

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

Broadcasting Mar 5

The newsweekly of broadcasting and allied arts

Our 42nd Year 1973

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in broadcasting*

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WGN Continental Productions Company,
WGN World Travel Services, Inc.
- **Duluth-Superior:** KDAL Radio and KDAL Television
- **Denver:** KWGN Television
- **Michigan and California:** WGN Electronic Systems Company
- **New York, Chicago, Los Angeles, San Francisco and Tokyo:**
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MM

**METROMEDIA
TELEVISION**

WNEW-TV 5 · NEW YORK

KTTV 11 · LOS ANGELES

WTTG 5 · WASHINGTON D.C.

KMBC-TV 9 · KANSAS CITY

WTCN-TV 11 · MINNEAPOLIS-ST. PAUL

WXIX-TV 19 · NEWPORT/CINCINNATI

REPRESENTED BY METRO TV SALES

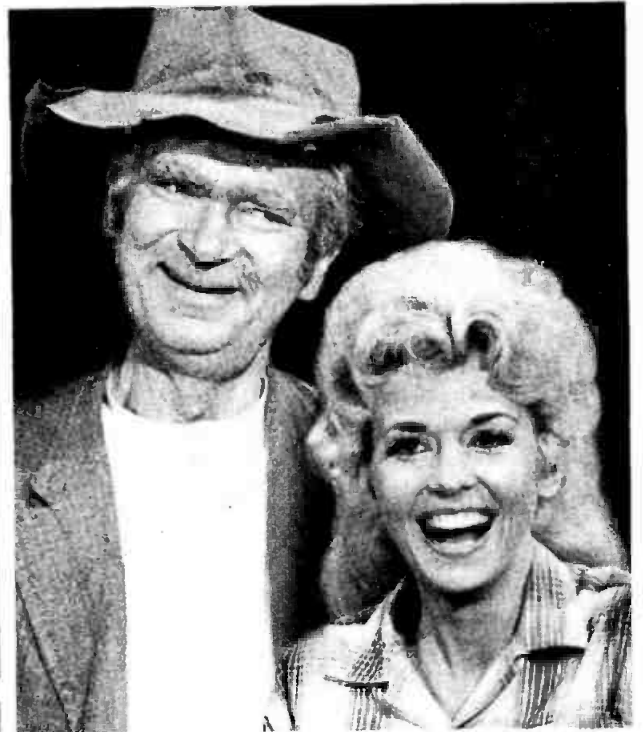
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Laughter is contagious.

The Beverly Hillbillies



The Andy Griffith Show



I Love Lucy



The Dick Van Dyke Show



Gomer Pyle

Petticoat Junction



Hogan's Heroes

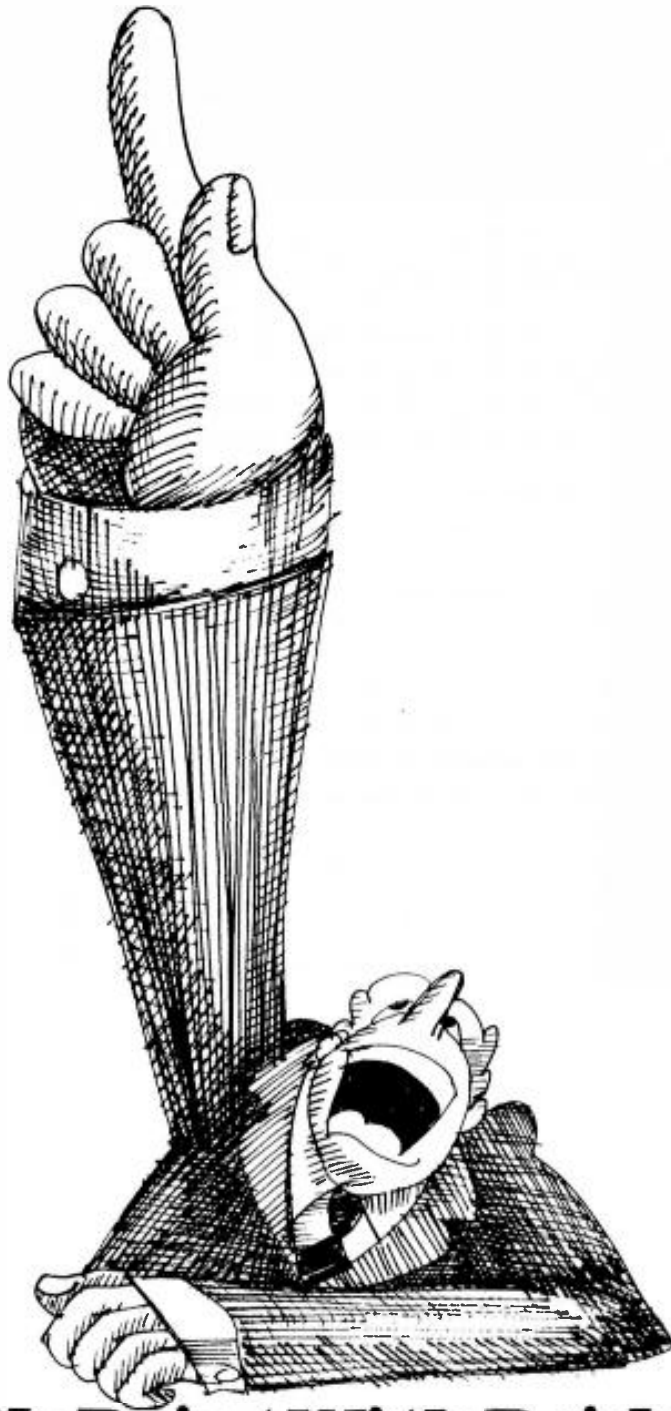
Use it to build a bigger, better television audience!
Schedule 3 or more sitcoms back-to-back
in fringe time for your best sendoff into prime time.

Stations doing this right now are increasing
their fringe-time audience and adult comp at each
successive half-hour break.*

When you're ready, remember we have the biggest
laughs in the business.

Viacom

*Call us for 24 documented success stories!



We Point With Pride...

to the fact that we're the **NUMBER ONE** radio station in Southern California.*

It's such a good feeling to be **NUMBER ONE** we thought we'd share it with you.

Please share our good news with your friends.

KNX/CBS Newsradio 1070

*Oct/Nov 1972 Los Angeles ARB Estimates, Total Week, Total Audience, Total Area, Average Quarter Hour. Subject to qualifications which KNX or CBS Radio Spot Sales will supply on request.

Closed Circuit®

No repeal now?

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

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

Storer withdraws

Peter B. Storer, chairman, television board, National Association of Broadcasters, has withdrawn candidacy for chairmanship of joint board "for personal and business reasons." He feels he should forgo top slot this year because of commitments as executive vice president of Storer Broadcasting Co. But he said this would not preclude future candidacy.

Remaining announced candidate is incumbent chairman of radio board, Andrew M. Ockershausen, Evening Star stations, Washington. Candidates for television board chairmanship are Wilson Wearn, Multimedia Inc., Greenville, S.C., and Robert F. Wright, WTOX-TV Meridian, Miss. By-laws permit any NAB member to run for joint-board chairmanship although custom has been to alternate between outgoing radio and TV board chairmen. Incumbent is Richard D. Chapin, Stuart Stations, Lincoln, Neb., former radio board head.

One sided

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

Television Stations (INTV) to appoint three-member committees each to talk over mutual problems, such as which cable systems are carrying which independent TV signals and why or why not.

NCTA now has seven members on its liaison committee, with Jim Goetz, General Television Inc., Minneapolis, as chairman. INTV, on other hand, preoccupied in fighting AT&T proposed rate increases and supporting prime-time-access rule, has found it impossible to think about cable-TV situation. Still, INTV officials say, "it seems to be in cards" for meeting to take place.

Confidences kept

FCC will reject proposal that it initiate rulemaking aimed at opening broadcast stations' financial reports to public inspection and at expanding Form 324 (financial report) to require listing of expenditures on specific types of programming. Request was made almost two years ago by two Washington-based public-service law firms, Citizens Communications Center and Stern Community Law Firm, and by National Citizens Committee for Broadcasting (BROADCASTING, July 26, 1971).

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

Carriers only

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

Pedigree

If everything proves out, next RADAR study of radio audiences will carry imprimatur earlier ones lacked—that of Broadcast Rating Council. Statistical Research Inc., independent firm doing study under commission from all four radio networks, has applied for council accredi-

tation of project, and council will audit its work, to be conducted this spring. Accreditation assures users that work was done as purported to be done. New RADAR (for radio's all-dimension audience research) will be ninth in series going back several years. It will measure audience for all radio (AM and FM), for radio network affiliates and for network programs.

Channel 1 for ETV?

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

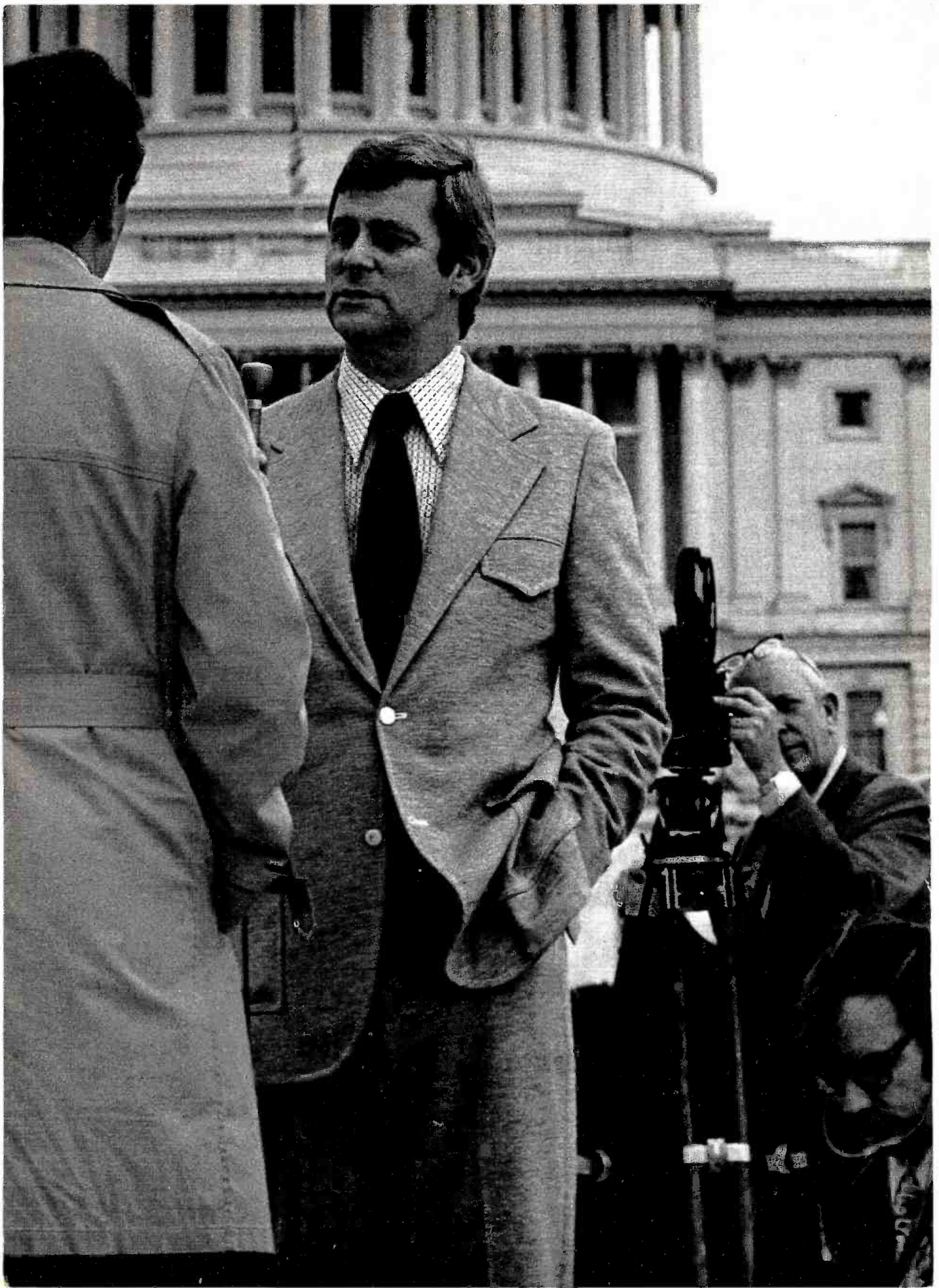
It may never fly, but report is that channel 1, originally on 44 to 50 mhz, but never used for TV, might be restored for ETV only. Amateur, landmobile, emergency, private communications and other services would have to be shifted, possibly to UHF channels now allocated to TV, which would create massive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

Live action

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

Somebodies

As result of prime-time-access sentiment expressed at National Association of Television Program Executives convention in New Orleans last month (BROADCASTING, Feb. 19), television production community is now beginning to appreciate what having 21 half-hours away from network in prime time means to local program directors. There now seems to be realization that for many PD's prime-time access marked start of their professional existence—that they now have important function. "This is our greatest opportunity, and you can't take it away from us," one is reported to have said.



INNOVATIVE INTERESTING INVOLVED

We are making it happen

**...for the cities we serve, with 338 hours of community-
involved programming each month — excluding local news.**

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

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

A large, bold, white letter 'M' is positioned at the bottom left of the page. The letter is stylized with a thick stroke and a slight shadow effect, giving it a three-dimensional appearance. It is set against a white background that extends from the bottom of the black advertisement area.

Memo:

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

OCT./NOV. 1972 ARB MSA & TSA, AVERAGE 1/4 HOUR & CUME ADULTS 18+
MONDAY-SUNDAY 6 A.M. - MIDNIGHT

ALL AUDIENCE MEASUREMENT DATA ARE ESTIMATES ONLY - SUBJECT
TO DEFECTS AND LIMITATIONS OF SOURCE MATERIAL AND METHODS.

WSYR
RADIO NBC
SYRACUSE, N.Y.

REPRESENTED NATIONALLY BY HENRY I. CRISTAL CO., INC. • FIRST ON THE DIAL AT 57

TOO 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.

Broadcasting that serves.

THE
**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

At Deadline

In Brief

Lear honors. International Radio & Television Society has selected Norman Lear, producer of *All in the Family*, *Maude* and *Sanford and Son*, to receive its Broadcaster of the Year award. Presentation will be May 10 at IRTS's annual meeting in New York. ■ **Watson leaves.** Host-editor of innovative and controversial 51st State nightly news show on noncommercial WNET-TV New York resigns March 1. He cited "personal reasons"; sources at stations suggested it was "interference" by John Jay Iselin, stations general manager. ■ **SAG protests.** Screen Actors Guild is condemning 20th Century Fox-British Broadcasting Corp. co-production deal as "export of American jobs" in letter to Congress, Fox and ABC, which will program Fox-BBC efforts. SAG also last week announced first dues increase in 12 years—from \$15 to \$20 semiannually for those earning under \$2,500 annually, and from \$125 to \$200 semiannually for members earning more than \$20,000 yearly. Initiation was also increased from \$125 to \$300. ■ **KRLA switches.** Los Angeles rock outlet KRLA(AM) changes its format today (March 5) to MOR. Move was attributed to over-abundance of rock-formatted stations in area and to listeners who had outgrown rock. ■ **Hold-up.** FCC said last Friday (March 2) that it will not decide on Children's Television Workshop request for prime-time waiver for commercial-network series until commission reaches decision in over-all prime-time proceeding—which FCC said, should be "fairly early this spring." ■ **Go-ahead.** Another pay-TV delivery system, Teleglobe Pay-TV 410, has been approved by FCC. System is based on scrambled signal, unscrambling device at viewer end. Zenith and Blonder-Tongue have also received such approval. ■ **Talker.** Bill Munroe, Washington correspondent for NBC's *Today*, will be luncheon speaker at one-day meeting of state broadcasters association presidents May 2 in Washington. ■ **No sale.** KSTP(AM) St. Paul-Minneapolis (50 kw on 1500 khz) hasn't been sold for \$4.5 million to RKO General and isn't for sale to anybody, Stanley S. Hubbard, president of station licensee, Hubbard Broadcasting, said Friday (March 2). ■ **Flag waving.** Alfred R. Stern, Television Communications Corp. chairman and president, told annual convention of Arkansas Cable Television Association to use grass-roots political strength to lobby against any move toward state regulation of CATV. He warned that if trend to state regulation continues, small operators will suffer most.

Denial petitions fall on Alabama stations

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

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

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

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

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

Other stations whose renewals are being opposed, and petitioners, are WAUD(AM) Auburn (Human Relations Council of Alabama), WTQX(AM) Selma (Dallas County Progressive Movement for Human Rights), WJAM(AM) Marion (Perry County Civic League), WCOX(AM) Camden (Camden branch of the National Association for the Advancement of

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

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

No fairness violation in half-time blackout

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

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

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

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

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

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

Choate country

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

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

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

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

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

Access deal in S.F.

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

Group W-COM agreement lists several conditions under which messages will be broadcast—among them, that spots are citizen-initiated and issue-oriented, that at least 18 Free Speech Message spots be broadcast each week, distributed among one, two or at most three different mes-

sages, and that station may also produce and broadcast special programs made up of FSM spots and is expected to provide "ample" time for promoting access opportunity.

Another setback over KTTV's financial records

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

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

Commission said that it had considered all arguments raised in reply—which, FCC said, did not come to its attention until after issuance of ruling—and had determined they were no different from those in Metromedia's earlier pleadings.

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

Hard-nosed on clipping

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

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

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

NCTA on standards

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

In comments on FCC's proposed rules on performance tests and technical standards, association proposed no changes in technical standards but recommended (1) semi-annual testing in case of standards

relating to operation and maintenance of system; (2) single showing, not necessarily requiring actual test, of compliance with standards relating primarily to design and installation of system and (3) testing every five years with respect to other technical standards concerning aspects of systems that remain relatively stable.

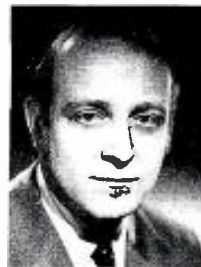
NCTA said this plan should apply to all but most complex cable systems. If commission defines "small" system, it said, definition could be system with 3,500 or less subscribers and having 5,000 or less domestic units in front of cable plant.

Political spending, once again

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

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

Headliners



Mr. Weinblatt



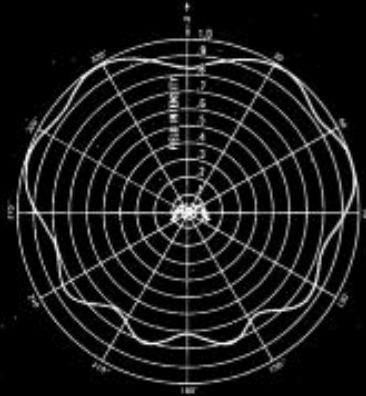
Mr. Tornabene

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

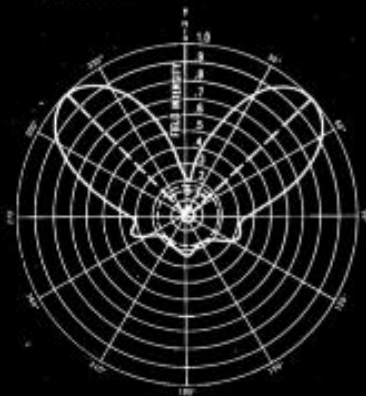
Russell C. Tornabene, general manager, NBC News, radio division, named VP and general manager, NBC Radio division, New York. He will supervise the network's daily operation with all areas of programing, sales, news, audience research and sales promotion reporting to him. Post is newly created.



COVERAGE where YOU want it



Typical measured Pattern #1
Omnidirectional within ± 1.5 db



Typical measured Pattern #21
Peak hor. power gain 3.38

CCA patented TV antennas can provide you with the exact pattern you require — normally at no extra cost and at a minimum of tower loading! We can prove its pattern at our mile long test site!

CCA RF INDUSTRIES, INC.

P. O. Box 315, Westfield, Mass. 01085

Phone: (413) 568-8651

A subsidiary of CCA Electronics

Datebook®

■ Indicates new or revised listing.

This week

Feb. 14-March 6—Annual exhibitions of 50 best TV commercials and 50 best ads in print of 1972. *American Institute of Graphic Arts*, Aiga Gallery, 1059 Third Avenue, New York.

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

March 5—Meeting, board of directors, *New York State Broadcasters Association*. Albany Hyatt house, Albany.

March 5-7—Second annual "Black careers in communications" conference, sponsored by *Howard University School of Communications and Black Journal*. Guest speaker will be FCC Commissioner Benjamin L. Hooks. Cramton auditorium, Howard University, Washington.

■ March 5-8—Spring conference, *Electronic Industries Association*. Featured speaker: Senator Henry M. Jackson (D-Wash.). Staller Hilton hotel, Washington.

March 6—Annual meeting, *New York State Broadcasters Association*, featuring reception for Governor and Mrs. Nelson A. Rockefeller and members of New York State legislature. Featured speaker at luncheon will be FCC Commissioner Benjamin L. Hooks. Albany Hyatt house, Albany.

■ March 6-7—Open meetings on issues to be included in committee report, steering committee of *Cable Television Federal/State-Local Advisory Committee*. Room A110, FCC Annex, 1229 20th Street, N.W., Washington.

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

March 7—Seminar on legal boundaries of free speech and press, sponsored by *New England Broadcasting Association*. Featured speaker: Ralph Goldberg, CBS law department, Suffolk University Law School, Boston.

March 7-9—*Senate Communications Subcommittee* hearing on bill (S. 372) to amend Federal Election Campaign Act of 1971. 10 a.m., Room 5110, Dirksen Senate Office building, Washington.

■ March 8—Seminar on FCC's new AM station assignments standards, sponsored by *Federal Communications Bar Association*. Staller Hilton hotel, Washington.

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

March 9—*Hollywood chapter of National Academy of Television Arts and Sciences* silver anniversary academy ball with Bob Hope as honoree. Century Plaza hotel, Los Angeles.

March 9-11—Meeting, board of directors, *American Women in Radio and Television*. Hilton Palacio del Rio, San Antonio, Tex.

Also in March

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

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

■ March 13-14—*Senate Constitutional Rights Subcommittee* hearing on newsmen's-privilege legislation. Washington.

March 13-14—Second annual national sales training conference, sponsored by *New York University*. Barbizon-Plaza hotel, New York.

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

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

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

March 14—Seminar on National Association of Broadcasters Code, sponsored by *New England Broadcasting Association*. Featured speaker: Stockton Helffrich, director of Code Authority, NAB, Suffolk University Law School, Boston.

■ March 15—Extended deadline for entries in *Radio*

Television News Directors Association awards competition. Contact: Dick Wright, WTAG(AM), Worcester, Mass.

March 15—Federal Communications Bar Association luncheon. Army-Navy club, Washington.

March 15—Extended deadline for filing reply comments on proposed FCC fee schedule increases (Doc. 19658).

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

March 15—Thirty-third anniversary banquet, *International Television and Radio Society*. Waldorf-Astoria hotel, New York.

March 15—Deadline for entries in Gavel Awards competition of *American Bar Association*. Awards presented for articles, books, films, radio and TV programs that contribute to public understanding of American system of law and justice. Contact: Committee on Gavel Awards, American Bar Association, 1155 East 60th Street, Chicago 60637.

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

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

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

■ March 17—Meeting of New England chapter of *Society of Cable Television Engineers*. Oaks Inn, Springfield, Mass.

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

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

March 21—Annual stockholders' meeting, *Cox Broadcasting Corp.* Company headquarters, Atlanta.

March 22—Presentation luncheon, 25th annual George Polk Memorial Awards, under auspices of *Long Island University's Brooklyn Center* (journalism department). Roosevelt hotel, New York.

March 22-24—*American Forces Radio and Television* workshop. The Pentagon, Washington.

March 22-25—Annual convention, *National Association of FM Broadcasters*. Washington Hilton hotel, Washington.

March 24—Ninth annual Armstrong awards presentation, in conjunction with *National Association of FM Broadcasters Convention*. Featured speaker: Fred W. Friendly, former president, CBS News. Washington Hilton hotel, Washington.

March 24—Special meeting, board of directors, *Association of Maximum Service Telecasters*. Shoreham hotel, Washington.

March 25—Annual membership meeting, *Association of Maximum Service Telecasters*. Shoreham hotel, Washington.

March 25-28—Annual convention, *National Association of Broadcasters*. Sheraton Park and Shoreham hotels, Washington. (1974 convention will be March 17-20, Civic Center, Houston; 1975, April 6-9, Convention Center, Las Vegas, and 1976, March 28-31, Superdome, New Orleans.)

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

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

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

March 26-30—International convention, *Institute of Electrical and Electronics Engineers*. Americana hotel, New York.

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

March 27—*Academy of Motion Picture Arts & Sciences* Oscar awards. Music Center, Los Angeles.

March 27-30—Convention product exposition, *Institute of Electrical and Electronics Engineers*. New York Coliseum.

■ March 28—Extended date for filing reply comments on proposed revision of FCC fee schedule (Doc. 19658).

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

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

March 29—Conference, New York chapter, *American Marketing Association*. FTC Commissioner David Dennison and Stanley Tannenbaum, board chairman, Kenyon & Eckhardt, New York, are speakers, and Dr. Seymour Lieberman, president, Lieberman Research, is to present study of consumer reaction to advertising. Biltmore hotel, New York.

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

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

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

March 31-April 3—Convention, *Southern Cable Television Association*. Featured speakers: Dean Burch, chairman, FCC, and David Foster, president, *National Cable Television Association*. Convention center, Mobile, Ala.

April

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

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

April 6-8—Conference, *Sigma Delta Chi Region 8*. Houston.

April 7—Meeting, *Georgia Associated Press Broadcasters*. Marriott motor hotel, Atlanta.

April 7—Region 6 meeting, *Women in Communications Inc.* Kodak Marketing Education center, Rochester, N.Y.

April 7-8—Region 2 meeting, *Women in Communi-*

Major meeting dates in 1973

March 22-25—Annual convention, *National Association of FM Broadcasters*. Washington Hilton hotel, Washington.

March 25-28—Annual convention, *National Association of Broadcasters*. Sheraton-Park and Shoreham hotels, Washington.

May 13-16—Annual convention, *American Advertising Federation*. Fairmont-Roosevelt hotel, New Orleans.

May 16-19—Annual meeting, *American Association of Advertising Agencies*. The Greenbrier, White Sulphur Springs, W.Va.

May 16-20—Annual convention, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

May 31-June 2—Annual meeting, *Associated Press Broadcasters Association*. Royal Sonesta hotel, New Orleans.

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

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

Oct. 8-13—Annual international conference, *Radio Television News Directors Association*. Olympic hotel, Seattle.

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

Nov. 14-16—1973 seminar, *Broadcasters Promotion Association*. Sheraton Cleveland hotel, Cleveland.

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

Nov. 26-29—Annual meeting, *Television Bureau of Advertising*. Hyatt Regency hotel, Houston.

cations Inc. Carrousel inn, Cincinnati.

April 8-10—Seminar, "Lighting for Television," sponsored by *Educational Broadcasting Institute, National Association of Educational Broadcasters*. Seminar features William M. Klages, TV lighting consultant with Imero Fiorentino Associates. Georgia Educational Television Center, Atlanta. Contact: NAEB at (202) 785-1100.

April 8-11—Annual *Broadcast Industry* conference. California State University, San Francisco.

April 8-13—Semiannual technical conference, *Society of Motion Picture & Television Engineers*. Hyatt Regency O'Hare hotel, Chicago.

April 10—Annual Congressional Gold Medal reception and dinner, sponsored by *Pennsylvania Association of Broadcasters*. Washington Hilton hotel, Washington.

■ April 12-14—Spring meeting, *Louisiana Association of Broadcasters*. Lafayette, La.

■ April 12-14—11th college conference, *International Radio and Television Society*. Staller Hilton hotel, New York.

April 13—Spring conference, *Minnesota Broadcasters Association*. Minneapolis.

April 13-14—Conference, *Sigma Delta Chi Region 3*. Columbia, S.C.

April 13-14—Conference, *Sigma Delta Chi Region 4*. Pittsburgh.

April 13-15—Conference, *Sigma Delta Chi Region 11*. Flagstaff, Ariz.

■ April 14—59th annual dinner, *White House Correspondents' Association*. Washington Hilton hotel.

April 14—Region 4 meeting, *Women in Communications Inc.* Downtown Marriott hotel, Dallas.

■ April 16—Extended date for filing reply comments on FCC jurisdiction over public broadcasting under Section 396(g)(1)(A) of Communications Act.

April 16—"Broadcast Day—1973," co-sponsored by *Florida Association of Broadcasters and Department of Broadcasting, College of Journalism & Communication, University of Florida*. Participants to include speakers from other states, as well as faculty, students and Florida broadcasters. University of Florida, Gainesville.

April 16-17—Meeting, *North Central CATV Association*. Holiday Inn, Sioux Falls, S.D.

April 18—Annual meeting, CBS shareholders. North Hollywood, Calif.

April 18-25—27th *MIFED* international film and TV film market for buyers and sellers. Milan, Italy. Contact: MIFED, Largo Domodossola 1, 20145 Milan, Italy.

April 23—Overseas *Press Club of America* 1972 awards and annual dinner. Waldorf Astoria hotel, New York.

April 24-26—*Pennsylvania Cable Television Asso-*



INTERNATIONAL FILM AND TV-FILM MARKET

MIFED, the International Film and TVfilm Market for film buyers and film sellers, is held in Milan twice a year: April and October.

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For further information and bookings concerning the 27th MIFED, 18 to 25 April 1973, write to: MIFED, Largo Domodossola 1, 20145 Milano (Italy) ☎ 495.495, Cables MIFED-Milano, Telex 33660 Fieramil.

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

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

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

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

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

ciation annual spring meeting. Chatham Center, Pittsburgh.

April 25—33d annual *George Foster Peabody Awards* luncheon. Pierre hotel, New York.

April 26-May 3—13th International Golden Rose of Montreux contest, sponsored by *European Broadcasting Union and Swiss Broadcasting Corp.* Awards offered for television light entertainment programs. Montreux, Switzerland.

April 27-28—Conference, *Sigma Delta Chi* Region 1. Downtowner motor inn, Albany N.Y.

April 27-28—Conference, *Sigma Delta Chi* Region 2. Baltimore.

April 27-29—*Illinois News Broadcasters Association* spring convention. Sig Mickelson, professor of journalism, Northwestern University, guest speaker. Henri's motor inn, Rockford, Ill.

April 29-May 2—Annual convention, *Canadian Association of Broadcasters.* Chateau Laurier hotel, Ottawa.

May

May 1-2—Second annual retail television commercial workshop, *Television Bureau of Advertising.* Biltmore hotel, New York.

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

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

May 4-5—Region 3 meeting, *Women in Communications Inc.* Holiday inn #2, Madison, Wis.

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

May 4-6—First annual meeting, *Michigan News Broadcasters Association.* Hospitality Inn, Grand Rapids, Mich.

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

May 6-8—Annual convention, *NBC-TV affiliates.* Century Plaza hotel, Los Angeles.

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

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

May 10—Convention-conference, *American Council for Better Broadcasts.* Holiday inn-Central, Minneapolis.

May 10-11—Spring convention, *Ohio Association of Broadcasters.* Featured speaker: FCC Commissioner Charlotte Reid. Hilton West inn, Akron.

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

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

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

May 13-18—*American Advertising Federation* annual convention. Fairmont Roosevelt hotel, New Orleans.

May 14-15—Annual spring conference, *Oregon Association of Broadcasters.* Thunderbird Motor Inn, Jantzen Beach, Portland.

May 15-16—Annual convention, *CBS-TV affiliates.* Century Plaza hotel, Los Angeles.

May 16-19—Annual meeting, *American Association of Advertising Agencies.* The Greenbrier, White Sulphur Springs, W.Va.

May 18-20—22d annual national convention, *American Women in Radio and Television.* Americana Bal Harbour, Miami Beach.

May 18-19—Spring convention, *Kentucky Broadcasters Association.* Galt House, Louisville.

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

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

May 21-24—Annual convention, *ABC-TV affiliates.* Century Plaza hotel, Los Angeles.

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

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

May 31-June 2—Annual meeting, *AP Broadcasters Association.* Royal Sonesta hotel, New Orleans.

June

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

June 3-5—National conference on community cable communications, sponsored by *Information Systems Architectonics.* Contact: Civic division/ISA, Box 187, Kensington, Md. 20795.

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

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

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

June 15-16—Annual convention, *South Dakota Broadcasters Association.* Howard Johnson motel, Rapid City.

June 17-20—Annual convention, *National Association of Education Broadcasters.* Marriott hotel, New Orleans.

June 27-July 1—Second international contest of medical films, sponsored by *German Green Cross, Philipps-University of Marburg and International Green Cross.* Categories include films of general and particular information, medical and scientific films for the layman, films dealing with international medical problems, among others. Marburg/Lahn, Germany. Contact: Medikinale Marburg 73, Schuhmarkt 4, D-355 Marburg/Lahn.

June 28-30—Meeting, *Oklahoma Broadcasters Association.* Western Hills State lodge, Tahlequah.

July

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

July 11-14—Annual summer convention, *Colorado Broadcasters Association.* Klandra and Talisman lodges, Vail.

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

August

Aug. 8-12—1973 convention, *National Association of Television and Radio Announcers.* Marriott hotel, New Orleans.

Aug. 9-10—Annual summer convention, *Arkansas Broadcasters Association.* Arlington hotel, Hot Springs.

Aug. 22-24—*Canadian Speech Association* conference '73, "Integrity in Communication." Seneca College of Applied Arts and Technology, Toronto. Contact: Jim Streeter, Seneca College, 1750 Finch Avenue East, Willowdale M2N 5T7, Ontario.

September

Sept. 7-15—Sixth annual *Atlanta International Film Festival.* Award categories include: features, documentaries, short subjects, experimental, TV commercials and TV productions. Stouffers Atlanta inn.

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

Sept. 16-18—Annual convention, *Nebraska Broadcasters Association.* Holiday inn, Kearney.

October

Oct. 1-4—National Premium Show, *Hall-Erickson Inc.,* managing director. McCormick Place, Chicago.

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

Oct. 8-13—Annual international conference, *Radio Television News Directors Association.* Olympic hotel, Seattle.

Oct. 15-16—Fall conference, *National Association of Broadcasters.* Marriott hotel, Philadelphia.

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

Oct. 17-18—Fall conference, *National Association of Broadcasters.* Marriott hotel, Chicago.

Oct. 22-23—Fall conference, *National Association of Broadcasters.* Monteleone hotel, New Orleans.

Oct. 24-25—Fall conference, *National Association of Broadcasters.* Sheraton Biltmore hotel, Atlanta.

Oct. 29-30—Fall conference, *National Association of Broadcasters.* Brown Palace hotel, Denver.

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



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The newswEEKly of broadcasting and allied arts

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1 year \$20
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Canada Add \$4 Per Year
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ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

Monday Memo

A broadcast advertising commentary by Leon S. Golnick, chairman, Leon Shaffer Golnick Advertising, Baltimore

Big-time advertising for small business

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

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

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

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

To begin with, we provide a client with a basic selling proposition or a corporate theme line, which the client uses as his corporate umbrella and statement of position to the public. We provide all necessary materials up front, so that the client starts well equipped; this includes radio tapes, newspaper ad books and point-of-sale and collateral material. Provisions are made for expansion into television, billboards, direct mail, etc.

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

The big idea or central selling theme is our most important ingredient. The entire world will agree that "things go better with Coke." This theme has been implanted in our minds. In a similar way, an entire market area will know one of our customers as "the little profit dealer," or "the very simple business" or "the wide-awake bank." This theme is far more than a slogan. It is a hard-selling idea developed and proved at consider-



Leon S. Golnick graduated from the University of Baltimore with a degree in journalism. His career in advertising began in a related field, when he published a neighborhood newspaper for Azreal Advertising in Baltimore. He subsequently worked in the advertising department of the *Baltimore News American* and later he joined the *Washington Post* as head of its advertising department, moving from there to the former *Washington Daily News* in the same capacity. He returned to Baltimore as a partner in Azreal Advertising, and in 1960 he formed his own agency, Leon Shaffer Golnick and Associates.

able expense to help take the guesswork out of advertising. This theme line puts a concrete idea, an exclusive image into the radio listener's mind. It gives the advertiser a permanent competitive advantage. Like a popular song, this idea will spread and gain momentum as it is played over and over again on radio and television stations and backed up with newspaper ads. It is an equalizer, the slingshot that helps the smaller businessman compete with the giants.

I stress *played over and over again*. You can have a winning campaign but if you do not give it proper exposure it will serve no purpose. The content of a news story alone will not make it seem important. It is the number of times the audience hears it. I recommend that our customers try to reach as soon as possible at least 50% of their market area's total

radio audience with their new advertising campaign. This is usually accomplished by buying heavy schedules on the top two, three or four stations.

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

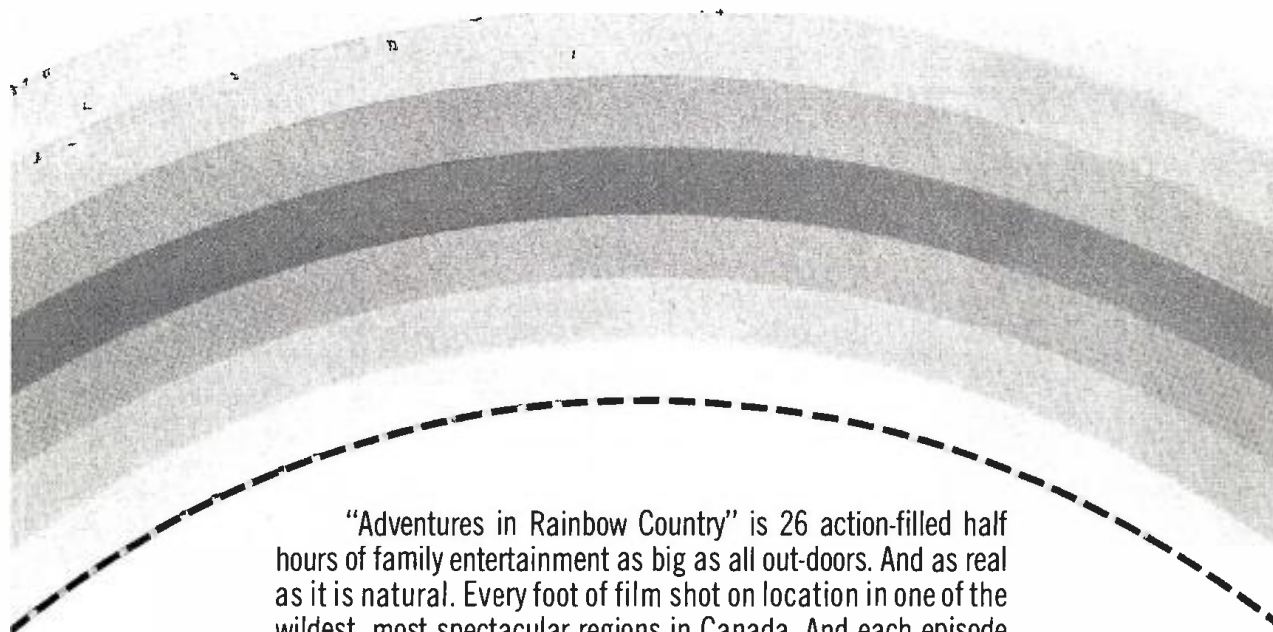
For maximum impact it is wise to buy two or three traffic spots each morning and evening on each station. In this way the entire family is reached at breakfast, the man on his way to work, and the same man as he is parking his car. And a different family is reached as they are getting dressed, shaving,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

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

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

So it isn't always a matter of how much money you spend on advertising. It is a matter of where you spend your advertising dollars. If you spend them on pre-tested advertising campaigns and on a heavy radio advertising schedule, you are bound to find your valley not only fertile but getting greener every day.

If you missed the NATPE showing of our new half hour family series "Adventures in Rainbow Country," here's a raincheck.



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

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

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

Station _____

Address _____

City _____

State _____ Zip _____

Name _____

Title _____

Adventures in Rainbow Country

GROUP
W PRODUCTIONS INC
WESTINGHOUSE BROADCASTING COMPANY

Cry for ad reforms grows louder

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

The case against advertising was still being tried last week and the prosecution showed no signs of letting up. From desert luncheon club to skyscraper conference room, advertising and its effects on the public were under scrutiny, subjected to criticisms and suggestions (and just a pinch of praise) of varying colorations and impact.

▪ Six witnesses testifying before a Senate subcommittee in New York supported a bill that would establish a federally funded National Institute on Marketing and Health.

▪ FCC Chairman Dean Burch, speaking to the Phoenix Advertising Club, cautioned that government action many have to deal with certain advertising problems, particularly in the area of children's television.

▪ The Federal Trade Commission's Gerald Thain, briefing the American Management Association in New York, suggested that whether or not an ad is unfair in its implications may become the legal test of the future.

It was most certainly not a banner week for the advertising industry. Instead it was a week perhaps keyed by Dean Burch, speaking in Phoenix, telling his audience that unless the advertising community—including broadcasters—takes the affirmative action that is within its power, "I very much suspect that action will be forced on you—with consequences that can only be harmful to our freedoms, and to the fundamentals of free enterprise."

And Mr. Burch was speaking as a benevolent critic. The vibrations from New York sounded more ominous.

The Consumer Subcommittee of the Senate Commerce Committee, of which Senator Frank E. Moss (D-Utah) is chairman, heard testimony from such witnesses as Robert B. Choate, a consumerist who has been a persistent critic of advertising. Mr. Choate, chairman of the Washington-based Council on Children, Media and Merchandising, centered his criticism on motivational research that uses children to discover the types of ad-

vertising that generally will appeal best to other children.

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

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

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

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

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

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

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

She claimed that advertising, in some

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

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

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

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

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

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

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

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

Gerald Thain, the Federal Trade Commission's assistant director for national advertising in the Bureau of Consumer Protection, appearing at a separate meeting in New York, talked about what he termed the "unfairness doctrine," as it applies to advertising and noted his ex-

peptation that a test of whether advertising was taking unfair advantage of consumers could become one of the FTC's "most important tools." He spoke at a two-day briefing (also Feb. 26-27) on "Truth in Advertising" at the headquarters of the American Management Association, pin-pointing areas where his staff is exploring for "unfairness" in advertising:

■ "Advertising claims implying substantial benefits toward satisfying basic emotional needs or anxieties, such as the need for affection or acceptance, when the advertised product does not in fact offer such benefits."

■ "Advertising that clearly associates a product with strongly held social values when in fact the product has no significant relationship to such social values."

■ "Advertising of products to particularly vulnerable population groups when evaluation of the advertised product requires a mature and sophisticated analysis which the members of the population groups are unable to undertake."

Mr. Thain felt children were "an excellent example" of the last instance. Mr. Thain also discussed puffery, defining it as "a claim . . . thought to be too trivial, vague, or obviously exaggerated to mislead the normal person." He warned, however, that "the FTC staff generally

with Wonder Bread, Profile (bread), Ocean Spray cranberry drink, Domino sugar, Listerine and Lysol, among others.

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

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

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

The chairman said that the advertising industry, including broadcasting, has been caught up in an era in which all

he is "with the predictable efficacy of countercommercials."

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

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

"Children simply cannot be treated as



Mr. Burch



Mr. Choate



Mr. Thain

takes the position that no advertising representation can be immunized from the FTC act merely by labeling it 'puffery.'

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

Mr. Thain also talked about corrective advertising which, he said, "affords the potential consumer an opportunity to rethink his decision to purchase the falsely advertised product. . . . Thus, while the older form of order—requiring a company to cease and desist from the practices found to be illegal—amounts merely to an admonition to 'go and sin no more,' the remedy of corrective advertising is designed to deprive false advertisers of the fruits of their unlawful conduct." Litigation dealing with corrective advertising is currently involved

of the country's traditional institutions and the "the accepted ways of doing business" are being questioned. And the phenomenon is not about to disappear, he said.

He noted that "one of the problems rumbling around on Capitol Hill" recently involves the banning of broadcast advertising of over-the-counter drugs. He also reminded his audience of the Federal Trade Commission proposal that the FCC require broadcasters to make time available to those wishing to counter the messages in commercials.

Neither idea impresses him favorably. He said that a majority of the commission disagrees with the suggestion that all over-the-counter drug advertising be banned and in any case, rejects the idea the commission should make such judgments. And he said he believes most of his colleagues are "as unimpressed" as

if they're 'little adults'—'little consumers,'" he said. "They should not be inundated with commercial messages, well beyond the amount run on adult prime time. And where commercial content is concerned, the usual standards of 'false' and 'misleading' as applied to adult viewers are not necessarily transferable to children whose ability to distinguish myth from reality is clearly very different from our own."

But he also said that "one of the most disquieting pieces of data to have emerged" from the commission's study of children's television programming is that "broadcast commercials are producing a generation of cynics." It is not that 8- or 10- or 12-year-olds like or dislike the commercials, he said. "They simply don't believe them," a fact, he said, that should frighten broadoasters and agencies alike.

The chairman noted that self-regulation

is being tried in connection with children's programming—vitamin ads have disappeared from children's weekend programs, host selling is being abandoned, and commercial minutes and commercial clutter are scheduled for reduction by the beginning of next year.

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

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

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

Proprietary Assn. takes drug stance parallel to NAB's

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

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

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

The Proprietary Association, for instance, indicates that among its more im-

BAR reports television-network sales as of Feb. 18

NBC \$96,927,600 (34.9%), CBS \$92,882,300 (33.5%), NBC \$87,736,700 (31.6%)*

Day parts	Total minutes week ended Feb. 18	Total dollars week ended Feb. 18	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	64	\$ 420,400	437	\$ 2,897,500	\$ 2,653,200
Monday-Friday 10 a.m.-6 p.m.	999	8,581,200	6,554	57,523,600	46,265,500
Saturday-Sunday Sign-on-6 p.m.	276	3,679,600	1,768	28,634,400	36,832,300
Monday-Saturday 6 p.m.-7:30 p.m.	93	2,137,700	634	14,973,900	13,430,700
Sunday 6 p.m.-7:30 p.m.	21	538,200	108	3,568,200	3,406,000
Monday-Sunday 7:30 p.m.-11 p.m.	401	24,054,100	2,740	155,913,500	138,000,200
Monday-Sunday 11 p.m.-Sign-off	162	2,934,800	958	14,035,500	10,876,700
Total	2,016	\$42,346,000	13,199	\$277,546,600	\$251,464,600

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

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

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

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

Among other new Proprietary Association code provisions:

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

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

in publications specifically directed toward young children."

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

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

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

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

Pointless ads criticized

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

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

According to Father McEwen it was just such a proposition that Students Organized for Consumer Action—a group of about 80 students from Boston College and neighboring schools—set out to

Girls!

First in time period
among young women 18-34 in 17 markets.

The Andy Griffith Show.

Girls!

50% more women 18-34
than year-ago programs in 27 markets.

The Andy Griffith Show.

Girls!

22% more women 18-34
than this same program reached last
year in 6 markets.

The Andy Griffith Show.



The way to get girls is to
get Andy first!

A great sitcom from **Viacom**

When the dean of American comedy writers says something is funny, it's funny.



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

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

"A show with a finely honed group of players, so believable and hilarious that during the six days they're not on the air, I find myself fighting a desire to phone their TV studio in Minneapolis to ask Mary, Mr. Grant, Rhoda, Murray and Ted Baxter how things are going. Mary Tyler

Moore is not TV's traditional 'girl who lives next door.' But you wish she did."

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

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

The Mary Tyler Moore Show is just one in a long line of CBS comedies that have made us beyond argument (which

isn't to say that we won't get an argument) the top banana of the three television networks since the earliest days of humor on the tube.

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

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

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

fixed, and her mouth at full speed ahead.)

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

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

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

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

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

(Research sources available on request.)

Sat. Night Lineup: All in the Family

Bridget Loves Bernie

The Mary Tyler Moore Show

The Bob Newhart Show

The Carol Burnett Show



CBS ○ hahahaha

prove in a study conducted from September through December of last year. The students—all of whom had taken a consumer affairs class under Father McEwen—found a total of 54 ads which they allege say “nothing.” Among them: Datsun automobile’s “Buy a Datsun, Plant a Tree” and Charmin toilet tissues, “Don’t Squeeze the Charmin” campaign.

The so-called nothing ads were culled from newspapers, magazines and television by the student consumerists, who also reportedly polled other students as to what they considered to be useless advertising. “It’s my own feeling,” Father McEwen said, “that television is more apt to be the victim of this type of advertising because it has such a fleeting impression.”

The conclusion drawn by the student group from its study was that if an advertiser has something to say to a consumer about a product the message should be presented openly and directly. “The students believe,” Father McEwen pointed out, “that if advertisers don’t have anything to say, they should stop insulting consumers by appearing to say something when they aren’t.”

Father McEwen currently is teaching a group of about 70 students who, he says, shortly will be compiling a list of the most flagrant examples of two categories of today’s advertising: the nothing ad and the “implication” ad. He describes the latter category as advertisements that make no direct claims but leave it to the reader or viewer to draw an inference from the claim. He cited as an example of an implication ad the campaign for Alpo dog food promoting meat and meat byproducts in its ingredients and implying that cereal is not as beneficial for dogs.

“If there is to be a conclusion to our next report, it’s that we’ll ask the FTC to demand equal proof of implied ads,” he said. “But I really don’t know what the FTC can do about nothing ads.”

Father McEwen, a leading consumer advocate in the state, was first chairman of the Consumer Counsel of Massachusetts. He’s currently president of the Massachusetts Association of Consumers.

Wooing the U.S. traveler

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

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

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

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

reduced their investment to \$127,000 from \$228,000 in 1970.

The report shows that foreign countries increased their advertising in all measured U.S. media in 1971 to \$17,597,000 from \$15,317,000 in 1970. The 50 states trimmed their advertising to \$8,272,000 from \$10,105,000 in 1970.

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

TV networks bill record \$1.8 billion in 1972

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

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

TVB’s report, based on compilations by Broadcast Advertisers Reports (BAR) and released today (March 5) put last year’s total network billings at \$1.8 billion, or \$200 million more than in 1971 and \$100 million above 1970, a previous record year.

Network-TV advertisers increased in one year from 432 to 479. There were 64 newcomers to network TV in 1972, more than in the previous year. Among those new to network in 1972 was J.C. Penney Co. which by spending \$5.5 million topped the newcomers list.

One of the few major advertisers to show a decrease in its network investment, Procter & Gamble, was still easily number one in the medium with over \$116 million.

Biggest gainers among the top-10 network advertisers, comparing 1972 spending with 1971, were Ford, up 69% to \$50.1 million, and Sears, Roebuck & Co., up 59% to \$36.3 million.

Rank	Parent company	1972 Expenditures
184	Abbot Laboratories	\$ 1,380,900
*422	Action View Inc.	67,700
262	Acushnet Co.	660,300
*296	Addressograph Multigraph Corp.	483,300
166	Admiral Corp.	1,583,600
300	Adolphs Ltd.	482,700
*417	Aero Mayflower Transit Co.	83,500
281	Aetna Life Insurance Co.	551,800
235	Airwick Industries Inc.	782,700
208	Akzona Inc.	1,048,200
458	Aladdin Industries Inc.	26,100
29	Alberto-Culver Co.	15,211,100
*423	All American Corp.	66,900
342	Allied Van Lines Inc.	263,700
265	Aluminum Co. of America	632,800
442	Amerace-Esna Corp.	46,000
280	American Airlines Inc.	554,600
104	American Brands Inc.	3,718,700
134	American Can Co.	2,388,000
34	American Cyanamid Co.	13,713,400
178	American Dairy Association	1,458,500
95	American Express Co.	4,290,000
146	American Gas Association Inc.	2,127,400
2	American Home Products Corp.	61,195,800
463	American Investment Corp.	24,000
251	American Luggage Works Inc.	701,000
74	American Motors Corp.	5,929,800
129	American Petroteum Institute	2,575,300
27	American Tel. & Tel. Co.	15,855,700
432	American Trucking Assn. Inc.	54,000

Rank	Parent company	1972 Expenditures
214	AMF Inc.	928,800
181	Amstar Corp.	1,392,400
114	Anderson Clayton & Co.	3,285,800
76	Anheuser-Busch Inc.	5,774,800
126	Armstrong Cork Co.	2,724,700
*418	Arnold Industries	78,000
367	Arnold Schwinn & Co.	203,600
*275	Ashland Oil Inc.	573,700
420	Associated Products Inc.	71,800
277	Association of American Railroads	569,800
234	Atlantic-Richfield Co.	797,600
366	Avco Corp.	208,800
63	Avon Products, Inc.	7,633,000
349	Ball Corp.	231,600
139	Bankamerica Corp.	2,206,400
350	Bankers Life of Des Moines	228,900
229	Bath Industries Inc.	832,900
*435	Beaird-Poulan Inc.	48,200
189	Beatrice Foods Co.	1,267,500
78	Beecham Group Ltd.	5,606,000
363	Beltone Electronic Corp.	213,100
290	Bendix Corp.	495,500
266	Beneficial Corp.	628,200
258	Benjamin Moore & Co.	688,500
260	Berkey Photo Inc.	667,200
347	Bethlehem Steel Corp.	237,800
426	Beverages International Inc.	63,400
293	Benney & Smith Inc.	490,500
305	Bissell Inc.	439,200
163	Black & Decker Mfg. Co.	1,725,900
425	Blistex Inc.	65,400
31	Block Drug Co. Inc.	14,655,600
*279	Boeing Co.	556,000
117	Borden Co.	3,060,800
118	Milton Bradley Co.	3,034,600
387	Brady Enterprises Inc.	145,800
475	Brioschi, Inc.	3,000
4	Bristol-Myers Co.	55,901,100
190	British-American Tobacco Co. Ltd.	1,256,300
272	Brown Group Inc.	582,500
*449	Broyhill Industries	37,800
379	Brunswick Corp.	157,000
115	Burlington Industries Inc.	3,243,100
*465	Burlington Northern Inc.	15,500
*351	Cadbury-Schweppes Ltd.	228,200
*431	California Milk Prod. Advisory Board	54,100
37	Campbell Soup Co.	12,440,800
361	Cannon Mills Inc.	214,600
52	Carnation Co.	9,389,400
333	Carrier Corp.	288,400
20	Carter-Wallace Inc.	20,443,800
395	Carter’s Ink Co.	117,400
193	Castle & Cooke Inc.	1,216,500
474	Celanese Corp.	3,000
259	Champale Inc.	683,400
400	Champion Spark Plug Co.	107,100
245	Chanel Inc.	717,200
355	Charms Co.	222,700
330	Chattem Drug & Chemical Co.	294,100
51	Chesebrough Ponds Inc.	9,553,400
17	Chrysler Corp.	24,343,000
132	Church & Dwight Co. Inc.	2,460,400
*427	Cinerama Releasing	62,300
374	Arnold Clark Inc.	177,500
30	Clorox Co.	15,055,100
199	Cluett Peabody & Co. Inc.	1,163,800
192	Coca-Cola Bottling Co. of N.Y.	1,219,200
28	Coca-Cola Co.	15,558,400
377	Coleco Industries Inc.	166,300
258	Coleman Co. Inc.	682,000
470	Sidney Colen Enterprises	8,500
11	Colgate-Palmolive Co.	35,516,500
428	Columbia Broadcasting Systems Inc.	60,400
151	Combe Chemical Inc.	2,051,800
*444	Communication Satellite Corp.	45,000
217	Connecticut General Insurance Corp.	897,200
*322	Consolidated American Industries	312,900
140	Consolidated Food Corp.	2,194,800
209	Continental Insurance Cos.	1,014,200
438	Continental Oil Co.	47,800
*311	Cook Industries Inc.	365,800
*222	Cooper Laboratories Inc.	854,200
247	Coopers Inc.	714,100
185	Corning Glass Works	1,308,500
252	Cotton Producers Assn.	699,500
102	C.P.C. International Inc.	3,864,100
*284	Credit Union of North America	523,800
479	Crowell Collier & MacMillan Inc.	1,400
188	Dart Industries Inc.	1,565,200
218	Deering Milliken Inc.	895,800
124	Del Monte Corp.	2,850,500
212	Democratic National Committee	974,400
183	Democrats For Nixon Committee	1,366,900
477	Dennison Manufacturing Co.	2,300
109	Walt Disney Productions	3,376,500
167	Dr Pepper Co.	1,577,800
72	Dow Chemical Co.	6,019,500

1972		1972		1972		1972		
Rank	Parent company	Expenditures	Rank	Parent company	Expenditures	Rank	Parent company	Expenditures
319	Dow Jones Co. Inc.	318,900	137	International Harvester Co.	2,265,500	106	North American Philips Co. Inc.	3,504,800
58	E.I. du Pont de Nemours & Co. Inc.	8,625,400	317	International Industries Inc.	335,600	325	North American Rockwell Corp.	308,500
*357	Dunn & McCarthy Inc.	217,000	255	International Pizza Hut Franchise Assn.	696,200	433	Northrup King & Co.	54,000
451	Dymo Industries Inc.	33,800	48	International Tel. & Tel. Corp.	9,882,000	213	Northwest Industries Inc.	936,800
378	E.S.B. Inc.	160,000	321	Interstate Brands Corp.	314,500	43	Norton Simon Inc.	10,878,900
358	Eastern Air Lines Inc.	216,900	*370	Investment Co. Institute	196,500	55	Noxell Corp.	9,125,000
45	Eastman Kodak Co.	10,500,200	240	Jenos Inc.	742,400	144	Ocean Spray Cranberries Inc.	2,144,000
202	Eaton Corp.	1,139,300	232	John Hancock Mutual Life Insurance Co.	800,900	339	Ohio Art Co.	268,400
372	Economics Lab Inc.	191,100	323	Johns-Manville Corp.	312,700	*460	Oklahoma City Chamber of Commerce	24,000
*405	Eli Lilly Co.	100,800	21	Johnson & Johnson	16,977,200	364	Olin Corp.	211,500
*368	Eltra Corp.	202,200	12	S. C. Johnson & Son Inc.	31,152,000	385	Olivetti (Ing. C.) & Co. S. p. A.	147,900
237	Employers Insurance of Wausau	764,500	*226	Kawasaki Motors Corp.	840,800	421	Olympia Brewing Co.	71,400
158	Equitable Life Assurance Society	1,903,500	376	Kaysor-Roth Corp.	169,000	*461	Omni Aircraft Sales	24,000
*443	Equitable Life Insurance Co. of Iowa	45,100	161	Kaebler Co.	1,778,600	*371	Oppenheimer Management Corp.	192,700
81	Exxon Corp.	5,420,900	16	Kellogg Co.	25,442,600	238	Outboard Marine Corp.	747,300
369	F. & F. Laboratories Inc.	199,700	268	Kemper Insurance Group	622,000	329	Owens Illinois Inc.	294,200
155	Faberge Inc.	1,971,100	*440	Kerr Glass Mfg. Corp.	46,800	416	Ozite Corp.	84,000
188	Max Factor & Co.	1,288,200	*313	Keyes Fibre Co.	352,100	143	Pabst Brewing Co.	2,151,600
327	Falstaff Brewing Corp.	299,900	127	Kimberly-Clark Corp.	2,634,400	*261	Paine, Webber, Jackson & Curtis	662,300
415	Father Johns Medicine Co. Inc.	86,600	472	King-Size Inc.	5,000	112	Pan-American World Airways Inc.	3,307,700
292	Fedders Corp.	491,600	447	Kingsford Co.	41,400	243	Papercraft Corp.	719,000
*456	Fenner Industries	27,800	365	Kirsch Co.	210,800	*79	J. C. Penney Co. Inc.	5,585,000
164	Fiat Motor Co. Inc.	1,699,700	25	Kratco Corp.	16,225,500	87	Pennwalt Corp.	4,840,000
195	Finance Comm-Reelection of President	1,195,100	381	La-Z-Boy Chair Co.	154,100	324	Pennzoil Co.	311,000
56	Firestone Tire & Rubber Co.	8,871,500	471	Larsen Co.	6,300	450	People For Humphrey	35,000
187	First National City Corp.	1,289,800	314	Lawrys Foods Inc.	349,800	454	People For Muskie	29,100
84	Florida Citrus Commission	5,232,100	246	Lennox Industries Inc.	716,800	26	Pepsico Inc.	15,955,800
353	State of Florida	223,600	414	Lesney Products & Co. Ltd.	86,800	413	Pat Inc.	88,500
156	Florists Transworld Delivery Assn.	1,931,600	13	Lever Brothers Co.	30,743,200	157	Peter Paul Inc.	1,926,200
6	Ford Motor Co.	50,185,900	122	Lewis Howe Co.	2,861,100	36	Prizer Inc.	12,461,500
216	Foremost-McKesson Inc.	907,500	67	Liggitt & Myers Tobacco Co.	6,922,800	70	Phillip Morris Inc.	8,550,900
221	Foster-Grant Co. Inc.	858,000	299	Lincoln National Life Insurance Co.	469,900	162	Phillips Petroleum Co.	1,771,600
130	Foundation For Comm. Banks	2,566,400	186	Loews Corp.	1,307,300	309	Phillips-Van Heusen Corp.	378,400
210	R. T. French Co.	980,500	382	Lone Star Brewing Co.	153,700	*390	Pier One Imports Inc.	141,200
*396	Fuji Heavy Industries Inc.	114,100	437	LTV Corp.	48,000	59	Pillsbury Co.	8,414,200
236	GAF Corp.	767,700	203	Magnavox Co.	1,136,200	50	Polaroid Corp.	9,599,700
150	E. & J. Gallo Winery	2,067,200	392	Maidenform Inc.	131,500	419	H. K. Porter Co. Inc.	72,000
93	General Cigar Co. Inc.	4,574,200	*386	B. Manischewitz Co.	145,900	231	PPG Industries	811,100
61	General Electric Co.	8,153,300	57	Mars Inc.	8,742,300	1	Procter & Gamble Co.	116,032,400
5	General Foods Corp.	50,578,300	401	Masonite Corp.	106,800	71	Prudential Insurance Co. of America	6,309,300
15	General Mills Inc.	28,477,400	409	Massey-Ferguson Ltd.	96,900	346	Public Broadcasting Service	243,100
7	General Motors Corp.	39,311,900	197	Matsushita Electric Corp. of America	1,193,800	145	Purex Corp. Ltd.	2,143,200
352	General Telephone & Elec. Corp.	226,500	54	Mattel Inc.	9,145,000	436	Qantas Airways Ltd.	48,000
254	Georgia Pacific Corp.	697,300	82	Oscar Mayer & Co. Inc.	5,315,400	40	Quaker Oats Co.	11,733,000
389	State of Georgia	141,300	200	Maytag Co.	1,161,000	318	Quality Courts Motels Inc.	328,000
273	Gerber Products Co.	580,400	289	E. J. McAleer & Co. Inc.	617,500	332	Questor Corp.	290,900
10	Gillette Co.	36,162,900	302	McCulloch Corp.	456,800	18	Ralston Purina Co.	24,253,400
196	Glass Containers Mfg. Institute	1,194,600	38	McDonalds Corp.	12,113,700	24	Rapid-American Corp.	16,314,100
282	Gold Seal Co.	529,600	430	McDonough Co.	56,000	*434	Rawlings Sporting Goods Co.	52,800
123	B. F. Goodrich Co.	2,852,600	128	McGovern For President Committee	2,599,900	253	Raytheon Co.	697,800
39	Goodyear Tire & Rubber Co.	11,865,200	228	McGraw-Edison Co.	834,100	86	RCA Corp.	5,009,600
141	Great Atlantic & Pacific Tea Co.	2,192,300	411	McGraw-Hill Inc.	94,200	439	REA Holding Corp.	47,200
*468	Great Things Inc.	13,500	*398	McIlhenny Co.	108,500	276	Readers Digest Assn. Inc.	570,200
154	Green Giant Co.	1,982,600	445	Mead Corp.	42,000	239	Remco Industries Inc.	747,000
41	Greyhound Corp.	11,273,400	*335	Mego International Corp.	284,200	259	Renault Inc.	672,600
105	Gulf & Western Industries Inc.	3,712,700	227	Mem Co. Inc.	838,400	66	Revlon Inc.	6,949,700
44	Gulf Oil Corp.	10,761,700	289	Memorex Corp.	496,800	116	Reynolds Metals Co.	3,113,800
220	Haggar Co.	874,200	33	Mennen Co.	13,944,400	84	R. J. Reynolds Industries Inc.	7,447,600
464	Hall-Tyner Election Campaign Committee	21,300	147	Mentholatum Co.	2,121,300	35	Richardson-Merrell Inc.	13,176,400
97	Hallmark Cards Inc.	4,082,800	42	Merck & Co. Inc.	11,117,700	241	A. H. Robins Co. Inc.	732,100
*473	Hands of Time Record Album	3,000	152	Merrill, Lynch, Pierce, Fenner & Smith	2,024,200	301	Rockwell Mfg. Co.	461,100
244	Hanes Corp.	718,600	100	Metropolitan Life Insurance Co.	3,960,600	424	Rothmans of Pall Mall Canada Ltd.	66,400
356	Hardees Food Systems Inc.	219,900	19	Miles Laboratories Inc.	22,481,400	*446	Roux Laboratories Inc.	42,000
304	Hart Schaffner & Marx	444,800	407	Mirro Aluminum Co.	97,200	171	Royal Crown Cola Co.	1,519,200
136	Hartford Life Insurance Group	2,269,100	453	John E. Mitchell Co.	30,100	242	Rubbermaid Inc.	726,800
149	Hartz Mountain Products Corp.	2,073,500	73	Mobil Oil Corp.	5,932,400	*295	Ryder System Inc.	483,600
75	Hasbro Industries Inc.	5,841,400	176	Monroe Auto Equipment Co.	1,459,900	138	S.C.M. Corp.	2,237,200
248	G. Heileman Brewing Co.	710,000	375	Monsanto Co.	172,500	362	S.W. Industries Inc.	214,500
88	H. J. Heinz Co.	4,754,700	206	Mony-Mutual Of New York	1,094,400	410	Samsonte Corp.	96,000
283	Helene Curtis Industries Inc.	525,600	46	Morton-Norwich Products Inc.	10,101,400	264	Sandoz-Wander Inc.	653,100
380	Hercules Inc.	154,400	92	Motorola Inc.	4,679,400	131	Savings & Loan Foundation Inc.	2,554,500
77	Hershey Foods Corp.	5,836,400	278	Mrs. Smith's Pie Co.	557,900	383	F. & M. Schaefer Corp.	149,400
47	Heublein Inc.	10,033,400	287	Mutual Benefit Life Insurance Co.	513,300	22	Schering-Plough Corp.	16,692,300
174	Hoffmann-La Roche Inc.	1,468,200	14	Nabisco Inc.	28,682,800	90	Schick, Inc.	4,701,300
110	Holiday Inns of America Inc.	3,343,300	294	National Assoc. of Insurance Agents	486,900	60	Jos. Schlitz Brewing Co.	8,239,500
179	Honda Motor Co. Ltd.	1,400,500	*331	National Assoc. of Real Estate Boards	293,400	388	Schmitz-Anderson Campaign Committee	144,000
354	H. P. Hood & Sons Inc.	223,400	341	National Bowling Council	265,000	194	Scholl Manufacturing Co. Inc.	1,204,600
133	Geo. A. Hormel & Co.	2,403,300	201	National Brewing Co.	1,151,000	65	Scott Paper Co.	7,124,400
297	Household Finance Corp.	474,000	198	National Fed. of Coffee Growers of Colombia	1,176,000	*120	Scott's Liquid Gold, Inc.	2,990,000
459	Hughes Airwest	24,300	344	National Industries Inc.	254,000	230	Scovill Mfg. Co.	827,700
*307	E. F. Hutton & Co. Inc.	398,100	469	National Pork Producers Council	8,100	384	Scripto Inc.	148,000
135	Ideal Toy Corp.	2,316,000	320	National Presto Industries Inc.	318,200	224	Sealy Inc.	850,600
119	Illinois Central Industries Inc.	3,001,100	191	National Union Electric Corp.	1,248,100	9	Sears, Roebuck & Co.	36,355,600
391	Inasco Foods Corp.	136,300	23	Nestle Co. Inc.	16,590,300	285	Serta Associates Inc.	521,000
360	Insilco Corp.	216,500	159	New York Life Insurance Co.	1,852,400	125	Seven-Up Co.	2,765,400
455	Insurance Co. of North America	28,000	441	Nicholson File Co.	46,400	49	Shell Oil Co.	9,647,400
113	Inter Bank	3,289,100	*142	Nissan Motor Corp. U.S.A.	2,168,200	*429	Sheller Globe Corp.	60,000
328	Interco Inc.	298,000	270	NL Industries Inc.	600,600	457	A. & H. Shillman Co. Inc.	27,800
*286	International Brotherhood of Teamsters	515,000	*399	NLT Corp.	108,000	408	Henry I. Siegel Co. Inc.	97,200
170	International Business Machines Corp.	1,538,900				271	Simmons Co.	592,500
310	International Dairy Queen Inc.	371,300				101	Singer Co.	3,927,800
						62	Smith Kline & French Labs	7,865,000

Rank	Parent company	1972 Expenditures		% Change '72 vs. '71
		1972	'72 vs. '71	
205	Southdown Inc.	1,096,200		
306	Sperry & Hutchinson Co.	419,200		
111	Sperry Rand Corp.	3,323,200		
89	Squibb Corp.	4,741,600		
215	A. E. Staley Mfg. Co.	916,600		
68	Standard Brands Inc.	6,787,100		
103	Standard Oil Co. of Indiana	3,722,900		
348	Standard Oil Co. of Ohio	232,700		
312	Standard Romper Co. Inc.	359,700		
204	Standard Triumph Int'l Ltd.	1,115,000		
99	State Farm Mutual Automobile Ins. Co's.	4,027,600		
478	Stella-D'Oro Biscuit Co. Inc.*	2,100		
3	Sterling Drug Inc.	56,398,200		
207	Stokely Van Camp Inc.	1,076,500		
94	STP Corp.	4,399,900		
153	Levi Strauss & Co.	1,993,600		
393	Stroh Brewery Co.	131,400		
359	Studebaker-Worthington Corp.	216,700		
*334	Sun Life Assurance Co. Of Canada	288,300		
80	Sun Oil Co.	5,449,800		
165	Sunbeam Corp.	1,593,900		
316	Sunkist Growers Inc.	338,900		
*288	Superscope Inc.	504,000		
108	Swift & Co.	3,392,700		
303	Talley Industries Inc.	447,900		
*223	Tandy Corp.	850,900		
32	Texaco Inc.	14,208,100		
107	Textron Inc.	3,475,200		
*394	Thomas Industries Inc.	130,000		
121	3M Company	2,910,300		
326	Time Inc.	305,300		
249	Tootsie Roll Industries Inc.	704,600		
*175	Toyota Motor Distributors Inc.	1,464,000		
462	Trans World Airlines Inc.	24,000		
343	Trans America Corp.	260,000		
177	Travelers Corp.	1,459,800		
406	TV Committee To Re-elect Pres. Nixon	97,800		
337	20th Century Fox Film Corp.	277,300		
211	U.S. Brewers Association	977,300		
345	U.S. Industries Inc.	246,000		
83	U.S. Time Corp.	5,241,500		
336	UAL Inc.	279,000		
172	William Underwood Co.	1,513,600		
*173	Unigard Mutual Insurance Co.	1,488,000		
69	Union Carbida Corp.	8,595,100		
308	Union Oil Co. of Calif.	391,000		
91	Uniroyal Inc.	4,700,000		
*225	United Aircraft Corp.	845,500		
160	United Brands Co.	1,826,600		
*476	United States National of Oregon	2,300		
180	United States Tobacco Co.	1,396,400		
448	Ver Standig Inc.	40,000		
263	Vlasic Foods Inc.	654,100		
53	Volkswagenwerk A. G.	9,259,700		
412	Vote For Peace Congressional Committee	90,600		
338	Warner Communications Inc.	270,400		
8	Warner-Lambert Pharmaceutical Co.	36,618,100		
85	Waterman-Bic Pen Corp.	5,161,800		
*468	Victor F. Weaver Inc.	11,000		
*373	Weight-Watchers International	190,200		
169	Welch Foods Inc.	1,547,700		
*402	Wella Corp.	104,600		
315	Wembley Inc.	344,900		
*452	Western Air Lines Inc.	32,500		
233	Westinghouse Electric Corp.	799,400		
219	Weyerhaeuser Co.	877,200		
269	Wham-O Manufacturing Co.	625,400		
98	Whirlpool Corp.	4,046,900		
274	White Consolidated Industries Inc.	574,000		
403	William Bishop Co.	102,900		
340	Williamson-Dickie Mfg. Co.	267,700		
*291	Witco Chemical Co.	494,700		
404	Woodhill Chemical Co.	101,100		
*467	World Tennis Magazine	12,500		
250	William Wrigley Jr. Co.	702,200		
397	Wurlitzer Co.	112,000		
182	Xerox Corp.	1,379,700		
*298	Yamaha International Corp.	472,100		
148	W. F. Young Inc.	2,091,500		
96	Zenith Radio Corp.	4,240,600		

* New to network TV

The over-all big spenders

	1972	% Change '72 vs. '71
1. Procter & Gamble	\$116,032,400	- 4.0
2. American Home Products Corp.	61,195,800	+25.4
3. Sterling Drug Inc.	56,398,200	+21.7

The big spenders among newcomers

Rank	Company	Investments
1.	J. C. Penney Co. Inc.	\$5,585,000
2.	Scott's Liquid Gold Inc.	2,990,000
3.	Nissan Motor Corp. U.S.A. (Datsun)	2,168,200
4.	Unigard Mutual Insurance Co.	1,488,000
5.	Toyota Motor Distributors Inc.	1,464,000
6.	Cooper Laboratories Inc. (Sonac denture cleaning system)	854,200
7.	Tandy Corp. (Radio Shack)	850,900
8.	United Aircraft Corp. (Pratt & Whitney)	845,500
9.	Kawasaki Motors Corp. (Kawasaki Motorcycles)	840,800
10.	Paine, Webber, Jackson & Curtis	662,300

RAB offers to mix or match the ad media

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

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

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

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

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

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

Richard J. Montesano, RAB vice president for marketing and research, said MAPS had demonstrated that "radio does well in combination with other media and can stand alone for some target audi-

ences." He said RAB will use MAPS "to help persuade a prospective advertiser that radio makes sense as his major medium or in his mix. Then we can help his agency plan how to use radio."

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

Mr. Montesano said MAPS encompasses three steps:

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

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

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

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

Business Briefs

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

New address. Blair Television and Radio, Dallas, has moved to larger offices: 2 Turtle Creek Village, suite 720, Dallas, 75219. Phone: (214) 522-4100.

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

Correction. NBC-TV is selling weekday divisional baseball play-off games for \$19,000 a minute this year, not \$10,000, as reported in BROADCASTING, Feb. 26.

Burch renews plea for legislation that would give licensee fair shake

Hill budget hearing also elicits FCC chairman's views on access rule, obscenity and FCC housekeeping

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

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

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

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

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

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

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

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

Representative Edward P. Boland (D-Mass.), subcommittee chairman, said Congress has been guilty of loading agencies with new responsibilities but then

failing to provide adequate funds. "Will this \$36.8 million do the job the FCC wants done?" he asked.

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

The amount being requested by the administration, an increase of \$2,687,000 over what Congress appropriated for fiscal year 1973, would permit the addi-

tion of 98 new positions—but 283 fewer positions than the \$42.4 million would have provided. More than half of the new positions—53—would be added to the Cable Television Bureau; the remainder would be spread among spectrum-management, management-improvement and equal-employment-opportunity activities.

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

"We'll simply have to set priorities," the chairman answered.

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

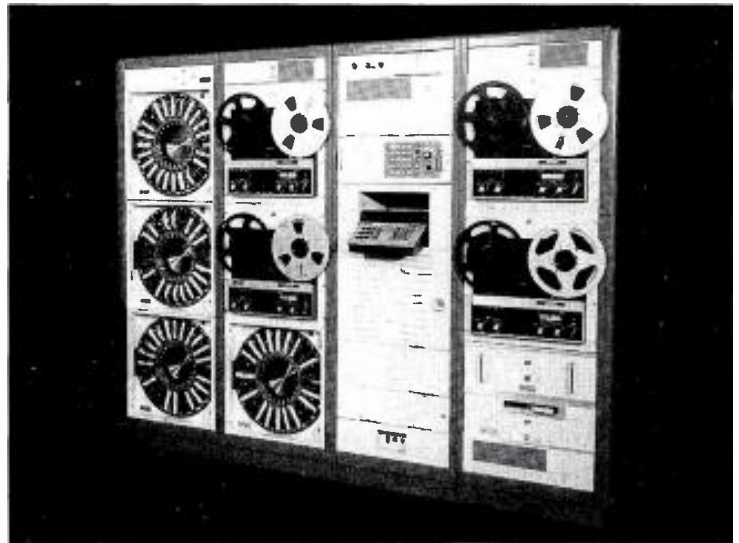
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Now you can modernize with an automated system that protects your air personality and retains your exact format. SMC protects your profits...from Sign-On to Sign-Off. 2048 separate events — music, commercials, P.S.A.s, network breaks or I.D.s, and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

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

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

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

The chairman, whose comments were in response to questions from subcommittee members apparently reflecting the worries of broadcaster-constituents, restated his position—and at least a majority of the commission's—that extension of the broadcast-license period from three to five years would be worthwhile.

But what he clearly saw as cause for concern was the appeals court decision overturning the commission policy statement on renewal comparative hearings. The policy held that a competing application in such a proceeding would be dismissed if the incumbent could demonstrate, in an initial phase of the hearing, that his past record had been “substantially” attuned to the needs and interests of his area.

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

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

Chairman Burch indicated he was concerned not only with the individual licensee's peace of mind but with the financial underpinnings of the industry. “If 90% of the stations are up for grabs every three years,” he said, banks will lose interest in lending money to broad-



A happy birthday in Lincoln. Two decades of service by KOLN-TV Lincoln, Neb., and its satellite KGIN-TV Grand Island, Neb., were commemorated in ceremonies Feb. 23. Among the hosts and many guests at a special champagne luncheon were (l-r): Bruce R. Bryant, vice president, director of affiliate relations, CBS-TV Network, New York; John E. Fetzer, Fetzer Broadcasting Co., Kalamazoo, Mich. (owner of the Nebraska stations); A. James Ebel, president of Cornhusker Television Corp. and general manager of KOLN-TV/KGIN-TV, and Roy Danish, director of Television Information Office, New York. Mr. Danish, as guest speaker, warned of the “power axis” in Washington that threatens broadcasters (*Broadcasting*, Feb. 26).

casters and broadcasters' stocks will decline in value.

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

Commissioner Johnson, who is making, in effect a farewell tour in the congressional hearings he is now attending with the commission—his term expires June 30—was asked by Representative Boland for his views, at the close of the hearing.

As the commissioner said, his comments echoed those he has made in statements and speeches over the past seven years. The money provided the agency is far from adequate—the agency is badly outgunned, in terms of resources, by those it seeks to regulate as well as by other government agencies, including the Office of Telecommunications Policy. “Ten times what we get now would be a sensible beginning,” he said, although he acknowledged the increase would have to be incremental over a number of years.

But then, he suggested, there is no certainty the money would be wisely spent. “Our management is woefully inadequate.” He said John Torbet, the commission's executive director, has done a good job, and Chairman Burch has effected improvements. “But there is so far to go it's pitiful.”

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

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

Representative Robert Giaimo (D-Conn.) raised the issue of the prime-time access rule, which prohibits affiliates from

taking more than three hours of network programming in prime time. He asked the chairman why the commission was reviewing it so soon after it was adopted (it became effective in 1971).

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

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

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

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

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

The commission found the same kind of concern, in its hearing on the House side, as it did in its oversight hearing in the Senate, two weeks ago (*BROADCASTING*, Feb. 26), about obscenity on radio

and television. "Is the situation better or worse than three years ago?" Representative Boland asked, referring to the broadcast of off-color material.

The chairman, indicating the kind of uneasiness he did in his testimony before the Senate Communications Subcommittee, came at the question obliquely, saying there has been "an emphasis in the trade press in the last few months" on female call-in talk shows which tend "to get a bit gamey." But he said the commission is no closer to an answer to the problem. He said he was "frightened of the commission rushing headlong into the area of obscenity to the point where we exacerbate the problem rather than ease it. Because we are not the arbiters of good taste."

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

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

NAB launches promotion campaign through heavy flak

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

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

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

The first disk, released under the aus-

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

Among the spots released, one entitled "We'll All Lose a Lot," acknowledges that most people think there are too many commercials on radio and television but points out "that if it weren't

for commercials there'd be no free broadcasting." The spot emphasizes the necessity for this kind of promotional announcement "because free broadcasting is currently under attack by various critics who would like to change the free-broadcast system so drastically that it could no longer operate as a free enterprise."

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

The UCC's Rev. Parker thinks the premise of "free" broadcasting is a controversial issue of public importance and

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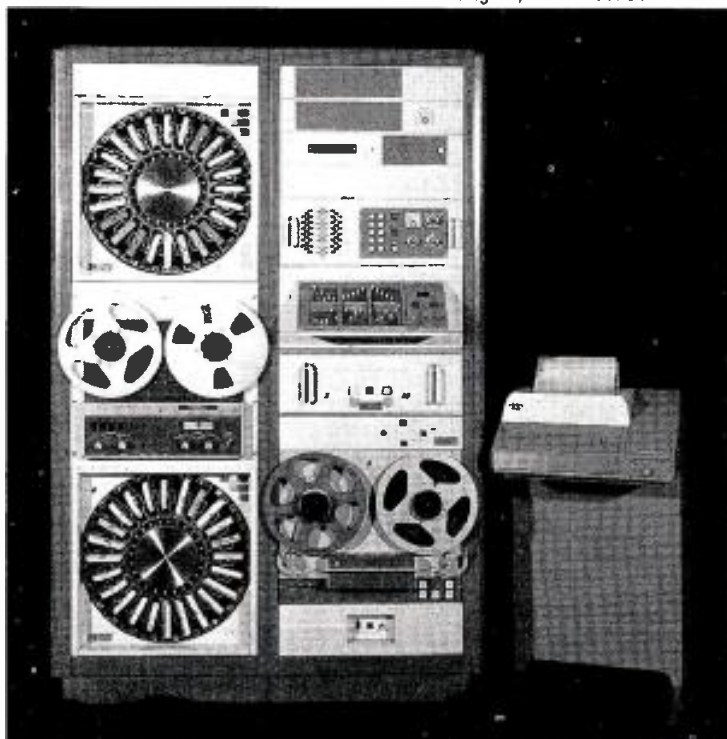
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believes that the NAB campaign may be subject to the FCC's fairness doctrine. Erma Angevine, executive director of the Washington's Consumer Federation of America, says her organization is also prepared to produce countering spots and to circulate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

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

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

NAB is critical of FCC's fee proposals

It calls on commission to abandon stiff hikes in levies on regulated

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

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

NAB reminded the commission that 10 years ago, when the agency adopted its first fee schedule, licensees had been

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

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

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

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

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

Griffin's group grows to seven

Syndicated talk-show host's firm buys Hartford AM from Amaturio

Television personality Merv Griffin has received FCC approval to purchase his seventh radio station. The commission granted the sale to Greater Connecticut Broadcasting Corp., a subsidiary of Mr. Griffin's January Productions, of WPOP(AM) Hartford, Conn., from a group headed by Joseph C. Amaturio. Mr. Amaturio and his associates in WPOP Inc., the current station licensee, will receive \$2.75 million for the facility.

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

Mr. Griffin, host of Metromedia's syndicated *Merv Griffin Show*, also owns WMID(AM) Atlantic City; WENE(AM)-WMRV(FM) Endicott, N.Y.; WBAX(AM) Wilkes-Barre, Pa., and WWCO(AM)-WIOF(FM) Waterbury, Conn.

WPOP operates full time on 1410 khz with 5 kw.

FCC's Johnson reads doom in new AM rules

But colleague Wiley maintains there will be no deterioration

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

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

But Commissioner Johnson, in his dissenting opinion, said that the commission's . . . "tests" or "requirements" . . . of "no locally available service," "expanding suburbs," or "FM channel availability" are little more than "illusory means to a continued destruction of the 'public interest or necessity.'"

Commissioner Wiley, in his response, said that the introduction of new service or the upgrading of existing service will

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be permitted only after a satisfactory showing is made that no objectionable interference will result. "The commission's action effects absolutely no relaxation of our present rules controlling the level of interference between stations," he said.

Burch disclaims quote

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

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

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

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

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

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

Broadcast Pioneers pay tribute to KCBS

San Francisco AM gets award at ceremony in New York

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

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

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

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



Mr. Pfeiffer (l) and Mr. McCoy

most immediate of media"); California Governor Ronald Reagan (on a radio

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

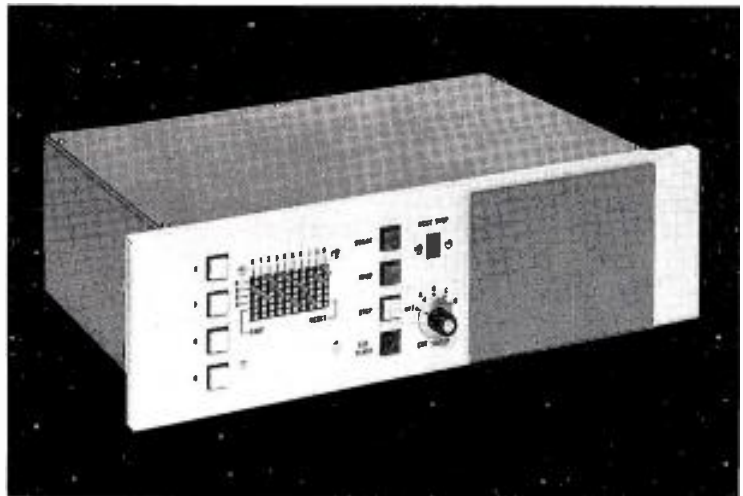
A gilded replica of a pioneer microphone was presented to Mr. McCoy by Mr. Pfeiffer.

Media Briefs

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

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

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

Changing Hands

Announced

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

▪ **KDON(AM)** Salinas, Calif.: Sold by M. C. Broadcasting Co. to Forrest Broadcasting Co. for \$450,000. Robert A. Forrest is president of buying firm and also is associated with Tower Broadcasting Corp., owner of WNDP(AM) Syracuse, N.Y. Other principals in Forrest Broad-

casting are Mrs. Robert Forrest, Abraham F. Wechsler, Arthur C. Kyle Jr., Scott Brody and Irwin Chapman. Messrs. Forrest, Wechsler and Chapman are officers in Wechsler Coffee Corp., Englewood, N.J. KDON operates full time on 1460 khz with 5 kw. Broker is Hogan-Feldman, Burbank, Calif.

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

Approved

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

▪ **WFMN(FM)** Newburgh, N.Y.: Sold by Donald P. Nelson to Media Horizons Inc. for \$450,000. Media Horizons, a publicly owned group broadcaster, operates WGNV(AM) Newburgh, WRAN(AM) Dover, N.J., and KMEO-AM-FM Phoenix. It is purchasing, subject to FCC approval, KDEF-AM-FM Albuquerque, N.M., and KR0D(AM) El Paso from Doubleday Broadcasting Co. for \$1.25 million. WFMN is on 103.1 mhz with 3 kw and an antenna 200 feet above average terrain.

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

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

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

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

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

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

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

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

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73-14

is a possibility that newsmen will be left to fight subpoenas for testimony in the courts.

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

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

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

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

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

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

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

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

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

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many, many members of the press, I simply cannot accept," he said.

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

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

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

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

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

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

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

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

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

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

Mr. Epstein also asserts that network news executives feel their product must be "nationalized" and that this "further adds

to the impression that the networks are advancing radical causes, for in elevating local disputes to national proportions newscasters appear to be granting them uncalled-for importance."

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

Network news also tends to depict issues in terms of "symbols"—protests and the like—because those presumably are easier for audiences to comprehend and less likely to turn away viewers, Mr. Epstein feels. And in order to hold the general viewer's attention, he says, TV newsmen tend to select "spokesmen who are articulate, easily identifiable and dramatic," rather than "average" members of the groups they represent, because "average" members cannot be counted on to have those qualities.

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

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

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

McGovern turns gun in other direction

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

Senator George McGovern (D-S.D.), who has voiced his share of criticism of the news media, last week accused the administration of attempting to turn the media into a publicity organ for itself.

The Democratic party's defeated presidential candidate last year, in a speech at Brandeis University, did not overlook his own past criticism of the media—"I have not always been satisfied with the press, nor do I think the press should be exempted from vigorous criticism

when they do their work carelessly or unfairly."

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

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

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

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

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

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

- Adopt a newsmen's-privilege bill that would "guarantee an absolute privilege against forced disclosure by reporters" of information.

- "Resist every plan to throttle television news through the abuse of licensing power."

- "Rebuff any proposal" for a Truth in News Commission, which has been proposed by Senator Edward Gurney (R-Fla.): The commission would establish a code of ethics for journalists and investigate claims of unfair coverage, (but Senator McGovern said that it would be similar in more than its name to the "Ministry of Truth" in George Orwell's "1984").

- Amend the Freedom of Information Act to permit a challenge to the unreasonable classification of government documents.

Fred Friendly calls for showdown on Nixon attacks

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

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

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

Mr. Friendly proposes these specific steps:

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

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

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

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

"Most of all," Mr. Friendly writes, "the public must have its level of consciousness raised as to what a free and independent press is all about—it must understand that freedom of speech is worth protecting, more because of those in their living rooms in front of their sets than for those in newsrooms connected to powerful transmitters."

Mr. Friendly is particularly critical of contradictions he sees in positions taken by Mr. Whitehead, director of the White House Office of Telecommunications

Policy. He cites Mr. Whitehead's praising network news to public broadcasters and then, a year later, blasting it for "ideological plugola" and "elitist gossip"; his opposition to centralized control of public broadcasting and then the emergence of plans for "a system completely dominated by the presidentially appointed board"; his condemnation of the fairness doctrine and then his advocacy of renewal legislation making compliance with the fairness doctrine a condition of renewal.

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

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

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

AMA won't accept NBC equal-time reply

Association again demands answers to its allegations of inaccuracy in health-care documentary that network has defended

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

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

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

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

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

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

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

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

Mr. Wald's letter, while not undertaking to answer the original AMA complaint point by point, had addressed itself to several specifics and asserted that, after completing a review, NBC was satisfied that the documentary was "an honest forthright statement well within the bounds of responsible journalism."

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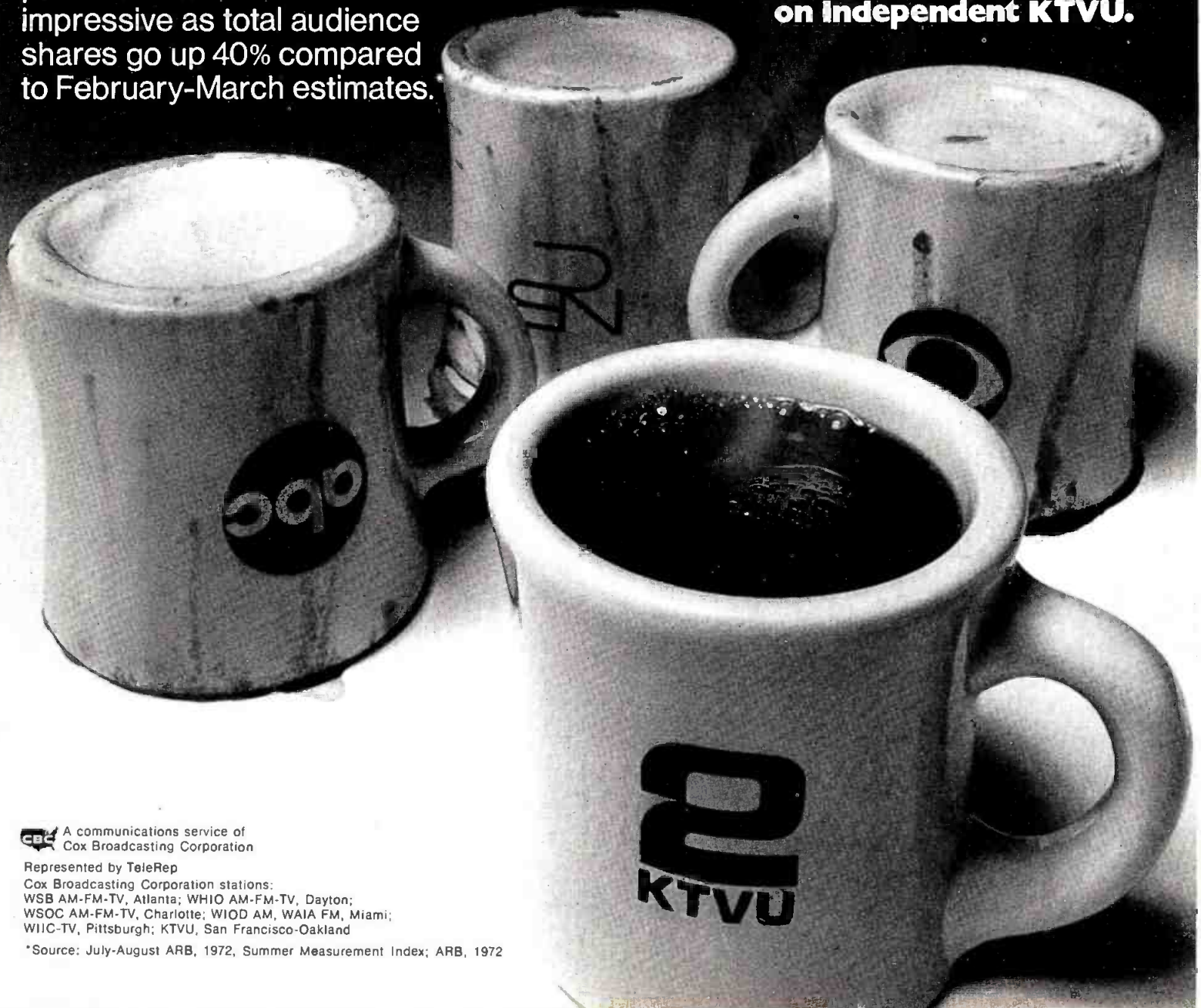
When the networks go on vacation, KTVU really works.

Every April, network audience shares in the San Francisco-Oakland market get spring fever and become listless and lazy. That's when KTVU really takes a jump.

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

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

**Springtime and
Summertime are Prime-Time
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WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami;
WJIC-TV, Pittsburgh; KTVU, San Francisco-Oakland

*Source: July-August ARB, 1972, Summer Measurement Index; ARB, 1972

The hard way to make money in television

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

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

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

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

Metromedia's unreported television fortunes may be assumed to have improved significantly since 1971. Last year the company paid \$3 million for an independent UHF in the Cincinnati market, wxix-tv, which Albert P. Krivin, Metromedia Television president, has said will make a profit this year. It also paid \$18 million to Chris-Craft for WTCN-TV Min-

neapolis, an independent on channel 11. The trading history of WTCN-TV tells something about independent development. Chris-Craft bought the station for \$3.9 million in 1964 from Time-Life, which was glad to be rid of it. An ABC-TV affiliation had been lost to another V. In those days there were few broadcasters with the nerve to face life if severed from the network cord. And those with the nerve needed also a callousness to disregard the stigma of second-class citizenship. Mr. Quaal recently reminisced about the shock of his entry into independent-television operation.

When he became general manager of the Chicago Tribune Co.'s WGN-AM-TV on Aug. 1, 1956, he found a television station billing less than \$4 million and losing three-quarters of a million a year.

"Advertisers were programing the station," he recalled. "One car dealer, Jim Moran, represented a sixth of the total business, and he delivered commercials that sometimes ran 18 minutes long.

"Those," said Mr. Quaal, "were the clown days of the business."

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

KWGN-TV, a ch. 2 independent in Denver, was bought for \$3.5 million in 1966 from the late J. Elroy McCaw. The deal, as Mr. Quaal relates it, was made on a Friday, and Mr. McCaw ran the check to a bank to make sure he got the weekend's interest. Mr. McCaw's saving ways had been reflected in the station's programing. It took WGN Continental six years to get it into the black.

In the mid-sixties more grandly programed stations than KWGN-TV were still struggling for audience acceptance. William Carpenter is now vice president and general manager of WTTG, which claims the largest total weekly audience of any station in Washington. Back in the sixties

he was in New York with Metromedia's station-rep firm, Metro TV Sales. "In those days," he recently recalled, "if we saw a 5 out of WTTG we went wild."

When Al Krivin took over the management of KTTV in 1963, after managing Metromedia's ABC-TV affiliated KMBC-TV Kansas City, the first rating book was a disaster. On a trip to New York he was presented with a plaque by the Metro rep staff. It was inscribed: "First in our hearts and last in Los Angeles."

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

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

Counterprograming, however, created problems of its own—particularly in the early-evening periods when the independents went against affiliate and network news blocks with programing aimed at those believed to have low interest in the news—children, teen-agers and young adults. The word got around the agencies that none of those young mothers appearing in the diary surveys were paying attention when their children had *I Dream*

Pieces of the pie. Here are the independents' percentages of total audiences in top-25 markets. The independents' share ranges from 31% of the New York market to 3% of Hartford-New Haven. Missing percentages, of course, belong to affiliates. Analysis is by Cox Broadcasting research from July 1972 ARB reports: ADI shares, Sunday-Saturday, sign on-sign off.

New York (1): WNEW-TV (ch. 5) 15; WOR-TV (ch. 9) 8; WPIX-TV (ch. 11) 8.
Los Angeles (2): KTTV(TV) (ch. 11) 10; KTLA(TV) (ch. 5) 8; KHJ-TV (ch. 9) 6; KCOP(TV) (ch. 13) 5; KMEX-TV (ch. 34) 1.
Chicago (3): WGN-TV (ch. 9) 22; WFLD-TV (ch. 32) 7; WSNS(TV) (ch. 44) 1.
Philadelphia (4): WKBS-TV (ch. 48) 7; WPHL-TV (ch. 17) 7; WTAF-TV (ch. 29) 4.
Boston (5): WKBG-TV (ch. 56) 6; WSBK-TV (ch. 38) 3; WSMW-TV (ch. 27) 1.
San Francisco (6): KTVU(TV) (ch. 2) 18; KBHK-TV (ch. 44) 5; KGSC-TV (ch. 36) 1.
Detroit (7): WKBD (ch. 50) 11; WXON(TV) (ch. 20) 1.
Cleveland (8): WUAB(TV) (ch. 43) 7;

WKBF-TV (ch. 61) 6.
Washington (9): WTTG(TV) (ch. 5) 22; WDCA-TV (ch. 20) 6.
Pittsburgh (10): no independents.
Dallas-Ft. Worth (11): KTVT(TV) (ch. 11) 17; KDTV(TV) (ch. 39) 4.
St. Louis (12): KPLR-TV (ch. 11) 12; KDNL-TV (ch. 30) 5.
Minneapolis-St. Paul (13): WTCN-TV (ch. 11) 16.
Houston (14): KHTV(TV) (ch. 39) 13; KVRL-TV (ch. 26) 4.
Seattle-Tacoma (15): KTNT-TV (ch. 11) 11.
Atlanta (16): WTCG(TV) (ch. 17) 8.
Indianapolis (17): WTTV(TV) (ch. 4) 16.
Miami (18): WCIX-TV (ch. 6) 6; WLTV(TV) (ch. 23) 4.
Baltimore (19): WBFF(TV) (ch. 45) 5.
Tampa-St. Petersburg (20): WTOG(TV) (ch. 44) 9.
Hartford-New Haven (21): WHCT-TV (ch. 18) 3.
Kansas City (22): KBMA-TV (ch. 41) 8.
Cincinnati (23): WXIX-TV (ch. 19) 9.
Buffalo (24): WUTV(TV) (ch. 29) 8.
Milwaukee (25): WVTV(TV) (ch. 18) 11.

of *Jeannie* on the tube. It was a kind of word that network affiliates—and the independents who were in turn counterprogramming the counterprogramers—were assiduous in helping to distribute.

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

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

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

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

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

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

Present at the same interview was Richard Block, vice president and general manager of Kaiser Broadcasting Co., which operates UHF independents in San Francisco, Boston, Philadelphia, Detroit and Cleveland and is seeking FCC approval of an acquisition of Field Communications Corp.'s WFLD-TV Chicago, another UHF independent, in exchange

for Field's acquiring a 20% interest in the whole group. When the talk turned to arbitrary cut-offs set by agencies on minimum audiences they will buy, Mr. Block observed: "A billion dollars are spent on radio by the same agencies that discount low ratings on television. And you know how low radio ratings are."

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

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

What's to be done about equalizing the evaluations?

"I don't have the answer," said Mr. Glaser. "I guess it's a sales problem."

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

Leadership...the result of independent thinking.

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

STATION		HOMES REACHED
Network Affiliate	"C"	6,038,000
WNEW-TV		5,922,000
Network Affiliate	"N"	5,909,000
Network Affiliate	"A"	5,790,000
Independent		5,055,000
Independent		4,793,000

Source: NSI Nov. 1972
NSI data is estimated, subject to qualification on request.

WNEW-TV 5
METROMEDIA TELEVISION
Represented by Metro TV Sales

Dallas/Fort Worth

KTVT

Houston

KHTV

Milwaukee

WVTV

3

**of the
nation's quality
independents**

**of the
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Three stations of the WKY Television System, all specializing in highest quality programming. Highly qualified personnel. Proven performance.

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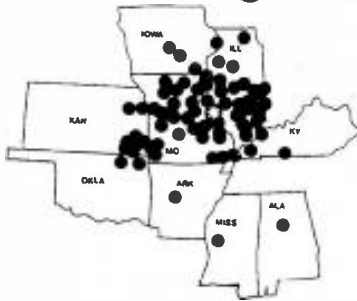


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This is our new corporate signature — the ELEVEN TREE. The mark combines the channel "11" graphically with a tree — a living, growing symbol. The ELEVEN TREE is a visual mark expressing the strength, growth, and reliability of the independent broadcaster; and it is the identifying mark of Centre Television Network, a leader among independents. This new name, Centre Television Network, has been adopted to aid viewer identification and to properly identify KPLR-TV as reaching audiences throughout America's heartland on a vast network of CATV stations.

WTCG-TV, ATLANTA'S
NOT JUST ANOTHER TV STATION,
A SOUTHERN NETWORK

17



NOW REACHING 650,000 HOMES IN 4 STATES
17 WILL GROW TO 850,000 HOMES
IN 5 STATES WITHIN 1 YEAR.

Represented by **RTVR**



WNEW-TV are instructed to go as far up the chain as they can, to the advertiser's marketing manager if reachable. "The marketing manager is interested in the productivity of his advertising," Mr. Fraiberg said recently. "We have a story of productivity to tell."

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

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

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

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

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

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

The competition among New York's five independents is vigorous, but Los Angeles independents wish they had it so good. In a market where extremes in everything are accepted as the norm, there are nine independents, four V's and

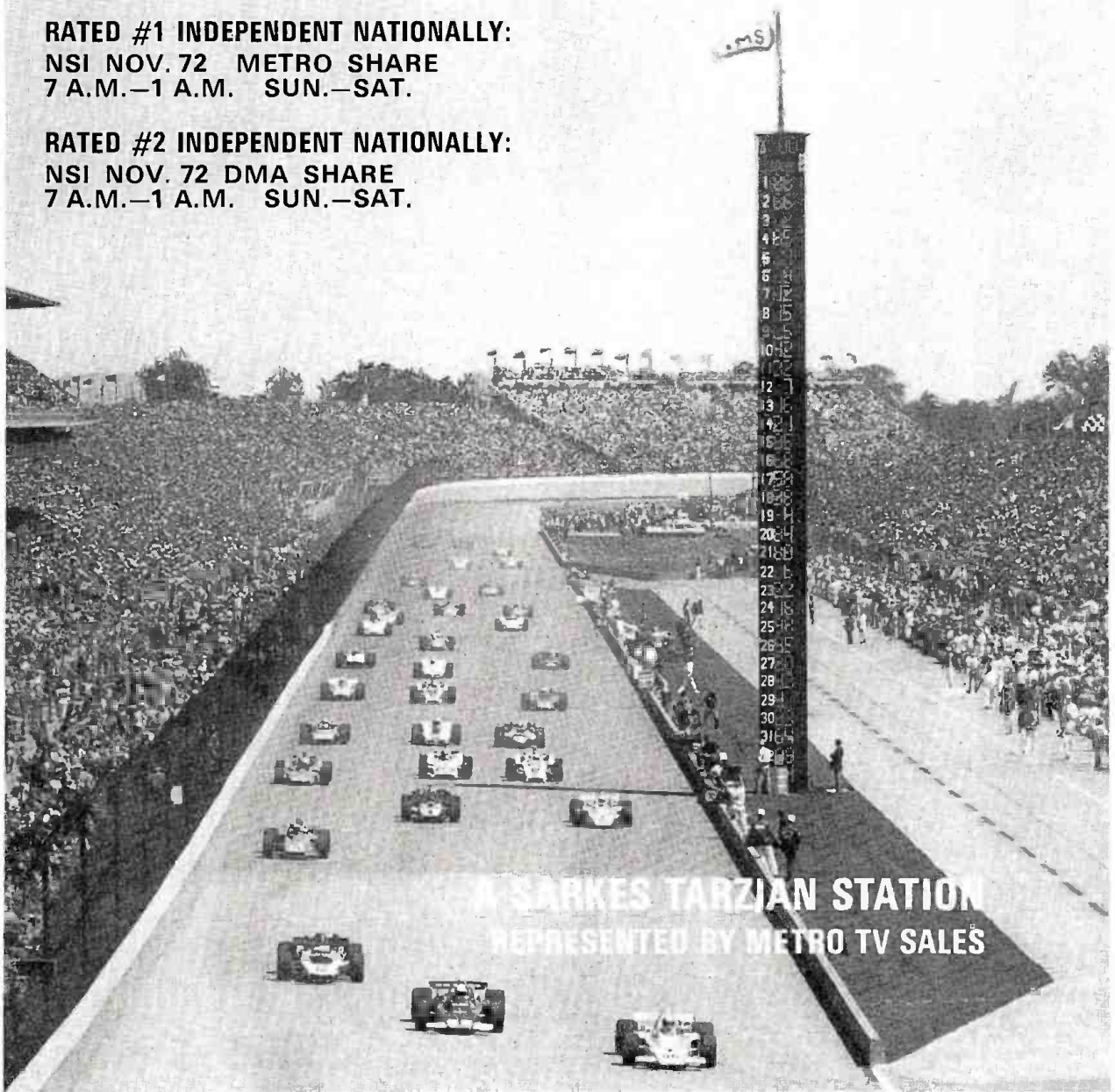
TO REACH "INDY" GO WITH THE NATION'S
BIG INDY

WTTV CH. **4**

ONE OF THE NATION'S LEADING INDEPENDENT STATIONS

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

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



A SARKES TARZIAN STATION
REPRESENTED BY METRO TV SALES

five U's. All but one start from the same place, the antenna farm on Mt. Wilson, but their fortunes range from brilliant to bleak and their formats vary as widely.

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

Playing to the huge Mexican-American

population of the area is KMEX-TV (ch. 34), owned by the Spanish International Network Inc., which was originally designed by the late Emilio Azcarraga, Mexico's number-one broadcaster. Mexico has provided much of KMEX's programming and that of other SIN-owned or SIN-represented stations in other cities.

KHJ-TV (ch. 9) made its mark initially by running movies day and night. In recent years it has augmented its feature programming with community-oriented shows, aimed at minorities and dealing with local problems. (Like RKO's other independent, WOR-TV New York, KHJ is

under attack by a competing applicant for its facilities. KHJ has been on the defense for seven years.)

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

KWHY-TV (ch. 22) runs stock-market reports and financial news from 6:45 a.m. to 3 p.m. Its programming is mostly Spanish on weeknights but goes diversely ethnic on weekends with Japanese, Korean and other languages.

The Kaiser-owned KBSC-TV (ch. 22) has been sold to Pieter Van Beek's Pay TV Corp. subject to FCC approval. Its reputation rests on vintage movies, cartoons in early fringe, and syndicated talk. KXLA-TV (ch. 40) is the number-two Spanish station in the market. It also carries a daytime black program. Last is KHOF(TV) (ch. 30) which has a lonely tower in San Bernardino. It is principally religious, as befits its ownership by Faith Center Inc.

If the Los Angeles independents envy those in New York, they go green at the thought of KTVU, the only independent V in San Francisco, the sixth market. Not only does KTVU profit from a channel-2 signal that permeates the Bay Area; its audience is stretched in all directions by cable systems with no nearer independent of comparable attraction to pick up. Its cable reach and penetration are such that KTVU, which is licensed to Oakland-San Francisco, regularly appears in rating books for Sacramento-Stockton, Calif.; Salinas-Monterey, Calif.; Chico-Redding, Calif.; Klamath Falls, Ore., and Reno. "Cable," says KTVU's Mr. Rice, "is going to make regional stations out of independents."

It has already extended their impact far beyond their signal contours. R. E. Turner III, president of WTCG(TV) Atlanta, can trace the pattern of his cable distribution by the responses to direct-marketing accounts—"those six-ninety-five record albums"—that pay stations to carry their advertising and forward the orders from a post-office box. "Over half the mail coming in," Mr. Turner reported, "maybe four or five thousand pieces a week, is from outside our ADI. That leads us to think we've got double the viewing that is shown in our ADI reports."

Jack Matranga, president of KTXL(TV) Sacramento-Stockton, Calif., says soliciting cable systems to carry his station is "my prime operational activity right now." Cable carriage is, in his words, "a great peripheral sales point." Example: "We're carried on the Reno cable system. There are retailers in my market that have stores in Reno. One of the things that has many times helped us make a sale is the fact that we cover their Reno store. That can extend us up and down the line."

There may, however, be kinks in the future of cable carriage of distant independents. In the next few weeks a cable system in Vallejo, Calif.—right in the middle of KTVU's home territory—will begin carrying KTTV from Los An-

How independents and affiliates split the business

	Number of stations	Revenues	Expenses	Profit*
1967				
Ind. VHF's	29	\$ 121,099,000	\$ 105,287,000	\$ 15,812,000
Ind. UHF's	43	13,768,000	30,799,000	(17,031,000)
Affil. VHF's	457	1,132,101,000	771,413,000	360,688,000
Affil. UHF's	90	55,132,000	55,801,000	(669,000)
Total VHF's	486	1,253,200,000	876,700,000	376,500,000
Total UHF's	133	68,900,000	86,600,000	(17,700,000)
All stations	619	1,322,100,000	963,300,000	358,800,000
1968				
Ind. VHF's	32	\$ 150,796,000	\$ 121,491,000	\$ 29,305,000
Ind. UHF's	64	28,022,000	59,605,000	(31,583,000)
Affil. VHF's	456	1,262,804,000	824,209,000	438,695,000
Affil. UHF's	90	62,878,000	60,795,000	2,083,000
Total VHF's	488	1,413,600,000	945,700,000	468,000,000
Total UHF's	154	90,900,000	120,400,000	(29,500,000)
All stations	642	1,504,500,000	1,066,200,000	438,400,000
1969				
Ind. VHF's	35	\$ 164,987,000	\$ 138,536,000	\$ 26,451,000
Ind. UHF's	57	39,452,000	78,340,000	(38,889,000)
Affil. VHF's	469	1,373,213,000	895,564,000	477,649,000
Affil. UHF's	112	74,548,000	78,860,000	4,311,000
Total VHF's	504	1,538,200,000	1,034,100,000	504,100,000
Total UHF's	169	114,000,000	157,200,000	(43,200,000)
All stations	673	1,652,200,000	1,191,300,000	460,900,000
1970				
Ind. VHF's	31	\$ 167,431,000	\$ 148,165,000	\$ 19,265,000
Ind. UHF's	59	46,897,000	87,027,000	(40,130,000)
Affil. VHF's	475	1,371,669,000	941,635,000	429,935,000
Affil. UHF's	121	77,603,000	82,973,000	5,370,000
Total VHF's	506	1,539,100,000	1,089,800,000	449,200,000
Total UHF's	180	124,500,000	170,000,000	(45,500,000)
All stations	686	1,663,600,000	1,259,800,000	403,700,000
1971				
Ind. VHF's	33	\$ 161,881,000	\$ 156,215,000	\$ 5,665,000
Ind. UHF's	62	63,245,000	92,647,000	(29,402,000)
Affil. VHF's	473	1,346,220,000	983,685,000	362,535,000
Affil. UHF's	120	84,955,000	88,153,000	(3,298,000)
Total VHF's	506	1,508,100,000	1,139,900,000	368,200,000
Total UHF's	182	148,200,000	180,800,000	(32,700,000)
All stations	688	1,656,300,000	1,320,700,000	335,500,000

* Before taxes; () denotes loss.

Source, research department, FCC. Figures rounded.

ges. Cable systems in El Segundo and Long Beach, Calif., in KTTV's basic coverage area, have signified their intention to import KTVU. "It's going to be like that in market after market," Mr. Rice recently predicted. "And you know what? It's really going to hit the fan."

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

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

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

Independent census

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

Atlanta (16)

WHAETV, ch. 46, Christian Broadcasting Network Inc. (nonprofit).

WTCG(TV), ch. 17, Turner Communications Corp. (R. E. Turner III and others); RKO Television Representatives.

Baltimore (19) *

WBFF(TV), ch. 45, Chesapeake Television Inc. (Jullian S. Smith, others); Adam Young.

Boston (Worcester) (5)

WKBG-TV (Cambridge), ch. 56, Kaiser Broadcasting Corp., Metro TV Sales.

WSBK-TV, ch. 38, Storer Broadcasting Co.; Storer Television Sales.

Buffalo, N.Y. (24)

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

Canton, Ohio (*)

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

Charlotte, N.C. (32)

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

Chattanooga (76)

WRIP, ch. 61, Jay Sadow; Devney.

Chicago (3)

WCIU-TV, ch. 26, Weigel Broadcasting Co. (J. William O'Connor, others); Spanish International Network.

WFLD-TV, ch. 32, Field Communications Corp., Metro TV Sales.

WGN-TV, ch. 9, WGN Continental Broad-

casting Co., WGN Continental Sales Co.

WSNS(TV), ch. 44, Video 44 (50%, Harriscope [Burt I. Harris, others]; 50%, Essaness Theaters); Meeker.

Cincinnati (23)

WXIX-TV (Newport, Ky.), ch. 19, Metro-media Inc.; Metro TV Sales.

Cleveland (Akron, Canton) (8)

WKBF-TV, ch. 61, Kaiser Broadcasting Corp.; Metro TV Sales.

WUAB(TV) (Lorain), ch. 43, United Artists; Petry.

Dallas-Fort Worth (11)

KBFI-TV, ch. 33, Berean Fellowship Foundation.

KDTV(TV), ch. 39, Doubleday Broadcasting Co.; H-R Television.

KTVT(TV), ch. 11, WKY TV System (Okla-

homa Publishing Co.); Katz.

Denver (29)

KWGN-TV, ch. 2, WGN Continental Broadcasting Co.; WGN Continental Sales.

Detroit (7)

WKBD-TV, ch. 50, Kaiser Broadcasting Corp.; Metro TV Sales.

WXON(TV), ch. 20, WXON-TV Inc. (Aben E. Johnson Jr.).

Fort Lauderdale, Fla. (*)

WKID(TV), ch. 51, Recreation Corp. of America; Adam Young.

Fresno (Tulare), Calif. (75)

KAIL-TV, ch. 53, Tel-America Corp. Albert J. Williams).

Hartford-New Haven, Conn. (21)

WHCT-TV, ch. 18, Faith Center Inc.; Savalli/Gates.

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The new TV network that covers 95% of Spanish California

SIN WEST is the new California Regional Spanish language television network, covering a population of 4,355,573 in 969,335 unduplicated Spanish TV homes.

SIN WEST'S six television stations cover 95% of Spanish California and meld nearly 4 1/2 million Spanish language consumers into one vast market... one buy... one billing to the advertiser. Three television stations are now interconnected, linking the Hanford-Fresno, Sacramento-Stockton-Modesto television markets with Peabody Award winner KMEX-TV, Los Angeles.

SIN WEST is a powerful new marketing concept... total TV impact on California's underreached, undersold Spanish population.

SIN WEST is the outgrowth of a decade of experience in U.S. Spanish language television... excellence in programming... and advertiser success.

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*Interconnected

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CHICAGO • SAN FRANCISCO • IMPERIAL VALLEY-MEXICALI • SAN DIEGO-TIJUANA • LAREDO-NUUEVO LAREDO • EL PASO-JUAREZ

Hickory, N.C. (*)

WKY-TV, ch. 14, Catawba Valley Broadcasting Co. (E. S. Long, others); AAA Representatives.

Honolulu (81)

KIKU-TV, ch. 13, United Broadcasting Co. (Richard Eaton); UBC Sales.

Houma, La. (*)

KHMA(TV), ch. 11, St. Anthony TV Corp. (C. R. Patterson Jr., others); AAA Representatives.

Houston (14)

KHTV(TV), ch. 39, WKY TV System Inc. (Oklahoma Publishing Co.); Katz.

KVRL(TV), ch. 26, Crest Broadcasting Co. (Raymond Schindler, others); Meeker.

Indianapolis (17)

WHMB(TV), ch. 40, LeSea Broadcasting Corp. (the Rev. Lester Sumrall), nonprofit.

WTTV(TV) (Bloomington), ch. 4, Sarkes Tarzian Inc., Metro TV Sales.

Kansas City, Mo. (22)

KBMA-TV, ch. 41, Westport TV Inc. (Benno Schmidt, others); H-R Television.

Las Vegas (142)

KVVU(TV), ch. 5, Nevada Independent Broadcasting Corp. (William H. Hernstadt); AAA Representatives.

Los Angeles (2)

KBSC-TV (Corona), ch. 52, Kaiser Broadcasting Corp. (sale to Pay Television Corp. [Pieter Van Beek, others] awaiting FCC action).

KCOP(TV), Ch. 13, Chris-Craft Industries; Tele-Rep.

KHJ-TV, ch. 9, RKO General; RKO Television Representatives.

KHOF-TV (San Bernardino), ch. 30, Faith Center.

KLXA-TV (Fontana), ch. 40, International Panorama TV Inc. (Angel Lerma); AAA Representatives.

KMEX-TV, ch. 34, Spanish International Communications Corp.; Spanish International Network Sales.

KTLA(TV), ch. 5, Golden West Broadcasters; Petry.

KTTV(TV), ch. 11, Metromedia Inc.; Metro TV Sales.

KWHY-TV, ch. 22, Coast TV Broadcasting Corp. (Thomas S. Bunn, Hugh R. Murchison Jr., others).

Louisville, Ky. (35)

WDRB-TV, ch. 41, Consolidated Broadcasting (Arlie Howard, others); Adam Young.

Lubbock, Tex. (137)

KMXN-TV, ch. 34, Double H Corp. (W. B. Rushing); Spanish International Network Sales.

Miami (Fort Lauderdale) (8)

WCIX-TV, ch. 6, Coral TV Corp. (General Cinema Corp.); Metro TV Sales.

WLTW(TV), ch. 23, Spanish International Communications Corp.; Petry, Spanish International Network Sales.

Milwaukee (25)

WVTV(TV), ch. 18, WKY TV System Inc. (Oklahoma Publishing Co.); Katz.

Minneapolis-St. Paul (13)

WTCN-TV, ch. 11, Metromedia; Metro TV Sales.

Modesto, Calif. (*)

KLOC-TV, ch. 19, KLOC Broadcasting Co. (Chester Smith, others); Spanish International Network Sales.

New Orleans (Houma) (36)

WGNO-TV, ch. 26, Communications Corp. of the South (Seymour Smith, others); Adam Young.

New York (1)

WNEW-TV, ch. 5, Metromedia; Metro TV Sales.

WNJU-TV (Linden-Newark, N.J.), ch. 47, Screen Gems Broadcasting; Savalli/Gates.

WOR-TV, ch. 9, RKO General; RKO Television Representatives.

WPIX(TV), ch. 11, WPIX Inc. (interlocking ownership with WGN Continental Broadcasting); Peters, Griffin, Woodward.

WXTV(TV), (Paterson, N.J.), ch. 41, Trans-Tei Corp. (Herbert Scheffel, Spanish International Network); Spanish International Network Sales.

Norfolk-Portsmouth-Newport News-Hampton, Va. (45)

WYAH-TV, ch. 27, Christian Broadcasting Network.

Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill. (74)

WDXR-TV, ch. 29, WDXR-TV Inc. (E. Weaks McKinney-Smith); Savalli/Gates.

Philadelphia (4)

WKBS-TV (Burlington, N.J.), ch. 48, Kaiser Broadcasting Corp.; Metro TV Sales.

WPHL-TV, ch. 17, WPHL-TV Inc. (AVC Corp.); Avco Television Sales.

WTAF-TV, ch. 29, Taft Broadcasting Co.; Katz.

Phoenix (37)

KPAZ-TV, ch. 21, Glad Tidings Church of America; AAA Representatives.

KPHO-TV, ch. 5, Meredith Corp.; MMT Sales.

Portland (Salem), Ore. (26)

KPTV(TV), ch. 12, Chris-Craft Industries; Tele-Rep.

Sacramento-Stockton (Modesto), Calif. (27)

KTXL(TV), ch. 40, Camelia City Telecasters Inc. (Jack F. Matranga, others); Avco Television Sales.

St. Louis (12)

KDNL-TV, ch. 30, Thomas M. Evans; Evans Broadcasting Corp. TV Sales.

KPLR-TV, ch. 11, 220 TV Inc. (Harold Koplar); Metro TV Sales.

Salem, Ore. (*)

KVDO-TV, ch. 3, Liberty Television Inc.; Savalli/Gates.

San Antonio, Tex. (50)

KWEX-TV, ch. 41, Spanish International Network Inc.; Spanish International Network Sales.

San Diego (34)

KCST(TV), ch. 39, Western Telecasters Inc. (Perry R. Bass); H-R Television.

San Francisco (6)

KBHK-TV, ch. 44, Kaiser Broadcasting Corp.; Metro TV Sales.

KEMO-TV, ch. 20, Leon A. Crosby; Spanish International Network Sales.

KFTY(TV) (Santa Rosa, Calif.), ch. 50, Redwood Empire Broadcasting Co.; Adam Young.

KGSC-TV, ch. 36, Continental Urban TV Corp. (Vincent B. Welch, Edward R. Morgan, others); Savalli/Gates.

KTVU(TV) (Oakland-San Francisco), ch. 2, Cox Broadcasting Corp.; Tele-Rep.

Seattle-Tacoma (15)

KTNT-TV, ch. 11, Tribune Publishing Co.; Tele-Rep.

KTVW(TV), ch. 13, Blaidon Mutual Investors Corp. (Donald Wolfstone); Avco Television Sales.

Tampa-St. Petersburg, Fla. (20)

WTOG(TV), ch. 44, Hubbard Broadcasting Corp. (Stanley E. Hubbard); Petry.

Tucson, Ariz. (103)

KZAZ(TV) (Nogales), ch. 11, International Broadcasting Co. (Danny Thomas, others); Savalli/Gates.

Tulare, Calif. (*)

KMPH-TV, ch. 26, Pappas Television Inc. (Mike J. Pappas, others); Savalli/Gates.

Washington (9)

WDCA-TV, ch. 20, Ch. 20 Inc. (Superior Tube Co.); Peters, Griffin, Woodward.

WTTG(TV), ch. 5, Metromedia Inc.; Metro TV Sales.

Worcester, Mass. (*)

WSMW-TV, ch. 27, State Mutual Broadcasting Corp.; Adam Young.

*Non-ADI market, which is listed in parentheses with ADI market in which its home-county television households are included.

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BINA finds dearth of news on college radio

Survey also shows that rock music predominates on carrier currents

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

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

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

Violence accounting sought

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

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

Program Briefs

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

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

Tinsel and glamour. CBS Television Stations Division will produce two half-hour special programs depicting behind-the-scenes activities of the Oscar and Emmy

awards. Programs are intended for telecast in prime time on the five CBS-owned stations in the weeks preceding the Oscar awards ceremony on March 27 and the Emmy presentations on May 20. The programs will be offered to other stations by Syndicast Services Inc., New York.

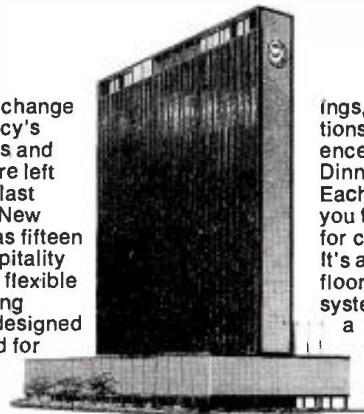
Good-bye 'Concentration.' NBC-TV has scheduled a new celebrity-game show from Heatter-Quigley Productions. *Baffle* will be aired weekdays, 10:30-11 a.m. NYT, replacing *Concentration*, which enjoyed a 14½-year run on the network. Premiere is April 2.

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

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

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



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Self-support. A new 60-second spot pointing up television's support of public-service organizations has been produced by the Television Information Office, New York, and distributed to its member stations. The animated color message has a TV camera telling a TV set, "We all lend our skills, the use of our equipment and hundreds of millions of dollars worth of free time" to announcements supporting such campaigns as March of Dimes, Red Cross, JOBS, National Council for Drug Abuse and the Peace Corps. The logos of 30 such nationally oriented organizations are shown in a segment that TIO said may be replaced with the symbols of local public-service organizations by stations wishing to customize the message. Nonmembers of TIO can purchase a copy of the spot for \$25.

ductions, is being offered to TV stations by the New York Stock Exchange (distributed by Modern Talking Pictures). Entitled "The One-Man Band That Went to Wall Street," the film explains the processes of Wall Street. It will be made available generally in March. *Modern Talking Pictures, 1212 Avenue of the Americas, New York 10036.*

Musical games. Hanna-Barbera Productions, Hollywood, announces development of daytime TV game shows for network syndication sales in 1973-74 season. Initial program, 30-minute, taped *Say It With Music*, will be produced in association with Peter Marshall Productions.

Leukemia total. Nationwide 25-hour radiothon for the Leukemia Society of America which took place Feb. 10-11 raised almost \$218,000, with additional pledges expected to bring the total to \$250,000. Thirty-five stations in major markets carried complete program.

Changing Formats

▪ **KWBB(AM)** Wichita, Kan., has moved from MOR to modern country programming. The new musical format, which features current country hits, is accompanied by a reduction in the amount of talk elements. Larry Fisher, formerly with **KTOX(AM)** Oklahoma City, joined the station to oversee the format change.

▪ **WJBM-FM** Jerseyville, Ill., which is no longer duplicating significant portions of **WJBM(AM)**, has adopted its own format of "beautiful music and old favorites." The new format will be accompanied by a reduction in the amount of talk programming.

▪ **WMOH(AM)** Hamilton, Ohio, introduced a contemporary format on Feb. 12 to replace its "adult music" sound.

▪ **WRGM(AM)** Richmond, Va., formerly programming all jazz, has adopted a new weekday format featuring "golden oldies" of the mid-50's and 60's. The station retains its jazz programming on weekends. The format change occurred Feb. 1.

▪ **WZZM-FM** Grand Rapids, Mich., initiated a "golden oldies" format Feb. 1 to replace its "standard pops" programming.

Trans-World moves into realm of pay cable

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

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

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

The "Tele/Theatre" service provides closed-circuit presentations of recently released theatrical motion pictures into

hotel rooms for a fee that is added to the guest's bill. The "Tele/Ad" service is a closed-circuit program that acquaints guests with the various attractions of the city.

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

A Viacom spokesman said that Television Signal Corp. is interested in testing the pay-cable concept in San Francisco and said that it might be "a reasonable conclusion that Viacom intends to expand this entire hotel thing into a pay test." Trans-World, through Mr. Butters, also indicated that the San Francisco agreement with the Viacom subsidiary is only a step in further developments. At the outset, Trans-World says a joint effort will be made with Television Signal to extend into other hotels in the San Francisco area. It's also planned to jointly market Trans-World's "Television" services—a closed-circuit telecast of convention events or exhibits—into hotel rooms. Mr. Butters further promises "that there will be a release shortly on some other major development with cable, but with more than Viacom involved."

Columbia Pictures' Trans-World Communications was among the first to offer motion picture presentations for a fee in hotel rooms and is currently programming in 24 hotels in seven cities—New York, Atlanta, Toronto, Chicago, Miami, London and Honolulu. The FCC earlier this year granted Trans-World applications to use private microwave frequencies to transmit movies to hotels in Boston, Las Vegas, Dallas and New Orleans (**BROADCASTING**, Jan. 22).

ATC, Cox extend cutoff

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

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

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

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



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

City-owned CATV in Frankfort gets in its licks

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

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

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

The Community Service brief responding to NCTA's comments in support of the Consolidated petition (BROADCASTING, Feb. 5) included a copy of a letter sent Feb. 2 to NCTA President David Foster by Ben B. Fowler, president of Community. He denied the cable association's charges that Community was attempting to drive the private firm out of business, claiming that Frankfort city officials had received numerous complaints about the "poor quality" of Consolidated's service. If the city wanted to force Consolidated out, Mr. Fowler said, it could have done so simply by revoking the firm's authorization to use city utility poles free of charge.

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

Consolidated has charged that the Community system entered into competition by expanding the municipal service into an area previously served only by Consolidated. Consolidated has also complained that it has recently been assessed a rental fee for telephone-pole attachments (it still uses city-owned utility poles free of charge) by the local phone company while the Community system continues to use those poles without charge.

In response to those accusations, Community last week claimed that Consolidated has "over an extended period permitted the deterioration of service" in the

area in which the two systems now compete. It claimed Consolidated has increased its subscriber rates in that area to \$3.50 per month, while residents of other areas covered by either Community or Consolidated continue to pay \$2.50. Community's decision to expand into the new area, the firm said, was inspired solely by those rate increases and subscriber complaints about Consolidated's service. Regarding the private firm's complaint over the telephone-pole attachments, Community said that it is not assessed a fee for its use of those facilities because of a reciprocal pole-sharing arrangement between the phone company and the Frankfort Plant Board, which has jurisdiction over municipal utility poles. Consolidated, the public firm said, "only wants everything free, whereas it now has most everything free."

Time Inc. acquires most of Home Box Office

Stockholders of Sterling Communications Inc. were advised last Wednesday (Feb. 28) at the company's annual meeting in New York that it plans to distribute its shares in a new pay-TV subsidiary, Home Box Office Inc., to Sterling shareholders.

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

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

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

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

NCTA disconnects. The National Cable Television Association has taken a second look at the theme selected for its 22d annual convention and decided to make a change. The convention committee, apparently deciding not to disregard the drug-culture connotation of the previously announced theme (*Broadcasting*, Feb. 5), has selected "The Choice Medium" as a more appropriate convention theme than "Cable—The American Connection." The convention is scheduled for June 17-20 in Anaheim, Calif.

Comsat looks both ways

Satellite operator splits organization into domestic and international arms

In a series of organizational moves designed to consolidate its domestic and international activities under separate systems, the Communications Satellite Corp., Washington, has formed a new domestic subsidiary, a new international system division and announced a number of executive reassignments. The new subsidiary, Comsat General Corp., has responsibility for all of the corporation's domestic-satellite programs and any other new business ventures. Among these domestic satellite assignments, Comsat is to provide satellite capacity to AT&T and also is to participate with Lockheed Aircraft Corp. and MCI Communications Inc. in CML Satellite Corp., a separate corporation, to develop a multipurpose domestic-satellite system.

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

Under the new international system division that has been formed, Comsat is to consolidate all of its activities related to the International Telecommunications Satellite Consortium global satellite system. Comsat is the manager for the system and also the U.S. participant in it. These functions, as well as provision of services through the global system and the U.S. earth stations, are the activities now to be consolidated in the new international system division.

John A. Johnson, Comsat vice president, who has been elected a senior vice president, also has been elected president of Comsat General Corp., the new domestic subsidiary. Joseph H. O'Connor, Comsat assistant vice president-financial and economic analyses, has been elected vice president and treasurer of the subsidiary. John L. Martin Jr., Comsat assistant vice president-domestic and aeronautical systems, has been elected vice president of Comsat General. Jerome W. Breslow, an assistant secretary of Comsat, has been elected to the additional office of secretary of the new subsidiary.

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

All of these executive reassignments were said by Dr. Joseph V. Charyk, president of Comsat, to be in support of the organizational changes. "We feel that it is

timely for us to make the appropriate organizational moves to consolidate and strengthen our total role in the Intelsat program and to establish a directed, vigorous effort to open up new business opportunities for Comsat elsewhere," said Dr. Charyk.

Fairchild sets up separate satellite unit

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

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

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

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

Dual penalty for Guam outlets

KUAM-AM-FM-TV Agana, Guam, faces a fine of \$10,000 and a short-term license renewal as a result of FCC findings that station engineers had willfully falsified operating logs. The commission also cited technical violations, several of which had been repeated subsequent to prior FCC inspections.

Licensee Pacific Broadcast Corp., in responding to the original charges, had noted that two of its first-class operators resided on station property, and that those operators had supervised the over-

all technical operation of the stations and had signed the logs for other operators who had refused to do so. Pacific said it had difficulty obtaining qualified personnel and had therefore been hard pressed to comply with certain FCC technical rules.

The commission stated that Pacific's responses, while lacking in specificity, apparently acknowledged that willful violations had taken place at the stations. It said that the large number of technical violations uncovered by commission inspectors, and the fact that many had been perpetrated willfully and repeatedly, indicated a "continuing pattern of failure to comply" with the rules and the Communications Act.

The FCC said that a short-term renewal, to Feb. 1, 1974, would enable the commission to review KUAM-AM-FM-TV's operations in full at an earlier date. The stations' renewal would have ordinarily run until February 1976. It also said that Pacific was apparently liable for a \$10,000 fine, which must be paid or contested within 30 days.

Video Tran introduces new tape-to-film system

Video Tran Inc., a Chicago-based video-tape-to-film transfer house, has introduced a new transfer technique that is claimed to produce a product that "looks more like film than anything else that ever has come out from tape."

Being marketed as Chromatran I, the new technology from Video Tran was shown in Chicago at a combination news conference and product demonstration, held at WFLD-TV. A national introduction of the system is scheduled for the National Association of Broadcasters convention in Washington, March 25-28, although Video Tran has not as yet secured exhibit or suite space.

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

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

Mr. Cook also believes that the applications for Chromatran I are "unlimited," but the emphasis in television initially will be in syndicated programs distributed to foreign markets. Ultimately, he's convinced, the biggest application

will be for feature-length motion pictures.

Vidco Tran currently is working primarily with 16mm film but has been experimenting with direct transfers of 35mm film.

New camera-relay units enhancing network news

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

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

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

Technical Briefs

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

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

Not for blackboards. Recorder Care Division of Nortronics Co., Minneapolis, has introduced new bulk eraser that generates extra powerful 60 hz magnetic field that will completely erase prerecorded reels, cassettes and eight-track cartridges of up to one-half tape width. New model QM-211 features microswitch that permits activation by fingertip pressure and special safeguards against accidental burning.

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Black FM finds right chemistry for success in New York

Mixing it up and refining the product get high ratings for progressive WBLS

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

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

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

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

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

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

"Music" continues on page 54

The Broadcasting Playlist

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	1	1	2	1
6	2	Dueling Banjos (2:10) "Deliverance" soundtrack—Warner Brothers	2	2	1	4
5	3	Love Train (2:59) O'Jays—Philadelphia International	5	3	3	2
2	4	Could It Be I'm Falling in Love (4:13) Spinners—Atlantic	4	4	4	5
3	5	Crocodile Rock (3:56) Elton John—MCA	3	5	5	3
7	6	Rocky Mountain High (4:39) John Denver—RCA	6	8	6	7
16	7	Also Sprach Zarathustra (5:06) Deodato—CTI	8	6	8	6
4	8	You're So Vain (4:07) Carly Simon—Elektra	7	10	7	11
8	9	Last Song (3:15) Edward Bear—Capitol	9	7	9	9
11	10	Don't Expect Me To Be Your Friend (3:38) Lobo—Big Tree	11	9	11	10
9	11	Daddy's Home (2:59) Jermaine Jackson—Motown	12	11	10	8
10	12	Superstition (3:57) Stevie Wonder—Tamla	10	14	12	13
17	13	Do It Again (4:03) Steely Dan—ABC	16	13	15	12
12	14	Dancing in the Moonlight (2:57) King Harvest—Perception	15	12	16	14
15	15	Oh Babe, What Would You Say? (3:22) Hurricane Smith—Capitol	14	15	13	16
18	16	Do You Wanna Dance? (2:44) Bette Midler—Atlantic	13	16	14	17
30	• 17	Danny's Song (3:06) Anne Murray—Capitol	17	17	18	20
23	18	I'm Just A Singer (4:16) Moody Blues—Threshold	24	18	17	15
22	19	Jambalaya (3:06) Blue Ridge Rangers—Fantasy	19	19	20	19
20	20	Peaceful Easy Feeling (4:15) Eagles—Asylum	18	20	22	22
25	21	Big City Miss Ruth Ann (2:34) Gallery—Sussex	20	25	21	25
28	22	Aubrey (3:38) Bread—Elektra	23	21	19	23
21	23	The Cover of Rolling Stone (2:53) Dr. Hook & the Medicine Show—Columbia	26	27	23	18
14	24	Why Can't We Live Together? (3:11) Timmy Thomas—Glade	21	23	24	26
35	• 25	Ain't No Woman (2:59) Four Tops—Dunhill	25	22	28	24
37	• 26	Sing (3:20) Carpenters—A & M	22	24	27	33
26	27	Hummingbird (3:30) Seals & Crofts—Warner Brothers	30	31	30	21
47	• 28	Neither One of Us (4:15) Gladys Knight & the Pips—Soul	31	28	25	28
24	29	Dreidel (3:45) Don McLean—United Artists	34	26	32	30
52	• 30	Break Up to Make Up (4:00) Stylistics—Avco	28	32	29	29
54	• 31	Stir It Up (3:09) Johnny Nash—Epic	29	29	31	32

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
38	32	Space Oddity (5:05) David Bowie—RCA	36	33	26	31
29	33	Don't Cross the River (2:22) America—Warner Brothers	27	30	33	35
13	34	The World Is a Ghetto (3:59) War—United Artists	33	34	35	27
27	35	Love Jones (3:19) Brighter Side of Darkness—20th Century	38	37	34	34
33	36	Little Willy (3:13) The Sweet—Bell	32	35	37	36
43	37	Tie a Yellow Ribbon (3:19) Dawn—Bell	37	36	42	40
31	38	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	35	38	40	44
32	39	Dead Skunk (3:08) Loudon Wainwright III—Columbia	43	42	36	37
46	40	Give Me Your Love (2:59) Barbara Mason—Buddah	47	39	38	39
19	41	Your Mama Don't Dance (2:47) Loggins and Messina—Columbia	39	48	44	38
34	42	Trouble Man (3:50) Marvin Gaye—Motown	41	44	39	42
40	43	Keep On Singing (3:40) Austin Roberts—Chelsea	49	40	41	43
—	44	Oh La De Da (3:29) Staple Singers—Stax	40	47	47	52
20	44	Peaceful (2:50) Helen Reddy—Capitol	45	41	46	49
—	46	Call Me (3:03) Al Green—Hi	42	45	48	48
53	47	Hello Murray (3:01) Alice Cooper—Warner Brothers	52	52	43	41
—	48	Funky Worm (2:41) Ohio Players—Westbound	46	50	45	50
64	49	Magic Woman Touch (3:17) Hollies—Epic	44	55	51	56
—	50	You Girl (3:19) Lighthouse—Evolution	51	54	49	53
44	51	Control of Me (3:28) Les Emmerson—Lion	53	43	53	58
73	52	Boo, Boo, Don't Cha Be Blue (3:32) Tommy James—Roulette	48	53	52	66
58	53	Wildflower (4:08) Skylark—Capitol	50	57	54	59
61	54	Stuck in the Middle (3:24) Stealers Wheel—A & M	55	49	58	47
45	55	Love Is What You Make It (2:50) Grass Roots—Dunhill	54	60	57	51
—	56	Armed and Extremely Dangerous (2:49) First Choice—Philly Groove	60	46	65	54
—	57	I Wanna Be With You (2:53) Raspberries—Capitol	64	72	50	46
59	58	Pardon Me, Sir (3:37) Joe Cocker—A & M	65	61	62	45
49	59	Kissing My Love (3:50) Bill Withers—Sussex	61	63	56	57
72	60	Pieces of April (4:00) Three Dog Night—Dunhill	58	51	*	60
—	61	Out of the Question (2:57) Gilbert O'Sullivan—MAM	56	59	63	75
67	62	Elderberry Wine (3:34) Elton John—MCA	59	66	60	64
42	63	One Less Set of Footsteps (2:46) Jim Croce—Dunhill	57	65	59	71
—	64	Fortune Teller (2:16) Rolling Stones—London	*	67	55	61
39	65	Jesus Is Just Alright (3:50) Doobie Brothers—Warner Brothers	62	71	66	55
66	66	Bitter Bad (2:30) Melanie—Neighborhood	63	56	*	68
—	67	If You Gotta Break Another Heart (2:35) Albert Hammond—Mums	67	64	70	63
57	68	Cook With Honey (3:29) Judy Collins—Elektra	71	58	73	64

Continued on page 54

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The Broadcasting Playlist continued from page 53

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
69	69	You Turn Me On, I'm a Radio (2:40) Joni Mitchell—Asylum	*	68	61	70
71	70	Walk on the Wild Side (3:37) Lou Reed—RCA	*	*	67	62
—	71	Master of Eyes (3:25) Aretha Franklin—Atlantic	*	70	68	72
36	72	Me & Mrs. Jones (4:34) Billy Paul—Philadelphia International	*	*	64	67
62	73	Names, Tags, Numbers, Labels (3:25) Association—Mums	72	62	75	*
—	74	Clair (3:00) Gilbert O'Sullivan—MAM	68	74	69	*
—	75	Cisco Kid (3:47) War—United Artists	73	69	*	*

* Asterisk indicates day-part ranking below *Broadcasting's* statistical cut-off.

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

Ain't No Woman (25), Also Sprach Zarathustra (7), Armed & Extremely Dangerous (56), Aubrey (22), Big City Miss Ruth Ann (21), Bitter Bad (66), Boo, Boo, Don't Cha Be Blue (52), Break Up to Make Up (30), Call Me (Come Back Home) (46), Cisco Kid (75), Clair (74), Control of Me (51), Cook With Honey (68), Could It Be I'm Falling in Love (4), Cover of Rolling Stone (23), Crocodile Rock (5), Daddy's Home (11), Dancing in the Moonlight (14), Danny's Song (17), Dead Skunk (39), Do It Again (13), Do You Wanna Dance? (16), Don't Cross the River (33), Don't Expect Me To Be Your Friend (10), Dreidel (29), Dueling Banjos (2), Elderberry Wine (62), Fortune Teller (64), Funky Worm (48), Give Me Your Love (40), Hello Hurray (47), Hummingbird (27), I Wanna Be With You (57), I'm Just A Singer (18), If You Gotta Break Another Heart (67), Jambalaya (19), Jesus Is Just Alright (65), Keep on Singing (43), Killing Me Softly With His Song (1), Kissing My Love (59), Last Song (9), Little Willy (36), Love Is What You Make It (55), Love Jones (35), Love Train (3), Magic Woman Touch (49), Master of Eyes (71), Me & Mrs. Jones (72), Names, Tags, Numbers Labels (73), Neither One of Us (28), The Night the Lights Went Out in Georgia (38), Oh Babe, What Would You Say? (15), Oh La De Da (44), One Less Set of Footsteps (63), Out of the Question (61), Pardon Me, Sir (58), Peaceful (44), Peaceful Easy Feeling (20), Pieces of April (60), Rocky Mountain High (6), Sing (26), Space Oddity (32), Stir It Up (31), Stuck in the Middle (54), Superstition (12), Tie a Yellow Ribbon (37), Trouble Man (42), Walk on the Wild Side (70), Why Can't We Live Together? (24), Wildflower (53), The World Is a Ghetto (34), You Girl (50), You Turn Me On, I'm a Radio (69), You're So Vain (8), Your Mama Don't Dance (41).

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mat from all jazz. On July 4, 1972, WLIB-FM became WBSL(FM). The owners of WLIB-AM-FM, New Broadcasting Inc., sold the AM to a group of Harlem business and political figures for \$1.7 million with an option to buy the FM within a year. The FM—now WBSL—moved out of the Harlem offices to midtown Manhattan. But WBSL at that time was not in the best of shape, Mr. Crocker admits.

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

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

It was a case of applying some old-fashioned administrative principles to a format that seemed to beg to be managed. AM R&B radio has for years been at least as disciplined as top 40 and there seemed to be little reason not to apply that same regimentation, in varying degrees, to a format that was spread out across several categories of music.

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

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

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

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

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

that went after a while," Mr. Crocker explains.

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

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

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

Ads for record caught up in music copyright suit

WPIX-TV and WABC-TV restrained from advertising 'Story of Beatles'

George Harrison, Apple Records and Capitol Records have obtained a temporary restraining order against WABC-TV and WPIX-TV, both New York, as part of a suit against a New Jersey record-marketing firm charging copyright infringement on an allegedly bootlegged record set. The four-record set, *The Story of the Beatles* and advertised on WABC-TV and WPIX-TV, is manufactured by Audio Tape Inc. from illegally duplicated recordings, the suit charges.

The suit was filed in New York Supreme Court on Feb. 16, and a temporary restraining order barring the stations from airing commercials for the record set was handed down the same day. Also named in the suit are Electro-scanning Systems Inc., TV Products Inc. and Economic Consultants Inc., and 100 John Does—for persons involved in the alleged bootlegging not yet known to the plaintiffs.

A spokesman at the Harry Fox Agency, the firm that collects mechanical royalties for most artists, said that other TV stations and several magazines had also carried advertising for *The Story of the Beatles*. He would not name other broadcasters who had carried the spots but said the publications *Oui*, *Penthouse* and *Car and Driver* were among those accepting the advertising, though none was named in the suit. The suit is asking for

\$15 million in punitive damages from the manufacturing and marketing firms.

A spokesman for Allen Klein, manager of three of the ex-Beatles and president of Apple Records, said that WABC-TV and WPIX-TV had filed statements with the court complying with the restraining order.

Breaking In

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

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

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

BMI scores

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

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

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

Finance

ABC wants them back

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

Up year for Jerrold parent

General Instrument Corp., parent of Jerrold Corp., New York, expects an increase in earnings of about 80% and in sales of almost 15% in the fiscal year that ended Feb. 28. Moses Shapiro, chairman of General Instrument, said that earnings would be between \$1.05 and \$1.10 per share on record sales of almost \$310 million, compared to earnings of 59 cents a share on sales of \$276 million in the previous fiscal year.

Rift in Rahall ranks

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

Financial Briefs

Burnup & Sims, West Palm Beach, Fla., design and engineering firm in cable-TV field, reported substantial increases in revenues and net income for nine months ended Jan. 31:

	1972	1971
Earned per share	\$ 0.44	\$ 0.26
Revenues	62,812,800	41,195,300
Net income	3,548,000	1,855,200

LIN Broadcasting Corp., New York, reported increases in revenues and income for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 0.84	\$ 0.70
Revenues	20,649,000	18,975,000
Net income	2,201,000	1,809,000

Capital Cities Broadcasting Corp., New York, registered gains of 30% in net income and 21% in revenues for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 2.29	\$ 1.80
Revenues	118,488,000	98,076,000
Net income	17,015,000	13,129,000

Foote, Cone & Belding Communications, New York, reported that income from advertising operations for 1972 rose 54% but net income was reduced to 31% gain over 1971 because of losses from CATV operations. FC&B said its FCB Cablevision sustained loss of \$1,154,000 in 1972 and loss of \$413,000 in 1971 but company had extraordinary gain of \$230,000 last year because of sales of its investment in Teleprompter Corp. shares. FC&B last month announced that discussions about sales of its CATV interests were being held, and FC&B said Feb. 23 it hoped to conclude these talks within 30 days. For year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 0.87	\$ 0.65
Revenues	271,291,000	235,172,000
Income from advertising	2,814,000	1,831,000
Net income	1,864,000	1,418,000

Zenith Radio Corp., Chicago, reported new sales and earnings records for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 2.55	\$ 1.65
Revenues	795,908,000	613,059,000
Net income	48,579,000	37,423,000

Liberty Corp., Greenville, S.C., reported increases in earnings and revenues for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 1.86	\$ 1.53
Revenues	112,860,000	108,570,000
Net income	13,130,000	10,780,000

Broadcasting Stock Index

Weekly market summary of 138 stocks allied with broadcasting

Broadcasting	Stock symbol	Exch.	Closing Feb. 28	Closing Feb. 21	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitalization (000)
							High	Low		
ABC	ABC	N	55 5/8	57 3/4	- 2 1/8	- 3.67	81 1/2	51 1/4	8,418	468,251
ASI COMMUNICATIONS	ASIC	O				.00	5	1	1,815	1,815
CAPITAL CITIES	CCB	N	53 1/4	53 5/8	- 3/8	-.69	64 1/4	48	6,991	372,270
CBS	CBS	N	42 1/2	44 3/8	- 1 7/8	- 4.22	63	41 1/2	28,096	1,194,080
COX	COX	N	29	31 1/8	- 2 1/8	- 6.82	51	29	5,850	169,650
FEDERATED MEDIA		O	2 3/4	2 3/4		.00	4 1/8	2	820	2,255
GROSS TELECASTING	GGG	A	14 3/4	14 3/4		.00	23 7/8	12 1/4	800	11,800
LIN	LINB	O	13 1/4	13 7/8	- 5/8	- 4.50	22 3/8	10 3/4	2,341	31,018
MOONEY	MOON	O	10	9 1/2	+ 1/2	+ 5.26	11 5/8	4	250	2,500
PACIFIC & SOUTHERN	PSOU	O	11 1/4	11 1/4		.00	18 1/4	6 1/2	2,010	22,612
RAHALL COMMUNICATIONS	RAHL	O	11	11 3/4	- 3/4	- 6.38	29	8	1,296	14,256
SCRIPPS-HOWARD*	SCRP	D	19 1/4	20 1/2	- 1 1/4	- 6.09	27	18	2,589	49,838
STARR*	SBG	M	20	21 1/4	- 1 1/4	- 5.88	30 1/2	15 1/2	1,061	21,220
STORER	SBK	N	28	30 1/2	- 2 1/2	- 8.19	49 3/8	28	4,402	123,256
TAFT	TFB	N	42 1/4	48 3/4	- 6 1/2	- 13.33	59 1/4	41 3/4	4,064	171,704
TOTAL									70,803	2,656,525

	Stock symbol	Exch.	Closing Feb. 28	Closing Feb. 21	Net change in week	% change in week	1972-73 High	Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	4 5/8	4 1/2	+ 1/8	+ 2.77	8 3/4	4 1/4	1,259	5,822	
AVCO	AV	N	12 7/8	13 1/8	- 1/4	- 1.90	20 7/8	12 7/8	11,497	148,023	
BARTELL MEDIA	BMC	A	2	2 1/4	- 1/4	- 11.11	7 1/8	1 7/8	2,257	4,514	
CHRIS-CRAFT	CCN	N	5	5 1/4	- 1/4	- 4.76	8 3/4	4 5/8	4,008	20,040	
COMBINED COMMUNICATIONS	CCA	A	31 3/8	35 1/2	- 4 1/8	- 11.61	44 3/8	28 1/2	3,405	106,831	
COWLES COMMUNICATIONS	CWL	N	7 3/8	7 5/8	- 1/4	- 3.27	13 1/8	7	3,969	29,271	
DUN & BRADSTREET	DNB	N	76 1/2	80 3/8	- 3 7/8	- 4.82	81 3/8	63	12,998	994,347	
FAIRCHILD INDUSTRIES INC.	FEN	N	9 3/8	10	- 5/8	- 6.25	14 1/4	9	4,562	42,768	
FUQUA	FQA	N	14 1/8	14 5/8	- 1/2	- 3.41	27 7/8	13 3/4	9,587	135,416	
GARLE INDUSTRIES	GBT	N	18 1/2	19 7/8	- 1 3/8	- 6.91	32 1/4	18	2,551	47,193	
GENERAL TIRE & RUBBER	GY	N	23 5/8	23 5/8		.00	32 5/8	22	20,599	486,651	
GLOBETROTTER COMMUNICATION INC	GLBTA	D	7 3/8	7 1/2	- 1/8	- 1.66	20 1/2	7	2,843	20,967	
GRAY COMMUNICATIONS	D	11	11 1/8	- 1/8	- 1.12	14	6 1/2	475	5,225		
HARTE-HANKS NEWSPAPERS INC.	HHN	N	25 1/2	28	- 2 1/2	- 8.92	29 1/4	25 1/8	4,321	110,185	
ISC INDUSTRIES	ISC	A	7	7		.00	9 1/8	6	1,655	11,585	
KAISER INDUSTRIES	KI	A	4 3/4	5	- 1/4	- 5.00	9 5/8	4 3/4	26,948	128,003	
KANSAS STATE NETWORK	KSN	O	5 7/8	6	- 1/8	- 2.08	7 7/8	5 5/8	1,621	9,523	
KINGSTIP INC.	KTP	A	10	10 3/4	- 3/4	- 6.97	17 3/4	10	1,155	11,550	
LAMB COMMUNICATIONS*	O	2 1/8	2 3/8	- 1/4	- 10.52	4 7/8	2	475	1,009		
LEE ENTERPRISES	LNT	A	21 3/8	21 3/8		.00	30	17 1/2	3,340	71,392	
LIBERTY CORP.	LC	N	18 5/8	19 1/8	- 1/2	- 2.61	25 1/2	17 1/2	6,753	125,774	
MCGRAW HILL	MHP	N	13	12 7/8	+ 1/8	+ .97	20 7/8	12 1/2	23,518	305,734	
MEDIA GENERAL INC.	MEG	A	40	38 3/4	+ 1 1/4	+ 3.22	49 3/8	27 7/8	3,434	137,360	
MEREDITH CORP.	MDP	N	15 3/4	17	- 1 1/4	- 7.35	30 3/4	15 3/4	2,827	44,525	
METROMEDIA	MET	N	20 1/2	24 3/4	- 4 1/4	- 17.17	39	20 1/2	5,959	122,159	
MULTIMEDIA INC.	D	26 1/4	28 1/4	- 2	- 7.07	45	14	3,620	95,025		
OUTLET CO.	DTU	N	14	14 1/2	- 1/2	- 3.44	19 3/8	13	1,336	18,704	
PACIFIC SOUTHWEST AIRLINES	PSA	N	17 1/8	17	+ 1/8	+ .73	37 1/2	16 3/8	3,779	64,715	
POST CORP.	POST	D	13 3/8	14 3/4	- 1 3/8	- 9.32	30	9	942	12,599	
PUBLISHERS BROADCASTING CORP.	PUBB	O	1 5/8	1 5/8		.00	4 7/8	1 5/8	919	1,493	
REEVES TELECOM	RBT	A	2 1/2	2 5/8	- 1/8	- 4.76	4 1/4	2 1/8	2,294	5,735	
RIDDER PUBLICATIONS	RPI	N	26	26		.00	34 1/2	21 7/8	8,327	216,502	
ROLLINS	ROL	N	26 3/4	30	- 3 1/4	- 10.83	43 1/4	26 1/4	12,916	345,503	
RUST CRAFT	RUS	A	21 3/4	23 3/8	- 1 5/8	- 6.95	39 3/8	21 3/4	2,350	51,112	
SAN JUAN RACING	SJR	N	18	18 7/8	- 7/8	- 4.63	34 3/4	17 3/4	2,153	38,754	
SCHERING-PLOUGH	SGP	N	136 1/2	142 3/4	- 6 1/4	- 4.37	144	82 5/8	25,471	3,476,791	
SDOERLING	SOB	A	12	13 1/8	- 1 1/8	- 8.57	30 3/4	11	1,005	12,060	
TECHNICAL OPERATIONS, INC.	TD	A	10 3/8	11	- 5/8	- 5.68	17 7/8	9	1,386	14,379	
TIMES MIRROR CO.	TMC	N	19 5/8	20	- 3/8	- 1.87	27 7/8	18 3/8	31,080	609,945	
TURNER COMMUNICATIONS*	D	5 1/2	6	- 1/2	- 8.33	7	2	1,486	8,173		
WASHINGTON POST CO.	WPD	A	26 3/4	29	- 2 1/4	- 7.75	38	23 1/2	4,818	128,881	
WHDH CORP.*	D	19	19		.00	30	11	589	11,191		
WOMETCO	WDM	N	15	15 3/4	- 3/4	- 4.76	25 7/8	15	6,073	91,095	
Cable									TOTAL	272,560	8,328,524
AMECO	ACO	O	1	1 3/8	- 3/8	- 27.27	12 3/4	1	1,200	1,200	
AMERICAN ELECTRONIC LABS	AELBA	O	2 7/8	2 7/8		.00	9 3/4	2 7/8	1,726	4,962	
AMERICAN TV & COMMUNICATIONS	AMTV	D	30 1/2	33 1/2	- 3	- 8.95	47 1/4	17 1/4	2,856	87,108	
BURNUP & SMS	BSIM	O	27	30 1/2	- 3 1/2	- 11.47	31 3/4	6 3/4	7,510	202,770	
CABLECOM-GENERAL	CCG	A	6 3/8	6 7/8	- 1/2	- 7.27	18 1/4	6 1/4	2,472	15,759	
CABLE FUNDING CORP.*	CFUN	O	6 3/8	5 3/4	+ 5/8	+ 10.86	15 1/4	5 3/4	1,233	7,860	
CABLE INFORMATION SYSTEMS*	D	1 3/4	2	- 1/4	- 12.50	4 3/4	1 3/4	955	1,671		
CITIZENS FINANCIAL CORP.	CPN	A	7 3/4	7 3/4		.00	15 1/4	7 1/2	2,416	18,724	
COMCAST CORP.	D	4 1/4	4 1/4		.00	7	4 1/8	1,280	5,440		
COMMUNICATIONS PROPERTIES	COMU	O	6 1/2	8 3/8	- 1 7/8	- 22.38	27 3/8	6 1/2	1,917	12,460	
COX CABLE COMMUNICATIONS	CXC	A	21 3/8	23 1/2	- 2 1/8	- 9.04	41 3/4	20 1/4	3,556	76,009	
CYPRESS COMMUNICATIONS*	CYPR	O	13	13 1/2	- 1/2	- 3.70	23	7	2,732	35,516	
ENTRON	ENT	A	2 1/2	2 1/2		.00	9 1/4	2 1/2	1,358	3,395	
GENERAL INSTRUMENT CORP.	GRL	N	20 1/4	21 3/4	- 1 1/2	- 6.89	32 7/8	20 1/4	6,503	131,685	
LVO CABLE INC.	LVOC	O	7 7/8	8 1/4	- 3/8	- 4.54	16 1/2	6 3/4	1,466	11,544	
SCIENTIFIC-ATLANTA INC.	SFA	A	10 3/8	11 3/4	- 1 3/8	- 11.70	15 3/4	8 1/8	917	9,513	
STERLING COMMUNICATIONS	STER	O	3 3/4	3 1/8	+ 5/8	+ 20.00	7 3/4	2 7/8	2,162	8,107	
TELE-COMMUNICATIONS	TCDM	O	13 1/4	16	- 2 3/4	- 17.18	35 1/4	13 1/4	3,866	51,224	
TELEPROMPTER	TP	A	27 3/4	26	+ 1 3/4	+ 6.73	44 1/2	24 1/4	16,381	454,572	
TIME INC.	TL	N	41	44	- 3	- 6.81	64 3/4	39 3/4	7,284	298,644	
TOCJM	TOCM	O	9 3/4	10 7/8	- 1 1/8	- 10.34	12 1/8	7	596	5,811	
UA-COLUMBIA CABLEVISION INC.	UACC	O	11 1/4	11 1/4		.00	19	11 1/4	1,832	20,610	
VIACOM	VIA	N	12 3/8	14 7/8	- 2 1/2	- 16.80	28 1/2	12 3/8	3,931	48,646	
VIKOA	VIK	A	6 3/8	7 1/2	- 1 1/8	- 15.00	19 3/4	6 3/8	2,333	14,872	
Programming									TOTAL	78,482	1,528,102
COLUMBIA PICTURES	CPS	N	7 1/2	8 1/8	- 5/8	- 7.69	14 7/8	7 3/8	6,335	47,512	
DISNEY	DIS	N	96	97	- 1	- 1.03	123 7/8	95	28,552	2,740,992	
FILMWAYS	FWY	A	3 3/4	3 3/4		.00	8	3 5/8	1,846	6,922	
GULF & WESTERN	GW	N	27 3/8	27 1/8	+ 1/4	+ .92	44 3/4	25 7/8	16,387	448,594	
MCA	MCA	N	25	26 7/8	- 1 7/8	- 6.97	35 7/8	23 1/8	8,243	206,075	
MGM	MGM	N	21 3/8	21 1/4	+ 1/8	+ .58	27 1/2	16 3/4	5,958	127,352	
MUSIC MAKERS	MUSC	D	2 1/4	2	+ 1/4	+ 12.50	3 3/4	1 1/8	534	1,201	
TELE-TAPE PRODUCTIONS*	D	1 1/2	1 1/2		.00	2 7/8	1	2,190	3,285		
TELETRONICS INTERNATIONAL*	D	8 1/2	10	- 1 1/2	- 15.00	18 1/2	6 1/4	724	6,154		
TRANSAMERICA	TA	N	14 3/4	15 1/2	- 3/4	- 4.83	23 1/2	14 3/8	67,413	994,341	
20TH CENTURY-FOX	TF	N	8 7/8	9 1/2	- 5/8	- 6.57	17	8 5/8	8,562	75,987	
WALTER READE ORGANIZATION	WALT	D				.00	4 1/8	7/8	2,203	1,927	
WARNER COMMUNICATIONS INC.	WCI	N	27 1/2	27 3/4	- 1/4	- .90	50 1/4	26 5/8	18,883	519,282	
WRATHER CORP.	WCD	A	14	13 1/4	+ 3/4	+ 5.66	17 7/8	7 1/8	2,164	30,296	
Service									TOTAL	169,994	5,209,920
JOHN BLAIR	BJ	N	10 5/8	10 1/8	+ 1/2	+ 4.93	22 3/8	9 1/2	2,606	27,688	
COMSAT	CQ	N	52 5/8	54 1/2	- 1 7/8	- 3.44	75 3/8	52	10,000	526,250	

	Stock symbol	Exch.	Closing Feb. 28	Closing Feb. 21	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitalization (000)	
							High	Low			
CREATIVE MANAGEMENT	CMA	A	7 1/8	7 3/8	- 1/4	- 3.38	15 1/2	7	975	6,946	
DOYLE DANE BERNBACH	DDYL	O	16 1/4	19	- 2 3/4	- 14.47	34 3/4	16 1/4	1,960	31,850	
ELKINS INSTITUTE	ELKN	O	1 1/4	1 1/4		.00	16 3/8	1 1/4	1,664	2,080	
FOOTE, CONE & BELDING	FCB	N	10	10 7/8	- 7/8	- 8.04	14	10	2,152	21,520	
CLINTON E. FRANK INC.*	D	O	9 1/4	9 3/4	- 1/2	- 5.12	20	9 1/4	720	6,660	
GREY ADVERTISING	GREY	O	12	13 1/2	- 1 1/2	- 11.11	18 1/8	9 1/4	1,200	14,400	
INTERPUBLIC GROUP	IPG	N	17 3/4	19 1/4	- 1 1/2	- 7.79	36 1/8	17 3/4	2,130	37,807	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 3/4	16	- 1 1/4	- 7.81	18 1/2	5 7/8	825	12,168	
MCCAFFREY & MCCALL*	O	O	9	10 3/4	- 1 3/4	- 16.27	16 1/2	7	585	5,265	
MCI COMMUNICATIONS	MCIC	O	6 3/4	7 3/8	- 5/8	- 8.47	12 3/4	6 5/8	11,810	79,717	
MOVIELAB	MOV	A	1 5/8	1 5/8		.00	3 1/8	1 3/8	1,407	2,286	
MPO VIDEOTRONICS	MPO	A	2 3/4	2 3/4		.00	7 1/8	2 1/2	547	1,504	
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O	20 1/2	21 3/4	- 1 1/4	- 5.74	34 1/8	20 1/2	911	18,675	
A. C. NIELSEN	NIELB	O	38	38 1/4	- 1/4	- .65	78 1/8	37 5/8	5,299	201,362	
OGILVY & MATHER	OGIL	O	28 1/4	28 1/2	- 1/4	- .87	48 1/2	16	1,716	48,477	
PKL CO.*	PKL	O	2	2 1/4	- 1/4	- 11.11	9 1/2	3/4	778	1,556	
J. WALTER THOMPSON	JWT	N	17 7/8	19	- 1 1/8	- 5.92	49 1/4	17 7/8	2,694	48,155	
UNIVERSAL COMMUNICATIONS INC.*	O	O	8		- 2	- 20.00	17	8	715	5,720	
WELLS, RICH, GREENE	WRG	N	15	17	- 2	- 11.76	27 7/8	15	1,646	24,690	
Electronics									TOTAL	52,340	1,124,776
ADMIRAL	ADL	N	13 1/8	13 1/2	- 3/8	- 2.77	27	12 3/4	5,813	76,295	
AMPEX	APX	N	6 1/8	6 1/2	- 3/8	- 5.76	15 1/8	5	10,875	66,609	
CARTRIDGE TELEVISION INC.	O	O	9 1/2	8 7/8	+ 5/8	+ 7.04	43 1/2	8 7/8	2,083	19,788	
CCA ELECTRONICS	CCAE	O	2 3/8	2 3/8		.00	6 1/4	2 1/4	881	2,092	
COLLINS RADIO	CRI	N	22 1/2	22	+ 1/2	+ 2.27	27 1/4	13 1/4	2,968	66,780	
COMPUTER EQUIPMENT	CEC	A	2 1/4	2 1/4		.00	4 5/8	2 1/8	2,421	5,447	
CONRAC	CAX	N	24 1/4	24	+ 1/4	+ 1.04	39 3/8	23	1,261	30,579	
GENERAL ELECTRIC	GE	N	66 7/8	68 1/2	- 1 5/8	- 2.37	75 7/8	58 1/4	182,123	12,179,475	
HARRIS-INTERTYPE	HI	N	41 3/4	43 3/4	- 2	- 4.57	59	41 3/4	6,301	263,066	
INTERNATIONAL VIDEO CORP.*	IVCP	O	11 3/4	13 1/4	- 1 1/2	- 11.32	15	11 3/4	2,745	32,253	
MAGNAVOX	MAG	N	17	19	- 2	- 10.52	52 1/4	16 1/2	17,685	300,645	
3M	MMM	N	81	84 1/4	- 3 1/4	- 3.85	88 7/8	74 1/4	113,009	9,153,729	
MOTOROLA	MOT	N	116 7/8	124	- 7 1/8	- 5.74	138	80	13,609	1,590,551	
OAK INDUSTRIES	OEN	N	15 7/8	16 5/8	- 3/4	- 4.51	21 3/4	9 5/8	1,638	26,003	
RCA	RCA	N	29 5/8	29 5/8		.00	45	28 3/8	74,432	2,205,048	
RSC INDUSTRIES	RSC	A	1 3/4	2	- 1/4	- 12.50	4 3/8	1 5/8	3,458	6,051	
SONY CORP	SNE	N	50 1/4	53 3/8	- 3 1/8	- 5.85	57 1/4	40 1/2	66,250	3,329,062	
TEKTRONIX	TEK	N	40 1/2	42	- 1 1/2	- 3.57	65 1/2	32 3/4	8,162	330,561	
TELEMATION	TIMT	D	4 1/2	4 3/4	- 1/4	- 5.26	13 3/4	3 1/2	1,050	4,725	
WESTINGHOUSE	WX	N	36 5/8	37 1/2	- 7/8	- 2.33	54 7/8	36 1/4	88,235	3,231,606	
ZENITH	ZE	N	42	44 1/8	- 2 1/8	- 4.81	56 5/8	39 3/4	19,040	799,680	
									TOTAL	624,039	33,720,045
									GRAND TOTAL	1,268,218	52,567,892

Standard & Poor's Industrial Average		125.09	128.50	- 3.41
A-American Stock Exchange	N-New York Stock Exchange	A blank in closing price columns indicates no trading in stock.		
M-Midwest Stock Exchange	O-Over the counter (bid price shown)	Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.		
*Closing prices are for Tuesday				

Fates & Fortunes®

Broadcast Advertising

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

E. James Charlesworth, general manager, Washington office, Needham, Harper & Steers, elected VP. **Robert Richter**, copy supervisor/producer, NH&S, Chicago, appointed creative supervisor. **Margaret A. Mohlman**, account executive. NH&S New York, elected assistant to chairman.

Dennis C. Beaumont, advertising and sales promotion manager, Best Foods, Englewood Cliffs, N.J., appointed director of advertising. **Robert S. Wheeler**, VP, advertising and marketing services, appointed VP, marketing director, non-

food products.

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



Miss Paine

Dale Paine, VP-research, WPIX(TV) New York, appointed VP - sales development and research, newly created post.

Nat Gershman, with WSNS(TV) Chicago, appointed general sales manager.

Don Lachowski, general sales manager, WQXI(TV) Atlanta, joins WTCG(TV) there as national sales manager.

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



Mr. Kelly

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

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

Alex Gold, general manager, KLAV(AM)

Las Vegas, assumes post of general sales manager.

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

John Del Greco, sales manager, Avery-Knodel, East TV division, New York, named VP and manager, Atlanta office. **William Azan**, assistant sales manager, West TV sales division, New York office, named manager. **Robert G. Underwood**, director of marketing and media, Quality Bakers Association advertising bureau, New York, joins rep's New York office as sales manager, East TV division. **Stuart Krane**, salesman in New York, appointed assistant sales manager, East TV division.

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

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

Robert T. Druckenmiller, advertising director, ACTION, Washington, joins Henry J. Kaufman & Associates there as director of media division and account executive.

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

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

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

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

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

Stuart DeLima, media supervisor, Carson/Roberts division, Ogilvy & Mather, joins Cunningham & Walsh, Los Angeles, as media director. **Thomas Davey**, copy supervisor, Kracht, Ryder, Minicus, New York, appointed copy supervisor, C & W, New York. **Richard Petrock**, copywriter, Lieberman-Harrison, New York, appointed copywriter, Cunningham & Walsh, New York.

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

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

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

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

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

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

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

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

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

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

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

Media



Mr. Fullerton

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



Mr. Davis

Lee Davis, program manager, WMAQ-AM-FM Chicago, appointed general manager, succeeding **Dennis R. Israel**, who has resigned to join Hertz Corp. (See p. 57). **Kenneth D. Schanzer**, special assistant to former Rep. David Pryor (D-Ark.), joins National Association of Broadcasters, Washington, as legislative counsel in government relations department.

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

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

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

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

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

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

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

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

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

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

Programming



Mr. Lytle

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

Jack Sharkey, supervisor, nighttime programming, ABC-TV, New York, appointed manager of commercial operations and engineering.

Fenton Coe, VP, film production, West Coast, NBC-TV, Los Angeles, elected VP, program operations.

David LaFollette, U.S. Army lieutenant colonel and chief of industrial liaison and information services, Armed Forces Radio-TV Service, joins Four Star Entertainment Corp., Beverly Hills, Calif., as VP, international sales. Succeeding Colonel LaFollette at AFRTS is Major Rallin J. Aars.

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



Mr. Ginsberg
director.

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

Paul Sebastian, with WISE(AM) Asheville, N.C., joins WKHJ(AM) Holly Hill, S.C., as program director.

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

Robert J. Dailey, assistant director, WSBT-TV South Bend, Ind., appointed director. **Philip G. Powell**, with WSBT-TV, appointed assistant director.

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

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

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

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

Broadcast Journalism

Bob Reid, news manager, NBC-owned WKYC-TV Cleveland, joins WNBC-TV New York, as manager of weekend news. He is succeeded by **James Keelor**, network coordinating producer, NBC News bureau, Cleveland.

John Stossel, reporter-producer, KGW-TV Portland, Ore., appointed consumer-affairs correspondent, WCBS-TV New York.

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

Lawrence A. Bender, development direc-

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

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

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

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

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

Music

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

Cable



Mr. Harris

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

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

Equipment & Engineering

Wilbur L. Pritchard, VP and director of laboratories, Communications Satellite Corp., Washington, joins Fairchild Industries Inc., Germantown, Md., as president of new subsidiary, Fairchild Space & Electronics Co. (see story p. 49).

Stanley W. Merrell, VP, J.P. Morgan and Co., joins General Instrument Corp., New York, as corporate VP-planning and development. General Instrument is producer of CATV equipment and television and radio components, among other things.

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

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

Dave Spindle, chief engineer, WXLTV Sarasota, Fla., joins Gravco Sales Inc. as sales manager, Chicago and North Central region. **Bill Culbertson**, chief engineer, KBMT-TV Beaumont, Tex., joins New York office, Gravco Sales as sales manager, Northeast region.

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

Allied Fields

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

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

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

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

Deaths

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

previous marriage), Ronnia, Diane and Wendy.

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

Thomas Lyne Riley, 63, television and

agency writer-producer, died Feb. 20 in Lafayette Park, Mich. Mr. Riley was a director for NBC, New York, in the late 30's and the early 40's, production manager at wvjt-TV Detroit and writer-producer for several New York agencies. He is survived by his wife, Cyrilla.

Orton E. Wagner, 46, broadcast equip-

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

For the Record®

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

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

Existing TV stations

Action on motion

■ Chief, Office of Opinions and Review, in Charleston, S.C. (South Carolina Educational Television Commission [WITV(TV)], et al.), TV proceeding, granted request of Cosmos Broadcasting Corp., and extended through March 2 time to file oppositions for responsive pleadings to applicants' application for review (Docs. 18569-72). Action Feb. 20.

Other actions

■ Review board in Boston, TV proceeding, granted request of Broadcast Bureau for extension of time through Feb. 28 to file responsive pleadings to petition to enlarge issues filed by Dudley Station Corp. (Docs. 18759-61). Proceeding involves applications of RKO General Inc. for renewal of license of WNAC-TV Boston, and of Community Broadcasting of Boston Inc. and Dudley Station Corp. for new station in Boston. Action Feb. 23.

■ Review board in Las Vegas, TV proceeding, granted request by Las Vegas Valley Broadcasting Co. for additional extension of time through Feb. 22 to file response to sixth motion to enlarge issues, by Western Communications Inc. [KORK-TV] (Docs. 19519, 19581). Action Feb. 23.

Fine

■ WDAF-AM-TV Kansas City, Mo.—FCC notified Taft Broadcasting Co., licensee, that it has incurred apparent liability of \$4,000 for violation of rules by not logging any commercial announcements for

half-hour program. *Let's Get Growing*, aired in March, April and May, 1972, over WDAF-TV. In separate action, commission admonished Taft for broadcasting program-length commercials on WDAF-TV and for failing to require John Paul Tobin, host of *Let's Get Growing* and *Jack Of All Trades* to disclose on air that he was full-time commission salesman for Gordon Corp., manufacturer and wholesaler of fertilizers and pesticides. On both programs, which deal with lawn and garden problems, Tobin recommends various products, including those made by Gordon. Action Feb. 21.

Call letter applications

- WCTF(TV) Cleveland—Seeks WZIN(TV).
- KROD(TV) El Paso—Seeks KDBC-TV.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI, and interconnection charges.

■ WBLG-TV Lexington, Ky. (WBLG TV Inc.)—Agreement dated Dec. 19, 1972, to replace one dated March 26, 1971, effective March 31 through March 31, 1975. First call right. Network rate \$284; compensation paid at 30% prime time.

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

■ KGVO-TV Missoula, Mont. (KMSO-TV Inc.)—Amendment extends agreement to Jan. 1, 1975.

■ KSHO-TV Las Vegas (Channel 13 of Las Vegas Inc.)—Agreement dated Dec. 26, 1972, to replace one dated April 22, 1971, effective Oct. 1, 1972, through Oct. 1, 1974. First call right. Programs delivered to Los Angeles (ABC will pay \$2,000 monthly to defray cost of delivery). Network rate \$214; compensation paid at 30% prime time.

■ WWAY(TV) Wilmington, N.C. (Clay Broadcasting Corp.)—Agreement dated Dec. 18, 1972, to replace one dated Sept. 15, 1971, effective Jan. 1 through Jan. 1, 1975. First call right. Programs delivered to Raleigh, N.C. (ABC will pay \$2,900 monthly to defray delivery cost). Network rate \$257; compensation paid at 30% prime time.

■ KEZI(TV) Eugene, Ore. (Liberty Communications Inc.)—Agreement dated Nov. 1, 1972, to replace one dated Aug. 30, 1970, effective Nov. 1, 1972, through Nov. 1, 1974. First call right. Network rate \$437; compensation paid at 30% prime time.

■ KTRE-TV Lufkin, Tex. (Forest Capital Communications Corp.)—Amendment changes network rate from \$187 to \$212, effective Nov. 1, 1972.

■ WTRF-TV Wheeling, W. Va. (Forward Tele-Productions Inc.)—Agreement dated Dec. 29, 1972, to replace one dated July 2, 1970, effective Aug. 1, 1972, through Aug. 1, 1974. Programs delivered to Wheeling. Network rate \$392; compensation paid at 30% prime time.

New AM stations

Starts authorized

■ WZBS Ponce, Puerto Rico—Authorized program operation on 1490 khz, 250 w, 1 kw-U. Action Jan. 23.

■ WXCF Clifton Forge, Va.—Authorized program operation on 1230 khz, 250 w, 1 kw-U. Action Jan. 12.

Actions on motions

■ Administrative Law Judge Frederick W. Dennison in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, reopened record, denied motion by Braverman to strike testimony relating to formation of corporation by Burns, Rieke and Voss; closed record (Docs. 19596-7). Action Feb. 20.

■ Administrative Law Judge Byron E. Harrison in Miami (United Broadcasting Co. of Florida Inc.), AM proceeding, set certain procedural dates and scheduled hearing for March 20 in Miami (Doc. 19664). Action Feb. 15.

■ Administrative Law Judge David I. Kraushaar in Columbia, S.C. (WOIC Inc.), AM proceeding, on motion of Columbia Citizens Concerned with Improved Broadcasting, party respondent in proceeding, rescheduled prehearing conference for March 6; denied request by Columbia Citizens that discovery procedures be deferred until after prehearing conference (Doc. 19674). Action Feb. 16.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz and Aptos-Capitola, both California (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, granted motion by Progressive and reopened record; received attached exhibit into evidence (Docs. 19503, 19506). Action Feb. 20.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and P B L Broadcasting Co.), AM proceeding, granted petition by PBL to amend application to correct errors in engineering showing (Docs. 19639-40). Action Feb. 15.

Other action

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

Rulemaking action

■ FCC lifted freeze on applications for new AM's and adopted rules governing assignment of new AM's and major changes in existing stations (Doc. 18651). New rules are effective April 10. Action Feb. 21.

Existing AM stations

Application

■ WTVB Coldwater, Mich.—Seeks CP to specify MEOV's around entire major lobe of pattern. Ann. Feb. 26.

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Final actions

- KICM Golden, Colo.—Review board denied petition by Voice of Reason Inc. for reconsideration of review board decision released Oct. 20, 1972, refusing application to operate former facilities of KICM (Doc. 18710). Action Feb. 21.
- WSST Largo, Fla.—Broadcast Bureau granted license covering new station. Action Feb. 15.
- WECF Carthage, Miss.—FCC upheld review board decision authorizing changes in frequency and power (Docs. 18487-8). Action Feb. 14.
- WSUF Patchogue, N.Y.—FCC granted accounting firm of Ziger, Reznick and Fedder 10-day extension of time to file petition to deny transfer application of Adams Getschale Broadcasting Co., licensee, from Lee Gilbert, James L. Putbresi and Keith E. Putbresi to WSUF Broadcasting Co. Action Feb. 20.
- WKIP Poughkeepsie, N.Y.—Review board denied application by Olympian Broadcasting Corp., licensee, to change D ant. facilities from directional to nondirectional operation, and to increase effective D ant. radiation (Doc. 19171). Action Feb. 20.
- WFAI Fayetteville, N.C.—William B. Ray, chief complaints and compliance division, informed Kenneth T. Lyons, president of National Association of Government Employees, that WFAI did not act unreasonably in deciding that union representation election of Nov. 1, 1972, at Fort Bragg, N.C., was not controversial issue of public importance in station's listening area. Ann. Feb. 23.
- WEGA Vega Baja, Puerto Rico—Broadcast Bureau granted license covering new AM. Action Feb. 20.
- KCRS Midland, Tex.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control. Action Feb. 15.

Initial decision

- WOOK Washington—Administrative Law Judge Forest L. McClenning proposed in initial decision denial of application of United Broadcasting Co. for renewal of license of WOOK and grant of competing application of Washington Community Broadcasting Co. for new AM (Docs. 18562-3). Applications of United Television Co. for renewal of license of WFAN-TV Washington and authorization for changes in WFAN-TV's trans. and trans. site, would be granted (Docs. 18559, 18561). Ann. Feb. 22.

Actions on motions

- Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc. [WHLN]), AM proceeding, upon request by Radio Harlan and with approval of all other parties, on presiding judge's own motion, scheduled prehearing conference for Feb. 21 and hearing for Feb. 27 (Docs. 19614-5). Action Feb. 16.
- Administrative Law Judge David I. Kraushaar in Carrollton, Ga. (Radio Carrollton and Faulkner Radio Inc. [WLBB]), AM proceeding, granted petition by Radio Carrollton to amend application to submit current financial data and for purpose of responding to questions raised by commission in order designating applications for hearing (Docs. 19636-7). Action Feb. 20.

Other action

- Review board in Poughkeepsie, N.Y., AM proceeding, in response to motion by Olympian Broadcasting Corp. (WKIP Poughkeepsie), review board corrected transcript of oral argument held Jan. 23 (Doc. 19171). Action Feb. 20.

Fines

- KWHN Fort Smith, Ark.—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability of \$200 for violation of rules by failing to provide data concerning equipment performance measurements. Action Feb. 14.
- KDON Salinas, Calif.—FCC notified M. C. Broadcasting Co., licensee, that it has incurred apparent liability of \$2,000 for willful or repeated violations of Communications Act and rules for failure to broadcast sponsorship identification. Action Feb. 21.
- WMMH Marshall, N.C.—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability of \$200 for violation of rules by failing to provide data concerning equipment performance measurements. Action Feb. 14.
- WMBG(AM)-WBM1(FM) Williamsburg, Va.—FCC notified Williamsburg Broadcasting Co., licensee, that it has incurred apparent liability of \$1,000 for violation of law which prohibits broadcast of information promoting lottery. Action Feb. 21.

Rulemaking action

- FCC proposed in notice of rulemaking amendment of rules to set minimum standards for installation and maintenance of sampling systems for ant. monitors in AM's with directional ants. Among proposals are requirements that all sampling lines be of equal length with equal portions of lines subject to same environmental conditions; construc-

tion with solid outer conductors with air/polyethylene dielectric proportioned to produce minimum phase temperature coefficient, and identical electrical characteristics on all lines. Comments are due May 7 and replies May 21. Action Feb. 21.

Call letter applications

- WABT Tuskegee, Ala.—Seeks WBIL.
- WKTQ South Paris, Me.—Seeks WKTW.
- KODL The Dalles, Ore.—Seeks KGLX.
- WLOH Princeton, W. Va.—Seeks WAey.

New FM stations

Applications

- Adrian, Mich.—Gerity Broadcasting Co. Seeks 95.3 mhz, 3 kw. HAAT 300 ft. P.O. address 121 West Maumee Street, Adrian 49221. Estimated construction cost \$22,200; first-year operating cost \$57,740; revenue \$96,000. Principals: Gerity Broadcasting is licensee of WABJ(AM) Adrian and WGER-FM Bay City, Mich. It also owns cable TV systems in Michigan. Principals: James Gerity Jr., president, et al. Ann. Feb. 16.
- Harlingen, Tex.—Magic Valley Broadcasting Inc. Seeks 96.1 mhz, 100 kw. HAAT 455 ft. P.O. address 2505 South Parkwood Drive, Apt. F-204, Harlingen 78050. Estimated construction cost \$145,000; first-year operating cost \$36,000; revenue \$50,000. Principals: Patrick C. McBride, president, Arthur Stehling (both 37%), et al. Mr. McBride, formerly general manager and part owner of Environetics Inc., Dallas muzak firm, is attending radio operators school. Mr. Stehling, attorney in Fredericksburg, Tex., owns 30% of cable system in Fredericksburg among other interests. Ann. Feb. 16.

Final action

- Shell Lake, Wis.—Review board denied application of Charles R. Lutz and granted that of Erwin Gladdenbegk for 95.3 mhz, 3 kw. P.O. address 112 Fifth Avenue, Shell Lake 54871. Estimated construction cost \$29,004; first-year operating cost \$31,179; revenue \$34,000. Principals: Mr. Gladdenbegk owns Arrowhead Cable TV, Shell Lake (Doc. 19211). Action Feb. 9.

Starts authorized

- *WHCR(FM) Montgomery, Ala.—Authorized program operation on 90.7 mhz, TPO 10 w. Action Feb. 13.
- *WWGC(FM) Carrollton, Ga.—Authorized program operation on 89.3 mhz. Action Feb. 12.
- KZNN(FM) Rolla, Mo.—Authorized program operation on 105.3 mhz, 28.5 kw, HAAT 155 ft. Action Feb. 9.
- KFUN-FM Las Vegas—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT minus 77 ft. Action Feb. 13.

Actions on motions

- Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc.), FM proceeding, set certain procedural dates and rescheduled hearing for April 16, 1973 (Docs. 19588-9). Action Feb. 15.
- Administrative Law Judge Forest L. McClenning in Bloomsburg and Selinsgrove, both Pennsylvania (Bloomsburg State College and Susquehanna University of the Evangelical Lutheran Church), non-commercial FM proceeding, granted joint petition by Bloomsburg and Susquehanna for severance of applications and immediate grant; waived publication requirement of rules; dismissed Bloomsburg application; granted application of Susquehanna subject to condition; terminated proceeding (Docs. 19485-6). Action Feb. 16.

- Administrative Law Judge Chester F. Naumowicz Jr. in West Palm Beach, Fla. (Guy S. Erway et al.), FM proceeding, certified to review board petition by Sun Sand and Sea Inc. to file supplement to petition to amend (Docs. 19601-4). Action Feb. 16.
- Administrative Law Judge Chester F. Naumowicz Jr. in West Columbia and Columbia, both South Carolina (Congaree Broadcasters Inc. et al.), FM proceeding, granted petition by Congaree to amend application to show acquisition by one of principals of certain domestic public land mobile radio facilities (Docs. 19624-6). Action Feb. 15.
- Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), noncommercial FM proceeding, ordered FCC order, released Feb. 15, corrected. (Doc. 18634). Action Feb. 16.

Other actions

- Review board in Glenwood Springs, Colo., FM proceeding, denied petition by Colorado West Broadcasting Inc. to add staffing and suburban issues against Glenwood Broadcasting Inc. Colorado West and Glenwood Broadcasting are competing applicants for ch. 224 at Glenwood Springs (Docs. 19588-9). Action Feb. 21.
- Review board in Ogallala, Neb., FM proceeding, granted motion by Industrial Business Corp. for extension of time through Feb. 27 to file reply to opposition to motion to strike and comments filed by Okallala Broadcasting Co. (Docs. 19559-60). Proceeding involves mutually exclusive applications of Industrial and Ogallala to operate on ch. 228 (95.3 mhz) at Ogallala. Action Feb. 21.
- Johnstown, Pa. FCC granted request by Cover Broadcasting Inc., licensee of WJNL-AM-TV Johnstown, for waiver of mileage-separation requirements of rules and accepted for filing application for new FM on ch. 243 (96.5 mhz) in Johnstown. Opposing petition by Ronald Smith was denied. Action Feb. 21.

Rulemaking action

- Avalon, N.J.—FCC amended FM table of assignments and assigned ch. 232A to Avalon (Doc. 19629). Action Feb. 21.

Call letter applications

- J. W. Shirley, Fayette, Ala.—Seeks WVFL-FM.
- Lake Forest College, Lake Forest, Ill. Seeks *WMXM(FM).
- Tung Broadcasting Co., Picayune, Miss.—Seeks WJOJ(FM).
- Goddard College, Plainfield, Vt.—Seeks *WGDR(FM).
- WOJO Broadcasting Co., Durand, Wis.—Seeks WRDN-FM.

Call letter actions

- Hendrix College, Conway, Ark.—Granted *KHDX(FM).
- Mammoth Mountain FM Associates Inc., Mammoth Lakes, Calif.—Granted KMMT(FM).
- Saint Francis High School, Mountain View, Calif.—Granted *KSFH(FM).
- Bi-Lingual Broadcasting Foundation Inc., Santa Rosa, Calif.—Granted *KBBF(FM).
- Kalamazoo County Community Action Program Inc., Kalamazoo, Mich.—Granted *WCAA(FM).
- Montgomery-Hyde Park Neighborhood Advisory Council Inc., St. Louis—Granted *KLPH(FM).
- Plymouth State College, Plymouth, N.H.—Granted *WPCR-FM.
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quiring Corporation for Public Broadcasting to adhere strictly to objectivity and balance in controversial programming. FCC extended time for filing briefs or memoranda to March 26 and time for filing replies to April 16. Action Feb. 22.

Ownership changes

Applications

■ KBVM(AM) Lancaster, Calif.—Seeks assignment of license from KBVM Inc. to North Antelope Valley Broadcasting Inc. for \$166,250. Sellers: Louis L. Goldman, secretary, et al. Buyers: Albert S. and Fraun Y. Medlinsky (each 50%). Mr. Medlinsky owns KOTE-FM Lancaster. He and Mrs. Medlinsky are partners in Albert S. Medlinsky Enterprises, real estate firm. Ann. Feb. 9.

■ KNUU(FM) Fresno, Calif.—Seeks assignment of license from Mineral King Broadcasters to East-West FM Group Inc. for \$102,500 (plus assumption of balance due to previous owner). Sellers: Clyde B. Love, W. R. Patton, et al. Buyers: John Q. Tilson III (30%), Robert E. Darling (15%), Dino R. Fulvio (13%), et al. Mr. Tilson is financial consultant. Mr. Darling is minority owner, general manager and program director of KNUU. Mr. Fulvio also has minority interests in KNUU and is sales manager there. Ann. Feb. 9.

■ KREO(AM) Indio, Calif.—Seeks assignment of license from Desert Air Broadcasting Inc. to Bounty Broadcasting Corp. for \$205,000. Sellers: John J. Latham, president, et al. Buyers: Mel M. Burns, president and board chairman (30%), Robert W. Ferguson (30%), et al. Mr. Burns has majority interest in Mel Burns Ford, Ford dealership in Long Beach, Calif. He also owns Bermuda Enterprises Inc., aircraft charter service. Mr. Ferguson is executive vice president and general manager of WTRF-FM-TV Wheeling, W. Va. He is also director of Half Dollar Trust & Savings Bank, Wheeling. Ann. Feb. 13.

■ KCSJ(AM) Pueblo, Colo.—Seeks assignment of license from Sangre de Cristo Broadcasting Corp. to American Radio Corp. for \$450,000. Sellers: William W. Grant, president, et al. Sangre de Cristo is licensee of KOAA-TV Pueblo. Buyers: Lowell D. Denniston, Frank L. Carney and Robert D. Freeman (each 33 1/3%). Mr. Denniston has majority interests in KETN-AM-FM Wichita, Kan., and owns grocery store chain there. Mr. Carney owns restaurant chain in Wichita. Mr. Freeman is general manager and owns 10% of KETN. Ann. Feb. 16.

■ WFDT(FM) Columbia City, Ind.—Seeks assignment of license from Fidelity Broadcasting Co. to Dependable Broadcasting Co. for \$100,000. Sellers: J. P. Sweeney, president, et al. Buyers: Stephen R. Klabin and Thomas F. Jurek (each 50%). Mr. Jurek is engineer and announcer at WCRW(AM) Chicago. Mr. Klabin is unemployed. Ann. Feb. 13.

■ WVLV(FM) Versailles, Ky.—Seeks transfer of control of Woodlander Broadcasting Co. from William K. Alexander, James W. Hatcher, James T. Alexander and George F. Harris (as group, 100% before, none after) to Mortenson Broadcasting Inc. (none before, 100% after). Consideration: \$120,000 (includes non-competition agreement). Principals: Jack Mortenson, president (40%), et al. Mr. Mortenson is pastor of Faith Memorial Church, Canton, Ohio. Mr. Mortenson is director and has interests in WTOF(FM) Canton, Ohio, and WHKK-FM Erlanger, Ky. Ann. Feb. 13.

■ WTIQ(AM) Manistique, Mich.—Seeks assignment of license from Manistique Broadcasting Co. to WTIQ Inc. Seller: David M. Kelly. Buyer: Community Broadcasters Inc. (100%). Community Broadcasters is licensee of WGHN-AM-FM Grand Haven, Mich. Principals: Douglas S. Tjapkes, president (50%), et al. Ann. Feb. 15.

■ WTNJ(AM) Trenton, N.J.—Seeks assignment of license from Delaware Valley Broadcasting Co. to Marketing Survey and Research Corp. Inc. for \$237,500. Sellers: Edward R. Cossman, vice president, et al. Buyers: Jeanne and Herbert M. Greenberg (each 50%). Mr. Greenberg owns Marketing Survey and Research Corp., management consulting and personnel firm in Princeton, N.J. Mrs. Greenberg is vice president of firm. Ann. Feb. 9.

■ KDEF-AM-FM Albuquerque, N.M., and KR0D(AM) El Paso—Seeks assignment of license from Doubleday Broadcasting Co. to Desert Horizons Inc. for \$1,250,000. Seller: Doubleday Broadcasting is wholly owned subsidiary of Doubleday & Co., New York publishing company. Doubleday Broadcasting owns KH0W-AM-FM Denver; KITE(AM) Terrell Hills, KEXL(FM) San Antonio, KOSA-TV Odessa, KR0D-TV El Paso and KDTV(TV) Dallas, all Texas; KDWB(AM) St. Paul, and KRIZ(AM) Phoenix. Buyer: Media Horizons Inc. (100%). Media Horizons is licensee of WGNV(AM) Newburgh, N.Y., WRAN(AM) Dover, N.J., and KMEO-AM-FM Phoenix. Ann. Feb. 16.

■ KDCE(AM) Espanola, N.M.—Seeks assignment of license from John Burroughs to George A. Gonzales Broadcasting Co. for \$226,000. Seller: Mr. Burroughs owns KRSY(AM) Roswell, N.M., and owns 70% of KRZY(AM)-KRST(FM) Albuquerque, N.M. Buyers: George A. and Celine V. Gonzales (each 50%). Mr. Gonzales is mayor of Santa Fe, N.M. He is general manager of KDCE. Mrs. Gonzales is executive secretary of that station. Ann. Feb. 9.

■ KX0J(AM) Sapulpa, Okla.—Seeks transfer of control of KX0J Inc. from E. K. and Melba H. Livermore (100% before, none after) to Michael P. Stephens, W. R. Stubbs and Leland Gourley (each none before, 33 1/3% after). Consideration: \$147,676. Principals: Mr. Stubbs owns Stubbs Trucks Inc., Henryetta, Okla. Mr. Stephens owns 50% and is general manager of KHEN-AM-FM Henryetta. Mr. Gourley owns and publishes *Henryetta Daily Freelance*. Ann. Feb. 16.

Actions

■ KCEY(AM) Turlock, Calif.—Broadcast Bureau granted assignment of license from Paul and Ruth Henning to Central California Broadcasters Inc. for \$215,000. Buyers: John M. and Mary C. Hall (together 100%). Mr. Hall owns John M. Hall, investments and radio broadcast consulting firm with branches in Littleton and Colorado Springs, both Colorado, and Tiburon, Calif. He also owns American Information Exchange Inc., proposed communications network. Action Feb. 16.

■ KSKI(AM) Hailey, Idaho—Broadcast Bureau granted assignment of license from Radio Sun Valley Inc. to Sun Valley Radio Inc. for \$1 plus assumption of liabilities of \$41,216. Sellers: Robert L. Hagadone, president, et al. Buyer: Marvin K. Frandsen, president (100%). Mr. Frandsen is general manager of KSKI. Action Feb. 8.

■ WVIM(AM) Vicksburg, Miss.—Broadcast Bureau granted assignment of license from Radio Mississippi Inc. to Radio Vicksburg Inc. for \$100,000. Sellers: Charles W. Dowdy, president, et al. Mr. Dowdy owns WROA-AM-FM Gulfport, Miss. Buyer: J. W. Furr (100%). Mr. Furr owns WMPA(AM) Aberdeen and WMBC-AM-FM Columbus, both Mississippi. He is majority stockholder of WFOR-AM-FM Hattiesburg, Miss., and WMBC-FM Columbus. Action Feb. 15.

■ WFMN(FM) Newburgh, N.Y.—Broadcast Bureau granted assignment of license from Nelson Broadcasting Co. to Stereo Newburgh Inc. for \$450,000. Sellers: Donald P. Nelson, president, et al. Buyers: Media Horizons Inc., sole owner. Media Horizons Inc. owns WGNV(AM) Newburgh, WRAN(AM) Dover, N.J., and KMEO-AM-FM Phoenix. Action Feb. 20.

■ KORC(AM) Mineral Wells, Tex.—Broadcast Bureau granted assignment from Regent II Corp. to White Fuel Corp. for \$138,750, plus \$90,000 for non-competition agreement. Sellers: Lon H. Williams, president, et al. Mr. White is board chairman of First Wichita National Bank, and president and director of Beacon National Insurance Co. and Eureka Life Insurance Co. of America, all Wichita Falls, Tex. White Fuel is licensee of KGAF-AM-FM Gainesville, Tex. Action Feb. 13.

■ KFIZ(AM) Fond du Lac, Wis.—Broadcast Bureau granted transfer of control of KFIZ Broadcasting Co. from RK Communications Inc. (100% before, none after) to Public Service Broadcasters Inc. (none before, 100% after). Principals: Donald G. Jones, president (22.5%), et al. Public Service Broadcasters is licensee of WCTV(AM)-WMDH(FM) New Castle, Ind., and WTIM-AM-FM Taylorsville, WZOE(AM) Princeton and WVLN(AM)-WSEI(FM) Olney, all Illinois. Action Feb. 15.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Feb. 21 (stations in parentheses are TV signals proposed for carriage):

■ Theta Cable of California, El Segundo, Calif. (KLCS Los Angeles).

■ Mountain States Video, Arvada, Westminster, Louisville, Lafayette, Greenwood Village, Federal Heights, Englewood, Commerce City, Jefferson county, Sheridan, Golden, Edgewater, Brighton and Broomfield, all Colorado (KRDO-TV and KKTU, both Colorado Springs).

■ Mountain States Video, Aurora (KRDO-TV and KKTU, both Colorado Springs).

■ TM Communications Co. of Florida, Orange City, Lake Helen, Deltona and DeBarry, all Florida WESH-TV Daytona Beach, WEDU Tampa, WDBO-TV, WFTV, WMFE-TV and WSWB-TV, all Orlando and WJCT Jacksonville, all Florida; WTCG Atlanta; WLTV Miami; WTOG St. Petersburg, Fla.).

■ Communicable of Palatka, Florida, Palatka, Fla. (WSWB Orlando, Fla.).

■ Gateway Cable TV Inc., St. Augustine Beach, Florida (WESH Daytona Beach, WUFT and WCJB, both Gainesville; WDBO, WFTV and WSWB, all Orlando and WJCT, WJKS, WJXT and WTLV, all Jacksonville, all Florida).

■ TM Communications Co. of Florida, Volusia county, Fla. (WSWB Orlando, Fla.; WTCG Atlanta; WLTV Miami; WTOG St. Petersburg, Fla.).

■ Storer Cable Communications Inc., Sylvester, Ga. (WALB-TV Albany, WCTV Thomasville, WABW-TV Pelham, WACS-TV Dawson, WRBL-TV and WTVM, both Columbus and WTCG Atlanta, all Georgia).

■ Century Cable Communications Inc., Owosso, Owosso township, Corunna and Caledonia township, all Michigan (WJIM-TV Lansing, WLX-TV Onondaga, WKAR-TV East Lansing, WJRT-TV Flint, WEYI-TV Saginaw, WNEM-TV Bay City and WKBD-TV Detroit, all Michigan; CKLW-TV Windsor, Ontario).

■ Teleprompter Cable Services Inc., Sault Ste. Marie and Kincheloe Air Force Base, all Michigan (WNPB Marquette, Mich.).

■ Crookston Cablevision Co., Crookston, Minn. (KXJB-TV Valley City and WDAY-TV, KTHI-TV and KFME, all Fargo, both North Dakota; WTCN-TV Minneapolis; CBWT and CJAY-TV, both Winnipeg, Canada; KCND-TV Pembina, N.D.).

■ Winona Cable Inc., Winona, Miss. (WTWV Tupelo, Miss.).

■ See-Mor Cable TV of Charleston Inc., Morehouse and East Prairie, both Missouri (KFVS-TV Cape Girardeau, Mo.; WSIL-TV Harrisburg, Ill.; WPSD-TV and WDXR-TV, both Paducah, Ky.; WSIU-TV Carbondale, Ill.; WKMU-TV Murray, Ky.; KETC(TV), KPLR-TV and KDNL-TV, all St. Louis).

■ General CATV Inc., Burlington township and Burlington City, both New Jersey (WNEW-TV and WOR-TV, both New York; KYW-TV, WCAM-TV, WFIL-TV, WKBS-TV, WPHL-TV and WTAF-TV, all Philadelphia; WHYY-TV Wilmington, Del.).

■ General CATV Inc., Willingboro and Westampton township, both New Jersey (WNEW-TV and WOR-TV, both New York; KYW-TV, WCAM-TV, WFIL-TV, WKBS-TV, WPHL-TV and WTAF-TV, all Philadelphia; WHYY-TV Wilmington, Del.).

■ Buckeye Cablevision Inc., Maumee, Ohio (WTOL-TV, WSPD-TV, WDHO-TV and WGTE-TV, all Toledo, Ohio; WKBD-TV, WXYZ-TV, WTVS and WJBK-TV all Detroit; WBGU-TV Bowling Green, Ohio; CKLW-TV Windsor, Ont.; WOSU-TV Columbus, Ohio).

■ Armstrong Utilities Inc., Orrville, Ohio (WKBD-TV Detroit; CKLW-TV Windsor, Ont.).

■ Universal Television Cable System Inc., Edwardsville borough, Forty Fort borough, Plains township, West Wyoming borough, Luzerne borough, Exeter borough and Wyoming borough, all Pennsylvania (WNEP-TV, WDAU-TV and WVIA-TV, all Scranton and WBRE-TV Wilkes-Barre, Pennsylvania; WOR-TV and WPIX-TV, both New York, WPHL-TV Philadelphia).

■ Universal Television Cable System Inc., Plymouth borough, Old Forge borough, Nanticoke, Avoca borough, Moosic borough and Taylor borough, all Pennsylvania (WNEP-TV, WDAU-TV and WVIA-TV, all Scranton and WBRE-TV Wilkes-Barre, both Pennsylvania; WOR-TV and WPIX-TV, both New York; WPHL-TV Philadelphia).

■ Suburban Cable TV Co., Phoenixville borough, Tredyffrin township, and Schuylkill township, all Pennsylvania (KYW-TV, WCAU-TV, WPVI-TV, WKBS-TV, WPHL-TV and WTAF-TV, all Philadelphia; WHYY-TV Wilmington, Del.; WOR-TV and WPIX-TV, both New York).

■ Seguin Cable Communications Systems Inc., Seguin, Tex. (KPRC and KHYY, both Houston, WQAI, KENS, KLRN, KDAT and KWEX all San Antonio, KTBC, KVUE and KHFI, all Austin and KHOU and KDTV, both Dallas, all Texas).

■ Southern Wisconsin Cable Inc., Lake Geneva, Wis. (WSNS-TV Chicago added; delete WFLD-TV Chicago).

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Micro TV Inc., Miles City, Mont.; Chesapeake CATV Inc., Tangier, Va.; Alpine Cable TV Inc., Alexandria and Pineville, both Louisiana; Alabama Television Cable Co., Aliceville, Ala.; American Television and Communications Corp., Maryville and Boonville, both Missouri; Teleprompter of Holly Hill Inc., Holly Hill and Volusia, both Florida; Diversified Communications Inc., Houlton, Me.; Southeastern Cable Co., Cleveland, Tenn. Actions Feb. 20.

■ Seattle—FCC granted Fisher's Blend Station Inc., licensee of KOMO-TV Seattle tax certificate for transfer of stock in United Community Antenna System Inc., owner of Seattle area cable system, to Viacom International Inc. Action Feb. 21.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Feb. 27. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in italics.

■ Pipestone, Minn.—City council voted to prepare ordinance granting franchise to Metro-Cable Co.

■ Scott City, Mo.—See-Mor Cable Television's application to prepare franchise ordinance has been approved by city council. Firm will charge monthly rate of \$6.

■ New Carlisle, Ohio—Ultron, wholly own subsidiary of American Electronics Laboratories, has applied to city council for franchise. Firm proposes installation charge of \$9.95 and monthly fee of \$5.95.

Classified Advertising

RADIO

Help Wanted Management

General Manager. We're looking for a smart, hungry, sales-minded, cost conscious, community oriented GM to run our AM-FM Beautiful Music stations. The location is great—one of the West's most beautiful cities, in the heart of a scenic area, a top 25 market. The stations have excellent coverage, facilities, acceptance and prestige plus strong ratings and a rising sales curve. We are looking for a great manager and expect to pay accordingly. So, if you're ready for the challenge and responsibility please send your resume, picture and anything else you think our Board of Directors should know about you. Your inquiry will be treated in absolute confidence. Box A-163, BROADCASTING.

Station managers for pending acquisitions in SE. Single station markets. Must know management, sales, programming and engineering. Guaranteed salaries drawn against sales commissions and/or sales commission overrides. Group insurance plans. Box C-76, BROADCASTING.

Name your price! Name your terms! Florida's fabulous sound of solid gold offers tremendous opportunity to the right aggressive, on-the-street sales manager. Investment opportunity available. Send complete resume and sales figures in first letter. Box C-84, BROADCASTING.

Help Wanted Sales

Hot salesman wanted for strong New England contemporary fulltime AM facility. Top money, management opportunity, real challenge. Will phone qualified applicants for interview with company President. Box B-255, BROADCASTING.

General Sales Manager or the ability to be one! Group operator not yet listed in Broadcasting's weekly stock quotations has need for same in major market Contemporary operation. Write or wire Box C-46, BROADCASTING. An Equal Opportunity Employer.

Sales Manager. Top four markets. Contemporary station looking for sales manager or salesman with potential to be one. Aggressive, young, growing company. Write Box C-47, BROADCASTING. An Equal Opportunity Employer.

Sales Manager. AM. \$25,000 base + generous incentive for right person. Immediate opening. Send resume and references to Box C-70, BROADCASTING.

If you're ready for major market selling with a growing organization send a complete resume to Box C-78, BROADCASTING.

Never take no for an answer sales personnel are needed for finest medium market AM in Midwest. If you have successful selling record in a small or medium market, send resume, salary and last three months' billing to Box C-102, BROADCASTING.

The climate is wonderful, mild winters, cool summers. Car furnished. Full Blue Cross paid. Beautiful area. We have two other AM-FM stations. If you like radio contact Darrel Burns, KRNS AM-FM, Los Alamos, New Mexico.

AM Sales. Top rated Oklahoma small market growth area station has immediate opening for experienced, or willing AM salesman. Call Michael McKee, Sales Manager for appointment or further information. KWCO, Box 770, Chickasha, Okla. 73018. 405-224-2890. EOE.

WEEZ, Chester, Pa. . . . two way talk, heavy news. Expanding sales force. Weekly guarantee, \$200 plus percentage of net collections. Your first year's income should exceed fifteen thousand. Write: Doug Beals, Sales Manager. Immediate opening. Equal Opportunity.

Excellent opportunity for aggressive, experienced salesman at fast growing NY suburban market AM. WKMB, 1390 Valley Rd., Stirling, NJ 07980.

Fully automated AM station in Colorado needs Sales Manager and/or Salesmen who can really sell on the street, interested in community involvement, looking for a job with advancement and buy-in capabilities. Our station is located in smog-free Western Colorado about 80 miles from Aspen and Vail, 45 min. from some of the finest skiing, hunting and fishing in Western America. If you live on the far outskirts of our area it will take you about 5 min. to get to work. It is truly beautiful country. Looking for security, some good money, peace of mind and a chance to get to know your family again—get in touch with us. Mesa Broadcasting Co., Box 340, Grand Junction, Colorado 81501.

Openings for several sales personnel in AM-FM combination, top 50 market. Equal Opportunity Employer. 518-272-1010.

Radio Station Representative wants effective salesman with good potential. Salary open. Bonus. Growth situation. Contact: Grant Webb, 515 Madison Ave., New York City, NY 10022. 212-688-7550.

Help Wanted Sales Continued

Radio salesman wanted: Immediate opening for broadcast salesman. Broadcast sales experience preferred, but not necessary. Five figure income for the right individual. Send picture and resume to Box 2041, Huntsville, Ala. 35804. An Equal Opportunity.

Help Wanted Announcers

Fla. growing chain needs: 1st-CE to maintain gear and handle light evening announcng. shift; 1st-anncr/sales dj combo man pro for major daytime show; 1st-for all nite soft-soul/jazz/talk show. Could be greatest opportunity for a real veteran pro. Veteran sales pro to build new block in medium resort market. We offer permanency. A career growth. All fringes and being a member of one of the finest broadcast teams in the South. An Equal Opportunity Employer. Box A-35, BROADCASTING.

Rising station in major Eastern market seeks enthusiastic announcer, experienced in classical format; operate own board. Send resume and tape to Box B-128, BROADCASTING.

Announcer—good voice, some experience, small town or rural background, willing to work hard and learn all phases of broadcasting leading eventually to management. Tape and resume. Box C-39, BROADCASTING.

Fastest growing progressive FM in Rocky Mountain area looking for experienced announcers. Send tape and resume to Box C-44, BROADCASTING.

If you have personality, like major market rockers, like to earn five figures, send tape and resume to Box C-79, BROADCASTING.

Major market Classical FM needs morning man with knowledge of music and foreign language pronunciation. Other duties, starts immediately. Send tape and resume to Box C-90, BROADCASTING.

Female announcers—new FM operation. Send full resume, tape, picture, minimum salary. Box C-91, BROADCASTING.

Top rated bright MOR station in Eastern medium market seeks housewife slot personality. Send tape, resume and salary requirements to Box C-99, BROADCASTING.

Position open for salesman. You may be working as announcer now. A car is furnished. Full Blue Cross is paid. Beautiful area. Darrel Burns, KRNS AM-FM, Los Alamos, New Mexico.

Medium market top rated 24 hour Country, looking for young, mature, experienced, announcer with creative production ability. Permanent position, good advancement opportunity. Send tape and resume to PD. KRZY, Box 3280, Albuquerque, N.M. 87110.

KYOK-Houston-leading Soul station in the Southwest has immediate opening for strong experienced jock. Send tape and complete resume to Rick Roberts, Box 8218, Houston, Texas 77004.

April opening. Adult sounding entertainer for 7-noon. University market. Send tape, resume to Jerry Collins, WASK, Lafayette, Ind. 47902.

Announcer for 5KW suburban Phila. Indie for evening shift. 3rd endorsed, experienced, good references are a must. WCOJ, Coatesville, Pa. 215-384-2100.

WERA, Plainfield, New Jersey, seeks experienced dj able to write copy, do production and handle MOR air trick. Tape and resume to Joseph Reilly.

Christian radio stations need two announcers with interest in other phases of broadcasting. Sales optional. Reply WJSM Radio, Martinsburg, Pa. 16662.

The Great American Talent Hunt. WKBW radio will select ten "personalities" from all tapes submitted for our 6 to 10 PM shift. Ten entertainers will compete "on the air" for the position. One show per jock. Send tapes and resumes to: Great American Talent Hunt, WKBW Radio, 1430 Main St., Buffalo, NY 14209.

Announcer: Major New England Beautiful Music AM-FM outlet needs mature heavy voice announcer. Send resume and tape to Tony Rizzini, PD, WLKW, 228 Weybosset St., Providence, RI. (NO CALLS.)

Midwest Uptemp MOR AM needs jock with commercial experience, tight board and production. No beginners. Salary negotiable. Call 402-375-3700.

Announcer-dj, experienced in Country Western, top 50 market. Equal Opportunity Employer. 518-272-1010.

Help Wanted Technical

Major market East Coast AM needs first phone strong on maintenance to join pro technical staff. Salary commensurate with experience. Box B-221, BROADCASTING.

Wanted: Chief Engineer for Southwest Virginia, AM-FM, Stereo, SCA, automation, Background Music. Must be strong on maintenance. No announcing. Send complete resume in first letter plus salary requirements. Box B-235, BROADCASTING.

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

Low power AM ready to employ a combo chief engineer-news man. Duties consist of chief responsibility and outside news assignments. Some air work included. Good facility in pleasant Northeast community. An interesting position with compensation commensurate with ability. Contact immediately Box C-33, BROADCASTING.

First phone man to read transmitter meters. Age no barrier. WAMD, Aberdeen, Md. 21001.

Quality first class engineer for AM-FM Stereo automation and auxiliary services, chief open to right man. Desire competent airwork. Equal Opportunity Employer. Write WHFB, Benton Harbor, Mich. 49022. 616-927-3581.

Wanted: Instructor-Broadcast Engineer Technician—Two year college—Southeast Ohio. Challenging and rewarding position. Salary open. Contact Dean of Education, Hocking Technical College, Route 1, Nelsonville, Ohio 45764. 614-753-3514. The College is an Equal Opportunity Employer.

Chief engineer wanted capable of supervising and properly maintaining 5,000 AM remote control station plus separated automated FM station. Position will be open July 1st. Six-day week. Three weeks vacation. Hospital and retirement plans. Company owned Jeep available for all transportation. References and detailed outline of experience mandatory, as well as personal interview. Contact H. M. Thayer, Box 427, Kingston, NY 12401.

Chief engineer 2 station operation, AM-FM, top 50 market. Equal Opportunity Employer. 518-272-1010.

Help Wanted News

News Director for Kansas radio station in a town of 40,000. Send tape, photo and resume. Box C-82, BROADCASTING.

Top salary and fringe benefits for experienced man who can dig, write, and air local news for NY State station. Box C-89, BROADCASTING. An Equal Opportunity Employer.

News man wanted to actually cover area events. To write and broadcast stories. Contact J. P. Ellery at WARE Radio station, Ware, Mass.

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

News man, 2 station operation, AM-FM, top 50 market. Equal Opportunity Employer. 518-272-1010.

Help Wanted

Programing, Production, Others

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

The accent is on personality and knowledge. Two stations in two major markets in two formats—Modern Country and Contemporary—looking for two program directors and two air people. Program Directors must have administrative ability—knowledge and intelligence—dis must want to be Program Directors. If you are a PD or a DJ and want to move up—send tape and full particulars to this Equal Opportunity Employer with good pay and good benefits. All replies confidential. The need is now—the markets are big—the openings have been there for two weeks and this ad will run for two weeks. You may be the ones to fill the two in both markets. Box B-249, BROADCASTING.

Help Wanted Progaming, Production,

Others Continued

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

The Operations Director of America's leading radio programming organization needs an assistant to help ease the increasing work load! As Assistant Operations Director, you'll be in contact with over 60 client radio stations. You'll coordinate and oversee internal procedures. You'll handle a thousand details, and maybe travel occasionally. You'll need a strong radio background, and thorough knowledge of automation system operation. Beautiful Music programming experience a definite plus. A great voice isn't necessary, but you must talk and write clearly and concisely. You must be organized, and extremely strong on detail. We're looking for an "Indian," not a "Chief." The position isn't super-glamorous. It is different, interesting and challenging! Send your complete resume and salary requirements to Box C-64, BROADCASTING.

Situations Wanted Management

Stimulating, mood communicator. Seeking management who believes in the premise of intimate radio. Unique approach, 2B, experienced. Box B-151, BROADCASTING.

GM, top 100 markets, FM only, Midwest or West, record of results, can do it all, ability, enthusiasm, and endurance to apply hard work. Box B-179, BROADCASTING.

Sales manager at well known major market FM'er wants management or new sales management challenge. Bachelor degree Radio-Television. Eight years experience—all phases. Four at present station. Well versed on FCC rules. Box B-242, BROADCASTING.

Corporate PR exec 37, sober family man, seeks medium market management post with possible ownership options. Previous broadcast management experience. Write Box B-246, BROADCASTING.

Let me help you make more money. Over 15 years successful sales management. Desire GM in medium or large market. Box C-14, BROADCASTING.

Owners—If you're not happy with your P&L statements, you need me as General Manager. 23 years radio, especially adept at planning and organizing overall operation, and securing employee and community cooperation. Top salesman, church and civic leader, presently successful GM, outgrowing job. Box C-35, BROADCASTING.

GM—30—strong sales, progaming. 10 years experience, successful background. Character, credit A-1. Family wants permanent home. Box C-48, BROADCASTING.

GM desires change. Management and/or sales. Station currently number one. Experienced in large, medium, small markets. National, regional, local sales. AM and FM. Box C-50, BROADCASTING.

Successful young manager has turned a profit. Can you offer a contract and a future? Box C-56, BROADCASTING.

General Manager first class engineer. Twenty five years radio. Family man. Presently employed. Desires management position in Southeast with working interest possibility. Box C-67, BROADCASTING.

I'm in no hurry but I'm looking for the right radio station to manage in Hawaii, Arizona, Florida or other markets offering good potential. Have excellent background all phases of broadcasting. Top Sales Award for 20 straight years. Good personality, ambitious, super confident, sales and profit oriented. Desire dynamic challenge to develop efficient and profitable operation with stock options. Present earnings \$20,000. Age 45, college graduate. Box C-104, BROADCASTING.

Corporate financial officer AM, FM, TV, CATV, 14 years experience with group ownership including responsibility for all financial, accounting and administrative functions at the decision making level with knowledge of general business procedures, FCC obligations, budgeting, etc., seeks a challenging position in return for growth opportunity. 301-730-5123.

Young major market group vice president tired of "The Big City" hassles wants to bring an outstanding array of talents to station with beautiful mental and geographical environment in U.S. or Canada. Fully experienced in management, progaming, sales, promotion; loves morning shows (holds first ticket); cable, newspaper and TV experience. Excellent graphic/print artist. Strong on community, local involvement. Michael Linder, 10415 Country Club Rd., Woodstock, Ill. 60098. 815-338-4638.

Situations Wanted Sales

Professional sales ability desires change. Experienced in national, regional, local, large, medium, small markets. AM and FM. Box C-49, BROADCASTING.

Experienced street salesman: Not a desk jockey! Ten years in all phases of radio. Management material. Prefer Western New York. Box C-61, BROADCASTING.

Salesman announcer. Also production and copy. Professional broadcaster over 10 years experience. Will consider any size market. Box C-66, BROADCASTING.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Disc jockey. Experienced, authoritative; dependable, creative; versatile, tightboard; third endorsed, aggressive sales. Box B-167, BROADCASTING.

Experienced. I won't tell you how good I am. My resume and tape reveal everything. You be the judge. Offer me permanency and advancement. I offer you 100% of me. Box B-229, BROADCASTING.

PD morning drive jock at Midwest Rocker wants bigger horizons, change of scenery. Ten year pro, production whiz, medium or large markets with \$10,000 minimum start. Best there is—no hype. The tape tells so, ask. Box B-241, BROADCASTING.

3 yrs. experience, first phone, reliable and married. Looking for small market area in US or Canada. Will relocate anywhere! Box C-9, BROADCASTING.

Top 40/Oldies jock in large Eastern market. First phone. Looking for change. Tape, resume—will travel. Box C-51, BROADCASTING.

Astral traveling via Antelope Freeway to talk to the people on the corner. DMS good, 5 years experience with 1st PD and news experience. Box C-60, BROADCASTING.

First phone experienced announcer in top 100 markets. Will relocate. Now employed with number one top 40 ratings. Box C-72, BROADCASTING.

1st phone needs first job. Don Martin grad. Tight board. Good in production and can follow instructions. Will relocate, for further info: Rich Speyer, 1232 Encino Ave., Arcadia, Calif. 213-447-5442.

First phone, college grad, good news, good copy. Will dj, sell and PD available 5/25/73. Dave Anthony, Box 257, Manchester College, North Manchester, Ind. 46962.

Country PD's. Don Martin graduate; 1st phone. Will go anywhere. Resume, tape on request. I love country music and radio! Marvin Yust, 1734 N. Van Ness Ave., Hollywood, Calif. 90028. 213-464-9452.

First phone, 15 years experience at one station, married, prefer Midwest. Relocate for advancement. Walter Fessler, 2047 Winnebago, Madison, Wisc. 608-244-2847.

Hustler, ARB #1 present market, radio 6 years 1st. Strong production, creative Rock oriented. Desire production Director-announcer gig. Moving up. Weekly minimum \$150. For tape, resume contact Charlie Dietrich, 318-433-4924 or 318-436-4143. Write 1704 Ninth St., Lake Charles, La. 70601.

Hard worker looking for a start. 1st phone and good broadcasting training. Money not important. I'll prove my value. Steve Payton, 4103 E. Lake, Minneapolis, Minn. 55406.

Have first will travel, Southern states. Now in medium market, wishes same. 3 yrs. experience DJ. Formats CW and Top 40. Call Gary 713-892-0481.

Do you need a 30 year old, married, first phone Country Western combo man? Strong on news, production, sales and looking for tight Up Country Format. Excellent references, resume and tapes available on request. Three years experience Southern California Country Western stations. If interested call 714-253-2247. Free to relocate for right position.

Top 40 dj. One year experience. First phone. Looking for Top 40 station or heavy Rocker in Wisc. or area. I want to settle down and get on my feet. Young, exuberant, a definite asset for your operation. Currently employed. Able to relocate on 2 weeks' notice. 715-634-2056, 3-6 p.m. weekdays. Write G. Ledesma, Box 622, Hayward, Wisc. 54843 for tape and resume.

Solid references. Seventeen years all around experience, finest background. Strong on production and news background. Veteran with college. Third ticket. Enclosed. Box C-8, BROADCASTING.

DJ and/or sportscaster looking for medium market MOR or Top 40. Tight board, football and basketball play-by-play. College, 25, married. Small market experience, 3rd. 6036 Doyle Ct., Greendale, Wisc. 53129. c/o BH.

Situations Wanted Announcers

Continued

6 years as announcer newscaster in Midwest, strong voice, 3rd. Financially secure. Would like Midnight show, warmer weather, above average money, small to medium market. Prefer Contemporary, Rock or Country. Box C-92, BROADCASTING.

I am ready! 3rd endorsed, good tape, solid references. Contact Robert Wolf, 806-372-9234. 4507 W. 3rd, Amarillo, Texas. Available immediately.

Experienced jock, young, third endorsed, veteran, top-forty format, preferably in a warmer climate. Anything considered. Ray Williams, Route 1, Prentice, Wisc. 54556.

Do you want a mature, qualified, young man for your radio or TV station? Versatile personality, but most of all experienced announcer-newscaster-salesman. Dependable, very creative, dedicated, knowledgeable. Tight board, several years, NYC experience. Will relocate. Box B-148, BROADCASTING.

Progressive Soul, Jazz, Rock announcer. First in total men, fourth overall in 14 station market. Non screamer seeking new challenge with good company. Box C-17, BROADCASTING.

Sports talk show host available. Thorough knowledge 14 years radio-TV. Play-by-play. Married, family. College graduate. Reliable, industrious. Box C-26, BROADCASTING.

Recent NY graduate, knows commercial delivery. Tight board work, interviews. Looking for job in Pa., NY, NJ, or Conn. area. Box C-27, BROADCASTING.

Experienced disc jockey, newscaster, producer, copywriter, seeks position with good Contemporary station. Clean cut, excellent references. Box C-29, BROADCASTING.

Stylish, shoot-from-the-hip moral-conservative seeks phone-in spot, any size station. Box C-38, BROADCASTING.

Currently gainfully employed, making good money in small market. Would like to make better money in bigger market. Morning man two years never late or sick. Professional in work, attitude and spirit. Interested? Box C-52, BROADCASTING.

Experienced, employed. Looking for stable position with advancement opportunity. Will sell. MOR or CW. East. First phone. Box C-54, BROADCASTING.

Metro MOR or Talk. Consider summer replacement with full time possibilities. Prefer Northeast, but will consider other areas. Box C-71, BROADCASTING.

Top 5 market PD/jock looking for airwork at Contemp. or Top 40 firm. Successful creator-communicator-editor. Box C-75, BROADCASTING.

Telephone talk host. Available now due to format change. Experience includes Los Angeles. Looking for station that wants a unique talk show. Good ratings and demographics. Box C-77, BROADCASTING.

DJ, young, experienced, looking for lively station in New Jersey or surrounding area. Chuck Irving, 29 Knapp Ave., Edison, NJ 08817. 201-985-7655.

If you are a major market station and lean toward the neighborly personality approach, I'm your man. 32, 10 years experience, college major broadcasting. Would like good relaxed professional atmosphere. MOR Contemp to CW. Prefer Midwest. 615-824-7145.

Progressive Rock, experienced piquant voice, desires any area. Audition tape. Alan Wait, 3231 Mura, Ft. Pierce, Fla.

Announcer and/or copywriter. Deep voice best suited to commercials, news, better music format. Barry Ritenour, 727 Martin, Fond du Lac, Wisc. 414-921-4291.

Experienced announcer, newsman, copywriter, college background, seeks permanent position, CW, MOR. Relocate, references. Ray White, Box 61, Merry Hill, N.C. 27957. 919-482-2693.

Situations Wanted Technical

Middle aged family man with years of experience in radio. First phone. Wants permanent position on the engineering staff in a medium or large market. Now employed in Iowa. Box C-13, BROADCASTING.

First phone. Extensive radio, television transmitters. Operation, maintenance, proofs, directionals. Wages secondary. Single, available now. Anywhere. Box C-28, BROADCASTING.

Country jock. Desires six, seven, eight hour board shift playing country records. First phone. 5000 watt experience. Box C-65, BROADCASTING.

Transmitter operator, first phone. With present job 21 years. Going remote control, must leave. Good references. Box C-95, BROADCASTING.

Situations Wanted

Technical Continued

First phone technician seeking my first position as broadcast engineer. College broadcasting experience and technical graduate. Willing to work hard to receive well rounded training from the right chief. Richard Alexander, Box 8452, Rochester, NY 14618.

Chief maintenance engineer, building maintenance too. \$10,000. Need manager and me to be over staff, not under. Box C-22, BROADCASTING.

Experienced chief wants a challenging position at Contemporary station. Good track record and references including directional work. Box C-36, BROADCASTING.

Chief Engineer. Within 1 year I will have my BSEE degree and ready to move up. Presently CE of AM. Five years experience in radio-TV. Available for interview at Sheraton Park Hotel during NAB. Robert Herman, 2035 So. Josephine, Denver, Colo. 80210.

Situations Wanted News

News director 13 years Midwest radio TV seeks opportunity to mold news operation into #1 product. Box B-238, BROADCASTING.

NYC metro/suburban newsmen, five years experience including all news. Prefer outside reporting slot but will work inside. Reliable, good. Box C-7, BROADCASTING.

News director med market Rocker wants to move up but settle down. 30 with family plus 5 years radio TV broadcast news experience. #1 rated with top references. Prefer Florida or Northeast US. Let's talk. Box C-10, BROADCASTING.

Sports is my business: Sports Director, college grad, 3 years experience. Major college football and basketball, minor league baseball play-by-play. Looking for move to larger market, considerable sales experience. Possible sports-sales combination. Number one in present market. References alone are worth a look. Box C-19, BROADCASTING.

Ohio State football, Miami University network play-by-play. I'm not a rookie. Ohio State football broadcasts prove that. Anyone can read scores. In my commentary programs, I analyze sports today. Listeners don't always agree, but they do listen. I'm looking for a sports oriented atmosphere to utilize my talents. Box C-34, BROADCASTING.

Theatre critic. Per review basis. Weaned at NYC college net affiliate. Lively and interesting. NYC metro only. Box C-42, BROADCASTING.

R TV grad, University of Illinois, heavy on sports, seeks PBP position in any size market. Can also handle news. Married, 26. Excellent references. Tape, resume available. Box C-74, BROADCASTING.

Radio-TV journalism grad seeking position as news public affairs writer, tape editor, or news assistant in any greater West Coast metro market. Have news experience at top rated major market stations. Box C-80, BROADCASTING.

Medium market news director desires reporter position in major market. Experienced, mature, team man. Box C-86, BROADCASTING.

Mature medium market newsmen. Five years experience. Seeks permanent position in West Coast major market. Box C-87, BROADCASTING.

Nine years radio experience. First class license. Recent J-School grad. Ready to move up and learn with experienced news team. Looking for a station that is serious about quality and its public responsibility. Box C-94, BROADCASTING.

Happy talk. News director/DJ desires all night talk show. Have creative ideas. Entertaining warm and opinionated. 30, single, have extensive travel background. Call 617-963-5981

DJ and/or sportscaster looking for medium market MOR or Top 40. Tight board, football and basketball play-by-play. College, 25, married. Small market experience. 3rd. 6036 Doyle Ct., Greendale, Wisc. 53129. c/o BH.

Radio news director and 2 disc jockeys, all currently employed, looking for PA, NY, NJ or MD station. Call 201-454-3703. Ask for Cal.

Experienced radio-TV newsmen with first phone seeking larger market. Would prefer Colo., Utah, or S. Idaho. Contact Steve Humphrey, KASL, 216 W. Main, Newcastle, Wyo. 82701. 307-746-4433.

Miami University baseball play-by-play 2 years. Radio and television sports director before graduation last June. Anybody can give scores. I analyze participants and events. If you want an astute sportscaster contact Marc Jones, 4823 Round Lake Rd., Apt. 4, Indianapolis, Ind. 46205. 317-253-0612.

Situations Wanted News Continued

College grad, June 1973, with a willingness to learn, a desire to contribute. Five years experience: news, sports play-by-play, interviews. Heavy on writing copy, articulate in speech, 3rd endorsed. Doug Blair, 3602 S.W. Willemette Ave., Corvallis, Oregon 97330. 503-753-3168.

Experienced TV radio newsmen and interviewer. VTR or audio tape available. Religious program considered. Call John 714-726-0516.

Situations Wanted

Programing, Production, Others

Experience counts! 4 years radio experience from jock to GM. Presently PD, OD. College grad, 3rd endorsed. Looking to bust for someone who can appreciate a good job. Box B-191, BROADCASTING.

Creative programmer now running top rated FM and separate AM wishes to move away from stagnant front officer. Good background in MOR, Easy, Rock, and Country. Automation wizard and real production pro. Box B-198, BROADCASTING.

Successful FM Rock PD currently employed in major market. Proven ratings builder. Exploring new horizons. Box B-226, BROADCASTING.

Six years experience, secretarial, program director and on-air. Know copywriting and production and have third phone with endorsement. Salary and hours negotiable. Available with two week notice. Mid-South preferred. Reply to Box C-6, BROADCASTING.

PD/MD of #1 station in top 100. BS degree. 9 years experience. First phone. Box C-12, BROADCASTING.

Bright, eager young woman seeking new opportunities and responsibilities in radio production. Experienced sports, news, public affairs producer. Excellent references. Box C-21, BROADCASTING.

Music Director. Anyone willing to pay decent bread for MD with track record? Have worked Top 40, Progressive Rock, MOR and Jazz. Will also do consulting to turn your ratings around. Box C-59, BROADCASTING.

Producer director wants position in commercial broadcasting, any size market. Production house experience. Resume, writing samples on request. Box C-62, BROADCASTING.

Young, intelligent, musically knowledgeable seeking first PD or APD slot. 4 years experience with first phone desire small or med market Upper Midwest, Rocky Mtn. states or Pacific NW. Can do play-by-play too. Box C-69, BROADCASTING.

How would decide? Mini features using Contemporary legal decisions. For free sample week, contact Nick Iseberg, 303-322-2356, 2890 Elm St., Denver, Colo. 80207.

Italian Dick Cavett seeks position in Radio/TV programming, production or operations. Have major market experience. Prefer NYC tri-state area. 201-325-0420.

Need help? We're a talented team. Announcing, programming, production, news, play-by-play. MOR to Progressive Rock. Currently on #1 medium market 18-30, Easy Listening FM and TV. 1107 S. 3rd #203, Champaign, Ill. 61820.

Experienced 3rd phone all formats. Ace production, copy, news oriented. Hard worker, will relocate. Larry Gilbert, 29215 Bretton, Livonia, Mich. 313-474-7423.

TELEVISION

Help Wanted Management

Sales service director—group owned, network affiliated, top 10 Eastern market, seeks experienced person to supervise sales service department. Send resume to Box C-1, BROADCASTING. All replies treated confidential. An Equal Opportunity Employer.

Help Wanted Sales

TV Account Executive. Group owned CBS affiliate offers excellent management opportunities for the right man. This professional local salesman will have an established account list in a top fifty market. Send resume to Box C-43, BROADCASTING. An Equal Opportunity Employer.

Local Sales Manager: Experienced local salesman or local sales manager ready to move up to management responsibilities. Must be strong in organizing and motivating staff of five salesmen. Excellent growth potential for ambitious professional looking for a future. Write Box C-83, BROADCASTING.

Help Wanted Technical

Top Midwest NBC affiliate needs experienced video and audio engineers. Top wages and benefits. An Equal Opportunity Employer. Send resume to Box B-208, BROADCASTING.

California major market VHF in one of the nation's fastest growing areas needs studio technician. Requirements include first class radio license; minimum 3 years experience; maintenance and operation ability; technical school graduate or equivalent technical education. Wage scale \$220.00 to \$250.00 per week. An Equal Opportunity Employer. Write Box C-88, BROADCASTING.

Modern, well equipped UHF television station in central California has openings for experienced and well qualified transmitter and studio engineers. Studio engineers must be capable of VTR maintenance. Send resume and availability to Box C-97, BROADCASTING.

Wanted: One broadcast engineer. Must be FCC licensed, experienced and competent. Work with RCA equipment. Contact chief engineer, KVRL-TV, 3935 Westheimer, Houston, Texas 77027.

TV maintenance technician for new station. First phone. IVC equipment. Write Box 5077, St. Thomas, US Virgin Islands 00801.

Help Wanted News

Florida station needs experienced color film processor/editor with photo equipment repair background to understudy lab/equipment supervisor. Resume/salary first letter. Equal Opportunity Employer. Box B-256, BROADCASTING.

Need experienced anchor man. Send resume and VTR only to Mark Pierce, WKFE-TV, Dayton, Ohio 45418. An Equal Opportunity Employer. Box C-24, BROADCASTING.

Top rated news operation in major Northeast market needs news writer whose copy really communicates and aggressive street reporter able to develop creative and unusual feature material. Rush resume, picture and samples of work to Box C-55, BROADCASTING. Equal Opportunity Employer.

KXTV Channel 10, CBS affiliate, Sacramento, is seeking applications for an experienced TV meteorologist for daily weather casts. Should know how to communicate in an interesting as well as informative way. Send resume, VTR and salary requirements to: Cal Bollwinkel, KXTV, Box 10, Sacramento, CA 95801.

Sports Director: aggressive, hard hitting, willing to work and comment in major league city. No third raters need apply. Send tape immediately. Karl Sonkin, WKRC-TV, 1906 Highland, Cincinnati, Ohio 45219.

Help Wanted

Programing, Production, Others

Director. Come to Florida! One of the top Southeast stations looking for experienced director. Knowledge of both film and tape production techniques necessary. Send resume, including salary requirements to Box C-25, BROADCASTING.

Executive producer with extensive experience in all phases of creative production. Top public TV facility in SE. Send resume to Box C-57, BROADCASTING.

Situations Wanted, Management

I have had over 10 years TV experience with wide range of responsibilities including supervision of accounting department, personnel reports, new hires, salary administration, in-depth data analysis, financial statements, forecasts, budget preparation, etc. Box C-5, BROADCASTING.

Seeking new management opportunity with progressive television broadcaster. Successful general sales management experience with related responsibilities in programming and promotion. Bottom line oriented. Age 34. Could be just what you need. Best references. Box C-40, BROADCASTING.

Strong supervisory record. 15 years television broadcasting. Producer-director, production manager, creative services director. Currently successful Account Executive. Seeks General Manager or Sales Manager's position. No geographical preference. Excellent references. Box C-53, BROADCASTING.

Financial Management. Over ten years experience in broadcast accounting for group ownership. Presently employed at corporate level. Desire career advancement opportunity. Box C-58, BROADCASTING.

Situations Wanted Sales

TV Salesman available. Now employed with major group. Top 15 network affiliate. Desires advancement into top 10 market. Honest, sincere. No gimmicks. Will work hard and produce results. Proven track record. Rep work considered. Box B-254, BROADCASTING.

Help Wanted Sales Continued

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701 214-592-6280.

Situations Wanted Announcers

The complete announcer. Competent staff/commercial. Background: news, sports, weather. Experienced interviewer/host. Young family man desiring permanent move. Trade dedication/talent for opportunity/security. Finest references, now employed. Box C-18, BROADCASTING.

Children's program host and/or writer. No professional experience, but ideas and concern for children's entertainment. Bachelor's in Broadcasting, married, stable, talented and young. Prefer Ohio, but will relocate anywhere. Available August. Box C-101, BROADCASTING.

10 years radio college broadcast major. Want to try television in the Midwest. Strong news and entertainment emcee background. Young, good appearance. Tape resume, references on request. 615-824-7145.

Situations Wanted Technical

Well versed operations manager and/or chief engineer desires change. Box C-2, BROADCASTING.

Chief engineer/operations manager. Management oriented with 25 years of diversified TV broadcasting, military and industrial electronics. Emphasis on modern techniques for optimum quality and investment return. "V" preferred, any location. Box C-3, BROADCASTING.

Talented TV maintenance engineer looking to settle in a warm climate with a growing station. Presently chief engineer. Box C-103, BROADCASTING.

Situations Wanted News

Newsman. Ten years experience in major markets. Now bureau chief for national newsweekly wants back into television. Young, aggressive, impressive credentials. Full range background including field reporting, writing, production. Published author with forthcoming novel. Box B-230, BROADCASTING.

29 with 3 years radio, 2 years TV co-anchor experience. Currently med market radio news director looking for TV news spot where I can settle down and raise a family. Prefer Florida or Northeast US. Let's talk. Box C-11, BROADCASTING.

Gothic Politics in the Deep South is good for laughs, but I would rather cry all the way to the bank and enjoy the cosmopolitan lifestyle more money would buy where life is more "uptown." Am currently employed. Am willing to anchor, but also want outside reporting. Young, well educated, capable and thoroughly experienced. I consider myself one of the better writers in this market, for print or broadcast media. Box C-20, BROADCASTING.

Network radio news correspondent looking for challenging TV anchor and/or reporting position. Fifteen years experience. Excellent broadcast journalist with wide range of experience. Good references. Prefer Midwest or East Coast. Box C-41, BROADCASTING.

March J-School grad. Nine years radio experience. Been with present employer for the past six. Ready to move up to TV and work with an experienced news staff. First Class license. Good references. Box C-93, BROADCASTING.

Sports is my bag—make it yours! Sports pro-PBP (all sports), commentary, and talk experience. Currently employed as major market sports director but seek change of scenery. Radio and/or TV. Have talent—will travel. Box C-100, BROADCASTING.

Situations Wanted

Programing, Production, Others

Creative, self starting TV producer wants job at medium or large market station strong on local programing. Three years experience, college graduate, 26, veteran. Resume and references upon request. Box B-237, BROADCASTING.

Television producer director with outstanding network and local credits is seeking management opportunity in program/production area. Can provide resume and interview at NAB convention in Washington, March 25th. Box C-4, BROADCASTING.

Pro with 18 years heavy local experience in program, production management, promotion, production/direction and public affairs, seeks responsible slot. Minimum, 12K. Box C-15, BROADCASTING.

Programing Continued

TV/CATV. Looking for producer/director for small or medium market station in Southwest? Manager for cable origination? I am young, experienced, qualified. Over six years commercial, radio, TV cable. Box C-73, BROADCASTING.

Serious minded broadcast MA with solid programing and production background will relocate for demanding, but rewarding position. Please contact: Julian Young, 2312 - 32nd Ave., San Francisco, Calif. 94116. 415-681-6321.

Offering talented husband and wife news/public affairs team. He has twelve years experience as correspondent-anchorman-talk show host; she produces and talents TV talk show. An innovative talent package for a progressive station! Diane & Bob Gore, 2211 Stone Wheel Dr., #21C, Reston, Va. 22091. 703-437-9260.

For rent. An intelligent and creative Don Martin School of Television graduate seeking his first job. Is a talented writer. Seeks engineering or production duties. Have 1st phone, will travel. Contact Richard Clark, 911A Monterey, Glendale, Calif. 91206.

Producer/director, ETV-PTV. Bachelor degree in TV, NIT SECA credits. 7 years experience, 28 years old and need to stay busy. Have talent will travel. Let's talk. 703-497-5754.

Producer director, 26, seeks challenging position with production company or commercial station. Heavy background in advertising, public relations, and cable. James Kenny, 1720 Fifth Ave., Youngstown, Ohio 44504.

CABLE

Help Wanted Management

Management consulting firm with suburban Chicago location seeks young CATV System Manager or recent college graduate with knowledge of cable industry. Degree preferred. First year's income to \$30K. Cal Fred Harms 312-693-6171.

Help Wanted Sales

Manager Advertising Sales. Largest Cable Television System in US seeks experienced, self-motivated, dedicated, professional person who is willing to "take-on" the broadcasting industry. System operated by country's second largest MSO—plenty of room for growth. San Diego market. Start immediately. Send resume to John Long, Mission Cable TV, Box 3224, Fletcher Hills Station, El Cajon, Calif. 92020.

Help Wanted Technical

Chief Engineer for cable system in top 100 Midwestern market to supervise contract construction currently under way. Require strong leader to motivate and supervise entire technical staff including installation and operating technicians. System will have heavy local orientation. Prefer man with broadcast and microwave experience as well as cable. Must be articulate and handle technical PR with ease. Here's chance to build and be part of active, progressive system. Good salary, young management team, and great community with lots of trees, green grass and lakes. Reply Box C-81, BROADCASTING.

Situations Wanted,

Programing, Production, Others

Desire directional position in local organization CATV. Heavy experience in both sports and public affairs programing with top ten outlet. Will consider any area. Box C-23, BROADCASTING.

Experienced producer-director seeks ground-floor opportunity in CATV station originating local programing. Versatile. Writing, sales and limited on camera experience. Resume on request. Box C-63, BROADCASTING.

WANTED TO BUY EQUIPMENT

Gates BC-1J transmitter. Operational or non-operational. WMOV, Ravenswood, W. Va.

We need used 250, 500, 1 KW, 5 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

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Marti-Used, reconditioned and new Marti equipment in stock. Immediate delivery. Terms available. BESCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

Available immediately, 500 foot Blaw Knox self supported tower, new, ready for erecting, bargain. Contact Glenn Callison, Dir. of Engineering, McLendon Stations, Dallas, Texas. 214-651-1010.

For Sale Equipment Continued

Used single channel console, \$595. KXEN, Box 28, St. Louis, Mo. 63166.

Cradle heads, Houston Fearless, MCH3, \$295. WLVT-TV, 215-867-4677. Jerry Richards.

Fidelipak Audio Cartridges, 300 10 1/2 minute length. Brand new, never been used. \$2.50 each. Prefer to sell entire lot. Lee Shoblom, KFWJ Radio, Lake Havasu City, Ariz. 86403. 602-855-4098.

New Moseley ADP-220 transmitter automatic logging system, \$5900. Contact T. A. Bone, WPRI-TV, Providence, R.I. Phone 401-521-4000.

16mm TV film projectors, Bell-Howell, 614EVMS, \$995. WLVT-TV, 215-867-4677. Jerry Richards.

Quad VTRs, Ampex, RCA, Visual, Color and monochrome. VR1100, RB1000, VA50, TR22, TR4, TR3 plus a full range of accessories and parts in stock. Merlin Engineering Works, 1880 Embarcadero, Palo Alto, Calif. 94303. 415-329-0198.

We have the equipment. Do you have the need? For Sale Collines twin board, Raytheon board, Raytheon limiters, Misc amps, Gates remote control, RF amps, Hewlett Packard FM freq. Modulation meter. Best offer. Reply to WLYN, Box 631, Lynn, Mass. 01903.

Color phase equalizer, Ward TA860, \$1,995. WLVT-TV, 215-867-4677. Jerry Richards.

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For sale used dual channel mono console. Cost new approx. \$3,000 will sell for \$500 cash. Shipped collect. Now in use in production room. 314-586-8577.

RCA TR3 Videotape player, mono, \$4,995. WLVT-TV, 215-867-4677. Jerry Richards.

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Michael Lefkowitz Comedy Service, 954 56th St., Brooklyn, NY 11219. Weekly sheet 25 one liners per sheet \$10.00 per month.

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Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in New Orleans***, 2940 Canal.

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In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Elkins Institute in St. Louis. 314-752-4371. First Class FCC license.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (Formerly Elkins Institute), 3443 N. Central Ave., Chicago, Ill. 60634. 312-286-0210.

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Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

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Photographers amateur or semi-pro with quality 35mm camera to take slides of buildings in your city in spare time. For details write Mixed Media Inc., 4457 Holly, Troy, Mich. 48084.

Cartridges spotlessly cleaned, rebuilt and reloaded with Scotch 157. Like new at approximately half price. Also, best prices anywhere—new Fidelipac carts, 3M professional tape and other studio supplies. Your order is your charge account! Full guarantee. Free catalogue. Lauderdale Electronic Labs, 135W 13th St., Ft. Lauderdale, Fla. 33315, Dept. B. 305-525-0478.

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RADIO

Help Wanted Management

GENERAL MANAGER RADIO

The General Manager of one of the Midwest's leading medium market radio stations has accepted a similar position in one of the nation's top markets, creating a vacancy which presents an outstanding opportunity for an experienced broadcaster who is on the way up. The station is KWWL, Waterloo, Iowa, number 1 in its market for over 10 years. KWWL is operated by the Black Hawk Broadcasting Company, which operates three AM's, two FM's and two television stations, all in Iowa and Minnesota.

We would like to talk to young men who are interested in such a challenge. We ask that an outline of experience and a salary range be a part of your first letter. Replies should be addressed to James Bradley, Executive Vice President, Black Hawk Broadcasting Company.

Help Wanted Management Continued

SALES MANAGEMENT

Immediate openings nationwide for ambitious salesmen ready to move up to Sales Management. Positions available in all size markets, both radio and television, and in the \$20,000 to \$30,000 per year income range. If you are a college graduate with at least 2 years sales experience and possess the ability to recruit, train, and motivate a sales department, please send confidential resume to C. L. Mitchell, Ron Curtis & Company, 5725 E. River Road, Chicago, Illinois 60631. No fee and all replies answered.

Help Wanted Sales

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High-level technical sales of industry's leader in audio automation systems.

Excellent career opportunity—high five figure earnings—attractive draw against top commissions—all expenses paid.

Sales positions available Midwest, Southwest, West Coast areas. Contact Irv Law, Vice President, Sales, 3950 Home Road, Bellingham, Wash. 98225, (206) 733-4567.



Situations Wanted Management

YOUNG PROFESSIONAL

Experienced broadcaster seeking position with commercial broadcast facility or academic teaching position at college or university. Experience includes ten years of radio work in all phases of programming and administration, including job as manager of commercial FM for past two years. Six years of university teaching experience in areas of TV production, radio production, announcing, writing, and news. BS and MA degrees. Extensive experience in TV production, including preparation of over 400 hours of ITV programming, plus directing and announcing for public TV station. Presently employed both as commercial station manager and in university teaching. Seeking challenge above that of present situation. 27, single, ready for a move.

For resume, write
C-98, BROADCASTING

Situations Wanted Announcers

Looking for Announcer?

Now available. Broadcast school graduate. First phone. 1½ years experience—MOR or any format. Versatile, dependable. For tape, resume and photo write

Box B-109, BROADCASTING

Situations Wanted Announcers Continued

20 YEARS EXPERIENCE

Outstanding voice. Versatile delivery. Good background in radio & TV. Looking for place to spend the next 20 years.

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Lynn Troxel is seeking announcing job anywhere in the U.S. Broadcast school graduate of Career Academy, Milwaukee, Wisconsin and the School of Broadcast Training, Artesia, New Mexico. First phone. Versatile. Dependable. Prefers MOR, but will do any type of format. Approximately 1½ years experience at KSVP, Artesia, New Mexico and WMEL, Melbourne, Florida. If interested, call or write Mr. Lynn Troxel, III, 380 Melmore Street, Tiffin, Ohio 44883. Phone 419-447-4686.

Situations Wanted News

NEWS DIRECTOR

Commentator, Editorialist. Experienced, creative. Writing, editing, broadcasting, reporting of demonstrated impact.

Box C-16, BROADCASTING

Situations Wanted Programming, Production, Others

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TELEVISION

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Miscellaneous Continued

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Interested party seeking Radio Station on East Coast. Full or Partial Ownership considered. No Brokers. Replies confidential.

Box C-96, BROADCASTING

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Profitable AM, FM or TV Station in major suburban, metro or medium market.

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FOR SALE Stations—Continued

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Principals only

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Profile

Centenarian Gaylord, a pioneer broadcaster

E. K. Gaylord works nearly every day. Throughout the week he is at his newspaper plant from 8:15 in the morning until about 4 in the afternoon. He also works Saturdays—a half-day by his standards—leaving about 2 or 2:30. But E.K., as those outside The Oklahoma Publishing Co. usually refer to him (to associates he's strictly Mr. Gaylord), may take part of the day off today (March 5). It's his 100th birthday and the 70th anniversary of The Oklahoma Publishing Co., and people have plans for him.

At noon, there will be what has become a traditional birthday luncheon in his honor, held in the plant dining room, attended by department heads, directors of the company and a few special guests. At 1:30, Mr. Gaylord will address a joint session of The Oklahoma house and senate—possibly the first time such an invitation ever has been extended to a private citizen.

It's apparent that E. K. Gaylord is a remarkable person, commanding a unique position in his community. Basically a newspaperman, he also has been, since 1928, one of the nation's leading broadcasters. His Oklahoma Publishing Co., formed when Oklahoma was still a territory, has as one of its more important subsidiaries WKY Television System Inc., which encompasses five television properties in four states, as well as a pioneer radio station.

WKY-TV Oklahoma City (ch. 4-NBC-TV affiliate), began operations in 1949. WTVT(TV) Tampa-St. Petersburg, Fla. (ch. 13-CBS-TV affiliate), was acquired in 1956. KTVT(TV) Fort Worth-Dallas (ch. 11-independent) was acquired in 1962. KHTV(TV) Houston (ch. 39-independent) was acquired in 1965. WVTM(TV) Milwaukee (ch. 18-independent) was acquired in 1966. WKY(AM) Oklahoma City, the cornerstone for the current Wky Television System, was bought in 1928.

E. K. Gaylord, according to his close associates, recognized broadcasting from the first as a full fledged partner in the communications business. He has great respect for radio's and television's many accomplishments, is extremely proud of the public services that have been done and regards news as one of the primary facets of any broadcasting operation.

The story is that when Mr. Gaylord decided to buy WKY(AM), which had been operating on a shoestring, he was in London with his family, where a cable arrived announcing a wildcat oil strike southeast of Oklahoma City. In effect, he decided that this would bring a business boom to Oklahoma and enough of an increase in population for him to afford a radio station (equated with owning a yacht in 1928). Similarly, maybe 10



Edward King Gaylord—president-publisher, The Oklahoma Publishing Co., Oklahoma City (*The Daily Oklahoman-Oklahoma City Times*); chairman, WKY Television System Inc. (WKY-AM-TV Oklahoma City; WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth; KHTV(TV) Houston; WVTM(TV) Milwaukee); b. March 5, 1873, Muscotah, Kan.; attended Colorado College, Colorado Springs, 1894-97; clerk, district court, Colorado Springs and Cripple Creek, both Colorado, 1897-1900; telegraph editor and editorial writer, *Colorado Springs Telegraph*, 1901; business manager, *St. Joseph (Mo.) Gazette*, 1902; acquired (with two others) 45% interest in *The Daily Oklahoman*, Oklahoma City, forming Oklahoma Publishing Co., with Mr. Gaylord as business manager, 1903; started farm paper known then as *Oklahoma Farmer-Stockman*, later as *The Farmer-Stockman* (sold in 1972 to employees), 1911; acquired *Oklahoma City Times*, 1916; president, Oklahoma Publishing Co., 1918-present; president, general manager, editor-publisher, *The Daily Oklahoman* and *Oklahoma City Times*, 1918-present; acquired WKY(AM) Oklahoma City, 1928; put WKY-TV Oklahoma City on air, June 6, 1949; chairman, WKY Television Systems Inc., 1956-present; m. Inez Kinney of Bellaire, Ohio, Dec. 29, 1914; children—Edward Lewis, Edith Harper, Virginia Elizabeth Neely.

years before television became widely commercial, he reportedly predicted that the age of television would be the new era in communications, and that as soon as it was feasible, WKY would bring this development to the people of Oklahoma. WKY-TV was granted its license before the "freeze" in 1948, went on the air in 1949, was telecasting live color programs as early as 1954.

This forward-looking, and his pushing of his various managers and associates to look ahead and plan for the future, apparently is one of the several things that

make Mr. Gaylord remarkable. Oddly, despite such progressive thinking, Mr. Gaylord is extremely conservative politically and in his fiscal philosophy. He is patriotic to the point of being a flag-waver, a relentless campaigner for strong defense as the best protection against any kind of national problems, intensely straitlaced on moral questions.

It's the way of the self-made man, which E. K. Gaylord personifies. Born on a farm near Muscotah, Kan., E. K., from the age of 11 knew work. He picked strawberries for a truck farm and worked in a second-hand store. His family moved west, living in Denver and Grand Junction, Colo. In his junior year at Colorado College, he and a brother, Lewis, bought the controlling interest in the *Colorado Springs Telegraph*. The brothers then moved on to a paper in St. Joseph, Mo., but after about a year E. K. broke away, and with two partners bought 45% of the stock in *The Daily Oklahoman* (then eight years old), and formed The Oklahoma Publishing Co., with Mr. Gaylord as business manager.

The newspaper led the drive for Oklahoma statehood and to locate the capital in Oklahoma City. A farm paper, *The Farmer-Stockman* was started in 1911 (it was sold in 1972) and five years later The Oklahoma Publishing Co. bought the *Oklahoma City Times* at a sheriff's auction for \$30,000. Mr. Gaylord became president of The Oklahoma Publishing Co. in 1918 and since that time has continued as president and general manager as well as editor and publisher of the two daily newspapers.

His principal interest over the years has been in the newspapers, with a particular interest in the editorial page. The corporate setup of The Oklahoma Publishing Co. calls for all the department heads of the number of subsidiaries to report to Edward L. Gaylord, E. K. Gaylord's only son and executive vice president of the parent company. The managing editor of the newspapers and the editorial writers report to the elder Gaylord daily, and he still has the final word on all operations.

E. K. Gaylord, said to be quite an outdoorsman and athlete in his younger days, takes very careful care of himself—he faithfully does calisthenics and exercises to help his blood circulation every morning and night. He has kept himself slim, never smoked or drank hard liquor and in general is endowed with an unusually durable constitution.

"He's a very disciplined person," says Charles Bennett, managing editor of the Oklahoma newspapers, in explaining what makes his publisher remarkable. "He is one of the few people I have ever encountered that I honestly think has rarely ever done anything that he thought was not right and has failed to do something he thought should be done."

Editorials

Disaster insurance?

Subscribers to the National Association of Broadcasters' television code have a new set of rules governing the type of drug advertising they may carry. The rules were adopted by the association's television code-review board for the frank purpose of heading off threats of legislation of harsher repressiveness.

Maybe the code board's purpose will be served. As reported here a week ago, Representative Paul Rogers (D-Fla.), chairman of the House Public Health and Environment Subcommittee, was complimentary. A frequent critic of drug advertising, Mr. Rogers called the new guidelines "a public service of the first magnitude." Hopefully others who have been talking darkly of legislating restraints, if not outright prohibitions, will be similarly disposed.

This publication has never favored the writing of tight restrictions into television or radio codes of self-regulation. The more explicit the private guidelines, the easier they are to incorporate into government rules. For example, the allowances of commercial time in the NAB radio code are now the standards that the FCC uses in deciding whether to renew station licenses. And at no point in the process has there ever been research to determine whether the allowances have any relationship to listener tolerances or interests.

The drug guidelines suffer the same basic defects. They are based on no evidence of a connection between drug advertising and drug abuse. Yet their very presence implies a confirmation that the connection exists. The broadcasters must expect to find these guidelines reappearing in their future dealings with the regulatory agencies.

If the guidelines succeed in their legislative mission, they will have achieved the trade-off that the broadcasters sought once before—and lost. They will have outperformed the strikingly similar maneuver taken in July 1969 when, acting on recommendations of the code boards, the NAB's main boards voted to phase out cigarette advertising by Sept. 1, 1973. It was nine months later that the Congress took cigarettes off the air as of Jan. 2, 1971.

The parallel is not exact. On cigarettes the broadcasters were done in by an open connivance of tobacco companies and key legislators to sacrifice radio and television and leave other advertising untouched. This time there is evidence that the drug companies want to stay on the air. Perhaps the guidelines will work, if broadcasters and advertisers let them.

When in doubt

Senator John O. Pastore, chairman of the Senate Communications Subcommittee, wig-wagged a new set of storm signals to the broadcasting profession during his questioning of FCC Chairman Dean Burch and Office of Telecommunications Policy Director Clay T. Whitehead two weeks ago (BROADCASTING, Feb. 26). "Why are we giving licenses to promote panderers?" he asked, referring both to "dirty movies" on television and to so-called "topless radio" formats, in which intimate personal and sexual experiences are disclosed in conversation with a talk-radio host. The senator urged Mr. Burch to find a test case to demonstrate whether the FCC could exercise prohibitive authority in this program area—perhaps by denying the license of a broadcast station. Senator Marlow Cook, a Republican member of the subcommittee, compounded the issue by suggesting that someone file a competing application against one station that has pioneered this radio form. His suggestion must have struck terror into the corporate heart of that licensee, and both his and

Senator Pastore's remarks should give pause to all broadcasters tempted by the audience success of such programming.

As in most matters dealing with broadcasting, this one does not yield to easy answers. It is tempting just to say "amen" to Senator Pastore's home-protectionist sentiments—as many in the nation will, including (already) Mr. Whitehead and President Nixon. Broadcasters should take no consolation from Mr. Burch's profession of reluctance to take on the role of censor, or the fact that—probably—broadcasters could survive an eventual test case in the courts on First Amendment grounds. (Indeed, were it to come to such a test, this journal would surely be on the side of the testee.) Whether it could survive on a test of the public interest is another matter entirely, and it is on that ground that the issue is likely to be fought.

The broadcasting profession is besieged on all sides. Its economic viability has been damaged by the loss of cigarettes and threatened by the withdrawal of drug advertising. Its First Amendment rights are under assault by the executive branch. Its relevance has always been questioned by the intellectuals, and its patriotism is under suspicion by the common man. What the profession does not need is a campaign to defend such cultural enlightenment as "The most unusual place I had sex, Don, was in a bathtub filled with Cream of Wheat."

Prudence, not prudery, should be the watchword.

Misnomer

Copy editors the country over receive periodic press releases with an attachment warning: "Please refer to us as Western Union International Inc. or as WUI, and not as Western Union. . . . WUI should not be confused with wholly unconnected, domestic organizations such as Western Union Corporation and the Western Union Telegraph Company."

This type of corporate semanticism would ordinarily fall below the interests of this page, except that the names involved are increasingly important in the business of broadcasting. (Western Union Telegraph is a grantee for a domestic-satellite system. WUI, in partnership with Fairchild, is an applicant for another system.) Who has what property right to any of these designations is a matter beyond our competence, but as one communicator to others, we suggest they might all be better off with names more evocative of tomorrow than of yesterday.

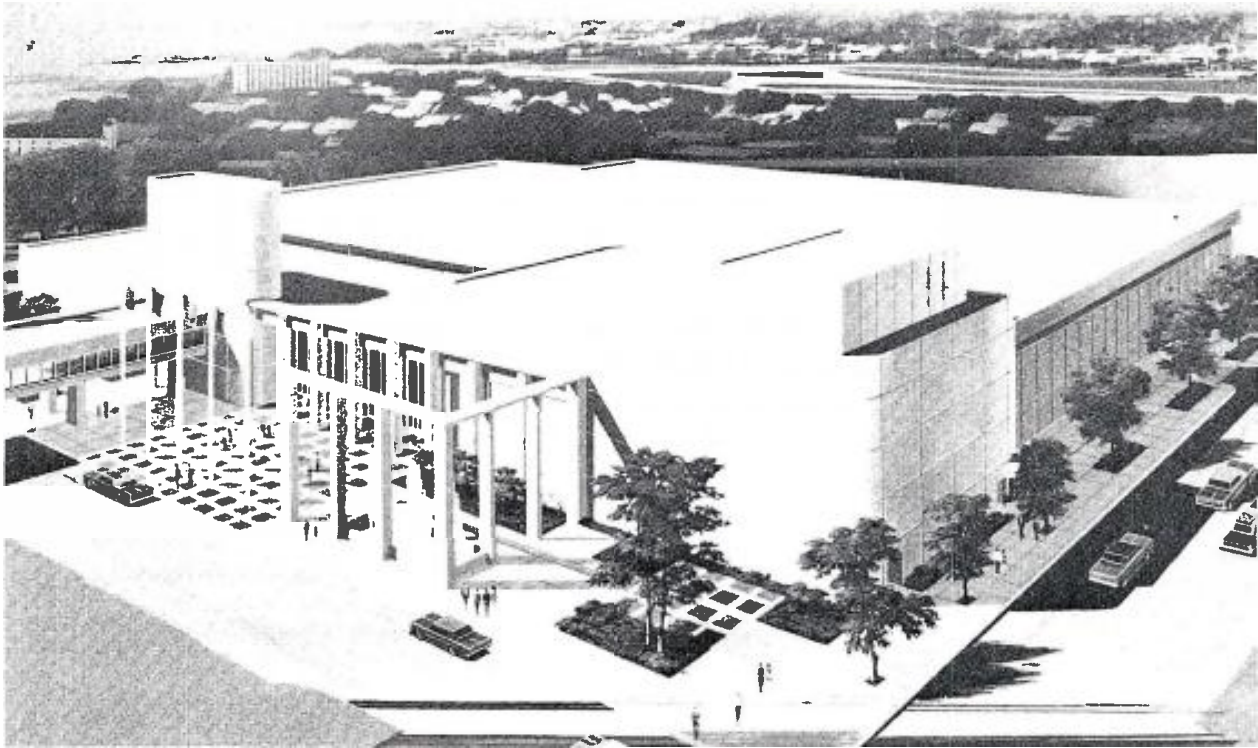


Drawn for BROADCASTING by Sid Hix

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We have a lot of people on our news staff...a lot of very good people. And we need every one of them. It's the only way to cover our beat...not just Boston, but all of New England.

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