



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Code board proposes touch-up job on TV time standards

Can retail volume be built to replace cigarette billing?

Pressure rises for over-all control of political spending

Court rejects suit to enjoin violence in children's shows

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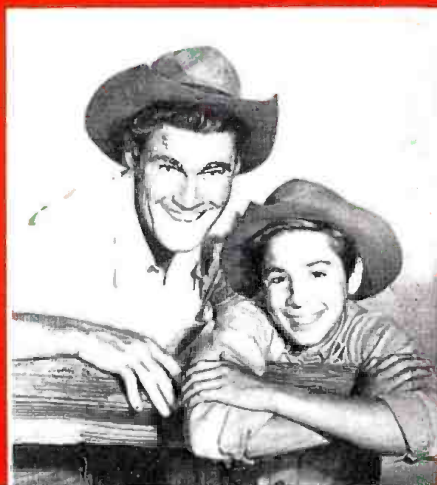
*** FOR THE NETWORKS**

THE REEL GAME

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BOB HOPE
TUESDAY WELD
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JEREMY SLATE

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OFFERS YOU I'LL TAKE SWEDEN.

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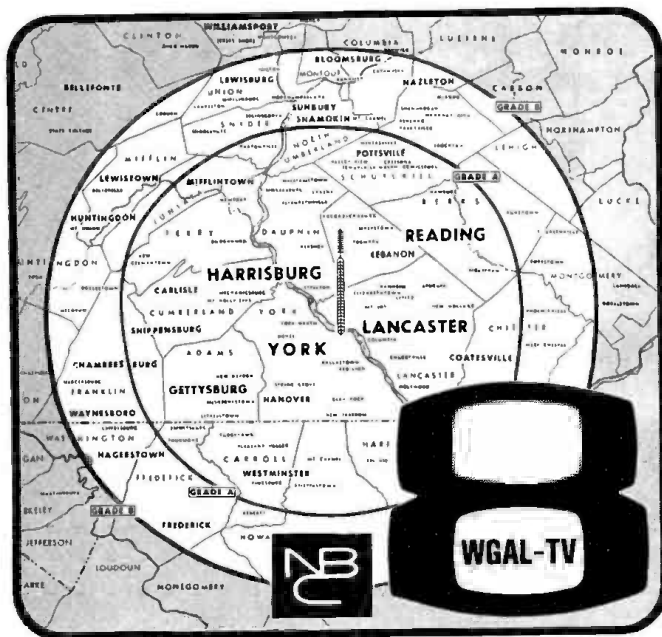
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WGAL-TV reach and in-depth coverage are unapproached because it delivers most viewers in its multi-city market*. Two other great selling factors: a big 50% color penetration; above-average stability and prosperity in its Channel 8 area.

*Based on November 1970 ARB estimates subject to inherent limitations of sampling techniques and other qualifications issued by ARB. Available upon request.

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STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I./New Bedford-Fall River, Mass.

Where it counts

If agency mathematicians are correct, there was sharp change in ranking of TV networks according to going prices of their average prime-time minutes in fourth quarter of 1970 as compared with same 1969 period. Agency people, who try to keep track of such things, estimate NBC-TV's pricing was highest at average between \$52,000 and \$52,500; ABC-TV's was second at close to \$48,000, and CBS-TV's third at about \$47,500. Comparable averages for fourth quarter of 1969 put CBS first at little over \$55,000, NBC second at more than \$53,000 and ABC third at just under \$43,000.

Open season?

FCC is expected soon to issue notice of inquiry that could lead to more license-renewal challenges, from would-be broadcasters filing competing applications as well as from citizen groups simply protesting renewals. Inquiry would seek definition of "substantial service" as used in commission's Jan. 15, 1970, policy statement on comparative hearings involving renewal applicants; commission said it would favor incumbents if they could demonstrate such service. Stations that did not meet FCC's criteria—and these would probably, though not necessarily, be cast in terms of percentages of service—would find themselves more attractive targets for challenges and protests than stations that measured up to government's standards.

Question still being pondered at FCC staff level is whether criteria should be used as guide in renewal processing. Number of other items, all dealing with current review of license-renewal procedure, are being readied for presentation to commission along with notice of inquiry. One is new application form for television. Others are proposed rules extending time for filing renewal applications from 90 to 120 days ahead of renewal due-date, and requiring scheduled announcements inviting comments on their performance and to maintain for public inspection, file of complaints they receive (BROADCASTING, Dec. 7, 1970).

Morning line

If new generation on boards of National Association of Broadcasters prevails, 1971 slate of chairmen to be elected in June will look like this: Richard Chapin, Stuart Stations, Lincoln, Neb.—chair-

man, joint board; A. Louis Read, wdsu-TV New Orleans—chairman, television board; Andrew M. Ockerhausen, WMAL-AM-FM Washington—chairman radio board. Richard Dudley, Forward Stations, Wausau, Wis., former radio board chairman, is seen as possible candidate for joint board chairman. Vice chairmanship prospects have not yet jelled, but Don Campbell, WMAR-TV Baltimore, is being talked up for TV board.

Next in line

Although there's no timetable, President's select committee on government reorganization, headed by West Coast banker Roy Ash, will make study of independent agencies its next order of business. And prospects are that Federal Trade Commission, which has caused new unrest in business sector, and FCC, caught in cross-fire involving allocations, ownership, program controls and minority protests, will be among first to be examined.

Ash committee recommendations dealing with reorganization of executive-branch agencies directly responsible to President are currently under executive scrutiny. Independent agencies, whose members are nominated by President and confirmed by Senate, are regarded by Congress as arms of legislature.

Heading the word

At least two television networks—CBS-TV and NBC-TV—are busy developing new children's programs for fall following that private meeting at which FCC Chairman Dean Burch once again pressed his plan for 90-minute daily program for children rotated among networks (BROADCASTING, Dec. 21, 1970). Though networks won't say they'll agree to Mr. Burch's program pattern or confirm specific plans, CBS-TV is understood to have several projects in development, as has NBC-TV, where one project is half-hour show that may be offered to affiliates at supplementary charge. ABC sources said planning is continuous, but only specific they could discuss was *Curiosity Shop*, scheduled for next season and announced several months ago.

Everybody's in

Selection of successor to FCC's late chief engineer, William H. Watkins, who died Jan. 3, expected to be made in next couple of weeks. Among those mentioned as candidates or prospects

are Raymond E. Spence, deputy chief engineer; Julian Dixon, chief of Technical Division, Harold L. Kassens, chief of Rules and Standards Division; Curtis Plummer, chief of Field Engineering Bureau and one-time chief engineer; C. Phyll Horne, engineering assistant to Chairman Dean Burch, and A. Prose Walker, communications consultant, former FCC Allocations Branch chief and former director of engineering at National Association of Broadcasters. Job pays about \$37,000 a year.

Chance of reprieve

CATV systems, particularly smaller ones, would be able to delay start of program origination, and perhaps avoid it entirely, under proposal being considered by FCC. System requesting waiver of rule—which becomes effective April 1—could hold off until commission denied request. (Commission uses that procedure in dealing with requests for waiver of other CATV rules.) And commission staff would process waiver requests from larger systems first.

Proposal reflects uncertainty some commissioners are said to feel over wisdom of cablecasting rule, which applies to systems having more than 3,500 subscribers. These commissioners are said to have been impressed by data from National Cable Television Association and Rand Corp., indicating that commission may have been unduly optimistic in assuming 3,500-subscriber systems could sustain cablecasting.

One to one

KPRC-AM-TV Houston is splitting its national representation. Effective Feb. 1, KPRC(AM) will switch to Major Market Radio (Jerry Glynn, president). KPRC-TV will continue its long affiliation with Edward Petry & Co. Both stations are owned by *Houston Post*, and both are long-term NBC outlets. Jack Harris is president of *Post's* broadcast division.

Fat's out of fashion

Among austerity proposals to be considered by board of directors meeting of National Association of Broadcasters at LaQuinta, Calif., this week: elimination of nine-man Finance Committee, with budgets to be developed by seven-man Executive Committee, subject to concurrence of full board; holding of committee meetings (with possible exception of code-board sessions) in Washington where records and staff are, entailing minimum expense in staff travel.

HOW WOULD YOU LIKE TO GROSS ONE MILLION EIGHTY FIVE THOUSAND DOLLARS A YEAR BETWEEN 11:10AM AND 4:00PM MONDAY-FRIDAY?

Bill Randle does . . . on WERE, Cleveland. (And is top-rated as well.) ☐ You can too . . . if you're an AM general manager or major radio station owner in one of the top 50 markets, and are willing to spend \$15-30,000 during the next year. The cost depends on your market, individual station problems and availability of performers. ☐ If you're interested, you can call Bill Randle between 9:00 A.M. and 4:30 P.M. any weekday at 216/696-1300.

BILL RANDLE

Radio Station WERE
1500 Chester Avenue
Cleveland, Ohio 44114

National Association of Broadcasters' television code review board proposes measures for tightening TV commercial-time standards, but some agencies and representatives feel proposals do not go far enough. See . . .

Touch-up job on TV time standards . . . 18

TVB president Pete Cash predicts 8% rise in retail merchants' investment in local TV in 1971; tells annual retailers convention members cigarette loss will be virtually equalized by increased new business. See . . .

Answer to lost cigarette revenue? . . . 20

Bill to limit both broadcast and nonbroadcast political campaign spending will be introduced when 92d Congress convenes this week. Co-sponsors are Senators Mike Gravel (D-Alaska) and James B. Pearson (R-Kan.). See . . .

A ceiling on all political spending? . . . 26

Leading CATV operators in New York oppose recommendation by New York State Public Service Commission that it join FCC and local authorities in regulating cable systems in state. See . . .

CATV's see no need for PSC plan . . . 28

FCC is given conflicting counsel on whether to grant WHDH-TV Boston's request that it reopen case, in which WHDH Inc. lost license, to determine if decision was based on sufficient number of commissioners. See . . .

FCC faces issue over WHDH-TV vote . . . 30

In appeals court case involving Midwest Video Corp., Justice Department goes on record as arguing that FCC has gone 'too far' in restrictions it has imposed on pay CATV. See . . .

Justice faults FCC for curbs on CATV . . . 36

Spectrum-allocation problem will receive complete and lengthy examination jointly by FCC and Office of Telecommunications Policy. Study could result in reallocation of government-used space. See . . .

A high-level spectrum study . . . 37

Federal district court throws out suit brought by three housewives over alleged excessive violence in 'Wild, Wild West' program. Plaintiffs should seek relief first from FCC, it says. See . . .

Court throws out antiviolence case . . . 43

Two mid-season replacement programs from CBS and one from NBC receive few laurels; CBS's 'Family' garners most attention with mixed reactions; NBC's 'Griffith' product and CBS's 'Strange Report' elicit yawns. See . . .

Second season lands with dull thud . . . 44

FCC will take closer look at time factor in exclusivity of nonnetwork TV programming and related problem of helping UHF stations and CATV systems to gain freer access to nonnetwork material. See . . .

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Broadcasting

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Now watch!
KTEW, Tulsa, Oklahoma,
(formerly KVOO-TV)
has appointed
Blair TV.

With over half a million in population, the Tulsa metropolitan area has been gaining ground as one of the Southwest's leading marketing areas. Long a center for the oil and aerospace industries, upward mobile Tulsa is now emerging as one of the nation's greatest river ports, connected by water with industry extending from the Great Lakes to the Gulf of Mexico, by means of the important new Arkansas Verdigris Navigation System, whose effects may well prove more far-reaching than those of the St. Lawrence Seaway. Pace-setting station in the Tulsa area with strong leadership in prime time periods is KTEW, Channel 2. (Previously, KVOO-TV. And now under the Scripps-Howard banner.) For everything you need to know about the burgeoning Tulsa market and about KTEW, call your Blair man.



BLAIR TELEVISION

America's leading television representative
A Division of John Blair & Company

Onward and upward

Network-TV revenues in 1970 increased 2.1% to \$1,733,671,700, according to estimates released Friday (Jan. 15) by Television Bureau of Advertising. They were compiled by Broadcast Advertisers Reports and compare with 1969 total of \$1,697,420,500.

For fourth quarter, sales were off about 3.58% to \$518,797,500.

December billings were down 8% to \$157,403,900, with daytime down 13.4% and prime time down 5.3%. For full year, daytime was up 2%, prime time up 2.2%. Figures are estimates of TV networks' net revenues from sales of time and programing.

Digisonics wants more time

International Digisonics Corp. has asked FCC to continue for another 120 days IDC's authority to operate its trouble-plagued electronic system for monitoring commercials under relaxed standards. Ninety-day period commission gave company on Oct. 22, 1970, to operate under eased standards and, at same time, to find solution to technical problems, runs out Jan. 20 (BROADCASTING, Oct. 26, 1970).

But National Association of Broadcasters, in letter filed with commission Friday (Jan. 15), said IDC should not be granted further waiver of rules unless it can demonstrate ability to transmit its coded commercial in compliance with relaxed standards.

John B. Summers, NAB chief counsel, said NAB Technical Committee studies and reports from NAB member stations indicate that IDC-coded patterns "in many instances" do not comply with relaxed standards. Commission, Mr. Summers said, "should not condone any continuation of such degradation of the television picture."

This is contradiction of assertion in IDC attorneys' letter that extension of waiver would not interfere "in any way with television broadcast viewing."

IDC attorneys said that additional 120 days would permit company to complete studies it has begun and to suggest "research-based, permanent solution." They noted it would also permit those broadcasters, whose concern about rules violations led to relaxation of standards to continue carrying material encoded by IDC for its national advertiser clients.

Mr. Summers, in his letter, said that if IDC cannot provide licensees with en-

coded patterns within standards in rules, commission should reopen rulemaking proceeding to consider whether rules should be amended. Present rules were adopted in response to petition from IDC.

And, in reopened proceeding, Mr. Summers said, commission should consider other matters about electronic monitoring that have troubled some broadcasters—those relating to prior notice to broadcasters that they will receive encoded commercials and to licensee control over use of such material.

Sarnoff on consumerism

Business community and its advertising agencies risk harmful political crusade if they do not respond more to articulate consumer demands, according to Robert W. Sarnoff, RCA chairman and president.

This warning was contained in address prepared for delivery to Poor Richard Club in Philadelphia Saturday (Jan. 16), when he was to receive club's 1971 gold-medal award for distinguished service in areas of information and communications.

He said consumer unrest was rooted in both real and imagined offenses. These offenses, he said, sprouted from overstated claims, poor service, inflated charges and neglected customer needs.

"Its potential danger lies in the development of a political crusade that could lead to overreaction," he said, "with results as unfortunate for the public as for business."

Urging business and agencies to respond quickly and effectively to legitimate public demands and desires, Mr. Sarnoff said: "We must insure that advertising claim matches business per-

formance."

There must be rapport between business and consumer, he said, and first step toward this communication is close co-operation between agencies and business management.

"The important point," Mr. Sarnoff continued, "is that at a time when the flow of new products and the increased impact of the media has placed the highest value on expertise, your profession must be a partner in marketing rather than simply a transmission line for the sales message." And, he added, business has obligation to insist upon active role.

Many violations charged to advertisers and agencies by FTC, he believes, are due to communications gap.

He urged audience to stop thinking of consumerism as movement and associate it instead with individual who wants to be treated in honest and straightforward way.

MGM, Fox talk merger

Discussions looking to merger of Metro-Goldwyn-Mayer and 20th Century-Fox Film Corp., leading film producers, were reported under way Friday (Jan. 15).

James T. Aubrey Jr., MGM president and former head of CBS-TV network, announced that "encouraging" conversations in principle had already been held, without reference to approval of specific terms.

Mr. Aubrey's disclosure was in statement issued Thursday (Jan. 15) in which he said discussions had been held with some Fox stockholders, including Broadway producer David Merrick; Harry and Richard Brandt, executives of Brandt Theaters and Trans-Lux Corp., respectively, and Davis Factor, chairman of Max Factor & Co.

Mr. Aubrey said earlier talks had centered on plan whereby MGM would exchange one of its shares for each two shares of Fox stock outstanding. It could not be learned how many Fox shares Merrick-Brandt-Factor group held, but industry sources speculated it may run from 500,000 to as many as 1.5 million of Fox's approximately eight million shares outstanding.

Both Fox and MGM have had financial problems in recent years and have had changes in top-level corporate structures.

Mr. Aubrey emphasized that discussions were still in preliminary stage and that any ultimate agreement would be

Rapping, RAB style

New feature will be inaugurated in round of management conferences that Radio Advertising Bureau is holding next month. Regional broadcast executives of Sears, Roebuck and Coca-Cola—and perhaps representatives of other advertiser categories—will be on hand for closed-door, off-record question-and-answer exchanges with broadcasters on use of radio. Idea is that better mutual understanding of needs, problems and potentials will benefit both sides. Management conferences kick off Feb. 1 in San Francisco.

subject to approval by MGM board and stockholders, and would also be subject to such securities and other laws as may be applicable.

Feminists air grievances

National Organization for Women and other women's groups challenged television and print advertising's image of women Friday (Jan. 15) during three-hour conference with representatives of national advertising agencies.

Although press was not admitted to "dialogue with women," NOW held news conference later, detailing scope of discussion.

Among 21 advertising agencies said to have sent representatives to "dialogue" were: Young & Rubicam; Foote, Cone & Belding; Doyle Dane Bernbach; Leo Burnett; Della Femina, Travisano & Partners, and Well Rich Greene.

New York was charged by agencies with being composed of 'avant-garde' types not representative of American women.

Agencies also defended commercials, which NOW and other women's groups found offensive, by saying they must appeal to broadest range of people in shortest possible time.

Deborah Biele, coordinator of NOW's image committee, said that was strongest point of agencies' argument. But she added that in last year, women's groups have tripled throughout country, and that younger generation, now in school, would not sit still for demeaning image of women presented in advertising.

APBA sports study

Hoping to find ways to provide innovative and extra services for broadcasters in 1970's, Associated Press Broadcasters Association has assigned its performance committee and three subcommittees to scrutinize AP-wire sports report and to survey wire usage, generally.

Performance committee is headed by Charles Fred Douglas, WKZO(AM) Kalamazoo, Mich. Sports subcommittee is headed by Charles Whitehurst, WFMY-TV Greensboro, N.C. Ron Mires, KPIX-TV San Francisco will be chairman of subcommittee looking at AP picture report, and Frank Scott, KLNG(AM) Omaha, will survey desire for co-operative news and feature beeper and actuality service.

Audio-gear rules proposed

Federal Trade Commission is studying possibility of requiring manufacturers of radios, phonographs, tape players and other home-audio gear to use standard base for rating amplification power.

In rules proposed last week, FTC

Week's Headliners



Mr. Spielvogel

Carl Spielvogel, executive VP and general manager, McCann-Erickson, New York, elected chairman of executive committee. Carson Magill, executive VP, member of board of directors and head of McCann-Erickson's West Coast operations, named member, executive committee. David M. Ricaud, executive VP and member of board of directors, New York, named member, executive committee.

Henry P. Bernhard, chairman, Ogilvy & Mather Inc. Continental (Europe) offices, elected vice-chairman and member of executive committee of O&M in New York. Mr. Bernhard, a member of board of directors at O&M International, became head of offices in Germany, Italy, Belgium, Luxembourg, Netherlands, Austria and France in 1968.

For other personnel changes of the week see "Fates & Fortunes"

suggested prohibiting makers from advertising certain audio capabilities of amplifying units—such as "watts" of power output or "power frequency response"—without providing additional technical information that could affect volume and quality of sound produced by products.

There is currently no single industry standard for rating amplifying units. FTC said that "wide abuse of output ratings has occurred as a result of use of ratings based on numerous standards and testing methods."

Public hearings on proposed rules will be held April 15.

George Smith to retire

George Smith, former Broadcast Bureau chief and now legal assistant to Commissioner Robert E. Lee, will retire from commission Jan. 31. He will be succeeded in Mr. Lee's office by Sidney Goldman, 37, former commission staff member who is now assistant regulatory counsel for Western Union.

Mr. Smith, who is 69, was 25th employee, in 1928, of Federal Radio Com-

mission, forerunner of FCC. He was first chief of new commission's license bureau, before leaving to enter private law practice in Washington.

He returned to government in 1962 as legal adviser to Commissioner Lee. Four years later he was named chief of Broadcast Bureau, post he held until September 1970, when he returned to Mr. Lee's office.

Mr. Goldman, who graduated from University of Miami Law School and did graduate work at New York University Law School, was member of commission's Common Carrier Bureau staff from 1962 until 1967.

He left commission for Communications Satellite Corp., served as special assistant to financial vice president, until January 1970, when he joined Western Union.

Reiner names Keshin

S. J. Reiner Co., Lake Success, N.Y., marketing organization, has elevated Mort Keshin to president of its broadcast division and has appointed Frank J. Howlett as manager of media planning for unit. Reiner formed division last summer as independent media service with Mr. Keshin as executive vice president. Mr. Howlett recently was with Lennen & Newell as vice president and media manager.

An NBC look at America

A one-hour documentary entitled *Which Way, America?* is being made available to NBC-affiliated television stations. The program, which features National Urban League director Whitney Young, was produced by KNBC-TV Los Angeles. It was to be transmitted to affiliates Saturday (Jan. 16) for local scheduling.

The documentary was aired on KNBC-TV Los Angeles on Friday, Dec. 18, and on WNBC-TV New York Sunday, Jan. 10. Plans at other NBC-owned stations are as follows: WRC-TV Washington will present the program Sunday, Jan. 24, 4-5 p.m.; WKYC-TV Cleveland, on Saturday, Feb. 6, 5:30-6:30 p.m., and WMAQ-TV Chicago on Sunday, Feb. 7, 3-4 p.m. (All times are local.)

Slump at filmways

Filmways Inc., New York, diversified entertainment complex including station ownership and TV-motion picture production and distribution, reported decline in earnings and revenues in first quarter of fiscal year. For three months ended last Nov. 30:

	1970	1969
Earned per share	\$ 0.12	\$ 0.31
Revenues	16,786,000	25,966,000
Net income	262,000	608,000
Shares outstanding	1,831,000	1,832,000

Note: 1969 per-share earning figures and shares outstanding to reflect additional shares issued or issuable pursuant to acquisition agreements.

Gainsmanship

...the art of broadcasting the maximum radiated signal without distortion, thumping, pumping or other undesirable effects. Automatic Level Controllers made gainsmanship possible. CBS Laboratories developed the original Audimax Automatic Level Controller more than 10 years ago and has been the leading supplier to the industry ever since.

Now, the new Audimax 4440—fourth generation Audimax—gives the industry new standards—adjustable recovery time, expanded return-to-zero function, long life Tantalum capacitors, space-saving slimline design and money saving add-on stereo capability.

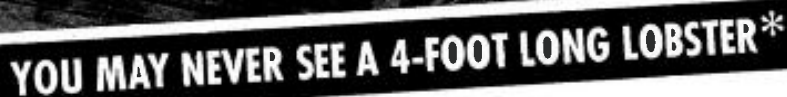
You can set new standards of gainsmanship—
increase your market coverage—improve quality.
Write for full details or call to order (203) 327-2000.

Model 4440—Price \$725 Model 4450 (Stereo)—Price \$1,295



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Avery-Knodel, Inc., Exclusive National Representative

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING, Jan. 18, 1971

January

Jan. 18—New deadline for reply comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Oct. 1, 1970 (Doc. 18877).

Jan. 18-20—Program origination seminar, sponsored by *National Cable Television Association*. Burlingame hotel, Burlingame, Calif. Contact Larry Bowin, NCTA, 198 16th St., Washington.

Jan. 18-20—First *Broadcasting Industry Symposium*. Kenneth A. Cox is chairman of conference; Richard W. Jencks and Donald H. McGannon are among speakers. Washington Hilton hotel, Washington.

Jan. 19—Radio Commercials Workshop, *International Radio and Television Society*. Waldorf-Astoria, New York. Inquiries: IRTS, 420 Lexington Avenue, New York 10017.

Jan. 19-22—Board meeting, *National Association of Broadcasters*. LaQuinta hotel, LaQuinta, Calif.

Jan. 21—*Printing Week* banquet. Eric Sevareid is featured speaker. Bellevue-Stratford hotel, Philadelphia.

Jan. 21—Meeting, *Wyoming Broadcasters Association*. Hitching Post hotel, Cheyenne.

Jan. 21—Seminar on legal concerns in public TV, sponsored by Central Educational Network in cooperation with Corporation for Public Broadcasting, National Association of Educational Broadcasters and Public Broadcasting Service. Chicago.

Jan. 21-23—Meeting of *Alabama Association of Broadcasters*. Parliament House, Birmingham.

Jan. 22-23—Annual winter TV conference sponsored by *Society of Motion Picture and Television Engineers*. Conference theme: Video-magnetic recording. St. Francis hotel, San Francisco.

Jan. 24-25—Meeting of *Idaho Association of Broadcasters*. Downtowner hotel, Boise.

Jan. 24-26—Meeting of *Oklahoma Association of Broadcasters*. Hilton inn, Oklahoma City.

Jan. 24-27—Annual convention, *National Religious Broadcasters*. Washington Hilton hotel.

Jan. 26—Regional conference, *National Association of FM Broadcasters*. Marriott motor hotel, Philadelphia.

Jan. 27—Clinic on station programing, *New Jersey Broadcasters Association*. Ramada Inn, East Brunswick.

Jan. 27-28—Meeting of *Georgia Radio and Television Institute*. University of Georgia, Athens.

Jan. 27-29—*Illinois-Indiana CATV Association* meeting. Hilton-Inn, Indianapolis.

Jan. 28.—*Federal Communications Bar Association* luncheon, with Dr. Clay T. Whitehead as featured speaker. Army-Navy Club, Washington.

Jan. 31—Entry deadline, American Research Bureau's 3d annual contest to honor innovative uses of audience research data. Entry blanks obtained from: Chairman, Innovator Awards Committee, American Research Bureau, 4320 Ammen-dale Road, Beltsville, Md. 20705.

February

Feb. 1—Deadline for reply comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891).

Feb. 1—Deadline for reply comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894).

Feb. 1—Deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892).

Feb. 1—Deadline for reply comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A).

Feb. 1-2—Meeting, *Arkansas Broadcasters Association*. Sheraton Motor inn, Little Rock.

Feb. 1-3—Government affairs conference, *American Advertising Federation*. Washington Hilton hotel.

Feb. 2—Annual stockholders meeting, *Walt Disney Productions*. Wilmette theatre, Los Angeles.

Feb. 3—Deadline for reply comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.

Feb. 4—Eighth annual Canadian Radio Festival, featuring Chet Huntley as speaker. Toronto.

Feb. 4-5—Annual convention, *Louisiana Association of Cable TV Operators*. Ramada inn, Monroe.

Feb. 4-6—*New Mexico Broadcasters Association* convention. Palms motor hotel, Las Cruces, N.M.

Feb. 5-6—23d annual seminar, *Northwest Broadcast News Association*. University of Minnesota, Minneapolis.

Feb. 8—FCC hearing on license renewal of WPOQ(AM) Jacksonville, Fla. Jacksonville (Doc. 19126).

Feb. 12-13—Winter meeting, *Virginia Association of Broadcasters*. John Harkrader, WDBJ-TV Roanoke, meeting chairman. Roanoke hotel, Roanoke.

Feb. 12-13—Annual convention, *South Carolina Cable Television Association*. Wade Hampton hotel, Columbia.

Feb. 15—New deadline for filing comments on FCC's proposal to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Dec. 14, 1970 (Doc. 18877).

Feb. 15—Deadline for filing comments in FCC's one-to-a-market rulemaking proceeding. Deadline applies to all parties except National Association of Broadcasters and American Newspaper Publishers Association, who must file by Jan. 15 (Doc. 18110).

Feb. 15-17—*National Cable Television Association* cablecasting seminar. Dallas-Hyatt House, Dallas.

Feb. 16—Public hearing of the *Canadian Radio-Television Commission*. Government Conference Centre, Ottawa.

Feb. 16—Annual meeting of *Kinney National Service Inc.* shareholders. New York Hilton.

Feb. 16-18—Meeting of *South Carolina Association of Broadcasters*. Wade Hampton hotel, Columbia.

Feb. 22—FCC hearing on license renewal applications for WIFE-AM-FM Indianapolis; KOIL-AM-FM Omaha, and KISN(AM) Portland, Ore. Washington (Doc. 19122-5).

Feb. 23-24—Meeting of *Wisconsin Association of Broadcasters*. Pfister hotel, Milwaukee.

Feb. 25-26—*National Cable Television Association* board of directors meeting. Sheraton-Sand Castle, Sarasota, Fla.

Feb. 25-26—Meeting, *Colorado Broadcasters Association*. Holiday inn, north, Denver.

Feb. 26-27—Forum on business and legal problems of television and radio, sponsored by *Practising Law Institute*, New York. Harry R. Olsson Jr., CBS, chairman. Barbizon Plaza hotel, New York.

March

March 1—New deadline set by FCC for filing all applications for domestic communications-satellite systems in 4 and 6 ghz bands or higher. Previous deadline was Dec. 1, 1970 (Doc. 16495).

March 1-3—*National Cable Television Association* cablecasting seminar. Boston.

March 5-6—Convention, *Georgia Cable Television Association*. Augusta Towne House, Augusta.

March 8-11—Spring conference, *Electronic Industries Association*. Statler Hilton hotel, Washington.

March 9—Meeting of *New York Association of*

Major convention dates in '71

Feb. 16-19—Annual conference, *National Association of Television Program Executives*. Astor-world, Houston.

March 25-28—Annual convention of *National Association of FM Broadcasters*. Palmer House, Chicago.

March 28-31—49th annual convention of *National Association of Broadcasters*. Conrad Hilton hotel, Chicago.

June 26-30—National convention of *American Advertising Federation*. Hawaiian Village, Honolulu.

July 6-9—Annual convention of *National Cable Television Association*. Sheraton and Shoreham hotels, Washington.

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March 15—Deadline for reply comments in FCC's one-to-a-market rulemaking proceeding (Doc. 18110).

■March 15—New deadline for filing reply comments on FCC's proposal to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Jan. 18 (Doc. 18877).

March 15—FCC deadline for ABC, CBS and NBC to submit statements of intent to apply for satellite system (Doc. 16495).

March 16—Public hearing of the *Canadian Radio-Television Commission*. Lord Nelson hotel, Halifax, N.S.

March 22-25—International convention and exhibition, *Institute of Electrical and Electronic Engineers*. Coliseum and Hilton hotels, New York.

■March 23—11th annual *International Broadcasting Awards* dinner. Century Plaza hotel, Los Angeles.

March 26-27—Forum on business and legal problems of television and radio, sponsored by the *Practising Law Institute*, New York. Harry R. Olsson Jr., CBS, chairman. Water Tower Hyatt

1971 Radio Advertising Bureau management conference schedule:

Feb. 1-2—Hyatt House, San Francisco.

Feb. 4-5—Marriott motor inn, Dallas.

Feb. 11-12—White Plains hotel, White Plains, N.Y. (New York area).

Feb. 18-19—Sheraton Four Ambassadors, Miami.

Feb. 22-23—O'Hare inn, Chicago.

Feb. 25-26—Carrousel motor inn, Cincinnati.

House, Chicago.

■March 26-28—National convention, *Alpha Epsilon Rho*, national radio-TV honorary fraternity. Avenue motel, Chicago.

March 30—Deadline for comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

March 30—FCC deadline for Western Telecommunications Inc. to file for earth stations to be operated with systems proposed by other applicants.

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Common cause

EDITOR: On behalf of our company—and, in fact, on behalf of the entire spot-TV industry, if I may be so bold as to speak for such a large group—many thanks for your article regarding the standard billing week and month (BROADCASTING, Dec. 7, 1970).

I am happy to report that we are learning of more and more companies that are moving toward these standard billing cycles. Unquestionably, your editorial (BROADCASTING, Nov. 16, 1970) helped to convince any number of people of the importance of adopting this standardization.—*Kenneth P. Donnellon, director, corporate information, The Katz Agency, New York.*

Well . . . at least it arrived

EDITOR: I read your editorial in the Dec. 28, 1970-Jan. 4, 1971, issue (commenting on the inconsistencies of postal delivery). Please be informed that the U.S. Mail delivered this issue today, Jan. 6. Your editorial was optimistic.—*Robert H. Sauber, president, WTIV(AM) Titusville, Pa.*

Raps Johnson editorial

EDITOR: I'm not a radical politician, and I don't believe that I'm a member of the "great unwashed," yet I would protest vehemently against your editorial of Dec. 21, 1970, entitled "Freak-out."

It would seem to me that comparing Nicholas Johnson to a junkie is the same kind of headline-grabbing tactics that you so eloquently deplore in your editorial.

I have trouble . . . with your suggestion to cut down on the number of FCC commissioners as a method for eliminating Mr. Johnson from the commis-

sion. If we are to follow your suggestion to its logical conclusion, an acceptable method for shutting up Vice President Agnew would be to eliminate the office of the Vice Presidency.—*Richard P. Rubinstein, The Ultimate Mirror (An Alternate TV Movement), New York.*

NAB can't do it alone

EDITOR: Re: your "NAB '71" editorial (BROADCASTING, Dec. 28-Jan. 4):

Many broadcasters are completely typical, sincere, dedicated Americans: They will do anything to preserve their freedom except contribute time, effort or money. NAB, alone, cannot get broadcasters off their apathies or government off our backs. NAB is far from perfect. It is exactly what broadcasters have made it. And, by the way, during the past 25 years, I do not recall BROADCASTING urging broadcasters to join NAB, to support NAB, to promote NAB, to write frequently to NAB with constructive criticism.—*J. C. Stallings, president, KEE(AM)-KEFM(FM) Nacogdoches, Tex.*

A Lishman legacy

EDITOR: To your obituary for Robert W. Lishman, chief counsel to the House Subcommittee on Investigations (BROADCASTING, Dec. 21, 1970), I would like to add a note about his role in the passage of the Public Broadcasting Act of 1967.

At that time, prior to the organization of the Subcommittee on Communications and Power, it was Robert Lishman who was chief of staff for the Interstate and Foreign Commerce Committee which took up and approved the Public Broadcasting Act. That act continued the educational broadcasting facilities program and created the Corp. for

Public Broadcasting.

Mr. Lishman's work in the passage of the act was most vigorous and thorough and was of critical importance in its passage. We will remember him with respect and affection.—*Chalmers H. Marquis, executive vice president, National Association of Educational Broadcasters, Washington.*

A young radio fan asks help

EDITOR: I am 15 years old and have a hobby of collecting and studying anything I can find on the subject of old-time radio. I have books on the subject, autographed pictures, an antique Philco radio, copies of the old *Radio Guide* magazine...

I would like to obtain an old microphone. It doesn't matter if it works or not. I don't know the technical name for it, but the model looks like a small silver shoebox on a stand.

I don't have much money, so if I get an offer I can't afford, I will have to have some time to earn and save the money. But if any one of your readers can help me I would appreciate it.

In case you're wondering, I read your magazine as often as possible at our local station, WELP.—*Herbie Rutterbush, 103 Ridgeland Circle, Easley, S.C. 29640.*

Color corrector for Ampex

EDITOR: We read with great interest your item describing the new Ampex tape reproducer (*BROADCASTING*, Jan. 11). It might interest your readers to know, however, that the new Ampex ACC-1 features the CBS Laboratories' color corrector device reported previously in *BROADCASTING*. As the Ampex release points out, the ACC-1 "programs the color corrector developed by CBS Laboratories to eliminate color variations that often result when programs or commercials are assembled from tapes and film of varying quality."

—*Leo J. Murray, director of information services, CBS Laboratories, Stamford, Conn.*

Suggests favoritism

EDITOR: The Dec. 21, 1970, "Closed Circuit" item about Congressman B. F. Sisk prompts this note. He is evidently in a heated campaign with Hale Boggs for majority leader of the House. The latter has never been unfriendly to broadcasting. Could your item be construed as favoring one candidate and thus be interpreted as unkindly by Hale?—*Fred Weber, executive vice president, Rust Craft Broadcasting, New York.*

(No favoritism was intended in an item that merely reported Mr. Sisk's demonstrated attitudes toward broadcasting. Some congressional observers now give him a slighter chance for his desired prize.)

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Testing television commercials: a critical view

TV-commercial testing is alive and flourishing. It should be: we need this kind of information. However, it is debatable whether the current state of the art justifies the often uncritical respect we accord it.

There are a large number of research firms engaged in this endeavor. They share an interesting tendency to derive very different outputs (evaluations) from the same input (a TV commercial). This is remarkable performance.

Some contend that differing techniques are responsible for these differing outputs, but it is difficult to accept that as an excuse. Just compare the business of TV-commercial testing to that of product testing, which also employs a variety of techniques. Regardless of research technique, the product is judged on standard criteria of performance—over-all acceptability, acceptability on specific product attributes, and in some instances estimates of sales.

To repeat: The important point is that there are standard criteria. This is not the case in TV-commercial testing.

The most striking fact about all the techniques TV-testing services provide is the pastiche of claims and criteria. One can literally select a service to provide anything desired: awareness, recall, clutter, attitude change, image, brand choice, subconscious reactions, and so on.

It is not an uncommon experience to have the same commercial tested by two different services and find that one has declared it effective while the other, with equal sincerity, has branded it a failure. Quite obviously, each service is providing an evaluation based upon different yardsticks of performance. Thus, many times marketing management is asked to flip a coin to decide which evaluation, if any, is the correct one.

It is fair to ask one simple question: With all the various criteria floating around, what are we trying to accomplish when we test TV commercials?

In the long run, we try to assure ourselves that we have an effective selling commercial. The data supplied is designed to contribute to an understanding of the commercial's assets and liabilities. In other words, we are seeking diagnostic information such as awareness and recall, from our testing services. It is assumed that alternative test commercials will perform in the sales

area in a ratio equal to their test results. How often is this true?

At this juncture, it is worth repeating some of the limitations of the diagnostic information provided. Our testing techniques have revived Adam Smith's economic man in assuming that we are dealing with a rational creature, the consumer, who makes decisions on considered factual data. Are advertising decisions rational?

Moreover, the measurement of attitude change assumes a hierarchy of effects leading to eventual sales. This hierarchy proceeds on course from developing awareness, measuring recall, changing attitude from neutral or negative to positive, trial of the product, repeat sale and ultimate customer loyalty to a product. The concept is fine for model builders, but is perhaps less useful in evaluating commercials. The real world doesn't move in such nice order.

Nobody has ever indicated that the measurements we are getting from TV testing are in any way related to generation of sales and profits. There is no proof that they are predictive of success in the marketplace.

Furthermore, the results they provide are not comparable between services—or, at times, within a service. When the same service is asked to test the same commercial at another time, different results may be obtained. It has happened.

I don't wish to break any rice bowls, but the question seems inescapable: If obtaining diagnostic information rather

than sales results is the prime purpose of testing TV commercials, is it necessary to produce the commercials at all to obtain this information? It seems like simple logic to get the diagnostic facts before, not after, a commercial is produced. Isn't it better to determine what the message should be before you start on the journey rather than when you're halfway down the road? Under the present system, as a case in point, a commercial that has been produced is often used regardless of test results. Is this necessary?

It would appear that diagnostic information could be obtained more readily and inexpensively by exposing ideas or story boards to small groups, which provide the most flexible milieu for acquiring diagnostic data—rather than by exposing finished commercials in theaters or on the air. One can probe attitudes more deeply with this technique and get an interplay of opinions.

We may be reluctant to admit that the results obtained from TV-commercial testing are not as definitive as we purport them to be, since this will diminish the researcher's place in the corporate structure. But we are measuring with a very gross instrument, and should not be putting a micrometer on a yardstick. We need to recognize the limitations of these techniques and the lack of standard criteria, and not be definitive about test results. We must recognize that in this area, management's judgment is still very necessary.



Sol Katz has been in charge of research and marketing at Warwick & Legler Inc., New York, since 1960 when he joined the agency as a vice president. He became a member of W&L's management committee in 1966 and was elected a senior vice president in 1968. His previous experience was all in the research field, with three different agencies: manager of consumer research for the former Biow Co., later as assistant research director at The Geyer Co. and for five years research director for Donahue & Coe.



Reflecting community spirit while preserving community pride

There's a unique educational program taking place in three elementary schools in Pittsburgh's black communities. It's called Project Self-Esteem and involves 210 fifth graders whose curriculum consists of art, music, dance, social studies, drama and photography, as well as after-school activities.

As part of its continuing series of TVII Reports, WIIC-TV recently telecast a half hour color film appraisal of Project Self-Esteem. The program, titled "I Am Someone," and produced by the WIIC-TV Public Affairs Department, was more than a mere look at an isolated experiment. It showed dramatically what human beings instilled with a

motivating force can accomplish. In this case, it was the desire to restore the sense of being "someone" to black children who have been separated from their heritage and identity. But the proof of the Project's success brought to the fore meanings far deeper.

WIIC-TV, in examining a community project, came up with a projection that may well be the forerunner of all the communities of the future.

A reflection of Pittsburgh WIIC Television



A Communications Service of
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Touch-up job on TV time standards

Code board acts to reduce nonprogram elements, but not enough to satisfy reps and agencies

The National Association of Broadcasters' television code-review board came up last week with proposals for tightening TV commercial-time standards in a package that, on first examination, portended only a slight squeeze.

"A step in the right direction" was the most enthusiastic reaction turned up last Thursday afternoon (Jan. 14)—the day details became available—in a BROADCASTING spot-check of some of the agency, advertiser and broadcast executives who have been closely identified with time-standards issues over the years.

At least one member of the code

board itself was not satisfied with the progress that had been made toward cleaning up so-called clutter. But some of the observers tempered their lukewarm appraisals by noting that they had not had time to analyze the recommendations in the few hours since they became known.

The proposals, subject to action by the NAB's television board, would:

- Redefine prime time as any three and a half consecutive hours designated by the broadcaster between 6 p.m. and midnight. The present definition is three consecutive hours in the same span. Thus an additional half-hour would be

subject to the tighter restrictions applicable to prime time.

- Reduce the allowable amount of nonprogram material in prime time from 10 minutes an hour to nine minutes and 30 seconds per hour.

- Provide that no more than four nonprogram announcements be scheduled consecutively within programs and no more than three during station breaks. The limits currently are the same, but they apply only to commercials. Thus promotional announcements and billboards would be counted equally with commercials in this tally. As now, however, exemptions would be

Agency executives tackle TV clutter

Quintet volunteers plan as supplement to proposal advanced by NAB code board

A detailed plan for cleaning up television clutter from an agency point of view was revealed last week as the TV code-review board of the National Association of Broadcasters was putting the finishing touches on its own plan.

The agency executives' plan was developed by Gene Accas of Leo Burnett Co., Pete Bardach of Foote, Cone & Belding, Dick McHugh of Needham, Harper & Steers, Bob Liddel of Compton, and George Simko of Benton & Bowles—acting on their own, not as representatives of their respective agencies.

As described by Mr. Accas, their proposals in essence would:

- Establish three categories of broad-

cast material: "Program" (all entertainment, news, information or public-affairs material, "advertising" (all paid product or service announcements) and "all other" (anything that is neither program nor advertising material).

- In prime time, limit "advertising" to eight minutes an hour, including all network and station commercial time. In nonprime time, the limit would be 14 minutes an hour.

- Schedule in-program advertising material in "pods" of one to two minutes each, with program material on both sides of the commercial unit.

- Limit the number of consecutive commercial announcements to four in a two-minute in-program "pod," two in a one-minute "pod," three in a 60-second station break and two in a 30-second station break.

- Limit the number of program interruptions in prime time to three in programs up to 30 minutes in length, four in programs up to 60 minutes, five in programs up to 90 minutes, and seven

in programs up to 120 minutes or more—all these exclusive of station breaks, if any. In nonprime time, the comparable limits on interruptions would be four, six, nine and 12, respectively. The limits proposed for programs 120 minutes or longer would not apply to sports and special events, where more interruptions occur naturally.

- Delete program bumpers (title cards identifying the show in mid-program), voice-over promotion announcements, color-program identification, network identification, most station identification (reducing it to the FCC-required minimums), commercial billboards and lead-ins (except for fully-sponsored programs).

- Standardize commercial station breaks at one 60-second and one 30-second break per broadcast hour.

- Limit production credits to 30 seconds per program regardless of its length—and run them on the left half of the screen only.

- Standardize program promos, match them to production credits—and run

provided for public-service announcements and promos for the same program, and for a single sponsor who wishes to reduce the number of interruptions.

- Put a 40-second limit on program credits, which currently often run closer to 60 seconds. Feature films would be exempt. In the past there has been no time limit on credits but all in excess of 30 seconds per program have had to be counted against allowable non-program time. This requirement would be continued.

- Provide certain exemptions for news programs, a program form that historically has been held to be more adaptable to commercial interruptions than entertainment programs. If scheduled within the three and a half hours designated as prime time, a 30-minute local news program would not be subject to prime-time standards. If more than one such newscast were scheduled in prime time, one of the news programs—at the station's designation—would not be subject but the others would be.

- Make code subscription mandatory for all NAB members. This has often been suggested before but always rejected because, among other things, many NAB members claim they cannot afford to abide by the code and might therefore resign from NAB. As of December, for example, the NAB had 542 TV-station members while the TV code had 404 station subscribers. But the recommendation this time, code sources said, is "more articulate." If adopted, it could create interesting situations both ways: Westinghouse stations for ex-



Mr. Accas



Mr. Shapiro



Mr. Ferguson



Mr. Helffrich

ample, are NAB members but resigned from the code because they considered it not strict enough. Would such stations, too, resign from the NAB rather than subscribe to the code?

- Keep the NAB code-review board task force, which developed the proposals adopted by the code board last week, in existence to study the feasibility of a new concept: creation of a new, intermediate class of prime time subject to time standards that would be stricter than those for nonprime time but less strict than those for prime.

Under this concept, the three and a half hours designated as prime time would be "prime time 1" and all other time between 6 p.m. and midnight would be "prime time 2," subject to intermediate requirements yet to be developed.

- Authorize the NAB research department to continue to explore the possibility of research on viewer attitudes toward time standards, and also make the issue of the total number of messages in specific time periods a subject of continual review.

The proposals were developed by a task force of six code board members in meetings Jan. 8 and 12 and adopted by the nine-man code board in a three-hour session last Wednesday (Jan. 13). They will be presented to the NAB TV board—which may adopt, amend or reject some or all—at its meeting this week at La Quinta, Calif.

The proposals stopped considerably short of some that had been submitted—including one advocated by a key code-board member, Mike Shapiro of WFAA-TV Dallas, as well as plans submitted earlier by John Blair & Co., station representative, and the Station Representatives Association.

The proposals also stopped far short of those contained in an elaborate plan developed by five agency executives and relayed to code leaders after the meeting last week (see below).

Mr. Shapiro said after the meeting he was not satisfied with the code board's recommendations, which he felt represented "some progress, but not enough."

Mr. Shapiro, a member of the code

them only on the right half of the screen, simultaneously with the credits that are being run on the left half of the screen.

The plan assumes that viewers tune in primarily for the programing, secondarily for the advertising and virtually not at all for the other elements.

Mr. Accas said that, "in tackling the question of time standards, we sought ways to (1) increase program material per broadcast hour, (2) improve the setting in which commercials are scheduled, (3) reduce, substantially, those broadcast elements that are neither program nor advertising material.

"We did this with careful consideration of the interests—not always the same—of the viewer, the broadcaster and the advertiser, for unless all three are served, then the change may be for the sake of change only, and not for improvement.

"In all probability there will be opposition to some or even all of the points we advance. Our view is that any

plan for time standards must optimize, for the divergent and even conflicting desires of viewer-broadcaster-advertiser can only be accommodated through intelligent compromise.

"If the viewer wants no commercials, he can find that on noncommercial television. If the broadcaster wishes to eliminate criticism of commercial interruptions, he could schedule all commercial time per hour in one solid, uninterrupted block. Since such extremes don't work, our proposal gives and takes, within the context of the objectives set forth above."

Mr. Accas suggested that "prime time is a state of mind—of buyer and seller"—probably extending from 7:30 to 11 p.m. in the East and on the West Coast and from 6:30 to 10:30 in the central zone.

He said he and his associates held the "solid opinion" that the plan is "workable, if we want it to work."

Although "no one can say, until a new idea has been tried and tested, that it will succeed," he continued, "at the

drawing board we applied the ideas of this proposal to several program log sheets" and found that "without exception, the plan increased program time—improved the setting for most commercials—and, most important, reduced the number of different broadcast elements.

"Conceivably," he concluded, "broadcasters may feel we have pre-empted their prerogatives. We hope not, for there has been no attempt to do so. We have tried to develop innovative, useful, practical approaches that can improve the look of television in which we, as agents for advertisers, have a vital stake."

Copies of Mr. Accas's report were sent to members of the code board, though they had already completed their own recommendations and to BROADCASTING "in an effort to communicate to key broadcasters," as well as to appropriate officials of the American Association of Advertising Agencies and the Association of National Advertisers.

board's task force on commercial standards as well as the code board itself—it was on his motion that the review of time standards was undertaken—had wanted recommendations along these lines:

Reclassify public-service announcements and all promos as nonprogram material, and in addition, reduce allowable nonprogram material to nine minutes in prime time and 15 minutes (instead of the present 16) in nonprime; permit only two program interruptions per half-hour in prime time, neither to exceed 90 seconds in length, and count commercials between billboards and programs as interruptions; eliminate the integrated-multiproduct commercial classification, count each product mentioned as a separate commercial and allow no more than two products in a 60-second message and only one in messages under 60 seconds.

M. S. Kellner, managing director of the Station Representatives Association, said after the code board's proposals became known that "SRA is glad to see they're moving in the right direction but disappointed that none of its recommendations were acted on specifically." Officials of the Blair company could not be reached immediately for comment.

The Blair proposals were incorporated in a detailed plan that included

eliminating all commercials between programs, limiting commercials to two minutes and interruptions to three per half-hour and providing for network affiliates to have, for national and local sale, one of every four commercial minutes in prime time and one of every six in nonprime. SRA had recommended adoption of the Blair plan and in addition asked that the number of products advertised be limited to two in a 60-second commercial and one in a 30-second message.

Code sources said the Blair and SRA plans had been considered by the code board and its task force, as had other proposals including one advanced earlier by the Association of National Advertisers.

They also expressed confidence that results of the proposals, if adopted by the full NAB board, would be apparent to viewers especially in terms of shorter credits, a reduction in network promos and, overall, through the application of prime-time standards to an additional half-hour of programming.

Some advertiser sources, who through ANA have been pushing for creation of more program time per hour, said that if the changes create more program time for the viewer, they are good to that extent. But they appeared doubtful about how close the practical results

would come to their own objectives in cleaning up clutter and providing a more attractive atmosphere for their commercials.

Some agency sources were even more skeptical, asserting that the creation of an additional half-hour of prime time would, in the words of one executive, "increase the broadcasters' revenues," and questioning whether proposed changes would be noticed by viewers.

One broadcast executive in New York summed up his reaction this way: "The mountain seems to have labored and given us a couple of mice."

The NAB TV board session this week will be part of four days of meetings by the TV and radio board.

Present at the New York meetings were all members of the code-review board: Robert W. Ferguson, WTRF-TV Wheeling, W.Va., chairman; Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S.C.; Max Bice, KTNT-TV Tacoma, Wash.; Morton S. Cohn, WLOS-TV Asheville, N.C.; Thad M. Sandstrom, WIBW-TV Topeka, Kan.; Alfred R. Schneider, ABC, New York; William H. Tankersley, CBS, New York; Herminio Traviesas, NBC New York, and Mr. Shapiro. Messrs. Ferguson, Batson, Shapiro, Schneider, Tankersley and Traviesas were on the task force.

BroadcastAdvertising ®

Can retailing fill the cigarette gap?

That's aim professed by TVB's Cash, RAB's David, who say television and radio are past testing stage

Retail merchants' investments in local television in 1971 should rise about 8% to almost \$750 million, Norman E. (Pete) Cash, president of the Television Bureau of Advertising predicted last week. And radio, too, is a growing major force for retailers, Miles David, president of the Radio Advertising Bureau, asserted to the 60th annual convention of the National Retail Merchants Association in New York.

Mr. Cash told the retailers, "We're predicting enough new television business this year to virtually recover the cigarette loss—even in the face of an uncertain economy."

Mr. Cash also said the day of testing television has ended. He then referred to tests conducted by Sears Roebuck and Montgomery Ward. "Sears has done it and they are con-

vinced. Ward has done it," he said. Because of this, Mr. Cash said, future research dollars will be spent by retailers learning how to use television effectively. "The tests only test the testers," he said. "(That's) why I predict the end of tests of television."

He challenged figures released by the Bureau of Advertising of the American Newspaper Publishers Association showing that today's young people, between the ages of 15 and 25 years, were watching television less but reading more. (BROADCASTING, Jan. 11, 1971).

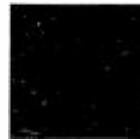
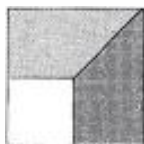
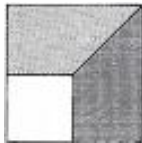
Referring to a nationwide survey conducted by R. H. Bruskin in November 1966 and again in January 1970, Mr. Cash said, "In both 1966 and 1970, young people read newspapers, 64% of them had read one yesterday. And the time spent reading a paper had

increased from 24 minutes a day in 1966 to 26 minutes a day in 1970.

"The 1966 study found 77% of the young people exposed to TV yesterday and the 1970 study found 83%. And time spent viewing also went up, from 136 minutes a day to 158," he told the retailers.

In backing up his predictions for an 8% higher retail investment in television, Mr. Cash cited nine-month figures for 1970. During the first nine months of 1970, he said, the number of commercials for the top 10 local categories rose 13%, the number for department stores, 27%.

"And that growth," he said, "moved department stores ahead of the financial category in number of commercials and now the stores are local television's second largest advertisers in number of commercials, second only to the auto-



What's to Fill All That Prime Time?

Eleven hours a week will be taken from the television networks when the FCC's prime-time access rule goes into effect. Where will stations get the programming to keep their audiences at night?

That may be the biggest question in television broadcasting right now, and *Broadcasting's* editors are searching out its answers. They're preparing a Special Report for the February 15 issue, which is timed to coincide with the annual meeting of the National Association of Television Program Executives.

Never has the station programmer's job been more essential; never has the NATPE met in more urgent times. The *Broadcasting* issue with its special

program report will be distributed to everyone who attends the NATPE conference, in Houston, February 16-19. It will also be seen by the more than 120,000 influentials who read the magazine regularly.*

Where else could you get that big a double whammy for your advertising message?

For details, call the nearest *Broadcasting* office. Closing date: February 1.

*Source: October 1970 Readership Survey showing 3.2 readers per copy.

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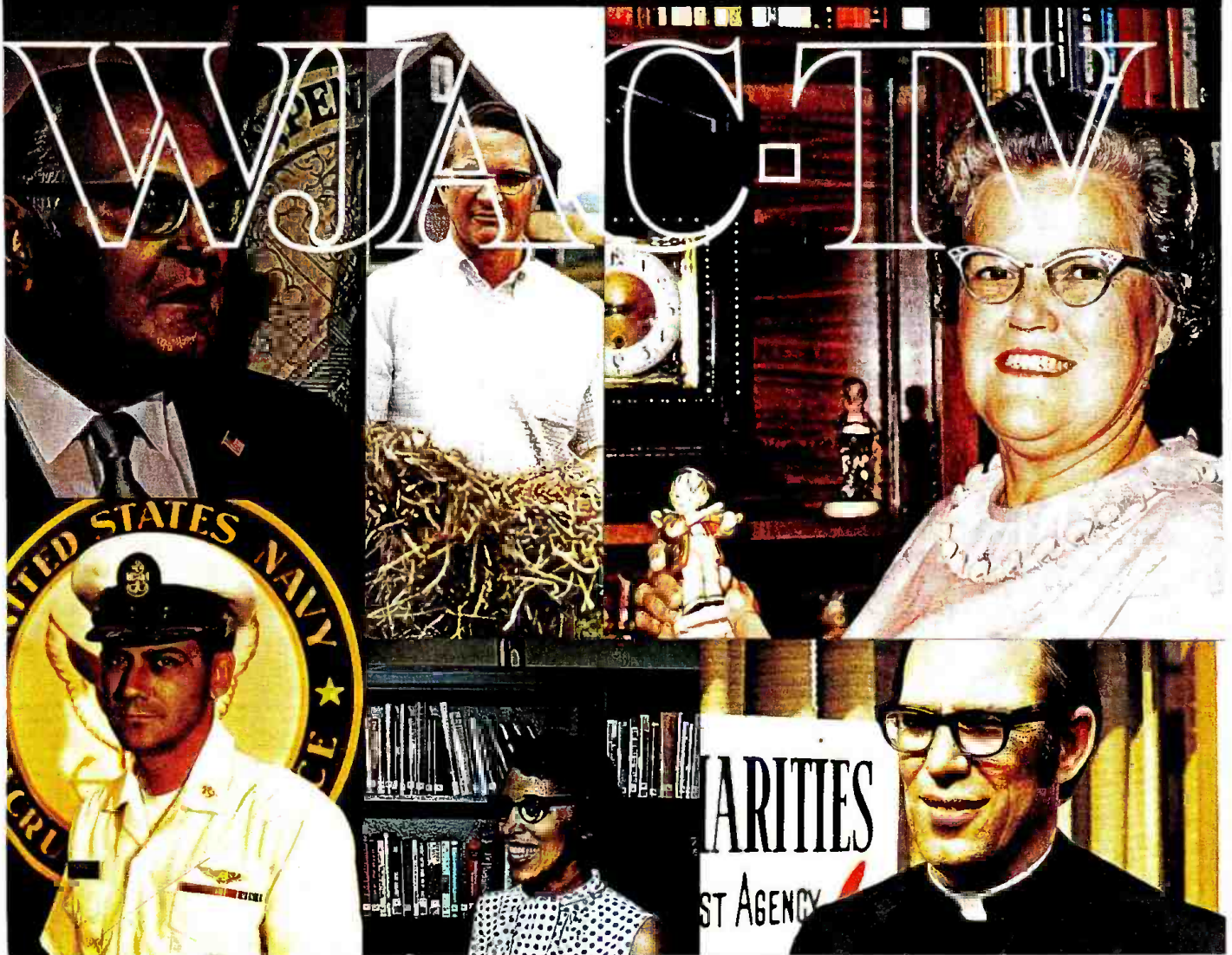
WHEN WJAC-TV IN JOHNSTOWN DOES A SERIES ON COMMUNITY PROBLEMS, EVERYONE'S AN EXPERT.

The series is titled VIEWPOINT. The issues range from air pollution to vocational training. And anyone in Johnstown is likely to get into the act.

An electronic town meeting, each VIEWPOINT program presents authorities who discuss a vital community topic, plus an invited studio audience that contributes its share to the controversy, plus home viewers who phone in their comments.

How does WJAC-TV decide what topics to air? The station asks the experts, of course — interviews both the Johnstown VIP and the man-in-the-street for program suggestions.

WJAC-TV believes this continuing dialogue with the community is one reason VIEWPOINT has received such an enthusiastic reception. Could be there's something to participatory democracy, after all.



hrp

HARRINGTON, RIGHTER & PARSONS, INC

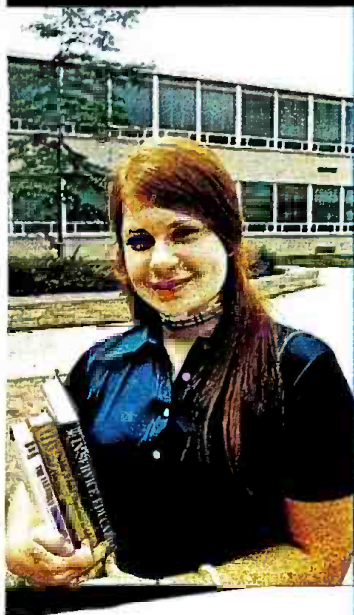
TELEVISION INNOVATORS

hrp blue

WAPI-TV	Birmingham	NBC
WTPA	Harrisburg	ABC
WTIC-TV	Hartford	CBS
KHOU-TV	Houston	CBS
WJAC-TV	Johnstown	NBC
WHAS-TV	Louisville	CBS
WCKT	Miami	NBC
WSIX-TV	Nashville	ABC
KSLA-TV	Shreveport	CBS
KTVI	St. Louis	ABC
KOTV	Tulsa	CBS

hrp gold

WRGB-TV	Albany/Schenectady/ Troy	NBC
WBEN-TV	Buffalo	CBS
WANE-TV	Fort Wayne	CBS
WFMY-TV	Greensboro/High Point/Winston-Salem	CBS
WATE-TV	Knoxville	NBC
WJIM-TV	Lansing/Flint/Jackson	CBS
WTMJ-TV	Milwaukee	NBC
WTAR-TV	Norfolk	CBS
KOIN-TV	Portland	CBS
WSYR-TV	Syracuse	NBC
WMAL-TV	Washington, D.C.	ABC



Books for Broadcasters

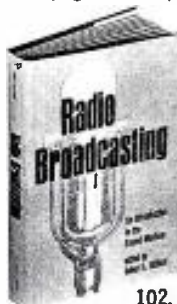
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101.



102.

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The Focal Encyclopedia

of Film and Television: Techniques

By Raymond Spottiswoode, General Editor



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109.

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by Irving E. Fang

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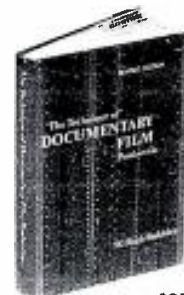
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Now expanded and brought up to date, this standard text-handbook explains every phase of audio control in easy-to-understand, non-technical language.

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The Technique of Documentary Film Production

Revised Edition by W. Hugh Baddeley

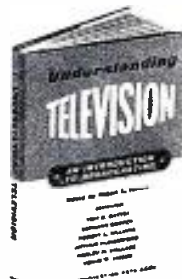
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An Introduction to Broadcasting edited by Robert L. Hilliard



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How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Dec. 20, 1970
(net time talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Dec. 20	Total dollars week ended Dec. 20	1970 total minutes	1970 total dollars
	Week ended Dec. 20	Cume Jan. 1-Dec. 20	Week ended Dec. 20	Cume Jan. 1-Dec. 20	Week ended Dec. 20	Cume Jan. 1-Dec. 20				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 247.3	\$ 7,187.4	\$ 338.0	\$ 16,234.3	101	\$ 585.3	4,313	\$ 23,421.7
Monday-Friday 10 a.m.-6 p.m.	906.6	83,586.7	3,085.7	158,241.0	1,479.8	98,889.1	699	5,472.1	44,594	340,716.8
Saturday-Sunday Sign-on-6 p.m.	815.5	51,192.0	2,427.4	74,647.7	1,447.3	49,902.7	288	4,690.2	14,580	175,742.4
Monday-Saturday 6 p.m.-7:30 p.m.	343.1	14,245.4	819.9	38,157.3	498.4	29,618.0	83	1,661.4	4,086	82,020.7
Sunday 6 p.m.-7:30 p.m.	50.0	5,574.8	1,145.6	12,961.6	160.0	10,308.9	17	535.7	1,007	28,845.3
Monday-Sunday 7:30-11 p.m.	7,238.1	285,153.8	7,128.5	334,352.3	8,257.8	343,546.1	451	22,624.4	22,458	963,052.2
Monday-Sunday 11 p.m.-Sign off	628.4	20,718.3	301.5	18,528.9	609.8	35,824.0	126	1,539.7	6,065	75,071.2
Total	\$ 9,981.7	\$460,471.0	\$14,336.0	\$644,076.2	\$12,791.1	\$584,323.1	1,765	\$37,108.8	97,103	\$1,688,870.3

mobile dealers who themselves increased 4%."

Sears's TV investment in the first nine months of last year, Mr. Cash told the NRMA, increased 68% from \$10.8 million to \$18.1 million. Wolworth's rose 84% to \$4.8 million from \$2.6 million. Ward's climbed 79% to \$2.2 million against \$1.3 million for the comparable 1969 period. A&P spent 79% more or \$2.2 million against \$1.2 million.

"These [A&P] figures do not reflect a 37-market TV schedule in late fall," Mr. Cash told the retailers. "This marked the first time the home office provided funds for a market-by-market-television campaign."

Mr. David, RAB president, said radio is growing as a major force for retailers. He then outlined with Robert H. Alter, RAB executive vice president, ways to use radio effectively with a media mix.

"Media mix," Mr. David noted, "is more and more the philosophy of retailers who were once newspaper-only advertisers." He told how Barney's, a New York City men's-wear store, had almost \$1 million in cash sales in five days in the summer of 1970 with a combination of radio, newspaper and television.

He said the store's advertising agency conducted a survey during this period and found that 66% of the customers heard of the sale through radio, although television and newspapers also were used.

He and Mr. Alter listed for the NRMA ideas for increased sales by using a media-mix. Item selling, Mr. Alter said, such as promoting car appliances, washer-dryers, air conditioners, can be effectively promoted on

radio. Other ideas for increasing sales, Mr. David said, were to buy heavily in a one-time segment of the broadcast day, or in effect, have a newspaper section of the air, to zero in on specific consumer groups and consumer interests.

Use radio on Sundays, the merchants were told, to push for Monday sales. Pay attention to the weather and promote merchandise according to the changes, RAB said, and another area of advertising the NRMA was told, was use of a store spokesman—a live, personal logo.

Warehouse sales, all-night sales, marathon sales, 13th-month sales, big discount sales, all were promoted successfully with a media mixture of radio, TV and newspapers, it was reported.

Senator Moss would put warning in smoking ads

Senator Frank E. Moss (D-Utah), who was instrumental in getting cigarette ads banned from the air, said last week he planned to introduce legislation requiring use of the health warning which now appears on cigarette packages in all advertising and on vending machines.

The proposed bill, which is now in the drafting stage, would also require cigarette packages and ads to carry a statement of tar and nicotine levels.

"Inclusion of the health warning and tar and nicotine content wherever cigarettes are sold is the next logical step in providing our citizens with the essential information on these dangerous substances," Senator Moss said.

The legislation prohibiting the broadcast advertising of cigarettes enjoined the Federal Trade Commission from

requiring health warnings in advertising prior to July of this year. It is unlikely that Senator Moss's proposal could be enacted into law before that time, even if it is introduced early in the 92d Congress.

Senator Moss lauded the cigarette and broadcasting industries for statements in which they pledged to comply with the spirit as well as the letter of the Cigarette Labelling Act, under which broadcast ads were taken off the air (BROADCASTING, Jan. 11).

An advance analysis of President's speech

Gulf Oil Corp., Pittsburgh, through Young & Rubicam Inc., New York, has purchased full sponsorship of a 30-minute NBC-TV News special that will immediately precede network coverage of President Nixon's State of the Union message Friday at 9 p.m., EST. The special to be broadcast from 8:30-9 p.m. EST, will feature Dr. Daniel P. Moynihan, former assistant to the president for urban affairs.

In the special, *The Welfare Plan: An Explanation*, Dr. Moynihan, interviewed by NBC News correspondent Edwin Newman, will explain the administration's proposal for welfare reform and for sharing federal revenues with state and local governments, which President Nixon has indicated will be among the important topics of his message.

Agency appointments:

■ General Foods Corp., White Plains, New York, has appointed Young & Rubicam, New York, as its agency for Cool 'N Creamy line of frozen puddings. Account bills approximately \$4

million, of which estimated \$3 million is in TV-radio. Cool 'N Creamy has been at Benton & Bowles since 1969. Budget in 1969 was almost \$3 million.

■ Krystal Co., Chattanooga, has named Cargill, Wilson & Acree, Atlanta, to handle advertising and sales promotion. Billings last year exceeded \$21 million. Carl Ally Inc., New York, was the previous advertising agency and La-

vidge & Associates, handled the sales promotion.

■ Gruen Watch Co., New York, has named Altman-Stoller Advertising, there, to handle its account of approximately \$500,000. Firm was heavy spot-TV user when it was with former agency Douglas D. Simon Advertising, New York, but reportedly is not planning to use TV this year.

■ W. B. Doner & Co., Detroit, has been chosen by Dow Chemical Co., Midland, Mich., to handle four products in its consumer products division. Account, billing approximately \$3 million, was heavy broadcast client at its former agency BBDO. Products involved are Dow Bathroom Cleaner, Dow Spray Disinfectant, Touch of Sweden, a hand lotion, and Aztec, a line of sun-care products.

A ceiling on all political spending?

Gravel, Pearson preparing measure expected to limit outlays for all campaign media

Senators Mike Gravel (D-Alaska) and James B. Pearson (R-Kan.) will hold a news conference Wednesday (Jan. 20) to announce co-sponsorship of what will apparently become the second bill placing comprehensive limits on political campaign spending to emerge from the Senate in the 92d Congress, convening Thursday.

The measure—which is still undergoing last-minute alterations—reportedly will place ceilings on both broadcast and nonbroadcast spending and probably will include a maximum-rate provision for broadcast and other media. Staff members involved in drafting the proposals declined to provide details prior to the conference. An aide to Senator Gravel described the draft as an “omnibus” bill that would treat all media and attempt to meet the objections raised by President Nixon as he vetoed last year's political-broadcasting bill (S. 3637).

Other bills are in work:

A staff assistant to Minority Leader Hugh Scott (R-Pa.) said last week several draft proposals involving methods of placing comprehensive limits on campaign spending were awaiting the senator's consideration.

None of the proposals are said to involve ceilings on specific media, such as radio-TV.

Aides to Senator Charles McC. Mathias Jr. (R-Md.) have also been involved in formulating what has been labeled the “administration's” bill, though it is not certain whether Senator Mathias will actually co-sponsor the final product.

Backing the Gravel-Pearson bill will be former Health, Education and Welfare Department Secretary John Gardner, chairman of Common Cause (citizens' lobbying group), who is slated to be present at the Wednesday news conference.

Common Cause last week filed suit in Washington district court to enjoin the national committees of major politi-

cal parties from violating federal election laws passed in 1925, which prohibit contributions exceeding \$5,000 to or on behalf of any candidate for federal office and the receipt or expenditure of contributions exceeding \$3 million in any calendar year by a political committee.

If successful, the action could severely curtail campaign spending in all media. The suit seeks to declare unlawful the circumvention of the laws by:

■ Establishing a multiplicity of dummy political committees for the same candidate and soliciting contributions to two or more of them by the same person totaling more than \$5,000 in a single year.

■ Establishing numerous purportedly “state and local” committees for the same candidate which receive funds totaling more than \$5,000 from a single person in a single year.

■ Arranging for an individual to make contributions in excess of the \$5,000 limit by making multiple contributions not exceeding \$5,000 each in the names of other members of his family.

■ Arranging for banks and other lenders to make loans of more than \$5,000 to contributors with the knowledge that the money will be used for contributions to a single candidate or political committee.

■ Receiving and spending more than \$3 million in a calendar year, including funds collected through some of the

above devices.

■ Inducing contributors to believe that the above practices are lawful.

“Political spending has gotten out of hand,” Mr. Gardner commented. “We have moved perilously close to the time when no American will be able to run for federal office unless he is wealthy or willing to put himself under obligation to sources of wealth.”

Mr. Gardner said he hoped that the legal action will result in a definite judicial decision interpreting the campaign contribution and spending limitations of the 1925 laws.

A representative of the Committee for a More Effective Congress, which along with Common Cause was involved in a consulting capacity with the Gravel-Pearson bill, will also be present at the news conference. A spokesman said that, while the committee supported the intent and thrust of the bill, it was not in complete agreement with some of its particulars. The spokesman said CMEC would continue to work with other congressmen on further campaign spending measures in the offing.

What's on tap at AAF conference

A new category of advertising is scheduled to get top billing at the 13th annual government-affairs conference sponsored by the American Advertising Federation.

The AAF meeting, Feb. 1 to 3 in Washington, will hear a panel discussion on “Political Advertising—Its Role in the Elective Process” with Representative John B. Anderson (R-Ill.); Samuel J. Archibald, Fair Campaign Practices Committee; Douglas L. Bailey, Bailey, Deardourff & Bowen, and Charles Guggenheim, Guggenheim Productions, as members of the panel. The last two were active as consultants during the 1970 congressional campaign. Mr. Anderson introduced a bill (H.R.

Rep appointments:

■ WIBR(AM) Baton Rouge and KSCJ(AM) Sioux City, Iowa: Adam Young Inc., New York.

■ WvNY(FM) Burlington, Vt.: Bill Creed Assn., Boston.

■ WHIM-AM-FM Providence, R.I.: Eckles & Queen Inc., Boston.

19904) last month that would impose spending restrictions and provide blocks of TV and radio time for all candidates, to be paid out of federal funds (BROADCASTING, Dec. 7, 1970).

Another panel will be on advertising and the law, with Mary Gardiner Jones, Federal Trade commissioner; W. Robert McLellan, assistant secretary, Department of Commerce; Ira Millstein, New York lawyer, and William Rogal, Washington lawyer. John Reilly, Washington attorney, will be the moderator.

During the three-day meeting, AAF members will also hear Dean Burch, FCC chairman; Miles W. Kirkpatrick, FTC chairman; Aileen Adams Cowan, Center for the Study of Responsive Law, Washington Representative John H. Buchanan Jr. (R-Ala.); Virginia Knauer, presidential assistant for consumer affairs; Victor Elting Jr., Quaker Oats Co., Chicago, the chairman of AAF; and Elisha Gray, Whirlpool Corp., chairman of the Council of Better Business Bureaus.

The final session will be a news panel with John Chancellor, NBC, and Ray McHugh, Copley Newspapers, among the panelists. Theodore Koop, CBS Washington vice president, will preside.

'Better-Music' rep aims at offering 'good music'

Formation of Better Music Radio Representatives Inc. as a radio station representative firm was announced last week in New York. Robert Dore, formerly president of the radio rep firm, Dore and Allen Inc., will head the new company which will represent only radio stations with what he calls "good music" formats.

According to Mr. Dore, the firm was organized on a one-format basis because "other representatives with a variety of radio-station formats cannot promote 'good music' radio stations at the expense of stations with other formats."

The station roster includes WOCN(AM) Miami and WWBA(AM) Tampa, Fla. The office in New York is at 45 East 51st St. Phone (212) 935-9333.

Business briefly:

Anheuser-Busch Inc., St. Louis, through D'Arcy Advertising there, plans to repeat 90-minute John Wayne special, *Swing Out Sweet Land*, on NBC-TV April 8 in 8:30 p.m. spot as part of continuing major broadcast promotion for Budweiser beer in 1971. Ed McMahon continues as air spokesman for heavy schedules of radio and TV spot plus network TV participations. This year's slogan: "When you say Budweiser, you've said it all."

Alberto Culver Co., Melrose Park, Ill., through J. Walter Thompson, Chicago,



Coal, sculptor star in spots for gas company

A ton of coal was used by EUE/Screen Gems, New York, to make a 30-second TV spot for Columbia Gas System Inc., Charleston, W. Va., through Vic Maitland & Associates, Pittsburgh.

The commercial features New York sculptor Bob Mumford chiseling block letters of the word "gas" from the coal with the following copy: "Today we all know that we must make the very best use of our natural resources. For

example, the energy in coal could air-condition your home and run your water heater and your dryer without dirt or air pollution. It's done by changing plentiful coal into clean modern gas. It's called gasification. We're working on this and other exciting new ways to meet your ever-increasing need for clean valuable gas energy."

Beginning airtime for the spot is March 1 throughout markets in seven states: Maryland, New York, New Jersey, Ohio, Kentucky, Virginia and West Virginia. Expenditures for the campaign are about \$150,000.

introduces new hair treatment, Get Set Swinging Body, using network TV participations plus magazines. Heavy spot TV drive in major markets is to be added beginning in May.

Shurfine-Central Corp., Northlake, Ill., through Norman, Norman, Moore & Baird Inc., Detroit, will turn to spot radio to promote its Mother Hubbard 'Turn You On' Sale starting Feb. 22. A longtime TV client, Shurfine will now use a saturation schedule on key-market radio stations during the sale, scheduled for Shurfine's 9,000 nationwide retailers. National spots, featuring a contemporary musical theme, have been prepared for stations around the country, to be followed by local tags featuring items and prices.

Chevrolet division of General Motors Corp., through Campbell-Ewald Co., both Detroit, will sponsor an ABC-TV musical special, *Stand Up and Cheer*, Tuesday, Feb. 9, 10-11 p.m. EST.

AT&T, through N. W. Ayer, both New York, will sponsor a two-hour production of "Jane Eyre" starring George C. Scott and Susannah York over NBC-TV in March at a time and date to be announced. It is part of the Bell System

Family Theatre series of specials being carried on NBC-TV this season.

Zenith Radio Corp., Chicago, through Foote, Cone & Belding there, last week began three-month "value spectacular" sales promotion event making heavy use of participations on NBC-TV and CBS-TV programs. Magazines also are being used.

P&G spots scrubbed from show on pollution

CBS-TV said last week that two one-minute commercial positions for Procter & Gamble products were deleted from the CBS News program, *Is Mercury a Menace?*, telecast on CBS-TV last Tuesday (Jan. 12) from 10-11 p.m.

A CBS-TV spokesman said the network suggested to P&G that it might want to eliminate the spots since the program dealt with environmental pollution. According to CBS-TV, P&G agreed. It was reported that commercials for Top Job, Crisco, Cascade and Mr. Clean were pulled off the telecast. The spokesman said the commercial positions were bought by other advertisers.

CATV's see no need for PSC plan

Three-hundred page report sent to Rockefeller proposes wide regulation powers for N.Y. state

Cable-television leaders in New York fired back last week at a far-reaching proposal by the New York State Public Service Commission that it join the FCC and local authorities in regulating CATV in the state (BROADCASTING, Jan. 11).

The 300-page report, submitted to and released by Governor Nelson Rockefeller, said such matters as franchising, rates and general supervision should be municipal functions and the establishment of technical standards and operational requirements should be handled by the FCC.

But the PSC also maintained that it should share authority in many of these areas and singled out others where it would be dominant. It said it should be empowered, for instance, to convert a CATV system to complete common-carrier status whenever the system "reaches a certain size, say 50,000 subscribers."

When that happened the system would no longer be permitted to originate programs as required by the FCC, but the PSC said this problem could be solved by the system's creation of a programing "affiliate." Even more outright challenges to FCC positions were raised in other sections of the report.

Officials of both Teleprompter Corp. and Sterling Manhattan Cable, two of the leading CATV operators in New York, characterized the PSC's recommendations as arbitrary, discriminatory, unnecessary, potentially stifling to the growth of CATV in New York and devoid of any apparent useful purpose.

Al Stern, president of Television Communications Corp., a multiple-system owner based in New York, in a statement issued last week said: "This proposal is based on the assumption that CATV systems can be considered public utilities and regulated as such. This is an unfounded assumption." He further stated: "No industry can function under three layers of regulation—local, state and federal. CATV cannot serve three masters and still adequately serve the public."

Morris Tarshis, director of New York City's bureau of franchises, was also

sharply critical of the report, which in many respects took positions contrary to those adopted by the city in granting Manhattan franchises to Teleprompter and Sterling Manhattan. He called the report "premature" and said the recommendations would retard CATV if adopted.

Whether they would be adopted remained a moot question. There was no indication from the governor's office as to whether legislation would be introduced to implement them.

The report opposed FCC positions on a number of issues and recommended that the PSC "take an active role" in participation before the FCC "not only [on] matters under active state and local control, but also [on] matters exclusively subject to FCC control and matters which arguably should be controlled by no government."

The report continued:

"Questions might well be posed as to whether [the programing] area should be kept free of government constraints as much as possible: How is compulsory origination by CATV systems 'reasonably ancillary' to the FCC's interest in over-the-air television broadcasting? Why should the 'equal-time,'

'fairness,' 'lottery' and 'sponsor-identification' requirements of broadcasting be carried over to CATV? Are not these matters—as well as the quantum of educational and other public-service programing—properly matters for local concern?"

The report also contended that the FCC's distant-signal policy "clearly is retarding the development of CATV in most sections of New York state" because "as nearly as can be determined" there is no independent TV station, which the policy was design to protect, operating in New York state "apart from the New York City independents, which no one has suggested require protection." The PSC suggested that perhaps it should "consider whether the FCC's distant-signal policy makes sense in the context of New York state television broadcasting."

The report also maintained that requiring CATV systems to pay portions of their revenues to state or local educational organizations would have "a significant negative impact on CATV." Specifically it recommended that PSC "oppose the FCC's proposal to require CATV systems to pay 5% of gross revenues to the Corp. for Public Broadcasting."

Moreover, the report continued, "in order to afford municipalities maximum flexibility in bargaining with CATV applicants, it is recommended that the [PSC] oppose the FCC's proposal to limit municipal franchise fees to 2% of gross revenues—although such a limitation probably would be in the best interests of both CATV development generally and the long-term interests of the communities involved."

The report also asked for an amendment of state law to require municipal consent for local CATV operations whether they use their own lines or those of a telephone company—New York law does not now require municipal consent when phone-company lines are used—and also urged that the FCC "disclaim jurisdiction over telephone services designed to accommodate unaffiliated CATV operators having the necessary municipal consent."

More than that, the PSC urged that



Mr. Stern

FCC permit phone companies not only to provide channels for other CATV systems but also to "engage directly in those communications services (including one-way and two-way video originations) which do not involve the retransmission of television broadcast signals."

In fact, the report continued, "with the uncertainties prevalent about technological developments, it may well be that telephone companies, some years hence, will be in the best position to render some of the services now predicted for CATV systems, and indeed, they may be in the best position to perform the CATV transmission function as well (through leased channels)."

The PSC also asked for authority to, among other things, certify existing franchises and approve new ones, require interconnection of systems, set minimum standards for franchise holders and enforce quality standards, control renewals and transfers of franchises and forbid landlords to interfere with or charge for CATV installations for tenants.

The report quoted data from the New York Cable Television Association indicating that there are 138 operating systems in the state serving about 299,000 subscribers or about 35% of the TV homes in those areas and about 5% of all TV households in the state. In addition, franchises are outstanding but not operational in 63 other communities, and 251 franchise applications are pending in the state.

The report also said financial data supplied by the state board of equalization and assessment, covering 86 systems for the year 1969, showed they had \$27.5 million in net investment and working capital, \$14.8 million in gross earnings and almost \$2.2 million in net earnings, with a 7.92% return on net investment and working capital and with operating revenues amounting to 56.7% of net investment.

The report said 21 of the 86 systems operated at a loss. In all, 33 had gross revenues under \$25,000, 21 between \$25,000 and \$100,000, 17 between \$100,000 and \$250,000, 12 between \$250,000 and \$1 million and three had more than \$1 million gross revenues.

CFWC gets \$675,000 grant

The Community Film Workshop Council in New York has been awarded a \$675,000 grant from the Office of Economic Opportunity. The council, with 11 workshop sites throughout the U.S. and Puerto Rico, was formed in July 1968 and funded mainly by OEO to train members of minority groups for possible careers as TV or film cameramen, soundmen, newswriters or editors.

Client-planner liaison unit set up by ARB

The American Research Bureau last week announced a realignment of its New York marketing staff and the creation of a new department for liaison between clients and product planners.

Robert L. Owens, vice president for broadcaster marketing, was named to the new position of vice president and director of marketing. He will coordinate all planning, marketing and servicing of ARB's media audience-measurement services.

At the same time, Norman S. Hecht, vice president for agency and advertiser marketing, was named vice president and director of the new market-analysis department; William N. Shafer, vice president for television station sales, was appointed vice president for broadcaster marketing; and Alain Tessler, vice president for agency and advertiser services, was named vice president for agency and advertiser marketing.

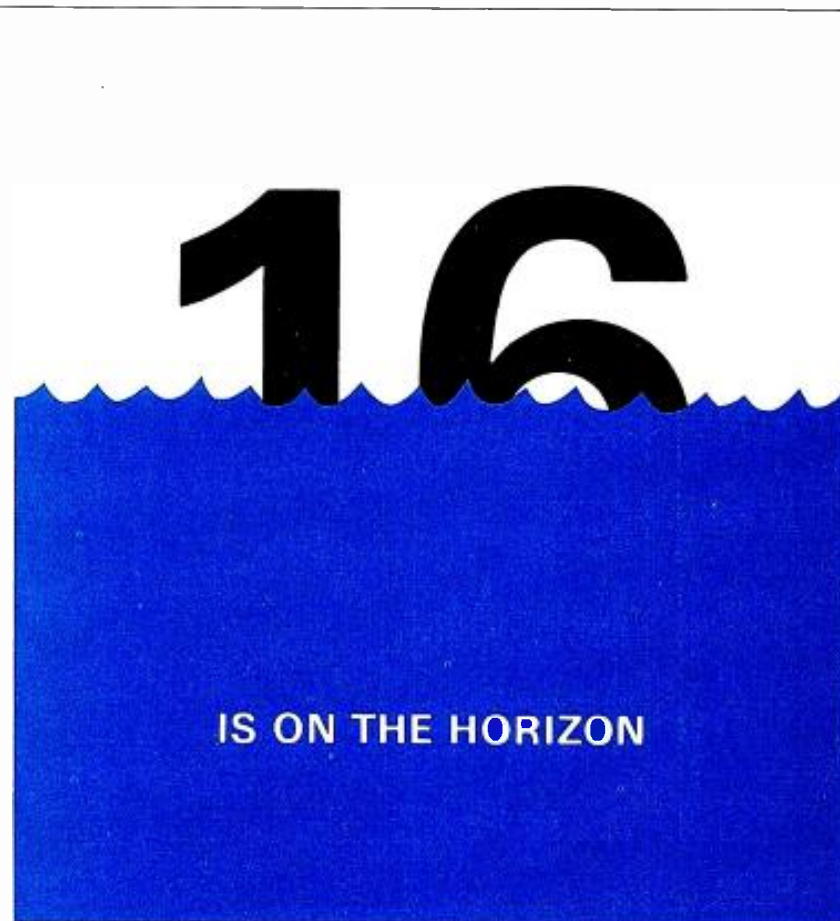
The reorganized client-services department is designed to provide faster response to marketing staff requests for special information and answers to particular research problems. The new manager of marketing services in ARB's Beltsville, Md., office is Richard J. Glaspell, former assistant to the presi-

dent for client services.

The new market analysis department was created to coordinate client requirements with product planning, ARB said. The director, Mr. Hecht, is responsible for the analysis of new industry needs and opportunities for measuring and reporting on the radio and television audiences.

Welpott retires

Raymond W. Welpott, president of the NBC-owned Television Stations division, will retire from that post, effective July 1. Mr. Welpott, who will be 56 years old in March, has chosen early retirement after a broadcast career that has spanned 30 years. He joined the NBC O-&-O operation in 1958 (it included radio at that time) as a general executive and has served as vice president and general manager of the company's WRCV-AM-TV Philadelphia. He was named an executive vice president of the O-&-O division in 1962 and later that year, president. He began his TV-radio career with the General Electric broadcast operation in 1941 and was assistant general manager when he left in 1957. From 1957 to 1958 he was vice president and general manager of WKY-AM-TV Oklahoma City. NBC officials said his successor has not yet been selected.



Winner resists WHDH reopening

Boston Broadcasters, awarded channel 5, urges FCC to stick by challenged decision

The FCC was given conflicting counsel last week on whether to grant WHDH-TV Boston's request that it reopen the case in which WHDH Inc. lost its license to operate on the channel 5 facility. WHDH wants the FCC to determine whether the decision was based on a vote of a sufficient number of commissioners.

Boston Broadcasters Inc., which was awarded the franchise in the decision adopted by a 3-to-1 vote, said the commission should not only dismiss the petition as "one of the most portentous attacks upon the commission's integrity" ever to come before the agency, but should "censure" WHDH.

But Charles River Civic Television Inc., one of three losing applicants in the case, said the commission should check into the allegations of the WHDH petition. "The very integrity of the commission's decision-making processes could be involved," it said.

WHDH's petition was based on a story in BROADCASTING quoting former Commissioner James J. Wadsworth as saying that the "only reason" he voted for

the commission decision was the attitude WHDH officials toward the "undue influence" the firm had attempted to exercise on the commission "in the past"—a reference to the ex-parte activities of the late Robert Choate, then president of WHDH. He noted that WHDH officials had indicated they found nothing wrong in Mr. Choate's actions.

The commission's Jan. 23, 1969, opinion did not reach the ex parte issue but, rather, was based on diversification-of-ownership-of-media and integration-of-management-and-ownership issues. The other commissioners voting for the final result were Robert T. Bartley and Nicholas Johnson.

WHDH said that if the statements attributed to Mr. Wadsworth were true, then only two commissioners, less than a majority of the four-man quorum participating, voted for the critical findings. It also said that the decision denied it due process and constitutes a "fraud" on it. The petition asked the commission to request the U.S. Court of Ap-

peals, which has jurisdiction over the case, to remand it for a hearing on whether the decision was the product of a proper quorum.

Charles River also asked the commission to request the court to remand the case to look into the matter. If the facts alleged in WHDH's petition are true, it said, "they could very well vitiate the entire commission decision." And if they are not true, that should be determined also; "no cloud should hang over this phase of the proceeding."

The BBI said that the commission lacks the authority "to inquire into the motives of a commissioner in casting his vote," other than in cases where there is evidence that his vote was obtained through fraud or was the result of bias.

Furthermore, it said, the commission should consider the factors triggering the former commissioner's comment—an interview with Harold Clancy, president of WHDH's parent corporation, the Herald Traveler Corp., published by *Ad East*, a New England advertising monthly. In it Mr. Clancy roundly denounced the commission for its decision in the case and attacked Mr. Wadsworth and other commissioners.

"To permit WHDH to use Mr. Wadsworth's instinctive response to its slanderous attack as a springboard to engage in an illegal search of the reasoning processes of participating commissioners would be outrageous, and would constitute an invitation to every disgruntled losing applicant to attack the integrity of participating commissioners until they are forced to defend themselves with a public statement," BBI said. It added that the interview and WHDH petition "manifest a continuing contempt for the commission warranting dismissal of the petition and censure of WHDH's conduct."

In any case, BBI said, the motivation attributed to Mr. Wadsworth is supported by the record in the case. BBI pointed out that the hearing examiner, in findings to which WHDH did not take exception and which the commission adopted, noted that various WHDH officials indicated they felt that Mr. Choate's off-the-record meetings with the then-FCC Chairman, the late George McConaughy, had not been improper.

BBI also saw the petition as "consistent" with WHDH's economic motivations to prolong its operation of WHDH-TV and as "an impermissible abuse of the commission's processes—another reason, in BBI's view—for censuring WHDH. BBI estimated that on the basis of before-taxes net earnings of Boston's three VHF and UHF stations in 1969



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71-2

—\$21,149,838—WHDH realized a net profit of over \$7 million that year, or an average of \$600,000 “each month that it can delay final resolution of this case.”

Changing Hands

Approved:

The following transfers of station ownership have been approved by the FCC (for other FCC activities see “For the Record,” page 64).

- **WPOK-AM-FM** Pontiac, Ill.: Sold by Dorothy L. Meythaler and Merton J. Gonstead to Richard D. and Mrs. Tommie Lou Lashbrook and Naomi and Egbert B. Groen for \$275,000. Mr. Groen has been Illinois state senator since 1962. Mr. Lashbrook is air personality with WGN(AM) Chicago, management-development consultant and has a minority interest in southern Illinois oil wells. WPOK(AM) is a daytimer on 1080 khz with 1 kw. WPOK-FM operates on 103.1 mhz with 3 kw and an antenna 185 feet above average terrain.
- **KBOM(AM)** Bismarck-Mandan, N.D.: Sold by Richard Power to Russell Matthias Sr. and son William Matthias for \$212,750. Mr. Power owns 50% of WJON(AM) St. Cloud, Minn. Mr. Matthias Sr. is Chicago attorney; son is in investment banking. KBOM is on 1270 khz with 1 kw day and 250 w night.

AM owner's character faces FCC scrutiny

An alleged misrepresentation by the majority owner of WHEL(AM) New Albany, Ind., has prompted the FCC to designate that station's renewal application for hearing.

The commission last week said information given by Grady A. Sanders in an application to purchase KGA(AM) Spokane, Wash., raised “serious questions” regarding Mr. Sanders's character qualifications. Mr. Sanders is majority stockholder of Shell Broadcasting Inc., licensee of WHEL.

Following an investigation by the FCC staff of Mr. Sanders's transfer application, it was charged that he misrepresented his financial position in the application; that he had given faulty information regarding interests held in KGA and WHEL by KGA Inc., the KGA licensee, and that he violated the commission's rules governing the filing of contracts. The last charge stemmed from Mr. Sanders's failure to present a copy of an April 1968 agreement (which was later canceled), in which he and William Campbell contracted to buy KGA from its former licensee, Liddie Broadcasting Corp.

Vic-Way wins OK in bid for black AM

FCC approval of merger of two of eight applicants for St. Louis station upheld

FCC approval of an agreement permitting owners of two of the nation's black-owned radio stations—WCHB-AM-FM Inkster, Mich.—to expand their ownership interests—to KWK(AM) St. Louis—has weathered an appeal to the U.S. Court of Appeals for the District of Columbia.

The agreement provided for the merger of two of eight one-time competing applicants for the 1380 khz frequency, whose previous occupant had lost its license in a license-revocation proceeding, and for the dismissal of the remaining six applications.

Principals of the surviving application, Vic-Way Broadcasting Co., which was granted by the commission, are Dr. Haley Bell and his sons-in-law, Dr. Wendell Cox and Dr. Robert Bass, who own and operate the Inkster stations. The three dentists had been principals in Vic-Way Broadcasting Co. which

they merged with that of Archway Broadcasting Co.

Under terms of the agreement put forward by all eight applicants, the remaining applicants were withdrawn in return for reimbursement of their out-of-pocket expenses.

The action climaxed a proceeding begun in 1965, two years after the commission revoked the license of KWK Radio Inc., because of fraudulent treasure-hunt contests broadcast in 1960. The eight applicants who eventually settled their differences in the agreement approved by the commission operated the station jointly under an interim grant as Radio Thirteen Eighty Inc.

The commission action was opposed who have an unfair-labor-practice suit who have an unfair-labor practice suit pending against KWK before the National Labor Relations Board.

The employees had questioned Vic-Way's financial ability to pay the withdrawing applicants, alleged unfair labor practices, and charged an unauthorized transfer of control of the interim operation.

The court, in a brief, unsigned order, said it agreed with the commission that the issues—other than the one involving unfair labor practices, on which it expressed no view—“are without substance.”



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Durkin: new rule will hurt TV quality

But despite pinch of FCC regulation, NBC-TV head sees network gains

Both the public and advertisers may suffer as a result of the loss of special network programs under the FCC's new prime-time regulation, Don Durkin, president, NBC-TV, told the Broadcast Advertising Club of Chicago last week.

Mr. Durkin told the BAC Tuesday: "I expect very many special programs to be squeezed out because of the networks' physical inability to schedule them. What irony—since special programs by definition represent quality and diversity both in content and production sources."

Quoting the dissenting opinion of FCC Chairman Dean Burch to the commission's ruling, Mr. Durkin agreed that the new policy will curb diversity instead of encourage it. The FCC will allow a network to feed only three hours per evening prime time to affiliates instead of the three and one-half hours.

"The 90-minute program—often the hallmark, no pun intended, of a quality show—simply can't be scheduled unless some kind of patchwork is put together or a complex all-special night created," Mr. Durkin explained, "and that can be done on relatively few occasions." He said, however, that specials will remain "a vital, if smaller, part of the NBC schedule."

Mr. Durkin was optimistic about television in the new decade, despite problems. He noted NBC research findings that are encouraging.

"Viewing on the three networks is up 1.4 rating points for the season to date compared to the same period a year ago," he noted, explaining, "that's an addition of approximately 1.7 million viewers per minute. Viewing time for 1970 was up to five hours and 55 minutes a day in the average home, the eighth consecutive year of increase. Ninety-nine percent of households with incomes of \$10,000 or more now have at least one TV set and 95% of all adults view television one or more times a week.

"This is not the profile of a declining medium," he continued, stating that despite the alarm raised by some, neither cable TV nor video cassettes will replace regular TV as the great mass medium. Both CATV and cassettes, he said, will become supplementary media but the sheer economics of average-household entertainment spending will not permit them to become successors to commercial TV.

Turning to industry efforts to replace lost cigarette revenues, Mr. Durkin

noted just one category alone, TV advertising by foreign cars, would be ranked more importantly if it were not for its usually being lumped with domestic-auto advertising. Today this sub-category "is greater than that for many major non-automotive groups," he noted, "and on some stations the foreign cars run even bigger schedules than the domestic giants."

Mr. Durkin said that "if television is holding its own in the economic climate of today, it should do even better as that climate improves." He predicted total TV revenues will increase about 7% each year during the next four years. Also, he said, "the share of the advertising dollar put into broadcasting is going to grow—at even a greater rate than it has in the past five years."

Mr. Durkin expressed concern about the trend to smaller commercial units simply for the sake of efficiency. He stressed that impact and program association have value-added significance, perhaps too long overlooked since the program sponsorship period of the 1950's.

"I cannot get over the fact—and the examples—that the advertiser who is clearly identified with a program that entertains or informs people has a running headstart on the competition," Mr. Durkin said, recalling the successes of such advertisers as Kraft Foods, Hallmark, Gulf Oil and Chevrolet.

Mr. Durkin also noted the complaints of advertisers and agencies about clutter diluting advertising effectiveness and representing TV's biggest problem. "But away from the Greenbrier, the Homestead, the Broadmoor, Camelback and the other watering holes," he observed, "the professional advertising staffs under the men denouncing clutter are hard at

work to break down the advertising unit into smaller and smaller pieces."

Mr. Durkin said flexibility to advertiser requirements need not mean simply fragmentation as the continuing improvements in program and commercial practices over the years have demonstrated. "I think the emphasis may shift away from simply buying 30's and 60's in scatter-plans toward more traditional, as well as more unorthodox, forms of sponsorship," he said, "thanks to the new and rewarding possibilities that recent innovations suggest. TV will continue to be the most effective advertising medium in the 1970's as it has been in the 1950's and 1960's."

Firestone aims to buy, operate radio stations

Firestone Communications Inc., New York, has been formed to acquire and operate radio stations in major markets and expand into other communications-oriented businesses ("Closed Circuit," Dec. 14, 1970).

Bertram R. Firestone, board chairman of Baker-Firestone Corp. and a principal in Baker-Firestone Properties, real estate development and construction firms, will serve as chairman of the executive committee of the new corporation. Other officers are William N. Farlie Jr., board chairman, who previously was vice president for administration for RKO General; James R. Lightfoot, president, who formerly was general manager of WBZ(AM) Boston, and John G. McGoldrick, secretary, who is a member of the New York law firm of Baer & McGoldrick.

Corporate headquarters of Firestone Communications is at 375 Park Avenue, New York 10022. Telephone is (212) 838-8246.

Joint consideration sought in RKO cases

The FCC's Broadcast Bureau last week requested the commission to reopen the record in the KHJ-TV Los Angeles renewal case to specify an issue involved in the WNAC-TV Boston renewal proceeding. The bureau also asked the commission to designate the KHJ-TV case for consolidated hearing with the WNAC-TV proceeding on that one issue.

The issue involved in both cases is whether, in view of evidence concerning alleged anticompetitive practices by RKO General Inc. or its parent General Tire and Rubber Co., RKO should be disqualified from remaining the licensee of the stations or whether a comparative demerit should be assessed against RKO.

RKO is seeking to retain channel 9



Mr. Durkin

Los Angeles in the face of a competing application by a group of Los Angeles businessmen operating as Fidelity Television Inc. In the Boston channel 7 case, WNAC-TV's renewal application is being weighed against applications for the facility by two Boston groups, Community Broadcasting of Boston Inc. and The Dudley Station Corp.

In its petition last week the Broadcast Bureau said it has selected and reviewed some 2,000 documents from the files of General Tire as prospective exhibits in the WNAC-TV proceeding.

"It is clear from a review of these documents that the record to be made under this issue in the WNAC-TV proceeding will have as direct and material bearing on the qualifications of RKO General Inc. to be the licensee of KHJ-TV as it will on the qualifications of RKO General Inc. to be the licensee of WNAC-TV," the bureau said. It added that it believes the commission should have before it the record to be made in the WNAC-TV case under the anti-competitive practices issue when it decides the KHJ-TV case. This is particularly true, it was said, since the civil antitrust action brought by the government against General Tire and three of its subsidiaries, including RKO, was terminated by consent decree prior to the trial (BROADCASTING, Aug. 31, 1970).

Minimum wage for time salesmen?

Labor Department slates hearings on proposal opposed by NAB; broadcast newsmen eyed, too

The Department of Labor's Wage-Hour Division begins hearings Feb. 2 on proposals to establish a minimum weekly earning test for outside salesmen to bring them under exempt status from wage-hour minimums. The proposed change in wage-hour regulations would apply to TV and radio stations. At present, outside salesmen in any industry are exempt.

Also to be heard are proposals to exempt TV and radio newsmen from wage-hour rules.

TV and radio owners, under the leadership of the National Association of Broadcasters, are preparing to oppose the salesmen move on the ground that such a salary test for exemption would affect the hiring and training of new broadcast salesmen. They also contend that it would cause serious record-keeping problems since broadcast salesmen traditionally do most of their work outside their offices.

Most experienced broadcast salesmen receive weekly earnings in excess of the predicted level that may be established by the Labor Department, ac-

cording to Ron Irion, director of NAB's Broadcast Management Department. If a weekly earning test is imposed, he noted, this would react against new hirings, since the minimum weekly wage might be more than beginning broadcast salesmen receive during their training period. It would also, he said, impose a burden on station management that would have to maintain records on hours worked for each of the non-exempt salesmen.

A national employer group, the Inter-industry Wage-Hour Steering Group, has retained Clarence Lindquist to present the industry viewpoint at the hearing. Mr. Lindquist was for 10 years wage-hour administrator until his resignation in 1969. NAB is a member of this group.

In opposing the revision that would result in the exemption from wage-hour rules of broadcast newsmen, NAB has suggested that they fall under the professional category. Professionals are exempt from the wage-hour rules.

Again, Mr. Irion noted, the current exemptions (\$125 weekly for adminis-

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trative-supervisory and \$140 weekly for professional workers) cover the large bulk of newsmen since they receive more than these minimums. But in smaller stations, he pointed out, and in some sections of the country, newsmen are not exempted. This is burdensome, he said, not so much for the payment of such wages, but for the record-keeping that goes with it.

Mr. Irion has asked broadcasters to submit written statements to the Labor Department before Feb. 2.

Radio board candidate bows out—but can he?

Edmund C. Bunker, KFI(AM) Los Angeles, one of the four candidates for Class A director on the radio board of the National Association of Broadcasters, announced last week that he is withdrawing from the race.

He asked his supporters to vote for Andrew M. Ockershausen, WMAL-AM-FM Washington.

Mr. Bunker made his views known in a Jan. 11 letter to Mr. Ockershausen, with a copy to Everett E. Revercomb, secretary-treasurer of NAB. Mr. Revercomb said, however, that there is no way a candidate, once he has accepted a nomination and had his name printed on the ballot, can withdraw. Any votes for Mr. Bunker, he said, will be counted.

Ballots for the radio-board election of 13 members went out to NAB members on Jan. 11 and are due to be returned by Feb. 1. Results will be announced Feb. 2 (BROADCASTING, Jan. 11).

The other two candidates for the

Class A, at-large directorship are E. Brandt Gustavson, WMBI-AM-FM Chicago, and Dean Osmundson, WMC-AM-FM Memphis.

Class A directors represent markets of 500,000 population or larger.

In his note to Mr. Ockershausen, Mr. Bunker said he does not feel that he can, if elected, "devote the amount of time I feel such a job deserves . . ." He added that he is supporting Mr. Ockershausen for the job "since I feel utterly confident of your performance abilities, as well as your complete dedication to the industry."

NAB officials said they could not recall a similar instance of a candidate for an NAB board withdrawing in the middle of the balloting.

NAB board expected to get austerity message

Belt-tightening is expected to be one of two prime topics at the joint-board meeting of the National Association of Broadcasters this week in California.

The new pattern of organization that follows appointment of three executive vice presidents is regarded as the second major topic at the 43-man week-long board meeting.

Named senior executives of NAB were employed in the industry in "size-station relations; Paul B. Comstock, now NAB vice president for government affairs and general counsel, for government relations, and Paul Haney, of the Houston Astrodome, for public relations (BROADCASTING, Jan. 11).

NAB staffers have been given the word on the financial pinch. Vincent T. Wasilewski last week told the associa-

tion's principal employees that there would be no salary increases this year; that there must be no unnecessary travel, printing or rental of cars. And he instructed his staff that when traveling by air they are to travel coach.

The financial plight is also bound to bring up the question of using outside consultants and legal advisers, as well as problems involving the fall conferences, which were not considered particularly successful last year.

In other areas, the TV board is faced with the recommendations of the TV code review board that time standards for commercials and for non-program material be tightened (see page 18).

Also expected to be considered is the question of whether to support the lawsuit filed by six radio stations, all affiliated with MBS, challenging the constitutionality of the congressional law banning cigarette advertising from the air (BROADCASTING, Dec. 7, 1970).

Also certain to be discussed, although no change in policy is anticipated, is the question of liquor advertising, historically banned from the broadcast media. This became a cause celebre last month when U.S. Communications Corp., a Philadelphia-based group of UHF stations, announced that it would accept hard-liquor advertising after Jan. 1 (BROADCASTING, Nov. 16, 1970 et seq.).

Tulsa Cable awarded franchise after probe

City commissioners in Tulsa, Okla., last week selected Tulsa Cable Television to provide the city, 53d largest market in the country, with broadband cable communications.

Tulsa Cable is composed mainly of

Frontal assault on 'male chauvinism'

FCC gets stack of filings urging get-tough policy on sex bias in broadcasting

There is growing support for a petition by the National Organization for Women asking the FCC to include women in the enforcement section of its equal-employment rules.

In its rulemaking petition last month, NOW pointed out that, although the commission has banned all employment discrimination in the industry, it requires broadcasters to file reports on employment projects concerning only Negroes, Orientals, American Indians and Spanish-surnamed Americans (BROADCASTING, Dec. 7, 1970).

Over 20 organizations and individuals have filed comments in favor of NOW's petition. Many of them echo allegations by NOW that the industry does discriminate against women in employment.

Mrs. Bella S. Abzug, Democratic congresswoman-elect from New York's 19th district, charged that women have been "deliberately excluded from the section [of the rule] designed to provide enforcement." She said there are few women in professional positions at the three networks and she predicted programming would improve if women were employed in the industry in "sizeable numbers."

She also noted that the TV program that has been most widely acclaimed in the past year, *Sesame Street*, is produced by a woman, and deplored "the degrading and insulting stereotypes [of women] that dominate much of current programming."

Both the National Citizens Committee for Broadcasting and the Office of Communication of the United Church of Christ agreed that discrimination against women in broadcasting is reflected in programming.

"Frustrating, even hypocritical" was the way the Unitarian Universalist Women's Federation described the exclusion of women from the enforcement section of the rule.

John W. Gardner, former secretary of health, education and welfare, and former chairman of the National Urban Coalition, told the commission that discrimination against women in employment is not only unfair, but "results in a tragic waste of talent."

Mr. Gardner, now chairman of a "citizens' lobby," Common Cause, added that broadcasting, because of its important role in society, "is in a particularly strategic position to exercise leadership in ending discrimination based

LVO Cable Inc., CATV subsidiary of LVO Corp., Tulsa; Williams Brothers Co., a Tulsa pipeline and construction firm; and William D. Swanson.

The franchise was granted after a 10-month investigation by a study committee.

LVO officials estimate the project will cost nearly \$10 million, but that it will help attract additional high-technology industries to Tulsa. Tulsa Cable plans to construct a system with the capability to deliver 27 channels to home subscribers and the potential for two-way communications.

Tulsa Cable also proposed local origination, including entertainment, educational, cultural, business, children's, news, weather and sports channels.

College station sit-in ends; lawsuit pending

A 45-day student sit-in at WCWP(FM) Brookville, N.Y., C. W. Post College's student-run, noncommercial station, ended last Wednesday (Jan. 13) after the vice president of student affairs gave a 15-minute ultimatum.

Dr. Alan Beeman told the students, who first occupied the station Nov. 30, 1970, after it was closed down because of alleged use of obscenity (BROADCASTING, Dec. 7, 1970), to either vacate the premises or be forcibly evicted and face suspension. A short time later, 25 students left the building with sleeping bags, personal belongings and pets. Stating they did not want violence, the students said they would rely on the courts to win their point.

On Nov. 30, the radio station was closed down by Dr. Julian Mates, dean

of the fine arts division. He said pornographic literature had been read over the air, and that the shutdown was to protect the station's license. College officials claimed then that FCC regulations barring obscenity had been breached at the same time Steven A. Post was fired as station director.

Mr. Post brought suit on Dec. 9 in the Second U.S. District Court in Brooklyn, N.Y., to force the college to reinstate him and reopen the station (BROADCASTING, Dec. 14, 1970).

After the suit was filed, a student-faculty committee investigating the obscenity charges recommended the rehiring of Mr. Post. Although Robert L. Payton, president of the college, agreed, he was overruled by the trustees of Long Island University, of which C. W. Post is a branch. Mr. Post's contract was terminated, and he was given three months salary.

The purpose of removing the students from the radio station, a college spokesman said, was for the resumption of broadcasting, scheduled about Feb. 1, first day of the spring term.

U.S. District Court Judge John Bartels was expected to rule on whether to hear or dismiss the suit on Friday (Jan. 15) or today (Jan. 18). Mr. Post and the students, who call themselves the Collective, have joined forces in the suit. William Kunstler, who is representing them, is arguing in the suit that the college's action violates the First Amendment and that the rights not only of the students, but also of the listeners, have been violated.

Emile Zola Berman, representing the college board of trustees, in arguing for dismissal, said the federal court has no jurisdiction over the matter, which he claims is strictly an internal problem.

Should Judge Bartels hold for a dismissal, the college spokesman said Mr. Kunstler, the Collective and Mr. Post will appeal. They are prepared to take their fight, the spokesman said, to the Supreme Court.

TV viewing hits new high

Contrary to those who seem to think TV viewing has plateaued or dropped off, TV-set usage per television household continued up last year to a new high average. A. C. Nielsen Co.'s Nielsen Television Index last week reported that in 1970 TV-set usage per TV household per day "set a record . . . with a figure of 5.9 hours. This compares to 1969's figure of 5.8." NTI further reported that "January 1970 also set a record for the highest month of all-time viewing: 7.0 hours compared to the January 1969 figure of 6.6 hours. Monthly records were also set in February, April, June, September, October, November and December 1970."

GTE will get out of CATV

FCC's restrictions on cable ownership prompted the move

General Telephone & Electronics Corp., New York, through its subsidiary GTE Communications Inc., is offering for sale its remaining cable-television properties.

Wenton F. Stewart, vice president and general manager of GTE Communications, said the sale was in response to the FCC order of Feb. 4, 1970, which prohibits a telephone company from operating and owning CATV systems where it also supplies telephone service.

GTE operates 20 CATV systems serving 32 suburban and rural communities. Of these communities, 20 are covered by GTE telephone companies.

The FCC ruling was based in part on the prediction that cable systems in the future may be the basis of new forms of communication services to the home, competitive with services that are currently offered or may be offered by telephone companies. The order becomes effective on March 16, 1974.

General Telephone Co. of the Southwest, a GTE subsidiary, earlier appealed the FCC ruling in the U.S. Circuit Court of Appeals in New Orleans.

Mr. Stewart said that the FCC order prevents GTE Communications from supplying the quality and variety of CATV service that it believes should be provided. Therefore, he said, the company decided that funds invested in CATV properties could be better used in other GTE operations.

The systems for sale are in Novato, San Bernardino and Sun City, all California; Athens, Eastman, Fitzgerald, Hazlehurst, McRae, Sandersville, Toccoa and Vidalia, all Georgia; Charleston and Macomb, both Illinois; Angola and Winchester, both Indiana; Adrian-Tecumseh and South Haven, both Michigan; Kiski Valley, Pa., and Edmonds and Arlington-Marysville, both Washington.

In December, GTE sold five other CATV systems. Mr. Stewart said the subsidiary is in final negotiations for the sale of two others.

Four of the systems already sold to Storer Broadcasting Co. for an undisclosed amount of money are located in Bartow, Bradenton, Lake Wales and Sarasota county, all Florida. Telecable Corp., Norfolk, Va., bought the other system in Bloomington-Normal, Ill.

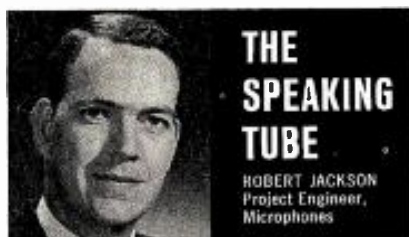
GTE declined to name the proposed buyer for the other systems located in Levelland and Brownfield, both Texas.

on sex."

The American Civil Liberties Union contended that "employment bias pervades much of the communications industry" and that the FCC is obligated to include women in the rule requiring licensees to develop affirmative hiring programs.

"We can see no reason why discrimination based on sex should be treated differently from racial and ethnic discrimination," said the American Newspaper Guild.

Mrs. Audrey B. Hansen, director of continuing education for women at Wisconsin State University, Oshkosh, and president of the Winnebago, Wis., chapter of NOW, said in her comments that she finally left broadcasting because she could not earn enough money. She said one station manager told her: "No woman, no matter what she does, will ever be worth more than \$500 a month at this station."



A major problem for play-by-play announcers as well as disc jockeys and radio news commentators is staying "on mike". With scripts and cue sheets, hand-holding the microphone is no answer. Yet most microphone stands or booms either get in the way, or limit the view of the announcer.

In order to solve this problem, a new type of personal microphone has been developed. It is the result of basic work done for astronauts and airline pilots where continuous communications is vital.

The Model RE51 personal microphone is a tiny dynamic unit that clips to a headband or to the frame of most eyeglasses. A small (3/16" dia.) tube extends from the microphone to the lips of the wearer. The tube is adjustable to fit any user. The microphone is thus always very close to the announcer's mouth, yet never interferes with normal vision or speech, leaving the hands completely free.

The entire assembly weighs less than 1/4-ounce to permit long periods of use without fatigue. The microphone plugs into a battery-powered transistor preamplifier that can be worn on the belt of the user. An on-off switch is combined with a test light that signals when less than 8 hours of useful battery life remains. A momentary push button allows the user to mute the microphone without using external switching.

The microphone system has undergone extensive field testing to prove its usefulness. Although basically omnidirectional, its proximity to the mouth (about 1/4") and its location just out of the main air stream offers performance similar to a noise-canceling type, but without the "pops" usually associated with close-talking microphones.

Smooth, wide-range reproduction is enhanced since there is no large microphone (or hand) in front of the mouth to provide a "baffle" effect that can cause sharp peaks and dips in response. Frequency response from 80 to 10,000 Hz is obtained and the RE51 can be mixed with other conventional broadcast microphones with no reduction in quality.

Maximum output level from the preamplifier is quite high (-56 dB) and can be padded with a built-in screwdriver-adjusted attenuator. The balanced Lo-Z output matches all standard broadcast microphone inputs with no unusual problems from long microphone leads.

Other versions of the basic design are also available for communications applications, including two-way radio, aircraft communications (including earphone and general commercial sound needs).

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Justice faults FCC for curbs on CATV

Department fears rules on pay CATV may hamper growth of the industry

The Department of Justice, which has frequently been at odds with the FCC over its proposals for regulating CATV—the department frequently feels they are too restrictive—is now on record, in a U.S. appeals court, as arguing that the commission has gone "too far" in the restrictions it has imposed on pay-CATV.

The department expressed its views in a brief filed with the appeals court in St. Louis in a case involving Midwest Video Corp. The company is appealing commission rules that require systems with more than 3,500 subscribers to originate programming and that impose on CATV systems that engage in pay television operations the same restrictions the commission has adopted for pay-TV broadcast stations (BROADCASTING, Oct. 19, 1970).

The filing of separate briefs by Justice and the commission in the case is in itself indicative of the two agencies' conflicting views. Normally, they coordinate their views in a single brief in opposing appeals of actions.

And, in a technical sense, the department supports the commission's position that Midwest's petitions should be dismissed. It says that the points on which it does not concur with the commission are not properly raised in the appeal.

But it made clear its view on the substantive question involved. In a passage reflecting the position it has taken in pleadings filed with the FCC in various CATV proceedings, Justice said that the commission would be departing drastically from established law if it were to "relegate an emerging mode of non-broadcast electronic communication to a secondary role."

"Such an important and far-reaching change is for Congress alone to make," it said. "In the absence of a clear congressional mandate, therefore, the adoption of any regulation which restricts CATV cablecasting so as to unduly handicap the growth and development of CATV conflicts with existing congressional policy—particularly the important policy of competition embodied in the antitrust laws."

Thus, it added, "there is substantial ground for arguing that the restrictions on pay CATV go too far." As in the case of broadcast pay-TV stations, CATV systems charging subscribers on a per-program or per-channel basis are limited in the kinds of programming they

may offer, so as to avoid siphoning off programming from free television, and from carrying commercials.

But, Justice said, in employing the same rationale in the two instances, the commission failed to consider the differences between the two media, and the different kinds of authority it has over them. Because of its "express statutory authority to ration the limited radio spectrum," the commission has the power to hold pay television to "a supplementary role in broadcasting," Justice said.

But in the case of CATV, Justice added, the courts have held that the commission's authority to regulate is limited to that which is "reasonably ancillary" to its responsibilities in the broadcast field. And "no radio spectrum usage" is involved in pay CATV, it said.

The department believes the commission has the authority to require CATV systems to originate programming. It notes that the rules condition the right of CATV systems to pick up and relay television signals on their originating programming. The rules are to become effective April 1.

Despite its misgivings over the substantive aspect of the rules, the department cites two procedural grounds for dismissing the Midwest Video suit. One involves the company's contention that pay-CATV rules are invalid because the commission's notice of proposed rulemaking did not indicate they were to be considered; the rules were announced in the commission order denying petitions for reconsideration of the program-origination rules. Justice said that Midwest never objected to that aspect of the case in pleadings before the commission and, consequently, is barred from seeking judicial review.

The other ground involves petitions for reconsideration of the pay-CATV rules which were filed by other parties. Since these are still pending, Justice said, the commission's decision is not final for purposes of judicial review.

Public broadcasting gets its \$11 million from HEW

Fears of noncommercial broadcasters that the full amount of funds appropriated by Congress to support the Public Broadcasting Act facilities program for fiscal 1971 would not be spent by the Department of Health, Education and Welfare have been allayed.

In a telegram sent to congressmen who had queried the department at the urging of noncommercial broadcasters, James Caldwell, an assistant secretary and controller of HEW, said: "We are pleased to be able to tell you that the decision has been made to spend the full \$11-million appropriation."

Until this announcement only some

ment of existing television stations totaling \$4 million of the funds had been allocated and it seemed that noncommercial broadcasters had been caught in the federal budgetary cutbacks.

However, the appropriated funds will barely scratch the surface of applications for grants filed with the Office of Education, which reviews them. Applications for funds total nearly \$43.6 million.

These include 185 applications, 27 of which are for activation of new radio stations totaling \$1,531,054; 33 for expansion and improvement of radio stations totaling \$1,636,040; 45 for the activation of new television stations totaling \$16,492,947; and 80 applications for the expansion and improvement of existing television stations to-

taling \$23,929,066.

What funds there are will be appreciated. Chalmers Marquis, vice president of the National Association of Educational Broadcasters, said: "We are gratified by the HEW decision. The \$11 million will enable the undertaking of a significant number of the projects already proposed to HEW by public broadcasters for fiscal 1971."

Media notes:

Sentencing for plugola due soon ■ U.S. District Court Judge Morris E. Lasker has set Feb. 4 as date for sentencing Freddy Baez, a disk jockey for Spanish-language WHOM-AM-FM New York, who has been convicted of accepting money from record promoters and of lying in testimony before the FCC in 1966. Mr.

Baez, who was convicted in a jury trial in New York, could be sentenced to 11 years in prison and a \$14,000 fine.

ABC gets three ■ ABC Radio has added three new affiliates. Joining American Entertainment Network: WGST(AM) Atlanta and KCMO(AM) Kansas City, Mo.; and American Contemporary Network: KRLD-FM Dallas.

PR partners ■ Hughes-Martindale & Associates, financial public relations and marketing consulting firm, has been opened in Chicago at 150 South Wacker Drive; phone (312) 782-0300. Partner James C. Hughes formerly was advertising director at American National Bank and Trust Co. there. Partner Robert M. Martindale was president of Midwest Bank Card System Inc.

Equipment & Engineering

A high-level spectrum study

At Whitehead's urging, OTP and FCC join forces to look into that growing allocations problem

The Office of Telecommunications Policy and the FCC have embarked on a joint, long-range study aimed at improving the efficiency of the use to which the radio spectrum is put in the United States.

The study—expected to last between six months and a year—could result in reallocation of spectrum space now reserved for government use to nongovernment use; such a reallocation, involving 26 mhz between 890 and 942 mhz, occurred in June 1968 (BROADCASTING, June 10, 1968).

But the principal purpose is to find ways in which constantly increasing demands being made on the spectrum—a fixed resource—can be accommodated. And with the study due to range across all uses to which the spectrum is being put, it can be expected to result in a hard look being given the block of spectrum assigned to UHF television, much of which is not used.

However, officials of both agencies made clear that a multidiscipline approach will be employed in the study—the social and economic as well as the technical implications of various proposals will be considered. "We don't contemplate moving any broadcasting service," one OTP spokesman said.

The study is the inspiration of Dr. Clay T. Whitehead, director of OTP, a fact left in little doubt by his office. Without waiting for the FCC, it issued

a news release last week reporting that Dr. Whitehead had announced the spectrum review and that the commission had accepted his invitation to participate in it. The exchange of letters occurred last month.

In his letter to FCC Chairman Dean Burch on the subject, Dr. Whitehead noted that one of the responsibilities assigned his office by the executive order that created it involves the "development, in coordination with the FCC, of a comprehensive long-range plan for improved management of all electromagnetic spectrum resources."

Dr. George Mansur, deputy director,

OTP, will be in charge of the OTP side of the study. Raymond Spence, the FCC deputy chief engineer, will head the commission side. They have not yet determined the shape of the study or its precise goals. But as a first step, Dr. Whitehead has asked the Interdepartment Radio Advisory Committee (IRAC), composed of representatives of agencies using government frequencies, to prepare a report by Feb. 1 on the nature and magnitude of the government's use of the spectrum.

Texas AM-FM owner fined \$20,000 by FCC

The FCC has ordered Howard W. Davis, sole owner and general manager of KMAC(AM) and KISS(FM) San Antonio, Tex., to pay \$20,000—the maximum fine allowable of \$10,000 for each station—for repeated rule violations. Violations cited were incorrect adjustment of the AM's directional antenna array and failure to operate the FM with the specified licensed power. In the same order the commission granted the stations' renewal application for the rest of the term expiring Aug. 1.

Commission action followed Broadcast Bureau exception to an initial decision by Hearing Examiner Charles J. Frederick. A hearing was designated in June 1968 to determine whether the

IEEE lowers dues for jobless

The board of directors of the Institute of Electrical and Electronics Engineers, New York, said last week that, because of economic conditions, it has authorized reduction by 50% of all dues and fees for those members of IEEE currently unemployed through "involuntary termination" and actively seeking re-employment. They will be permitted to continue IEEE membership through December 1971. To take advantage of this arrangement, unemployed members may submit a signed statement to IEEE headquarters indicating involuntary unemployment.

licenses should be granted renewal because of questions relating to the licensee's technical and character qualifications and whether his replies to official commission notices of violations misrepresented facts or were lacking in candor.

The hearing examiner concluded in December 1969 that Mr. Davis had not misrepresented facts or lacked candor in dealing with the commission; that he had the requisite technical and character qualifications to be a licensee and that the station licenses should be renewed. The examiner recommended a fine of \$2,000 to assure stricter compliance with the rules.

The Broadcast Bureau argued that the examiner's findings ignored a great deal of evidence concerning the extent of the technical violations and that he overlooked evidence which "convincingly establishes that (Mr.) Davis made misrepresentations, that he failed to disclose information and that he exhibited a long-term lack of candor with the commission." The bureau added that Mr. Davis gave elaborate replies to cover "his procrastination" in correcting the technical problems.

In response to the bureau's contentions, Mr. Davis argued that virtually all of the problems connected with its two stations were corrected long before this case was designated for hearing and that only two significant violations recurred in the operation of the stations, both resulting from latent defects in equipment.

In issuing the maximum fines, the commission said Mr. Davis was chiefly concerned with "painting an optimistic picture" and "obscuring his own procrastination" rather than making full and open answers. "Little confidence can be placed in his assertions that the delays were caused by matters beyond his control in light of his prolonged failure to take the direct actions required to correct the violations on KMAC and KISS(FM)," the commission said.

Noting that the licensee has no technical expertise and must rely on others

to advise him on engineering matters, the commission said that while licensees are not expected to know personally how to meet technical requirements, they are expected to find and be responsible for the employment of competent personnel who are diligent in performing these tasks.

FCC adopts new way to figure radiation

It modernizes methods so computers can be used on directional patterns

The FCC last week amended its rules to specify a standard method for calculating directional AM antenna radiation. The method will be used in evaluating interference, coverage and overlap of mutually-prohibited contours, replacing the existing maximum expected operating value (MEOV) concept.

Primary purpose of the new rules is to standardize, in certain respects, factors employed in the design of directional radiation patterns for AM's so that the radiation can be reproduced mathematically, making possible computerized channel studies for determining nighttime interference. MEOV, the existing system, is approximate, is not computed mathematically and has no fixed relationship to the basic antenna pattern.

The new rules would require that interference and service determinations be made through use of a "standard radiation pattern." The pattern is constructed by adding components of specified size to the theoretically computed pattern, producing an envelope sufficiently large to contain the measured fields of the operating antenna.

In its 1965 rulemaking notice, the commission proposed an addition to the mathematical equation for measuring antenna radiation. The addition was a figure equal to 10% of the root means squared (RMS), which is the size an

antenna pattern would be if it were nondirectional. Subsequently, in a proposed modification of its first rulemaking proposal, the commission suggested a substitution for 10% of RMS—3% of the root sum squared (RSS), which is the square root of the sum of the squares of the individual tower fields in an antenna array (BROADCASTING, Nov. 24, 1969).

In adopting the new amendments, the commission said it will no longer require that a measured pattern be furnished in connection with a proof of performance; a tabulation of the measured fields will be sufficient. Also a statement of the RMS value of the pattern is to be included in the submission, the commission added.

Since each standard pattern will be larger than the presently accepted theoretical pattern, and "paper" increases in the level of interference to Canadian and Mexican stations might occur, the commission said it would make every effort to persuade those countries to adopt the standard pattern for new assignments. The commission said that if understandings can be reached, the use of the same pattern for each station for determining interference to both domestic and foreign stations—an important objective of this proceeding—should become feasible.

The new rules apply only to new assignments and to major changes in existing assignments. The commission said minor changes would be made under existing procedures and that applications filed before the effective date of the new rules would be examined and processed according to the rules and procedures in effect at the time of filing. Further action will be taken when it is feasible to convert existing patterns to standard format, the commission said, possibly by public notice or by a rulemaking procedure. In either case, the commission noted it would draw on the comments filed in this proceeding and would incorporate them in any new formal proceeding.

The commission said that while it

Technical topics:

Carrier deviation measurement ■ New AM frequency monitor has been introduced by McMartin Industries, Omaha. It provides digital readout of frequency deviations of operating carrier of AM transmitters in range of 540-1600 khz. Unit has three operating modes: normal, using 10-second gate time, displays deviations from zero to +39 hz in presence of modulation; second, with one-second gating, permits readjustment of transmitter frequency without modulation; and wide-band mode, for correction of wide-frequency deviations,

uses 0.1-second switching and increases the range to +390 hz. Indicator lamps operate for deviation in excess of 10 and 20 hz.

Alphanumeric displays ■ Telemation Inc., Salt Lake City equipment manufacturer, has introduced new TCG-1425 character generator. It features full- and partial-page number and letter displays for TV application with up to 14 lines of 25 characters each. Unit includes automatic line-by-line centering; deletion of letter or line with keyboard control; and clear-page control to delete entire display. Flashing control is in-

cluded to emphasize letter, word or group of words. It also provides horizontal crawl display and features larger characters than on earlier models.

Watch your sound ■ Gates Radio Co., Quincy, Ill., has added to its line of broadcast equipment Audio Control Center, which combines complete program audio and monitoring amplifiers. Its use is primarily intended for program automation systems and is available in mono or stereo versions. Unit combines V.U. metering, program output and audio monitoring in five-and-half-inch rack-mount unit.

was not establishing rules to govern the acceptability of standard patterns incorporating radiation minimums lower than required by the general rules, it would consider such proposals on an individual basis.

New proposed rules for TV translators

FCC wants comparability in requirements for TV, FM rebroadcasts

The FCC last week proposed rule revisions that would make television translator stations conform to the new regulations covering FM translators.

The rules adopted by the commission last September in creating a new FM translator service were based on TV translator rules and rule modifications. The commission said it was suggesting changes in television translator rules that have become inconsistent or ambiguous.

One proposal would specify that a translator application will not be granted if the station would be within the predicted grade B contour of an adjacent channel TV station.

The commission also proposed that a translator operating with 100 w or more on an assigned and unused channel will be protected against interference by other translators, but need not protect other translators.

A rule was also proposed prohibiting translators from causing interference to the input signals of other translators.

The proposed rules would also specify that the contours of TV stations that the commission will consider in determining the location of a translator will be those computed without regard to certain terrain-limiting factors. Additionally, the rules would embody the policy that a TV station has a right to program exclusivity within its principal city.

The commission also proposed to incorporate into the TV translator rules the existing ban against crossownership of a TV translator and a CATV system serving the same area.

Present rules prohibiting the use of translator transmitting antennas to reinforce the station's signals, by combining the outputs of more than one final radio frequency amplifier, would be amended to make the rule inapplicable to 1 w translators west of the Mississippi River, where the combination of the outputs would not exceed 10 w.

A translator licensee wishing to rebroadcast the signals of an intermediate translator station would need only to obtain permission from the primary sta-

tion whose programs are proposed to be retransmitted, rather than the consent of the intermediate translator.

The commission invited comments on the desirability of the right of networks to intervene in rebroadcast matters, and on limitations that might be imposed by primary station licensees on conditions for rebroadcast consent.

Deadline for filing comments is Feb. 22; replies are due March 4. The vote on the proposals was 5-to-0 with Commissioner Thomas J. Houser not participating and Commissioner H. Rex Lee absent.

Simpler rules sought for auxiliaries

The National Association of Broadcasters has recommended that the FCC allow more flexibility in its rules on the auxiliary broadcast services.

In a petition for rulemaking, NAB asked the commission to revise its rules relating to remote pickup broadcast stations, aural broadcast studio-transmitter links (STL), intercity relay stations and television auxiliary broadcast stations.

Remote pickup facilities should be licensed as complete systems, consisting of one or more mobile units or base

stations, NAB said. It suggested the system be assigned a call sign and each mobile unit receive a numerical designation. This procedure would reduce the commission's administrative workload and facilitate the addition or deletion of mobile units in a system, it said. Minimum performance standards for remote pickup equipment may be necessary to implement this "system" concept, it added.

Regarding aural broadcast STL and intercity relay stations, NAB said hourly observations at the receiving end of such facilities by a first- or second-class operator are unnecessary and suggested that observations be made on a periodic basis by anyone associated with the over-all operation of the station. Logging and ID requirements should be reduced to a minimum, it added, and the rules "should recognize means whereby the remote control location is constantly aware of conditions at the transmitter whether or not the transmitter is activated."

Adjustment and maintenance of TV auxiliary equipment should be made by first- or second-class operators, but unlicensed personnel should be permitted to operate it on a routine basis, NAB said.



Performance chart for TV-network affiliates

Station's share of network audience is coupled with population figures to yield index of effectiveness

(Following is a revised version of a feature that appeared in BROADCASTING's combined issue of Dec. 28, 1970-Jan. 4, 1971. The original contained a number of errors and should be discarded.—The Editors.)

How can the value of an affiliate to its network be determined? Absolute audience size and share of market are two obvious yardsticks, but they are clearly only part of the answer. To get a complete picture, a measurement that permits effective national comparisons is also necessary.

One such measurement is the size of the audience a station delivers for the network compared to the size of the population in its market. This relationship can be expressed as a simple index number. For example, Baltimore contains 1.09% of U.S. households. The ABC-TV affiliate, WJZ-TV, delivers 1.18% of the ABC-TV network prime-time audience for an index of 108 (1.18 divided by 1.09)—an above-average performance.

The following tabulations were prepared from the Nielsen station index. They provide a market-by-market sum-

mary of the relative value of each market to the network, a list of the affiliate stations within that market and the number of quarter-hours of network programming carried. The figures are based upon the four weeks ending March 11, 1970, and are reported for the average prime-time program, 7:30-11:30 p.m., Sunday through Saturday.

Two cautionary notes concerning use of the figures are in order:

■ Comparisons between different affiliates of the same network may be clouded in some smaller markets. The reason is that total network audience for these markets may receive a slight boost from stations outside the market or stations that carry only a few hours of network programming—although neither is listed on the chart unless its individual contribution to total audience is substantial.

■ Comparisons between affiliates of different networks cannot be absolute because the base figures are different. The total size of each network's average national prime-time audience must be considered.

"Telestatus" appears in BROADCASTING each month.

	Market Household % U.S.	ABC					CBS					NBC				
		Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating	Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating	Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating
Abilene-Sweetwater, Tex.	.12	.17	142	KTXS-TV*	52	16	.13	108	KTXS-TV*	63	24	.17	142	KRBC-TV	98	28
Ada-Ardmore, Okla.	.07	.08	114	KTEN(TV)	93	15	.04	57	**	—	—	.14	200	KXII(TV)	88	24
Albany, Ga.	.12	.12	100	**	—	—	.09	75	**	—	—	.26	217	WALB-TV	98	40
Albany-Schenectady-Troy, N.Y.	.67	.51	76	WAST(TV)	95	14	.70	104	WTEN(TV)*	78	22	.75	112	WRGB(TV)	88	22
Albuquerque, N.M.	.31	.32	103	KOAT-TV	97	19	.30	97	KGGM-TV	79	22	.30	97	KOB-TV	82	19
Alexandria, La.	.11	.06	55	**	—	—	.08	73	**	—	—	.21	190	KALB-TV	96	38
Alexandria, Minn.	.12	.16	133	**	—	—	.08	67	**	—	—	.24	200	KCMT(TV)*	86	39
Amarillo, Tex.	.25	.25	100	KVII-TV	97	18	.27	108	KFDA-TV*	89	24	.23	92	KGNC-TV	96	18
Atlanta	1.06	1.02	96	WOXI-TV	93	14	1.00	94	WAGA-TV	81	21	1.02	96	WSB-TV	90	19
Augusta, Ga.	.24	.40	166	WJBF(TV)	81	23	.32	133	WRDW-TV	71	24	.55	229	WATU-TV	34	2
														WJBF(TV)	18	25
														WRDW-TV	34	17
														KHFI-TV	84	19
Austin, Tex.	.18	.29	161	KHFI-TV	28	8	.29	161	KTBC-TV	71	35	.19	106	KHFI-TV	84	19
				KTBC-TV	30	19										
Bakersfield, Calif.	.15	.13	87	KJTV(TV)	97	15	.11	73	KBAK-TV	89	16	.17	113	KERO-TV	98	21
Baltimore	1.09	1.18	108	WJZ-TV	91	18	1.31	120	WMAR-TV	81	25	.98	89	WBAL-TV	74	16
Bangor, Me.	.13	.08	62	WEMT(TV)	97	11	.14	108	WABI-TV	89	24	.12	92	WLBS(TV)	96	19
Baton Rouge	.24	.53	220	WAFB-TV	22	25	.33	138	WAFB-TV	77	29	.41	170	WBZ(TV)	88	34
Beaumont-Port Arthur, Tex.	.21	.19	90	KBMT(TV)	85	16	.26	133	KFDM-TV	89	29	.22	105	KJAC-TV	82	19
Beckley-Bluefield, W.Va.	.13	.09	69	WOAY-TV	97	9	.09	69	**	—	—	.22	169	WHIS-TV	96	29
Billings, Mont.	.10	.15	150	KULR-TV	80	19	.14	140	KOOK-TV	85	26	.26	260	KOOK-TV	36	23
														KULR-TV	52	23
Binghamton, N.Y.	.25	.13	52	WBJA-TV	97	8	.33	132	WNBF-TV	89	27	.19	76	WINR-TV	98	10
Birmingham, Ala.	.72	.98	136	WBRC-TV	95	25	.91	126	WAPI-TV	40	20	.77	106	WAPI-TV	54	17
									WBMG(TV)	32	6			WBMG(TV)	38	4
Boise, Idaho	.14	.34	243	KBOI-TV	22	18	.21	150	KBOI-TV	67	32	.20	143	KTVB(TV)*	64	28
				KTVB(TV)*	42	26										
Boston	2.55	3.19	125	WNAC-TV	93	15	2.22	87	WHDH-TV	85	18	2.38	93	WBZ-TV	94	18
Buffalo, N.Y.	.94	.99	105	WKBW-TV	91	19	1.01	107	WBEN-TV	70	24	.88	94	WGR-TV	86	18
Burlington, Vt.-Plattsburgh, N.Y.	.19	.08	42	WVNY-TV	97	3	.23	121	WCAX-TV	74	27	.15	79	WPTZ(TV)	98	16
Butte, Mont.	.06	.13	217	KXLF-TV	46	33	.12	200	KXLF-TV	75	42	.04	66	**	—	—
Casper, Wyo.	.06	.08	133	KTWO-TV	60	21	.09	150	KTWO-TV	20	32	.09	150	KTWO-TV	50	26
Cedar Rapids-Waterloo, Iowa	.39	.43	110	KCRG-TV	97	20	.52	133	WMT-TV	82	27	.34	87	KWWL-TV	96	16
Champaign-Decatur-Springfield, Ill.	.43	.48	111	WAND(TV)	97	16	.50	116	WCIA(TV)	81	24	.43	100	WICS(TV)	90	18
Charleston-Huntington-Parkersburg, W.Va.	.69	.54	78	WHTN-TV	93	13	.55	80	WCBS-TV	78	17	.87	126	WSAZ-TV	96	23

	Market	Household %	U.S.	ABC					CBS					NBC				
				Market %	Network	Market Value	Index	Station	Qtr Hours Carried	DMA	H.H. Rating	Market %	Network	Market Value	Index	Station	Qtr Hours Carried	DMA
Charleston, S.C.	.20	.21	105	WUSN-TV	95	17			.25	125	WCSC-TV	72	27	.18	90	WCIV(TV)	88	17
Charlotte, N.C.	.65	.33	50	WCCB-TV	97	6			.90	138	WBTV(TV)	71	29	.53	82	WSOC-TV	72	14
Chattanooga	.34	.31	91	WTVG(TV)	97	16			.33	97	WDEF-TV	89	19	.40	118	WRCB-TV	98	22
Cheyenne-Sterling- Scottsbluff, Wyo.	.10	.10	100	KFBC-TV*	40	13			.17	170	KFBC-TV*	73	37	.18	180	KFBC-TV	36	35
Chicago	4.26	4.17	98	WLS-TV	97	18			3.92	92	WBBM-TV	89	20	3.82	90	WMAQ-TV	98	18
Chico-Redding, Calif.	.15	.35	233	KHSL-TV	46	13			.25	166	KHSL-TV	81	19	.23	153	KRCR-TV	98	23
Cincinnati	.96	1.09	114	KRCR-TV	4	24			.97	101	WCPO-TV	82	21	1.05	109	WLWT(TV)	82	19
				WKRC-TV	93	16												
Clarksburg-Weston, W.Va.	.10	—	—	WBOY-TV	—	—			—	—	WDTV(TV)	—	—	—	—	WBOY-TV	—	—
Cleveland	2.16	2.22	103	WDTV(TV)	97	18			1.94	90	WJW-TV	85	19	2.00	93	WKYC-TV	98	18
Colorado Springs-Pueblo	.22	.27	123	WEWS(TV)	—	—			.23	105	KKTV(TV)	81	23	.19	86	KOAA-TV	92	18
Columbia, S.C.	.23	.15	65	KRDO(TV)	97	23			.19	83	WNOK-TV	89	12	.34	148	WIS-TV	68	21
Columbia-Jefferson City, Mo.	.19	.29	152	WOLO-TV	17	10			.28	147	KRCG(TV)*	73	31	.25	131	KOMU-TV	96	21
				KOMU-TV	20	7												
Columbus, Ga.	.23	.31	135	KRCG(TV)	28	17			.30	130	WRBL-TV	82	28	.38	165	WTVM(TV)	16	27
Columbus, Miss.	.08	—	—	WTVM(TV)	83	23			—	—	WCBT-TV	—	—	—	—	—	—	—
Columbus, Ohio	.76	.71	93	WCBT-TV	—	—			.95	125	WBNS-TV	79	27	.69	91	WLWC(TV)	78	18
Corpus Christi, Tex.	.18	.17	94	WTVN-TV	97	17			.21	116	KZTV(TV)	89	25	.18	100	KRIS-TV	88	20
				KIII(TV)	97	17												
Dallas-Fort Worth	1.45	1.34	92	KIII(TV)	97	17			1.36	94	KDFW-TV	89	21	1.32	91	WBAP-TV	94	17
Davenport, Iowa-	.44	.45	102	WFAA-TV	97	16			.50	113	WHBF-TV	89	24	.45	102	WOC-TV	82	20
Rock Island-Moline, Ill.				WQAD-TV	95	17												
Dayton, Ohio	.66	.46	69	WQAD-TV	95	17			.73	110	WHIO-TV	75	23	1.25	189	WHIO-TV	10	19
Denver	.72	.61	85	WKTR-TV	97	7			.74	102	KLZ-TV	85	23	.55	76	WLWD(TV)	84	17
Des Moines-Ames- Fort Dodge, Iowa	.43	.40	93	KBTV(TV)	97	15			.52	120	KRNT-TV	82	25	.40	93	KOA-TV	92	15
Des Moines				WOI-TV	95	15										WHO-TV	82	17
Detroit	2.36	2.36	100	WXYZ-TV	97	18			2.09	89	WJBK-TV	81	20	2.36	100	WWJ-TV	94	20
Dothan, Ala.	.10	.11	110	WTVY(TV)	40	12			.17	170	WTVY(TV)	81	35	.09	90	—	—	—
Duluth, Minn.-Superior, Wls.	.24	.26	108	WDIO-TV	97	19			.29	120	KDAL-TV	89	27	.25	104	WDSM-TV	98	20
Eau Claire, Wis.	.06	.07	118	WEAU-TV	4	16			.06	100	**	—	—	.10	166	WEAU-TV	94	36
El Paso	.22	.18	82	KELP-TV*	95	14			.24	109	KROD-TV	68	24	.26	118	KTSM-TV	80	24
Erie, Pa.	.17	.16	94	WEAU-TV	95	14			.14	82	WSEE(TV)	89	16	.22	129	WICU-TV	98	24
Eugene, Ore.	.17	.18	106	WJET-TV	97	18			.08	47	**	—	—	.24	141	KVAL-TV	96	29
Eureka, Calif.	.06	.16	266	KEZI-TV	93	15			.10	166	KIEM-TV	69	34	.09	150	KVIQ-TV	96	26
				KIEM-TV	50	29												
Evansville, Ind.	.27	.35	130	KVIQ-TV	28	15			.29	107	WEHT(TV)	61	24	.21	77	WFIE-TV	96	16
				WTVW(TV)	26	24												
Fargo-Valley City- Pembina, N.D.	.25	.18	72	WTVW(TV)	26	24			.29	107	WEHT(TV)	61	24	.21	77	WFIE-TV	96	16
Flint-Saginaw-Bay City, Mich.	.54	.68	126	KTHI(TV)	97	12			.29	116	KXJB-TV	89	25	.29	116	WDAY-TV	90	21
Florence, Ala.	.07	—	—	KXJB-TV	89	25			.42	77	WKNX-TV	89	6	.62	114	WNEM-TV	88	20
Florence, S.C.	.12	.03	25	WJRT-TV	91	21			.42	77	WKNX-TV	89	6	.62	114	WNEM-TV	88	20
Fort Myers, Fla.	.04	.03	75	WJRT-TV	91	21			.18	150	WBTW(TV)	85	33	.10	83	WOWL-TV	—	—
Fort Smith, Ark.	.10	.23	210	**	—	—			.07	175	WINK-TV	85	31	.04	100	WBBH-TV	98	17
Fort Wayne, Ind.	.27	.23	85	**	—	—			.23	230	KFSA-TV	43	46	.23	230	KFSA-TV	36	43
Fresno (Visalia), Calif.	.42	.40	95	KFSA-TV	26	30			.30	111	WANE-TV	73	24	.27	100	WKJG-TV	90	20
				WPTA(TV)	93	15			.35	83	KFRE-TV	89	18	.47	112	KMJ-TV	96	22
				KJEO(TV)	97	17												
Glendive, Mont.	.01	—	—	KJEO(TV)	97	17			—	—	KXGN-TV	—	—	—	—	KXGN-TV	—	—
Grand Junction- Montrose, Colo.	.06	—	—	KXGN-TV	—	—			—	—	KREX-TV	—	—	—	—	KREX-TV	—	—
Grand Rapids- Kalamazoo, Mich.	.67	.46	69	KREX-TV	—	—			—	—	KREX-TV	—	—	—	—	KREX-TV	—	—
Great Falls, Mont.	.10	.12	120	WZZM-TV	91	17			.82	122	WKZO-TV	89	25	.68	101	WOOD-TV	86	19
Green Bay, Wls.	.40	.41	105	WZZM-TV	91	17			.20	200	KFBH-TV	18	13	.22	220	KRTV(TV)	70	29
Greensboro-Winston Salem- High Point, N.C.	.52	.47	90	KFBH-TV	85	16			.62	155	KRTV(TV)	43	29	.41	105	KBLL-TV	90	4
Greenville-New Bern- Washington, N.C.	.34	.26	76	WLUK-TV	93	18			.62	155	WBAY-TV	85	27	.41	105	WFRV-TV	90	20
Greenville-Spartanburg, S.C.- Asheville, N.C.	.61	.47	77	WLUK-TV	93	18			.65	125	WLFY-TV	77	30	.43	91	WFGA-TV	92	18
				WGHP-TV	93	17			.65	125	WFMY-TV	64	25	.41	79	WSJS-TV	88	15
				WNBE-TV	97	6			.42	123	WNCT-TV	79	23	.36	106	WITN-TV	98	17
				WLOS-TV	95	14			.52	85	WSPA-TV	81	17	.60	98	WFBC-TV	70	19
Harlingen-Westlaco, Tex.	.14	.33	236	WSPA-TV	81	17			.18	128	KGBT-TV	79	28	.19	135	KRGV-TV	76	28
Harrisonburg, Va.	.06	.09	150	KGBT-TV	42	22			.03	50	**	—	—	.06	100	WSVA-TV	4	15
Hartford-New Haven, Conn.	.96	.98	102	KRGV-TV	16	21			1.09	113	WTIC-TV	79	22	.76	79	WHNB-TV	98	10
Hattiesburg-Laurel, Miss.	.06	.06	100	WSVA-TV	93	28			.04	66	**	—	—	.14	233	WDAM-TV	90	4
Honolulu	.31	.32	103	WNHC-TV	97	17			.36	116	KGMB-TV*	77	27	.17	54	KHON-TV*	90	11
Houston	1.12	1.05	94	KHVV-TV*	91	20			1.01	90	KHOU-TV	74	20	1.08	96	KPRC-TV	96	20
Huntsville-Decatur, Ala.	.15	.13	87	KTRK-TV	97	17			.19	126	WHNT-TV	81	27	.14	93	WAAV-TV	92	18
				WMSL-TV	97	14												
Idaho Falls-Pocatello, Idaho	.09	.13	144	KIFI-TV	48	27			.12	133	KID-TV	79	31	.12	133	KIFI-TV	74	27
Indianapolis	1.10	1.03	94	KIFI-TV	48	27			1.06	96	WISH-TV	81	21	1.13	102	WFBM-TV	74	20
				WLWI(TV)	93	17												
Jackson-Greenwood, Miss.	.39	.89	228	WJTV(TV)	4	19			.47	121	WJTV(TV)	74	25	.49	126	WLBTV(TV)	78	23
Jacksonville, Fla.	.47	.29	62	WLBT(TV)	24	21			.57	121	WJXT(TV)	77	27	.43	91	WFGA-TV	92	18
Johnstown-Altoona, Pa.	.39	.38	97	WJXT(TV)	77	27			.39	100	WFBG-TV	89	19	.49	126	WJAC-TV	98	24
Joplin, Mo.-Pittsburg, Kan.	.21	.23	109	WJCA-TV	4	8			.16	76	KUHI-TV	89	13	.29	138	KOAM-TV	98	27
				KODE-TV	97	17												
Kansas City-St. Joseph, Mo.	1.01	1.20	118	KODE-TV	97	17			1.08	106	KCMO-TV	79	24	1.11	109	WDAF-TV	76	17
Klamath Falls, Ore.	.03	.07	233	KMBC-TV	89	17			.05	166	KOTI(TV)	65	36	.06	200	KOTI(TV)	6	23
Knoxville, Tenn.	.43	.24	55	WTVK(TV)	40	26			.51	118	WBIR-TV	83	25	.46	111	WATE-TV	98	21
La Crosse, Wis.	.12	.08	75	WTVK(TV)	40	26			.22	183	WKBT(TV)	87	38	.10	83	**	—	—
Lafayette, La.	.20	.27	135	KATC(TV)	97	21			.27	135	KLFY-TV	77	30	.13	65	KLNI-TV	98	4
Lake Charles, La.	.07	.06	86	**	—	—			.07	100	**	—	—	.11	157	KPLC-TV	98	26
Lancaster-Lebanon- Harrisburg-York, Pa.	.58	.55	94	WTPA(TV)	97	13			.49	84	WHP-TV	89	8	.64	110	WGAL-TV	98	20
				WTPA(TV)	97	13					WLYH-TV	89	3					
				**	—	—					WSBA-TV	89	2					
Lansing, Mich.	.26	.17	65	**	—	—			.34	130	WJIM-TV	85	26	.26	100	WILX-TV	86	15
Laredo, Tex.	.03	—	—	KGNS-TV	—	—			—	—	**	—	—	—	—	KGNS-TV	—	—

	Market Household % U.S.	ABC					CBS					NBC				
		Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating	Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating	Market % Network	Market Value Index	Station	Qtr Hours Carried	DMA H.H. Rating
Las Vegas	.15	.09	60	KSHO-TV	85	11	.12	80	KLAS-TV	87	18	.20	133	KORK-TV	96	29
Lexington, Ky.	.20	.16	80	WBLS-TV	86	13	.22	110	WKYT-TV	81	21	.21	105	WLEX-TV	78	18
Lima, Ohio	.09	.06	66	..	..	..	.09	100	..	..	..	.14	155	WIMA-TV	88	18
Lincoln-Hastings-Kearney, Neb.	.36	.32	89	KHOL-TV*	97	10	.46	127	KOLN-TV*	89	26	.22	61	KHAS-TV	98	6
Little Rock, Ark.	.47	.55	117	KATV(TV)	93	21	.56	119	KTHV(TV)	74	26	.50	106	KARK-TV	84	20
Los Angeles	5.55	4.56	82	KABC-TV	97	15	4.23	76	KNXT(TV)	89	17	4.63	83	KNBC(TV)	98	17
Louisville, Ky.	.64	.52	81	WLKY-TV	95	14	.69	108	WHAS-TV	85	23	.69	107	WAVE-TV	90	21
Lubbock, Tex.	.19	.11	58	KSEL-TV	89	10	.21	110	KLBK-TV	85	23	.20	105	KCBD-TV*	82	21
Macon, Ga.	.17	.36	211	WMAZ-TV	14	33	.29	170	WMAZ-TV	73	37	.11	65	WCWB-TV	98	8
Madison, Wis.	.21	.19	90	WKOW-TV*	97	15	.27	129	WISC-TV	82	27	.18	86	WMTV(TV)	98	16
Mankato, Minn.	.10	.09	90	..	..	..	.17	170	..	..	..	.05	50	..	..	..
Marquette, Mich.	.09	.15	166	WLUC-TV	42	24	.16	177	WLUC-TV	81	36	.07	77	..	..	..
Mason City, Iowa	.16	.18	113	KAUS-TV	93	18	.22	137	KGLO-TV	89	26	.15	93	KROC-TV	86	17
Austin-Rochester, Minn.	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Medford, Ore.	.07	.17	242	KMED-TV	30	17	.09	128	KOBI(TV)	81	31	.09	128	KMED-TV	84	27
Memphis	.88	.74	84	WHBO-TV	91	15	.98	111	WREC-TV	82	24	.72	82	WMC-TV	92	16
Meridian, Miss.	.11	.16	145	WTOK-TV	52	22	.21	190	WTOK-TV	83	41	.06	54	WHTV(TV)	88	5
Miami-Fort Lauderdale	.98	.85	87	WJAX-TV	6	2	.97	98	WTVJ(TV)	79	22	1.02	104	WCKT(TV)	78	19
Milwaukee	.93	.96	103	WPLG-TV	95	14	.90	97	WISN-TV	85	20	.99	106	WTMJ-TV	82	19
Minneapolis-St. Paul	1.18	1.01	85	KMSP-TV	97	15	1.18	100	WCCO-TV	89	21	1.06	90	KSTP-TV	94	17
Missoula, Mont.	.04	.08	200	KGVO-TV*	36	24	.04	100	..	..	..	.07	175	KGVO-TV*	92	33
Mobile, Ala.	.42	.40	95	WEAR-TV	97	17	.53	126	WKRQ-TV	85	29	.36	86	WALA-TV	90	17
Pensacola, Fla.	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Monroe, La.-El Dorado, Ark.	.22	.44	200	KNOE-TV	28	17	.39	177	KNOE-TV	83	36	.25	114	KTVE(TV)	66	17
Monterey-Salinas, Calif.	.25	.22	88	KNTV(TV)	30	13	.13	52	KMST(TV)	89	8	.29	116	KSBW-TV	98	24
Montgomery, Ala.	.18	.13	72	WKAB-TV	89	14	.15	83	WCOV-TV	81	15	.28	155	WSFA-TV	90	31
Nashville	.76	.58	76	WSIX-TV	97	13	.98	129	WLAC-TV	74	29	.80	105	WSM-TV	92	21
New Orleans	.78	.99	127	WVUE(TV)	89	17	.93	119	WWL-TV	75	24	.91	146	WDSU-TV	98	23
New York	9.79	8.13	83	WABC-TV	97	15	7.66	78	WCBS-TV	89	18	8.79	90	WNBC-TV	98	18
Norfolk-Portsmouth-Newport News-Hampton, Va.	.57	.67	118	WVEC-TV	93	21	.68	119	WTAR-TV	70	27	.46	80	WAVY-TV	88	18
Odessa-Midland-Monahans, Tex.	.15	.11	73	KMOM-TV	97	10	.22	147	KOSA-TV	80	27	.16	106	KMID-TV	90	19
Oklahoma City	.61	.55	90	KOCO-TV	85	16	.62	101	KWTN(TV)	82	21	.73	119	WKY-TV	70	24
Omaha	.43	.50	116	KETV(TV)	97	21	.52	121	WOW-TV	80	26	.39	91	KMTV(TV)	98	18
Orlando-Daytona Beach, Fla.	.55	.50	90	WFTV(TV)	91	17	.58	105	WDBO-TV	71	23	.55	100	WESH-TV	90	20
Ottumwa, Iowa	.06	.11	183	KTVQ(TV)	93	33	.09	150	KTVQ(TV)	2	17	.13	216	KTVQ(TV)	12	31
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	.36	.21	58	WSIL-TV	97	9	.49	136	KFVS-TV	89	29	.43	119	WPSD-TV	98	23
Panama City, Fla.	.05	.04	80	..	..	..	.04	80	..	..	..	.10	200	WJHG-TV	94	39
Peoria, Ill.	.30	.33	110	WIRL-TV	91	20	.30	100	WMBD-TV	82	20	.33	110	WEEK-TV	98	21
Philadelphia	3.58	4.20	117	WFIL-TV	97	21	3.12	87	WCAU-TV	89	19	3.07	86	KYWB-TV	96	17
Phoenix	.54	.49	91	KTVK(TV)	97	16	.50	93	KOOL-TV	60	20	.42	77	KTAR-TV	98	15
Pittsburgh	1.66	2.01	121	WTAE-TV	97	20	2.07	124	KDKA-TV	81	26	1.57	94	WTIC-TV	88	13
Portland, Ore.	.84	.80	95	KATU(TV)	97	17	.75	89	KOIN-TV	89	20	.70	83	KGW-TV	96	16
Portland-Poland Spring, Me.	.33	.23	70	WMTW-TV	97	12	1.35	106	WGAN-TV	74	19	.33	100	WCSH-TV	96	19
Presque Isle, Me.	.04	.09	225	WAGM-TV	6	36	.09	225	WAGM-TV	71	46	.09	225	WAGM-TV	20	41
Providence, R.I.	.81	.90	111	WTEV(TV)	97	15	.70	86	WPRI-TV	81	14	1.37	169	WJAR-TV	90	17
Quincy, Ill.-Keokuk, Iowa-Hannibal, Mo.	.21	.15	71	WJYY-TV	97	4	.30	142	KHQA-TV	89	28	.29	138	WGEM-TV	98	20
Raleigh-Durham, N.C.	.42	.49	117	WRAL-TV	97	20	.54	129	WTVD(TV)	47	24	.47	112	WRDU(TV)	46	1
Rapid City, S.D.	.08	..	..	KOTA-TV	..	..	..	..	KOTA-TV	..	..	..	..	WTVD(TV)	38	17
Reno	.11	.11	100	KTVN(TV)	97	14	.12	109	KOLO-TV	89	22	.13	118	KRSD-TV	..	..
Richmond-Petersburg, Va.	.49	.43	87	WXEX-TV	95	14	.57	116	WTVR-TV	85	26	.54	110	KCRV(TV)	98	21
Riverton, Wyo.	.02	..	..	KWRB-TV	..	..	..	..	KWRB-TV	..	..	..	..	WWBT(TV)	90	15
Roanoke-Lynchburg, Va.	.42	.28	67	WLVA-TV	97	10	.54	128	WDBJ-TV	85	26	.41	98	WLSL-TV	94	17
Rochester, N.Y.	.45	.50	111	WOKR(TV)	97	20	.46	102	WHEC-TV	77	22	.44	98	WROC-TV	90	19
Rockford, Ill.	.25	.34	136	WREX-TV	97	24	.25	100	WCEE-TV	89	18	.23	92	WTVO(TV)	94	16
Roswell, N.M.	.07	..	..	..	..	..	..	..	KBIM-TV	..	..	..	..	..	..	..
Sacramento-Stockton, Calif.	.89	.93	104	KOVR(TV)	97	18	.89	100	KXTV(TV)	81	17	1.10	123	KCRA-TV	80	22
St. Louis	1.46	1.98	136	KTVI(TV)	89	16	1.49	102	KMOX-TV	89	42	1.49	102	KSD-TV	98	21
Salisbury, Md.	.04	.09	225	WBOC-TV	10	28	.09	225	WBOC-TV	69	42	.11	275	WBOC-TV	10	40
Salt Lake City	.52	.49	94	KCPX-TV	97	18	.44	85	KSL-TV	81	19	.42	80	KUTV(TV)	76	17
San Angelo, Tex.	.04	..	..	..	..	..	..	..	KCTV(TV)	..	..	..	..	..	..	..
San Antonio, Tex.	.58	.51	88	KSAT-TV	97	16	.65	112	KENS-TV	77	25	.53	91	WOAI-TV	90	19
San Diego	.64	.60	94	XETV-TV	97	15	.55	85	KFMB-TV	87	17	.61	95	KOGO-TV	98	17
San Francisco	2.39	2.00	84	KGO-TV	97	14	1.70	71	KPIX(TV)	85	16	1.99	83	KRON-TV	90	16
Santa Barbara, Calif.	.13	.13	100	KEYT(TV)	97	14	.10	77	KCOY-TV	89	7	.13	100	..	..	..
Savannah, Ga.	.15	.47	313	WSAV-TV	28	23	.20	133	WTQC-TV	75	28	.22	147	WSAV-TV	92	27
Seattle-Tacoma-Bellingham, Wash.	1.16	1.30	112	KOMO-TV	97	21	.63	54	KIRO-TV	85	12	1.03	89	KING-TV	92	18
Shreveport, La.	..	.57	116	KTBS-TV	97	20	.57	116	KSLA-TV	82	26	.42	86	KTAL-TV	90	16
Sioux City, Iowa	.23	.32	139	KCAU-TV	97	23	.19	83	KMEG-TV	82	7	.27	117	KTVI(TV)	98	21
Sioux Falls, S.D.	.29	.18	55	KORN-TV	97	7	.50	172	KELO-TV*	89	39	.21	72	KSOO-TV	98	14
South Bend-Elkhart, Ind.	.27	.26	96	WSJV-TV	93	17	.34	125	WSBT-TV	83	28	.23	85	WNUD-TV	90	16
Spokane, Wash.	.39	.42	107	KREM-TV	91	16	.35	90	KXLY-TV	89	18	.41	105	KHQZ-TV	90	18
Springfield, Mo.	.24	.11	46	KMTC(TV)	97	5	.26	108	KTTS-TV	89	22	.35	146	KYTV(TV)	96	27
Springfield-Holyoke, Mass.	.31	.35	113	WHYN-TV	93	19	.30	97	..	..	..	.31	100	WWLP(TV)	98	19
Syracuse, N.Y.	.54	.42	77	WNYX-TV	91	12	.53	98	WHEN-TV	72	18	.56	104	WSYR-TV	88	20
Tallahassee, Fla.	.14	.28	200	WCTV(TV)	4	36	.26	186	WCTV(TV)	81	41	.12	86	..	..	..
Tampa-St. Petersburg, Fla.	.87	.73	84	WLCY-TV	91	11	1.00	114	WTVT(TV)	73	22	1.13	130	WFLA-TV	80	23
Terre Haute, Ind.	.22	.56	255	WTHI-TV	12	24	.31	140	WTHI-TV	82	31	.21	95	WTWO(TV)	90	19

	Market Household % U.S.	ABC					CBS					NBC					
		Market %	Network	Market Value	Index	Station	Qtr Hours Carried	DMA	H.H. Rating	Market %	Network	Market Value	Index	Station	Qtr Hours Carried	DMA	H.H. Rating
Toledo, Ohio	.48	.41	85	WDHO-TV	93	11				.59	123	WTOL-TV	82	25			
Topeka, Kan.	.18	.31	172	WIBW-TV	14	22				.31	172	WIBW-TV	77	33			
Traverse City-Cadillac, Mich.	.17	.34	200	WPBN-TV	28	10				.26	152	WWTV(TV)*	89	33			
				WWTV(TV)*	14	22											
Tri-Cities, Tenn.-Va.	.28	.12	43	WKPT-TV	97	3				.34	121	WJHL-TV	87	21			
Tucson-Nogales, Ariz.	.21	.21	100	KGUN-TV	97	19				.21	100	KOLD-TV	84	23			
Tulsa, Okla.	.51	.56	110	KTUL-TV	91	19				.55	107	KOTV(TV)	82	23			
Tupelo, Miss.	.03	—	—	—	—	—				—	—	—	—	—			
Twin Falls, Idaho	.05	.14	280	KMVT(TV)	10	43				.10	200	KMVT(TV)	77	39			
Tyler-Lufkin, Tex.		.22	183	KLTV(TV)	24	28				.06	50	KAEC-TV	—	—			
Utica, N.Y.	.20	.11	55	**	—	—				.16	80	**	—	—			
Waco-Temple, Tex.	.23	.30	130	KWTX-TV*	38	17				.37	160	KWTX-TV*	62	33			
Washington	1.74	1.61	93	WMAL-TV	97	17				1.43	82	WTOP-TV	77	16			
Watertown-Carthage, N.Y.	.11	.14	127	WWNY-TV	12	20				.18	163	WWNY-TV	65	34			
Wausau-Rhinelander, Wis.	.17	.18	106	**	—	—				.28	164	WSAU-TV	89	36			
West Palm Beach, Fla.	.24	.22	92	WEAT-TV	85	13				.14	58	—	—	—			
Western North Dakota	.18	.39	216	KDIX-TV	56	2				.23	127	KDIX-TV	89	5			
				KFYR-TV	14	24						KXMC-TV*	85	24			
				KXMC-TV*	16	13						—	—	—			
Wheeling, W. Va.-	.24	.31	129	WSTV-TV	24	14				.32	133	WSTV-TV	67	24			
Steubenville, Ohio				—	—	—						—	—	—			
Wichita Falls, Tex.-	.24	.21	88	KSWO-TV	95	16				.24	100	KAUZ-TV	81	21			
Lawton, Okla.				—	—	—						—	—	—			
Wichita-Hutchinson, Kan.	.57	.51	89	KAKE-TV	97	15				.64	112	KTVH(TV)*	82	24			
Wilkes Barre-Scranton, Pa.	.49	.54	110	WNEP-TV	97	18				.56	114	WDAU-TV	85	22			
Wilmington, N.C.	.14	.16	114	WWAY(TV)	95	18				.07	50	**	—	—			
				—	—	—						—	—	—			
Yakima, Wash.	.16	.46	288	KIMA-TV*	12	29				.22	137	KIMA-TV*	89	29			
				KNDO(TV)*	32	19						—	—	—			
Youngstown, Ohio	.22	.23	105	WYTV(TV)	97	18				.25	114	WKBN-TV	82	23			
Yuma, Ariz.-El Centro, Calif.	.05	.03	60	**	97	18				.05	100	KECC-TV	89	15			
Zanesville, Ohio	.05	—	—	**	—	—				—	—	**	—	—			
				—	—	—						—	—	—			
* Includes satellite/affiliate audiences.																	
** Affiliate did not meet Nielsen's reporting standards.																	
— Data unavailable.																	

* Includes satellite/affiliate audiences.

** Affiliate did not meet Nielsen's reporting standards.

— Data unavailable.

Programing

Court throws out antiviolence case

Federal judge disclaims authority to move against 'Wild, Wild West' or other shows

Judge John J. Sirica, who sits in the federal district of Washington, D.C., is no great admirer of television or the FCC. But neither does he relish the role of censor, other than to supervise the television viewing of his children. With that—plus an apparent fund of respect for Senator John O. Pastore (D-R.I.) in his background—Judge Sirica last week threw out of court the complaint of three Maryland housewives against the showing by WTOP-TV Washington of the action-adventure program, *Wild, Wild West* before 9 p.m. and the presentation by television generally of fictionalized horror and violence.

Judge Sirica literally cut off Walter Sweeney, counsel for the housewives, in mid-argument, with the observation that he (the judge) agreed with counsel for the principal defendants in the suit—

WTOP-TV; CBS Inc., which originated the program, and CBS Enterprises Inc., which syndicates it—that the plaintiffs were in the wrong forum. They should seek relief first from the FCC, he said.

But, Mr. Sweeney objected, his clients' point was that meaningful relief was not possible from the commission. The commission, he said, cannot enjoin the presentation of *Wild, Wild West*—which he described, in a quote from a National Association for Better Broadcasting review, as "sordid" and sadistic—but "this court can."

Judge Sirica was unpersuaded. He said that if the plaintiffs do not prevail before the commission, they can appeal to the U.S. Court of Appeals. "I don't think you have a case," he said. "I'm going to dismiss your complaint."

Mr. Sweeney was also unmoved. He

said later he would ask the U.S. Court of Appeals in Washington to review Judge Sirica's action, as well as an earlier one denying a request for a temporary restraining order directed against *Wild, Wild West*.

The three housewives brought their suit last October, after the commission had announced it was deferring action on a petition filed by Boston-based Foundation to Improve Television seeking the abolition of violence from children's programing. The commission said it wanted to await the results of the study the U.S. surgeon general is conducting into the impact on children of televised violence.

The housewives' suit—which FIT is backing—is after the same general results as those sought in FIT's petition. Besides seeking to have moved to a

later hour the hour-long *Wild, Wild West*, now presented at 4 p.m. Monday through Friday and at 5 p.m. Saturday, it requests a declaratory ruling that children have a constitutional right under the Fifth Amendment to be free from the "mental harm" allegedly caused by violence on television (BROADCASTING, Nov. 16, 1970).

But Judge Sirica questioned his jurisdiction to provide such relief. "You're trying to put me in the role of censor," he said. The problem presented by the plaintiffs is one for the FCC, he said. And if the commission is not doing its job, Congress can be asked to review its actions. "Why should we censor or get into a field that Congress has not given us the right to get into?" he asked.

He said he sympathized with much of what Mr. Sweeney said, and noted that he would not like his children—he has three, ranging in age from 8 to 17—watching the kind of programing described by Mr. Sweeney as harmful to children. But he also said, "I turn off programs my kids watch," and suggested other parents might do the same.

His reference to possible congressional review of the FCC if it is not performing its duties properly was more than a reflection of the view that the commission is subject to error. It was based on his own experience in 1944 as general counsel for a Select Committee of the House of Representatives that investigated alleged irregularities on the part of the FCC in connection with the sale of WMCA(AM) New York from Donald Flamm to Edward J. Noble, board chairman of the old Blue Network. However, Judge Sirica resigned from his committee post, accusing the panel of being bent on a "white-wash" (BROADCASTING, Dec. 4, 1944).

Judge Sirica recalled his experience as a congressional investigator in pointing out that he was "not always in favor of what the FCC has done." "But," he said, "that's different. I'm now a judge, and I'm bound by the rules." He was appointed to the bench by President Eisenhower in 1957.

The legal question at issue was not the only matter on which Judge Sirica indicated he disagreed with Mr. Sweeney.

The attorney, in seeking to make his argument that the court was his clients' only recourse, suggested that Senator Pastore, chairman of the Senate Communications Subcommittee, was less than sincere in his efforts to persuade the networks to tone down violence on children's programing. It was at the senator's instigation that the surgeon general undertook this study involving televised violence. But Mr. Sweeney suggested that the senator, in hearings he conducted last year, was interested in "headlines" that would help him win re-election.

Judge Sirica, who earlier in the colloquy had spoken favorably of the senator's efforts in the field of children's programing, countered with the observation that the senator was re-elected because he is "a great public man."

Minutes later, he was saying that Charles Miller, counsel for the defendants, was right, that the housewives had failed to exhaust their administrative remedies and that they should petition the FCC. He told Mr. Sweeney: "You're in the wrong forum."

Second season lands with dull thud

**'All in the Family' collects mixed reaction;
Andy Griffith, 'Strange Report' elicit yawns**

Of the three new shows that have appeared so far as midseason replacements for autumn's obvious duds, the one receiving the most attention from critics was a U.S. version of a former British Broadcasting Corp. hit. In Britain it was called *Till Death Do Us Part*. In this country, it is called *All in the Family* and entered the scene last Tuesday (Jan. 12), via CBS-TV, 9:30-10 p.m. EST. (It was rejected in 1969 by ABC-TV).

The initial script—and the same is

promised for subsequent efforts—was riddled with such heretofore forbidden epithets as "spics," "dumb polack," "spades" and "hebes." Observed *Philadelphia Inquirer* columnist Harry Harris, one of the few who welcomed the show: "This is twitting-with-a-vengeance of TV's previously sacrosanct taboos on ethnic comedy, realistic fun from regrettably all-too-real foibles."

The producers obviously hope their product will be greeted with sophisticated laughs from a sophisticated tele-

vision audience. But is there such an animal, at least enough of one to keep the show going? Bernie Harrison, TV critic of the *Washington Star*, is one who doubts it. "What works in England, where there is much more homogeneity, requires greater skill in a country where there is much more diversity, not less skill," Mr. Harrison observed. "That was what went wrong."

Interestingly, the most positive reviews came from four critics in Chicago, heartland of the so-called "silent majority." The principal character in *Family*, Archie Bunker, played by Carroll O'Connor, is, in fact, meant to be a member of that fabled "majority."

A second midseason entry is CBS-TV's *The New Andy Griffith Show*. The kindest thing that was said over-all about it was that it surpasses its disastrous predecessor, *Headmaster*—which, according to reviews of that show, was not too difficult an achievement.

The third new program to burst onto the living room scene was NBC-TV's *Strange Report*, a full-blooded British offering. It got mixed—mostly negative—reaction.

Still to be introduced in coming days as midseason replacements are *The Smith Family*, ABC-TV, Wednesday

Most liked 'Family,' CBS-TV survey claims

The new CBS-TV show, *All in the Family*, an attempt to satirize bigotry with use of familiar racial slurs, won general public acceptance, according to a CBS-TV spot survey, network officials reported last week.

Of 1,000 interviewees, the CBS spokesman said 62% in five cities—New York, Philadelphia, Chicago, St. Louis and Los Angeles—said they enjoyed the new entry. WBBM-TV Chicago reported that telephone calls fa-

voring the show ran almost 7 to 1 ahead of those complaining about it. The tally was 135 for, 20 against.

CBS-TV President Robert D. Wood called the show, which depicts Carroll O'Connor and Maureen Stapleton as a typical "middle American" couple, innovative. "This program deals with a family which reflects various familiar stereotypes and whose differing viewpoints reveal a gap as wide as the Grand Canyon. We hope that, by throwing a humorous spotlight on their prejudices, by making them a source of laughter, we can show how absurd they are . . ."

(Jan. 20), 8:30-9 p.m. EST; *Alias Smith and Jones*, also on ABC-TV, Thursday, (Jan. 21), 7:30-8:30 p.m. EST; *The Pearl Bailey Show*, ABC-TV, Saturday (Jan. 23), 8:30-9:30 p.m. EST; and *From a Bird's-Eye View*, NBC-TV, Monday, March 29, 7:30-8 p.m.

Here is how some of the critics saw the three new programs:

All In The Family (CBS-TV, Tuesday, 9:30-10 p.m. EST)

"Is it funny . . . to have . . . the hero . . . fill the screen with such epithets as "spic" and "spade" and "hebe" and "yid" and "polack"? The answer . . . is no. None of these is funny. They shock because one is not used to hearing them shouted from the television tube during prime-time family programs."—Fred Ferretti, *New York Times*.

"Crude characters have their place in drama . . . there's no doubt about it. But prejudices, per se, are not funny. While we saw value in certain aspects of the series, we were very uncomfortable when the writers would allow these lines to take the place of real humor."—Kay Gardella, *New York Daily News*.

" . . . is where it is: Todayland . . . a bombastic ado about lower-middle class frailties, prejudices and concerns, circa 1971 . . . also outrageously, shockingly funny."—Dwight Newton, *S. F. Examiner*.

" . . . it struck us that TV at last was holding bigotry up to ridicule. If *All in the Family* scores as a TV hit, we may hopefully look for something of a more realistic approach to life amid the traditional network situation comedy junk."—Bob Williams, *New York Post*.

" . . . could become a very big hit, not only because it will be controversial, but because the scripts are funny and the casting is brilliant."—Clarence Petersen, *Chicago Tribune*.

" . . . Bigots have a sort of natural sense of humor, especially when they're arguing among themselves about which kind of bigotry is best, and writer-producer Norman Lear has captured this humor . . ."—Ron Powers, *Chicago Sun-Times*.

"While the networks have been pour-



ing forth earnestly on the subject of 'relevance' . . . a grubby little sitcom has come along and pulled the malapropism right out from under them."—Johanna Steinmetz, *Chicago Today*.

"We've still got our sense of humor, and, in many ways, that's a lot."—Norman Mark, *Chicago Daily News*.

" . . . a welcome breath of stale air . . ."—William C. Woods, *Washington Post*.

The New Andy Griffith Show (CBS-TV, Friday, 8:30-9 p.m. EST)

" . . . is the old *Andy Griffith Show*, but not quite. Despite cast and locale changes, it's the same blend of "folksy" warmth and quiet humor with a smattering of common-sense morality."—Harry Harris, *Philadelphia Inquirer*.

"It was an amusing 30-minute episode . . . it certainly is superior to *Headmaster* . . ."—Kay Gardella, *New York Daily News*.



" . . . debuted over CBS with a dreary half hour . . . brightened only by a typically funny few minutes of dialogue between Griffith and (Don) Knotts . . ."—Gary Daeab, *Buffalo Evening News*.

" . . . is neither good nor bad, harmful nor helpful. It pleasantly and slickly takes up a little time. I wonder what happened to Andy Griffith, that fine actor . . . ?" Norman Mark, *Chicago Daily News*.

" . . . often amusing . . ."—Rex Polier, *Philadelphia Bulletin*.

" . . . is like old shoes—easy and comfortable and forgettable . . ."—*Los Angeles Times*.

"With a multimillion bundle invested in the TV future of Andy Griffith, CBS brought him back doing a small-town mayor bit in the precise manner of his old and golden small-town sheriff thing . . ."—*New York Post*.

"All in all, it is a very clumsy introduction devoid of even the slick corniness of a *Mayberry* or a *Green Acres*. For one thing, there isn't a remotely amusing line in evidence; for another, the situations are so static and pedestrian, the resolutions so pat, that the viewer is hard-put to remain conscious through 30 minutes of dribble . . ."—Judy Bachrach, *Baltimore Sun*.

"Andy Griffith may not be the only star in TV annals to serve as his own

midseason replacement . . . but if this is a first it is the only novel facet of *The New Andy Griffith Show*."—Tom Donnelly, *Washington Daily News*.

The Strange Report (NBC-TV, Friday, 10-11 p.m. EST)

"I won't stay home Friday nights just to see *The Strange Report*, but if I have a cold and haven't a single other thing to do, I might look at the show. Then, again, I might just go to sleep early."—Norman Mark, *Chicago Daily News*.

" . . . the show isn't half-bad and displays possibilities of attracting a fair-sized audience. Friday's premiere was a high-class, albeit sometimes corny, whodunit . . ." Gary Deeb, *Buffalo Evening News*.

" . . . a fast-moving, entertaining, hour-long adventure drama. It has one drawback. The English accents of some supporting actors are hard to understand at times."—Francis Murphy, *The Oregonian*.

" . . . didn't look too promising . . ."—James Doussard, *Louisville Courier-Journal*.

" . . . a plodding adventure drama. It offered very little new or exciting in the realm of mystery-solving. What it offered instead was a competent cast groping with some second-rate material . . ."—Kay Gardella, *New York Daily News*.

"Melodrama buffs who expected something imaginatively offbeat from the pairing of the English studio responsible for *The Avengers* and the creator-producer responsible for *The Man from U.N.C.L.E.*, Norman Felton, can't forget it."—Harry Harris, *Philadelphia Inquirer*.



'Strange' is a comer in New York Nielsens

Early rating returns in New York gave NBC-TV's *Strange Report* a high score and other replacement shows introduced by NBC and CBS in mid-season a mixed performance. Available last week were New York Nielsen overnights.

ABC's four replacement shows start with *The Real Game* tonight (Jan. 18)

at 8:30-9 followed by *The Smith Family* Wednesday, 8:30-9; *Alias Smith and Jones* Thursday, 7:30-8:30 and *The Pearl Bailey Show* Saturday, 8:30-9:30.

NBC has two replacement shows, which have started, and a third, *From a Bird's Eye View*, to be programed in March. CBS has three replacement shows that have made their start, and last week announced a fourth, *Men at Law*, which will replace *Storefront Lawyers* on Wednesday, 7:30-8:30 p.m. EST, effective Feb. 3, but will retain one of the stars, Robert Foxworth, who will co-star with veteran "heavy," Gerald S. O'Loughlin. Harold Gast, producer of *Storefront*, will produce *Men at Law*.

First of the replacement series, reruns of the Jackie Gleason - Art Carney *Honeymooners*, started on CBS-TV Jan. 3 (Sunday). In the Nielsen overnights in New York, the show ran third in its 10-11 period that night and on Jan. 10 ranked behind a movie on ABC and *The Bold Ones* on NBC.

The *New Andy Griffith Show* (CBS) was third in its opener Friday, Jan. 8, in the 8:30-9 period, behind NBC's *Name of the Game* and ABC's *The Partridge Family*. On the same night, *Strange Report* (NBC) was a strong first with a 41 share in New York, topping CBS's movie and ABC's *Tom Jones*.

In other premieres, NBC's *World Premiere Movie* on Jan. 11, Monday, 9-11, had a 35 share in New York, beating out an ABC movie which had a 28 share and the CBS line-up of *Mayberry*, *Doris Day* and *Carol Burnett* with shares ranging from a low of 21 to a high of 26 for *Burnett*; and CBS's *All In The Family* on Jan. 12, Tuesday, 9:30-10, was a weak third, behind ABC's *Movie of the Week* and an NBC feature film.

NET plans live coverage of bombed FM's return

Pacifica Foundation-owned KPFT(FM) Houston, twice bombed and silenced (BROADCASTING, Oct. 12, 1970, et seq.) returns to the air this week at a new site. And noncommercial broadcasting will be on hand with live coverage.

The Great American Dream Machine, produced by the NET division of the Educational Broadcasting Corp. and distributed nationally by the Public Broadcasting Service, will contain a segment from Houston Wednesday (Jan. 20) reporting on the reopening.

The FCC last week, under a temporary emergency authorization, granted KPFT permission to build and operate its station at a new site. In asking for that authorization, the station stated that NET planned live national coverage and that delays in returning to the air

would not be in the public interest.

Pacifica Foundation had filed a formal application for approval of its new construction site, but due to commission rules requiring a 30-day waiting period before action on such a request for a major change in facilities, it could not act until that time.

The *Dream Machine* series will carry the opening of the station and feature a performance by singer Arlo Guthrie, one of whose songs was being played when the first bombing in May occurred. It will also report on attitudes in Houston toward dissent and talk with some of the station's personalities.

KPFT, like other Pacifica stations KPFA(FM) Berkeley, Calif.; KPFK(FM) Los Angeles, and WBAI(FM) New York, is listener-supported. Admittedly controversial programming is often broadcast.

The FBI has entered the bombing case, but neither it nor the local police has arrested any suspects.

Buckley challenges AFTRA domination

Suit claims belong-or-don't-broadcast rule violates free-speech right

Writer-television commentator William F. Buckley Jr. filed suit in U.S. District Court for the Southern District of New York last week, charging that his constitutional right of free speech was being violated because he must belong to the American Federation of Television and Radio Artists to appear on the air.

Mr. Buckley named AFTRA and RKO General Inc. in his suit. RKO General owns and operates WOR-TV New York, which carries the program, *Firing Line*, with Mr. Buckley as host-interviewer. National Review Inc., of

which Mr. Buckley is president and sole stockholder, produces *Firing Line*, which is syndicated to more than 80 TV stations.

The complaint claimed that Mr. Buckley joined AFTRA under protest in 1966 when he started *Firing Line*. It added that under collective-bargaining agreements between the union and TV and radio stations, the outlets may not broadcast packaged programs, such as *Firing Line*, unless the performers are AFTRA members in good standing.

The suit asked the court to issue an injunction preventing AFTRA from taking any punitive action if Mr. Buckley withdrew from the union, failed to pay dues or disobeyed orders. It also requested the court to declare that the compulsory membership provisions of AFTRA were unconstitutional and to enjoin RKO General from "ceasing to buy or broadcast *Firing Line*" if the plaintiff left the union or failed to pay dues.

Mr. Buckley said his enforced membership in AFTRA as a condition to employment breaches his rights under the First, Fifth and Ninth Amendments of the Constitution.

Mr. Buckley, who acknowledges he is a conservative in his political views, held a news conference last Tuesday (Jan. 12), during which he invited other television commentators to join his lawsuit. He said many people who are labeled "liberal" have objected to the enroachment against the free-speech rights of citizens, and added:

"I think it is time they join me in demanding that the individual has a right to join or not join, to pay dues or not pay dues to a private organization."

Network newsmen who took part in a meeting of the International Radio and Television Society in New York last week (see page 52) were asked whether they would actively support Mr. Buckley's position. The response was unanimously "no."

John Chancellor of NBC News said that, while he was "uncomfortable" with AFTRA, which has a substantial membership of people who are not in the news area, he thought it was necessary that news broadcasters be represented by a union. He recalled that colleagues had mentioned the possibility of a separate union being formed to represent news broadcasters.

Dan Rather of CBS News said he agreed essentially with Mr. Chancellor's view, that he was neither "fond" of AFTRA nor comfortable with the union.

Harry Reasoner of ABC News said AFTRA—and presumably the Buckley suit—has "no effect on what one does as a newsmen."



Mr. Buckley

ABC-TV affiliates adjust with ease

Fill added prime time with delayed programs, features, syndicated fare

ABC-TV affiliates are largely filling the additional prime time the network has turned back to them at midseason by delaying some network shows, inserting feature films and by adding syndicated shows. At least some stations are developing, locally, half-hour community-service shows.

ABC, in the midseason revamp of its schedule, increased station time two-and-a-half hours weekly. The network, starting this week, ends its Thursday feed at 10:30 p.m. EST, instead of at 11 p.m.; the Saturday schedule at 9:30 instead of 10:30 and the Sunday-night feed now begins with *FBI* at 8—*The Young Rebels* formerly was in the Sunday, 7-8 p.m. period.

A key in the affiliates' ability to reprogram prime time with a minimum of hitches was a change in plan in requiring live clearance of prime-time programs in markets with three or more stations. As amended several weeks before the midseason's start, ABC's plan now will go into effect with the start of the 1971-72 season next fall, rather than now (BROADCASTING, Dec. 14, 1970). Till then they can delay network programs into other prime-time periods not programmed by the network.

Thus, ABC affiliates in the larger markets are delaying network programs in a rejuggling of schedules. According to both ABC-TV officials and affiliate's spokesmen, a substantial number of stations is programming a local movie at 9 p.m. on Wednesday and delaying *The Johnny Cash Show* and *The Young Lawyers*. The stations are rescheduling either one of these shows, or both, another night.

The decision to program a feature film in prime time on Wednesday was based on counterprogramming motivations—this is the only night of the week in which a network movie is not scheduled.

In the majority of cases, stations moved *Cash* from Wednesday, 9-10, into one of two spots on the schedule, either on Saturday at 9:30 or Sunday at 7 p.m. The Thursday half-hour (10:30-11) has been filled by a number of stations with *This Is Your Life*, Lever Bros.'s syndicated show. Several markets, however, reported that they are producing a local community-oriented show. As at WKBW-TV Buffalo with *Here and Now* on local community issues, and with *Assignment* on WFIL-TV

Philadelphia and a similar show on WNHC-TV New Haven, Conn.

There were various combinations utilized to fill the Sunday, 7-8 p.m. period. Many stations, it was reported, moved in *The Young Lawyers* (from Wednesday, 10-11). Some others scheduled the off-network *It Takes a Thief* (syndicated by MCA-TV). Several stations indicated that they were showing a movie from 6 to 8 on Sunday. (In Philadelphia, feature films were inserted on both Wednesday at 9 and Sunday at 6; in another variation, in Buffalo feature films were slotted at 9 on Friday and the network shows pre-empted played on a delayed schedule elsewhere in prime-time).

It was noted by ABC-TV affiliate spokesmen that the decision to pre-empt the Wednesday 9-11 network schedule on a delayed basis permitted the stations to give live clearance to *The Pearl Bailey Show*, a midseason replacement. (Thus, as in one major market, the ABC affiliate has scheduled prime-time on Saturday with a block of musical game-show types, all from the network: *Lawrence Welk* (live clearance) at 7:30, *Bailey* (live) at 8:30, *Cash* on a three-day delay at 9:30 and *The Reel Game* (also a mid-season replacement show and scheduled by the network on Monday, 8:30-9) on a five-day delay at 10:30.

CBS's Laurence takes Safer's London post

CBS News said last week John Laurence will be moved to its London bureau to fill a vacancy left by the shift of bureau chief Morley Safer to New York as co-host of *60 Minutes* on CBS-TV. Mr. Safer had replaced Harry Reasoner, who resigned to become New York anchorman on ABC-TV's weeknight news show (BROADCASTING, Nov. 23, 1970).

Mr. Laurence, CBS News correspondent since December 1965 and now designated CBS News London correspondent, is a news-reporting veteran of the Vietnam war, as is Mr. Safer. Mr. Laurence covered the war for nearly two years and also reported on *The World of Charlie Company* that was broadcast in July 1970. He also took part in several other CBS News specials and series ranging from reports on police and the cities, to the generation gap and Vietnam.

CBS last week also officially designated Dan Rather, White House correspondent, as anchorman replacement for Mr. Reasoner on the CBS-TV Sunday News show. Mr. Rather, who also will continue covering the White House, has been anchoring the Sunday broadcast since Nov. 15, 1970.



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MTS gets pact for Ali-Frazier TV

FCC's ex-chairman's firm will handle closed circuit; \$20-million TV intake seen

Chartwell Artists Ltd., New York and Los Angeles, has named Management Television Systems Inc., New York, to provide the closed-circuit network for the world's heavyweight championship bout between Joe Frazier and Muhammad Ali from Madison Square Garden on March 8, it was announced last week.

MTS, which is headed by board chairman E. William Henry, a former chairman of the FCC, will arrange for all the equipment, line connections and other technical details for the closed-circuit event. Mr. Henry said he is aiming to arrange for the telecasting of the bout in 750 locations in the U.S. and Canada, eclipsing the previous record of 268 for the second Ali-Liston fight.

Mr. Henry said MTS itself intends to supply equipment and personnel at about 125 locations and the remaining projectors will be assembled from other closed-circuit TV operators and industry sources. He estimated that approximately 150 sites will telecast the bout in color.

Chartwell, which holds the ancillary rights to the bout, has put up \$4.5 million toward a \$5-million guarantee, which will be divided evenly between the two fighters (Madison Square Garden Corp. has pledged the remaining \$500,000). Chartwell has predicted the closed-circuit audience can reach as high as 1.5 million and gross revenues from the telecast will be from \$20 million to \$30 million.

Chartwell has revealed that Jack Kent Cooke, multimillionaire sports promoter and cable-TV owner, has advanced the \$4.5 million of the guarantee pledged by Chartwell.

One of the unsuccessful bids for closed-circuit TV and other rights to the fight was made by NBC Enterprises in conjunction with Raritan Enterprises, the Johnny Carson-Sonny Werblin partnership that, among other things, packages the Carson *Tonight* show on NBC-TV.

The bid, reportedly the highest submitted, offered \$5 million plus contingencies that could have raised the total to \$6 million, but was withdrawn when representatives of the fighters failed to agree to all of the proposed terms.

NBC Enterprises, which has gained experience in arena bookings through its



Mr. Henry

handling of the live, touring "Disney on Parade" show, had planned to handle the booking of theaters and arenas for closed-circuit coverage of the fight and also merchandise it around the world via satellite TV.

Winters/Rosen gears for production push

Winters/Rosen Productions, Los Angeles, which shifted its corporate sales headquarters to New York last month, is assembling a staff of 15 to market an expanded list of television series and specials in 1971.

Brad Marks, who was named executive vice president of Winters/Rosen Distribution Corp., New York, last December, said last week he has hired his first three sales executives. They are Stephen Leff, senior radio-TV account executive for McCann-Erickson, who has been named vice president in charge of special projects; Vic Bikel, formerly with Metromedia Producers Corp., and Marvin Levine, previously with American International Television, who have been appointed sales executives.

Mr. Marks said Winters/Rosen Productions has set a production budget of \$10 million for 1971, including seven series and 18-22 entertainment specials, up from \$3 million in 1969. Winters/Rosen sales headquarters is at 10 East 49th St., New York 10017. Telephone number is 838-5105.

Tinker severs ties with Fox

Grant Tinker for the past two years, vice president in charge of television at 20th Century-Fox, Los Angeles, has requested and received release from a long-term contract with the studio. It was reported that Mr. Tinker will begin independent production and several other undetermined projects.

How to help UHF, CATV get shows?

FCC asks comments on freer access; urges probe of exclusivity time factor

The FCC raised some basic questions concerning the exclusivity of nonnetwork television programming in a further notice of proposed rulemaking last week.

The commission particularly invited comments on ways to allow UHF stations and CATV systems freer access to nonnetwork material.

In the original rulemaking proposal issued in May 1968, the commission had proposed to prohibit agreements between stations and nonnetwork program suppliers that would prevent a television station in one community from presenting programs being offered by stations in another community (BROADCASTING, May 13, 1968). The rule would apply to such nonnetwork programs as syndicated features and feature films.

The commission said last week it has concluded that the length of time of exclusivity should be more fully explored. It noted that contracts for nonnetwork programming are usually for an extended period and for multiple showings, and that exclusivity generally lasts as long as the right to broadcast under the contract, including multiple runs.

These facts raise the question of whether desirable programs are being rendered "unduly or inordinately unavailable" to other stations and their audiences and unavailable to any viewers while they are not being shown on the first station, the commission said. The present method of distributing nonnetwork programming works "markedly" to the benefit of established VHF's and against new UHF's, it added. It asked whether the degree of exclusivity now permitted "is unnecessary for the well-being of the copyright owner, broadcaster or advertiser" and inhibits development of CATV origination capabilities?

The commission said it did not propose to set forth specific proposed rules and stressed that it had reached no conclusions on this aspect of exclusivity. However, it did raise these possibilities:

- Limiting the time of exclusivity to one or two years for film packages (with or without specifying the number of showings) or to one showing of a film or series.
- Eliminating all exclusivity.
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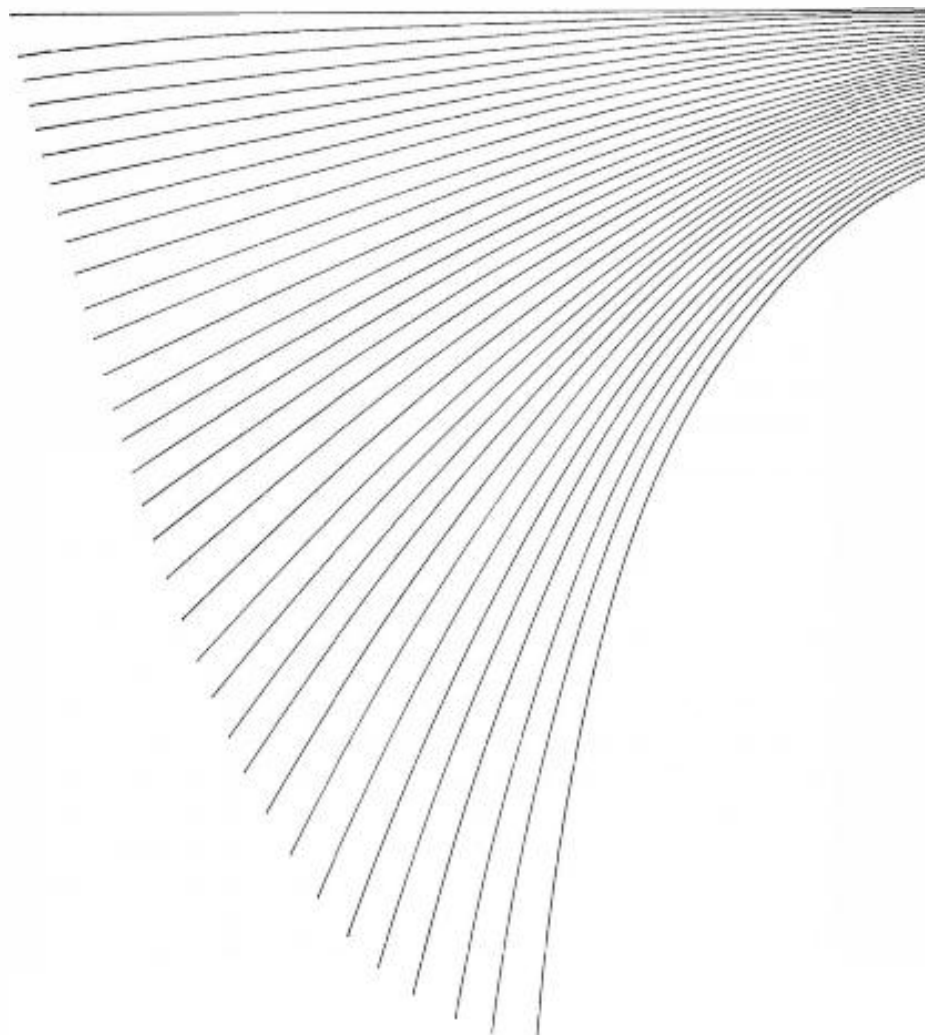
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clusivity against a CATV system or a UHF station not affiliated with a network.

■ Restricting exclusivity to a short period, but with the requirement that thereafter the film or series must be available for a specified time period, such as two years, to any UHF or CATV system, with the charge to each station or system based on its share of the market.

The premise of restricting exclusivity to a short period with none permitted thereafter is that VHF stations will pay a reduced amount and the copyright owner will then seek to sell his product to as many others in the market as he can, for as much as he can, the commission stated. And it said restricting exclusivity to a short period, but requiring that the program must be available for a specified time period, would insure the program's availability to the UHF station and CATV.

The commission said it would not delay other aspects of the exclusivity question (such as types of programs covered, geographic limits, conditions for assignment of programs to other licensees and distribution limitations) until it considers the "time" aspect, but would shortly issue a decision on other aspects of the proceeding.

Comments on the "time" question are due March 3, with reply comments due April 5. Extensions of time for comments or replies will not be granted without a compelling showing of need, the commission said.

The vote on the further notice was 3-to-2 with Commissioners Robert T. Bartley and Robert Wells dissenting. Commissioner Thomas J. Houser did not participate and Commissioner H. Rex Lee was absent.

'World of Women' new Universal daytimer

Universal Studio's entry into the daytime television arena will be via a drama said by its creator, George Lefferts, to be a departure from the traditional soap opera. The program is being produced for General Foods. No network has been announced.

World of Women was described as an "update of the patriarchal society of the era of *The Forsyte Saga* with the heroine of the 'now' generation replacing the patriarch of yesterday" by Clare Simpson, vice president in charge of programing for Young and Rubicam, agency for General Foods.

The half-hour show now in development, according to Universal Studios daytime programing vice president Frank O'Connor, will deal with the modern female as she confronts the problems and rewards of a contemporary existence.

Legislative news in special hook-up

Washington state association underwrites daily feeds from capital at Olympia

A three-a-day legislative news feed from the state capital, Olympia, Wash., was inaugurated last week by the Washington State Association of Broadcasters.

The news reports are underwritten completely by the association. The cost is expected to run less than \$1,000 a month while the legislature is in session.

The Washington state legislature meets every two years for two months, under state law. There are occasions, however, when the legislature is called into special session by the governor. WSAB also plans to use the phone service on those occasions.

This service is not a new one for WSAB. For the last 15 years it has sponsored a 60-minute daily news report on legislative activities. This was done over a telephone network with about 50 stations paying \$50 per session for the service. Extra costs were borne by the state association.

Last year, however, under the new AT&T program-line formula, the cost trebled—from about \$2,500 monthly to \$7,500 monthly. This was too much for the state association to underwrite, according to James Murphy, a Seattle attorney who is state association president, and efforts were undertaken to find a new means of distributing legislative news.

One of them was via an over-the-air FM network. It was found, however, that at least six FM stations would have to be used to cover the state properly, and each one would have to use its main carrier for this purpose. It was found unfeasible to tie in that many stations because of programing conflicts.

The new Washington Radio-Televi-

sion News Bureau system employs a freelance reporter at the state capital. He is Jay Van Dyke, a broadcast news stringer in Olympia.

Three times daily, at 11 a.m., 3 p.m., and 6 p.m., Mr. Van Dyke feeds four repeater-tape machines with a 60-second summary of legislative activities, plus an actuality. WSAB member stations call a special telephone number, and record for their own use this news from the state capital. The actuality is repeated at the end of the minute report so stations can tape that alone, to be used with their own commentary in their newscasts.

The special phone number is configured so that in the event the main phone is busy, a second and third machine is "hunted."

The fourth tape machine is scheduled to be assigned to a reverse wide-area telephone-service number that will be available free of charge to all WSAB members. Since, however, the WATS number is expected to be busy during peak broadcast periods (drive time, for example), the other number is available to callers. The cost will be only for the phone call to Olympia.

Mr. Murphy said last week the new service has turned out well in its first week of operation. "At least," he said, "we have had no complaints yet."

The cost of the WATS service, Mr. Murphy said, will be around \$750 a month; for the regular service, \$120 a month.

Swayze in syndicated show

A new half-hour weekly news program, *Thirty Minutes*, with veteran broadcaster John Cameron Swayze, will be offered for syndication by A Plus Films this month. *Thirty Minutes* will be produced by United Press International and feature close-up film footage of world news and background to the news. National sales will be coordinated by Noah Jacobs, president of A Plus Films, 400 Madison Ave., New York.

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The worth of a 'conversation'

Top TV correspondents question usefulness of Nixon's Jan. 4 telecast

The one-hour televised *Conversation with the President* loses value when it is treated by those in authority as a substitute for the regularly scheduled news conference. On the other hand, it can have "extraordinary value" as an addition or follow-up to presidential news conferences.

As it is now, the *Conversation* telecast—as employed on Jan. 4 with network-TV correspondents interviewing President Nixon (BROADCASTING, Jan. 11)—would appear of more value to the President himself than to journalists who cover his activities and consequently to the public's knowledge of his policies.

That was the substance of a critique of the *Conversation* format given by network anchormen at a panel in New York last week. The occasion was a luncheon presented by the International Radio and Television Society.

NBC's representative on the panel was John Chancellor, who had participated in the Jan. 4 *Conversation with the President*. Mr. Chancellor said the correspondents on the live show "tried to cover ground that should have been covered by dozens of news conferences." The other panelists last week—Harry Reasoner of ABC and Dan Rather of CBS—agreed. Mr. Rather, in answer to a related question as to whether Mr. Nixon was "more impressive as a person than he appears to be in public," said that the President was "impressive in the latest *Conversation*, but [we] don't see enough of him in private" to give a further judgment.

The network anchormen were unanimous in the belief that Vice President Agnew's intermittent attacks on news media had created no "intimidation" (as a questioner put it) of the networks.

Mr. Rather said that the "net effect on workaday reporters" is to make them a "little tougher." He said he has seen no change in policy: "We continue on CBS to do as we did before [Mr. Agnew's statements], including analyses after the President's appearances on television."

Mr. Reasoner said Mr. Agnew's criticisms have not affected network journalism, and that, in his opinion, "Agnew is not Middle America." Mr. Chancellor said one reaction to Mr. Agnew's attacks was the assurance that "instant analysis will stay on the air."

The panel rejected criticism that U.S.



L-R: Messrs. Chancellor, Reasoner and Rather

morale in Vietnam is "better" than TV represents it to be. Mr. Reasoner said this was "nonsense" and, in his opinion, another complaint to add to many predicated on a belief that TV ought to screen the news. "We can't skip the bad news in the hope it will go away," he said. "If bad morale does exist, the country ought to know about it."

The correspondents agreed that electronic journalism also has been firm in resisting attempts to manage the news. But in one way, Mr. Reasoner said, the networks may have "run a little scared" by giving air time indiscriminately to the Presidency. The grant of this time, he said, "has not changed news standards, and if anything, they [the networks] waste their [program] time."

Mr. Chancellor said that he doubted whether the President "should be able to walk into the living room at any time," and that this open-door policy would appear logically to bring up the question of access for other groups, particularly Congress's rights to the air—"but I look at this [the latter] with horror."

Weekly presidential news sessions urged

The presidential news conference has fallen on hard times. Clearly an ordeal for the President, the news conferences are becoming a frustrating experience for the newsmen involved; correspondents feel the conferences are too seldom held and are unproductive of fully developed answers.

Indeed, the president of the White House Correspondents Association, Peter Lisagor of the *Chicago Daily News*, in a letter to the President, was moved to remark on the "obligation" newsmen feel for trying "to preserve" the presidential news conference, "an institution that has served the public and the presidency well."

Mr. Lisagor's letter accompanied a

memorandum Mr. Lisagor and some of his colleagues developed in response to the President's invitation, issued at his Dec. 10, 1970, news conference, for suggestions on how Mr. Nixon's meetings with the newsmen might be improved. But while the suggestions, if adopted, would meet the newsmen's objections, they would not ease the burden the conferences represent for the President, who prepares for them as a college student does final exams.

Many of the reporters' complaints, Mr. Lisagor said in his letter, would be solved simply by more conferences, held on a more regular basis. Mr. Nixon has had 17 news conferences in his two years, 12 of them televised, far fewer than his three predecessors.

The principal proposal contained in the memorandum is for weekly presidential meetings with newsmen. However, only the first of a series of four would be televised. The second and fourth would be "stand-up conferences" in the President's office, and the third a full-scale untelevised news conference.

Another proposal is aimed at assuring follow-up questions, which are said to be "crucial to a coherent exchange." The memorandum suggests that continuity in questioning could be achieved by permitting a reporter to stand on his feet or get back to his feet to indicate he wants to pursue a matter, by the President asking if the question has been answered, or by dividing the conference into topical segments—domestic and foreign, for example. "It is recognized that the present TV format makes follow-up almost accidental," the memorandum said.

That was not the only critical reference to the televised conferences, which are attended by several hundred reporters. The memorandum suggested that the President would find it in his and the public's interest to experiment with the news-conference format "to avoid or minimize the present anarchic, often

incoherent pattern of the live-TV format, which tends to produce a show and not a serious inquiry." But the televised conference, the memorandum adds, is better than no conference, "even with its drawbacks."

The President has not yet had an opportunity to consider the proposals. The memorandum was presented to the White House on Jan. 4, but White House aides said Mr. Nixon did not see it before leaving the next day for a working vacation in San Clemente, Calif. He returned to Washington Thursday night.

FCC asks program logs for cablecasting systems

The FCC has taken the first step in requiring standardized program logging of CATV cablecast programming as part of a broad rulemaking inquiry into CATV. The rules, proposed last week, are intended to insure a uniform basis for maintaining cablecast programming data required by the revised annual CATV report and to simplify the gathering of this information, the commission said.

Under the proposal, the program log would be kept by a representative of the CATV system who would sign the log when starting duty and again when going off duty. The log would be retained for two years.

Entries, made at the time of the cablecast, would cover beginning and ending time of each program; type and source classification; identification of channel lessee; name and political affiliation of any political candidate; identification of sponsor or sponsors; identification of who paid for commercial announcement or furnished materials or services for the programming; total duration of commercials in each hourly time segment with as close as approximation of time consumed as possible; name or interest of organization involved in public-service announcements. If a CATV network supplies a program, the network would supply the CATV system with all information needed for the program log.

If automatic logging is to be used, the commission said the CATV system would have to submit a certificate attesting to the accuracy of the log. Information which cannot be incorporated in the automatic process would have to be maintained separately and similarly authenticated. The CATV system would be required to extract any information in the recordings requested by the commission and submit it in written log form along with the automated records.

In March 1969, the commission asked for comments on three draft

Changing Formats

The following modifications in program schedules and formats were reported last week.

■ WJR-FM Detroit—Capital Cities Broadcasting Corp., effective Jan. 11, changed its format from middle-of-the-road popular music to an automated mixture of past and present contemporary music in stereo. New format features "top-30" hit singles. Switch was made to diversify programming in the Detroit area after finding that two AM's and six FM's, not including WJR-FM, were serving Detroit with MOR music. WJR-FM is on 96.3 mhz with 4 kw and an antenna 480 feet above average terrain.

■ WWAM(AM) and WWTW-FM Cadillac, Mich.—Fetzer Broadcasting Co., effective Dec. 5, 1970, switched from a format of "upbeat-modern" music to the Nashville sound of "modern country" music from 7 p.m. to midnight, Monday through Saturday. WWAM operates on 1370 khz with 5 kw day and 1 kw night. FM facility is on 92.9 mhz with 100 kw and an antenna 895 feet above average terrain.

CATV reporting forms. One of the drafts concerned program originations using the typical day or week as the basis for information on program sources and types of programming. A number of comments suggested that a composite week similar to that now used in logs being submitted with broadcast-renewal applications be substituted for the typical day or week, the commission said. The commission noted, however, that a standardized method of program logging must be developed before composite week programming information can be sought.

Comments on the proposed rules may be filed on or before Feb. 22; reply comments will be due March 4.

Creativity urged for prime-time programming

Television stations in the top-50 markets have "an unqualified opportunity" to develop creativity, responsibility and showmanship in programming as a result of the FCC's prime-time rule, Herb Jacobs, chairman of TelCom Associates Inc., New York, asserted last week.

Mr. Jacobs, whose company serves as program consultant and analyst to more than 100 station clients, told a meeting of the Radio and Television Research Council in New York that the ruling restricting network programming to three hours each night, effective next fall, will give outlets a period in which they can prepare themselves for the sterner competition in the future when multiple-channel programming proliferates.

Mr. Jacobs said TelCom clients have sought advice on which period they will have to plan programming. He said it is his belief that networks will fill the 8-11 p.m. portion, leaving the 7:30-8 p.m. segment for stations. He was confident the 8-11 p.m. period would be programmed "not because the networks favor it," he said, but "because the largest contingent of their affiliates located in the Central Time Zone, are already having loud and clear fits about the prospects of twiddling their thumbs at 9:30 p.m." (CBS has said tentatively that it plans to program 7:30-10:30. NBC has indicated it would like to program 8-11. ABC has said only that it would like all networks to program 8-11).

Mr. Jacobs said the "phenomenal growth of television and its continuing acceptance as an advertising medium never permitted the majority of the nation's stations to experience a developmental period." In the "new world" moving around him, the broadcaster must become "deeply concerned about the competitiveness of the software on his channel," Mr. Jacobs stated.

"His screening can no longer be limited to scanning networks for re-run

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pickup," he warned. "He can't wait for some other George to benchmark syndicated product. He is going to have to encourage production that may turn out to be junk as he seeks an effective program mix for his contemporary audience."

Mr. Jacobs observed that no one can foresee the form network service will take, adding that "their [networks'] economics are even more vulnerable than their affiliate's."

Compass forms division for cartridge business

George Schaffer, president of Compass Productions, Los Angeles, has announced formation of a separate division for the production, acquisition and distribution of video-tape cartridges. Mike Elliot, formerly president of Liberty/United Artists Distributing Corp., and vice president of Liberty/UA, will be in charge of the new division as a vice president of Compass.

Noting that Compass Productions has not made commitments to any announced playback system or configuration, Mr. Schaffer said his firm's efforts will be channeled toward all potential markets. Compass expects to provide product in response to user needs, either by rental or outright purchase.

Music service for automated

DCI Music Services, Dallas, will expand to offer music and format service for automated radio stations. Music will be offered on all-cart, reel-to-reel and a combination. DCI also will provide a consultation service. DCI has successfully sold music and "live" formatting of FM radio stations in more than a dozen markets for the past two years.

NOW to monitor news for sex discrimination

The National Organization For Women (NOW) is moving ahead with plans to challenge broadcast licenses on grounds of sexual discrimination in programming and employment. With three pilot media-monitoring studies completed, NOW was scheduled to meet Sunday (Jan. 17) to discuss final plans for mounting a nationwide media-monitoring program. A representative of the United Church of Christ is helping the women's group coordinate the monitoring system.

Members of NOW's image committee, the spokeswoman said, monitored WNEW(AM) New York for several days.

No work lag at Filimation

Teleprompter subsidiary develops low-budget series intended for cable use

Filimation Studios, Los Angeles, a major supplier of network children's programs, is expanding its horizons with the creation of several programs for cable television. Norm Prescott, senior vice president of the Teleprompter subsidiary, said two new half-hour programs would examine in detail historical figures.

Guest of Honor and a related spin-off show, *Judgment*, delve into the private and public lives of famous figures from history. The first show will restrict itself to American history with guest stars playing the roles.

Format for *Judgment* involves a trial of a controversial individual from history, such as Benedict Arnold, Jesse James and Adolph Hitler. *Judgment* was written by Irv Tunick with the pilot expected to be filmed in mid-February. Production of the *Guest of Honor* pilot is being completed this week, with production costs for the first 26 episodes placed by Mr. Prescott at \$7,500 each.

Also being prepared by Filimation for CATV use is a children's game show designed to aid children in learning to spell. The program is expected to be used on Teleprompter's so-called "Children's Channel" on its New York City system.

Filimation is also developing several new series ideas for network television. Already planned is the change from animation to a combination animation-live format for CBS-TV's *The Groovie*

Although no results of this or the other studies are available, the consensus of the group, she said, was that most news and public-affairs programs treat stories on women or women's news in a humorous way. There also was an absence of news items regarding women, she added.

NOW's national monitoring program is scheduled to begin in early March, the spokeswoman said, and the organization has selected Nancy Stanley of Washington to represent it in filing protests against stations NOW finds discriminating against women.

Twenty-two major advertising agencies have agreed to meet members of NOW and discuss the image of women in advertising, the NOW spokeswoman said.

Goolies, which will bring to life previously animated characters. The firm is developing *Aesop's Fables*, a cartoon program, in association with Lorimar Productions, Los Angeles, wherein there will be a contemporary application of the ancient sage's story morals.

A third show being prepared by the studio is based on an ecology theme with a group of students as central characters. Henry Silva stars in the half-hour series being prepared for network presentation.

Filimation is also developing programs for the syndication market. *Kinder Kastle*, a children's program designed to be both educational and entertaining, according to Mr. Prescott, will be sold to a sponsor and made available to stations in the middle of February. In the initial planning stages is a program based on "Johnny Horizon," a character created by the Department of the Interior as its symbol of conservation.

"This is our most successful year," Mr. Prescott claims. "At a time when most studios are laying off animators or closing down operations, we're able to continue for a full 12 months. We've got three hours of children's programs this season and expect to have four next year. This year we've started our first full-length animated feature film."

The motion picture, *Return to Oz*, is budgeted at \$2 million and will feature the voices of Liza Minelli, Milton Berle, Danny Thomas and several others. Release date is spring 1972.

MBS feeds environment series

The Mutual Broadcasting System will begin feeding to its affiliates on Feb. 3 a 25-minute public service series, *Environment—The Big Commitment*, which details the efforts major corporations are making in coping with air and water pollution, solid waste disposal, conservation and public health. The 13-week series, which is being produced by Radio and Television Roundup Productions, Maplewood, N.J., will be broadcast on Saturday (3:05-3:30 p.m.) and on Sunday (8:05-8:30 p.m.).

Opinion show is due on NBC

NBC-TV will begin a new weekly series of personal opinion, comment and analysis on Jan. 24 (Sundays, 6-6:30 p.m.) in which participants will write their remarks in advance and their observations will be taped individually. Titled *Comment!* and produced by NBC News, the series will present on its premiere program four former members of the Nixon administration: Dr. Daniel P. Moynihan, James L. Farmer, Dr. James E. Allen Jr. and Leon E. Panetta.

Special radio network for White Sox games

The Chicago White Sox, professional baseball team which recently disclosed it could not find a major Chicago station to carry its 1971 season schedule, announced last week the nucleus of a suburban-station network for its radio coverage. WFLD-TV Chicago continues video coverage.

The Sox club said WEAU-FM Evanston, Ill., which recently moved its transmitter to the top of the 100-story John Hancock building in Chicago, will be the key station this year to originate radio coverage for 14 exhibition games starting March 5 plus the regular season. Also signed are WTAO(AM) LaGrange, Ill., and WJOL-FM Joliet, Ill.

Chief announcer for the Sox radio coverage will be Harry Caray, former voice of the St. Louis Cardinals. Backup man will be Ralph Faucher, sales manager and sports director at WTAO.

Hot Super Bowl contest targeted for Alaska fans

Alaskans planned to rub noses with their fellow football fans all over the continental U.S. last Sunday (Jan. 17) as they were scheduled to watch for the first time a live telecast of the Super Bowl from the Orange Bowl in Miami.

The broadcast was made possible following the takeover of the Alaska Communications System by RCA. RCA paid the U.S. Air Force, operator of the system, nearly \$31.5 million for ACS. Last summer, the Alaska Public Utilities Commission granted authority for the sale of the system, which goes back to the days when Alaska was a territory.

The game was to be sent to Alaska via Intelsat satellite with signals picked up by the Comsat earth station at Talkeetna, Alaska, then via microwave to Anchorage. The Super Bowl was to be broadcast there by KENI-TV, an affiliate of NBC and ABC.

PBS to air series on drug abuse in February

The Turned On Crisis, noncommercial broadcasting's educational attack on the problems of drug abuse will turn on that situation beginning Feb. 1 on the nearly 200 stations served by the Public Broadcasting Service network. The series is a jointly sponsored effort of noncommercial WQED(TV) Pittsburgh and the Corp. for Public Broadcasting, which will provide grants to stations supplementing the national programing with local coverage.

National figures will participate in the series. Among them are: U.S. Surgeon General Dr. Jesse Steinfeld; tele-

vision personality David Susskind; non-commercial TV's Fred Rogers; and football player O. J. Simpson of the Buffalo Bills.

Individual programs will utilize the encounter session, talks by ex-addicts, and educational approaches such as the history of drug abuse, a day in the life of a family affected by narcotics, vocabulary and statistics on drugs, and visits to rehabilitation centers.

50 signed for hockey game

Approximately 50 TV stations have been lined up by Hughes Sports Network to carry tomorrow's (Jan. 19) National Hockey League all-star game from Boston, it was announced. The program, which pits the stars of the Eastern Division against those from the Western Division, will be broadcast 8:30-11 p.m. EST. Sponsor participations in the broadcast are Continental Insurance Co. and Keds Footwear, both through Doyle Dane Bernbach; Wilkinson Blades and Rapid Shave, both through Ted Bates & Co., and Brylcreem, through Kenyon & Eckhardt.

Vikoa arm to be sold

Vikoa Inc., Hoboken, N.J., has arranged for the sale of its entertainment division to Stephen F. Krantz, who had

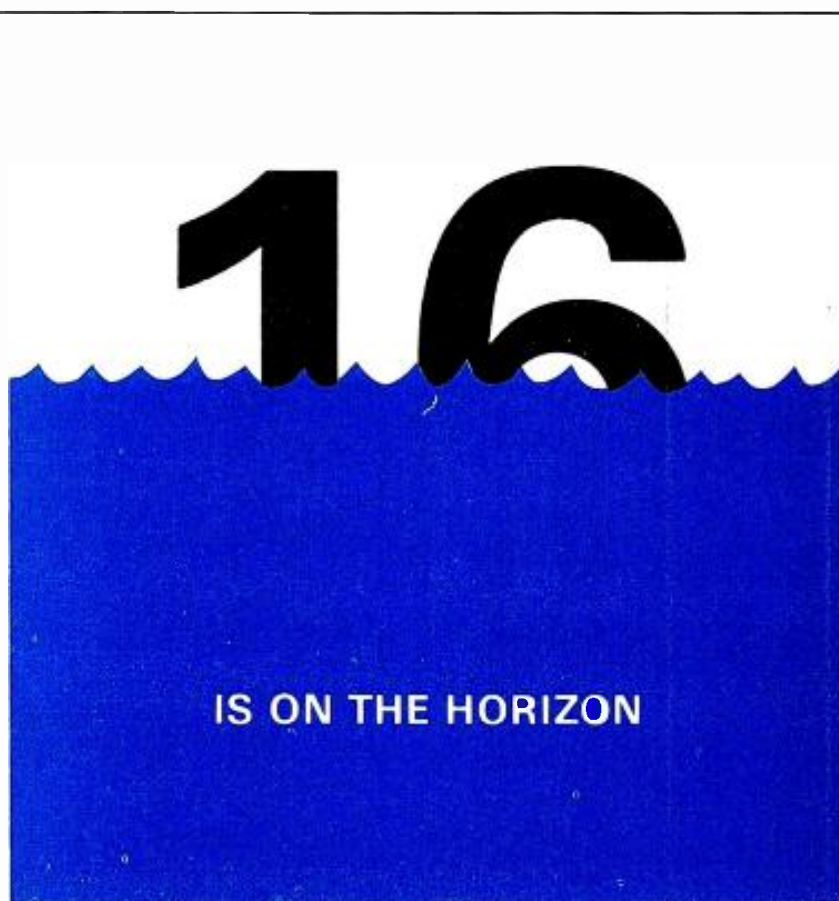
been president of the division. Vikoa said the properties had sustained a "substantial" loss in the fourth quarter of 1970. Mr. Krantz sold his production-distribution company to Vikoa two years ago and now has re-established his firm under the name of Steve Krantz Productions Inc., New York.

Program notes:

Lucy's here ■ Relocation of Lucille Ball Productions Inc. to Universal Studios, Universal City, Calif., becomes effective Feb. 1. Included in the agreement transferring LBP from Paramount is production of several feature films, some starring Miss Ball, and development of new television series, all to be produced at Universal. Production for 1971-72 season of *Here's Lucy* starts the first week in April.

Custom work done ■ International Recording Inc., Dallas, has named Tower Marketing, division of Tower Productions Inc., Peoria, Ill., as exclusive sales arm in 11 Middle West states. IRI does custom-sound tracks for radio-TV and related production services.

Immigrants in America ■ Story of America's immigrants, those who came to this land willingly and eagerly will be told in a 20-part documentary series of half-hour programs in a new Westing-



house Broadcasting Co. radio series *Gateway To Freedom*, late this month.

Berle is back ■ Veteran TV comedian Milton Berle will be host of a one-hour musical-comedy special, *The Milton Berle Show*, on Westinghouse Broadcasting Co. TV stations, week of Jan. 25. Guests on Screen Gems-produced show include pianist Roger Williams and comedienne Nancy Austin.

'Rifleman' lives on ■ Four Star Entertainment Corp. has placed the fifth, sixth and seventh runs of the half-hour western series, *The Rifleman*, into syndication and has completed sales to KTLA-TV Los Angeles, WFLD(TV) Chicago and KTVT(TV) Fort Worth. Four Star decided to make additional runs of the 168 black-and-white episodes available after WNEW-TV New York, which still held rights to the third and fourth runs, scheduled *Rifleman* from 4-4:30 p.m. and garnered satisfactory ratings.

Community accent ■ WPIX(TV) New York reports that three of its weekly, half-hour community affairs series are being syndicated to other stations at no cost to these outlets. Sixty-five stations are carrying *The Golden Years*, devoted to interests of senior citizens; 13 outlets are telecasting *Suburban Closeup*, focusing on issues affecting residents of suburbia, and 10 stations are presenting *The Jewish Dimension*, highlighting the

BMI gets its \$1.6 million

Broadcast Music Inc. had its \$1,607,000 payday last Monday (Jan. 11). That was the day CBS, complying with a court order (BROADCASTING, Jan. 11), turned over a check for that amount to BMI in return for a retroactive license covering the CBS-TV network's use of BMI music during calendar 1970. Under the court order CBS will continue to pay BMI at an annual rate of \$1,607,000—unless the figure is changed in accordance with procedures prescribed by the court—until the complicated rate litigation between them is resolved.

role of the Jewish community in various facets of life.

Racket special ■ Triangle Television will produce and distribute to 16 states on the East Coast the Philadelphia International Indoor Tennis Championships, Sunday Feb. 14, 1-3 p.m. EST. Bud Collins and Jack Kramer will provide commentary for the matches.

Right down the alley ■ Celebrities will be competing in a new TV series of 26 half-hours. The National Bowling Council's *Celebrity Bowl* is expected to open this month in 50 major markets with an additional 75 markets by the end of 1971. Production is by 7-10 Productions, Hollywood.

Happy trails ■ Compassion Inc., international child welfare organization, offers free 28-minute color public service special with Dale Evans as host to TV stations. It may be sponsored. Address: 7774 West Irving Park Road, Chicago 60634.

State promotion ■ KGLO-TV Mason City, Iowa is airing a 12-week series informing Iowa residents of their state's potentials and goals. Programs examine Iowa Development Commission and feature director Chad Wymer and his staff in interview format discussing topics such as tourism, agricultural and industrial development, and how commission is meeting responsibilities in these areas.

Singers signed for series ■ Screen Gems, Los Angeles, has signed two singers with intentions of building a variety series around them. Dick Jensen, Hawaiian-born nightclub performer, and Linda Ronstadt, country and rock singer, are set by the studio as hosts for programs possibly for the 1971-72 season.

CBS gets hockey games ■ For the fifth consecutive year CBS-TV has scheduled the National Hockey League *Game of the Week* series, which began Jan. 10 and will run through May 16, every Sunday beginning at 1:30 p.m., and will include the Stanley Cup playoffs. Dan Kelly calls play-by-play and Jim Gordon handles the color.

Promotion

Ford funds back R.A.D.A.R.S.

The Ford Motor Co. has donated \$2,500 to the National Media Anti-Crime Committee, based in Cleveland, to support the group's R.A.D.A.R.S. (Radio Announcements Describing Automobiles Recently Stolen) program nationally. The program was started last April 1 when John N. Jay, general manager, WABQ(AM) Cleveland, launched a campaign against public apathy toward crime and other major issues (BROADCASTING, April 13, 1970). At the time, eight Cleveland radio stations simultaneously broadcast descriptions of stolen autos. Mr. Jay last week credited the R.A.D.A.R.S. program for reducing auto thefts in the Cleveland area in 1970 by about 3,000.

Firm sparked by sports promos

Public Relations Network/International, Chicago firm with affiliated public-relations agencies throughout the U.S. and abroad, has formed a new division, Public Relations Sports Network, designed to capitalize on growing promotion of sporting events. The post-TV

trend of cigarette firms into sponsorship of auto racing, golf and tennis matches and similar events is viewed as one new significant aspect of the sports promotion market, according to Burt Zollo, firm president.

Promotion tips:

Have a heart ■ Broadcasters will support the 1971 Heart Fund campaign, conducted by the American Heart Association, New York, through the Heart Committee of the Broadcasting Industry. The committee's aims are to en-

courage industry support for the Heart Fund and assist the association in developing year-round educational programs for radio and TV use on health habits to reduce the risk of heart attacks and strokes. George T. Laboda, director of media, Colgate-Palmolive Co., and Donald H. McGannon, president, Westinghouse Broadcasting Co., will serve as chairmen of committee's network division and station division, respectively.

ETV promotes best seller ■ British Broadcasting Co.'s 13-week series *Civilisation*, narrated by Kenneth Clark over Public Broadcasting Service has become a national bestseller in its book form, according to the Xerox Corp. Xerox donated \$300,000 for the series which will be rebroadcast in the fall.

B&B volunteers ■ Benton & Bowles Inc., New York, has volunteered its services to the Muscular Dystrophy Associations of America. Agency will help in the development of association's 1971 promotion and advertising campaigns and the annual Jerry Lewis Labor Day telethon.

'Greatest sound on earth'

Theme for this year's national radio month—May 1-31—is "Radio . . . The Greatest Sound on Earth," the National Association of Broadcasters announced last week. The theme was chosen, according to Don C. Dailey, KGBX(AM) Springfield, Mo., chairman of NAB's public relations committee, because "it reflects the ever-widening range of radio's program fare—both AM and FM—and suggests the reason for radio's increasing popularity."

Company reports:

Metro-Goldwyn-Meyer, Culver City, Calif., reports its most successful quarter since 1968 with net income of over \$2 million for the first twelve weeks of fiscal 1971. James T. Aubrey Jr., president and chief executive officer of the film studio said the profitable operation of the company during the first quarter was the result of "substantial economies, the consolidation of operations and better performance of recent films." He predicted continued profits for the second quarter. MGM had reported losses of \$35.4 million for fiscal 1969 and a deficit of \$8.2 million in 1970.

For the three months ended Nov. 21, 1970:

	1971	1970
Earned per share	\$ 0.42	\$ 0.06
Revenues	36,685,000	38,842,000
Net income	2,508,000	328,000
Shares outstanding	5,886,492	5,843,381

Note: Included is an extraordinary item of \$318,000 or live cents per share, part of which is said by MGM to be profit realized from sale of Boreham Wood Studios in England.

Taft Broadcasting Co., Cincinnati-based group owner, reported improved earnings for the nine months ended Dec. 31, 1970, as compared to the same period in 1969, and declared a quarterly dividend of 15 cents per common share payable March 15 to stockholders of record Feb. 15. Taft said two plus factors influenced earnings increase: elimination of Federal income tax surcharge July 1, 1970, and reduction in broadcasting expenses reflecting nonrecurring loss on production of syndicated TV show (discontinued during fourth quarter of last fiscal year).

For the nine months ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.55	\$ 1.52
Consolidated net revenue	\$8,594,352	\$8,893,755
Consolidated net income	5,737,185	5,515,129

Kaufman and Broad Inc., Los Angeles-based home building firm with CATV interests through Nation Wide Cablevision, a wholly-owned subsidiary, reported an increase of over 41% in net income for fiscal 1970 over the previous year. Increases of over 51% were noted in revenues while earnings were up more than 38% for the same period.

For the year ended Nov. 30:

	1970	1969
Earned per share	\$ 1.11	\$ 0.80
Revenues	152,000,000	100,500,000
Net income	6,500,000	4,600,000
Shares outstanding	5,885,617	5,735,825

Note: Above figures unaudited for 1970.

Financial notes:

■ **Communications Satellite Corp.**, Washington, has declared quarterly dividend of 12½ cents per share on com-

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus, copies of which have been filed with the Department of Law of the State of New York. The Attorney General of the State of New York has not passed on or endorsed the merits of this offering.

New Issue

500,000 Shares

Walt Disney Productions

Common Stock

Price \$148 per Share

Copies of the Prospectus may be obtained in any State only from such of the several Underwriters, including the undersigned, as may lawfully offer the securities in such State.

Kidder, Peabody & Co.
Incorporated

Lehman Brothers
Incorporated

Blyth & Co., Inc.

The First Boston Corporation

Drexel Harriman Ripley
Incorporated

duPont Glore Forgan
Incorporated

Eastman Dillon, Union Securities & Co.

Goldman, Sachs & Co.

Hornblower & Weeks-Hemphill, Noyes

Lazard Frères & Co.

Loeb, Rhoades & Co.

Merrill Lynch, Pierce, Fenner & Smith
Incorporated

Paine, Webber, Jackson & Curtis
Incorporated

Salomon Brothers

Smith, Barney & Co.
Incorporated

Stone & Webster Securities Corporation

Wertheim & Co.

White, Weld & Co.

Dean Witter & Co.
Incorporated

Bache & Co.
Incorporated

Paribas Corporation

January 8, 1971.

mon stock, payable March 15 to shareholders of record Feb. 12.

■ Distribution of certificates for approximately 190,000 shares of Optical Systems Corp., Los Angeles, common stock to shareholders of its parent firm, Pioneer Systems Inc., Manchester, Conn., has been completed. Pioneer now controls 82% of its previously wholly owned, non-public subsidiary. Distribution of stock was the result of merger of GN Communications Corp., Los Angeles, with Optical Systems

(BROADCASTING, Aug. 3, 1970). Optical Systems went public at the time of the merger. Approximately 3,035,000 shares of common stock are outstanding. Optical Systems is traded over the counter while Pioneer Systems is listed on American Stock Exchange. Optical is owner of "DeJoux" method of variable speed, shutterless motion-picture projection. GN is engaged in development of broadband communications gear and channel-leasing services for CATV.

Cigarette ad loss still key to stocks—analysts

Broadcast and related stocks generally were in the doldrums during November and December 1970, but began a broad rally during the end of December and earlier this month. Calculations based on the BROADCASTING index for the period, Nov. 25, 1970, to Jan. 7, 1971, show each category exhibited a seemingly healthy rise. Gains occurred between the range of 16.8% for the

The Broadcasting stock index

A weekly summary of market activity in the shares of 109 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Jan. 14	Closing Jan. 7	% Change Month of Jan.	1970-71 High	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	26%	26%	+ 19.3	26%	19%	7,073	185,666
ASI Communications		O	2 1/4	2 1/2	+ 6.5	7	1 1/4	1,789	3,811
Capital Cities	CCB	N	33 1/2	31 1/2	+ 18.5	36 1/2	19 1/2	6,061	188,679
CBS	CBS	N	31 1/4	31 1/2	+ 10.0	49 1/2	23 1/4	26,512	838,575
Corinthian	CRB	N	29 1/4	30 1/2	+ 6.6	33 1/2	19 1/2	3,381	101,870
Cox	COX	N	20	20 1/2	+ 18.6	24 1/2	10 1/4	5,789	119,427
Gross Telecasting	GCG	A	13 1/2	12 1/2	+ 20.4	17 1/2	9 1/2	803	10,038
Metromedia	MET	N	19 1/2	20 1/2	+ 17.5	22 1/2	9 1/2	5,734	115,425
Mooney		O	4 7/8	5 1/2	+ 6.5	8 1/2	4 1/2	250	1,345
Pacific & Southern		O	15	12 1/2	+ 5.6	20 1/2	5 1/2	1,636	20,859
Rahall Communications		O	25 1/2	23 1/4	+ 52.4	25 1/2	5 1/2	1,040	24,180
Reeves Telecom	RBT	A	3 1/2	3	+ 9.0	15 1/2	2	2,288	6,864
Scripps-Howard		O	20	20 1/2	+ 14.0	25	14	2,589	52,427
Sonderling	SDB	A	24 1/2	25 1/2	+ 19.4	34 1/2	10 1/2	991	25,152
Starr	SBG	M	9 1/2	9	+ 9.1	18 1/2	7 1/2	461	4,149
Taft	TFB	N	28	24 1/2	+ 14.5	29 1/2	13 1/2	3,712	90,944
Total								70,108	1,789,411
Broadcasting with other major interests									
Avco	AV	N	15 1/4	13 1/2	+ 25.8	25 1/4	9	11,470	153,469
Bartell Media	BMC	A	5	5	+ 11.1	14	3 1/4	2,254	11,270
Boston Herald-Traveler		O	27	27 1/2	+ 37.5	44	24	574	15,785
Chris-Craft	CCN	N	9	8 1/2	+ 8.4	11 1/2	4 1/2	3,797	30,870
Combined Communications		O	10 1/2	10 1/2	+ 9.0	17	5 1/2	1,945	20,675
Cowles Communications	CWL	N	8 1/2	8 1/2	+ 13.7	10 1/2	3 1/4	3,969	32,744
Fuqua	FOA	N	15 1/2	14 1/4	+ 29.5	31 1/2	7	6,314	89,975
Gannett	GCI	N	35 1/4	33 1/2	+ 12.3	35 1/2	18 1/2	7,117	235,786
General Tire	GY	N	23 1/2	23	+ 26.0	23 1/2	12 1/2	18,434	423,982
Gray Communications		O	6 1/4	6	+ 20.0	7 1/2	3 1/4	475	2,850
ISC Industries *	ISC	A	6	6	—	7	4 1/2	1,628	9,768
Lamb Communications		O	2 1/2	2 1/2	+ 14.8	6	2	475	1,012
Lee Enterprises	LNT	A	20	19 1/2	+ 26.3	20 1/2	12	1,957	38,651
Liberty Corp.	LC	N	21 1/4	19	+ 24.5	21 1/2	13	6,744	128,136
LIN		O	7 1/2	7	+ 24.3	11 1/2	3 1/4	2,244	15,708
Meredith Corp.	MDP	N	24 1/2	21 1/2	+ 6.0	44 1/2	18	2,744	59,682
Outlet Co.	OTU	N	15 1/2	14 1/2	+ 33.0	17 1/2	10	1,342	19,633
Plough Inc.	PLO	N	81 1/4	80	+ 8.6	85	55	6,883	550,640
Post Corp.		O	11	10 1/2	+ 7.6	17 1/2	8	713	748,650
Ridder Publications		O	20	18 1/2	+ 14.6	22	9 1/4	6,217	115,015
Rollins	ROL	N	27 1/2	26 1/2	+ 0.5	40 1/2	19 1/2	8,044	215,177
Rust Craft	RUS	A	29 1/2	29 1/2	+ 3.0	32 1/2	18 1/2	1,159	34,191
Storer	SBK	N	20	20 1/2	+ 7.7	30 1/2	14	4,223	87,627
Time Inc.	TL	N	44	42 1/2	+ 14.7	44	25 1/2	7,257	310,237
Trans-National Comm.		O	1 1/2	1 1/2	+ 63.3	4 1/2	1 1/2	1,000	380
Turner Communications		O	2 1/2	2	+ 16.0	8 1/2	2 1/2	1,328	2,656
Wometco	WOM	N	19 1/2	18	+ 13.3	20 1/2	13 1/2	5,817	104,706
Total								116,124	3,459,275
CATV									
Ameco	ACO	A	7	7 1/2	+ 38.7	16	4	1,200	9,156
American Electronic Labs.	AEL	O	4 1/2	3 1/2	—	6 1/2	2 1/2	1,620	5,670
American TV & Comm.		O	20 1/2	19 1/2	+ 21.5	24	10	2,042	40,330
Burnup & Sims		O	23 1/2	24 1/2	+ 24 **	32 1/2	14	967	23,816
Cablecom-General	CCG	A	13 1/2	14 1/2	+ 7.3	23 1/2	7 1/2	1,605	23,481
Cable Information Systems		O	2 1/2	2 1/2	—	5	3 1/2	955	2,388
Citizens Financial Corp.	CPN	A	14 1/4	12 1/2	+ 2.0	17 1/2	9 1/2	994	12,674
Columbia Cable		O	10 1/2	10 1/2	+ 16.6	15 1/2	6 1/2	900	9,450
Communications Properties		O	7 1/2	7 1/2	+ 14.8	10 1/2	6	1,800	13,050
Cox Cable Communications		O	21 1/4	21 1/2	+ 20.7	25	12	3,550	75,012
Cypress Communications		O	7	7	+ 16.6	17 1/2	6	1,679	11,753
Entron	ENT	A	3 1/4	3 1/2	+ 8.6	8 1/2	2 1/2	1,320	4,132
General Instrument Corp.	GRL	N	17 1/2	17 1/2	+ 17.6	30 1/2	11 1/2	6,250	99,250
Sterling Communications		O	4 1/4	3 1/2	+ 9.8	7 1/2	3	1,100	3,850
Tele-Communications		O	15	13 1/2	+ 17.3	16 1/2	8 1/2	2,704	36,504
Teleprompter	TP	A	77 1/2	78 1/2	+ 11.1	133 1/2	46	1,161	90,999
Television Communications		O	8 1/2	8	+ 20.6	19 1/2	3 1/2	2,850	22,800
Viacom	VIA	N	15 1/2	16 1/2	—	19 1/2	15 1/2	—	—
Vikoa	VIK	A	9	9	+ 28.5	27 1/2	6 1/2	2,316	20,844
Total								35,033	505,159

CATV category and 8.6% for manufacturing. Within these limits, the broadcasting category rose 14.8%, programming increased 14.2%, broadcasting with other major interests indicated a gain of 14.1% and the service category moved up 12.6%. The average percentage change for all categories was a gain of 10.8%, while Standard & Poor's Industrial Average moved ahead only 6.9%.

According to Wall Street analysts, the upward swing is considered a general year-end gain and part of the general

interest generated by "these depressed groups." Thus the analysts do not interpret the rally as a true improvement, but only as meaning the climate of the stock market as a whole was improving.

Wall Street analysts feel broadcast stocks still must contend this month, and for the next five months, with the loss of cigarette advertising. Analysts predicted a rough first quarter, with this roughness not expected to smooth out significantly until the third period. Until that time, one analyst said, the market

will just be marking time.

Stocks are expected to continue moving up during this month, but should flatten out a little as the month progresses. But broadcast stocks are not predicted to truly rebound until the third quarter when they regain a lot of what they lost with the halt of cigarette advertising. As one analyst commented, "What we've seen the past few months is the bottom of the barrel. The industry will, I think, live through this cigarette thing."

	Stock symbol	Ex- change	Closing Jan. 14	Closing Jan. 7	% Change Month of Jan.	1970-71 High	Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Programming									
Columbia Pictures	CPS	N	13%	12%	+ 33.8	31½	8%	6,150	76,137
Disney	DIS	N	157½	151½	+ 6.3	158	89%	6,045	914,306
Filmways	FWY	A	8	7½	+ 5.2	18½	5%	1,842	13,815
Four Star International		O	1%	1%	- 21.1	4	1%	666	919
Gulf & Western	GW	N	21%	21%	+ 40.2	21%	9½	14,964	319,930
Kinney National	KNS	N	30%	30%	+ 12.4	36	20%	10,469	320,665
MCA	MCA	N	24%	24%	+ 28.3	26	11%	8,165	199,063
MGM	MGM	N	20%	17%	+ 14.8	29½	12%	5,883	102,247
Music Makers		O	2%	2%	+ 16.9	9	2%	589	1,549
National General	NGC	N	21	18½	+ 22.6	20½	9	4,910	89,608
Tele-Tape Productions		O	1%	1%	- 13.3	6%	1½	2,183	3,558
Transamerica	TA	N	17%	16%	+ 35.0	26%	11%	63,630	1,042,259
20th Century Fox	TF	N	10%	9%	+ 27.5	20½	6	8,562	79,199
Walter Reade Organization		O	3%	3%	+ 62.5	8%	2	2,414	7,846
Wrather Corp.	WCO	A	7%	7%	+ 3.3	10%	4½	2,200	16,786
Total								138,672	3,187,887
Service									
John Blair	BJ	N	16%	17%	+ 27.7	23½	10%	2,583	44,557
Comsat	CO	N	49%	51	+ 7.3	57½	25	10,000	510,000
Creative Management	CMA	A	11%	12%	+ 25.0	14%	10	1,102	13,775
Doyle Dane Bernbach		O	21%	21%	- 2.3	24½	13%	1,919	40,779
Elkins Institute		O	10%	8%	- 7.9	10%	9	1,664	14,560
Footle Cone & Belding	FCB	N	9	7%	-	12½	7%	2,175	17,139
Gray Advertising		O	10	10%	+ 20.2	13½	5%	1,207	12,529
LaRoche, McCaffrey & McCall		O	10½	10%	+ 22.8	17	8½	585	6,289
Marketing Resources & Applications		O	3	2%	- 4.0	7	1	504	1,452
MovieLab	MOV	A	2%	2%	-	7½	2	1,407	3,349
MPO Videotronics	MPO	A	5%	6%	+ 4.2	9%	4%	558	3,421
Nielsen		O	39%	40%	+ 8.7	42½	26	5,299	214,610
Ogilvy & Mather		O	24%	24%	+ 7.0	24%	14½	1,096	26,994
PKL Co.	PKL	A	5	4%	+ 35.7	12%	2½	743	3,158
J. Walter Thompson	JWT	N	34½	35%	+ 27.2	36	21½	2,746	97,840
Wells, Rich, Greene	WRG	A	16%	16%	+ 36.7	16%	5	1,578	25,643
Total								35,166	1,036,095
Manufacturing									
Admiral	ADL	N	9%	8%	+ 15.5	14%	6½	5,158	43,224
Ampex	APX	N	17%	18%	+ 15.8	48½	12½	10,874	198,451
CCA Electronics		O	3	2½	- 5.0	5	1½	2,096	5,240
Collins Radio	CRI	N	15%	14½	+ 11.5	37%	9	2,968	43,036
Computer Equipment	CEC	A	4%	4½	+ 12.5	12%	3½	2,406	10,827
Conrac	CAX	N	16%	16	+ 24.2	32%	11	1,262	20,192
General Electric	GE	N	94½	93%	+ 7.4	94½	60%	90,884	8,532,190
Harris-Intertype	HI	N	58	54%	+ 12.8	75	36%	6,308	345,363
Magnavox	MAG	N	39%	37%	+ 7.0	39%	22%	16,674	631,611
3M	MMM	N	96%	97%	+ 80	114%	71	56,058	5,451,641
Motorola	MOT	N	56%	53½	+ 9.1	56%	31	13,334	713,369
RCA	RCA	N	29	26%	+ 14.9	34%	18%	68,403	1,838,673
Reeves Industries	RSC	A	3%	3½	+ 21.5	5%	2½	3,458	12,103
Telemation		O	9%	9½	- 11.7	24	8½	14,040	133,380
Westinghouse	WX	N	66	66½	+ 2.7	69%	53%	39,928	2,640,439
Zenith	ZE	N	40	38%	+ 9.1	40	22%	19,020	739,498
Total								352,871	21,359,237
Grand Total								747,974	31,842,223
Standard & Poor Industrial Average			101.32	101.01	+6.9%				

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of Jan. 7.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce, Fenner & Smith Inc., Washington.
** 3-for-2 stock split.
* New entry.

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Broadcast advertising

Robert E. Newsham Jr., manager, Detroit office. Television Advertising Representatives, New York, elected VP.

Robert E. Galen, director, research, Blair Radio, New York, named VP.



Mr. Murray



Mr. Galen

Thomas J. Murray, former senior VP, Warwick & Legler, named senior VP, marketing and operations, Jacqueline Brandwynne Associates, New York.

George E. Pious, Midwestern director of sales, CBS-TV Stations National Sales, Chicago, appointed to newly created position of director of client and sales development, in rep's New York office.

Rich Livingston, executive administrator, Dave Herman Associates, appointed manager, sales promotion and development, WMAL-AM-FM-TV Washington.

Steve van Ophuizen, account executive, ABC Radio, Detroit, appointed sales manager there, succeeding Gary Seslar, who becomes Eastern sales manager of networks' New York office.

Robert A. Bowerman, advertising manager, *The Washington Post*, joins Kal & Merrick Advertising, Washington, as VP and account supervisor.

Michael DiStephano, media buyer, Tatham-Laird & Kudner; and **George L. Ortiz**, media planner, Masius Ltd.; join Warwick & Legler, New York, as media buyers.

Alan B. Barrows, account executive, KTVT-TV Fort Worth, appointed national/regional sales manager, WSFA-TV Montgomery, Ala.

Zack B. Manning, and **Roger F. Stockton**, both with WSJS-AM-TV Winston-Salem, N.C., appointed regional sales manager and local sales manager, respectively.

Thomas J. Monaghan, sales representative, WKOK-AM-FM Sunbury, Pa., appointed local sales manager.

George E. Johnson, general manager,

WKYT-TV Lexington, Ky., joins WDRB-TV Louisville, Ky., as general sales manager.

Walt Reinecke, formerly media director, Henderson Advertising, Greenville, S.C., joins Vitt Media International, New York, as a senior associate.

Lou Nielsen, account executive, WOC-AM-FM-TV Davenport, Iowa, appointed local AM-FM sales manager.

Robert A. Fishman, with WPHL-TV Philadelphia, appointed sales manager.

Weldon Donaldson, account executive, KFMB-TV San Diego, appointed local sales manager.

Warren A. Anderson, sales representative, WREX-TV Rockford, Ill., appointed local sales manager.

Darrell Anderson, formerly sales manager of ABC's KGO-TV San Francisco, joins ABC Television Spot Sales, New York, as regional sales manager.

Edward L. Zachary Jr., national sales manager, wow-TV Omaha, appointed general sales manager.

Earle H. Rast Jr., general sales manager, KCST-TV San Diego, joins KMIR-TV Palm Springs, Calif., in same capacity.

Thurman W. Worthington Jr., media and production director, Chesapeake Advertising, joins WTAR-AM-FM Norfolk, Va., as manager, FM sales.

Media

Curtis C. Messinger, assistant controller and assistant secretary, Time Inc., named VP and general manager, Time-Life Broadcast, New York.



Mr. Moe

Tony Moe, manager, WKOW-AM-TV Madison, Wis., named president, Horizons Communications Corp. of Wisconsin, with responsibility for WKOW-TV Madison, WAOW-TV Wausau and WXOW-TV La Crosse.

Roger Jeffers, with WHOP(AM) Hopkinsville, Ky., elected president, Community Broadcasters Association, New York. Mr. Jeffers succeeds **John R. Henzel**, with WHDL(AM) Olean, N.Y., who becomes vice chairman and treasurer. **F. E. Lackey** and **Ronal Bonebrake** named board chairman and VP-secretary, respectively.

Jeffrey P. Kuklin and **Leo Silber**, both

program attorneys, ABC Television Network, New York, appointed associate directors-TV contracts.

Robert A. Mortensen, general sales manager, WWSW(AM) Pittsburgh, appointed general manager.

William T. Allott, Dallas management consultant specializing in data communications, named president, newly formed CPI Telecommunications, Houston, subsidiary of Communications Properties.

Robert A. Manning, general manager, WKOK-AM-FM, Sunbury, Pa., named executive VP.

William J. Lamb, treasurer, Educational Broadcasting Corp., New York, elected senior VP and director of corporate affairs.

John R. Boissy, senior sales account executive, WPIK(AM) Alexandria and WXXA-FM Woodbridge, both Virginia, appointed general manager of both stations.

William R. Rice, formerly general sales manager, WLS-FM Chicago, named VP and general manager, WDXB(AM) Chattanooga.



Gene Harris, operations coordinator, WSBK-TV Boston, appointed director, cablecasting, Eastern division, Storer Cable TV, Sarasota, Fla.

Don Hanley and Charles King, both with WOC-AM-FM

Mr. Harris Davenport, Iowa, appointed station manager and program director, respectively.

Bill Ritchie, formerly general sales manager, WCPO-TV Cincinnati, appointed general manager of stations, acquired Scripps-Howard station KTEW-TV Tulsa, Okla.

George M. Corwin, station manager, WIOU(AM)-WKMO(FM) Kokomo, Ind., appointed general manager. He succeeds **John Carl Jeffrey**, who resigns.

Lynn H. Koch, manager, KCFW-TV Kalispell, Mont., appointed general manager, KMVT-TV Twin Falls, Idaho.

Ted Leakas, sales manager, WDAO(FM) Dayton, Ohio, appointed station manager.

Irvin C. Burkey, assistant manager and sales manager, KCSR(AM) Chadron, Neb., appointed manager.

David Parker West, producer, WJRZ(AM) Newark, N.J., appointed general manager, noncommercial WFDU-FM Teaneck, N.J. He succeeds **Vic Wheatman**, who continues as consultant.

John Phillips, local sales manager, KGLO-AM-TV Mason City, Iowa, appointed general manager, WTAD-AM-FM and KHQA-TV both Quincy, Ill. **Earl Schoborg**, national radio sales manager, Lee Broadcast division, Lee Enterprises, succeeds Mr. Phillips at KGLO. All are Lee Enterprises stations.

Programing

Sid Weiner, administrative assistant to VP, syndication, Screen Gems, New York, appointed director of syndicated sales administration. **Joe Abruscato**, traffic manager for syndicated sales at Screen Gems, appointed associate director of syndicated sales administration.

Robert B. Sour, former president, Broadcast Music Inc., New York, named consultant on membership relations, American Guild of Authors and Composers, New York. Mr. Sour is continuing with BMI in consulting capacity.



Mr. Jaeger

TV sales of parent Four Star International Inc., Los Angeles.

Joseph R. Weber, producer-director, WKYC-TV Cleveland, appointed production manager. Mr. Weber succeeds **James Lyle**, who resigns to form Lyle Creative Services there.

Edwin Cooperstein, director, sales development, Canyon Films, Phoenix, appointed general manager.

Tom Mann, program director, WAVI(AM) Dayton, Ohio, appointed operations director.

Lester B. Keats, TV director, WJAR-AM-TV Providence, R.I., appointed production manager.

Wayman J. Johnson, with WEAL(AM) Greensboro, N.C., appointed program director.

Irwin Rochman, director of business affairs, Learning Corp. of America, New York, educational films subsidiary of Columbia Pictures Industries, named VP, business and legal affairs.

Robert Foshko, executive producer-cultural programing, KCET-TV Los Angeles, resigns to form American Inventory Associates there for production of entertainment projects.

Andrew P. Jaeger, president and general sales manager, Allied Artists Corp., named VP, Allied Artists Pictures Corp., parent company.

Harris Kattelman, president, Four Star Entertainment Corp., elected VP-

Jimmy Kilgo, air personality, WAYS(AM) Charlotte, N.C., appointed program director.

News

Ronald E. Bain, account executive, CBS Television Stations National Sales, Chicago, appointed director of sports, CBS Television Network, New York.

Joe Dill, chief of Associated Press Baltimore bureau, appointed chief of AP's Nashville office, succeeding **Frederick W. Moen**, who becomes head of AP's Kansas City, Mo., bureau. Succeeding Mr. Dill in Baltimore is **George Zucker**, chief of AP's Honolulu bureau; **Richard Daw**, AP correspondent at Raleigh, N.C., succeeds Mr. Zucker in Honolulu and **Melvin E. Lang**, AP Miami correspondent, appointed correspondent at Raleigh, succeeding Mr. Daw.

Fred Partido, with WBBM(AM) Chicago, appointed managing editor. **Al Swanson** and **Mary Laney** join WBBM as news writers. Mr. Swanson was with WJBC(AM) Bloomington, Ill. Miss Laney was newscaster, Cor-Plex International, Chicago hotel cable TV firm.

Pat Dewing, producer, news and public affairs, WDIO-TV Duluth, Minn., joins WCCO-TV Minneapolis as news editor.

Jerry Wallace, reporter, WKCT(AM) Bowling Green, Ky., joins WBKO-TV there as sports director.

Michael T. Craig, producer, public-affairs division, Maine Educational Broadcasting Network, appointed legislative correspondent.

Promotion

Edward P. Weber, assistant promotion manager, WJW-TV Cleveland, joins WSPD-TV Toledo, Ohio, as promotion manager. Both are Storer Broadcasting stations.

Allied fields

John D. Pellegrin, staff attorney, FCC, joins communications law firm of Fisher, Wayland, Duvall, Southmayd & Cooper, Washington.

Equipment & engineering

Arthur William Smith, program manager and advance planner, strategic systems, General Electric, joins American Electronic Laboratories, Lansdale, Pa., as product line manager-special projects, special communications and mechanical systems. **Daniel F. Yaw**, manager, antennas and microwaves, North American Rockwell, Columbus, Ohio, joins American Electronic Labo-

ratories, as department head, antennas and microwaves.

Eugene O. Edwards, general manager, Gates Radio, Quincy, Ill., division of Harris-Intertype Corp., named VP, sales.

Leo L. Darrigo, international sales manager, Visual Electronics, New York, appointed marketing manager.

Malcolm Burleson, VP, engineering and facilities, Metromedia Inc., resigns to establish Burleson Associates Inc., Washington consulting firm specializing in engineering, facility planning and operational services.

International

Stuart C. Brandy, VP, sales, Shoreacres Broadcasting Co. Ltd., appointed assistant general manager of Shoreacres' CKEY(AM) Toronto. Mr. Brandy continues as director of Shoreacres, Stephens & Towndrow Co. Ltd., Dominion Broadcast Programming Services, and vice-chairman of Radio Sales Bureau.

Barry Gardner, company secretary, Screen Gems Proprietary Ltd., Sydney, Australia, appointed business manager.

Deaths

Frank W. Townshend, 68, retired senior VP, Campbell-Ewald, New York, died in Fort Lauderdale, Fla., Jan. 7, after a short illness. He is survived by his wife, Theodora, and four daughters.



Mr. Kauffmann During Mr. Kauffmann's presidency The Evening Star purchased WMAL(AM) Washington from M. A. Leese Optical Co. in 1938 and later expanded to establish WMAL-FM and WMAL-TV. He is survived by his wife, Miriam, two daughters, Mrs. George E. Lambphere and Mrs. Rockwell Hollands; two sons, Samuel H. Kauffmann III and John H. Kauffmann, president of The Evening Star Newspaper Co.

Earl E. Anderson, 84, one-time VP and chairman of finance committee of Blue Network, which later became ABC, and long-time financial adviser to late Edward J. Noble, former owner of ABC, died at his home in Upper Montclair, N.J. on Jan. 7. He was also associated with Mr. Noble at Beech-Nut Life Savers Inc., where he was chairman of executive committee. He survived by his wife, Nona, and one daughter.

Malcomb R. Gurbarg, 43, VP, Ketchum, MacLeod & Grove, New York, died Jan. 3. Mr. Gurbarg joined KM&G

Samuel H. Kauffmann, 72, retired president and board chairman, The Evening Star Newspaper Co., Washington, died Jan. 12, at George Washington University hospital there after a long illness.

in 1964. He is survived by his mother and sister.

Albert L. Warner, 67, retired special editor, *U.S. News & World Report* and former radio news broadcaster, died Jan. 11 at George Washington University hospital, Washington, of rheumatoid arthritis. Mr. Warner became first Washington correspondent for CBS in 1938 and was instrumental in establishing Radio Correspondents Association. He is survived by his wife, Harriet, and two sons.

Jeremy Ryan, 29, writer/producer, WCB(AM) New York, died Jan. 6 at Columbia Presbyterian medical center there of cancer. He is survived by his wife, Soja, and two children.

Richard Kollmar, 59, radio actor/personality and husband of late Dorothy Kilgallen, died in his New York home Jan. 11, of apparent heart attack. He is survived by his second wife, Anne Fogarty, and three children.

Robert G. Henry, 44, manager, broadcast standards, KNBC(TV) Los Angeles, died Jan. 9 of apparent heart attack in Sunland, Calif. He had been with NBC for 22 years, starting as page in Hollywood. He is survived by his parents, brother and sister.

Leonard Anderson, 60, manager, integrated services, NBC, Chicago, died at his home Jan. 9 following heart attack. He joined NBC in 1933. He is survived by his wife, Irene, and two daughters.

ForTheRecord

As compiled by BROADCASTING, Jan. 6 through Jan. 12, 1971, 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. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Actions on motions

■ Chief, Broadcast Bureau, on request of Impart Systems Inc. extended through Feb. 1, time to file comments and through Feb. 15, time to file reply comments in matter of amendment of TV table of assignments, substituting ch. 26 for ch. 59 at New Haven, Conn. (Doc. 19047). Action Jan. 7.

■ Chief, Broadcast Bureau, granted request of Music City Video Corp. and extended through Jan. 11, time to file comments and through Jan. 22, time to file reply comments in amendment of TV table of assignments (Clarksville, Tenn.) (Doc. 19045). Action Dec. 30, 1970.

■ Hearing Examiner Chester F. Naumowicz Jr. in Los Angeles (Community Television of Southern California, et al.), TV proceeding, scheduled hearing for June 21 (Docs. 19099-101). Action Jan. 5.

Other action

■ Review board in Jacksonville, Fla., TV proceeding, granted motion filed Dec. 31, 1970, by Florida-Georgia Television Inc., The New Horizons Telecasting Co., Florida Gateway Television Co. and Community First Corp., requesting extension of time, through Jan. 18, to file reply to responsive pleadings to joint petition for approval of settlement agreement filed July 21, 1970 (Docs. 10834, 17582-4). Action Jan. 5.

Existing TV stations

Final actions

■ KROC-TV Rochester, Minn.—Broadcast Bureau granted CP to install precise frequency control

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Summary of broadcasting

Compiled by FCC, Dec. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,304	2	13	4,319	63	4,382 ¹
Commercial FM	2,145	0	39	2,184	124	2,308
Commercial TV-VHF	498	2	12	512 ²	14	526
Commercial TV-UHF	155	0	29	184 ³	108	292
Total commercial TV	653	2	41	696	122	818
Educational FM	419	0	15	434	42	476
Educational TV-VHF	76	0	9	85	4	89
Educational TV-UHF	102	0	9	111	12	123
Total educational TV	178	0	18	196	16	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on non-reserved channels.

equipment and change aur. ERP to 46.8 kw. Action Dec. 30, 1970.

■ **WJHL-TV** Johnson City, Tenn.—Broadcast Bureau granted CP to change ERP to vis. 224 kw; aur. 26.9 kw and ant. height to 2,320 ft. Action Jan. 5.

■ **WRIC-TV** Ponce, P.R.—Broadcast Bureau granted license covering aux. ant. Action Jan. 5.

■ **WKAQ-TV** San Juan, P.R.—FCC granted application by Telemundo Inc. to make changes in facilities of WKAQ-TV, Action Jan. 6.

Actions on motions

■ Chief, Office of Opinions and Review, in San Diego (Gross Broadcasting Co. [KJOG-TV]), TV proceeding, granted request by applicant and extended to Jan. 6, time to file reply to opposition of Broadcast Bureau to application for review filed Nov. 30, 1970 (Doc. 18377). Action Dec. 31, 1970.

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co. et al.), TV proceeding, on request of Channel 3 Inc., scheduled further prehearing conference for Jan. 7;

dismissed petition by Civic Communications Inc. for leave to amend application to indicate change in location of public file containing Civic's application and fact that Civic has published notice of this move (Docs. 18845-9). Action Jan. 5.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Inc. [WFAN-TV] et al.), TV proceeding, on request of all parties, continued hearing to Jan. 8 (Docs. 18559, 18561-3). Action Jan. 5.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV] et al.), TV proceeding, granted petition by Community Broadcasting of Boston for leave to amend application to provide current and corrected information of business interests of principal (Docs. 18759-61). Action Jan. 5.

Other action

■ Review board in Boston TV proceeding, granted motion by RKO General Inc., for extension of time to Feb. 1, to file responsive pleadings to petition to enlarge issues filed by Community Broadcasting of Boston Inc., in proceeding involving RKO General's application for renewal of license of WNAC-TV Boston, and applications for CP for same ch. by Community and The Dudley Station Corp. (Docs. 18759-61). Action Jan. 7.

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 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **KFSA-TV** Fort Smith, Ark. (American Television Inc.) Contract dated Nov. 5, 1970, replaces one dated May 10, 1968; effective Nov. 1, 1970, to Nov. 1, 1972. Programs delivered to Tulsa, Okla. AT&T testboard. Network rate, \$398; compensation paid at 30% prime time.

■ **WSJV-TV** Elkhart, Ind. (Truth Publishing Co.) Amendment dated Aug. 7, 1970, reduces network rate to \$444 effective Jan. 1, 1971.

■ **KMSP-TV** Minneapolis (United Television Inc.) Amendment dated Aug. 7, 1970, reduces network rate to \$1,309 effective Jan. 1, 1971.

■ **KOMU-TV** Columbia, Mo. (Curators of University of Missouri) Contract dated Nov. 4, 1970, replaces one dated May 20, 1968; effective Oct. 1, 1970, to Oct. 1, 1972. Programs delivered to Kansas City, Mo., AT&T testboard. Network rate, \$445; compensation paid at 30% prime time.

■ **KTVM-TV** Butte, Mont. (KMSO-TV Inc.) Contract dated Nov. 10, 1970; effective May 12, 1970, to May 12, 1972. Programs delivered to Salt Lake City AT&T testboard. Network rate, \$218; compensation paid at 30% prime time.

■ **KRGV-TV** Weslaco, Tex. (Mobile Video Tapes Inc.) Contract dated Nov. 2, 1970, replaces one dated Oct. 31, 1969; effective Oct. 1, 1970, to Oct. 1, 1972. Programs delivered to Corpus Christi, Tex., AT&T testboard. Network rate, \$468; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ **WXIX-TV** Cincinnati (U.S. Communications Corp. of Ohio Inc.) Contract dated Dec. 17, 1970, replaces one dated Aug. 28, 1969; effective Dec. 25, 1970, to Aug. 31, 1971. Network rate, \$350; compensation paid at 30% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ **KTXL-TV** Sacramento, Calif. (Camellia City Telecasters Inc.) Contract dated Sept. 3, 1970, replaces one dated Aug. 27, 1969; effective Sept. 6, 1970, to Aug. 31, 1971. Programs delivered to station. Network rate, \$90; effective March 7, 1971, \$120; compensation paid at 30% prime time.

New AM stations

Final action

■ **Jasper, Ga.**—Pickens Broadcasting Co. FCC granted 1580 khz, 1 kw-D. P.O. address: Box 6, Blue Ridge, Ga. 30513. Estimated construction cost \$7,090; first-year operating cost \$27,000; revenue \$33,000. Principal: Robert P. Schwab, sole owner. Mr. Schwab owns WLSB Copperhill, Tenn., and applicant for CP for new FM at Blueridge, Ga. Action Jan. 6.

Actions on motions

■ Chief, Office of Opinions and Review, in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), AM proceeding, granted petition by applicant and extended through Feb. 3 time to seek reconsideration of order designating application for hearing (Doc. 19126). Action Jan. 3.

■ Hearing Examiner Isadore A. Honig in McConellsburg, Pa. (Town Radio Inc.), AM proceeding, granted motion by Town Radio Inc. for leave to amend application (Doc. 19040). Action Jan. 4.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co. et al.), AM proceeding, on motion by Tinker Area Broadcasting Co., rescheduled hearing for Feb. 8; granted M. W. Cooper permission to file interlocutory appeal with review board from so much of hearing examiner's memorandum opinion and order released Dec. 23, 1970, as granted petition by Tinker filed Nov. 18, 1970, for leave to amend application (Docs. 13341-2, 13344). Action Jan. 6.

■ Hearing Examiner Jay A. Kyle in Owensboro and Hawesville, both Kentucky (Edward G. Atsinger III et al.), AM proceeding, granted request of Edward G. Atsinger III and L & L Broadcasting Co. for waiver of provisions of rules and accepted affidavit of publication as proof of their compliance with publications requirements (Docs. 19068-70). Action Dec. 31, 1970.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Sencland Broadcasting Systems Inc. and Seaboard Broadcasting Corp.), AM proceeding, dismissed motion by Sencland for extension of procedural dates (Docs. 18813-4). Action Jan. 5.

■ Hearing Examiner Ernest Nash in Centerville, Va. (Centerville Broadcasting Co.), AM proceeding, scheduled hearing conference for Jan. 14 (Doc. 18888). Action Jan. 6.

■ Hearing Examiner Chester F. Naumowicz in Flora, Ill. (The Virginia Broadcasting Corp.), AM proceeding, on request of The Virginia Broadcasting Corp., continued certain procedural dates and continued hearing to Feb. 25 (Doc. 19025). Action Jan. 4.

■ Hearing Examiner Chester F. Naumowicz, Jr. in Chattanooga (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, granted petition by Rock City for leave to amend application in order to meet designated or prospective issues (Docs. 18901-2). Action Dec. 31, 1970.

Other actions

■ Review board granted motion filed Jan. 5, by Star Stations of Indiana Inc., Central States Broadcasting Inc. and Star Broadcasting Inc. for extension of time to and including Jan. 18, to file responsive pleadings to petition to enlarge issues filed Dec. 24, 1970, by Indianapolis Broadcasting Inc., and to their motion to enlarge issues filed on Dec. 28, 1970. (Docs. 19122-19125). Action Jan. 7.

■ Review board in Albany, N.Y., granted motion filed Dec. 29, 1970, by WPOW Inc., requesting extension of time to Jan. 15, to file responsive pleadings to petition by Functional Broadcasting Inc. to enlarge issues (Docs. 18210-12). Action Dec. 30, 1970.

Existing AM stations

Final actions

■ **WCMR** Elkhart, Ind.—Broadcast Bureau granted CP to change MEOV's N pattern. Action



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Enjoy real fingertip convenience with these Spotmaster tape cartridge racks. Three styles, holding up to 200 cartridges, meet every need. RM-100 wood rack stores 100 cartridges in minimum space, for wall or table top mounting, \$47.50. LS-100 lazy susan rack holds 100 cartridges on table top rotating stand, \$79.50. RS-200 revolving rack is on casters for floor storage and mobility, accepts 200 cartridges, \$145.50. RS-25 rack sections, used in rotating racks, hold 25 cartridges, may be wall mounted individually; rugged steel construction, \$13.00.

Order direct or write for details.

BROADCAST ELECTRONICS, INC.

A Filmways Company

8810 Brookville Rd., Silver Spring, Md. 20910

Dec. 23, 1970.

■ **KLIK** Jefferson City, Mo.—Broadcast Bureau granted CP to move aux. trans. to 2 miles south from city limits on Highway 13, Carson City, Mo.; granted CP to remove resistor from D non-directional ant. system. Action Dec. 30, 1970.

■ **WMDD** Fajardo, P.R.—Broadcast Bureau granted CP to install new trans. for aux. use. Action Dec. 30, 1970.

Actions on motions

■ **Chief, Office of Opinions and Review**, in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana et al.), AM and FM proceeding, granted request of Indianapolis Broadcasting Inc. and extended to Jan. 18 time to file oppositions to petition for reconsideration and other appropriate relief filed by Star Stations of Indiana Inc., Central Broadcasting Inc. and Star Broadcasting Inc. (Docs. 19122-5). Action Jan. 6.

■ **Hearing Examiner Isadore A. Honig** in Pine Bluff, Ark. (James J. B. Scanlon [KCAT] and Lovelle Morris "Jack" Beasley), AM proceeding, set procedural dates and postponed hearing to March 16, granted request of James J. B. Scanlon insofar as introduction of evidence under standard comparative issue with respect to proposed N coverage is concerned and denied with respect to adduction of evidence on D coverage (Docs. 19093-4). Action Dec. 30, 1970.

■ **Hearing Examiner Forest L. McClenning** in Smyrna, Ga. (Laurence N. Polk Jr. [transferor] and Times Journal Inc. and M. W. Kinney Jr. [Transferees], transfer of control of Jonquil Broadcasting Co., licensee of WYNX, granted motion by Times Journal Inc. and M. W. Kinney Jr. and extended to Jan. 30, time to file reply findings (Doc. 18784). Action Jan. 6.

■ **Hearing Examiner Ernest Nash** in Puyallup, Wash. (Kaye Broadcasters Inc.), renewal of license of KAYE, dismissed written KAYE motion for recess, dated Dec. 13, 1970, and denied oral motion by KAYE for leave to file appeal to commission from examiner's ruling that hearing continue without extended recess (Doc. 18929). Action Dec. 31.

Other actions

■ **Review board** denied petition filed Dec. 28, 1970, by Belk Broadcasting Co. of Florida Inc. requesting extension of time to Jan. 15, to seek amendment or enlargement of issues on application for renewal of license of WPDQ Jacksonville, Fla. (Doc. 19126). Action Dec. 30, 1970.

■ **Review board** in Jacksonville, N.C., AM proceeding, granted motion by Secland Broadcasting Systems Inc. for extension of time to Jan. 11 to file responsive pleadings to petition to enlarge issues filed by Seaboard Broadcasting Corp. in proceeding involving Seaboard's application for renewal of license for WLAS Jacksonville and Secland's CP application for same facilities (Docs. 18549, 18813-14). Action Jan. 7.

Fine

■ **WDXB** Chattanooga—FCC ordered WDXB Broadcasting Co., licensee to forfeit \$1,000 for willfully engaging in fraudulent billing practices in violation of rules. Action Jan. 6.

New FM stations

Applications

■ ***Guilford**, Conn.—Town of Guilford. Seeks 90.5 mhz, 1 kw. Ant. height above average terrain 300 ft. P.O. address Town Hall, Guilford 06437. Estimated construction cost \$29,068; first-year operating cost \$6,000; revenue none. Principals: Mildred B. Phillips, town clerk, et al. Ann. Dec. 31, 1970.

■ ***Jacksonville**, Fla.—Englewood High School. Seeks 88.3 mhz, 10 w. Ant. height above average terrain 55 ft. P.O. address 4412 Barnes Road, Jacksonville 32207. Estimated construction cost \$660; first-year operating cost \$750; revenue none. Principals: Greg Disnmore, general manager, et al. Ann. Dec. 15, 1970.

■ **Hartford**, Ky.—Hayward F. Spinks. Seeks 106.3 mhz, 3 kw. Ant. height above average terrain 281 ft. P.O. address Wards Lae Box 160, Hartford 42347. Estimated construction cost \$24,637; first-year operating cost \$5,200; revenue \$12,000. Principals: Hayward F. Spinks, owner. Mr. Spinks owns WLSL(AM) Hartford. Ann. Dec. 23, 1970.

Final action

■ ***Auburn**, Ala. Board of Trustees, Auburn University—Broadcast Bureau granted 91.1 mhz, 10 w. Ant. height above average terrain 138 ft. P.O. address College Street, Auburn 36830. Estimated construction cost \$10,749; first-year operating cost \$20,090; revenue none. Principals: John Loppiccolo, instructor, speech department, et al. Action Dec. 28, 1970.

Actions on motions

■ **Chief, Office of Opinions and Review**, in North Syracuse and Syracuse, both New York (WSOQ

Inc. and Eastern Associates), FM proceeding, granted request by Progressive People Inc. and extended to December 31, 1970, time to file responses to petition for reconsideration filed by Progressive People Inc. (Doc. 18667). Action Dec. 24, 1970.

■ **Hearing Examiner Frederick W. Denniston** in Corpus Christi, Tex. (The Big Chief and Community Service Radio Inc.), FM proceeding, on petition of Broadcast Bureau, extended through Jan. 12, time to file responsive pleadings to petition for leave to amend, filed Dec. 21, 1970, by The Big Chief (Docs. 19089-90). Action Jan. 5.

■ **Hearing Examiner David I. Kraushaar** in Omaha (Charles F. Heider and Pier Saar of Nebraska Inc.), FM proceeding, on request of Charles Heider, rescheduled further prehearing conference for Jan. 26 (Docs. 19020-1). Action Jan. 6.

■ **Hearing Examiner Jay A. Kyle** in Pittston, Pa. (P.A.L. Broadcasters Inc.), FM proceeding, on motion of applicant, ordered time for filing proposed findings of fact and conclusions of law to be Jan. 30 and time for filing replies to be Feb. 3 (Doc. 17885). Action Dec. 31, 1970.

■ **Hearing Examiner Forest L. McClenning** in Rantoul, Ill. (Rantoul Broadcasting Co. and Regional Radio Service), FM proceeding, on request of all parties, continued rehearing conference to Jan. 18 (Docs. 19111-2). Action Jan. 5.

■ **Hearing Examiner Ernest Nash** in Valdosta, Ga. (Christian Radio Fellowship Inc.), FM proceeding, on request of Broadcast Bureau, rescheduled hearing for Jan. 26 (Doc. 18963). Action Jan. 6.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Corona, San Bernardino and Upland, all California (Major Market Stations Inc. et al.), FM proceeding, granted petition by KIPPCO and accepted proof of local notice (Docs. 19062-6). Action Jan. 5.

Other action

■ **Review board** in Gahanna, Ohio, FM proceeding, granted appeal of Christian Voice of Central Ohio, applicant for CP for new FM in Gahanna, from adverse ruling of hearing examiner in proceeding involving mutually exclusive application of Delaware-Gahanna FM Radio Broadcasting Station Inc. (Docs. 18308, 18793). Action Jan. 7.

Rulemaking actions

■ **FCC** proposed suggested changes in FM ch. assignments in Alabama communities of Fayette, Hartselle, Talladega, Jasper, Arab and Demopolis in further notice of proposed rule making (Doc. 18476). Action Jan. 6.

■ **Skowhegan**, Me. and Plymouth, N.H.—FCC proposed assignment of ch. 286 to Skowhegan as substitute for ch. 296A and assignment of ch. 248 at Plymouth with substitution of chs. at Dover, N.H., in notice of proposed rulemaking. Action Jan. 6.

Existing FM stations

Final action

■ **Broadcast Bureau** granted requests for SCA on 67 khz to following: KUDE-FM Oceanside, Calif.; *WBST(FM) Muncie, Ind.; WCTS-FM Minneapolis, Minn.; *KVTT(FM) Dallas. Actions Dec. 29, 1970.

■ **KRNT-FM** Des Moines, Iowa—Broadcast Bureau permitted remote control. Action Dec. 23, 1970.

■ **WFMW-FM** Madisonville, Ky.—Broadcast Bureau granted CP to install new type ant.; ant. height 295 ft.; ERP 27 kw. Action Jan. 5.

■ **WGUC(FM)** Cincinnati—Broadcast Bureau granted CP to operate by remote control from proposed studio location; Clifton Ave., Cincinnati; install new type trans.; ERP 20 kw. Action Jan. 5.

Rulemaking petitions

■ **KNLV(FM)** Ord, Neb.—Seeks amendment of rules to allocate FM ch. 280 (103.9 mhz) to Ord. Ann. Jan. 11.

■ **WEKO(FM)** Cabo Roja, P.R.—Seeks amendment of FM table of assignments to assign ch. 252A to Cabo Roja. Ann. Jan. 11.

Renewal of licenses, all stations

■ **WKKD** Aurora, Ill.—FCC granted Salter Broadcasting Corp.'s application for renewal of license of WKKD; renewed license for remainder of full three-year term. Licensee was also notified by commission that it has incurred apparent liability for forfeiture of \$2,000 for unauthorized presunrise operation. Action Jan. 6.

■ **WIZZ** Streator, Ill.—Broadcast Bureau granted renewal of license. Action Dec. 29, 1970.

■ **Broadcast Bureau** granted renewal of licenses for following and co-pending aux.: WZ1P-AM-FM Cincinnati. Action Dec. 31, 1970.

■ **Broadcast Bureau** granted renewal of licenses for following and co-pending aux.: KCCT(AM) Corpus Christi, Tex.; WBBK(AM) Blakely, Ga.; WBKV-AM-FM West Bend, Wisc.; WCEE-TV Freeport, Ill.; WCMJ(AM) Ashland, Ky.; WCOR-AM-FM Lebanon, Tenn.; WDHF(FM) Chicago; WDWD(AM) Dawson, Ga.; WEAU-AM-FM Evanston, Ill.; WEEF-FM Highland Park, and WGNU-FM Granite City, both Ill.; WGRA(AM) Cairo, Ga.; WHBN(AM) Harrodsburg, Ky.; WMOX(AM) Meridian, Miss.; WNIO(AM) Niles, Ohio; WRMI-FM Morris, Ill.; WRUS-AM-FM Russellville, Ky.; WSUW(FM) Whitewater, Wisc.; WTAQ(AM) La Grange, Ill.; WWEL(FM) Chicago, and WXTG(FM) Grand Rapids, Mich. Actions Dec. 30, 1970.

Modification of CP's,

all stations

■ **WCG-22** Birmingham, Ala.—Cable Television Bureau granted mod. of CP to extend completion date of relay station to March 28. Action Jan. 4.

■ **K11JU** Quincy, Calif.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to July 5. Action Jan. 5.

■ **KZST(FM)** Santa Rosa, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to one-half mile southeast from end of Panorama Drive, Santa Rosa; change studio location to 1059 College Ave., Santa Rosa; change remote control point to 1184 Yulupa Ave.; change ant.; make changes in ant. system. Action Dec. 31, 1970.

■ **WXRT(FM)** Chicago—Broadcast Bureau granted mod. of CP to change trans. and ant.; conditions. Action Dec. 23, 1970.

■ ***WLCC(FM)** Lincoln, Ill.—Broadcast Bureau granted mod. of CP to change trans. and ant.; change ERP to 4.6 kw, ant. height to 140 ft. Action Dec. 29, 1970.

■ **KZE-22** Sea Isle City and Avalon, both New Jersey—Cable Television Bureau granted mod. of CP to extend completion date of relay station to March 28. Action Jan. 5.

■ **KTAC-FM** Tacoma, Wash.—Broadcast Bureau granted mod. of CP to change ant.; ant. height to 117.5 ft. Action Jan. 5.

Other action

■ **FCC** granted petition by National Association of Broadcasters for extension of time for filing comments in rulemaking proceeding in Doc. 18110 (one-to-a-market proceeding). Action Jan. 6.

Translator actions

■ **K09HG** Girwood and Mile 100 area-Seward Hwy., both Alaska—Broadcast Bureau granted CP to change trans. of VHF translator. Action Dec. 29, 1970.

■ **K09CW** Healy, Usibelli and Suntranna, all Alaska—Broadcast Bureau granted CP to change trans. of VHF translator and make changes in ant. system. Action Dec. 29, 1970.

■ **K74BW** Williams, Ariz.—Broadcast Bureau granted CP to change principal community of UHF translator to Williams-Grand Canyon and Ask Fork, both Arizona, and to make changes in ant. system and to specify name as Bill Williams T.V. Association Inc. Action Jan. 4.

■ **K06CV** June Lake and Fern Creek, both California—Broadcast Bureau granted CP to include Rainbow Mt., Calif., in principal community of VHF translator; change trans. and make changes in ant. system. Action Dec. 29, 1970.

■ **K09BE** Belltower, Mont.—Broadcast Bureau granted CP to change primary TV of VHF translator to KXGN-TV Glendive, Mont., change principal community to Ekalaka, Mont., change trans. location to approximately 1/4 mile north of Ekalaka; change trans. and make changes in ant. system. Action Dec. 28, 1970.

■ **Lemmon**, S.D., Lemmon TV Association Inc.—Broadcast Bureau granted CP for new VHF translator to serve Lemmon on ch. 4 by rebroadcasting KHSB-TV Lead, S.D. Action Jan. 4.

■ **K69AA** Rural San Pete county, Aurora and rural Juab county, all Utah—Broadcast Bureau granted CP to delete rural San Pete county from principal community and make changes in ant. system of UHF translator. Action Dec. 31, 1970.

■ **K12ER** Anderson Air Force Base, Guam—Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action Dec. 29, 1970.

Ownership changes

Application

■ **WRKH(AM)** Rockwood, Tenn.—Seeks assignment of license from Dick Holloway Enterprises to WRKH Broadcasting Co. for \$140,000. Seller: (Continued on page 72)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

National broadcast rep seeking V.P. manager for major market office. Must be experienced, successful, self-assured and motivated. This is not an ordinary offer for an individual satisfied with an ordinary future. Send resume and references to Box A-112, BROADCASTING.

Selling manager. Major metro day timer programming progressive rock. Must be self generating, imaginative, hustling and ambitious. Write all, including expected income, references. Box A-141, BROADCASTING.

Long established upper midwest unlimited grossing 150 thousand. Owner will retire from management retaining percent of gross or flat sum. Balance goes to right manager. Excellent future for ambitious man. Box A-162, BROADCASTING.

Vice-President (Sales) to develop Michigan stereo station for growing company. Show us six-figure billing, administrative ability. Stock incentive and investment. MegaMedia, 148 Pierce, Birmingham, Mich. 48011 (313) 642-1570.

We seek a sales manager who is a strong salesman and whose career goals are to manage a radio station. Our young group owns stations in Boca Raton, Florida; Charleroi, Pa., and Erie, Pa. Should you be our man, you will be sales manager at WWGO, full time country AM, and WCCK, 50 Kw FM live pop music, Erie Pa. Our company offers many benefits, and we wish to grow in radio. If you are interested in this position, in what is becoming a fast growing radio advertising market. Send resume to . . . Ex. V.P., P. O. Box 584, Charleroi, Pennsylvania 15022.

Sales

Sales manager for large market station. We are looking for the best sales or potential sales person in broadcasting, and will make it possible for him to become the highest paid sales manager in radio. Age no factor. Must have good education, solid fundamental sales background, proven record of radio sales and of successfully training radio salesmen. Must document all claims. Station is one of best known in industry. Group owned. Member NAB, RAB. Held in high esteem by FCC. Noted for integrity and employee relations. Box M-124, BROADCASTING.

Salesman-announcer, creative AM and FM radio stations. Guaranteed salary plus commission. Ninety percent of time will be devoted to sales. Located in South Carolina. Send complete information in confidence. Box M-133, BROADCASTING.

Experienced, aggressive salesman-announcer with growth potential. We're growing small market. Untapped territory; work morning air shift. Just 25 miles from a metropolitan market. Box A-64, BROADCASTING.

Immediate opening for professional salesman in major northeast market. Right man can become sales manager within six months. If you know radio and you can sell, your worries about your future are over. Must have proven track record. Box A-99, BROADCASTING.

Moonlighter NYC: Wanted young time salesman who wants to do some creative program selling. Write Box A-107, BROADCASTING.

Southern Ohio AM with new FM-Stereo needs experienced salesman. Hard work—good potential for right man. Box A-155, BROADCASTING.

Top 50 market eastern MOR needs hard-hitting account executive who has future management ambition with growing organization. Send full details to Robert H. Badger, Vice President-General Manager, WABY, Albany, New York 12205.

WKCI, a fully sales oriented FM station is looking for an aggressive account executive with a proven track record, who wants to make money. If you are the right man, we'll start you with a weekly guarantee, backed up by a commission and fringe-benefit plan, second to none. The man we select for this opportunity will have a protected account list that will be both challenging and profitable. If you are the man we are looking for, please reply with a resume that includes past experience, references and salary requirements to: WKCI-Stereo, 2827 Old Dixwell Avenue, Hamden, Ct. 06518. (All replies held in strict confidence.)

Sales continued

Florida coastal station offers tremendous opportunity for advancement, delightful living to person with proven sales record to take over as sales manager. Salary, commission with draw, and override. Send needed guarantee, complete resume of jobs since school listing sales by years to Hudson C. Millar, Jr., WOVV, Fort Pierce, Florida, an Airmidia station, equal opportunity employer.

Salesman for medium market—All American city—no beginners—we want a pro—great living—good account list—top money—no competition. Send full resume in first letter. P.O. Box 565, Columbia, S.C. 29202.

We seek a sales manager who is a strong salesman and whose career goals are to manage a radio station. Our young group owns stations in Boca Raton, Florida; Charleroi, Pa., and Erie, Pa. Should you be our man, you will be sales manager at WWGO, full time country AM, and WCCK, 50 Kw FM live pop music, Erie, Pa. Our company offers many benefits, and we wish to grow in radio. If you are interested in this position, in what is becoming a fast growing radio advertising market, send resume to Ex. V.P., P.O. Box 584, Charleroi, Pennsylvania 15022.

\$10,000 and Hawaii too. Wanted—experienced radio salesman. If you qualify, you must make \$25,000 a year-plus. Send full resume to: Bill de Tourmilion, Gen. Mgr., Grayson Enterprises, P.O. Box 1559, Lubbock, Texas.

Announcers

Wanted: An experienced announcer-salesman . . . 50,000 watt country music station . . . Piedmont, North Carolina . . . Salary and commission . . . Box L-156, BROADCASTING.

Dee Jay. First ticked. Must be married, dependable. References checked. Good money. Give us a couple of years. We'll guarantee placing you in better job if qualified. Letter and tape now. Personal interview later. Box L-251, BROADCASTING.

Announcer-salesman, first phone, no maintenance, \$125 plus account list to augment wage to \$600.00 a year plus month. Commission on extra sales. Good working conditions, fringe benefits, participation health ins., two weeks vacation after completing one year. Wyoming full-timer, with excellent equipment. Send tape, full resume and references. Box A-7, BROADCASTING.

Exceptional opportunity for experienced night-time d.j. For contemporary top 40 station, number one in market. Send resume, tape and photo to Box A-32, BROADCASTING.

5 KW in northern Virginia needs an experienced morning man with first ticket, no maintenance. Your chance to move ahead, call 703-368-3108, ask for manager or program director. No collect calls, or write Box A-86, BROADCASTING.

If you are a professional experienced soul or R&B jock that wants a gig with a contemporary rocker, send a tape and complete resume to Box A-131, BROADCASTING.

Great Lakes area station now accepting applications. MOR format emphasizes comment on feature news, music, sports, local interests. Respondents judged on voice, ad-lib, commercials and personal stability. Paid health and life insurance, provision for retirement earnings, liberal vacations and other benefits. Tape, photo, resume will be returned promptly. Box A-148, BROADCASTING.

Successful (top 10) rock station will add a jock. It's your job if you have dedication, energy and a lot of talent. All applications will be answered. Box A-161, BROADCASTING.

Announcers with pleasant, personable voice needed for beautiful music station in major Ohio city. Mail tape of commercials and headlines with resume to Box A-164, BROADCASTING.

Soul, title format, 1st and car necessary. Write DKDO, 1728 Sherman, Denver 80203.

Alaska's largest city. Anchorage's adult music station needs mature, professional radio announcer. 5-day week. Excellent working conditions. \$850 to start. Send resume, and tape to: Ken Flynn, KHAR-AM & FM Radio, Pouch 7-016, Anchorage, Alaska 99501.

Announcers continued

We need a strong, bright personality who does everything well, understands modern MOR and can entertain our audience. Resume and air check to P.D., WDSM, Duluth, Minnesota.

Findlay, Ohio. WFJN needs DJ-newsman-production man. City of 40,000—station with excellent reputation. We want a man who will really involve himself with our area and our station. Station swings and is exciting. If you think you're our man, write me today. No collect calls. Clyde Johnson, G.M. WFJN, Findlay, Ohio 422-4545.

One of Washington, D.C.'s leading quality music stations has an opening for an experienced announcer with mature voice. Special emphasis on commercial production. Absolutely no top forty. \$9,000 per year to start. Five day, forty hour week. Three weeks paid vacation. Modern studios with latest equipment. Send tape and resume to WGAY-Stereo/WQMR, 8121 Georgia Ave., Silver Spring, Maryland 20910.

Experienced contemporary announcer with first phone for growing member of national broadcast group. Good benefits program. Send tape and resume to Bob Todd, WGEE, Indianapolis, Indiana 46203.

Florida coastal leading MOR wants announcer, music director, capable of selecting station's music, more on bright easy side than beat side, not sleepy side. Board shift afternoons and nights. Opportunity for advancement. Delightful living by ocean. Send tape, resume, salary requirements to Hudson Millar, WIRA, Ft. Pierce, Fla. an Airmidia station; equal opportunity employer.

Florida coastal soul station in 69th largest Negro populated market wants bright and friendly experienced morning man 6-10 A.M. and 1-3 P.M., Monday thru Saturday. Opportunity for advancement. 20% commission on sales optional. Send tape, resume and starting salary to Hudson Millar, WOVV, Fort Pierce, Florida. Equal opportunity employer, an Airmidia station.

Wanted: Experienced personality for modern C&W AM drive slot. Send tape, resume, and references to Charlie Lindsey, WQSN, Box 891, Charleston, S.C. 29402.

Southwest Virginia station needs two experienced announcers. Send complete resume to WRIC, Box 838, Richlands, Virginia. Telephone 703-964-4066.

'71 can be your year for better wages and working conditions. Leading AM-FM MOR needs bright mature sounding 1st phone morning man. Sports knowledge and play-by-play definite asset. Professional staff, well equipped. Excellent churches. Pay is good, you should be. Send air check, resume, salary requirements with first letter to: Jerry Peterson, General Mgr., WLPO AM-FM, Box 215, La Salle, Illinois 61301, or call 815-223-3100.

Nome, Alaska, 10 KW . . . have three announcers, need three more announcers to join in educational radio venture. Men with ideals. Must be single due to living accommodations. Audience 95% English speaking Eskimos in 50 remote villages. All new Collins equipment. Non salaried positions. All living expenses and travel paid. Minimum of one year service. Station open first of February. Must have voice, delivery, personality and a great interest in helping others. All varieties of music format with educational fill. Station sponsored by Catholic Bishop of Northern Alaska. Must have excellent work and character references. Send "on air" tape, resume and photo. Contact Father Jim Poole, S.J., Box 101, Nome, Alaska.

Technical

Need a knowledgeable chief engineer. First class, who understands transmitters, and studio equipment. Must be responsible. Opportunity for administration. On-the-air ability might mean extra money. Respond to Box A-3, BROADCASTING.

Maintenance conscious engineer is badly needed by this Carolina nondirectional AM station with FM and background music. Automation is part of the equipment and cable origination is in the very near future. Solid state knowledge is a must! The city is only 20,000, but the market is quite competitive. If you're interested, please contact me immediately. Box A-5, BROADCASTING.

Technical continued

Chicago stereo station has opportunity for experienced chief engineer. Reply in confidence. Box A-37, BROADCASTING.

KDOT AM & FM stereo, Post Office Box 1827, Scottsdale, Arizona 85251. Now taking applications for qualified broadcast engineer. Send resume, photo and salary requirements.

Southwest Michigan AM-FM seeks responsible first technician. WHTC, Holland, Michigan.

Wanted. Denver, Colorado. Chief Engineer. Thoroughly knowledgeable 5 kw DA-2. Telephone Joe Finan (303) 222-4811. Equal opportunity employer.

If you have the qualifications, we'll pay the money. Directional, remote control. Full studio/xmtr maintenance. 812-425-2221.

News

Experienced news director capable of creative full local coverage in midwest college community of 25,000. Some play-by-play sports work possible but not essential to hiring. Write Box A-83, BROADCASTING.

Experienced newsmen for single station market in northwest Ohio town of 25,000. Please send complete information including tape and recent picture to Box A-128, BROADCASTING.

Midwest medium market TV-radio operation is in immediate need of night news editor—talent. Experience with 16mm camera and editing is desirable. Will deliver major TV newscast six nights per week. Send resume, references and VTR to Box A-136, BROADCASTING.

Southern Indiana news leader has opening for full time qualified newsmen. Monday-Friday, good money appealing? Call WJPS, 812-425-2221.

Wanted, man with qualifications to be anchorman on news show, also moderator on talk shows. Salary open—send tape to Jerry O'Keefe, Operations Manager, Box 2926, Fargo, North Dakota 58102, or phone me, 701-282-0444. If you want more information . . .

Programing, Production, Others

Director-producer-writer. Department store television, radio commercials. Full responsibility, heavy schedule. Work with advertising, merchandising executives. Ideal candidate's profile: creative; relevant experience; good administrator; supervisor; sound business judgment; cool, effective under pressure. Aggressive retailer, fine medium sized city. Company-paid medical insurance, pension plan, other benefits. Include salary history in detailed confidential resume. Box A-118, BROADCASTING.

Program director with proven track record needed. We are #1 contemporary for 12 years . . . can you improve on 40s and 50s? Check us out: WJPS, 812-425-2221.

Personality/staff for MOR NBC affiliate—must have experience. Salary. Talent and TV possibility. Send photo, tape and resume to Allen Strike, WTRC, Elkhart, Ind.

Situations Wanted Management

Available after January 15, 1971 . . . experienced general manager, sales oriented, award winning programmer prefer southwest or far west. Box A-54, BROADCASTING.

Dedicated, aggressive, successful manager & salesman with proven record. But you want more, right? I also announce, produce commercials, write copy, play-by-play, sweep the floors, etc. Desire stock options. Box A-88, BROADCASTING.

Manager of profit making FM wants a challenge. Talent and personalities included. Do you want a winner? Box A-114, BROADCASTING.

Successful manager AM/FM in markets from 20,000 to 500,000 . . . presently general manager, 5 figure income . . . desire manager or sales manager slot in Utah . . . Colorado . . . New Mexico . . . Oregon . . . run tight ship with pleasant atmosphere Box A-140, BROADCASTING.

General manager—must see resume to appreciate. Box A-159, BROADCASTING.

General manager. Young aggressive hard worker. Proven track record. Industry's best references. Box A-163, BROADCASTING.

General manager. Major markets only. Radio/TV. Young hard worker with proven track record and industry's best references. Desire stock options. Box A-176, BROADCASTING.

Sales

Salesman with three years experience, married, excellent sales record. I would like management within a year. Warm climate preferred. Box A-50, BROADCASTING.

14 years experience, seeking sales management and/or sports tie-in. RAB trained. Box A-119, BROADCASTING.

Connecticut radio broadcasting account executive seeking new and better assignment. Seven years in current post. Top business getter. Please write: P.O. Box 37, New Britain, Conn. 06050.

Announcers

Black jock, first phone pro. Box M-139, BROADCASTING. 206—EA 3-9136.

Pro with major market leader looking for major market announcing position with management possibilities. MOR. Tape, resume on request. Box M-167, BROADCASTING.

Announcer — dj — MOR top 40 — 3rd endorsed — heavy music background. College graduate. Resident-trained by NYC pros. Box A-1, BROADCASTING.

Announcer and sales 10 years. Business and sales background, 3rd phone, broadcast school, age 35, married. I'll give you strong sales for opportunity broadcasting (Conn. only). Box A-6, BROADCASTING.

Employed now at a top Indiana station, 12:00 mid. to 5:30 a.m., want different hours. Over 5 years experience, versatile, not a floater or prima donna. Call G.L., 317-966-2945 or Box A-9, BROADCASTING.

DJ-announcer — 3rd endorsed — broadcast grad./beginner/owns car/still looking for first break in radio/relocate. Box A-14, BROADCASTING.

Mature anncr — dj with 14 years exp. Now available to Balt.-Wash. area. Call 301-776-4016 or Box A-30, BROADCASTING.

Small market rock PD 2 years looking. Prefer West. University journalism degree. 25. Single. 3rd. Box A-35, BROADCASTING.

Modern country pro!! Sales, copy, production, music director, personable D.J., organizer of formats, programming methods and supervision. Top references. Married 37. Seeking medium market teamwork. Must settle and have small home! Box A-38, BROADCASTING.

Female D.J., tight board, good news, commercials, ready now. Box A-44, BROADCASTING.

Morning or afternoon drive . . . currently morning drive on top midwest station . . . 12 year veteran . . . for tape & resume . . . write Box A-53, BROADCASTING.

Experienced, rock preferred. Employed by 50 thousand watt FM station, 3rd, draft exempt. Will relocate. 617-447-6960. Box A-70, BROADCASTING.

1st phone D.J. and news, experienced, college degree. Rock or MOR, play-by-play, service complete. Box A-78, BROADCASTING.

New sound! Female broadcast school grad. with third phone seeks position as D.J. Prefers top-40. Also interested in copywriting and production. Can run own board. Northeastern U.S. Reply Box A-94, BROADCASTING.

Bright top 40 jock with first ticket. Writes excellent commercial copy. Produces polished spots. Box A-103, BROADCASTING.

I'm the program director your medium market rock station needs. Box A-104, BROADCASTING.

Midwest and southwest. Finest professional background. Seventeen years experience. Production, strong on news. Veteran. College. Third ticket. References. Box A-109, BROADCASTING.

Chicagoland morning man, lightheavy, available for your team. Let's put it together with today's sound and humor. Box A-113, BROADCASTING.

Disc jockey, two years experience, small market board shift strictly, production. Ind., Ill., Ohio, Mich. area. Box A-116, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box A-117, BROADCASTING.

Announcer-DJ-sportscaster, former pro-ball player—1 year station experience and 6 months professional broadcast training—solid performer. Box A-120, BROADCASTING.

Good all-round airman, mature, steady, all phases production, seeks full/part time AM/FM slot in N.Y.-Tri-state area. To meet is to hire. Box A-121, BROADCASTING.

Announcers continued

10 year pro. Past experience Gulf-South, Florida, now employed mid-west. 26, family and first ticket. Only the best offers considered. Box A-126, BROADCASTING.

Professional announcer with over five years in most phases of radio and some television . . . both in top 10. Open for ideas. Prefer Pittsburgh. Box A-127, BROADCASTING.

First phone announcer with five years experience available immediately for a position in the Ohio radio market. No engineering experience as yet, tight board, good sound, and am ready for you when you're ready for me. Need work yesterday!! Box A-134, BROADCASTING.

Metro markets: Available February 1st. My afternoon-drive rock show strong number one rated in million-plus market. First phone, college degree in broadcasting, 30. Fully experienced professional. References. Want permanent position with future. Will consider any slot with right station. Box A-150, BROADCASTING.

Pennsylvania: 1st phone, experi., combo, voice heavy, military vet, 24, news production. AM/FM MOR rock TV: news or booth announcer. Box A-157, BROADCASTING.

First phone, experienced, MOR man, high ratings, 27, married, stable, all considered. Box A-165, BROADCASTING.

Five station survey leader wants job in small-medium market, U.S. or Canada. Draft-free, MOR, rock experiences and references. First phone, music director, news award. Box A-174, BROADCASTING.

Third phone looking for C&W station, 2 years experience, 24. Box A-177, BROADCASTING.

Black P.D. available now. First phone ticket. Production ace, super jock. 7 years experience, can get numbers. Box A-178, BROADCASTING.

Professionally trained announcer, with third class license and endorsement, seeks sports or news position, will relocate, 350 Turk St. Apt. 205, S.F., Calif. 94102.

First phone experienced d.j.—music director. Reliable, dedicated and hard worker. Desire medium market top 40 station position. Available immediately. Contact: Henry Kastell, P.O. Box 369, Fort Collins, Colorado 80521 Phone: 303-493-1070.

1st phone 10 years experience, smooth professional and bright delivery. Desire position with modern MOR or C&W, 25 and will consider all states; exp. in programming and musical directing. Bill Melton, 3615 So. Ocean Blvd., Delray Beach, Fla. (305) 278-6786. Easy to work with.

Beginner 1st looking for young sound. Has own collection 50's to 70's over 10,000. Charles Mosier, 2534 N. Drake, Chicago, Ill. 60647.

1st phone, radio: operations, program, music and traffic managers; announcer, DJ, production, newsmen, chief engineer. Television: producer, director, writer, announcer, newsmen-photographer, cameraman, video-maintenance engineer. Large medium or major market only. Bennett, (302) 678-0229.

First phone. Country jock. Experienced. Available now. Gene Springer, Williston, North Dakota.

Versatile, two year non-commercial experience most on-air phases, radio and TV—tight rock, MOR, news, sports, features, interviews. Write any copy. Third endorsed. Responsible veteran. Locate anywhere. Tape, resume. Don Pike, Box 222, Glendale, Calif.

First phone: Broadcast school graduate, 27, seeks permanent position. Del Wipf, 605-352-2381.

Florida—available immediately! Experienced Small-medium market. 717-645-2964.

I.B.A. graduate, third endorsed, tight board, mature voice, wants DJ job in western Penna. or Pittsburgh area. Contact Don Drew, 223 Jones Drive, Bridgeville, Pa. 15017.

Ambitious top 40 jock. Third endorsed, tight board, and lots of enthusiasm. Also great on production and news. Broadcasting school graduate. Prefer West. Tape, picture, and resume: P.O. Box 4261, Whittier, California 90607.

Seeking announcing job anywhere in U.S. Broadcast school graduate of Career Academy, Milwaukee, Wisconsin and the School of Broadcasting Training, Artesia, New Mexico. Three months of actual broadcast experience at the School of Broadcast Training. Versatile. Dependable. Prefers MOR, but will do any type of format. Just received first class license at Elkins Institute. If interested, call or write Mr. Lynn Troxel III, 380 Melmore Street, Tiffin, Ohio 44883. Phone (419) 447-4866.

Situations Wanted

Announcers continued

Pro, P.D., production, ticket. J. Tyrrell, 4115 Douglas, Apt. C, Dallas, Texas. 214-526-3992.

Desire is the word, and I am loaded with it, 3rd phone—experience—professionally trained—will relocate. Veteran—married. James Pyatt, 1923 Riverside Dr., Apt. 101, Dayton, Ohio 45405.

Available now! Aggressive, mature announcer with 1st phone and 7 years experience, pleasant voice, some news; also transmitter maintenance AM and FM, seeking employment with a great organization. Will relocate if the salary and location is right. Bryan D. Simmers, R.D. #1, St. Thomas, Pennsylvania 17252.

Announcer, first ticket—five years experience—just left one of leading stations. Available immediately. Larry Hellms—call person-person, 703-343-2476.

Dependable 1st phone announcer, 30, family man, 9 years experience all phases radio. Wanting permanence at country formatted station. Call Dave Perkins, 817-754-6343.

Need a good play-by-play sportscaster, but can't afford one? Need a personable musician and can afford that? Bingo! Two for one. Bob Morrison, 191 Albert #5, Las Vegas, Nev.

1st phone, experienced. Draft exempt. Willing to relocate. Up tempo/rock. Lee Vincent, 714-284-0821.

Experienced major market DJ newsman comboman with four years experience and 3rd ticket, searching for modern country operation or top forty. Write or phone L. E. Duncan, 11059 Bernice Ave., St. Ann, Missouri 63074. 314-739-3572.

Looking for honest professionalism? Mature talent, good taste, enthusiasm, efficiency, stability, excellent broadcasting knowledge built on 16 years experience? I'm a family man seeking permanent opportunity. Will consider all announcing and programming possibilities. Dave Harold, 4137 E. Davies, Littleton, Colorado 80122.

Due to format change, experienced country DJ. desires to relocate. Presently working in major market. Good job, but country is my thing. Fast paced show, tight board. First phone—no maintenance. Married. Available March first. Write: Lee Riley, 1231 Maple, St. Louis, Mo. 63138.

Technical

Microwave and/or transmitter installation and maintenance. Grew up in an electronics-oriented family. Presently employed. Box A-145, BROADCASTING.

Chief for your AM-FM station. 17 years experience. North Central states only. Box A-34, BROADCASTING.

Chief engineer with years of commercial and U.S. Government-VOA stations engineering experience, available for construction, installation of new station or chief engineer position in Texas—southwest. Box A-149, BROADCASTING.

First phone. Production and some FM experience. Available now. Box A-160, BROADCASTING. 714-984-0716.

Chief engineer/announcer, six years experience desires a position in north or northwestern states. 1180 Pleasant St., Noblesville, Ind.

Resourceful and competent engineer, with installation experience. Good announcing voice. 5 years experience. Want 1 or 2 small market stations to maintain. 812-482-2671, after 5 P.M. East coast preferred.

Small AM stations . . . faulty installation or maintenance? . . . Engineer, 1st, single, sober, sixty-three . . . available for solution of your problem . . . W. V. Rockefeller, Wood River, Nebr.

18 years radio-TV maintenance, seeking position with future. C. L. Sweet, Rt. 1, Box 171, Colonial Heights, Va. 703-526-8401.

Responsible chief engineer/announcer available now. Reply to 606 West 31st St., Richmond, Va. 23225.

News

Broadcast journalist . . . experienced (7 years) and proficient in all facets of news. Self-starter, community-oriented pro consistently ahead of competition in major market. All a news department could want—plus first phone. Box A-110, BROADCASTING.

College grad with major market radio seeks position on-air (news or announcer). Needs experience . . . has potential. Box A-145, BROADCASTING.

Experienced, 3 years commercial radio. College grad. College and high school play-by-play. Talk show host. Married. Draft exempt. Looking for position in solid news operation. Box A-153, BROADCASTING.

News continued

Florida—aggressive midwest news director desires change. University TV & R degree. Dependable, family. Box A-173, BROADCASTING.

Professional meteorologist available immediately for television-radio. Some experience. Contact 219-659-5130.

Don't settle for adequacy! Experienced newsman seeks challenging position with medium or major market station. Can also handle talk show. Call Eugene Steinberg, 803-556-0885.

Experienced, young aggressive newsman looking for a challenging news career. Phone (904) 353-4930.

Newsman with 3½ years experience desires position in deep south area. Excellent voice and delivery. Call 515-228-2205 or write John Philip, 600 C Street, Charles City, Iowa 50616.

Programing, Production, Others

Good voice, production. One year experience, broadcast school. Looking for good opportunity at community-oriented station. Box A-20, BROADCASTING.

Small market rock PD 2 years looking. Prefer West. University journalism degree. 25. Single. 3rd. Box A-36, BROADCASTING.

PD-medium market contemporary—degree—seven years experience—married—first phone. Box A-56, BROADCASTING.

Modern country program/music director. 8 years top references. Married. Box A-132, BROADCASTING.

Talk show host/newsman/jock. Mature. Ratings. Want permanent move. Box A-139, BROADCASTING.

Wanted, station in 30,000 plus market. Needing a working program director. Heavy on demo. tapes, comedy spots, personality programing. I'm only interested in a PD position. Box A-167, BROADCASTING.

Black DJ, 4 years in top 15 market, would like to program a medium market. 1st phone. Will DJ also. Let's talk. Box A-172, BROADCASTING.

A good radio job is hard to find. That's why I'm still looking. Last four jobs in major markets. Programed two stations in two million plus market. A seasoned pro, happily married, 28, stable, vet, first phone, currently employed, the best of references. Make 1971 your year. Let a proven producer program your station. All replies answered promptly. Contemporary only, please. Doug Gaetz, 5919 Dashwood #38, Houston, Texas 77036.

Don Di Pirro, 4833 Cornelia, Chicago. Degree, veteran, 3E.

Television Help Wanted

Sales

Southern New England major VHF seeks experienced salesman. Excellent opportunity for creative and aggressive person. Must be able to handle all size accounts and agencies. Replies confidential. An equal opportunity employer. Box A-47, BROADCASTING.

Salesman—come to Washington, D.C. TV for good money and good growth. Join the professionals and build a career. Send resume to: Box A-84, BROADCASTING.

Technical

Chief engineer—for southeastern public TV station converting to color and planning construction of public FM station. Experience in broadcast engineering, operations, and management required. Resume must include experience, salary history, and expected salary. Box A-146, BROADCASTING.

Experienced technician for studio operation and maintenance with first class license. Salary scale \$150-\$219 per week depending on qualifications and experience. Excellent fringe benefits with profit-sharing. Write Chief Engineer, WTOL-TV, P.O. Box 715, Toledo, Ohio 43601. An equal opportunity employer.

News

Young (25 to 35) experienced newsman wanted. Background in journalism. TV experience. Strong on writing. Good appearance and delivery for both radio and TV, especially in TV news delivery. No one but professionals need apply. Top station in top 50 market. Send VTR, resume and salary requirements. Equal opportunity employer. Box A-111, BROADCASTING.

News continued

Midwest medium market TV-radio operation is in immediate need of night news editor-talent. Experience with 16mm camera and editing is desirable. Will deliver major TV newscast six nights per week. Send resume, references and VTR to Box A-135, BROADCASTING.

Wanted: news-chief photographer, upper mid-west market. Need creative, experienced man with administrative ability and lab experience, able to head up 8 man photo team. Good starting salary and liberal benefits. Send complete resume, photo and sample of your work to Box A-158, BROADCASTING.

Have immediate need for replacement of female news personality who plays a strong role in writing, producing and appearing on camera in key news programs. Contact Mr. Ralph Smith, WIRL-TV, Peoria, Illinois.

Programing, Production, Others

Production manager—medium market mid-Atlantic network station. A chance to do everything. Must have a complete knowledge and capability in field of graphics, continuity, set design and related areas. Long hours, hard work \$10,000 a year. Write Box A-10, BROADCASTING.

TV director/continuity. Top twenty market looking for continuity/copywriter with production or TV directing experience. Follow through sales development, write commercial copy, direct TV spot. Excellent potential. Good opportunity for director in small market with commercial writing experience. Send complete resume, sample copy, to: Box A-144, BROADCASTING.

Producer/director for southeastern public TV station. Studio and remote experience required, 16mm experience desirable. Sample tape or film required. Competitive salary, excellent fringe benefits. Send resume to Box A-147, BROADCASTING.

Producer/director. Top pay for creative results. Call and/or resume to: Bob Musburger, WDAF-TV, Kansas City, Missouri. 816-753-4567.

Television Situation Wanted

Management

Sales management position wanted by a top national TV sales rep with 13 years television experience (10 years station) including local sales. Excellent references. Box A-156, BROADCASTING.

Sales

Top 50 Television markets only. TV sales—young hard working aggressive salesman. Industry's best references. Excellent track record. Box A-175, BROADCASTING.

Time has come to think of future. Over 13 years announcing experience, 10 years play-by-play, 9 years sales experience, and 4 years management, all in radio. Southeast. Box A-179, BROADCASTING.

Announcers

Talk variety show host. Top ratings. 18 years broadcast experience. College. Box M-27, BROADCASTING.

Attractive woman announcer available. Experienced as variety talk hostess, commercials, writing and producing. University degree. Will relocate anywhere for challenge. Box A-166, BROADCASTING.

Technical

1st phone technician; two years experience; VTR, switching, camera, slide, projection, directing; love television; please, I would like to settle permanently with reputable company; character references; relocate anywhere. Box A-8, BROADCASTING.

Engineer for transmitter and microwave supervisor (TV) 15 years experience. Box A-33, BROADCASTING.

Director of engineering: 20 years active experience all phases radio, CATV, closed circuit. Best references. \$15,000 minimum. Consider investing. Box A-39, BROADCASTING.

First phone, 24 years experience, AM-FM-TV. Box A-58, BROADCASTING.

Construction and maintenance experience. Chief looking for #1 or #2 position. Box A-90, BROADCASTING.

Young TV engineer with limited experience, seeks a permanent job in which the station is willing to train. Box A-142, BROADCASTING.

News

Newsman—write, film, air. Five years experience. Dedicated. Box M-178, BROADCASTING.

News and weatherman—8 years experience. News anchorman, weatherman, reporter, writer and talk show. Extensive political reporting. Employed and best references. Box A-79, BROADCASTING.

University trained, hardworking, newsman-announcer seeking more challenging position—have college prod. experience, writing ability, good voice and appearance. Box A-98, BROADCASTING.

My New Year's resolution, to move up! Television, news, sports, weather . . . can write, film, edit . . . now on air . . . 25, married. Box A-115, BROADCASTING.

Top notch newsman. Ratings show my value as anchorman, but also have love for reporting. Box A-122, BROADCASTING.

Excellent TV sportscaster. Currently #2 man in top 20 market. I will make your sports show interesting to watch. Box A-123, BROADCASTING.

News director: Number two man in top 5 VHF ready to move up. Six years solid experience in major markets. Box A-125, BROADCASTING.

Newsman, anchorman, 40 years old, stable. Want permanent position medium market. Box A-138, BROADCASTING.

Award winning TV anchorman in top 30 market has contract lapsing. Seeking bigger challenge. 12 years news experience. V.T.R. and complete resume on request. Will consider all inquiries. Box A-171, BROADCASTING.

TV meteorologist seeks affiliation requiring professional weather broadcasts. American Meteorological Society's Radio Seal. TV seal applied for. (312) 234-3781.

What price experience? Pro, 11 years, news-sports-weather. No prima donna, just good, solid airwork. References to back claim. Tapes available. Bob Morrison, 191 Albert, Las Vegas, Nev.

Programing, Production, Others

Producer-director. Degree, experienced major market commercial-remote. Box A-129, BROADCASTING.

Young married veteran, five years experience, all aspects television production, seeks secure directing or production position; college grad, locate anywhere. Box A-168, BROADCASTING.

Producer/director—variety/talk show; basketball, racing, baseball, football; news; documentaries; commercials. Ten years solid experience all production areas. Now with NBC affiliate top ten market. I'll send resume and tape or come for interview. Box A-170, BROADCASTING.

Documentary-commentary: Experienced filmmaker specializing in controversial perceptive documentaries and features. Write, produce, direct creative and original films. Gary Fisher, Number 1 Jib Court, Sacramento, California 95831.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

450 to 700 foot used tower, needed about August, 1971. D. R. Taylor, Chief Engineer, KOLN-TV, KGIN-TV, P.O. Box 30350, Lincoln, Neb. 68503. Phone: 402-434-8251.

FOR SALE Equipment

Hallax-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Recording tape sale—1.5 Mil. 1200 and 600 ft., Send \$1 for sample reel. Wholesale discounts as low as 65 cents/5' in quantity. Newsroom Products, 1602 Dunberry—McLean, Va. 22101. Distributors wanted.

ATC equipment: (2) G-24 Carousel, (2) CSU Carousel service units, (1) RASA Random access units, (1) MDF motor-driven fader, (1) automatic logging encoder and decoder, (1) Victor digit-matic logging printer, (1) DC-10 digital clock, (1) SC-48 TPG time pulse generator, (1) CBS Audimax. All equipment stereo except Audimax. Call or write: Gary Weber, 3940 Euclid Avenue, Cleveland, (216) 391-1260.

RCA-BT-1E late model 1000 watt stereo FM transmitter. Excellent condition and priced very reasonable. Box A-51, BROADCASTING.

FOR SALE Equipment

continued

G.E. transmitter type TT-42-A, modified—(Ch. 2) used by WBBM-TV as its main transmitter until October 1, 1969. Equipment still installed at 33 North La Salle, Chicago. To be sold as is; buyer to remove. \$25,000. RCA transmitter type TT-5, water-cooled—(Ch. 2) used as a spare at the above location until October 1, 1969. Equipment still installed; to be sold as is. Buyer to remove. \$5,000. L. A. Pierce, WBBM-TV Chicago, Whitehall 4-6000.

For sale: three (3) G.E. PE-250C updated color cameras in "Mint" condition, with CBS Labs Mark II image enhancer, 200' cables, monitoring, encoders, and pan and tilt heads. Good sharp color pictures for a low price. Call Al Hillstrom, KOOL-TV (602) 271-2345.

Surplus equipment sale—All new and in original cartons—two EMCEE IITV-100D translators in on Ch. 8 and out on Ch. 3 and Ch. 5, \$2,500.00 each—Ball Bros. Spec. Effects \$995.00—Two Altec audio boards, \$1250.00 each—Conrac CN8/8C monitors, \$150.00 each. For these and many, many other bargains in used and surplus TV equipment, write, wire or phone Ed Ries and Associates, 414 North Alfred Street, Los Angeles, California 90048, 213-651-5080.

Bell & Howell Jan 614DB 16mm sound projectors—finest made 1 year old excellent condition \$595.00 De-Vry Jan same as # above only older excellent condition \$295.00 other 16mm sound projectors from \$150.00, write for list. S.K. Film Equipment Co., Inc., 6340 S.W. 62nd Terrace, Miami, Florida 33143.

Rust remote control R 108 complete, all sending units for 5 KW transmitter, all relays for preamplifier. \$500. Contact Jim Carrier, WKKE, Asheville, N.C. (704) 252-6703.

Ampex models 6000 and 7000 for CATV or ETV use. Reconditioned. \$1500 pr. Box A-152, BROADCASTING.

For sale: Chain Orthicon camera, RCA TK-11C, complete chain, lenses, camera cable, pan head, tripod, electronic orbiter, console housing, power supplies, and solid state preamp. Priced to sell. F.O.B. Rockford, Illinois. Call 1-815-963-5413, or write Al Petzke, Chief Engineer, WTVO, N. Meridian Road, Rockford, Illinois 61105.

For sale—Towers. U.S. Towers, 249 Bartow Lane, Petersburg, Virginia 23803.

Ampex 440A-1, 351-1 and 350-1. All new or rebuilt with full warranty. Also, two Berlant-Concertone mono record-playback in mint condition. Will sell one or all; will consider trade-in of your old recorder. PAX, Pacific Audio Exchange, Room 707, 1680 Vine, Hollywood 90028, or call 213-461-3393.

Color videotape recorders for sale. Two IVC model 860. Almost new, excellent condition. Cost \$7,800 each. Make a reasonable offer. Phone: 904-354-2806.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models, available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Practically new 250' RG 17A/U on spool. \$250.00 + shipping. Chief Engineer-WKMF, Inc., P.O. Box 1470, Flint, Michigan. 313-742-1470.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Want to contact script writer(s) of Oscar Wilde episode, "Have Gun, Will Travel." Write R. D. Pepper, P.O. Box 1068, Palo Alto, Calif. 94302.

New York production company (jingles, industrial shows, premium records, film scores) seeks representation in Chicago, Detroit and Toronto. Non-exclusive, high-commission basis. Box A-93, BROADCASTING.

Command Comedy . . . The "best" deejay comedy collection available anywhere! You must agree — or your money back! Volume 1 — \$7.50. Command, Box 26348, San Francisco 94126.

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.

Miscellaneous

continued

Environment: Syndicated three-minute programs available. For details, write Box A-108, BROADCASTING.

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INSTRUCTIONS

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First class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

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ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

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FCC license—by listening! Taped instruction for I and II only \$12.50. Spectra, Box 356, State College, Pa. 16801.

Radio Help Wanted

News

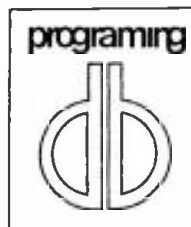
PRO NEWSMAN

Major group needs experienced newsman who can dig, write and deliver with excitement and enthusiasm. Must be excellent legman and strong airman. Southeast. Tape, resume, writing samples to:

BOX A-57, BROADCASTING.

An equal opportunity employer

Radio Help Wanted—Programing, Production, Others



Programming db . . . a consulting firm . . . is on the brink of major expansion. We need talented air personalities, creative production personnel, program directors, news directors and newsmen for major market radio stations with both Top 40 and M-O-R formats.

You must possess great desire, immense creativity and the belief that radio is entertainment and has more depth than "time and temperature."

The need is now. Tapes, resume, photo, please. All replies are confidential.

Programming db
Ken Oraper, John Rook, Chuck Blore
1610 North Argyle
Hollywood, California 90028

Management

WANTED: GENERAL MANAGER

With modest amount of capital to invest in Suburban Radio Group East Coast area. Financial references furnished upon request.

BOX A-133, BROADCASTING.

Situations Wanted

Announcers

Top 10 market radio performer available for drive time slot. MOR or rock. A-1 references. Let's talk. All replies in strict confidence.

BOX A-143, BROADCASTING.

News

RADIO AND/OR TV-PLAY-BY-PLAY MAN

All sports, available now. Thoroughly seasoned, experienced sportscaster who knows and loves all sports. Just completed successful basketball season for medium-sized market powerhouse. Ready to move to top twenty situation. If you've got the spot, I've got the energy, talent and background it takes to do a thorough sports job for you. Looking for opportunity, money is secondary. **BOX A-154, BROADCASTING.**

Television Help Wanted

Programing, Production, Others

WANTED! EXEC. PROD. OVERSEAS

Major U.S. production company seeking experienced executive producer to supervise taped programs overseas ranging from games to discussion to drama. Job offers \$25,000 annually (equivalent to \$40,000 in U.S.) Two years firm. Exciting challenge and delightful environment. Mail confidential resume to

BOX A-180, BROADCASTING

Miscellaneous

TELEVISION STATIONS

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VHF Television Station President/General Manager

New mid-western network service regional television station seeks President-General Manager. Although well-financed by outstanding civic and business leaders, station board of directors prefer broadcast professional who will make financial investment in ownership. Individual selected must have broad programing (management) or sales (management) experience and be able to deal extensively with national rep and network station relations. Salary (plus bonus incentives) commensurate with experience and achievement level, but will be minimum of respective range at startup. This is a unique and outstanding opportunity for an individual to acquire a better than average equity appreciation. All replies are strictly confidential. They will be quickly answered.

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MISCELLANEOUS

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FOR SALE STATIONS

FOR SALE STATIONS SOUTHERN CALIFORNIA

5 KW AM and 24-hour stereo FM medium market. All or part. Excellent terms. Principals only.

BOX A-124, BROADCASTING

FOR SALE Stations

continued

FLORIDA AM-FM \$150,000

Growth area: Potential unlimited. New equipment. Single station market. Excellent terms.

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Confidential discussions can be started through

BOX A-91, BROADCASTING.

FOR SALE Stations continued

STATIONS FOR SALE

1. FLORIDA. High power major market daytime. Owner must sell. \$350,000, excellent terms.
2. ROCKY MOUNTAIN REGIONAL. Higher power and profitable, \$290,000. 29% down.
3. PACIFIC NORTHWEST. \$15,000 down.
4. MIDWEST. \$15,000 down.
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BOX A-130, BROADCASTING.

Tenn.	small	daytime	75M	29%	La.	small	daytime	70M	50%
Penn.	small	FM	160M	29%	Wash.	med	fulltime	160M	29%
Central	med	TV	1.1MM	cash	NW	metro	daytime	135M	nego
N.Y.	med	daytime	225M	65M	Mich.	metro	AM & FM	500M	cash
West	metro	daytime	200M	29%	SW	metro	FM	81.5M	29%



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For Sale Stations continued on next page.

For Sale Stations

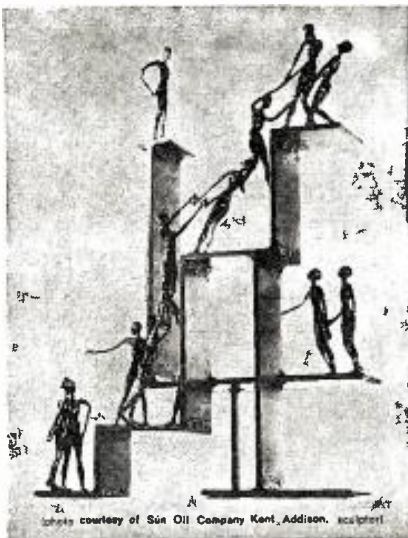
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NEW YORK, N.Y.
265-3430

West Texas 1000 watt fulltimer in single station market, profitable, priced at less than twice gross . . .

BOX A-169, BROADCASTING.



People Helping People

support your

**MENTAL
HEALTH
ASSOCIATION**



(Continued from page 65)

Richard W. Holloway, sole owner. Buyers: Farnell O'Quinn (28%), Alvin Graham, Eugene Rogers and Ferrell Leon O'Quinn (each 24%). Farnell O'Quinn owns WUFF(AM) Eastman, Ga.; has 80% interest in WULF(AM) Alma and WHAB(AM) Baxley, both Georgia; has interest in four Georgia CATV systems, and has 50% interest in real estate firm. Mr. Graham is sales manager of WHAB. Mr. Rogers is manager of WUFF. Ferrell O'Quinn owns trailer sales business. Ann. Nov. 27, 1970.

Actions

■ KRHM(FM) Los Angeles—FCC granted assignment of license from KRHM Enterprises to Pacific and Southern Inc. for \$850,000. Sellers: Robert E. Short and Francis T. Ryan (jointly 100%). Buyers: DeSales Harrison Jr., board chairman (11.1%), et al. Pacific and Southern owns WQXI-AM-TV Atlanta, and WQXI-FM Smyrna, Ga.; WSAI-AM-FM Cincinnati; WHON-TV Honolulu, KHAU-TV Hilo, and KALI-TV Wailuku, all Hawaii. Action Jan. 6.

■ KOIL(AM) Grand Junction, Colo.—Broadcast Bureau granted transfer of control of Mesa Broadcasting Co. from Mesa Holding Corp. (100% before, none after) to John W. Hough (none before, 100% after) for \$2,629.50 plus assumption of \$72,000 in liabilities. Sellers: J. Elliott Knoll, secretary, et al. Buyer: Mr. Hough is lawyer, director of foundry company, director and secretary of alloy and casting company and co-trustee of trust owning shopping centers. Action Dec. 31, 1970.

■ WAJA-TV Miami—Broadcast Bureau granted assignment of license from Coastal Broadcasting System Inc. to Spanish International Communications Corp. for acquisition of liabilities by assignee of \$1,150,000 and additional payment of \$290,000. Sellers: Al Lapin Jr., president (94.4%), et al. Mr. Lapin has interest in KIHPTV San Bernardino, Calif. Buyers: Fouce Amusement Enterprises Inc.; Frank L. Fouce (51%), Emilio Ascarraga (20%), Reynolds V. Anselmo (15%), et al. Fouce Amusement Enterprises deals with management of Spanish motion picture and entertainment facilities; Mr. Ascarraga has numerous business and broadcast interests in Mexico; Mr. Anselmo is executive vice president of assignee. Action Jan. 6.

■ WILY-AM-FM Centralia, Ill.—Broadcast Bureau granted transfer of control of Prairieland Broadcasters Inc. from James A. Mudd (12.5% before, none after) to Stephen P. Bellinger (43.75% before, 50% after). Consideration: \$17,000. Principals: Mr. Mudd has interest in WPRC(AM) Lincoln, Ill. Principals of Prairieland and Mr. Mudd had interests in WRAM(AM) Monmouth, Ill. (see below). Action Dec. 29, 1970.

■ WRAM(AM) Monmouth, Ill.—Broadcast Bureau granted assignment of license from Prairieland Broadcasters to Monmouth Broadcasting Co. for \$170,000. Sellers: Stephen P. Bellinger, Joel W. Townsend, Ben H. Townsend and James Mudd (as a group, 100%). Messrs. Bellinger, J. W. Townsend and B. H. Townsend own 49%, 24.5% and 13.75%, respectively, of WIZZ-AM-FM Streator, 45%, 26.5% and 18.5%, respectively of WDBZ(AM) Decatur, and 43.75%, 25%. Sellers are former owners of WILY-AM-FM Centralia, Ill. (see above). Mr. Mudd owns 20% of WPRC(AM). Buyers: John R. and Joan A. Hallstrom (70% and 30%, respectively). Mr. Hallstrom is manager and owns 12.75% of WIZZ-AM-FM Streator. Renewal of license granted. Action Dec. 29, 1970.

■ WTWO(TV) Terre Haute, Ind.—Broadcast Bureau granted transfer of control of Illiana Telecasting Corp. from Illiana Telecasting Corp. (100% before, none after) to Booth Newspapers Inc. (none before, 100% after). Consideration: \$5 million. Sellers: James Raymond Livesay, president (25%), et al. Mr. Livesay owns WHOW(AM) Clinton, Ill., and has controlling interest in WLBH-AM-FM Mattoon, Ill. Buyers: Gordon Craig, chairman, Booth Newspapers. Booth Newspapers owns Ann Arbor News, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle and Saginaw News, all Michigan. John L. Booth, chairman-president of Booth American Co., owns 55.36% of Booth Radio stations—WJLB(AM) and WMZK(FM) Detroit, WSGW(AM) and WSBM(FM) Saginaw, WBBC(FM) Jackson, all Michigan; WTOD(AM) and WKLR(FM) Toledo, Ohio; WABO(AM) and WXEN(FM) Cleveland. WJVA-AM-FM South Bend, WIOU(AM) and WKMO(FM) Kokomo, both Indiana. Action Jan. 6.

■ KLPL(AM) Lake Providence, La.—Broadcast Bureau granted assignment of license from Radio Services Co. of Lake Providence to Lake Providence Broadcasting Co. for \$85,000. Sellers: Emmet Holmes McMurry Jr. and Frank Wilson Baldwin, co-owners. Buyer: Bendell Enochs, sole owner. Mr. Enochs is general manager and owns 14.66% of WDXL-AM-FM Lexington, Tenn., and is secretary-treasurer and owns 33 1/3% of WBOL(AM) Bolivar, Tenn. Action Dec. 31, 1970.

■ WJRZ(AM) Hackensack, N.J.—FCC granted assignment of license from WJRZ Inc. to Pacific

and Southern Inc. for \$6.1 million. Sellers: Lazar Emanuel, et al. Buyers: See KRHM(FM) Los Angeles. Action Jan. 6.

■ WSNY(AM) Schenectady, N.Y.—Broadcast Bureau granted transfer of control of Radio WSNY/1240 Inc. from Gene F. Seehafer, Francis J. Stratman, et al. (100% before, none after) to Valleywide Enterprises Inc. Consideration: \$154,000. Sellers: Gene F. Seehafer, president, et al. Buyers: Enrico Frank Bove, president (14.45%), Henry Valentino, executive vice president-secretary-treasurer (29.51%), Frank A. Bove (12.95%), et al. E. F. Bove and F. A. Bove own 14.4% and 14.8% respectively of WMRI(AM) Marion, Ind. Action Dec. 31, 1970.

■ WONO(FM) Syracuse, N.Y.—Broadcast Bureau granted assignment of license from Sentinel Heights FM Broadcasters Inc. to Houston Broadcasting Inc. for \$79,000. Sellers: Stephens Jacobs, president, et al. Mr. Jacobs has interest in WOHF(TV) Syracuse. Buyers: Bruce A. Houston, president-treasurer (69%), Blake Blair (22%), et al. Mr. Houston holds interest in WPAW(AM) East Syracuse, N.Y. Mr. Blair is consultant with John Blair & Co., Chicago, radio and TV rep. firm. Action Dec. 31, 1970.

■ WCSL(AM) Cherryville, N.C.—Broadcast Bureau granted transfer of control from C. Grier Beam. (22% before, none after), Donald W. Curtis (44% before, none after), Kenneth B. Beam (22% before, none after) and Aaron B. Moss (12% before, none after) to Mark Broadcasting Inc. (none before, 100% after). Consideration: \$170,000. Principals of Mark Broadcasting Inc.: James Ardell Sink, president (90%), and Remelle K. Sink (10%). Mr. and Mrs. Sink own WKYK(AM) Burnsville, N.C. Action Dec. 31, 1970.

■ KBOM(AM) Bismark-Mandan, N.D.—Broadcast Bureau granted assignment of license from KBOM Broadcasting Inc. to Matco Inc. for \$212,750. Sellers: R. K. Power, president, et al. Mr. Power owns 50% of WJON(AM) St. Cloud, Minn. Buyers: Russell Howard Mathias, president (75%), William Warren Mathias, secretary-treasurer (25%). Russell Mathias is lawyer; William Mathias is real estate investor. Action Dec. 31, 1970.

CATV

Application

■ Castro Valley, Calif.—California Community Television Association. Seeks amendment of rules to raise from 3,500 to 10,000, subscriber rate at which CATV systems must originate programming. Ann. Jan. 11.

Final actions

■ Martinez, Calif.—Cable Television Bureau granted CP for new relay station (studio head end link) to be used with system in Martinez. Action Dec. 23, 1970.

■ Fort Pierce and Vero Beach, both Florida—FCC authorized Florida Cablevision Corp., operator, to add signals of Miami stations WTHS-TV and WAJA-TV to Fort Pierce and Vero Beach Cable systems. Action Jan. 6.

■ WEF-99 Hudson, N.H.—Cable Television Bureau granted CP for new relay station (studio to head-end link) to provide programming for systems in Hudson, Merrimack, Amherst, and Milford, all New Hampshire. Action Dec. 29, 1970.

■ Beaver Falls, Pa.—FCC notified Tower Communications Inc. (formerly Tower Cable Systems Corp.) that it no longer needs to provide program exclusivity to WITC-TV Pittsburgh against NBC programming of WFMJ-TV Youngstown, Ohio, on its CATV system at Beaver Falls. Action Jan. 6.

■ Aberdeen, S.D.—FCC denied requests filed by TV Signal Co. of Aberdeen and The Citizens Committee against Monopolization of TV, asking that commission set aside or stay, pending court decision, authorization of Aberdeen CATV system operated by Aberdeen Cable TV Service Inc. Action Jan. 6.

Other action

■ FCC extended closing date for filing of comments and replies on crossownership and operation of newspapers and CATV systems (Doc. 18891). Action Jan. 6.

■ FCC proposed rules requiring standardized program logging of CATV cablecast programming. Proposed rulemaking, part of broad rulemaking and inquiry into CATV (Doc. 18397), would amend rules. They are intended to insure uniform basis for maintaining cablecast programming data required by revised annual CATV report and to simplify gathering of this information. Action Jan. 13.

Initial decision

■ Hearing Examiner Ernest Nash in Crowley, La., CATV proceeding, proposed cease and desist order against Crowley Cable Television Inc., directing operator to halt further violations of program exclusivity requirements of rules in carriage of signals of KLNJ-TV Lafayette, La. (Doc. 19010). Ann. Jan. 4.

Running a Negro-oriented radio station with white ownership has been a real challenge in recent years. Black employees have pressed for a greater voice in the policy-making processes; community groups have pushed harder; and the attitudes of black Americans have undergone rapid, drastic change.

Today that challenge takes on new significance as black men are given the manager's chair at more and more such stations. They know it is now fish or cut bait. The protesting and professing are ended; it is time to produce and progress.

One who is acutely aware of the opportunity as well as the challenge is Lucky Cordell, general manager of WVON(AM) Cicero, Ill., which serves the 1.5 million black people of the greater Chicago area. Long a popular air personality who built his audience loyalty through personal involvement in public service and local Negro community affairs, Mr. Cordell knows his WVON responsibilities have special meaning not only in Chicago but in the national arena of black broadcasting as well.

He also is executive secretary of the National Association of Television and Radio Announcers, an organization devoted to helping the Negro in U.S. radio and TV to improve his professional stature and performance.

WVON rose to prominence in recent years as an aggressive and successful black-programing station under the leadership of the late Leonard Chess, founder of Chess Records. Late last year WVON was acquired for \$9 million by Globetrotters Communications Inc., headed by the socially prominent Potter Palmer IV and by George Gillett. It was said to be the largest sum ever paid for a class IV (local-channel) radio station.

Once almost alone in over-all dominance in Chicago's Negro market, WVON more recently has been joined competitively by WGRT(AM) Chicago (formerly WAAF), whose chief owner is Ralph Atlass, pioneer broadcaster there. Other black-oriented outlets in the area include WBEE(AM) Harvey, Ill., part of the Rollins group, and Charles Pinckard's WMPP(AM) Chicago Heights, Ill., the area's only black-owned outlet.

Although WVON doesn't disclose its billing record, advertising sources in a position to know estimate the station grosses in excess of \$2 million with about one-half of that in national advertising. Whatever the figure, Mr. Cordell knows too it is his job to keep it there.

Continuing to polish WVON's format of top-40 modified rhythm-and-blues music and broad public-interest features has been Mr. Cordell's chief goal in the few weeks since he was elevated to general manager. He soon will introduce

Soul on air: a full-time job for Lucky Cordell

two new, younger air personalities at the station (retaining previous staff but rescheduling), plus a completely new package of on-air jingles, bridges and program introductions.

The image he seeks is bright and happy, with even a bit more emphasis on tight, well-paced production.

Ever since the years when he was program director and music director at WVON, Mr. Cordell has been proud of his status as being a tough man to deal with when record promoters try to push a new release he doesn't feel is appropriate. He recalls refusing many such

Week's Profile



Moses Lindberg (Lucky) Cordell—general manager, WVON(AM) Cicero, Ill.; b. July 28, 1928, Grenada, Miss.; Dunbar Technical High School, Chicago, 1942-46; U.S. Army, 1947-48; Radio Institute of Chicago, 1948-52; disk jockey—WGES(AM) Chicago, 1952-53, WHFC(AM) Cicero, Ill., 1953, WGRY(AM) (now WLTH) Gary, Ind., 1953-61, and WGES (subsequently WYNR, now WNUS), 1961-63; joined WVON (formerly WHFC) early 1964 as disk jockey, becoming program director-music director 1965, assistant general manager 1968 and general manager late in 1970; executive secretary, National Association of Television and Radio Announcers; m. Barbara Browning of Chicago, Nov. 5, 1950; children—Patricia 16, Pamela 14; hobbies—hunting and fishing.

records; and if he ever allowed them, he says, it was only after being forced to competitively.

Music still is the meat of radio today, Mr. Cordell notes, and the meat of music is soul. It is a quality that is affecting the music of white stations too, he adds.

"That elusive thing called soul," he says, "is the ability of a person to draw upon the inborn, innermost sincerity of his background and heritage, whatever that may be, irrespective of race. I don't think blacks have an exclusive thing on soul. I've heard some country-and-western artists that are as soulful as anybody. Some pop artists too.

"It's doing your thing. Being able to relate your thing with sincerity. Being able to go beyond just training, technique, voice or ability, and to put in those other things, the human qualities of sensitivity and understanding."

As a youngster in Chicago, Mr. Cordell wanted to be a singer when he grew up. But when he saw even great talent fall by the wayside without success, he soon decided to reach for more practical goals. A good student, he studied airplane mechanics at a vocational school and graduated, but his more artistic side was to prevail.

While a private in the Army Quartermaster Corps in Alaska and the Aleutians shortly after World War II, he put idle time to use producing camp shows with available talent. The Army offered him a master-sergeant rating, but he left at the end of his hitch and enrolled in a commercial radio school in Chicago, where he also taught for a short while.

Mr. Cordell broke into commercial radio in the early 1950's via the time-brokering route then popular in ethnic broadcasting. He worked first for Al Benson on WGES(AM) Chicago (now WNUS) for two years. Then, until he ran out of money, he subcontracted time on WHFC(AM) Cicero (now WVON) from another contractor, Jack L. Cooper. The lesson was costly but valuable as he learned radio's power and reach if wisely used. He then joined the staff of WGRY(AM) Gary, Ind. (now WLTH) and over eight years built a close following as he proved radio's power to teach and help as well as sell. A staff job at WGES followed before he joined WVON as disk jockey in early 1964.

Mr. Cordell's leadership in his field has won him many awards from his peers. Bill Gavin's annual radio conference has honored him five times, more than any other single broadcaster. At last fall's Gavin meeting, WVON took a total of three awards, more than any other station at one time. As a professional, Mr. Cordell respects this kind of recognition most of all.

Opposite coasts

Vincent T. Wasilewski, president of the National Association of Broadcasters, now has his three executive vice presidents, whose appointments constitute the first phase of a planned invigoration of the NAB. It is a plan that the association's members hope will lead to their emancipation from the serfdom to which the present trend of federal regulation is committing them.

Two of the three appointees are well known to the 44 directors with whom they will meet at sessions of the NAB's joint board this week. Paul Comstock had been in charge of legislative and legal affairs during the difficult years of 1969 and 1970. His promotion to the executive vice presidency in charge of government relations had been expected as recognition of experience. Grover Cobb, a practical and personable broadcaster, has wide associations among his peers and should also be in a position to revive a sorely needed rapport with the radio and television networks. As executive vice president in charge of station relations, Mr. Cobb starts with assets an outsider would lack. Further, his past service as an NAB director and as chairman of the joint board in 1967-68 fits him to become the association's chief administrative officer, as anticipated.

The third man, Paul Haney, is better known for his performance on the air than off it. As the voice of the astronauts during the Gemini shots of the nineteen-sixties, he was often in the national limelight. Since leaving the National Aeronautics and Space Administration after a dispute with management, he has been identified with the Houston Astrodome under the master promoter and sometime broadcaster, Roy Hofheinz. As the NAB's executive vice president in charge of public relations, Mr. Haney is assigned to repair broadcasting's image. However arduous his missions of the past, they are likely to prove idyllic when matched against the job he is about to take on.

Broadcasters enjoyed happier and simpler times when they were leaner and hungrier. As they grew in both influence and affluence, their condition became more complex. Today they are the targets of such outrages as the exclusion of cigarette advertising from radio and television, the imposition of FCC fees which broadcasters must pay to fund their own undoing, the scare tactics of the Federal Trade Commission in prosecution by publicity.

The new NAB team deserves support. Relieved of administrative distractions, Mr. Wasilewski will have the time to exercise policy leadership and conduct high-level liaison with government and political circles.

Broadcasters are under siege. The counteroffensive ought to be mounted this week, when the Congress convenes in Washington even as the NAB board and staff are meeting in the desert calm of La Quinta, Calif.

The viewers' views

The television board of the National Association of Broadcasters is scheduled this week to consider changes in TV commercial time standards. Without regard to what the ultimate package contains, however, one simple fact should be recognized.

The fact, uniformly ignored in the past, is that "clutter"—which is what the proposed revisions are all about—cannot be adequately dealt with until it has been defined. Time standards cannot be made "acceptable" to the viewer until it is known what the viewer considers "acceptable"—and

"unacceptable." Individual tolerances vary, of course, as undoubtedly they vary among broadcasters, including those who will make the decisions this week, but if it is assumed that clutter exists, it follows that there has to be a point at which it comes into existence for significant numbers of viewers.

That point cannot be determined by hunch, by guess or by a majority vote of a handful of broadcasters or any other businessmen. Only the viewer knows, and only by research can his secret be brought to light.

Broadcasters until now have refused to conduct such research, although they and advertisers and agencies have been fretting about clutter for at least seven years. The time standards have been patched and mended and ripped out and re-sewn, always without benefit of a pattern showing what the viewer is likely to accept or refuse.

This is not to say that the NAB board members should authorize research and do nothing else about time standards this week. There is undoubtedly a great deal they can do to attack the problem as they see it. But how they see it is not the real problem. The problem that exists is the one the public sees, and that of course may be quite different from the way broadcasters envision it.

Outward bound

Miles W. Kirkpatrick, the new chairman of the Federal Trade Commission, has been operating from a sense of mission that may be getting out of hand. It is one thing for the agency to be active in the suppression of advertising that misleads or defrauds. It is quite another for it to take any interest whatever in standards of quality.

Yet Mr. Kirkpatrick took it upon himself, in a speech to the International Newspaper Advertising Executives (BROADCASTING, Jan. 11), to attack "the tasteless and uninformative ads that are often stock-in-trade today." He admitted the FTC has no power to act in matters of taste, and professed no desire to seek such authority, but the emphasis he put on the subject suggested he would make no resistance if the power were offered by law.

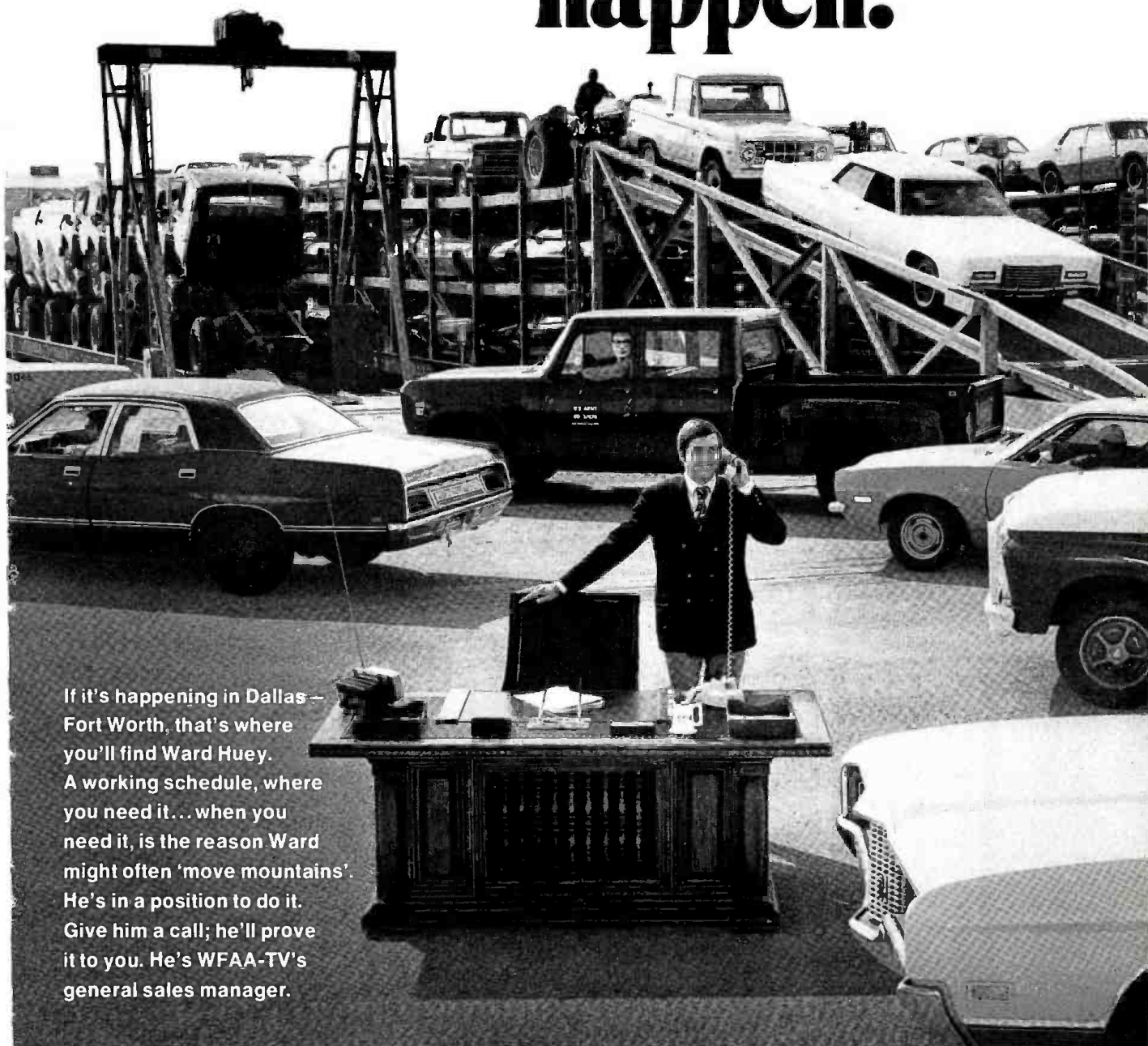
Another front where bureaucratic expansion must be brought back under reasonable control.



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SAN FRANCISCO, CALIF.

WKEB
PHILADELPHIA, PA.

WKEB
DETROIT, MICH.

WKBI
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