had been casting graming with Cafferty one that TV market duct, ple, says, are aries the prime time in 1974, and can't afford to let them go.'

Ron Stone of KPRC-TV Houston says he learned to report under Dan Rather at KHOU-TV Houston, where the latter was news director in 1961. Mr. Stone says he has "always considered myself a writer who could talk," and for years has read criticism of anchormen. "I'll trade jobs with anybody in the print media any time," he says. "I don't know well I will do his job, but I think I know well he'll do mine." The suggestion is, not very.

Echoes WENS's Dave Patterson: "It's not that hard to be a good newscaster, but it takes technique. Everything you have that holds a person's attention is not only an asset, but a necessary asset. To be good, you have to be good.

That's still intangible, and Bill Meutel, WABC-TV New York, can't add much substance to the concept. "It is communicating," he said, "telling the story in a simple, understandable, honest, journalistic fashion." And the way that is done is what makes people watch. "If you are lucky," he says, "they like the way you do it."

There are certain cosmetic requirements, he admits, but putting it "simply, maybe.cookie, you have to be able to sell the product, and from the station's point of view, the product is airtime."

Like Mr. Meutel, Jack Cafferty of WNBC-TV New York works in the biggest TV market in the country, where settling in is rougher than in smaller markets, where shows are rated nightly—and where many anchors have passed through on their way to obscurity. He says a newscaster must be believeable—a quality audiences detect and one that is developed over time. Mr. Cafferty went to the University of Nevada as a pre-med student, but decided to go with radio instead. His first television station was KOLO-TV Reno, where he did a children's show in 1961. He went on to KCRL-TV Reno and WDAF-TV Kansas City, Mo.—in charge of production and programming at one and reporting and broadcasting at the other. He did weather at WDAF-TV for two years. (How was it? "Boring. What can you say, right? It's either going to rain, or it's not.") He went to WHO-TV Des Moines, Iowa ("I felt like I had been exiled"), as 6 and 11 p.m. anchor in 1974, and was running the news department nine months later. Then he got a call from New York, Tom Snyder was leaving WNBC-TV and would Mr. Cafferty be interested in auditioning? He was, and started anchoring weekends June 1 last year. On March 20 this year he began the 6 p.m. news.

A good anchor, says Jack Williams of WBZ-TV, makes hard things look easy. "A person would be lying if he said he didn't work on his voice," Mr. Williams says. You wouldn't give the same modulation to a tragedy as to a woman who won a baking contest." He remarks that the newscast requires total concentration, and that he often comes off camera dripping wet—"You have to concentrate on one or two people sitting in front of a TV set depending on you to tell them what is going on." And, adds WVDVM-TV's Maureen Bunyan, you have to do it remaining poised, "even if the world is falling apart."

After anchoring 16 years in New York, Jim Jensen of WCRS-TV figures he must be successful, but besides his experience and all of them. "A lot of time you talk and are real nice on the phone, then slam down the phone to get to another story," he says. Anchor people are bigger than life, she says, because television is so much a part of people's lives. "I wish I could tell people to read books, to get out with their families. I wish I could say, 'Turn off your TV's, don't let TV run your lives.'"

KXAS-TV anchor Russ Bloxom is among those who illustrate how recognition helps. He should know about recognition, having weathered the courthouse beat for 15 years. Mr. Bloxom has been in Texas all his life—he was born in Houston, went to school at Texas Christian University, and worked on a 24-hour news station, KXOL (AM) Fort Worth, before joining WBAP-TV (now KXAS-TV). Since his radio days, he has covered the courthouse. He has grown up with many of the city's newsmakers and they with him. Many times, he says, he has gotten a story because someone knew and trusted him.

Because he is out every day, his viewers often see him working and frequently "are amazed when they see me lugging equipment. They still have the misconception that anchors are 'pretty boys'; that somebody just hands them a script." That idea is promoted frequently, "Time" magazine recently called them "pearly-toothed, cleft-chinned basso profundos."

WENS's Dave Patterson doesn't agree, but says there is emphasis on appearance "because news has become profitable. They have weeded out the less glamorous people and left a lot of people on the air who wouldn't be there."

"Most people," says, WCPO-TV's John Esther, "treat an anchor as another pretty face who hasn't got the brains to write his way out of a paper bag." He has support when he calls that a "myth."

Jack Williams, for one. He was a long way from WBZ-TV Boston when he built his own radio station at 13, and went on the air at 15. "It all evolved wanted to do," he says, and he carefully planned his career. Now 34, he was a Phi Beta Kappa graduate of the University of Oregon (broadcast journalism and political science) in 1966; he was the first Harold E. Fellows (National Association of Broadcasters) memorial fellowship winner from west of the Mississippi. He took his first job at KIRO-TV Seattle as an anchor, then went to KORK-TV Las Vegas doing a bit of everything, including editing and processing. From there, he moved to his present post in Boston. "I have tried to stumble anywhere," he says, "I always tried to plan carefully." Being an anchor, he says, "is the essence of what I have studied for. I am able to utilize the skills that took me so long to develop." Mr. Williams says, "I get very perturbed [at the notion] that anyone who has a pleasant look, is trim and dresses well, has an empty head. It really upsets me. I am stereotyped, but I have worked very hard."

Then there's WCRS-TV's Mr. Jensen—his face is pleasing, but not pretty. In the days before World War II he would listen to radio reports "from faraway places," and