that, among other things, the proposed legislation would punish newsmen who received defense and foreign policy information "unless they promptly reported to the government" the disclosure and returned the material to a government official. And, he added: "It would punish not only reporters but all responsible officials of their publications or broadcasting companies who participated in making the unauthorized information public."

Another section, the senator said, would make it a crime for anyone to communicate "classified" information to anyone not authorized to receive it. The term is defined in the legislation as any information that is deemed to require "protection against unauthorized disclosure for reason of national security."

Penalties of three to seven years in jail and fines of $25,000 to $50,000 "would be imposed on actions which are not now considered crimes, which are, instead, the applauded work of investigative journalists," Senator Muskie said. Senator Muskie was referring to S. 1400, a complex, 336-page bill introduced by Senator Roman Hruska (R- Neb.) and cosponsored by Senator John L. McClellan (D-Ark.). An identical measure--H.R. 6046--has been introduced in the House by Representative Edward Hutchison (R-Mich.) and 14 cosponsors. Both measures are pending in the respective Judiciary Committees of the Senate and House.

The legislation "makes it abundantly clear that [it] intends to make reporters directly criminally liable for any use of information obtained from the federal government by confidential sources when this information pertains to a very broadly defined concept of national defense," Senator Muskie charged.

Parity with TV sought

The New York Times last week joined other news gathering organizations in protesting plans by the Senate committee
investigating the Watergate affair to permit live-TV coverage of hearings next month but to ban still photographers.

In a letter to Senator Sam J. Ervin Jr. (D-N.C.), chairman of the Select Committee on Presidential Campaign Activities, Times Washington Bureau Chief Clifton Daniel urged dropping the "unfortunate and unwarranted distinction" between still photographers and TV cameramen.

"Adding the voice of the New York Times to the voices of the Associated Press, United Press International, the Washington Post and others, I wish to protest against this discrimination, and invite your help in eliminating it," Mr. Daniel wrote Senator Ervin.

Two weeks ago the committee adopted a number of guidelines for the hearings, which are scheduled to begin May 15. One of the ground rules states: "All still and motion picture photography will be completed before a witness actually testifies, and no such photography shall occur while the witness is testifying. Television coverage of a witness and his testimony shall be permitted, however, under the provisions of the standing rules of the committee."

**Supreme Court offers no help to reporter**

'Sun' newsmen face grand jury on June 12 about pot story

A Baltimore Evening Sun reporter is facing what could be an indefinite jail sentence as a result of the U.S. Supreme Court's refusal last week to review a Maryland court ruling that he must divulge information requested by a county grand jury.

David Lightman did three articles for his paper in July 1971 on the problems modern youth face. In one, he recounted the ease with which marijuana could be purchased in the resort town of Ocean City, Md. A sales girl in a pipe shop offered him some pot while, Mr. Lightman's story said, a policeman stood by and did nothing.

The story prompted a grand-jury probe. Mr. Lightman was called to testify and asked to fill in details omitted from the story—the name of the shop and of the sales girl.

Mr. Lightman refused, and the case became another in the series of contempt cases involving reporters that began moving through the courts after the Supreme Court last June ruled, in a 5-to-4 decision, that reporters have no constitutional immunity against subpoenas requesting their testimony before grand juries (Broadcasting, July 3, 1972).

Maryland has a state shield law. But the state courts held that neither it nor the First Amendment applied to Mr. Lightman because he was not protecting confidential sources. He had not promised confidentiality, nor had he identified himself in the pipe shop as a reporter.

Mr. Lightman, in seeking Supreme Court review of the case, contended that the grand jury was attempting to harass the Evening Sun because his articles implicitly criticized law enforcement in the county. The Supreme Court last year held that its decision did not mean grand juries would be free to harass reporters.

However, the high court last week rejected his plea on a vote of 8-to-1, with Justice William O. Douglas the only justice indicating that the court should hear the case.

Mr. Lightman expects to be called back before the county grand jury on June 12, to be given a chance to answer its questions or go to jail.

**Networks garner major share of OPC awards**

But Group W, WBAI and WWL-TV also edge into spotlight

ABC, CBS and NBC news organizations shared in the annual awards presented last week by the Overseas Press Club in New York for distinguished reporting and interpretation of foreign affairs in 1972.

Reporters representing newspapers, wire associations and magazines were also among the prize winners.

OPC, however, failed to recommend a winner for the yearly George Polk memorial award, sponsored by CBS for best reporting in any medium "requiring exceptional coverage and enterprise abroad."

Top broadcast winners were a documentary, P.O.W. Special, on ABC Radio, in which Ramsey Clark conducted interviews of prisoners of war in Hanoi in August—the broadcast was on the four ABC radio services in mid-August; and a documentary shown last July on ABC-TV—Chile: An Experiment in Red—written and directed by Arthur Holch and narrated by news correspondents Charles Murphy and John Sherman.

NBC's awards were for radio and TV broadcasts in which John Chancellor and Tom Streithorst, respectively, handled interpretations of foreign affairs. Mr. Streithorst, NBC News's Latin American correspondent, won his award for best TV interpretation of foreign affairs in...
Tracking the ‘Playlist’

As record companies gear up for their push on spring records—shooting for coveted top-chart positions by the beginning of summer when sales volume and top-40 listenership are high—there was only minor re-shuffling in the top-10 of this week’s Playlist. But renewed action on the upper-half of the chart can be expected soon. “Tie a Yellow Ribbon” steps over last week’s number-one record, “The Night the Lights Went Out in Georgia,” to become the chart-topper. “The Night” drops to number two. Dobie Gray’s “Drift Away” (7) is the only new song to break into the top 10. Five songs—all from vastly different genres—slip into the top-40 of the Playlist this week. Paul McCartney’s “My Love”—taking a giant step from number 48 to 25—may have been given a healthy push by his TV special on ABC two weeks ago April 16 on which he performed his new single. Sylvia’s “Pillow Talk” retains its bullet as it goes from 41 to 26 (major stations in New York, Chicago and Minneapolis added the record last week). “Drinking Wine” by Jerry Lee Lewis went from 44 to 35. Dr. John’s “Right Place Wrong Time,” leap-frogging from number 75 two weeks ago to 59 last week and up to 36 this week, breaks into the top-40 as well. And Ronnie Dyson’s persistent “One Man Band” is the new number 40. There are five songs that come on the Playlist for the first time this week, three with bullets. “Bad, Bad Leroy Brown” by Jim Croce (‘Breaking In,” April 23) enters at number 51 and Hurricane Smith’s “Who Was It” at 59. Some programmers, it seems, are unsatisfied with the A-side of Carly Simon’s new single, “Loving You Is the Right Thing To Do” (16 this week), and have flipped it. “We Have No Secrets,” the B-side, comes on the chart at number 64. Billy Preston’s “Will It Go Round in Circles” (Billboard Sides’ “Isn’t It About Time” (74)—many are saying that since the ex-Buffalo Springfield has not had a hit since 1970 with “Love the One You’re With,” that title is quite apt—also are new.

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>
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<th>Title (length)</th>
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<td>Tie a Yellow Ribbon (3:19)</td>
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<td>The Night the Lights Went Out in Georgia (3:36)</td>
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<td>Cisco Kid (3:47)</td>
<td>War—United Artists</td>
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<td>You Are the Sunshine of My Life (2:45)</td>
<td>Stevie Wonder—Tamla</td>
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<td>Stuck in the Middle With You (3:24)</td>
<td>Stealers Wheel—A&amp;M</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>6</td>
<td>The Twelfth of Never (2:40)</td>
<td>Donny Osmond—Kolob/MGM</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>7</td>
<td>Drift Away (3:30)</td>
<td>Dobie Gray—Decca</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>8</td>
<td>Sing (3:20)</td>
<td>Carpenters—A&amp;M</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>9</td>
<td>Neither One of Us (4:15)</td>
<td>Gladys Knight &amp; the Pips—Soul</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>10</td>
<td>Ain’t No Woman (2:59)</td>
<td>Four Tops—Dunhill</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>11</td>
<td>Daniel (3:52)</td>
<td>Elton John—MCA</td>
</tr>
<tr>
<td>12</td>
<td>12</td>
<td>12</td>
<td>Killing Me Softly With His Song (4:46)</td>
<td>Roberta Flack—Atlantic</td>
</tr>
<tr>
<td>13</td>
<td>13</td>
<td>13</td>
<td>Reeling in the Years (4:35)</td>
<td>Steely Dan—ABC</td>
</tr>
<tr>
<td>14</td>
<td>14</td>
<td>14</td>
<td>Little Willie (3:13)</td>
<td>Little Willie—Bell</td>
</tr>
<tr>
<td>15</td>
<td>15</td>
<td>15</td>
<td>Danny’s Song (3:06)</td>
<td>Anne Murray—Capitol</td>
</tr>
<tr>
<td>16</td>
<td>16</td>
<td>16</td>
<td>Loving You Is the Right Thing To Do (2:57)</td>
<td>Carly Simon—Elektra</td>
</tr>
<tr>
<td>17</td>
<td>17</td>
<td>17</td>
<td>Masterpiece (5:30)</td>
<td>Temptations—O.S.T.</td>
</tr>
<tr>
<td>18</td>
<td>18</td>
<td>18</td>
<td>Break Up To Make Up (4:00)</td>
<td>Stylistics—Avco</td>
</tr>
<tr>
<td>19</td>
<td>19</td>
<td>19</td>
<td>Peaceful (2:50)</td>
<td>Helen Reddy—Capitol</td>
</tr>
<tr>
<td>20</td>
<td>20</td>
<td>20</td>
<td>Thinking You of You (2:17)</td>
<td>Louisa and Missoula—Columbia</td>
</tr>
<tr>
<td>21</td>
<td>21</td>
<td>21</td>
<td>Wildflower (4:08)</td>
<td>Gilbert O’Sullivan—Mam</td>
</tr>
<tr>
<td>22</td>
<td>22</td>
<td>22</td>
<td>Skylark—Capitol</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>23</td>
<td>23</td>
<td>Frankenstein (3:28)</td>
<td>Edgar Winter Group—Columbia</td>
</tr>
<tr>
<td>24</td>
<td>24</td>
<td>24</td>
<td>Out of the Question (2:57)</td>
<td>Society—Curtis, Walker &amp; Van Dyke</td>
</tr>
<tr>
<td>25</td>
<td>25</td>
<td>25</td>
<td>Stir It Up (3:09)</td>
<td>Johnny Nash—Epix</td>
</tr>
<tr>
<td>26</td>
<td>26</td>
<td>26</td>
<td>My Love (4:08)</td>
<td>Paul McCartney—Apple</td>
</tr>
<tr>
<td>27</td>
<td>27</td>
<td>27</td>
<td>Armed and Extremely Dangerous (2:49)</td>
<td>Neil Diamond—MCA</td>
</tr>
<tr>
<td>28</td>
<td>28</td>
<td>28</td>
<td>Daisy a Day (2:48)</td>
<td>Jud Strunk—MGM</td>
</tr>
<tr>
<td>29</td>
<td>29</td>
<td>29</td>
<td>I’m Doin’ Fine Now (2:46)</td>
<td>New York City—Chelsea</td>
</tr>
<tr>
<td>30</td>
<td>30</td>
<td>30</td>
<td>Hocus Pocus (3:16)</td>
<td>Focus—Sire</td>
</tr>
<tr>
<td>31</td>
<td>31</td>
<td>31</td>
<td>Cherry, Cherry (3:56)</td>
<td>Neil Diamond—MCA</td>
</tr>
</tbody>
</table>

continued on page 52

Broadcasting Apr 30 1973
What's to happen to talk radio, now that topless talk is under the gun? The all-talk stations have just kept on talking—on just about any subject that comes to their listeners's fertile minds. The format, according to its experienced practitioners, is here to stay.

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Broadcasting
<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Album/artist</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>32</td>
<td>It Sure Took a Long, Long Time (3:12)</td>
<td>Lobo—Big Tree</td>
<td>33 27 39 22</td>
</tr>
<tr>
<td>28</td>
<td>33</td>
<td>Call Me (Come Back Home) (3:03)</td>
<td>Al Green—Hi</td>
<td>29 33 31 38</td>
</tr>
<tr>
<td>31</td>
<td>34</td>
<td>Pinball Wizard (See Me, Feel Me) (3:23)</td>
<td>New Seekers—MGM/Verve</td>
<td>32 31 34 35</td>
</tr>
<tr>
<td>44</td>
<td>35</td>
<td>Drinking Wine (3:37)</td>
<td>Jerry Lee Lewis—Mercury</td>
<td>34 34 33 40</td>
</tr>
<tr>
<td>59</td>
<td>36</td>
<td>Right Place Wrong Time (2:50)</td>
<td>Dr. John—Alco</td>
<td>37 36 35 33</td>
</tr>
<tr>
<td>33</td>
<td>37</td>
<td>Walk on the Wild Side (3:37)</td>
<td>Lou Reed—RCA</td>
<td>42 42 37 30</td>
</tr>
<tr>
<td>27</td>
<td>38</td>
<td>Space Oddity (5:05)</td>
<td>David Bowie—RCA</td>
<td>39 35 40 32</td>
</tr>
<tr>
<td>16</td>
<td>39</td>
<td>Love Train (2:59)</td>
<td>O'Jays—Philadelphia International</td>
<td>35 38 41 36</td>
</tr>
<tr>
<td>43</td>
<td>40</td>
<td>One Man Band (3:29)</td>
<td>Ronnie Dyson—Columbia</td>
<td>36 40 38 43</td>
</tr>
<tr>
<td>17</td>
<td>41</td>
<td>Last Song (3:15)</td>
<td>Edward Bear—Capitol</td>
<td>36 41 42 55</td>
</tr>
<tr>
<td>36</td>
<td>42</td>
<td>Playground in My Mind (2:55)</td>
<td>Clint Holmes—Capitol</td>
<td>41 37 44 42</td>
</tr>
<tr>
<td>38</td>
<td>43</td>
<td>I'm Gonna Love You (3:56)</td>
<td>Barry White—20th Century</td>
<td>43 43 43 46</td>
</tr>
<tr>
<td>34</td>
<td>44</td>
<td>Leaving Me (3:20)</td>
<td>Independents—Wand</td>
<td>45 47 45 47</td>
</tr>
<tr>
<td>47</td>
<td>45</td>
<td>Dead Skunk (3:08)</td>
<td>Loudon Wainwright III—Columbia</td>
<td>46 45 46 44</td>
</tr>
<tr>
<td>22</td>
<td>46</td>
<td>Also Sprach Zarathustra (5:06)</td>
<td>Deodato—CTI</td>
<td>44 44 47 48</td>
</tr>
<tr>
<td>51</td>
<td>47</td>
<td>No More Mr. Nice Guy (3:05)</td>
<td>Alice Cooper—Warner Brothers</td>
<td>* * 36 37</td>
</tr>
<tr>
<td>57</td>
<td>48</td>
<td>Steamroller Blues (3:07)</td>
<td>Elvis Presley—RCA</td>
<td>48 46 52 54</td>
</tr>
<tr>
<td>56</td>
<td>49</td>
<td>Let's Pretend (2:51)</td>
<td>Raspberries—Capitol</td>
<td>50 49 54 50</td>
</tr>
<tr>
<td>69</td>
<td>50</td>
<td>Free Electric Band (3:15)</td>
<td>Albert Hammond—Mums</td>
<td>60 50 49 49</td>
</tr>
<tr>
<td>75</td>
<td>51</td>
<td>Bad Bad Leroy Brown (3:02)</td>
<td>Jim Croce—ABC/Dunhill</td>
<td>53 54 51 45</td>
</tr>
<tr>
<td>75</td>
<td>52</td>
<td>You Can't Always Get What You Want (5:00)</td>
<td>Rolling Stones—London</td>
<td>68 60 55 41</td>
</tr>
<tr>
<td>54</td>
<td>53</td>
<td>And I Love Her So (3:14)</td>
<td>Perry Como—RCA</td>
<td>47 51 66 66</td>
</tr>
<tr>
<td>72</td>
<td>54</td>
<td>Daddy's Home (2:59)</td>
<td>Jermaine Jackson—Motown</td>
<td>51 48 62 63</td>
</tr>
<tr>
<td>55</td>
<td>55</td>
<td>Hearts of Stone (2:10)</td>
<td>Blue Ridge Rangers—Fantasy</td>
<td>55 52 59 58</td>
</tr>
<tr>
<td>58</td>
<td>56</td>
<td>Hallelujah Day (2:53)</td>
<td>Jackson Five—Motown</td>
<td>52 53 63 57</td>
</tr>
<tr>
<td>45</td>
<td>57</td>
<td>Cindy Incidentally (2:34)</td>
<td>Faces—Warner Brothers</td>
<td>66 58 53 56</td>
</tr>
<tr>
<td>46</td>
<td>58</td>
<td>Let Your Yeah Be Yeah (3:30)</td>
<td>Brownsville Station—Big Tree</td>
<td>71 62 50 52</td>
</tr>
<tr>
<td>50</td>
<td>59</td>
<td>Who Was It (3:00)</td>
<td>Hurricane Smith—Capitol</td>
<td>49 56 67 62</td>
</tr>
<tr>
<td>65</td>
<td>60</td>
<td>Blue Suede Shoes (2:48)</td>
<td>Johnny Rivers—United Artists</td>
<td>63 57 56 60</td>
</tr>
<tr>
<td>50</td>
<td>61</td>
<td>Back When My Hair Was Short (2:39)</td>
<td>Gunhill Road—Kama Sutra</td>
<td>54 61 57 64</td>
</tr>
<tr>
<td>49</td>
<td>62</td>
<td>Step by Step (3:20)</td>
<td>Joe Simon—Spring</td>
<td>59 55 66 59</td>
</tr>
<tr>
<td>63</td>
<td>63</td>
<td>Give It to Me (3:07)</td>
<td>J. Geils Band—Atlantic</td>
<td>75 74 48 53</td>
</tr>
<tr>
<td>64</td>
<td>64</td>
<td>We Have No Secrets (3:57)</td>
<td>Carly Simon—Elektra</td>
<td>58 65 51 51</td>
</tr>
<tr>
<td>52</td>
<td>65</td>
<td>Close Your Eyes (2:58)</td>
<td>Edward Bear—Capitol</td>
<td>55 66 61 70</td>
</tr>
<tr>
<td>42</td>
<td>66</td>
<td>The Cover of Rolling Stone (2:53)</td>
<td>Dr. Hook &amp; the Medicine Show—Columbia</td>
<td>57 64 69 65</td>
</tr>
<tr>
<td>60</td>
<td>67</td>
<td>I'm a Stranger Here (3:19)</td>
<td>Five Man Electrical Band—Lion</td>
<td>64 67 65 69</td>
</tr>
</tbody>
</table>

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Broadcasting Apr 30 1973
What scars will cable carry from ATC-Cox?

Disjunction of merger under pressure of untried antitrust suit is seen as warning to the money market that cable growth is under scrutiny and consolidations are under threat.

The Justice Department's victory in blocking the proposed merger of Cox Cable Communications Inc. and American Television & Communications Corp. without a court decision on the merits of its antitrust suit "can't help but have a certain chilling effect" on the cable television industry. That's the belief of National Cable Television Association President David Foster. Other knowledgeable industry people agree.

The deepest impact, the consensus indicates, will be felt in the money market—on Wall Street, among investors and lenders. "I think it cannot help but have an impact on the industry, not only on the companies that are in the industry now, but on those that might be interested in entering the cable industry; those that might see the potential in cable and might hesitate now to make such an investment—at least on an equity basis—" for fear that they would run afool rather quickly of the Justice Department," said Mr. Foster last week.

"I think the fact that the Justice Department seems to have won will have a negative impact on the industry as far as being able to raise capital because I think that lenders like size, and I think it's important that cable television become large. It has got to become a more concentrated industry than it is now in order to attract the capital," said James Hoak Jr., president of Heritage Communications Inc. (formerly Hawkeye Communications, see page 54), a growing multiple-systems operator out of Des Moines, Iowa.

"The money could dry up—that could happen," agreed Dennis B. McAlpine, a cable-television specialist with the stockbrokerage firm of Tucker, Anthony & R. L. Day, New York.

Though what will happen on Wall Street is still debatable—and there are those such as a Washington communications lawyer, Gary L. Christensen, who think that the termination of the merger is "not going to make that much difference one way or the other"—there are certain residuals of the Cox Cable-ATC breakup that appear absolute:

- Beyond everything else, according to the incoming NCTA chairman, Amos B. Hostetter Jr., "there is certainly the precedent of a challenge being brought and backed away from.
- No issues concerning the size and multiple-ownership limitations in cable television have been resolved. "Of course that's the big unanswered question and one of the many regrets we have in termi-

nating the thing," acknowledged Henry W. Harris, president of Cox Cable Communications.

- The trend of mergers within the cable-television industry in the immediate future will slow down perceptibly and among the larger multiple-systems operators virtually stop. "I think that if number one is thinking of merging with number two tomorrow, they certainly should be talking to their lawyers about the possible jeopardy," said Monroe M. Riffkin, president of ATC, who otherwise refused to be pessimistic. But systems operator Jim Hoak, an attorney who once worked for the FCC, thinks that "probably the same Justice Department law suit would be filed if there would be a merger attempt among any of the companies in at least the top 10 in the industry.

The uncertain world of cable television has become, in the words of Bruce E. Lovett, ATC's vice president for corporate development, "a world of total uncertainty" where the current dilemma is, "Who gets hit next?"

Indeed, what has followed the Cox Cable-ATC mutiny in decision of earlier this month to call off their merger plans that had been pending since stockholder approval last November (BROADCASTING, April 23) is a situation, according to attorney Christensen, where there are "so many variables at play that it is very, very difficult to see how this will break out over-all and whether it will be a big thing in the industry or just be another little bump."

Among the variables:

Will the inhibition to merge among big cable-TV companies help the smaller and middle-sized companies—give them a chance to catch up? One possible answer suggested by the analyst, Mr. McAlpine: "It could be a chance to catch up for the smaller company, but unfortunately right now the public MSO's are not large enough at such a rate that the majority can't go out and buy anybody or it would dilute their stock."

What will happen to the growth pattern of the industry? One opinion was expressed by NCTA's Foster: "It simply means that growth will have to come from internal growth and by each entity going out and bidding for franchises."

Will some standards on multiple-systems size emerge from this first and thwarted confrontation between the cable-television industry and the Justice Department? Mr. Hostetter, the new NCTA chairman, thinks standards might be desirable, if rationally developed. "Probably the most satisfactory resolution of the problem is for the industry on its own initiative to go to the FCC for some multiple-ownership guidance," said Mr. Hostetter. "I think that if the commission, absent the particular pressure of this suit, would contemplate the issue and come up with some guidelines, it would substantially reduce the Justice Department's interest in this area, particularly if Justice feels someone else is watchdogging the situation."

Is anyone going to be a winner as a
result of the Cox Cable-ATC decision? Financial expert McAlpine sees Teleprompter, the biggest cable operator, being helped by the current situation "because there is no other big game in town for them to play. Any investor with size, he believes, "has got to go to a Teleprompter now."

Generally, people in cable television seem to genuinely believe that while imposing a handicap, the Justice Department's successful block on its first venture into the cable television industry (the antitrust suit has been dismissed without prejudice) won't be crippling. "I think it's like every other hurdle we've had to overcome," says the industry's chief spokesman, Mr. Foster. "We've had to work with them and I think we can work with this one."

And the word from at least one spokesman from the all-important financial community is equally confident. "I think the fundamentals of the industry are pretty much unchanged," says Mr. McAlpine. "I have no doubt that the industry is going to continue to grow. And I think both Cox and ATC can do well on their own. It's just that I think they could have done better combined."

Hawkeye to Heritage

Hawkeye Communications Inc., organized in Des Moines, Iowa, in 1971 and now owning five cable-television systems in Iowa, Wisconsin and Minnesota, has changed its corporate name to Heritage Communications Inc. The name change reflects the company's growth outside Iowa, the Hawkeye state, and also is intended to distinguish its corporate operations from its 60% ownership of Hawkeye Cablevision Inc., the cable franchise holder in the Des Moines metropolitan area.

Heritage Communications President Jim H. and his father, together, own about 17% of the company. The major stockholders, along with Younkers Bros., a department-store chain in Iowa and Nebraska, which also owns about 17%. The remainder of the company is publicly held, with some 600 shareholders.

Heritage Communications, with some 8,000 subscribers served and a total of 103,000 homes franchised, is traded over the counter, primarily in the Middle West. The Des Moines system, of which Athena Communications Corp. and Cox Cable Communications Inc. own 20% each, is now being built with construction scheduled for completion in April 1975.

Heritage Communications also issued a financial report showing a relatively strong balance sheet, with some $3.2 million in current assets and deferred charges and about $1 million in cash. Heritage, however, showed a loss of 43 cents per share in 1972 (not including operations of its Minnesota system).

Cable in Cleveland sought

The first application in some six years for a cable-television franchise in Cleveland has been filed by Space Cable Inc., a local company. The new company, which estimates that it will cost about $15 million to construct a complete system to cover the 266,000 cable homes within the city, is headed by Cleveland attorney Creighton E. Miller as president and Harry H. Stone, vice chairman of the board of American Greetings Corp., as vice president.

Both Mr. Miller and Mr. Stone were officials and stockholders in Telerama Inc., owner and operator of a cable TV system with more than 6,000 connections in the Cleveland suburbs of Shaker Heights, Warrensville Heights and Euclid, that was sold last year to Viacom International Inc. (Broadcasting, Jan. 17, Feb. 21, 1977).

Currently there is no cable TV within the city of Cleveland. In recent weeks the mayor of the city has appointed a committee and chairman to conduct a feasibility study of cable television. Telerama, in 1966, when Mr. Miller was president of the company, filed for a Cleveland franchise which was not acted on by the city.

NCTA tries to bring FCC into pole-fee dispute

The National Cable Television Association says General Telephone of California Inc.'s proposed 100% increase in pole-attachment rates charged cable systems would be in violation of the Cost of Living Council's regulations.

NCTA made the argument last week in supporting the California Community Television Association's plea to the FCC to stay the proposed increase, which is to become effective on Tuesday (May 1) (Broadcasting, April 23).

NCTA said that in proposing to increase pole-attachment rates from $3 to $6 per year per pole, General Telephone of California has not provided the cost justification data NCTA says is required under the Cost of Living Council's regulations.

The question of the extent of the commission's jurisdiction over pole-attachment arrangements has been in hearing for three years, and is scheduled to enter its final evidentiary phase on the date the increase in California is to go into effect.

NCTA asked the commission to stay the rate increase pending a resolution of the jurisdiction question and the presentation by General Telephone of California of data to support its rate increase.

Stern wants cities kept out of CATV

He says municipal ownership would wind up in the middle between political ins and outs

A call for the CATV industry "to do battle against the threat of municipal ownership" has been raised by Alfred R. Stern, chairman and president of the newly reorganized Warner Cable Corp., New York (which includes Television Communications Corp. and Cypress Communications Corp.). Mr. Stern told the New England Cable Television Association, meeting in Hyannis, Mass., that one of the more serious threats in a municipality-owned cable TV system that cable could become a "political football," with the politicians out of power complaining and the office holders defending.

In such a politically charged situation, according to Mr. Stern, "... service could deteriorate while the department head in charge of cablecasting battles the department head in charge of public access who in turn is battling the department head in charge of technical performance."

Among other consequences and failings of municipal ownership cited by Mr. Stern:

* It lacks the "all-important checks and balances" of a free-enterprise system.
* It lacks the accountability of the community to the same degree as private enterprise.
* It would not have the necessary incentive for high-level performance as a commercial system.

"The cable television industry, spurred on by an honorable profit motive to provide the most advanced, high-quality communications services to the public, must prepare itself to do battle against the threat of municipal ownership," said Mr. Stern.

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Broadcasting Apr 30 1973
Cable Briefs

California dealing. Vic's TV Cable, serving some 500 subscribers and passing estimated 1,000 homes in Carmel Valley, Calif., has been sold by Victor J. Carp to Western Telecommunications Inc., Walnut Creek, Calif., for undisclosed price. Western Communications already operates number of cable systems in northern California, including Chico, Concord, South San Francisco, Pebble Beach, Montebello and Bakersfield. Broker: Daniels & Associates, Denver.

How-to show for cable. Cable Network Television, Los Angeles subsidiary of National Telefilm Associates, announces availability in June of series of special music-instruction programs for cable-TV origination. Format of 130 half-hour color tapes is to have specialist teach each instrument (Jim Smoak, for example, five-string banjo). Arden D. Moser, CNT sales director, said programs will be provided on quasi-barter basis; cable operator buys show, "but in most instances we can guarantee a blank portion by national advertiser." Tapes are on three-quarter-inch Sony and one-inch IVC configurations.

Another wrench in the compromise works

Valenti rejects Burch's latest try to get cable copyright settlement

A solution to the conflict over cable-television copyright legislation is proving as elusive to FCC Chairman Dean Burch as it has for the parties directly involved—cable operators and copyright owners.

Chairman Burch, who assumed the mediator's role several weeks ago (BROADCASTING, April 9), acknowledged last week that Jack Valenti, head of the Motion Picture Association of America, and spokesman for motion-picture copyright owners, has rejected as unacceptable the compromise offer the chairman submitted. His next move, Mr. Burch said, would be to confer with individual copyright owners. Asked whether he had any hope of success, he said he did not know.

The chairman's offer is known to have been based on a compromise solution he suggested to Senator John L. McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights. It called for arbitration of copyright fees in the top-100 markets and a legislated fee schedule in smaller markets. The offer made to Mr. Valenti, however, was understood to provide for arbitration in far fewer markets, perhaps the top 50.

Arbitration of copyright fees is called for in the consensus agreement broadcasters, cable operators and copyright owners reached in November 1971 in clearing ASC adoption of the new cable rules. But legislated fees are provided for in the copyright bill that Senator McClellan has introduced and that the cable interests say is the only measure likely to be enacted.

Equipment & Engineering

FAA offers choices in marking towers

It would approve new light systems for day and night, but broadcasters could opt for present standards

The Federal Aviation Administration has proposed three options in the visual identification of antenna structures. Skeletal towers could continue to be marked by present standards (alternating painted bands of white and orange, with blinking red lights at night) or by either of two antenna-lighting systems.

One new system would involve the installation of high-intensity lighting at equivalent intervals along the length of the structure. The FAA has proposed that these fixtures have a minimum light intensity of 200,000 candellas during the day, 12,000-20,000 candellas at dusk and 2,000 candellas in total darkness. The other system would include the high-intensity fixtures for daytime use and common red blinkers at night.

Stanley Kingham, of the FAA's air-space obstructions and airports branch, stressed that broadcasters should not be misled into thinking that the new proposal would require them to abandon antenna-painting practices and install new lighting equipment. He said the adoption of the new lighting systems would be purely optional. He added that the FAA will probably not recommend the installation of such systems on towers less than 500 feet high but would strongly recommend such installations on structures higher than 1,000 feet or on those situated near airports or in other air-hazard areas. He noted, however, that as the lighting systems in question go into mass production, their use will most likely become less expensive than the costs of painting towers every few years.

The FAA, Mr. Kingham said, has been monitoring the operation of such lighting systems now in use and has received favorable reports from the field. The systems are now in use at two television stations, WSMW-TV Worcester, Mass., and noncommercial WNJT(TV) Trenton, N.J.

New tuner rules suggested

The FCC has proposed a revision in its recently promulgated rules requiring that all television sets marketed in the U.S. be equipped with 70-position detent tuning devices. Under the proposed rules, manufacturers of monochrome units would have a choice between utilizing AFC circuitry in their products or providing a new channel-selection mechanism that has proved to be capable of tuning accuracy within plus or minus 1 mhz. Under the proposed rules, manufacturers of color receivers would be compelled to provide tuners with built-in AFC circuitry and a channel selector capable of positioning the tuner within the pull-in range of AFC. This alternative, which may also be embraced by manufacturers of monochrome units, amounts to a restatement of the commission's initial ruling in this area, in which it ordered all receivers to be equipped with AFC.

The second alternative stems from the recent development of a 70-position detent tuner with ±1 mhz tuning accuracy and a tuning speed of 22 khz per degree of rotation. While the new device is not as accurate for 70 channels as standard VHF tuners now in use, the commission said, it does produce essentially equal subjective results.

The commission also asked for comments on whether the current effective data of the comparable- tuning systems—which were initiated to alleviate common reception problems with UIF signals—of July 1, 1975, is reasonable. It noted that industry representatives have expressed concern that there is not presently an adequate supply of reasonably priced tuners to meet the requirement.

Comments are due on June 1; replies on June 15.

Technical Briefs

For fall delivery. CBS Laboratories, Stamford, Conn., has been given patent for automatic differential phase and gain corrector for broadcasting and closed-circuit television applications. This corrector is now commercially available and deliveries will start in fall of 1973.

FM seed money. RCA reports order for FM equipment placed by it by WKOX General for its WAXY(FM) Fort Lauderdale, Fla., KRTK(FM) Los Angeles and WGBM(FM) Washington—totaling about $144,000. Included: 40-kw transmitter and associated antenna for WAXY, and two 20-kw transmitters, one each for Los Angeles and Washington.

Restructured ASC ownership

American Satellite Corp., Germantown, Md., one of six operators before the FCC to construct a domestic communications-satellite system, last week announced a major reorganization of its ownership structure. Under the new plan, Fairchild Industries Inc., which had previously held a 50% interest in ASC, now will control slightly more than 80%. Western Union International, which had agreed to a 50% ownership in ASC when the space firm was organized several months ago, will now control less than 20%.

In addition to its minority interest in ASC, WUI has agreed to lease one transponder of the firm's projected domestic satellite system for its own domestic communications-carrier usage. The firm also said it will hold a 49% interest in a proposed ASC earth station to be located near New York.

ASC was organized as a joint venture by Fairchild and WUI last summer (BROADCASTING, Aug. 7, 1973). Prior to its initiation, both firms had individually applied for FCC authorization to operate their own domestic satellite systems.
**Finance**

**Up all around for Teleprompter**

First quarter shows gains in sales, profits and subscribers

As a follow-up to its bullish 1972 earnings of 86 cents per share, up 46% over the previous year (Broadcasting, Feb. 26), Teleprompter Corp., New York, last week reported annual corporate highs in revenues, income and earnings per share for the first quarter of the current year. Results of the first quarter show gains of 36.8% in net income, 20% in per share earnings and 13.9% in gross revenues. The company's primary subscribers increased by some 130,000, or nearly 20%, from 649,325 to 778,699 for the year's period ending March 31.

Raymond P. Shafer, chairman and chief executive officer of Teleprompter, indicated that the company is right on target with its operating performance and that the record earnings for the first quarter "met our expectations for steady growth and reflect our continued commitment for construction of new plant and systems."

The first quarter report was issued preliminary to Teleprompter's annual shareholders' meeting, scheduled for May 1 in the Delmonico hotel, New York. A proxy statement sent to shareholders notes that Hubert J. Schlaffly, president of the company until July of last year and executive vice president, technological development, since that time, received the highest salary in 1972, an aggregate of $150,000. Mr. Shafer, who has been chairman and chief executive officer since February 1972, received a total of $116,083, while Leonard Tow, senior vice president, corporate development, was paid $70,000. William J. Bresman, elected president and a board member of Teleprompter on July 18, 1972, received $63,433 in 1972.

For the first quarter ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.72</td>
<td>$0.40</td>
</tr>
<tr>
<td>Revenues</td>
<td>236,016,000</td>
<td>207,325,000</td>
</tr>
<tr>
<td>Income</td>
<td>12,490,000</td>
<td>6,512,000</td>
</tr>
</tbody>
</table>

* Adjusted to reflect 2-to-1 stock split. Fully diluted earnings per share reflect an extraordinary item of 15 cents in 1973, compared to 1 cent in 1972.

**Cox Cable has good quarter**

Cox Cable Communications Inc., Atlanta, reported a 17% increase in net income for the first quarter of 1973.

Henry W. Harris, Cox Cable president, noted that the improved earnings were achieved despite "substantial" legal fees incurred as a result of a Justice Department suit to block the merger of Cox Cable and American Television & Communications. These expenses amounted to about $100,000 in the 1973 first quarter.

Cox Cable and ATC two weeks ago announced that the merger agreement had been terminated by mutual consent (Broadcasting, April 23). Cox Cable said last week that the annual meeting of shareholders has been rescheduled to permit sufficient time to make appropriate changes in the company's annual report and proxy statement.

The annual meeting, originally scheduled for May 25, now will be held June 14, at White Columns in Atlanta.

For the first quarter ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.12</td>
<td>$0.01</td>
</tr>
<tr>
<td>Revenues</td>
<td>4,260,205</td>
<td>3,815,160</td>
</tr>
<tr>
<td>Income</td>
<td>440,843</td>
<td>377,080</td>
</tr>
</tbody>
</table>

**ABC has record quarter for sixth time in row**

Earning in first three months are 53% above same period in '72

Record first-quarter 1973 operating earnings were reported formally last week by ABC Inc. Chairman Leonard H. Goldenson and President Elton H. Rule. They said earnings were the highest for any first quarter in the company's history. The increase was 53% over the like quarter in 1972, and revenues were up 14%, also a first-quarter high.

ABC noted that this was the sixth consecutive three-month period in which earnings reached record levels compared with prior-year periods. Mr. Goldenson and Mr. Rule said that the totals reflected improvement in both broadcast and nonbroadcast operations, "but particularly in the television network and owned-television stations." They also took note—as they had predicted a few weeks ago before financial analysts in New York (Broadcasting) — that the outlook for ABC is "very good" and that "substantial earnings improvement" could be expected for the full year in 1973.

According to the ABC leaders, the sale of the TV-program syndication subsidiary (now Worldvision Enterprises) accounted for a substantial portion of the extraordinary gains in the quarter.

For the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.29</td>
<td>$0.23</td>
</tr>
<tr>
<td>Revenues</td>
<td>11,211,925</td>
<td>9,000,176</td>
</tr>
<tr>
<td>Income</td>
<td>1,241,193</td>
<td>996,885</td>
</tr>
</tbody>
</table>

**PSA Inc., San Diego, reported a loss in first quarter of this year compared to profit in comparable period last year.**

PSA Broadcasting, subsidiary that owns five stations, had loss of $111,000 for quarter compared to loss of $89,000 in first 1972 quarter. PSA Broadcasting is being sold to Jole Siegel and associates with Mr. Siegel having been hired as general manager effective May 15 (Broadcasting, April 16).

**Media General Inc., Richmond, Va., reported gains in revenue and income for first quarter of 1973.**

For three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.56</td>
<td>$0.42</td>
</tr>
<tr>
<td>Revenues</td>
<td>30,435,160</td>
<td>26,725,697</td>
</tr>
<tr>
<td>Income</td>
<td>2,028,744</td>
<td>1,524,436</td>
</tr>
</tbody>
</table>

**John Blair & Co., New York, station representation firm with interests in graphic arts, reported slight increases in revenues and earnings in first-quarter 1973.**

President Jack W. Fritz said improvement in graphic-division earnings were offset by a decline in broadcast rep earnings principally because of loss of repping former WNDH-TV Boston. He said, however, that this was last quarter that would be so affected and that improvement in comparative earnings could be expected in subsequent quarters. For three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.25</td>
<td>$0.24</td>
</tr>
<tr>
<td>Revenues</td>
<td>18,708,000</td>
<td>18,546,000</td>
</tr>
<tr>
<td>Income</td>
<td>651,000</td>
<td>626,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>2,494,000</td>
<td>2,600,000</td>
</tr>
</tbody>
</table>

**Harris-Intertype Corp., Cleveland, reported increases in revenues and earnings for first nine months ended March 31:**

<table>
<thead>
<tr>
<th>Year</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.96</td>
<td>$1.61</td>
</tr>
<tr>
<td>Revenues</td>
<td>300,877,000</td>
<td>254,645,000</td>
</tr>
<tr>
<td>Income</td>
<td>11,741,000</td>
<td>10,228,000</td>
</tr>
</tbody>
</table>

**Zenith Radio Corp., Chicago, reported 58.3% jump in income and 21.8% rise in revenues for first quarter of 1973.**

For three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.84</td>
<td>$0.53</td>
</tr>
<tr>
<td>Revenues</td>
<td>221,072,000</td>
<td>181,719,000</td>
</tr>
<tr>
<td>Income</td>
<td>15,999,000</td>
<td>10,108,000</td>
</tr>
</tbody>
</table>

**Chris-Craft Industries Inc., New York, reportedly bounced back from net loss to net gain for first half of fiscal 1972-73 due to its 42.5% equity interest in Piper Aircraft Corp.'s earnings this year.**

For six months ended Feb. 28:

<table>
<thead>
<tr>
<th>Year</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.49</td>
<td>$(0.73)</td>
</tr>
<tr>
<td>Revenues</td>
<td>26,649,000</td>
<td>29,920,000</td>
</tr>
<tr>
<td>Income</td>
<td>3,038,000</td>
<td>(2,436,000)</td>
</tr>
</tbody>
</table>

**Amecon Inc., Phoenix, reported that cost of rights offering (which expired without "sufficient" response from company's shareholders) in the amount of $75,000, to be written off the company's balance sheet.**

---

**Financial Briefs**

Cox Broadcasting Co., Atlanta, reported 11% gain in income and 10% gain in revenues for first quarter of 1973. Company said its major division, broadcasting, went up 12% over last year, with television showing "some of the greater gains" than radio. I. Leonard Reinsch, Cox president, said he expected "significant gains" in broadcasting for 1973's second quarter. For first quarter ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.34</td>
<td>$0.31</td>
</tr>
<tr>
<td>Revenues</td>
<td>19,137,543</td>
<td>17,424,054</td>
</tr>
<tr>
<td>Income</td>
<td>2,015,071</td>
<td>1,812,359</td>
</tr>
</tbody>
</table>

Multimedia Inc., Greenville, S.C., reported 25% jump in both revenues and earnings for first quarter of 1973. For three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.11</td>
<td>$0.29</td>
</tr>
<tr>
<td>Revenues</td>
<td>28,406,000</td>
<td>26,016,000</td>
</tr>
<tr>
<td>Income (loss)</td>
<td>(426,000)</td>
<td>1,000,000</td>
</tr>
</tbody>
</table>

---
and all the capitalized product development costs in the amount of $865,874 have been written off as of Dec. 31, 1972. "The write-off," the company said, "is a very substantial loss for the first six months of the current fiscal year." For six months ended Dec. 31:

- **1972**
  - Loss per share $ (0.61)
  - Revenues 1,534,281
  - Net loss (1,092,902)

- **1971**
  - Loss per share $ (0.18)
  - Revenues 1,697,047
  - Net loss (219,218)

**Capital Cities Broadcasting Corp., New York**, reported gains in both revenues and net income for the first quarter of 1973 and attributed increase to improved broadcast sales. For three months ended March 31:

- **1973**
  - Net income 4,062,000
  - Net income 3,491,000

- **1972**
  - Net income 8,000,000
  - Net income 6,815,000

Communications Satellite Corp., Washington, as of March 31, was leasing full time to its customers equivalent of 2,991 half circuits or some 450 more years than last year. This helped account for substantial gain in both revenues and net income for first quarter of 1973. "The convergence, good enough for quarterly dividend of 14 cents per share, Comsat's 11th consecutive quarterly dividend,"

For quarter ended March 31, 1973:

- **1973**
  - Net income 7,066,000

- **1972**
  - Net income 8,496,000

---

**Weekly market summary of 142 stocks allied with broadcasting**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing March 31</th>
<th>Change</th>
<th>Market value</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAR</td>
<td>3 7/8</td>
<td>-1/4</td>
<td>6,990</td>
</tr>
<tr>
<td>AVG</td>
<td>11 3/4</td>
<td>-2/4</td>
<td>14,679</td>
</tr>
<tr>
<td>BARTLETT MEDIA</td>
<td>1 3/4</td>
<td>-1/4</td>
<td>3,789</td>
</tr>
<tr>
<td>CHRIST-CRAFT</td>
<td>4 7/8</td>
<td>-2/4</td>
<td>7,079</td>
</tr>
<tr>
<td>COMBINED NETWORKS</td>
<td>1 3/4</td>
<td>-3/4</td>
<td>2,789</td>
</tr>
<tr>
<td>COLES WHEELS</td>
<td>7 1/8</td>
<td>-1/4</td>
<td>3,188</td>
</tr>
<tr>
<td>DUN &amp; BRADSTREET</td>
<td>1 1/4</td>
<td>-3/4</td>
<td>2,434</td>
</tr>
<tr>
<td>FAIRCHILD INDUSTRIES</td>
<td>1 1/4</td>
<td>-3/4</td>
<td>1,753</td>
</tr>
<tr>
<td>FPA</td>
<td>13 3/4</td>
<td>-3/4</td>
<td>10,948</td>
</tr>
<tr>
<td>GIBI</td>
<td>18 1/8</td>
<td>-3/4</td>
<td>3,753</td>
</tr>
<tr>
<td>GHARLENDI &amp; RUBBER</td>
<td>21 3/8</td>
<td>-3/4</td>
<td>6,443</td>
</tr>
<tr>
<td>GLOBOTROTTER COMMUNICATIONS</td>
<td>7 5/8</td>
<td>-3/4</td>
<td>2,121</td>
</tr>
<tr>
<td>GRAY COMMUNICATIONS</td>
<td>10 9/16</td>
<td>-3/4</td>
<td>2,121</td>
</tr>
<tr>
<td>HAYES-HAWK- THE PERIODICALS INC.</td>
<td>10 3/4</td>
<td>-3/4</td>
<td>2,121</td>
</tr>
<tr>
<td>ISC INDUSTRIES</td>
<td>7 3/4</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>KASER INDUSTRIES</td>
<td>4 7/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>KANSAS STATE NETWORK</td>
<td>5 1/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>KINGSTON TIP</td>
<td>8 1/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>LAMB COMMUNICATIONS</td>
<td>2 1/2</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>LEE ENTERPRISES</td>
<td>17 1/4</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>LIBERTY CORP</td>
<td>17 1/8</td>
<td>-2/4</td>
<td>2,121</td>
</tr>
<tr>
<td>McGRAN HILL</td>
<td>10 1/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>MEDIA GENERAL INC.</td>
<td>38 1/4</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>MEREDITH CORP</td>
<td>14 3/4</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>METROMEDIA</td>
<td>17 3/4</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>MULTI MEDIA INC</td>
<td>24 3/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>OUTLET CO.</td>
<td>12 3/4</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>POST CORP.</td>
<td>12 3/4</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>PSA INC</td>
<td>14 1/4</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>PUBLISHERS BROADCASTING CORP.</td>
<td>11 1/2</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>REEVES TELECOM</td>
<td>7 1/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>RIDER PUBLICATIONS</td>
<td>21 3/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>ROLLINS</td>
<td>33 3/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>RUST CRAFT</td>
<td>33 3/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>SAN JUAN RACING</td>
<td>14 1/2</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>SCHEERINGS-PLUG</td>
<td>17 1/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>SONDERLING</td>
<td>11 1/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>TECHNICAL OPERATIONS INC.</td>
<td>9 1/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>TIMES MIRROR CO.</td>
<td>17 5/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>TURNER COMMUNICATIONS</td>
<td>14 1/2</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>WASHINGTON POST CO.</td>
<td>22 2/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>WHOM CORP.</td>
<td>22 2/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>WONEECO</td>
<td>14 1/2</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
</tbody>
</table>

**Total** 2,725,257

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**Cable**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing March 31</th>
<th>Change</th>
<th>Market value</th>
</tr>
</thead>
<tbody>
<tr>
<td>AECO</td>
<td>7/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>AMERICAN ELECTRONIC LABS</td>
<td>2 3/8</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>AMERICAN TV &amp; COMMUNICATIONS</td>
<td>32 1/4</td>
<td>-1/4</td>
<td>2,121</td>
</tr>
<tr>
<td>BURNUP &amp; SIMS</td>
<td>1 5/8</td>
<td>-1/4</td>
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**Grand Total**

1,289,842 48,685,117

**Standard & Poor’s Industrial Average**

120.31 120.02 — 0.31
Media

Sam G. Rahall resigns from posts as president, WLCY-TV Tampa-St. Petersburg, Fla., and treasurer, Rahall Communications Corp. He remains as senior VP, Rahall Communications Corp., owner of WLGY(AM) St. Petersburg, WLCY-FM Tampa, WFWB-AM-FM Indianapolis and WPDI-FM Atlanta, Ga., and WWNR(AM) Beckley, W. Va., in addition to WLCY-TV.

Jack L. Siegel, station manager, KJQI(AM) Los Angeles, named general manager, four PSA Broadcasting Inc. stations: KPSE(AM) San Diego, KPSS(AM) Los Angeles, and KSJ(AM) San Jose and KPRC(AM) Sacramento, both California. He is succeeded at KJQI by Felix Adams, sales manager.

John K. Dew, general manager WWWW(AM) Detroit, joins WFAA(AM) Dallas as station manager.

Frank Scott, VP and general manager, KLNG(AM) Omaha, named regional VP, Welcome Radio, station owner, and assumes additional post, general manager, Welcome's WTLK(AM) Denver. Jim Peterson, news and program director, KLNG, appointed station manager there.

Gary D. Edens, general manager, KOY(AM) Phoenix, elected VP.


Lew Sadler, manager, WKN(AM) Kingsport, Tenn., joins KXEL-AM-FM Waterloo, Iowa, in similar post. Both stations are owned by Bahakel Broadcasting.

Mary Ann Lovell, manager of Edens I and Edens II theaters, Northbrook, Ill., joins WEAW(AM)-WOJO(FM) Evanston, Ill., as station manager.

William N. Temple, manager, nighttime pricing and evaluation, NBC-TV, New York, appointed director, business administration. Victor F. Schwebius, manager, business affairs, operations and engineering, NBC-TV, appointed director, business affairs, operations and engineering.

Howard Rothstein, manager, budgets and financial forecasts, ABC-TV, New York, appointed business manager, WBAC-TV New York.

Richard E. Garrison, chief accountant, WTGC-TV Atlanta, joins WJRT-TV Flint, Mich., as business manager.

Dick Hageman, staff announcer, WMAR-FM Baltimore, appointed operations manager.

Tom McCall, with WPNN(AM) Columbus, Ga., joins KBH-FM Fort Worth, as operations manager.

Vivian Hunt, assistant advertising and promotion manager, WMAL-TV Washington, joins KMOS-TV St. Louis, as manager, advertising and press information.

Percy L. Moore, program coordinator, University Center for Adult Education, Detroit, joins WXZZ-TV there as director of community relations. Darlene Jones, public service director, WXZY, appointed director of broadcast standards and practices.

Thomas P. Banas, assistant promotion manager, WWJ-AM-FM-TV Detroit, appointed community relations director.

John Roberts, special assistant to president, noncommercial WQED-TV-WQEX-TV Pittsburgh, appointed director of information services and community relations. Margie A. Moeller, formerly assistant to director of information services, Corporation for Public Broadcasting, Washington, appointed assistant director, department of information services and community relations, WQED-WQEX.

Joyce Cherones, associate editor, WQED's Pittsburgh Renaissance magazine, appointed promotion director, WQED-FM.

Phillip W. Miller, formerly on-air promotion coordinator, WMAL-TV Washington, appointed to newly created post, director of promotion and press information, WDAF-TV Kansas City, Mo.

Joe Freeman, VP, Management Advisory and Research Service, joins WTAE-TV Pittsburgh as promotion manager.


Robert Mehrman, operations director, WLYN-AM-FM Lynn, Mass., joins WJIB(AM) Boston as public affairs director. William Anthony, news and sports director, WLYN-AM-FM succeeds Mr. Mehrman as operations director and retains sports director post.

Broadcast Advertising

David A. Bell, executive VP, Knox Reeves Advertising, Minneapolis, elected president and chief operating officer. He succeeds Thomas B. Kilbride who died suddenly April 13.

Mr. West Mr. Rosella

Jack T. West, account executive, KWGN-TV Denver, named general sales manager. Peter M. Rosella, account executive, KWGN-TV, appointed sales manager there.

George Eversman, VP, J. Walter Thompson, New York, elected senior VP.

Anthony J. Amendola, managing director, St. Louis office, and Walter E. Terry, Western region manager, D'Arcy-MacManus & Masius, elected executive VP's.

Krin Holzhauser, VP and air media director, Goodwin, Dannenbaum, Littman & Wingfield, Houston agency, named senior VP and chairwoman of executive committee; Don Brown, print media director, named media director, and Rita Kloppe, with agency, named account executive.

Charles H. Strickland, who joined WQXI-TV Atlanta in February as local sales manager, named general sales manager.

John H. Davison, sales manager, WJIZ-TV Baltimore, appointed general sales manager. He is succeeded by Arthur Kern, account executive, Television Advertising Representatives, New York.

Sturges Dorrance, director of marketing, KING-TV Seattle, named to newly created post, assistant general sales manager.

Richard Lewis, local sales manager, KBTV-TV Denver, appointed regional sales manager.

Tom Moore, sales manager, KMRK-TV Palm Springs, Calif., named VP-sales, KPLM-TV there.

Robert McDaniel, with KCST-TV San Diego, appointed local sales manager.

Terry Bremen, account executive, WCFL(AM) Chicago, joins WHSP(AM) there as sales manager.

Herbert H. Strauss, VP, TV-radio management supervisor, Doyle Dane, Bernbach, New York, joins Kenyon & Eckhardt there as VP, associate creative director in charge of TV and radio production. Don Walley, executive art director, Conahay & Lyon, New York, named art director, K&E.


Pat Shortnacy, account coordinator, BBDO, joins McCrory-Powell Advertising, Dallas, as media director.

Judith Mahan, media supervisor-direct response group, McCann-Erickson, joins Maxwell Stoge Co., Chicago, as media supervisor on Bell & Howell schools account.

Tucson agency, as media buyer.

Adrienne Gilties, with D’Arcy-MacManus & Masius, Chicago, joins Eisaman, Johns & Laws, Chicago agency, as media buyer.

Stephen J. Foue, with Spanish International Network, Hollywood, appointed director of syndicated program sales.

Jerry Levy and Tom Turner, assistant sales managers, New York office, McGavren-Guild, named co-sales managers.


Alex Biel, senior VP, Ogilvy & Mather, New York, named international research director for North and South America.

Charles Chotiner and Marshall Dickman, market research department co-managers, and Mal Gordon, associate media director, all with Norman, Craig & Kummel, New York, elected VP’s.

Ned Tolmach, VP, William Esty, named creative director, Ted Bates & Co., both New York. (This corrects April 23 item.)

Amie Roberts, president of own Philadelphia-based agency, joins Sonder Levitt & Sagorsky there as VP-creative director.

Karl Vollmer, creative director, Young & Rubicam, Houston, named VP.

Bill Battaglia, executive art director, Murray Kalis, copy supervisor, and Dave Moeller, copywriter, Leo Burnett Co., Chicago, named associate creative directors.

Ken Weinstock, account supervisor, Doyle Dane Bernbach, named associate director of programming, Grey Advertising, both New York.


Mike Terajima, manager, Los Angeles office, Kyowa Advertising, joins Clinton E. Frank there as account executive on Nissin Foods.

Dayl M. Soll, formerly with two Chicago television stations and Gold-Wilson Public Relations there, joins Aaron C. Dushman & Associates, Chicago agency, as account executive.

Dave Edmunds, art director, William Esty, and Jerry Klein, executive art director, Dentsu Corp., join Ries Cappello Colwell as art directors. Howard Cohen, graduate, School of Visual Arts, New York, joins RCC as assistant art director. All agencies in New York.


James Barretta, sales manager, WIRK-AM FM West Palm Beach, Fla., appointed commercial manager.

Programing

Martin Dooling, formerly with Yonge street productions, Hollywood, named vice president, Ernie Zagada Productions, same city. Mr. Dooling is president of Aries Communications Group, Hollywood program consultants, and Mr. Zavada is executive VP of Aries.

Edward A. Montanuzz, director of sales, MGM Television since 1964, named VP/sales, continuing to supervise network and syndication activities. He makes his headquarters in New York.


Mike Harrison, with WNEW-FM New York, joins KLPZ(FM) San Diego as program director.

Quin Morrison, formerly operations manager, KUAD(AM) Windsor, Colo., named program director of WJOB(AM) Hammond, Ind.

Jerry Misner, production manager, KLKG(AM) Omaha, appointed assistant program director.

R. Brent Judd, chief engineer, mobile television production unit, San Diego Video Inc., San Diego, appointed chief engineer for company with responsibility for supervising construction of additional mobile units to be used in production of commercials in San Francisco and Phoenix, Phil Roberts, former production manager, KCST(TV) San Diego, joins San Diego Video as unit manager.

Bob George, producer, KING-TV Seattle, named production manager.


Robert A. Galvin, with WTMJ-TV Milwaukee, appointed producer-director.

Greg Betts, with Cuyahoga county welfare department, joins WXYC-TV Cleveland as associate director.

Broadcasting Journalism


Bill Feest, news director, WJW-TV Cleveland, named director of news and public affairs. William Tompkins, assistant public affairs and editorial director, WJW-TV, appointed editorial director.

Jack Latham, news director, KMR-TV Palm Springs, Calif., joins KFPL-TV there as VP-news.

Larry Manne, assistant news director, KMGN-TV Denver, joins KDKA-TV Pittsburgh in similar capacity. Judith Fielder, reporter, noncommercial WQED(TV) Pittsburgh, joins KDKA-TV as general assignment news reporter.

Stuart H. Loory, acting executive editor, wtwc-TV New York, appointed first Kiplinger Professor of Public Affairs Reporting, School of Journalism, Ohio State University, Columbus. (Appointment is subject to approval by board of trustees.)

Bert Medley, producer, NBC News, Washington, joins Cleveland bureau as network coordinating producer.

Jim Cummins, with WTOV(TV) Grand Rapids, Mich., joins WTMJ-TV Milwaukee as news reporter.


George Anderson, with KMPC(AM) Los Angeles, appointed on-air newsman.

Marcia Alvar, former VISTA teacher, joins noncommercial KCCM-FM Moorhead, Minn., as producer-reporter.

Pat Summerall, associated with CBS since 1962 in various sports capacities, has signed long-term exclusive contract with CBS Television Sports, covering assignments in basketball, golf, tennis as well as football.

Ed Wilks, with sports staff, St. Louis Post-Dispatch, and correspondent, Sports Illustrated, joins KTVI(TV) St. Louis as sports director.

Fred Woodson, former Miami Dolphin and currently with Miami school system, joins WIOD(AM) Miami as color commentator on Dolphin games.

Shelli Sonstein, public affairs producer, WMMR(FM) Philadelphia, appointed to news staff there.

Cablecasting


Jay Wagner, North Central Cable TV, Sandusky, Ohio, elected president, Ohio Cable Television Association; Thomas P. Willett, Continental Cablevision of Ohio, Hilliard, elected VP, and James DeSorrento, VideoCable, elected secretary-treasurer.

Jimmy Balyente, Better TV Cable Co.,
Russville, Ala., elected president, Alabama Cable Television Association; Allan McDonald, Alabama Cable TV, Birmingham, elected VP, and Ralph Boutwell, Greenville Cablevision Co., Greenville, elected secretary-treasurer.

David G. Walker, formerly with Peat, Marwick, Mitchell & Co., certified public accountants, joins Heritage Communications, Des Moines, Iowa, as treasurer.

Equipment & Engineering


Elias Cohen, engineering VP, named VP and general sales manager, F. W. Sickles division of General Instrument Corp., succeeding George E. Safiole, named group VP, entertainment electronics group (Broadcasting, April 16). Sickles division, based in Chicopee, Mass., is supplier of TV and radio components.

Ronald Montgomery, formerly VP-marketing, Computing Devices of Canada Ltd., subsidiary of Control Data Corp., appointed president and chief executive officer, Collins Radio Co. of Canada Ltd.


Steve Terhaar, engineer, KVOX(AM) Moorhead, Minn., joins noncommercial KCCM-FM, same city, as chief engineer.

Robert E. Buescher, formerly national sales manager, Nagra Magnetic Recorders Inc., New York, joint RCA Film Recording Systems, as manager, Eastern sales, with headquarters in Mount Kisco, N.Y.

Robert S. Dickinson, sales representative, RCA Film Recording Systems, appointed manager, Western sales, with headquarters in Burbank, Calif.

Allied Fields

Gail Chipman, research sales executive, Telmar Communications, has formed Media Dynamics, offering research consultation services to media and advertising agencies. Media Dynamics is located at 139 East 33d Street, New York.

Albert O. Louer, formerly manager, Radio-Television Press Bureau, Colonial Williamsburg, Va., joins Marine Historical Association (Mystic Seaport), Mystic, Conn., as coordinator of public affairs.

Deaths

Edgar Greer Shelton, 52, former VP of ABC, died April 19 in Miami of cancer. Mr. Shelton was president of the National Pollution Control Foundation at the time of his death and had also headed the World Environment Association and Shelton National Affairs Public Relations. He is survived by his wife, Lucille, and one son.

William P. Keeney, 49, manager of business affairs for Group W Productions and The Mike Douglas Show, died April 16 of a cerebral hemorrhage at John F. Kennedy hospital in Stratford, N.J. He is survived by his wife, Jean, and a son.

Martin Ross, 44, anchorman, WJW-TV Cleveland, died April 25 of cancer at Mount Sinai hospital there. Mr. Ross had been with WJW-TV since 1965. Previously, he had served as news director, WWXY-TV Syracuse, New York, and worked at WPTR(AM) and WTEN(TV) both Albany, N.Y. He is survived by his wife, Marion, and one son.

Henry Fisk Carlton, 80, pioneer radio script writer and former president of Radio Writers Guild, died April 25 in Doctors hospital in New York. During his career Mr. Carlton wrote about 8,000 scripts for radio programs and series.

Robert Armstrong, 82, motion picture and TV actor, died April 20 at a Santa Monica, Calif., hospital after a short illness. Mr. Armstrong is perhaps best known for his role as the producer, Carl Denham, in "King Kong" in 1933. He continued to appear in movies and television series until his retirement 10 years ago. He is survived by his wife, Louise.

Margaret E. Bush, 91, co-founder with her husband of WDZ(AM) Decatur, Ill., died April 18 in her home in Tuscola, Ill. The Bushes founded the station in 1921 in Tuscola (it moved to Decatur in 1948) to broadcast grain market reports to two elevators in the area. The station was granted a license in 1928. Smiley Burnett, who later appeared in motion pictures with cowboy star Gene Autry, began his career with WDZ in the late 1920's as host of the Reliable Furniture Show. Mrs. Bush leaves no survivors.

Herbie Mintz, 71, radio programer and TV personality, died April 13 of a heart attack at his home in Hollywood, Fla. Mr. Mintz originated a musical program, But Not Forgotten, for ABC in the 1920's which lasted for nine years. He subsequently worked for WMAQ-TV Chicago and WPIL-TV Miami before joining WANS(AM) Fort Lauderdale, Fla., in 1970 where he revived his But Not Forgotten program. He is survived by his wife, Elisa.

For the Record®

As compiled by Broadcasting April 18 through April 24, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, aux.—auxiliary, CH.—critical hours, CP.—construction permit, D.—day, DA.—directional antenna, ERP—effective radiated power, kwh.—kilowatt hours, kw.—kilowatts, LS.—local sun- set, mhd.—megahertz, mod.—modification, N.—night, PSA.—presssure service authority, SCA—subsidary communications authorization, SH.—specified hours, SSA—special service authorization, STA—special temporary authorization, tram.—transmitter, TPO—transmitter power output, U.—unlimited hours, v.—voltage, w.—watts, w.r.—watts, w.s.—watt seconds, w.t.—watt tenths, x.—variable, y.—year, HAAT—height above average terrain, CARS—community antenna relay station.

New TV Stations

Actions on motions

Business Chief, Broadcast Bureau, on request of Capital Cities Broadcasting Corp., extended through May 7 time to file comments and through May 17 time to file reply comments on notice of proposed rulemaking in matter of amendment of TV table of assignments in Fresno, Calif. (Doc. 19703). Action April 20.

For the Record®

Negotiators For the Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

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EDWIN TORNBERG & COMPANY, INC.

For the Record®

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For the Record®
Existing TV stations

**Application**

- **WTOC-TV Savannah, Ga.**—Seeks CP to change trans. location to Fort Argyle Rd., 5.3 miles northwest of 1-95, 7.3 miles southwest of Po Pooler, Ga.; change type & format to GT-TT46-A-type, GB T-750-B; make changes in ant. structures; HAAT 1456 ft. Ann. April 14.

**Final actions**

- **KUA-TV Fairbanks, Alaska**—Bureau granted license covering permitted changes to main studio location to 1469 Spaulding-Hickoad Road, Bingham- 

- **WLFI-TV Lafayette, Ind.**—Bureau granted authority to operate trans. by remote control from 8605 Yester Road, West Lafayette. Action April 13.


- **WVR-TV Charlotte, Va.**—Broadcast Bureau granted license covering new commercial TV, via ER 427 kw, alt. ER 42.7 kw. Action April 13.


**Actions on motions**

- **Administrative Law Judge Isadore A. Honig in Highpoint, N.C.** (Southern Broadcasting Co. [WGHQ-TV] and Furniture City Television Co.), TV proceeding, scheduled hearing conference looking toward resumption of hearing for April 24; by separate action, granted petition by Southern to amend complaint; Action April 13.

- **Administrative Law Judge Chester F. Naumowicz Jr. in Daytona Beach, Fla.** (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, scheduled conference for May 4 (Docs. 19519-98). Action April 12.

- **Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, scheduled further hearing for May 4 (Docs. 19519-98). Action April 12.

- **Administrative Law Judge James P. Tierney in New York (WPIX Inc. [WPIX-TV] and Forum Communications Inc.), TV proceeding, granted motion to amend application to reflect changes in employment positions of two of principals and by separate action granted petition by WPIX Inc. to amend application to reflect new ownership information concerned with parent company (Docs. 18711-2). Action April 9.

**Other action**


**Call letter action**

- **KBBF-TV Dallas—Granted KXTX-TV.**

**New AM stations**

**Actions on motions**

- **Administrative Law Judge Frederick W. Dennis- ton in Shreveport, Vivian and Bossier City, all Louisiana**—Bureau granted authority to operate broadcast, AM proceeding, reopened record, granted petition by Ruby June Stinnett Dowd, executrix of estate of Alvira N. Dowd, to amend factual clarification pertaining to daughter of Mrs. Dowd has become partner in FM application with A. T. T. Univ. of Austin, Texas; amended application and closed record (Docs. 19505-9).

- **Administrative Law Judge Jay A. Kline in Pine- 

- **Communications May**—Broadcast Bureau granted authority to operate broadcast, AM proceeding, reopened record, granted petition by Ruby June Stinnett Dowd, executrix of estate of Alvira N. Dowd, to amend factual clarification pertaining to daughter of Mrs. Dowd has become partner in FM application with A. T. T. Univ. of Austin, Texas; amended application and closed record (Docs. 19505-9).

- **Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz and Aptos-Capitola, both Cali- fornia (81-4 Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, set certain procedural dates and continued date for further hearing to June 18 (Docs. 19500-9). Action March 9.

- **Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, both Connecticut (Quin- nipiack Service Inc. and Radio Ridgefield Inc.), AM proceeding, granted petition by Berkshire Communications Inc. to change format, call letters, operating power and change hours of operation of trans. (Docs. 19500-9). Action April 12.

- **Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, both Connecticut (Quin- nipiack Service Inc. and Radio Ridgefield Inc.), AM proceeding, granted petition by Berkshire Communications Inc. to change format, call letters, operating power and change hours of operation of trans. (Docs. 19500-9). Action April 12.

**Other actions**


- **Rainelle, W. Va.—FCC denied request by B-B Company Inc. for waiver of rules and accepted application for CP for new AM at 1130 kHz, with 1 kw at Rainelle. Action April 18.

**Call letter action**

- **W, M. Cooper, Midwest City, Okla.—Granted KRKM.**

**Existing AM stations**

**Applications**

- **WQIK Jacksonville, Fla.—Seeks CP to increase operation to 10 kw, DA-D. Ann. April 17.

- **KFOE St. Marys, Idaho—Seeks CP to change frequency to 1450 kHz and change hours of opera- tion, 250-w. (night) and 1 kw. (day). Ann. April 17.

- **KWEB Allentown, Pa.—Seeks CP to modify night-time and maximum expected operating values. Ann. April 17.

- **WCSV Crossville, Tenn.—Seeks CP to increase power to 5 kw and add 10 kw. Ann. April 17.

- **WNAH Nashville—Seeks CP to increase D power to 5 kw. Ann. April 17.

**Final actions**

- **WILD Fairfield, Ala.—Broadcast Bureau granted mod. of license covering change in main studio location to 1469 Spaulding-Hickoad Road, Bingham- 

- **KJAY Sacramento, Calif.—Broadcast Bureau granted CP to replace expired permit for changes. Ann. April 17.

- **WOBS Jacksonville, Fla.—Broadcast Bureau granted license covering use of former main trans. (Docs. 19646-5). Action April 18.

- **WNOP Newport, Ky.—Broadcast Bureau granted CP to change ant.-trans. site to 3900 Delhi Avenue, Dewitt Place; ownership and control changes in ant. 

- **WILD Daisy, Tenn.—FCC granted application by Robert Allen Meyer, to specify location of station as merged community of Soddy-Dalys, Tenn. Action April 18.

- **KOPY Allice, Tex.—Broadcast Bureau granted mod. of license covering change in corporate name to Norman Broadcasting Corp. Action April 18.

- **WBIS Dallas—FCC granted mod. of license covering change in corporate name to Norman Broadcasting Corp. Action April 18.

- **WYGR Graham, Tex.—Broadcast Bureau granted mod. of license covering change in corporate name to KSWA Inc. Action April 18.

- **WKTS Sheboygan, Wis.—Broadcast Bureau grant- ed mod. of license covering operation of trans. by Radio One Inc., 314 North State Street, She- 

- **Action April 18.

**Action on motion**


**Other actions**

- **Review board in Jackson, Ala., AM proceeding, scheduled oral argument for May 22 on exceptions to initial decision proposing grant of application of Vogel-Elkinton and Company Inc., for change in facilities of WHOD Jackson (Doc. 18897). Action April 16.

- **WIFIC-AM-FM Indianapolis—FCC ruled in re- 

- **response to request by Star Stations of Indiana Inc., the exceptions in this proceeding would not be filed until supplemental initial decision has been issued (Docs. 19122-5). Action April 20.

**Fines**

- **KEDI Maniquis Springs, Colo.—FCC notified Gar- den of the Gods Broadcasting Co., licensee, that it has incurred apparent liability of $500 for broad- 

- **casting information concerning lottery in violation of United States code. Action April 16.

- **WSRF-AM-WSEH(FM) Fort Lauderdale, Fla.—FCC notified Van Patrick Broadcasting Co., licensee, that it has incurred apparent liability of $2,000 for willful or repeated violation of Communications Act and has incurred certain procedural and rule-identification requirements. Action April 18.

- **WITU St. Petersburg Beach, Fla.—FCC notified Mader Broadcasting Co., licensee, that it has incurred apparent liability of $2,000 for numerous willful or repeated violations of rules. Action April 18.

- **WHIT New Bern, N.C.—FCC notified New Bern Broadcasting Co., licensee, that it has incurred apparent liability of $750, for willful or repeated violation of rules by failing to make equipment perfor- 

- **mance measurements; continued compliance time and by failing to keep maintenance log. Action April 18.

- **WITK Durham, N.C.—FCC notified W & W Broadcasting Co., licensee, that it has incurred apparent liability of $2,000 for willful and repeated violation of rules by operating station that authorized nighttime power and by failing to log ant. base currents. Action April 18.

- **KYLV Paul Valley, Okla.—FCC notified Gartin County Broadcasting Inc., licensee, that it has in-
New FM stations

Applications

- Hollister, Calif.—Milo Communications Corp. Seeks 93.3 mhz, 1 kw; HAAT minus 336 ft. P.O. address: Box 404, Hollister 95041. Estimated construction cost $3,476; first-year operating cost $11,400. Principals: Howard F. Miles (99%); et al. Dr. Miles is surgeon. April 12.


- Victorville, Calif.—Albert S. Medinsky. Seeks 99.8 mhz, 1 kw; HAAT 285 ft. P.O. address Box 1129, Victorville 92392. Estimated construction cost $4,447; first-year operating cost $36,000. Principals: Mr. Medinsky (100%). Mr. Medinsky owns KOTE(FM) Lancaster, Calif. He also owns or operates stations in Arcadia and Glendora. April 12.

- Fairfield, Conn.-Fairfield University. Seeks 88.5 mhz, TPD 10 kw; HAAT does not apply. P.O. address: North Benton Road, Fairfield 06430. Estimated construction cost $9,000; revenue none. Principals: William F. Schimpf, vice president in charge of student services, et al. April 12.

- Westmore, Me.—Down East Broadcasting Inc. Seeks 107.1 mhz, 1 kw; HAAT 128 ft. P.O. address: Box 7 Ship channel Road, South Portland, Me., 04106. Estimated construction cost $14,000; revenue $2,000. Principals: Fred L. Thompson, president (80%); et al. P.O. address: Portland Reporter, U.S. Coast Guard, Boston, Mass. April 12.


- Brownsville, Tex.—KXIO Inc. Seeks 93.1 mhz, 100 kw; HAAT 500 ft. P.O. address: Box 470, Brownsville, Texas, 78520. Estimated construction cost $102,315; first-year operating cost $6,400; revenue $4,000. Principals: Clyde Cain (80%); Fred Lieberman (20%); et al. P.O. address: Cali Gant during 50% of Monarch Pipe Co., Tulsa, Okla., among other local addresses. April 12.

- Ogden, Utah—Star Broadcasting Co. Seeks 101.1 mhz, 27 kw; HAAT 2,925 ft. P.O. address 364 South State Street, Ogden 84403. Estimated construction cost $5,000; equipment to be leased; first-year operating cost $47,752; revenue $40,000. Principals: Stanley D. Bush, president (54%); et al. April 12.

Final actions

- Ozark, Ala.—Wade B. Sullivan. Broadcast Bureau granted application of Ozark Broadcasting Co. 109.5 f.m.; HAAT 189 ft. P.O. address Box 1259, Ozark 36260. Estimated construction cost $16,616; first-year operating cost $11,800; revenue $35,000. Principal: Mr. Sullivan owns WAYD(A)M Ozark. Action April 11.


- Pittsburg, Kan.—Board denied application of P.A.L. Broadcasters Inc. for new FM on ch. 276-A in Pittsburg on or near the site of 500 ft. high. (Doc. 17885). Action April 12.

Actions on motions

- Chief, Broadcast Bureau, on request of William H. Bach Jr. and John and Swartz, proponents in proceeding, extended through April 26 to file comments and through May 7 to file reply comments in

Summary of broadcasting

Compiled by FCC, March 31, 1973

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<td>0</td>
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* Special temporary authorization.

Call letter applications

- Fremont-Newark Community College District Fremont, Calif.—Seeks KOCH(LFM).

- Clark College, Atlanta—Seeks WCLK(FM).

- Pittsburgh Community Broadcasting Corp., Pittsburgh—Seeks WVEI(FM).

Call letter actions

- Vanden High School, Travis Air Force Base, Calif.—Granted —KV1K(FM).

- WNER Radio Inc., Live Oak, Fla.—Granted WHNL(FM).

- Summit Broadcasting Co., Americus, Ga.—Granted WAFJ(FM).

- Wireless of Indiana, Jeffersonville, Ind.—Granted WJPB(FM).

- Central Kentucky Broadcasters Corp., Georgetown, Ky.—Granted WQQH(FM).

- Gannon University, Erie, Pa.—Granted WNYL(E). Granting.

Existing FM stations

Final actions

- KTC5-FM Fort Smith, Ark.—Broadcast Bureau granted license covering changes; ERP 36 kw; ant. height 230 ft. Action April 12.

- WRCH-FM New Britain, Conn.—Broadcast Bureau granted license covering changes; ERP 195 kw; increase 520 ft; ant. height 111 ft. Action April 16.

- WRCH-FM New Britain, Conn.—Broadcast Bureau granted license covering former main transmitters for aux. purposes only; ERP 10 kw; ant. height 390 ft. Action April 16.

- Broadcast Bureau granted license covering new ERP; ERP 3 kw; ant. height 200 ft. Action April 18.

- WCL4-FM Clayton, Ga.—Broadcast Bureau granted license covering new ERP; ERP 3 kw; ant. height 500 ft. Action April 18.

- WPRS-FM Paris, Ill.—FCC waived mileage—separation requirements of rules and granted modified authority to operate on ch. 237 (98.5 mhz) with 50 kw and ant. height of 500 ft. Action April 18.

- WMJF(FM) Plainfield, Ind.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 225 ft. Action April 18.

- KRNT-FM Des Moines—Broadcast Bureau granted license covering ERP; ERP 100 kw; ant. height 510 ft. Action April 13.

- KJDF-FM Jennings, La.—Broadcast Bureau granted license to install new ERP; ERP 2.5 kw; ant. height 220 ft; remote control permitted. Action April 13.

- WLQ4(FM) Cincinatti—Broadcast Bureau granted license covering changes; ERP 15 kw; ant. height 175 ft. Action April 16.

- WBYO(FM) Boyertown, Pa.—Broadcast Bureau granted ERP to install new main ant.; make changes in ERP; ERP 15 kw; ant. height 175 ft. Action April 16.

- WIEF-FM Jenkintown, Pa.—Broadcast Bureau granted license covering ERP of formerly licensed ERP; ERP 3 kw; ERP 100 kw; ant. height 500 ft. Action April 12.

- WDEF-FM Chattanooga—Broadcast Bureau grant—
ed CP to new allot.; ant. height 870 ft.; ERP 97 kw. Action April 16.

* W Cors(FM) Lebanon, Tenn.—Broadcast Bureau granted license covering changes; ERP 9.0 kw; ant. height 175 ft.; delete remote control. Action April 16.

* KTRM-FM Beaumont, Tex.—Broadcast Bureau granted CP to change trans. location and studio location to 1,200 feet southwest of intersection of Crow Road and Odum Street, Beaumont; install new trans.; install new ant.; make changes in ant. system (decrease height); ERP 30 kw; ant. height 220 ft.; delete remote control locations. Action April 16.

* KTTK-FM Houston—Broadcast Bureau granted CP to change studio location and remote control site to KIKK(AM) site: 712 East Southmore, Pasadena, Tex.; install new trans. and new ant.; ERP 50 kw. Action April 16.

* KKKI-FM Seattle—Broadcast Bureau granted CP to change studio location and remote control site to KIDD(AM) site: 1700 First Ave., Seattle; ERP 75 kw; ERP 300 kw (aux.); ant. height 1,150 ft. (main and aux.). Action April 17.

** Fine

* KA9E(FM) Austin, Tex.—FCC notified KVET Broadcasting Co., licensee, that it has incurred apparent liability of $1,000 for violation of terms of station authorization and rules by conducting program tests from April 6 to May 2, 1972, with increased power without authority of FCC. Action April 18.

Call letter applications

* WYSJ-FM Clinton, Tenn.—Seeks WCFA(FM).

Call letter actions

* KEKR-FM Anahiem, Calif.—Granted KEZY-FM.
* WATR-FM Waterbury, Conn.—Granted WENU-FM.
* WEFM(FM) Chicago—Granted WIVC(FM).
* WBMC-FM Columbus, Miss.—Granted WJWVF-FM.
* WTRY-FM Albany, N.Y.—Granted WHSH(FM).
* WWHO(FM) Hamilton, Ohio—Granted WYCH(FM).
* WAPR(FM) Chickasha, Okla.—Granted KKKX(FM).
* WJAS-FM Pittsburgh—Granted WSHH(FM).

Renewal of licenses, all stations

* KLMO-AM-FM Longmont, Colo.—FCC granted license-renewal applications of Radio Longmont Inc. and opposed opposing petition by Colorado Committee for Women's Media and Spanish-Surnamed Inc. Action April 18.

Modification of CP's, all stations


* KCSM(FM) San Mateo, Calif.—Broadcast Bureau granted mod. of CP to operate by remote control from trans-studio site 1700 West Hillsdale Boulevard, San Mateo; change trans. and make changes in transmission line. Action April 16.

* WAFIL(FM) Milford, Del.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in frequency monitor and change TPO. Action April 16.

* WDDDC(FM) Marion, Ill.—Broadcast Bureau granted mod. of CP of trans. location and studio location to main studio-trans. site; one mile north of Marion on U.S. 40; change trans.; change ERP and ant. height; ERP 880 kw. Action April 16.

* WCMK Elkhart, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to June 5. Action April 13.

* Kizin Houston, La.—Broadcast Bureau granted mod. of CP to extend completion date to July 12. Action April 17.


* WROA Gulfport, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 20. Action April 17.

* KKLJ-FM Lebanon, Mo.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 50 kw (horiz. 25 kw; vert.).; ant. height 255 ft. Action April 16.


* WKBN Youngstown, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 26. Action April 17.

* WCLCH(FM) Wilkes-Barre, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 11. Action April 13.

* KESD(FM) Brookings, S.D.—Broadcast Bureau granted mod. of CP to change trans. and ant.; increase vertical ERP; ERP 38 kw (horiz.) and 17.5 kw (vert.). Action April 13.

* WCHR-FM Williston, N.D.—Broadcast Bureau granted mod. of CP to change trans. location (same site). Action April 16.

Translators

Actions

* KIQF North Tonga Community, Alaska—Broadcast Bureau granted CP to add an amplifier to present equipment and increase output power to 5 kw. Action April 13.

* K08BT Manitous Springs, Colo.—Broadcast Bureau granted CP to K08BT-FM translator to ch. 8 (180-186 mhz) to ch. 9 (186-192 mhz); change trans.; make changes in ant. system; change call letters to K909LH. Action April 13.

* KRAYM Idaho—Broadcast Bureau granted CP for new VHF translator to Genera and Raymond, and both Idaho, on ch. 13 (212-216 mhz) by rebroadcasting programs of KID-TV Idaho Falls, Idaho. Action April 13.

* K70AS Salmon, Idaho—Broadcast Bureau granted CP to change trans. and location to Baldy Mountain, approximately six miles west of Salmon, Idaho, and to make changes in ant. system. Action April 13.

* K51BW Tendoy and Baker, both Idaho—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 83 (884-890 mhz) to ch. 55 (716-722 mhz); change type trans. and increase output power to 3 kw. Action April 13.

* K063Q KImberling City, Mo.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 6 (88-882 mhz) to ch. 5 (716-882 mhz); change call letters to K161Q. Action April 16.

* K09LI Hillsburg, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Hillsburg. Action April 16.

* K13LX Trident, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Max. Action April 16.

* K11GK Farmington, N. Mex.—Broadcast Bureau granted CP to change principal community of VHF translator to Colorado Springs, Colorado; all Colorado; change type trans. and decrease output power to 1 kw. Action April 16.

* K14SH Bend, Ore.—Broadcast Bureau granted CP and license covering new VHF translator. Action April 16.

* K70AJ Terrebonne, Ore.—Broadcast Bureau granted CP and license covering changes in UHF translator. Action April 16.

* K51AB Terrebonne, Ore.—Broadcast Bureau granted CP and license covering changes in UHF translator. Action April 16.

* W72AT Towanda, Pa.—Broadcast Bureau granted CP to change in ant. system. Action April 13.

Modification of translator applications

* K4859AM San Bernardino, Calif.—Seeks assignment of license from Valjon Inc. to Lincoln and Stylet Broadcasting Inc., Mr. Field, president, et al. Valjon is also selling its other broadcast interests. KPOI-AM-FM, Lincoln, Nebr. (each 50%), Mr. Dellor owns radio consultant, management and sales firm. Mr. Jones and Mr. Handman owns BLACK-AM (F) Port Hurceme, Calif. Ann. Apr. 5.

* WPQD-FM Jacksonvile, Fla.—Seeks assignment of CP from Belk Broadcasting Co. of Florida Inc. to Virtually Perfect Inc. for $45,000. Sellers: Hender- son Belk (100%); Mr. Belk owns WPQD-FM Jacksonvile and WAQO(AM) Atlanta. Buyers: John T. Rutledge and Joseph S. Field Jr. (each 50%). Mr. Field also owns 72% of WIRK-AM-FM West Palm Beach, Fla.

* WFSO(AM) Pinellas Park, Fla.—Seeks transfer of control of Pinellas Radio Corp. and Mr. Jones, to John L. Johnson (24% before, none after). Mr. Elwyn Johnson (59% before, 39% after). Consideration: $20,000. Principals: Mr. Johnson formerly was minority owner of men's hairpieces business. Ann. Apr. 5.


* WREM(AM) Jenkins, Ky.—Seeks transfer of change of field and studio from Cardinal Broadcasting Co. to Gene Sturgill, receiver, to Interstate Broadcasting Co. Consideration: $57,500. Seller: 100% of stock of Cardinal Broadcasting as receiver and is president and general manager of station. He also is principal of Interstate Broadcasting. Ann. Apr. 10.

* WJMJ(AM)-WJOJ(AM) Picayune, Miss.—Seeks transfer of control of Tuns Broadcasting Co. from Hugh O. Jones (79% before, none after) to James O. Field. Consideration: $30,000. Principal: James Jones is general manager of WJM(FM). Ann. Apr. 5.

* WBBZ(AM) Kingston, N.Y.—Seeks assignment of license from Hunker Broadcasting Group Inc. to Town & Country Broadcasting Co. for $100,000. Sellers: William A. Hunter, president, et al. Mr.
Professional Cards

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Broadcast Engineering Consultants
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and Engineering
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Service Directory
Mr. Skuba has majority $512,000.

Mr. Wilson owns 96% of KOMA-AM Cape Girardeau, Mo. Action April 13.

Messrs. Lehmann and Monroe have extensive real estate interests.

Mr. Mills owns 50% of KGBM-AM and KGBM-FM Topeka.

He also owns Jeff Wilson and William Acker for $90,000.

Mr. Moore owns 78% of Ken-Mor Homes Inc. real estate and construction firm. Ann. April 10.

Mr. Ackerman owns 50% of KGar (AM) KGar (FM) Mountain Home, Ark. Action April 13.

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Help Wanted Sales

Nationwide company wants to add to staff of sales representatives. Full time positions, all areas. Earnings potential, higher with offices, hard working sales person. Future advancement very good, too. If you have a good sales record, are able to start a thorough investigation and are bonded, please submit resume at your area air mail -now! Box D-228, BROADCASTING.

Professional salesmen for a professional Rocker, Solid AM looking for the right man to grow with us. If you love radio and want to work with a top notch staff, send resume now, we will wait for the right person. Make between $5,500 and $12,000 first year. Box D-264, BROADCASTING.


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

Wanted-Combination announcer-salesman for small market in Missouri. Professional attitude and willingness to take direction a must. We will teach you to sell, so past experience is not important. Total compensation design to grow. Start opening. Between May 15 and June 15. No tapes now, send resume and recent picture to Box D-291, BROADCASTING.

Major radio group is adding retail sales manager at each of its 34 AM and FM stations. In-depth salesmen and sales managers please respond with resume to Box D-301, BROADCASTING. Our employees know of this ad.

Immediate opening for experienced salesman with popular Chicago station. Excellent demographics. Realistic potential of $40,000 first year. Box D-304, BROADCASTING.

Leading national rep is increasing New York and Chicago sales staff. Exceptional opportunity for station salesman interested in learning the rep business. $92,500 base plus good incentive. Box D-299, BROADCASTING.

Salesman, Stereo Rock format, top ratings, Pop 165,000. To $17,000 depending on track record. Resume to KFMQ, Lincoln, Neb.

WMWK, Oshkosh, Wisconsin needs another good salesman to work at a respected FM station. Base salary plus percentage plus outstanding benefits plus good working conditions plus sales tools to do the job. Contact William Shaw, Manager.

Radio time salesman a pro for Newark area. High draw versus commission. Good background in terms of Desir, but not essential. Can necessary. This is a position for an experienced person who can perform. Box D-308, BROADCASTING.

WQAQ, Rockville, Maryland needs another good time salesman to work with two FM’s. Send resume to Box D-312, BROADCASTING.

Help Wanted House

General Manager, Top market FM station. Multiple station ownership. Send resume and salary requirements to Box D-306, BROADCASTING. Previous employers will not be contacted without your permission.

Vice President/Manager. Expanding group broadcaster has exceptional opportunity for radio executive capable of assuming total responsibility for 10 radio stations. Excellent record with a proven record of achievement, $75,000 plus executive package. Resumes to Box D-307, BROADCASTING.

Assistant to the president. Expanding communications company with television, radio, newspaper and cable TV interests is seeking candidates for this newly created position. Qualifications include college degree, and media sales experience. Under minimum supervision, must have ability to formulate and execute corporate policy while maintaining good relations with company executives, $32,000 salary plus profit sharing and bonus. Mail confidential resume to president, Box D-311, BROADCASTING.

Help Wanted TV

cable TV operations at Buena Vista, issued certificate of compliance. Action April 18.


Parma, Ohio- FCC granted certificate of compliance to Parma Cablevision Inc., to carry following television signals: WPTV, WPBF, WTVJ, WJW, WOIO, WAEH, WEWE, WEWS, WOQ, and WJW. That action is granted in various communities throughout the country.

Stations Employment Agencies

Three agencies in Chicago, have submitted, $1.00 per word for classified display ads. All agencies are required to mail their classified display ads to the BROADCASTING Chicago office.

Strong air personality for 21 top 40 station in Western medium market. Must have good personal character, active listener, production ability and willingness to take direction. Send air check and resume to BROADCASTING.

Immediateg opening for versatile, experienced AM an- nouncer. Send resume and tape, resume and tape immediately to Jerry Jackson, Pennsylvania Station, 1200 Broadway, New York, N.Y. 10018.

Boise, Idaho- Station KBAZ requires 6 experienced announcers and one general sales manager. Please send resume and tape, resume and tape immediately to Jerry Jackson, Station KBAZ, 1200 Broadway, New York, N.Y. 10018.

KINA, 919 Kths, daytimer, Selma, Kansas, 40,000 population, is looking for announcer to staff. Send tape, photo and resume to Bill Melton, Program Director. First phone, experienced for Gospel radio station in Jacksonville, Fla. Send air check and resume to Mr. C. A. Bick, WBJJ, Jacksonville, Fla. or call 904-641-1010.

Fremont, Nebraska- excellent fringe benefits, located near Great Lakes community. Send tape, resume, and photos. References required. Box D-294, BROADCASTING.

If you are experienced, mature, can handle drive position, want job at proven MOR that pays well, excellent fringe benefits, located near Great Lakes community. Send tape, resume, and photos. References required. Box D-294, BROADCASTING.

Broadcasting Apr 30 1973
Help Wanted Announcers Continued

Announcer, interested in gathering and writing local news, Board work 3rd phone. $150 with experience. WHIG, Eaton, Iowa.

Immediate opening for experienced announcer, Salary commensurate with experience and quality of work. Please call Jim, KJNO Radio.

Help Wanted Technical

Chief Engineer for like new non-directional AM and automated FM. Southwest resort area. Full maintenance, Lincoln. For excellent working conditions. Good salary. No small-town local. Experience professionally qualified. Apply Box 224, BROADCASTING.

Help Wanted News

Wanted: Aggressive News Director for central Florida's fastest growing radio station. This man must have a hungry appetite for news gathering, writing, rewriting and reporting. Must be able to handle those under him as well as he handles himself. Rush tape, resume and picture to Box D-204, BROADCASTING.

Help Wanted Announcers Continued

Announcer, interested in gathering and writing local news, Board work 3rd phone. $150 with experience. WHIG, Eaton, Iowa.

Immediate opening for experienced announcer, Salary commensurate with experience and quality of work. Please call Jim, KJNO Radio.

Help Wanted Programing, Production, Others

Broadcast Educator: Instructor in Broadcast Management. University/College program to teach courses radio production, management. Also, must have class in broadcast journalism. Salary $11,000; F.G. dependent on Faculty status. At least 3 years broadcast industry experience. Demonstrated interest educational broadcasting. Box D-152, BROADCASTING.

Montana: 5 KW MOR needs PD. Must have voice, personality. Knowledge, ability to be an effective program director. Box D-342, BROADCASTING.

We're looking for a man who loves copy and production work. This man we hire is probably doing production on a full or part time basis now. If you know your way around a splicing block, tape machines, etc., send examples of your work (tape, resume and salary requirements) to Perry St. John, Program Director, KSCO, Des Moines, Iowa 50317.

Situations Wanted Management

14 years of programing, production, promotion, sales and management experience in degree in broadcast management. Seeking GM or Sales Management position in major market. Very aggressive. Like to work on intense, performance basis. Complete resume and references available. Box D-152, BROADCASTING.

Compelling personal reasons dictate relocation to within 200 miles of Chicago. Now selling Top 50 Southern Contemporay. Qualifies for small market GM, medium market or top office. RAB oriented. Seek situation offering opportunity to acquire equity and eventual ownership. Send minimum $360 weekly. Box D-197, BROADCASTING.

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

GM or GSM. Currently in management top 20 market. Excellent reasons for change. Outstanding documented track record, relevant references. Mature pro. Box D-206, BROADCASTING.

Management team. Two professionals in major market seek management position in medium market. Thirty years experience. Let us reorganize, economic, increase sales and listeners. Make it worth our while—we'll make it worth yours! Box D-297, BROADCASTING.

Package deal super funlovin' crew, secondary market near Green Bay with proven track record. General Manager, 3 salesmen, traffic and program director. Medium market quality jocks. Box D-206, BROADCASTING.

Successful Director Manager seeking management responsibility. Facility being sold! Knowledgeable all phases industry. Desires sales, sales oriented. Professional, honest family man, community involved. Box D-297, BROADCASTING.

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

Situations Wanted Sales

Sales Manager. Would merge proven sales record, sound broadcasting experience with adult programmed outlet, friendly southern city. Box D-252, BROADCASTING.

B.J. graduate seeking career in sales. Contact: Jim Flenup, 535 University, Norman, Okla.

Situations Wanted Announcers

Bailable first ticket announcer, nine years experience in all phases of radio. Looking for good town and climate to settle in. Will relocate. Box D-152, BROADCASTING.

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

Seeking announcing job anywhere in the US. Graduate of two broadcast schools. First phone. Versatile, dependable. Offers MOR but will do any type of format. Approximately 105 years experience. If interested, write Box D-275, BROADCASTING.


Situations Wanted Technical
Engineer, first class license, experienced in studio control operations, UHF transmitters. Desires video technician position. Box D-213, BROADCASTING.

Engineer-announcer: Experienced, proofs, directionals, etc. Country-Western specialist; production, copywriting. Experienced with Midwest or Southwest. Box D-251, BROADCASTING.

Chief engineer/announcer experienced AM directionall FM Stereo SCA, STL, Proof of performance. 315-719-8529, BROADCASTING.

Highly experienced chief engineer available immediately. References. Family, Prefer smaller market. 916-442-5782, BROADCASTING.

Situations Wanted News
Mature and dependable sports director who can cover it all. Also broadcast engineer. Would like community oriented station. Prefer television position, but will go commercial. Box D-277, BROADCASTING.

Experienced operations/personnel seeking position with major market TV station. Must be ready to relocate anywhere. Box D-254, BROADCASTING.

Help Wanted News
Announcer with good on-air presence for small network Midwest station. Send resume and require- ments to Box D-221, BROADCASTING.

Needed: A sharp News Director with news production experience to take charge and shape up our news- room. Will write and direct 3-5 times per week. Top 50, long, hard work, Box D-220, BROADCASTING.

TV anchorperson, Large Ohio VHF, Equal Opportunity Employer. Send resume and non-returnable picture to Box D-255, BROADCASTING.

Weekend anchor, three days a week utility reporting, up and coming news dept. in top 25 market. Must take weekend breaks. Box D-233, BROADCASTING. Equal opportunity employer. Send video and resume to Box D-254, BROADCASTING.

Group-owned station in Top 40 market seeks aggressive talent director with at least 1 year experience with a major market TV station. Must have administrative ability and be capable to contribute ideas as well as direct total news operation. We are also looking for co-anchorman for two major daily news strips. Must be personable and good. If you fill one or both of above descriptions and are interested in working with other talented people in excellent working and living situation in Southeast, send full information including VTR or film and photos to Box D-276, BROADCASTING. We are an Equal Opportunity Employer M/F.

Help Wanted Programing, Production, Others
Promotion manager. Manage going department for #1 station in VHF, top 50 Midwest market. Creativity in ad/promo, experience with print layout and general public. Resume to Box D-92, BROADCASTING.

Major Southwest university seeks versatile production specialist with MA to run closed circuit color system used for teaching professional broadcast news, public service, and advertising courses. Equal oppor- tunity Employer with affirmative action program. Send complete biographical information to Box D-130, BROADCASTING.

Mid size Midwest market. Excellent opportunity if you can work alone, or with minimal others. Speedy working experience necessary, but not as important as management skill. Must work with people over working with equipment. Position available for top-notch graduate. Box D-257, BROADCASTING.

Help Wanted Programing, Production, Others
Controller-Business Manager. Nine years wide experience with affiliated VHF and in independent UHF top 25, major market. Box D-207, BROADCASTING.

Top regional, national sales, 20 years experience, available now. Phone 703-222-8369.

Fuller 1973
**Situated Wanted Announcers**

Children’s communicator can produce/host quality program for older youngsters. Announcer, sales, PR experience. West or South. Box D-274, BROADCASTING.

Creative three year broadcasting veteran, already with some experience. Experienced in radio; 162 play-by-play football, basketball and baseball games. Excellent memory and aural skills; recent production and air shifts; and copy. Also race car track announcing. Looking for change and right job with plenty of growth. Box D-200, BROADCASTING.

First phone, AM-TV, solid state, all phases. Box D-340, BROADCASTING.

Announcer/抄写员, major market experience, 3 years radio/TV/sports TV work, VTR upon request. 917-162-4700 evening.

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**Situated Wanted Technical**

Experienced hard working switcher/director, first phone, quality broadcasting, desires to settle down for job with future. Box C-203, BROADCASTING.

Chief engineer: 20 years all phases of broadcast engineering. Able to meet any challenge. Top references, well known in industry. Seeking permanence with good future. Box D-249, BROADCASTING.

TV studio engineer, first phone, ten years broadcasting experience with professional workmanship and know-how seeks permanence. Box D-271, BROADCASTING.


Energetic, 20 year veteran of supervising broadcast engineering. Seeking challenging assignment and looking for a challenge. Box D-289, BROADCASTING.

Engineer seeks career opportunity with solid background. Excellent credentials/experience in TV/AM/FM engineering and formal management background. Box D-333, BROADCASTING.

Two years experience, professional switcher/director, first phone. Visit by Bonnymede, Pueblo, Colo. 81010, 303-544-2061.

Assistant for first. Need work immediately. Ken MacGregor, 640 NE 78th St., A-103, Miami, Fla. 33138.

Anxious for opportunity. BS degree, AS degree color television production from leading broadcasting college. Will relocate. Resumes available. Tom Orsini, 5 More Lane, Stoneham, Mass. 02180.

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**Situation Wanted News**

Desk-field work. Inclusive, experienced, versatile and enthusiastic, with talent for investigative and know what you need. Box D-180, BROADCASTING.

Female Black TV-news reporter, five years experience, desire relocation, Canada included. Assignment editor comments: "Excellent woman newsman, supervises well, congenial, attractive... Our loss... your gain." Stanford University, 1328 S. Raymond Ave., Los Angeles, CA 90025.

Weatherman, rating builder, track record proves it. Seeks larger market, greater opportunity. Box D-194, BROADCASTING.

Do you want a professional sports job done? TV sportscaster with professional and college credentials. Box D-262, BROADCASTING.

Newsmen/sportscaster sees news or sports position in medium or large market. Writing "lives", Films, video, reports. 2 degrees. Print/broadcast experience. Former information officer. 26, pleasant appearance. Box D-255, BROADCASTING.

Presently employed at major market TV station. Experienced in writing and investigative research with major network, now in NY. Conn. or NJ. BA, English. Box D-292, BROADCASTING.

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**Situated Wanted Programming, Production, Others**

Graduate college BA; AA in broadcasting and political science desires position in broadcasting industry. Four years experience in TV production, master control director of film. Third phone. Ability to take direction and carry out orders, will consider news or sales position. Box D-245, BROADCASTING.

RATV grad (BA), experienced in all phases television and film production, worked at major market WFMW station. Box D-245, BROADCASTING.

Children’s communicator can produce/host quality program for older youngsters. Announcer, sales, PR experience. West or South. Box D-274, BROADCASTING.

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**Situated Wanted, Programming, Production, Others Continued**

Production Manager/Executive Producer at active midwestern WTVI net affiliate seeks well known talent and new money. Box D-385, BROADCASTING.


Broadcaster, 22, graduating in June, seeks production responsibilities in either small or major market station. 2 years experience. Willing to travel. Box D-343, BROADCASTING.

Program/Research/Design—receiving MA visual communications, seeks entry position. Box 194, State Univ. of Minn., School of Journalism, Murphy Hall, Minneapolis, Minn. 55455.

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**CABLE**

**Situated Wanted Programming, Production, Others**

Manager, program director, producer-director, host, sales, first phone, BA, CATV, one or all. 315-478-8996. Box D-694, BROADCASTING.

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**WANTED TO BUY EQUIPMENT**

We need used 250, 500, 1 KW, 10 KW AM and FM transmitters. No Junk. Guarantee Radio Supply Corp., 1314 Huron Ave., St. Paul, MN 55102, Box D-340, BROADCASTING.

Crystal sets, battery radio. Broadcaster/historian looking for some early radios and parts. All replies answered. No dealers. Box D-235, BROADCASTING.

Gates series FM-10 transmitter without exciter, in good condition. Box 100, Kansas City, Mo. 64102.

Need Marconi cameras Mark V. Need RCA B15-5 video recorder, Write to Ervin Pano, 2334 Lawrence Ave., Chicago, Ill. 60625.

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**FOR SALE EQUIPMENT CONTINUED**

RCA BC-3C-30, with tubes. Outputs: 1 program—2 remake, 2 monitor speakers; 1 turntable cue, like new. 355-360, 542, 7025 Taylor Ave., Racine, Wisc. 53403. 414-554-5806.

2 Gates card 11 record playout: 1 McMicken modula- tor, 1 sever, 1 cabinet, 1 remote control, 1 control, 1 motor, 1-81-108, 1 Spart crust tape record, radio, monostereo, 1 Andrew 4 bay antenna, tuned to 93.3 and 100 fold coax. 1 small GEK Stereo consoles in mint condition; 1 Magnadisc record player Stereo. John Yen, 715-958-2542.

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**INSTRUCTION**

Correspondence instruction leading to FCC license and special technical training in broadcasting. 1505 N. Western Ave., Hollywood, California 90027.


In Chicago, Omega Services has the best price for a First Class License. Day or evening. Guaranteed reduced rates. Omega Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st class license and announcer-discount training courses for both A.T.S. and Engineering Studios, 25 West 43 St., N.Y.C. (212) 697-5430.

First Class FCC license in 6 weeks. Veterans approved. 5,000 we sell your evenings classes, Ervin Institute, 1750 Chest- erdale Blvd., Cincinnati, Ohio 45246. 513-771-8810.


REI teaches electronics for the FCC first class radio telephone license. Over 90% of our students pass their exams. Classes begin April 30, June 11, July 15, Aug. 26. Box 1004, Schaumburg, Ill. 60173. Phone 312-955-9022. REI, 800 Carlinne St., Fredericksburg, Virginia 22401.

Elkins Institute in St. Louis (New Bryne Institute) 1st class FCC license, approved for Veterans. 314-722-4371.

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**MISCELLANEOUS**

Deedsville: 11,000 classified ad line. $10.00. Uncondi- tionally guaranteed. Catalog free free. Edmund Publishing Co., 307 Main St., Deedsville, Wis. 53934.


 février Catalog . . . everything for the deejay. Contact, 3 , books, accessories, wires, test, old radio shows, FCC etc, and more. Write: Command Box 26246, San Francisco 94126.

Cartridges sparsely cleaned, rebuilt and rebalanced with Scotch 157. Like new at approximately half price. Also, best prices anywhere—new Fidelic punched, or professional tape cartridges. As your order is your charge account! Full guarantee, free shipping. International Recorder Co., 613 Sth St., Ft. Lauderdale, Fla. 33315. Dept. 8, 305-525-0478.

MoR Christian music used in a MoR music format. Free weekly 28 minute tape. Weekly: Starlight, Box 250, Fort Worth, Texas.


Announcers, engineers: increase your income, infor- mation free: Scopire, 4812 Imperial Terrace, Louisville, Ky. 40216.

RADIO
Help Wanted Management

CCA REGIONAL REPRESENTATIVES
Expanding services, 20 year, community club awards, has created openings, East Coast, Midwest, West Coast. Full time travel, some weekends, substantial quarterly sales commissions. Excellent financial potential for independent self starter; ability, direct own sales efforts. Selling station management (AM/FM/TV); Local, regional, national advertisers. Top management positions with leading companies in West, West Coast. Full time travel, excellent opportunities. Personal interview must be arranged. CCA, Inc., Box 151, Westport, Conn. 06881. In confidence, EOE.

HELP WANTED ANNOUNCERS

TALK SHOW HOST M/F
East Coast major market news and information station needs light, learned and listenable open-form host/anchor with head and voice to handle issue-oriented two-way talk. Must be experienced, attractive and personable with ability to entertain as well as inform. Golden opportunity with prestige employer. Rush detailed resume and tape. An Equal Opportunity Employer.

Box D-243, Broadcasting

HELP WANTED MANAGEMENT

BUSINESS MANAGEMENT
Top market experience, profit center responsibility, affirmative action plan and implementation, strategy planning and EDP development, management by objectives, project management, personal relationship, sales and geographical preference. No fee and all replies answered.

ATTENTION: C. L. MITCHELL
RON CURTIS & COMPANY
O'HARE PLAZA, 7125 EAST RIVER ROAD
CHICAGO, ILLINOIS 60631

HELP WANTED SALES

SALES POSITION
Rapidly expanding company manufacturing and selling audio tape recording equipment is seeking a high caliber sales engineer.

Send resume stating salary requirements to Andy Rector, Marketing Vice President.

INTERNATIONAL TAPETRONICS CORPORATION
2425 South Main Street
Bloomington, Illinois 61701
Telephone: 309-828-1381

HELP WANTED TECHNICAL

BROADCAST EQUIPMENT SALES MANAGER
A known manufacturer of TV broadcast equipment is seeking a manager for the New York area sales office. Prior broadcast equipment sales and technical experience as a television broadcast engineer are essential. This is an excellent opportunity for the right man. Send resume and salary requirements, in confidence.

Box D-273, Broadcasting

BROADCASTING ORDER FORM — NEXT PAGE —

HELP WANTED SALES

We are a leading manufacturer of TV and Radio Broadcast equipment with openings in our TV Sales Department in the Quincy, Illinois office. We need well trained and experienced sales engineers to handle product application engineering and preparation of bids and proposals. Experience in TV station operations, TV marketing, transmitter and antenna installations, and systems planning is essential. Salary commensurate with experience, full company benefits including hospitalization, life insurance, profit sharing, and relocation expenses. Send resume and salary history in confidence to: Tom Bedford, Employment Supervisor.

GATES DIVISION
HARRIS-INTERTYPE CORPORATION
123 HAMPSHIRE STREET, QUINCY, ILLINOIS 62301 U.S.A.

Situations Wanted News

Journalist, Anchorman, Administrator...
with exceptional credentials.
Box D-181, Broadcasting

Sports Position Wanted

Newsmen in top 10 market desires move back to sports area. Radio-TV airwok, play-by-play background. There must be heavy emphasis on sports.
Box D-250, BROADCASTING

Situations Wanted Programming, Production, Others

EXPERIENCED PRODUCTION MAN
Highly intelligent young man with 14 years experience both on air and in production broadcasting, wants position in native California. Considered by superiors to be extremely personable with excellent sense of timing. Would be asset to any TV station or production house.
Box D-248, Broadcasting

Employment Service

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Sherida Kwan, Director

Miscellaneous

MARKETING RESEARCH ANALYST/SUPERVISOR
Salary $25,000 per annum commensurate with experience.

Rare is the opportunity for a researcher to become involved in this diversity of challenging activities for one of the world's leading communication companies:...

opinion and attitude surveys...

departmental research projects...

innovation of research studies...

interpretation and projections of census data...

just about the complete spectrum of research activity.

Media, company or agency research experience with strong marketing and statistical emphasis required.

If you fit this description, send resume with salary history in confidence to James Moss, The Washington Post, 1150 15th St., N.W., Washington, D.C. 20005.
No calls please.
FOR SALE
Call 615-889-1229

Wanted to Buy Stations
3 broadcast professionals experienced in all phases of the business looking for a station to own and actively operate. AM/FM—or both. Principals only. Replies confidential.
Box D-199, BROADCASTING

CASH
(or how do you want it?) For Radio, TV, or CATV properties. Any market, any area, but must show $100,000 of accountant's type cash flow. We promise fast action for serious sellers. Brokers and Finders protected.
Box D-247, BROADCASTING

FOR SALE
Daytime AM-Fulltime FM station in medium market Penna. No brokers.
Box D-258, BROADCASTING

Midwest small market AM daytimer, Full time FM combination grossing over 80M with good profit. Needs aggressive, local management. Price 175M, terms possible.
Box D-260, BROADCASTING

BROADCASTING'S CLASSIFIED AD ORDER FORM

NAME ___________________________ PHONE ___________________________

ADDRESS ___________________________

CITY ___________________________ STATE __________ ZIP __________

Indicate desired category: ☐ Radio ☐ Television ☐ Cable

HELP WANTED ☐ Management ☐ Sales ☐ Announcers ☐ Technical ☐ News ☐ Programming ☐ Production, Others

SITUATIONS WANTED ☐ Management ☐ Sales ☐ Announcers ☐ Technical ☐ News ☐ Programming ☐ Production, Others

WANTED TO BUY ☐ Equipment ☐ Stations ☐ Instruction ☐ Comedy Material ☐ Miscellaneous

ADDITIONAL CATEGORIES ☐ Display Inches ☐ Non-Display

Insert time(s). Starting date ___________________________, Box No. ☐ Yes ☐ No ($1 Additional)

COPY: ___________________________

See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.
Reticent Lew Wasserman, head of not-so-quiet MCA

Lew Wasserman is one of those rare individuals who has become a legend in his own lifetime. The president of MCA Inc., whose Universal TV supplies almost 20% of network prime-time programming, is already included among those magisterial moguls of an earlier day when moviedom was at its crest and the foibles and exploits of Hollywood's leaders were flamboyant and national. The 60-year-old Mr. Wasserman is ranked with those movers and shakers of the bygone era, but, in contrast, is quiet, almost shy, and, above all, a businessman.

Everyone acknowledges that he virtually alone was instrumental in reviving a moribund Hollywood when he bought Universal Pictures and moved MCA out to the West Coast. His position is supreme, at the least a leader among equals.

Item: When negotiations between the Association of Motion Picture and Television Producers and the International Association of Theatrical and Stage Employees threatened to break down last February, settlement was swift and secure when Mr. Wasserman personally joined the negotiators. Right now the city's leaders are waiting for him to effect a similar resolution of the writers strike that threatens the present utilization of that talent agency.

And he can take photographic memory, He's extremely astute, what. He's not founded America when that talent agency employs of bones.

February, the Association of Motion Picture and Television Producers, of Hollywood, the largest union in the country, set, a picture that is going to be the biggest of the year. Before that, MCA bought Gene Autry and Roy Rogers films to TV; 123 of them, he adds. But, he continues, MCA saw the future of TV even earlier. In 1939, he recalls, he was one of three in Hollywood who had a TV set, a mirror-reflected picture that measured 2 inches by 2 inches. Don Lee was broadcasting experimentally then, he says, and friends who saw it were not impressed. But Mr. Wasserman was: it was then, he says, that "I made the judgment that television was going to be a market for our products."

In 1958 MCA put its chips heavily on TV; it bought the 420-acre Universal Pictures lot in the San Fernando Valley area of Los Angeles for $12 million. It already was in TV production, having established Revue Productions in 1950. It was a principal owner of Decca Records. And since then it has branched out; it now owns a mail order and retail store gift chain (Spencer Gifts), is into banking (Columbia Savings and Loan Association in Colorado), Stage Concerts, and owns a tour subsidiary (Landmark Services) that packs 8,000 a day into the Universal lot in Hollywood.

Late last year, MCA established its position in TV's home-entertainment future. This is Disco-Vision, the latest thing on the record/playback TV scene.

He had to be pressed to comment on his view of TV's future form. Judiciously he voiced his thoughts: "The use of the television set within the home beyond its present utilization is inevitable." Using the analogy of convenience foods, he observed, "The American consumer is demonstrating quite dramatically that he wants total convenience. That desire on the part of the consumer must logically apply to his entertainment requirements as much as to his eating habits—that is that he wants to watch a particular program when he wants to watch it or view it a second or third time."

Where does MCA fit in? "We do not own cable. We do not own pay television. We do not own television stations. We are the supplier of the product. "Whatever the marketplace," he mused, "It is going to need product. And we... are going to manufacture that product."

He also noted that MCA, through its experience in record and gift distribution, has an "in-house" know-how that makes it capable of handling any new methods of TV program distribution.

"We all make false assumptions," he continued. "We tend to assume, with free television, as we know it, is going to stand still. There is a constant restructuring of television going on."

Twenty-six years ago he became MCA president, Mr. Wasserman reported the biggest year in the company's history: in 1972 it had gross revenues of $345.9 million and net income after taxes of $20.8 million (52 cents a share). TV accounted for almost one-third of revenues, $127.3 million, up 2.5% over the previous year. And it had commitments for more than $230 million worth of TV programs.

For the man who took MCA out of the talent agency business in 1962—pushed unquestionably by the threat of a government antitrust suit—and into becoming the premier motion picture and TV program producer—the future seems set, whatever the road. But the roadmap is locked away in MCA's vaults—or perhaps recorded in one of the three computers that are used extensively in Universal City. Mr. Wasserman declines to specify. "What we are doing [to prepare for the future]," he says, "is the company's business, not public information. I certainly have no intention of predicting the future for the benefit of our competitors."

Lewis Robert Wasserman, president and chief executive officer, MCA Inc.; b. March 15, 1913, Cleveland; theater usher, publicist, joined Music Corp. of America (now MCA Inc.) Dec. 12, 1936, as national director; later VP, advertising and publicity; VP and director, motion picture division, 1940-46; president, 1946; chairman, Association of Motion Picture and Television Producers, Los Angeles, 1966 to present; m. Edith T. Beckerman, July 5, 1936; one daughter, Lynne Myers.
Editorials

Watergate fallout
If any good can emerge from the Watergate scandal, it just might inure to the benefit of broadcasters.

Readers will recall that White House authorities months ago had made a selection of a successor to the FCC's Commissioner Nicholas Johnson in the person of a Chicago attorney, David E. Bradshaw. But Mr. Bradshaw apparently was done in by the disclosure of his imminent nomination and his status as son-in-law of Clement Stone, a $2-million contributor to the Nixon campaign.

Now there are at least 10 names ("Closed Circuit," page 9) on the list of candidates or aspirants for the seven-year term that normally would become available July 1—if Mr. Johnson’s successor is “qualified” by then.

And that is where Watergate seems to inundate the best laid of political plans. Whereas a Democratic or independent patronage appointment might have been acceptable to the Democrat-controlled Senate before the Watergate “caper” became a scandal, the climate now is such that only a nominee “as clean as a hound’s tooth” is likely to even get a subcommittee hearing, much less Senate confirmation.

The White House staff may be in shock. No one seems to be pursuing the kind of investigations needed to ferret out qualified appointees to the FCC and probably a dozen other positions that entail presidential action. Some say there isn’t much chance of getting around to these appointments until mid-May.

Even if the President should settle on a nominee by then, it would be a race against time to have an FBI full-field investigation completed, along with other essential clearances, to get Senate action by June 30.

Chairman Dean Burch and an obvious majority of the FCC, as well as most broadcasters and almost all other corporate licensees, want to hear the whistle blow on Nick Johnson on June 30. Mr. Johnson indubitably would enjoy staying on, monkey-wrench in hand.

Anybody listening?
It has been said before—but not as pointedly to such an audience. Victor Bloede, chairman of Benton & Bowles, said it to newspaper publishers at their annual meeting last week: Quit degrading advertising, particularly television advertising. When advertising in one medium is in trouble, all advertising is in trouble, and trouble for one medium means trouble for all.

Mr. Bloede was advocating First Amendment protection for advertising, with government regulation to deal only with fraudulent material. The goal can never be attained, he said, if all the various elements of the press, all of which depend on advertising, keep sniping at one another. Given the current Washington climate and outlook, we cannot realistically think it will be fully attained in any case, but Mr. Bloede is on the right track.

Many publications, he said, seem to “go out of their way to demean advertising, especially television advertising.” And some seem to “react with almost ghoulish glee whenever broadcast advertising gets into trouble.” More than that, he said, “when it comes to the real crunch, they have a way of vanishing into the woodwork. In the controversy over cigarette commercials, for example, print let the advertisers go under without making a stand on any of the important freedom-of-speech issues that were involved.”

If any publishers in the room doubted that pressures on the broadcast media could in time get around to them, Mr. Bloede had a sobering corrective: Senator Frank Moss’s recent bill to eliminate the tax deductibility of cigarette and alcoholic-beverage advertising. Mr. Bloede left no doubt: “Since broadcasting does not carry either of these categories,” he said, “this latest onslaught could affect only one medium—print advertising.”

A taint removed
The FCC has liberated Teleprompter from the limbo in which its many applications and licenses had been held since the corporation and its original president were convicted of bribery in October 1971. The commission found that the company had been reorganized and its management purified and that there was no reason to punish it now for sins committed by an earlier and discredited regime.

Justice has probably been served. The company’s stockholders, who would have been left with deflated interests if the FCC had acted otherwise, were innocent. Irving Kahn, the architect and principal promoter of Teleprompter’s early growth, is in jail. He remains the symbol of temptations inherent in the issuance of monopoly franchises by local authorities and of the dangers inherent in the yielding to temptations. The cloud on Teleprompter was no bigger than one man’s hand.

A union aborted
Justice may have been served by the FCC’s clearance of Teleprompter. The same cannot be said of the role played by another agency of government in breaking up the merger of Cox Cable Communications and American Television & Communications, which two weeks ago called off their agreement in the face of indefinite obstruction by an antitrust suit.

It was never clear why the Justice Department acted to prevent a consolidation that threatened no dominance of the field. It was never certain that the department would prevail in a court test of its theories. The government won simply by imposing delays that restricted both companies in operations and expansions. The technique has been applied before by a department that ought to have its name changed.

"Here's the fall line-up. The Friday night movie becomes the Tuesday night movie, Wednesday's movie moves into the Friday night spot, Thursday night movie goes into the Monday night slot and the Monday night movie shifts to Wednesday night..."
Thanks to these people and 427,988 others, 1972 was a great year.


The efforts of our 428,000 people, worldwide, made 1972 the 13th consecutive year of new records in sales, income and earnings per share.

Worldwide sales and revenues for 1972 reached new highs.

Total worldwide sales and revenues for 1972 reached a new high of approximately $8.6 billion, an increase of 12 percent over restated 1971 sales of $7.7 billion.

In addition, finance company revenues and insurance premiums earned increased last year to $1.7 billion, up 14 percent from $1.5 billion in 1971.

Consolidated income for the year, before extraordinary items, rose to $477 million, a gain of 12 percent, compared with restated 1971 income before extraordinary items of $427 million.

Telecommunications and financial services were areas of strength.

This income was equal to $3.80 per share on an average of 124 million common and common share equivalents outstanding, an increase of 11 percent over 1971 per share earnings of $3.43 on 123 million shares outstanding.

The financial results for 1971 have been restated to include the operations of companies acquired in "pooling of interests" transactions in 1972.

We attribute much of the improvement in sales and earnings for 1972 to continued strong worldwide demand for our telecommunications equipment, principally in Europe, and also to gains in the financial services areas, including The Hartford Group. Other areas of strength included worldwide communications operations, consumer products and natural resources.

If you would like a copy of our 1972 Annual Report, write: Director of Investor Relations, International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.
The profitability and growth of a television or radio station over any reasonable period of time is directly proportional to the caliber of the individuals who manage the business. If the management people are not intelligent, imaginative, energetic, and resourceful, they will turn advantage to adversity and fail where others succeed.

Mediocre executives are generally hired because few television or radio stations are in a position to screen the large number of candidates necessary to find the BEST executive available for the position. Often this error is made when the search for candidates is so long, tedious, and unproductive — that second best becomes acceptable. At top levels, such mistakes are very costly as well as difficult and unpleasant to correct.

More and more broadcasting companies are successfully filling their executive needs by retaining Ron Curtis & Company to conduct a carefully planned search over a wider range of prospects than would otherwise be practical or financially feasible. An outside search normally costs considerably less than the total expenditure of time and expense involved when the task is attempted by the company.

An executive search firm working for management only, can save valuable company time; avoid embarrassing internal or external "leaks" by protecting client identity in discussions with sources and potential candidates; and insure objectivity in candidate selection.

We will welcome an opportunity to discuss in greater detail our services, our methods, and our staff at any time with respect to a specific situation in your General Management, Sales, Programming, Engineering, and Financial areas.

If we may be of service, please call Ron Curtis, 312-693-6171.