



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Baseball rights rise to \$40 million despite soft economy
FCC proposes more program control, bigger role for citizens
How existing regulation has churned up local programming
\$10-million broadcast blitz tests raising of volunteer Army

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* Nov. 1970 NSI. Audience ratings are estimates only based on data supplied by indicated sources, and are subject to the limitations thereof.

From experience you know you can tell a lot about a TV station by its local newscasts. One look at the ratings and you can guess the quality, thoroughness and amount of excitement being offered.

So think about this. Traditionally, 10 p.m. is the big news hour in the Midwest. But our early news, *The Scene at 6*, far out-pulls the closest 6 p.m. competitor.*

In fact, it's more popular than any 10 p.m. news—except our own.

And our 10 p.m. show, *The Scene Tonight*, is the only local newscast among the top 10 TV programs (total adults).*

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The Scene at 6 . . . The Scene Tonight . . . together they make good news in the Great Northwest.

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NORM SWANSON
"3-D Show"



JOE WALDMAN
"The Joe Waldman Show"

WHIO

WHIO reflects the music preference of Dayton Adults

Light and sparkling music . . . helicopter reports . . . information . . . entertainment . . . sports . . . timely news. Lou Emm, Norm Swanson and Joe Waldman put it all together weekdays to make WHIO number one among Dayton adults.*

*Source: ARB, Oct/Nov 1970, Metro Survey Area, Dayton Metro Share estimates, Monday through Friday, 6 AM-7 PM. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

A reflection of Dayton **WHIO Radio**

 A Communications Service of
Cox Broadcasting Corporation

Represented by CBS/RSS Radio Spot Sales

MEN 18+

Mon.-Fri. 6 am-10 am	
	Metro Share
WHIO	35.2
Station A	18.0
Station B	13.8

Mon.-Fri. 10 am-3 pm	
WHIO	18.0
Station A	11.1
Station B	7.5

Mon.-Fri. 3 pm-7 pm	
WHIO	23.4
Station A	15.4
Station B	9.6

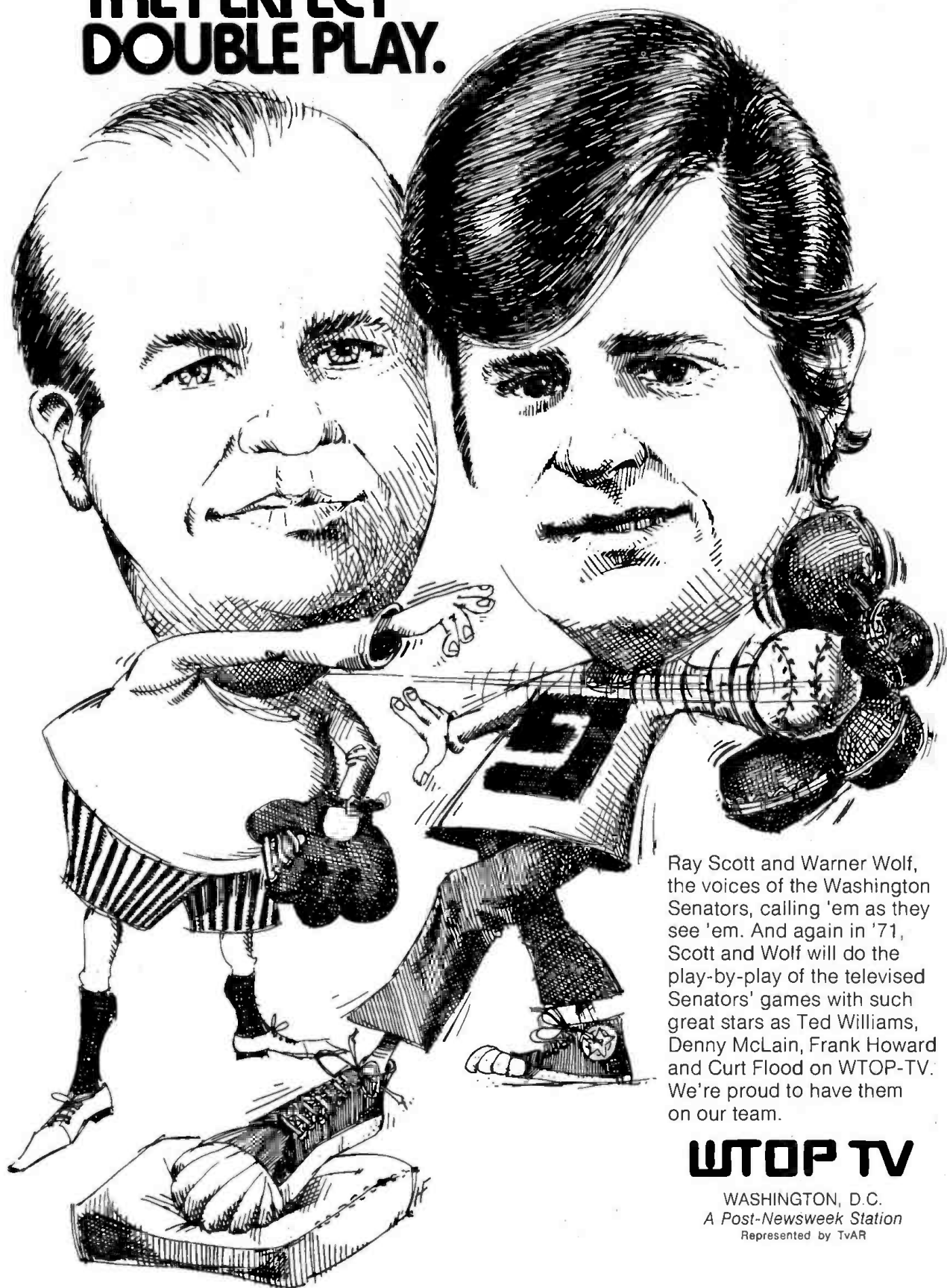
WOMEN 18+

Mon.-Fri. 6 am-10 am	
	Metro Share
WHIO	34.0
Station A	16.7
Station B	9.2

Mon.-Fri. 10 am-3 pm	
WHIO	23.3
Station A	9.8
Station B	8.5

Mon.-Fri. 3 pm-7 pm	
WHIO	21.5
Station A	15.3
Station B	7.6

THE PERFECT DOUBLE PLAY.



Ray Scott and Warner Wolf, the voices of the Washington Senators, calling 'em as they see 'em. And again in '71, Scott and Wolf will do the play-by-play of the televised Senators' games with such great stars as Ted Williams, Denny McLain, Frank Howard and Curt Flood on WTOP-TV. We're proud to have them on our team.

WTOP TV

WASHINGTON, D.C.
A Post-Newsweek Station
Represented by TvAR

Broadcasters will pay \$2.6 million more than \$37.8 million paid last season for baseball coverage rights despite loss of cigarette ads and softer ad economy. NBC alone spends \$2 million more for rights. See . . .

A \$40-million bill for baseball . . . 19

FCC proposes drastic revision of license-renewal procedures. Proposed rulemaking adopted last week has aim to institutionalize citizens' role in renewal proceedings and deeply involve commission in programing. See . . .

A lurch toward tighter program control . . . 28

Clay T. Whitehead, director of Office of Telecommunications Policy, favors limited government regulation of CATV. 'Confused policy route of over-the-air regulation,' Mr. Whitehead feels, can be avoided. See . . .

The Whitehead scenario for CATV . . . 33

U.S. Army Recruiting Command and Ayer agency plan experimental four-month, \$10.6 million campaign in over 1,200 markets in big push for volunteers. Radio and TV effort receives mixed reactions. See . . .

Army enlists Ayer for ad blitz . . . 38

Smoking issue's application to fairness doctrine went up in smoke Jan. 2 when cigarette ads went off the air. But tobacco industry seeks voluntary 'fairness' in answer to antismoking spots. See . . .

Tobacco men seek broadcast 'fairness' . . . 41

Bills to impose spending limitations on candidates for federal offices are scheduled to be introduced this week by Senate Minority Leader Hugh Scott (R-Pa.) and Representative John B. Anderson (R-Ill.). See . . .

GOP prepares campaign-control bills . . . 44

Nutritionist Robert B. Choate and consumer crusader Ralph Nader seek separate action against food advertisements; Choate offers ad code for children's breakfast cereals as Nader stalks Wonder Bread. See . . .

Two guns take aim at food ads . . . 45

Biggest apprehensions of broadcasters at National Association of Television Program Executives last week were FCC's prime-time access rule and fear of more government intervention in program control. See . . .

Programers burn as Washington fiddles . . . 48

NBC collects 10 of 102 honors handed out by Ohio State University and Freedoms Foundation, winning six awards from Ohio and four from foundation including foundation's principal TV honor. See . . .

NBC dominates two sets of awards . . . 52

Increased expenses caused drop, in 1969, for both 50 kw and daytime only radio stations, according to NAB broadcast management department survey. Median revenues for both types of stations were also down in 1969. See . . .

Radio profits: Where the median lies . . . 57

Departments

AT DEADLINE	9	PROGRAMING	48
BROADCAST ADVERTISING	38	PROMOTION	56
CHANGING FORMATS	54	WEEK'S HEADLINERS	10
CHANGING HANDS	32	WEEK'S PROFILE	73
CLOSED CIRCUIT	7		
DATEBOOK	14		
EDITORIALS	74		
EQUIPMENT & ENGINEERING	55		
FATES & FORTUNES	61		
FOCUS ON FINANCE	57		
FOR THE RECORD	62		
INTERNATIONAL	60		
LEAD STORY	19		
THE MEDIA	28		
MONDAY MEMO	12		
OPEN MIKE	16		



Broadcasting

February 22, 1971; Vol. 80, No. 8

Published every Monday, except one issue at year end, by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington.

Subscription prices: one year \$14, two years \$27, three years \$35. Add \$4 a year for Canada and \$6 a year for all other countries. Subscriber's occupation required. Regular issues \$1 a copy. **BROADCASTING YEARBOOK** published each January, \$13.50 a copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Department. On changes include both old and new address plus address label from front cover of magazine.

EYEWITNESS ALL THE NEWS 5pm/6pm/10pm

Today there is more news than yesterday. Tomorrow there'll be even more. Just to survive in this changing world you need all the information you can get, as soon as you can get it. The Dallas/Ft. Worth market didn't get where it is today by waiting. Ask your HR representative about the *10th ranking retail market in the Nation or the *11th ranking TV households market in the Nation or even better ask him for availabilities.

* SRDS ADI-DMA RANKINGS, 1-15-71



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DALLAS-FORT WORTH

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Beat the clock

Largest station-transfer deal in FCC history—\$110-million sale of nine Triangle Publications Inc. stations to Capital Cities, and collateral sales of remaining seven stations to others—is having deadline problems. There was considerable doubt at FCC last week that matter could be acted on before March 1—and Triangle's principal owner, Walter Annenberg, now U.S. ambassador to Great Britain, is understood to have indicated to both his staff and commission informally that deadline would not be extended. Applications have been pending since last June 30.

However, prospects seemed bright last week for another major transaction—transfer of five Corinthian Broadcasting Corp. television licenses in connection with proposed \$100-million-plus merger of Corinthian into Dun & Bradstreet. Parties late Friday informed commission that Justice Department has told them it does not presently intend to initiate antitrust action should parties complete merger. Commission had requested applicants get Justice's position.

Lower key

Discussions at network-affiliate workshop sessions at National Association of Television Program Executives meeting in Houston last week (see page 48) were harmonious compared with heated exchanges that went on at similar meeting year ago. Relative calm was attributed to reduced local pressure from "silent majority" and less "controversial" network programming. Some broadcasters speculated viewing public is accepting subject matter on TV that would have been taboo only two or three years ago. Thus there are fewer major complaints about network shows.

All but done

FCC commissioners last week named new chief engineer and deputy chief, but there was some question as to how solid actions are. Commissioners reportedly favored moving present deputy, Raymond E. Spence, up to top job succeeding late William Watkins and transferring Harold Kassens from his post as chief of rules and standards division into deputy engineer's post. However, Mr. Kassens is presently in Geneva at international conference, so his position remains uncertain. Officials said that change in signals on Mr. Kassens conceivably, though not necessarily, could

affect selection of Mr. Spence.

Some broadcast interests, along with members of commission staff, take dim view of Mr. Spence as chief engineer; they feel he would be antibroadcasting in fight over spectrum space. However, others at agency say that, to broadcasters, anyone "equally interested" in special radio and other services using spectrum would probably be regarded as "antibroadcasting."

Party's off

Another casualty of economic slowdown: annual convention of CBS-TV affiliates, and conceivably conventions of other networks. CBS-TV President Robert D. Wood and associates advised affiliates board members Thursday (Feb. 18) that this year's annual conference, scheduled May 11-12 in New York, will not be held but will be replaced by closed-circuit presentation for showing of program pilots, usual reports by network officials, even answering of pre-solicited questions. Closed circuit probably will be held about time CBS-TV announces new fall schedule, which Mr. Wood says should be "mid-Marchish."

Affiliates board members reportedly were pleased at decision, and reason is not hard to find. Though there are no official figures, best available estimates are that annual conference, which normally attracts 400-500 persons, costs around \$1 million, about equally divided between network and affiliates. Savings of that magnitude could prove persuasive to other networks. NBC-TV, whose convention is set May 9-12 in Hollywood, is known to be considering possible change in site (perhaps to New York or Chicago) or in length (to, say, day and half), or both. ABC-TV sources say theirs is still set for May 2-5 in Los Angeles, but there is still time for change.

Like father?

At least one member of "public-interest" law firm that filed complaint with FCC alleging "deceptive" advertising on WTOP-TV Washington and CBS-TV learned about commercial broadcasting when he was knee-high to his father. Geoffrey Cowan, one of four lawyers signing draft in name of Center for Law and Social Policy (BROADCASTING, Feb. 15; also page 74 this issue) is son of Louis G. Cowan, former CBS-TV network president (1958-59) who was

creator of *Quiz Kids* and other top radio and TV quiz shows. Senior Mr. Cowan is now with Columbia University Graduate School of Journalism and is chairman of publishing committee of *Columbia Journalism Review*. Mrs. Cowan Sr. is former Pauline Spiegel, of Chicago mail-order-house family.

More news

United Press International, through its UPI Audio news service, is entering regular newscast field under its own name and on virtually round-clock basis. UPI World News, five-minute wrapup every hour from 7 a.m. to 3 a.m. seven days per week, will be offered UPI Audio subscribers beginning in April if not earlier. UPI Audio officials say they're already added some 70 radio stations, bringing total to more than 400, on strength of plans for new service. UPI Audio's regular newscasts are used by stations in own newscasts without identification of source.

Trimming down

Straus broadcasting group is reported to have signed agreement for sale of WALL(AM) Middletown, N.Y., to group headed by veteran broadcast executives, James F. O'Grady Jr. and Robert A. Dreyer. Transaction, subject to FCC approval, has price tag in vicinity of \$1 million. Mr. O'Grady is resigning as president of RKO Radio Representatives to move to Middletown. Mr. Dreyer, long-time broadcast attorney, was for number of years vice president, secretary and general counsel of Metro-media.

Sale of WALL will leave WMCA(AM) New York as only broadcast property of President R. Peter Straus. Sale of his other broadcast property, WTLB(AM) Utica-Rome, N.Y., was announced earlier last week—for unannounced purchase price said to be slightly in excess of \$500,000. Buyers, also subject to FCC approval, are Utica group including Paul A. Dunn, vice president and general manager of station; Edward J. Carey, vice president and station manager; Robert W. Barnard, account executive with Hugh Johnson & Co., and William N. Macartney, president of Indium Corp. of America. WALL is on 1340 khz with 1 kw day, 250 w night; WTLB is on 1310 khz with 1 kw day, 500 w night.

A spirited,
out-of-this-world comedy
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Hope Lange as Mrs. Muir
Edward Mulhare
as the Ghost

THE GHOST & MRS MUIR



**Two successful
network seasons**

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1970 Emmy Award

(Hope Lange—Best
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now**



"...If 'refreshing' is the word for Mrs. Muir,
'fascinating' is the word for the ghost....The
scenes between these two are as high-grade
comedy as anything you are likely to see on
your screen..."

—Cleveland Amory, TV Guide October 19, 1968

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Toy budget for TV

Plans to spend more than \$13 million to advertise its Topper toys in 1971 were to be announced Saturday (Feb. 20) by Henry Orenstein, president of Topper Corp. Virtually all of budget is due to go into TV, with spot getting larger share.

His announcement was to be made at news conference in New York preceding opening of toy fair. In addition to Dawn fashion dolls, Johnny Lightning 500 and Suzy Homemaker dolls, Topper was showing two new toy lines: "Ding-A-Lings," line of heavy-gauge trucks with snap-in motors.

In 1970 Topper spent well over \$10 million in TV. Industry estimates put its network spending at almost \$4.7 million, and spot-spending—in first nine months alone—at \$5.6 million. Spot figure thus does not include heavy year-end holiday campaign. Agency is Dancer-Fitzgerald-Sample, New York.

Prime-time waiver granted

NBC affiliates will be able to carry 3½ hours of network programming on Sunday nights next season despite FCC rule limiting major-market stations to three hours of network programming in prime time nightly.

Commission, in action announced Friday (Feb. 19), granted NBC's request for waiver of rule to permit network to maintain schedule providing transition from programming appealing to children to programming of more adult appeal.

Waiver was conditioned on affiliates that take 3½ hours on Sundays carrying only 2½ hours of network programming on one other night of week.

Commission said waiver should not be considered precedent for similar waivers affecting other nights of week. Nevertheless, ABC-TV sources indicated interest in following NBC's lead, possibly with request for waiver to permit stretch-out on Tuesday—network's best night in ratings race. Sources at CBS-TV said that network would hold firm with its plan to program 7:30-10:30 p.m. nightly.

Commission said grant of waiver would not be inconsistent with objective of prime-time rule, which is to multiply and diversify program sources. It noted that NBC's current Sunday evening schedule runs four hours—half hour longer than on other evenings. Granting waiver, commission said, will

still free half hour presently filled by network.

Another factor in commission's decision was nature of NBC's Sunday night programming. "We think it highly desirable in the public interest to encourage the presentation by networks of programs designed to serve the special interests of children," FCC said.

Commission granted waiver for one year only, from Oct. 1, 1971, rule's effective date, until Oct. 1, 1972.

Commission action was on 4-to-2 vote, with Chairman Dean Burch and Commissioners Robert E. Lee, Robert Wells and Thomas J. Houser in majority, and Commissioners Nicholas Johnson and H. Rex Lee dissenting. Commissioner Robert T. Bartley was absent.

RCA stock increase voted

RCA Corp. shareholders voted overwhelmingly Friday (Feb. 19) to increase authorized common stock of corporation from 80 million to 100 million, paving way for acquisition by RCA of Coronet Industries, Dalton, Ga. Coronet stockholders ratified merger agreement with RCA Friday also.

Though there were more than 51 million shares voted in favor of increase in authorized shares, with about 2.2 million opposed, majority of 750 shareholders in attendance at special meeting in New York appeared to be against move. Speakers cited as objections RCA's trend toward acquiring firms in which management has scant experience; dilution of company's common stock and possibility that RCA could be dominated in future by Martin B. Seretean, board chairman-president of Coronet, who would control single largest share of RCA stock when trans-

action is consummated—little more than 2% of 68,376,631 RCA shares outstanding.

Coronet manufacturers carpets, furniture and fabrics. It has about 5.8 million shares outstanding. Transaction involves share-for-share exchange of Coronet and RCA stock and had value of approximately \$180 million, based on last week's market price.

'Innovate': Van Deerlin

Broadcasters should treat FCC prime-time access rule as "opportunity and challenge" by scheduling local programming that is innovative and community-oriented rather than use "stale syndicated fare," Representative Lionel Van Deerlin (D-Calif.), who is member of House Commerce Committee, told National Association of Television Program Executives in Houston Friday (Feb. 19) (see earlier story page 48).

He said: "The old era of laissez faire in broadcasting is largely over. Public attitudes—reflected in Congress and the FCC—are changing. Broadcasters can either move with, or ahead of, the new wave of public concern, or else be engulfed by it in the form of harsh and restrictive regulations."

Earlier at network-affiliated station meetings, programmers heard network executives indicate that fall program schedules would be announced later than usual this spring. CBS said it would be first week of March or later before schedule could be announced. ABC officials told affiliates that March 15 would be earliest date for new schedule. NBC was not represented at its affiliated stations' meeting.

During ABC affiliates' session, network spokesman indicated ABC is "seriously" considering turning Monday

Renewal votes scattered

Majority of seven FCC commissioners voted in favor of proposed revision of license-renewal procedures (see page 28), yet some concurred in findings of fellow members rather than vote and some dissension was evident when official announcement was issued Friday (Feb. 19).

In notice of inquiry aimed at providing definition of "substantial service" as term in used in commission's policy statement on comparative hearings involving TV renewal applicants, vote was 5-to-2 with Chairman Dean Burch

and Commissioner Nicholas Johnson concurring and issuing statements; Commissioner H. Rex Lee concurring; Commissioners Robert T. Bartley and Robert Wells dissenting, with Commissioner Wells also issuing statement.

On commission adoption of primer advising applicants on ascertainment of community needs requirements, vote was conclusive 7-to-0.

In notice of inquiry and proposed rulemaking looking to adoption of new license-renewal form and of annual statistics report from broadcasters, vote was 7-to-1 with Commissioner Wells concurring rather than voting.



Mr. Foley



Mr. Marker



Mr. Powers



Mr. Young

Paul Foley, board chairman and chief executive officer, McCann-Erickson, New York, elected president and chief executive officer of M-E's parent company, The Interpublic Group of Companies there. He succeeds Robert E. Healey, who continues as chairman of Interpublic. Robert S. Marker, president of M-E, named chairman and chief executive officer. John Powers, president, McCann-Erickson Europe, London, succeeds Mr. Marker. Marvin Corwin,

senior VP, Interpublic, named president, M-E Europe.

Jack M. Young, senior VP, Grey Advertising, New York, joins grocery-products group, Quaker Oats Co., Chicago, as director of marketing services. He will be responsible for wide range of marketing support activities, including media, creative services and research plus Quaker's in-house agency, AdCom Inc. He succeeds Victor Elting, who retires.

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

night into year-round sports programming next fall. *NFL Football* would be followed with basketball after football season.

At educational programming panel, David D. Connell, vice president and executive producer, Children's Television Workshop (*Sesame Street*), suggested NATPE promote and obtain financing for research project that would help commercial TV stations determine programming needs of children. He estimated cost of project at about 250 thousand dollars.

At conclusion of conference, John Comas, WJSJ-TV Winston-Salem, N.C., was elected NATPE president succeeding Herb Victor, KGO-TV San Francisco. Allen Sternberg, WKLT-TV Miami, and Rodger Gardner, WCCO-TV Minneapolis, were elected vice presidents. Roone Arledge, president of ABC Sports, was presented with NATPE's man of the year award.

NGTV assets to Filmways

Filmways Inc., Los Angeles, has acquired what were termed certain assets of National General TV Productions Inc., there. New division, to be headed by Malcolm C. Klein, former president of NGTV, will continue to produce programming for direct sale and syndication either to stations or sponsors.

Properties begun by NGTV will continue at Filmways Television Presenta-

tions Inc. They include *Trouble with Tracy*, being produced in Canada and *Special of the Month*, four of which have already aired.

Details of agreement were not disclosed.

Revenues reported level

Broadcasting, Learning and Leisure Time Division of Westinghouse Electric, which includes Westinghouse Broadcasting, reported that its revenue for year ended Dec. 31, 1970 were approximately even with record 1969 level—despite "slowdown of the economy and its impact on spending by advertisers."

Company said that stations which purchase programs syndicated by Group W bought at slower pace last year due to lower advertising revenues.

But significant portion of division's financial success in past year came from Leisure Time segment. Acquisition of Longines-Wittnauer Watch Co. last year increased Westinghouse's revenues by \$133.7 million.

Broadcasting, Learning and Leisure Time Division contributed 7% of Westinghouse's total revenue in past year, same as year before. But division accounted for 20% of company's income after taxes last year, increase of 2% from year before.

Revenues for entire Westinghouse company last year were \$4,313,410,000, up from \$3,924,286,000 year before. Net income declined to \$126,999,000,

from \$154,920,000 year before.

For Broadcasting, Learning and Leisure Time Division, year ended Dec. 31, 1970:

	1970	1969
Revenues	\$307,080,000	\$288,034,000
Net income	25,496,000	27,478,000

CBS pink slips arriving

Bulk of dismissal notices scheduled in CBS Inc.'s current retrenchment program were reported to have been issued late Friday (Feb. 19), but authorities said there was no way to put even approximate figure on number of persons affected. Since unofficial goal had been widely reported—and not seriously challenged—as 15% reduction in total corporate expenditures, however, number leaving appeared sure to run into hundreds (BROADCASTING, Feb. 15).

But timing appeared to vary. Most of those being dismissed presumably were put on notice—or in number of cases let go immediately, with extra severance—but others, such as some long-time employees in responsible posts, were reportedly being advised privately that they would be phased out over longer period of time. Early retirement was arranged with some senior executives.

In broadcast division, some departments appeared to have been hit less hard than expected, others more so. At CBS News, for example, word Friday was that, at least so far, it could have been much worse. One executive said there had been speculation 200 CBS News people might be let go but that he doubted it would be one-third that many.

Record revenues by Time

Time Inc., New York, had net income of \$20.1 million or \$2.76 per share in 1970, compared with \$20.4 million or \$2.81 in 1969. Revenues were \$632.6 million, record high, up from \$618.5 million in 1969.

Time-Life Broadcast's advertising revenues were down 3%, report said, but no dollar figure was given. Sources reported, however, that Time-Life Broadcast, which owns TV and radio stations and cable-TV interests, accounts for 5% of Time's total revenues. On that basis, its 1970 revenues would be about \$31.6 million. Time is selling its broadcast properties to McGraw-Hill Publishing Co., but retaining CATV.

Worldwide advertising revenues of Time Inc. magazines were reported down 7% to \$317 million.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 2.76	\$ 2.81
Revenues	632,618,000	618,489,000
Net income	20,627,000	23,916,000
Average outstanding shares	7,257,000	7,241,000

YOU LEARN A LOT IN 44 YEARS

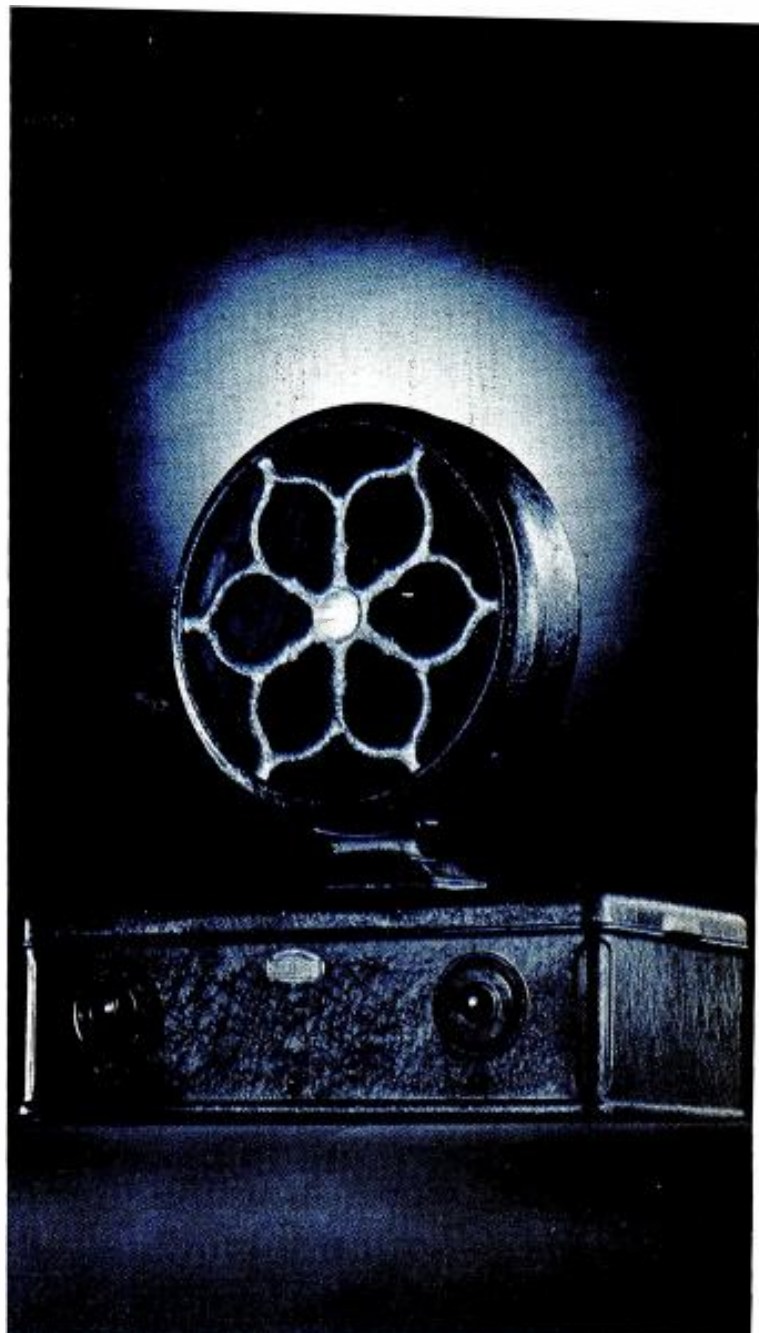
Storer Broadcasting has learned a few things over the years. We hope we never forget them.

We've learned that the most important element in a station's success is a responsive, continually building audience with confidence in a broadcaster's integrity and credibility. We've learned that the best way to develop such audiences is to become sincerely involved in the communities our stations serve—in the problems, the aspirations, the undertakings, the achievements, even the failures, when the objectives are worthwhile.

All this is not entirely out of charity. There's a tangible reason, too. The more effective we are in our communities, the more effective we are for our advertisers, the more

effective we are for ourselves. Our "most important product" is our audience and community reputation. We've worked at it for 44 years and plan to continue working at it as good neighbors, involved friends and effective broadcasters. That way everybody wins.

STORER
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Detroit WJBK-TV	Cleveland WJW-TV	Boston WSBK-TV	Atlanta WAGA-TV	Milwaukee WITI-TV	Toledo WSPD-TV
Detroit WDEE	Cleveland WJW	New York WHN	Miami WGBS	Los Angeles KGBS	Toledo WSPD

Radio advertisers need an alert audience, not just an audience

As long as I've been in California I've been impressed with radio on the West Coast. In the East, we thought it was something. Madame Curie had discovered, but broadcasters in California have been doing big and interesting things with the medium. It was one of the nicest things I discovered about the state.

Having established my belief in radio, I hope I have earned the privilege of pointing out a wart or two.

I can't help but wonder whether radio is still trying as hard as it did back when all the pundits predicted the medium was finished. Am I getting weary? Or do I now detect a certain sameness to the programing?

On my long drives to and from work I find that radio is becoming very predictable. I find myself doing my own programing—switching from news to music, to a personality and then back again. Or I find myself looking forward to those nights or mornings when there are special broadcasts—like a ballgame, or a presidential press conference, or bitter recriminations in the United Nations. And I have to ask myself: Is radio once again becoming the slave of a format? It seems to be forgetting the simple dictum that everyone likes the unexpected.

Now you have every right to say to me: "Hey, programing really is none of your business. You're in advertising. We'll deliver the audience for your commercial. The rest is up to you."

But that's not quite so.

Consider, if you will, a survey made by R. H. Bruskin Associates for the CBS Radio Network. The thing that interested me most about the survey really had nothing to do with the results: It was the way the researchers classified the listeners. There were two main classifications—foreground and background listeners. Foreground listeners are people who listen to radio for entertainment and information. Background listeners are those who really don't listen at all, but regard radio as a pleasant accompaniment to whatever they are doing.

Now when a station delivers listeners to us creative types to titillate and exhort, the numbers do not differentiate between the foreground and background listeners. And it makes a great deal of difference—for two reasons.

First, the survey indicated that the

two types of listeners differ in the type of commercials they prefer.

And second, it is a lot more difficult to flag the attention of a background listener for a commercial message.

The more foreground listeners radio can deliver, the better we like it. We want alert, attentive listeners—juices flowing, money out, ready to run down to the corner drug store.

I know that radio will always have a certain percentage of background listeners, and some stations cater to them. That doesn't worry me. I worry about the foreground listeners that might be bored into becoming background listeners. The guy whose attention you can't hold.

Radio can hold these listeners, but it takes some thought. If you have personalities, it may mean helping them out—breaking up the three or four hours a day you turn over to them with things that are fun and completely unexpected. Make the listener wonder what you are going to do next.

Take the news on radio. It's always kind of disappointing. Basically, radio news is a guy reading a newspaper to me. Radio usually handles news in a manner that newspapers can do better.

In other words, the medium does not take advantage of things it has going for it that newspapers do not—things that newspapers would love to have. Radio can give me the sounds and feel of news in a way newspapers never can. Radio can put me right in the middle of a news event. I can hear it for myself. Radio can print with sound—much as Chuck Blore does for commercials. A Blore commercial cannot be translated into print, but it transmits a feeling and spirit that no printed page can.

When I was a newsman many years

ago, I began to use tape recorders (they were wire recorders then) and had a lot of fun. I did first-person stories of a wayward girl, a habitual drunk, a 36-inch-tall dwarf, a take-all-comers wrestler at a fair.

After the series had run awhile, I received a call from a girl who said she would be a good subject. She was a hooker. I interviewed her in the lobby of the Mills hotel. That's where she lived. In the lobby of the Mills hotel.

Those are the kinds of things that are fun to hear, that would help us escape the formula rut.

You know what I'd like to hear on radio in the morning? Last night's 90 minutes of Johnny Carson or Dick Cavett. It would make a perfect drive-time show, even if done only once a week. I'm sure it would get a great rating and probably would help the TV audience, too. After all, about 80% of the people in those cars didn't stay up to watch Johnny or Dick the night before.

I know the job of holding attention is a tough one. Radio is the only medium that leaves the eyes free to do other things. And I learned years ago that it is difficult for the human voice to hold the attention of anyone when competing with anything that is colorful or moving. I was trying to teach a group of recruits one day how to field-strip an M-1, and was getting nowhere. I found out why. They were all watching a red farm tractor going back and forth behind me in a field.

Ask yourself this: Can you hold the attention of that foreground audience, with or without competition from all the sights and sounds of today's hectic world? If not, let's get out and do something about it.



Phil Willon joined Parker Advertising a year ago after nearly 15 years with N. W. Ayer. He started there as a copywriter—developing the "Rent it here—leave it there" campaign for Avis and naming and introducing Carte Blanche for Hilton hotels—and was vice president and creative director of N. W. Ayer/Jorgensen/Macdonald when he left to join Parker. An ex-journalist with a degree from Syracuse, he once wrote a syndicated column for the Gannett newspapers.

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25 Reels	.77 = \$19	1.25 = \$31	1.79 = \$45
50 Reels	.76 = \$38	1.19 = \$59	1.71 = \$85
100 Reels	.75 = \$75	1.11 = \$111	1.59 = \$159
250 Reels	.74 = \$185	1.09 = \$263	1.49 = \$372

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Datebook

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

February

Feb. 21-22—Winter meeting, *Alabama Cable Television Association*. Guest House Motor inn, Birmingham.

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. 22-23—Management conference, *Radio Advertising Bureau*. O'Hare inn, Chicago.

Feb. 22-26—Conference, *Western Educational Society for Telecommunications*. Town and Country convention center, San Diego.

■ Feb. 23—Panel discussion on CATV sponsored by *Democratic Study Group's Communications Task Force*. Members of task force and representatives of broadcasting and CATV will participate. 2-4 p.m., Room 2123, Rayburn House Office Building, Washington. Open to public.

■ Feb. 23—Senate Commerce Committee confirmation hearings on nominations of FCC Commissioners Robert Wells and Thomas Houser to new terms on commission. Room 5110, New Senate Office Building, Washington.

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

Feb. 24—West Coast membership meeting, *American Society of Composers, Authors and Publishers*. Beverly Hilton hotel, Beverly Hills, Calif.

Feb. 25—"ABC's of Cable TV", sponsored by Hollywood chapter, *National Academy of Television Arts and Sciences*, with Donald V. Taverner, president, National Cable Television Association, guest speaker. Century Plaza hotel, Los Angeles.

Feb. 25—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be George Smith, retiring chief of FCC's Broadcast Bureau. Army-Navy Club, Washington.

■ Feb. 25-26—Management conference, *Radio Advertising Bureau*. Carrousel motor inn, Cincinnati.

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 *Practicing 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—Newsmaker luncheon, *International Radio and Television Society*. Former Attorney General Ramsey Clark will speak on "Dissent and Communications". Empire room, Waldorf-Astoria hotel, New York.

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

March 2-4—Senate Communications Subcommittee hearings on election-campaign reform measures (BROADCASTING, Feb. 1). Room 5110, New Senate Office Building.

March 5-6—Convention, *Georgia Cable Television Association*. Towers motel, Augusta.

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

March 9—Meeting of *New York Association of Broadcasters*. Thruway Hyatt House, Albany.

March 11—Anniversary dinner, *International Radio and Television Society*, New York.

March 11-26—FCC oral argument and panel discussions on proposed rules governing diversification of control of CATV systems and other key CATV industry issues.

March 12-14—Meeting, board of directors, *American Women in Radio and Television*. Executive house, Scottsdale, Ariz.

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 *Canadian Radio-Television Commission*. Nova Scotian hotel, Halifax, N.S.

March 17—Annual meeting and election of officers, *Advertising Council*, New York. Ambassador hotel, Los Angeles.

March 18—Annual stockholders' meeting, *Cox Broadcasting Corporation*. CBC headquarters, Atlanta.

March 18-20—General convention, *Florida State Cable Television Association*. Colonnades Beach hotel, Palm Beach Shores.

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 25—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be John Macy, president of Corp. for Public Broadcasting. Army-Navy Club, Washington.

March 26-27—Region 10 conference, *Sigma Delta Chi*. Union, Wash.

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

March 30—FCC deadline for networks' affiliates associations to apply for prototype receive-only earth station (Doc. 16495).

■ March 30—Annual membership meeting, *Association of Maximum Service Telecasters*, 9:30 a.m., Waldorf room, Conrad Hilton hotel, Chicago.

April

April 1—New deadline set by FCC for origination of programming by CATV systems with 3,500 or more subscribers. Previous deadline was Jan. 1.

April 2-3—Region 3 Conference, *Sigma Delta Chi*. Knoxville, Tenn.

April 2-3—Region 4 Conference, *Sigma Delta Chi*. Cincinnati.

April 4-6—Annual convention, *Southern CATV Association*, Sheraton-Peabody hotel, Memphis, Tenn.

April 12-13—Annual Conference on Business-Government Relations, sponsored by *The American University Center for the Study of Private Enterprise*. Theme: A Dialogue with FTC. Shoreham hotel, Washington.

April 15-17—Meeting of *American Academy of Advertising*. University of Georgia, Athens.

April 16—New deadline for comments from National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Jan. 15 (Docs. 18110 and 18891).

April 16-17—Meeting, officers and executive board, *Mississippi Broadcasters Association*. Laurel.

April 16-17—Region 6 Conference, *Sigma Delta Chi*. Minneapolis.

April 16-17—Region 7 Conference, *Sigma Delta Chi*. Wichita, Kan.

■ April 17—Annual meeting and awards banquet, *Georgia Associated Press Broadcasters Association*. Marriott motor hotel, Atlanta.

April 19-25—23d cine-meeting, *International Film, TV Film and Documentary Market (MIFED)*. Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.

April 21—George Foster Peabody Broadcasting Awards presentation and Broadcast Pioneers

Major convention dates in '71

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.

April 28-May 2—20th annual national convention, *American Women in Radio and Television*. Washington Hilton hotel, Washington.

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.

luncheon. Pierre hotel, New York.

April 23-24—Region 1 Conference, *Sigma Delta Chi*. Hartford, Conn.

■April 23-24—State convention, *Pennsylvania Associated Press Broadcasters Association*. Mount Airy lodge, Mount Pocono, Pa.

■April 24—Annual meeting and awards luncheon, *Alabama Associated Press Broadcasters Association*. Holiday inn downtown, Mobile, Ala.

April 24—Region 8 Conference, *Sigma Delta Chi*. Hot Springs, Ark.

April 24-25—Region 2 Conference, *Sigma Delta Chi*. Chapel Hill, N.C.

April 25-30—Technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Century Plaza hotel, Los Angeles.

April 26—Deadline for reply 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).

April 26—Public hearing of *Canadian Radio-Television Commission*. Hearing will deal only with proposed CATV policies and regulations. Sheraton-Mt. Royal hotel, Montreal.

April 26-28—Annual conference of State Association presidents, and executive secretaries, sponsored by *National Association of Broadcasters*. Mayflower hotel, Washington.

April 30-May 1—Region 5 conference, *Sigma Delta Chi*. Terre Haute, Ind.

May

May 4-6—Spring meeting, *Pennsylvania Community Antenna Television Association*. Marriot hotel on City Line Avenue, Philadelphia.

May 5—Meeting, *Missouri Association of Broadcasters*. University of Missouri, Columbia.

May 5-6—Meeting of *Kentucky Broadcasters Association*. Executive Inn, Louisville.

May 6—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be FCC Commissioner Thomas J. Houser. Army-Navy Club, Washington.

May 7-8—Distinguished Service Awards Banquet and joint Region 9 and 11 Conference, *Sigma Delta Chi*. Las Vegas.

May 7-8—Meeting, *Kansas Association of Broadcasters*. Raddison hotel, Wichita.

■May 15-16—Meeting, *Louisiana Associated Press Broadcasters Association*. Royal Orleans hotel, New Orleans.

May 17—New deadline for comments from all parties except *National Association of Broadcasters* and *American Newspaper Publishers Association* on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Feb. 15 (Docs. 18110 and 18891).

May 18—Public hearing of the *Canadian Radio-Television Commission*. Bayshore Inn, Vancouver, B.C.

■May 20—Spring managers meeting, *New Jersey Broadcasters Association*. Wood Lawn, Douglass College campus, Rutgers University, New Brunswick, N.J.

May 20-21—Annual spring conference, *Oregon Association of Broadcasters*. Red Lion Inn, Medford.

■May 20-22—Annual management convention, *Iowa Broadcasters Association*. Holiday inn south, Des Moines, Iowa.

May 21-22—21st annual convention, *Kansas Association of Radio Broadcasters*. Broadview hotel, Wichita.

May 23-27—International colloquium, sponsored by *Illuminating Engineering Society* through its theater, television and film lighting committee. New York. Information: Philip Rose, 6334 Viscount Road, Malton, Ont.



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S&H Net Profit And Revenue Rise To All-Time Highs

Special to Buffalo Evening News
NEW YORK, March 6 — The Sperry & Hutchinson Co., parent company of Hens & Kelly Co. Inc. of Buffalo, today reported record-breaking earnings and domestic stamp service revenue for the 53-week fiscal year ended Jan. 3, and the final quarter of the year.

Net for the latest fiscal year was up 16 per cent to \$37,655,000, equal to \$3.31 a share, from \$32,521,000, equal, after an extraordinary charge of \$1,900,000, to \$2.82 a share, in the 52-week year ended Dec. 28 a year earlier.

Both years include results of operations of Lea Industries Inc., acquired in November 1969, on a pooling-of-interests basis.

Per share earnings for both periods are based on common shares and common share equivalents.

Domestic stamp service revenue for fiscal 1969 rose 6 per cent to \$361,988,000 from \$340,087,000 a year earlier, with net earnings from domestic stamp operations totaling \$29,477,000, up \$2,440,000 from \$27,037,000 in the preceding year.

"The key factor behind the rise in profits was another strong year for the S&H green stamp service," Chairman William S. Beinecke said.

The Sperry and Hutchinson Company includes:

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journal that reports the
complete business week of
broadcasting ... edited
and departmentalized for
readers who need to know ...
but fast.

OpenMike

A well-read profile

EDITOR: May I take this opportunity to express my gratitude for the "Week's Profile" (BROADCASTING, Jan. 18). You might be interested to know that of all the write-ups I have received, the response to this particular article, from friends and well-wishers across the country, was by far the greatest ever.—*Lucky Cordell, general manager, WVON- (AM) Cicero, Ill.*

Praise for CATV directory

EDITOR: You and the staff of BROADCASTING deserve an Oscar for the publication of the 1971 CATV SOURCEBOOK.

My association with CATV—in consulting, design and recommendation—leads me to agree with your estimate that the industry will be a \$15-billion giant by 1980. CATV will be the catalyst to generate information for local communities.—*J. R. Poppele, Tele-Measurements Inc., Clifton, N.J.*

The other sharp critics

EDITOR: Although BROADCASTING for the most part objectively reports news, I find one presentation quite subjective and misleading. Your reports on how TV critics react to new programs must appear to TV network executives and leaders in the business as if there are only five or six knowledgeable critics in the nation.

Your reports overlook such veteran reporters as Pete Rahn, *St. Louis Globe-Democrat*; Ann Hodges, *Houston Chronicle*; Mary Wood, *Cincinnati Post & Times-Star* and at least 20 other people in the same league.

There are many more TV viewers, critics and executives than those in the New Yorks, Bostons, Philadelphias and Chicagos.—*Steve Hoffman, TV-radio editor, Cincinnati Enquirer.*

(A check of the record shows that 25 newspapers in 14 cities were represented in BROADCASTING's surveys of critical reaction to the 1970-71 season—a wider sampling than Mr. Hoffman suggests. However, those he named were omitted in articles that were intended as samplers and not censuses.)

Not so for newsmen

EDITOR: An item in the Feb. 8 issue concerning the Paul Pappas case in Massachusetts reports that state to be one of "few" that do not have a law protecting newsmen from revealing confidential sources of information.

I wish you were right. Unfortunately, only 17 states have such legislation.—*Benny L. Kass, attorney, Boasberg, Granat & Kass, Washington.*

Books For Broadcasters

Color Television

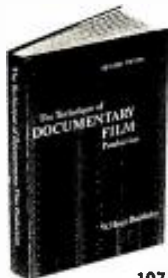
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Broadcasting® THE BUSINESSWEEKLY OF TELEVISION AND RADIO TELEVISION

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone 202-638-1022.

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a tape
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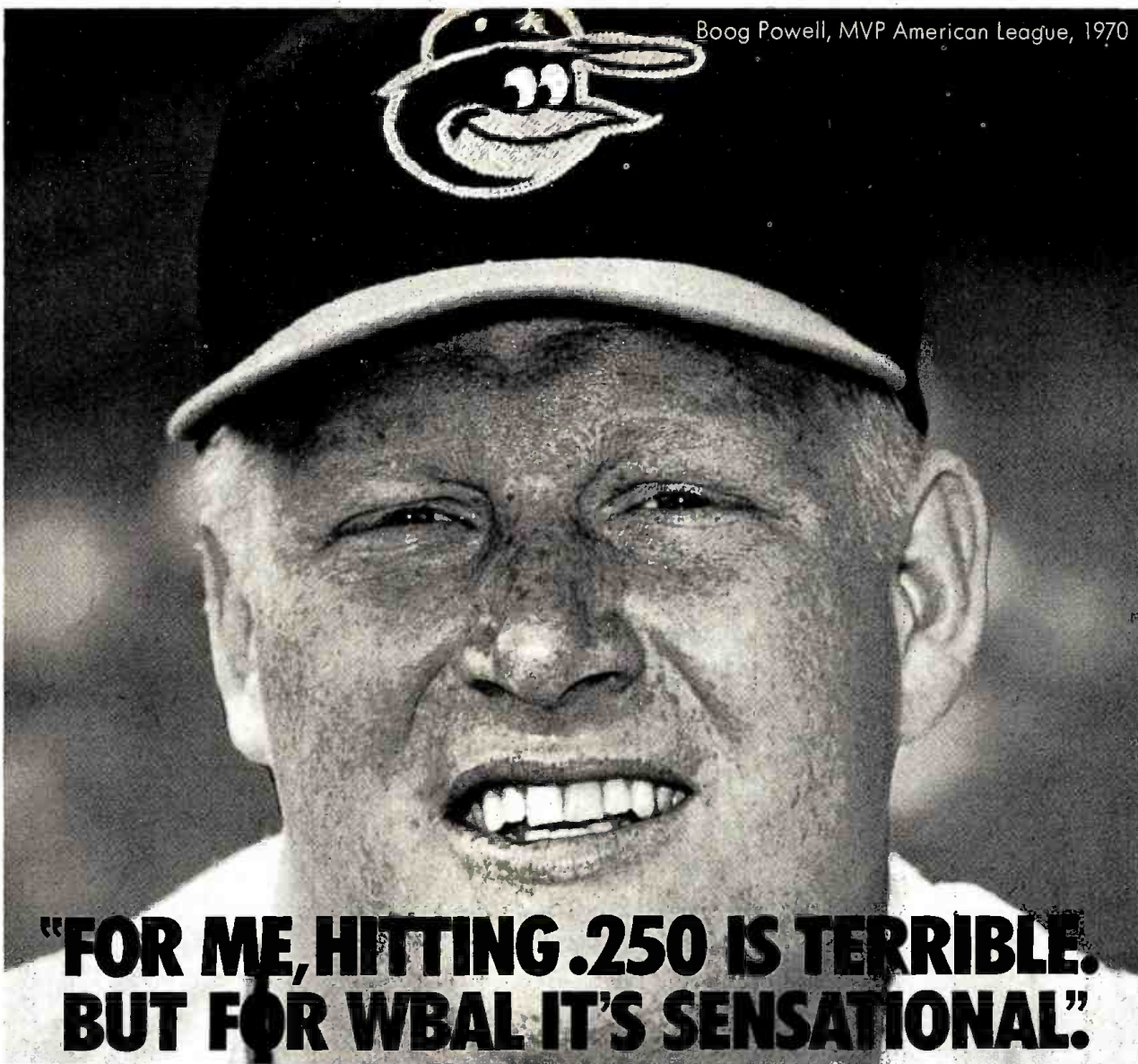
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A \$40-million bill for baseball

Price goes up for rights to broadcast the majors despite loss of cigarettes and softer ad economy

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Any broadcaster who has been negotiating for broadcast rights to major-league baseball doesn't need his wife to remind him that the cost of living is up. He has only to look at the \$40.4 million that will go to the leagues and clubs for 1971 coverage.

This is \$2.6 million more than the adjusted-rights figure of \$37.8 million for last season. NBC alone will pay \$2 million more than it did last year. The network enters the last season of a three-year contract with an escalating clause that calls for \$18 million in 1971.

Paradoxically, this rights rise comes when both stations and networks are having a hard time selling. The lagging economy, the departure of tobacco money and the tendency of other major sports to further overlap the baseball season are but a few of the factors.

While NBC-TV has been happy with its three-year contract with the majors, individual broadcasters handling local radio-TV rights have had a few misgivings. Much of this stems from the multiyear contracts negotiated at a time when the time-sales picture was brighter. At least five of these long-term contracts will be expiring after the 1971 season when baseball and broadcasters may be on a collision course.

At NBC-TV, the network will be marking "paid in full" on the three-year \$52-million national sports package that includes the All-Star Game, the *Game of the Week*, the division playoffs and the World Series.

The lucrative sports package will be on the block next year, but with NBC in a seemingly good position to again pick up the broadcast rights it has held for six years. According to a spokesman with Baseball Commissioner Bowie Kuhn's office, "When you have a good client you do everything you can to keep him."

NBC will televise 25 games of the week on Saturday afternoons starting

April 10 and continuing through Sept. 25. Five additional games will be broadcast on Monday evenings, two more than were carried in prime time last year.

The league championship playoffs will begin Saturday, Oct. 2.

For the first time in baseball TV history, NBC will program a World Series game in prime time. The fourth game of the series will be broadcast Wednesday evening, Oct. 13. The All-Star Game, now a permanent night fixture, will be carried on Tuesday, July 13, from Detroit.

According to an NBC spokesman, the ratings success of the All-Star Game last year, coupled with ABC-TV's good

showing in nighttime football, encouraged the commissioner's office and NBC to commit themselves to more games under the lights and the programming of an evening World Series game.

The All-Star Game, televised on a Tuesday night (July 14) last year, received the highest rating of any sports event programed in prime time, according to NBC. The national Nielsens gave the telecast a 28.5 rating and a 54 share of the audience.

Veteran announcers Curt Gowdy and Tony Kubek will return to handle play-by-play chores for the nationally televised games. The network has scheduled a 15-minute pregame show, *Baseball Today*, with the announcing team as

Leading the league pays off on the air

The Cincinnati Reds have found that success begets success.

The team, whose path to glory in 1970 led through a divisional and league championship before ending in the World Series, this season will get a million dollars for broadcast rights, \$400,000 more than it got in 1970.

The club's television exposure will be through WLWT(TV) Cincinnati and a regional TV network, but it has taken a cue from some of the other major-league teams in the packaging of its own radio network.

The measure of this success came last week with announcement that a 60-station network, originated through WLW(AM) Cincinnati, is a complete sellout, the first in six years. Also, 75% of the pregame and postgame shows fed to the network have been sold.

"This is our first year in the broadcast field," said Robert L. Howsam, Reds' executive vice president and gen-



Reds' catcher Johnny Bench

eral manager. "The trend is toward club operation of its own radio network and we feel that with this type of network we can better serve the public and our sponsors."

It was noted that the sellout—involving such clients as Stroh Brewery, Marathon Oil Co., Buick Motor Division, Pepsi-Cola and an array of local advertisers—came despite "a considerable increase in advertising rates and a sluggish economy."

A share of the credit for the Reds' radio operation has been given to John Sollers, who became the club's director of broadcasting last November after 11 years with Taft Broadcasting Co. in Cincinnati.

American League—East

Team	1971 Rights	1970 Rights	Television	Radio	Sponsors & agencies of games only
Baltimore	\$775,000	\$775,000	WJZ-TV	WBAL 50-75	National Brewing Co. (Doner), Pepsi-Cola Bottling (Allegheny), Equitable Trust Co. (Finn) Tasty Baking (Simmons) and Western Auto Supply (Barickman-Selders) all TV. Radio sponsor line-up not yet available.
Boston	700,000	700,000	WHDH-TV 5	WHDH 47	F&M Schaefer Brewing Co. (BBDO) 1/3 TV; Shawmut Bank (Harold Cabot Adv.) 1/6 TV; Atlantic Refining (NH&S) 1/6 TV; and Boston Herald Traveler (William Houghy Adv.) 1/6 TV; remaining 1/6 TV open. F&M Schaefer (BBDO) 1/3 radio; Shawmut Bank (Harold Cabot) 1/6 radio; Tri S Gas (Tri S Associates) 1/6 radio; Zayers Department Store (Ingalls Associates) 1/6 radio; and Chrysler-Plymouth Dealers of New England (Y&R) 1/6 radio.
Cleveland	800,000	800,000	WJW-TV (network size not set)	WERE 24	Stroh Brewing (Doyle Dane Bernbach) 1/3 WERE and 1/6 on radio network. Other radio sponsors not set. Stroh Brewing (Doyle Dane Bernbach) 4/17 TV; Allstate Insurance (Burnett) 3/34 TV. Other TV unsold.
Detroit	1,200,000	1,100,000	WJBK-TV 7	WJR 24	Pabst Brewing (Kenyon & Eckhardt), five units TV; Sun Oil (Esty) three units TV; Allstate Insurance (Burnett) one unit TV; Personna Blades (Burnett) one unit TV; Pepsi-Cola of Michigan (BBDO) one unit TV. Stroh Brewing (Doyle Dane Bernbach) and Detroit Area Buick Dealers (McCann-Erickson) participating in WJR radio.
New York	1,500,000	1,500,000	WPIX-TV 7	WMCA 30	F&M Schaefer Brewing Co. (BBDO) 1/4 radio; Coca-Cola Co. (McCann-Erickson) 1/8 radio; First National City Bank (BBDO) 1/8 radio; remaining 1/2 radio open. F&M Schaefer (BBDO) 1/4 TV; Coca-Cola Co. (M-E) 1/8 TV; Consolidated Edison (D-F-S) 1/8 TV; Getty Oil Corp. (DKG) 1/8 TV; Nissan Motor Co. for Datsun Cars (Parker Adv.) 1/8 TV; 1/4 TV open.
Washington	466,000	325,000	WTOP-TV	WWDC AM-FM	F&M Schaefer Brewing Co. (BBDO), participating TV, others not set. Radio sponsorships still being negotiated.

American League—West

California	1,000,000	1,000,000	KTLA(TV)	KMPC 20	Volkswagen Pacific (DDB) 1/4 TV; Anheuser-Busch (Gardner Adv. and D'Arcy) 1/4 TV; Goodyear Tire & Rubber (direct) 1/8 TV; Personna (Burnett) 1/8 TV; Allstate Insurance (Burnett) 1/8 TV; Standard Oil of Calif. (BBDO) 1/4 radio; Anheuser-Busch (Gardner Adv. and D'Arcy) 1/4 radio; Continental Airlines (NH&S) 1/4 radio; Datsun (Parker) 1/4 radio.
Chicago	1,400,000	1,400,000	WFLD-TV	WEAW-FM 10	Radio sponsorships to be sold by individual stations in network. TV sponsorship not set.
Kansas City	400,000	650,000	KMBC-TV 9	KMBZ 38	Schlitz Brewing (Majestic/Burnett) 1/3 TV on KMBC-TV; local sponsors on regional TV network; balance TV to be sold as participations. Schlitz 1/3 all radio; balance radio to be sold as participations.
Milwaukee	600,000	600,000*	WTMJ-TV 7	WTMJ 50	Schlitz Brewing (Majestic/Burnett) 1/3 TV on WTMJ-TV; Oscar Mayer & Co. (J. Walter Thompson) 1/6 TV on WTMJ-TV; regional TV network stations to sell locally. Schlitz and Oscar Mayer to cosponsor all radio.
Minnesota	700,000	700,000	WTCN-TV 17	WCCO 100	Midwest Federal Savings & Loan (M. R. Bolln) 1/3 of TV, 1/3 of WCCO, 1/6 of regional radio network.
Oakland	1,000,000	1,000,000*	KBHK-TV 3	KEST 7	Arco (NH&S) 1/2 radio and TV; Harris & Frank Store and Ernie's Store, TV participations.
A.L. totals	\$10,541,000	\$10,550,000*			

Rights figures are BROADCASTING estimates of net prices to teams, after talent, production and line charges if the team packages its own games. Asterisk following the 1970 figure denotes revised rights estimate. Not in-

cluded in table is NBC's payment for nationally televised games which this year amount to \$18 million. Originating stations for TV and radio are listed with number of stations in each network.

hosts. No formal postgame program is planned, but NBC indicated that if there is time to fill between the end of a game and the following broadcast, Mr. Kubek will conduct on-the-field interviews with a key game player.

Jim Simpson and Sandy Koufax will also return to call the back-up game, transmitted into the home cities of the team in the national game.

NBC is asking the same price as last year for each commercial minute. Games in the regular-season package are priced at \$32,000 a commercial minute and the World Series at \$90,000 a minute.

According to an NBC spokesman, network salesmen have just begun selling time for baseball and everything is open. He said, however, that NBC expected virtually the same list of advertisers as last year.

Following is a rundown city-by-city of the radio-TV plans of each major-

league club. Pregame and postgame sponsors are included in the capsules; the sponsors of the actual play-by-play are shown in the charts on pages 20 and 21.

AMERICAN LEAGUE EAST

Baltimore Orioles

WJZ-TV Baltimore will again originate TV coverage of the Orioles. Colorcasts will include 52 regular-season games and one exhibition telecast. Of this number, 29 will be carried in prime time, 11 on Sunday. Preceding each broadcast will be a 10-minute *Orioles Warm Up Time*. A flexible time format has been approved for the postgame *Orioles Highlights* program.

On the radio side, WBAL-AM-FM Baltimore will again broadcast all 162 regular-season games in addition to 14

exhibitions. It is expected that a radio network of approximately 50-75 stations throughout the Southeast will be set up although plans have not yet been finalized.

Handling the radio-TV play-by-play and pregame show will be Chuck Thompson, Bill O'Donnell and John Gordon. John Kennelly of WJZ-TV sports will announce the postgame show, while Jim West will handle the radio wrapup.

The TV sponsors signed are National Brewing Co. (Doner), Pepsi-Cola Bottling Co. (Allegheny), Equitable Trust Co. (Finn), Tasty Baking Co. (Simmons) and Western Auto Supply Co. (Barickman-Selders).

Boston Red Sox

WHDH-TV Boston will continue as Bos-

ton Red Sox originator, carrying 56 regular-season games, and three exhibition contests, feeding all or part of the schedule to a network of five other New England outlets: WWLP(TV) Springfield, Mass.; WPRI-TV Providence, R.I.; WGAN-TV Portland, Me.; WABI-TV Bangor, Me., and WAGM-TV Presque Isle, Me.

A pregame *Red Sox Close-up*, featuring Ken Coleman, WHDH-AM-TV sports director, and Don Gillis, and a postgame show, *Red Sox Wrap-up*, handled by Ned Martin are planned. Sponsor-

ship of both shows is not yet set.

On the radio side, WHDH-AM-FM will carry the entire schedule of 162 regular-season games and 17 exhibition contests and feed them to a network of approximately 47 stations set up by Hughes Sports Network.

Dugout Interview, a pregame show handled by Mr. Coleman, will be sponsored equally by Carrier Air Conditioning (N. W. Ayer), Kraft Foods (J. Walter Thompson) and Dutch Boy Paints (Marschalk). A postgame show, *Sports Extra*, will feature John Pesky.

Sponsorship has not been announced.

Again handling the play-by-play, both on radio and TV, will be Messrs. Coleman, Pesky and Martin.

Cleveland Indians

WERE(AM) Cleveland enters a new three-year agreement and will feed all regular-season games plus a dozen exhibitions (including two mid-season exhibitions) to a regional network of some

National League—East

Team	1971 Rights	1970 Rights	Television	Radio	Sponsors & agencies of games only
Chicago	\$1,000,000	\$1,000,000	WGN-TV (radio-TV networks being set)	WGN	Schlitz (Burnett), Allstate Insurance (Burnett), Texaco (Benton & Bowles), Zenith Distributors (Intercean) Personna (Burnett) Yellow Pages (Earle Ludgin) Gillette (J. Walter Thompson) and Chicagoland Pontiac Dealers (VanBrunt), all preceding in TV with shares to be determined. Oak Park Federal Savings & Loan (Conner-Sager), G. Heileman Brewing (Campbell-Mithun), Metropolitan Buick Dealers (North), Martin Oil (Petroleum Service Adv.), Vienna Sausage Co. (Marvin Frank) and Karroll's Men's Wear (Greenbaum Adv.), all preceding equal radio sponsors.
Montreal	500,000	450,000	CBC 43	Regional Networks	Bank of Montreal (Spitzer & Mills), MacDonald Tobacco (Ray Toresen Associates), Texaco Canada Ltd. (Ronalds & Reynolds), all participating in radio with some radio still open. O'Keefe Breweries 2/5 TV, Outboard Marines Ltd. 7/100 TV; General Motor Corp. 3/20 TV (Foster Advertising); Texaco, Canada Ltd. (Ronalds & Reynolds), 1/4 TV; Canadian Pacific Railways (McKim-B&B), 1/10 TV; 3/100 still open.
New York	1,250,000	1,250,000	WOR-TV	WJRZ 42	Coca-Cola (McCann-Erickson), Chevron Oil Corp. (BBDO), both radio; remainder of radio still open. Sunoco (Esty), 1/6 TV; Rheingold Breweries (Y&R), 1/4 TV; Coca-Cola Co. (M-E), 2/15 TV; General Cigar (Y&R), 2/15; Chase Manhattan Bank (Ted Bates), 2/15 TV; Chrysler-Plymouth (Y&R), 1/15 TV; Personna Blades (Burnett) 1/15 TV. Remaining time open.
Philadelphia	1,500,000	1,350,000	WPHL-TV 3	WCAU 24	Atlantic Refining (NH&S), 1/3 radio & TV; Schmidt & Sons Beer (Ted Bates), 1/3 radio and TV, and Girard Bank (Lewis & Gilman) 1/9 radio and TV. Remaining 2/9 radio and TV open.
Pittsburgh	450,000	450,000	KDKA-TV	KDKA	Iron City Beer (Ketchum, MacLeod & Grove), Arco (NH&S), Plymouth-Chrysler Dealers Association (Y&R), Pittsburgh Paints Division of Pittsburgh Plate Glass (Thompson & Associates) all radio participations. TV sponsorship not yet set.
St. Louis	600,000	600,000	KSD-TV 19	KMOX 100	Busch Bavarian (Gardner), ½ on radio network and ½ on KMOX and DX Sunray (Gardner) ½ on radio network and ½ on KMOX are principal sponsors on extensive list of sponsors, some under special radio plans A and B (see Cardinals capsule). Busch Bavarian, five units TV; DX Sunray, two units TV; Personna (Burnett) two units. TV shares not designated yet for sponsors Allstate Insurance (Burnett), American Airlines (Doyle Dane Bernbach) and Household Finance Corp. (NH&S).

National League—West

Atlanta	1,000,000	1,000,000	WSB-TV (regional networks being set)	WSB	Sponsor list to be announced.
Cincinnati	1,000,000	600,000	WLWT(TV) 10	WLW 60	Stroh Brewing (Doyle Dane Bernbach), seven units on WLW and radio network; Marathon Oil (Campbell-Ewald), three units on WLW and radio network; Buick Dealers (McCann-Erickson) three units on radio network; Frisch's Big Boy (Rollman), First National Bank of Cincinnati (Northlich-Stolley) and Pepsi-Cola Bottlers (Robert Acomb Adv.) all three units on WLW. Burger Brewing (Midland Adv.) ½ TV.
Houston	1,000,000	1,000,000	KTRK-TV 22	KPRC 32	Texaco (Benton & Bowles) ½ of radio and TV plus others on combined radio-TV basis.
Los Angeles	1,800,000	1,800,000	KTTV(TV)	KFI 8	Union Oil (Burnett) ¼ radio; Schlitz Brewing (Burnett) ¼ radio; Farmer John (MacManus, John & Adams) ¼ radio; Pacific Telephone (BBDO) ¼ radio. Union Oil, Schlitz, Farmer John also each take ¼ TV with Toyota Dealers (Clinton E. Frank) taking last ¼ TV.
San Diego	710,000	700,000	KCST(TV)	KOGO 3	Fashion Valley Shopping Center (Fashion Valley Merchants Association) 1/12 TV; Allstate Insurance (Burnett) 1/6 TV; rest of TV unsold. Westgate of California, U.S. National Bank (Barnes-Champ), Standard Oil of California (BBDO) and Toyota (Clinton E. Frank) each ¼ radio with ¼ radio still unsold.
San Francisco	1,100,000	1,100,000	KTVU-TV	KSFO 14	Standard Oil of Calif. (BBDO) ¼ radio; Pacific Telephone (BBDO) ¼ radio; Gillette (Moorgate) ½; balance of radio sponsors to have been signed by last week. Union Oil Co. (Burnett) and Personna Blades (Burnett) participating TV sponsors with ½ TV open.
N.L. totals	\$11,910,000	\$11,300,000*			
Major league totals	\$22,451,000	\$21,850,000*			



John E. Haigney (l), president of Rheingold breweries and Thomas W. McMahon Jr., executive vice president of the Chase Manhattan bank, take appro-

priate note of their renewal of participating sponsorships in broadcasts of the New York Mets (for details, see page 23).

two dozen stations. Bob Neal of WERE and Herb Score of the Indians are announcers.

Final list of sponsors for 18 commercial minutes (previously 16 units) is not set except for Stroh Brewing (Doyle Dane Bernbach) which will take one-third on WERE and one-sixth on the network.

Household Finance Corp. (Needham, Harper & Steers) is buying a 10-minute pregame *Dugout Interviews* on WERE. The postgame scoreboard show is still open.

WJW-TV Cleveland, in the second year of a three-year pact, will feed 48 games to a small regional network still in the works. So far, Stroh Brewing (Doyle Dane Bernbach) has renewed four-seventeenths and Allstate Insurance (Leo Burnett Co.) has taken one and one-half seventeenths.

Harry Jones and Dave Martin are the TV announcers.

Detroit Tigers

The Tigers club is in its seventh year of packaging its own TV schedule which this year includes 40 games to be fed by WJBK-TV Detroit. Regional network will include WKZO-TV Kalamazoo-Grand Rapids (owned by Tigers owner John Fetzer), WNEM-TV Bay City-Saginaw-Flint, WJIM-TV Lansing, WWTV(TV) Cadillac (Fetzer) and WWUP-TV Sault Ste. Marie (Fetzer), all Michigan stations, plus WSPD-TV Toledo, Ohio. Negotiations for a Fort Wayne, Ind., outlet continue.

TV announcers are George Kell and Larry Osterman. TV package includes 16 commercial minutes; top unit price, \$90,000.

WJR(AM) Detroit is in the first year

of renegotiated agreement now set for five years and will feed a state network of more than two dozen stations for the regular season plus certain preseason games to be determined. Ernie Harwell and Ray Lane are the radio announcers. Household Finance (Needham, Harper & Steers) will take alternate shares of pregame and postgame shows.

New York Yankees

WPIX(TV) New York, Yankee originator since 1948, will carry 96 regular season contests (10 more than last year), and four exhibition games and feed a seven-station regional network in New York, Connecticut and Pennsylvania.

Phil Rizzuto and Frank Messer will continue to handle the play-by-play commentary aided by new announcer Bill White, and on occasion, by Whitey Ford. According to the Yankees, Mr. White is the first black play-by-play announcer in the major leagues.

Radio coverage moved this year, under a four-year contract, from WHN(AM) New York, to WMCA(AM) there. Station will feed the 162 regular-season games and 18 preseason contests to approximately 30 stations in a regional network in New York, New Jersey, Connecticut and Pennsylvania. Messrs. Rizzuto, Messer and White will handle commentary.

Mr. Messer will be host of a 15-minute pregame and a 10-minute postgame show. Sponsors include Silvercup Bakers Inc. (Leo Baron), Mallory Batteries (Needham, Harper & Steers), Beatrice Foods, Treat-Snacks Division (Chalec & Dreyer), and Olins Rent-A-Car (Richmond Advertising).

Washington Senators

Despite a disappointing season and the trade of several of its name players, the Senators still have the broadcasters' confidence this year. Returning with a new contract for three years is WTOP-TV Washington, which will provide coverage of 40 games (30 road, 10 in Washington and Baltimore). The only sponsor signed so far, WTOP-TV officials report, is F&M Schaefer Brewing Co., through BBDO. However, station officials anticipate they will be sold out again this year.

TV announcers will be Ray Scott and Warner Wolf who did the Senators games in 1970.

WWDC-AM-FM Washington will carry all 162 regular-season games and 28 exhibitions. This year WWDC will have both a 20-minute pregame and a five-minute postgame broadcast. Johnny Holliday will be host for the pregame show.

Calling the radio play-by-play will be Tony Roberts and the returning Ron Menchine, who will handle the wrap-up. Although no radio sponsors have yet been signed, negotiations are under way.

AMERICAN LEAGUE WEST

California Angels

Now in their eighth year of televising Angels' games, KTLA(TV) Los Angeles will repeat last year's TV schedule of 30 games. Of these, 25 will be regular season with at least one game originating in every American League city. The five remaining will be preseason games to come from Palm Springs, Calif. Although there is no regional network, KTLA notes its signal carried on CATV systems in Nevada, New Mexico, Arizona and Colorado. Sponsor acceptance of the team has improved over last year, as well. Only one-eighth of the play-by-play remains open.

The *Angel Warmup* and *Angel Wrap-up* TV broadcasts have been two-thirds sold to Household Finance Corp. (direct) and Fuller Paint Co. (Daily and associates).

On the radio side, the full 162-game season and 21 exhibition games are sold out with KMPC(AM) Los Angeles originating for a 20-station network. The pregame and postgame radio sponsors and their agencies will be Vienna Sausage Manufacturing (Marvin H. Frank and Co.), Langendorf American Bakeries (direct) and Gillette Co., Blade Division (Grey-North Advertising and J. Walter Thompson). Sears Roebuck & Co. (Star Advertising), sponsors of the *Angel Hotline* last year, will

**When Ernie Banks lays into one,
*429,000 Chicago men lean closer
to their TV sets.**



When you buy one minute of Cubs' baseball in every game during the regular season, you make 49,248,000 male impressions.

WGN Television has covered more than 3,000 games – and we have another 148 coming up this season.

Source: A. C. Nielsen Baseball Tabulation, 1970. *Adult males, average weekend.



Play it by ear



Reach WJR's exclusive outside area audience including the markets of Ann Arbor, Flint, Jackson, Lansing, Toledo with a combined population greater than Minneapolis-St. Paul, Milwaukee, Cincinnati, Atlanta, Kansas City or San Diego* . . . all cities with major league baseball franchises.

Call your Henry I. Christal rep for more information.

*Dec. 1970 SRDS

WJR / **760**
CBS DETROIT

return again in 1971.

Nick Enberg and Don Wells will simulcast the play-by-play of the games with Dave Niehaus and Jerry Coleman joining in on the TV broadcasts only.

Chicago White Sox

WEAW-FM Evanston, Ill., now transmitting from atop Chicago's 100-story John Hancock Bldg., will feed a local suburban network plus regional network totaling at least 10 stations, mostly FM and linked through off-air pickups, for regular season plus a dozen exhibition events. General Finance Corp. (Post-Keyes-Gardner) is giving up its extensive regional Sox network after a number of years as the team finds itself unable to get a major Chicago radio station to carry the games and instead is venturing into its own network.

Radio stations will pay \$25 per game and obtain their own sponsors. Other Chicago-area outlets to carry Sox network include WJOL-FM Joliet, Ill., and WTAQ(AM) LaGrange, Ill. Former St. Louis and Oakland announcer Harry Caray has been signed to do the Sox games, assisted by Ralph Faucher of WTAQ.

On the TV side, WFLD-TV Chicago, in fourth year of its five-year agreement at about \$1 million per year, will carry 129 regular-season games. Sponsors are not set. Jack Drees will be the TV announcer with the help of a new assistant, Bud Kelly, formerly with WBBM-AM-FM Chicago and also for the past two years Sox park announcer.

Kansas City Royals

The experienced packager, Majestic Advertising of Milwaukee, affiliated with Schlitz, is handling the Royals for the third season. The TV package again includes 26 road games and will be fed by KMBC-TV Kansas City to a regional network of nine stations with local sponsors. On KMBC-TV Schlitz (Majestic/Burnett) takes one-third with the rest participations.

The radio package includes the regular season games plus 14 exhibition games and it will be fed by KMBZ(AM) Kansas City to a regional network of 38 stations with Schlitz taking one-third of entire hookup. Remainder will be sold on participation basis.

Announcers for both radio and TV are Buddy Blattner and Dennis Matthews.

Milwaukee Brewers

Majestic Advertising, Milwaukee, Schlitz-related agency, for second year is pack-

aging broadcast coverage. TV schedule of 26 games (10 home, rest away) will be fed by WTMJ-TV Milwaukee to regional network of seven stations to be sold locally. Sponsors on WTMJ-TV include Schlitz (Majestic/Burnett) for one-third and Oscar Mayer & Co. (J. Walter Thompson Co.) for one-sixth.

The radio schedule includes the regular season games plus 14 exhibitions to be fed to a regional network of about 50 stations by WTMJ(AM) Milwaukee with Schlitz and Mayer cosponsors on the entire hookup.

Pregame and postgame features are sold one-half to Salerno-Megowen Biscuit Co. (Scott & Scott).

Radio-TV announcers are Merle Harmon, Tom Collins and Jim Irwin.

Minnesota Twins

Midwest Federal Savings & Loan (M. R. Bolin Advertising) is in the second year of a five-year rights agreement for both radio-TV. Midwest will take one-third sponsorship on WCCO(AM) Minneapolis and one-sixth on regional network of about 100 radio stations with the schedule to include the regular season games plus 10 exhibitions.

Midwest also will take one-third on WTCN-TV Minneapolis which will feed a regional TV network of about 17 stations for a package of 50 games. Sponsors buying WTCN-TV get the network as bonus as before. TV announcers include Halsey Hall, Frank Buetel and former Twins player Bob Allison. Radio announcers include Mr. Hall and Herb Carneal.

Oakland Athletics

KBHK-TV San Francisco will begin its fourth year of telecasting A's games, their next to last in five-year pact with Arco, owner of the broadcast rights in past year as Atlantic Richfield Co. The 25 away games will be half-sponsored by Arco (Needham, Harper and Steers) on a three-station network that also includes KOVR (TV) Stockton-Sacramento, Calif., and KTVN(TV) Reno. Participating sponsors in the play-by-play include Harris and Frank, a regional clothing store, and Ernie's beverage stores in the pregame show.

An agreement for the radio coverage was concluded Feb. 11 with the A's games to originate this year from KEST(AM) San Francisco, formerly KSOL(AM), and be carried on a seven-station network. Games last year were carried by KNBR(AM) San Francisco. Arco will sponsor one-half of the radio broadcast. No arrangements have yet been made

for pregame and postgame shows by KEST but they do expect to program them. All 162 regular season games and 29 exhibitions will be broadcast. Monte Moore, Red Rush and Bob Elson handle the announcing chores on both radio and television.

NATIONAL LEAGUE EAST

Chicago Cubs

WGN-AM-TV Chicago is negotiating a new long-term agreement and again plans to originate regional radio-TV networks, extent of which is not final. WGN will air the regular-season schedule plus 10 exhibition games and the slate is sold out.

Radio announcer will be Vince Lloyd with Lou Boudreau, named last year to baseball's Hall of Fame, handling color. Pregame *Lead Off Man* will be sponsored by O'Connor & Goldberg Shoes (Bud Solk Associates) and Seno & Sons (Solk). A postgame scoreboard show will be shared by Continental Airlines (Needham, Harper & Steers) and AAMCO automatic transmissions (Rosenthal).

WGN-TV will telecast 148 games with Jack Brickhouse announcing and with an assistant to be named.

Montreal Expos

The Canadian Broadcasting Corp., Montreal Expo TV originator since the team's inception in 1969, will carry 22 contests this year, one over last year's total, and feed them to a 43-station line-up in nine of Canada's 10 provinces. Eighteen of the games will be broadcast in both French and English and four in French only.

Dave Van Horne and former Los Angeles Dodger Don Drysdale will handle the play-by-play on the English side and Guy Faron and Jean Pierre Roy will broadcast in French. CBC said it expects to originate pregame and postgame shows but specific plans are not yet complete.

Four new English-language radio stations and four new French-language stations will pick up the feeds of 162 regular season and two exhibition contests of the Expos. CHAM(AM) Hamilton, Ont., was dropped from the English line-up and CKFH(AM) Toronto, CJBQ(AM) Belleville, CKLB(AM) Oshawa, all Ontario, and CKTS(AM) Sherbrooke, Que., have been added. Returning to the English line-up are: WEAV-AM-FM Plattsburgh, WIGS-AM-FM Gouverneur, and WPDM-AM-FM Potsdam, all New York; CFCF(AM) Montreal, CKPM Ottawa, and CKSL London, both Ontario.

New French-language stations, all in



To Orioles Brooks Robinson and Mike Cuellar this was the moment of final triumph on Oct. 15, 1970, as Baltimore became the world champions. To radio and television, it was the last on-field action that broadcasting covered during a six-month season for which it paid

an estimated \$37.8 million. This year the total is expected to rise to \$40.4 million. But to the victor does not always belong the spoils: World Series loser Cincinnati wound up with a substantial rise in radio-TV rights that now exceeds the Orioles' figures (see pages 22-33).

Quebec, are CFGT Alma, CFLM La Tuque, CFDA Victoriaville, CKSM Shawinigan. Returning to the French station line-up are CKLM Montreal, CJMT Chicoutimi, CKJL St. Jerome, CHEF Granby, CJLM Joliette and CJSO Sorel, all Quebec.

Handling English commentary will be Mr. Van Horne and Russ Taylor. Jean Paul Ray and Jean Paul Sarrault will broadcast in French. Two pregame shows, a 5-minute *Gene Mauch Show* and a 10-minute *On Deck Circle* are planned as well as two postgame programs, a 10-minute *Dug-Out Show* and a 10-minute *Postgame Scoreboard*.

New York Mets

WOR-TV New York will carry 117 regular-season games of the New York Mets, 75 home contests and 42 away games, as well as three exhibition games. There will be no regional network. Play-by-play action will again be called on radio and TV by Ralph Kiner, Lindsay Nelson and Bob Murphy. A 15-minute pregame TV show, with a host soon to be announced, will be broadcast before 45 weekend contests, and a 15-minute postgame program, *Kiner's Corner* will return as a Mets feature with Mr. Kiner as host.

Sponsorship for the two programs is practically sold out with Household Finance Corp., through its house agency, and the New York State Racing Association, through McCann-Erickson, buying participations.

WJRZ(AM) Hackensack, N.J., in the final year of a five-year radio contract, will broadcast 162 regular games, 27 exhibition contests, and the *Mayor's Trophy* game from Shea Stadium, against the New York Yankees for

charity, Sept. 9. WJRZ will feed the games to a 42-station network—an increase of 10 over last year's line-up—in New England and the Mid-Atlantic states. A 20-minute pregame program and a 15-minute postgame show, *Mets Hotline*, will be featured on the station with host Bob Brown. Sponsorship is nearly sold out. New York outlets WGLI(AM) Babylon, N.Y., has lined up Barry Lander for a pregame and a postgame program and WNBC-FM New York, will have sportscaster Marv Alpert doing a pregame and postgame show.

Philadelphia Phillies

The Philadelphia Phillies will telecast this year on a UHF station, WPHL-TV Philadelphia, ending a 21-year association with WFIL-TV Philadelphia, a VHF.

WPHL-TV will telecast 68 regular-season games, 53 on the road, along with two exhibition contests. Schedule will be fed to a network of three other Pennsylvania outlets: WGAL-TV Lancaster, WLYH-TV Lancaster-Lebanon and WNEP-TV Scranton-Wilkes Barre.

A pregame show, handled by Harry Kalas and Richie Ashburn, and a postgame show, featuring Al Meltzer, are planned. Sponsors have not been announced. Play-by-play will be handled by Byrum Samm and Messrs. Kalas and Ashburn, on both radio and TV.

For the fourth consecutive year, WCAU(AM) Philadelphia will carry a full schedule of 162 regular season Phillies games, half of which are on the road, and 20 exhibitions. They will be fed to a 24-station network in Delaware, New Jersey and Pennsylvania. Pregame and postgame shows are tentative.

Pittsburgh Pirates

Returning to cover the Pirates for the 16th consecutive year will be KDKA-AM-TV Pittsburgh. A total of 38 color telecasts, 19 in prime time will be telecast from Pittsburgh's new Three Rivers Stadium. A TV pregame show is planned, with details to be released later. Nellie King and Bob Prince will return to do the play-by-play. Sponsors for the telecasts are still being negotiated.

KDKA will carry the 162 regular-season games and 15 exhibition broadcasts from Florida. Regular-season broadcasts will be preceded and followed by 10-minute shows.

St. Louis Cardinals

KMOX(AM) St. Louis again is feeding 20 preseason games plus regular season to a regional radio network of about 100 stations packaged by the club and rights owner, Anheuser-Busch, which through Gardner Advertising, for Busch Bavarian Beer takes one-half sponsorship on the network and one-third on KMOX. DX Sunray (Gardner) takes one-sixth on KMOX and one-third on the network. Equally sharing remainder on network are Krey Packing (D'Arcy), Six Flags over Mid-America (Winiaus-Brandon) (family entertainment center) and STP Products (Media Services). Other sponsors on KMOX signed for A and B plans (81 games in each plan, 18 minute units per game) include General Finance (Post-Keyes-Gardner), six units in a plan; Mercantile Trust (D'Arcy), four units in B plan, and Stix, Baer & Fuller department store (Grand Leader), three units on B plan. Rest are participations. (On KMOX local plans, Busch takes six units A and B, DX takes three units A and B.)

KSD-TV St. Louis again will feed 25 regular-season games plus one preseason event to a regional network of 19 TV stations. On the network and KSD-TV Busch Bavarian takes five units of 20 commercial minutes available while DX Sunray takes two units and Personna Blades (Burnett) takes two units. Sponsors on KSD-TV with shares not set include Allstate Insurance (Burnett), American Airlines (Doyle Dane Bernbach) and Household Finance Corp. (NH&S).

Pregame and postgame features are being fed to the network for local sponsorships.

Announcers for both radio and TV are Jack Buck and Jim Woods.

NATIONAL LEAGUE WEST

Atlanta Braves

For the sixth straight year WSB-AM-TV Atlanta will provide coverage for the Braves' regular-season and exhibition games. Colorcasts of 10 prime-time games and 10 Sunday afternoon contests will feed a five-state regional network.

No pregame or postgame programs are planned and a spring training film report will be the only preseason extra offered.

Milo Hamilton and Ernie Johnson will return as announcers for the season's activities.

WSB will carry all of the 62 regular season games and 10 exhibitions.

The Braves handle all game and media details on their own, packaging advertisers and using wsb stations as originating outlets.

Cincinnati Reds

WLW(AM) Cincinnati will be key station for a regional radio network of about 60 stations being packaged this season for the first time by the Reds team.

The schedule includes the regular season plus 15 exhibitions with 19 commercial minutes per game.

Radio announcers will be Al Michaels and former Reds' pitcher Joe Nuxhall.

Avco's WLWT(TV) Cincinnati starts the first year of a new three-year TV rights agreement with the Reds and will feed a network package of 34 regular season games plus one exhibition game to a regional line-up of 10 stations including Avco's other three TV stations in the area. Announcers are not set.

Houston Astros

The Astros will continue to package the broadcast coverage for their games on regional radio-TV networks in the Southwest through the Houston Sports Association, subsidiary.

The TV schedule will include 14 road games to be fed by KTRK-TV Houston to a network of 22 stations. KDTV(TV) Dallas will assist with remote hookups.

The radio schedule includes 18 exhibition games plus regular-season games with KPRC(AM) Houston feeding a network of 32 stations.

Radio-TV announcers will be Gene Elston, Loel Passe and a third man to be named. Sponsors, who get both radio-TV as single buy, include Texaco (Benton & Bowles) for one-third of the game coverage and Coca-Cola

(McCann-Erickson) for one-half of pregame and postgame features. A Schlitz (Majestic/Burnett) representative said the beer is renewing one-third in the games but the Astros reported no agreement set.

Los Angeles Dodgers

The gold in the western hills is also being discovered in a valley known as Chavez Ravine, home of the Los Angeles Dodgers. Team officials report that the entire package of broadcast rights remains at last year's figure of \$1.8 million.

KFI(AM) Los Angeles will again carry the radio broadcasts originating from an eight-station network in California, Arizona and Nevada. In addition to the 162 regular season games, KFI will also broadcast 28 preseason games from Florida, Arizona and Los Angeles. Toyota dealers (Clinton E. Frank) and Pepsi-Cola bottlers (Brown, Clarke and Elkus) share sponsorship of the pregame show while Toyota and Knudsen Creameries (Grey) sponsor the postgame wrapup.

While the Dodgers' traditional rivals, the San Francisco Giants, dominate the television schedule, KTTV (TV) Los Angeles plans broadcasts of Dodger road games from every other National League city except Houston. Although there is no TV network, it is possible a TV station in Bakersfield, Calif., may pick up the games this year.

Vin Scully and Jerry Doggett have signed new contracts to continue as the Dodger announcers on both radio and television. For KTTV, this is the 13th year of Dodger coverage while KFI marks its 12th year in 1971.

San Diego Padres

KCST(TV) San Diego UHF outlet and KOGO(AM) there begin their second and third year, respectively, of covering the Padres.

KCST will carry 20 games, 10 each from Los Angeles and San Francisco on nine dates. The poor performance of the team last year is being felt in sales this year. KCST reports that only two sponsors have signed for the games, Fashion Valley Shopping Center (Fashion Valley Merchants Association), 1/12, and Allstate Insurance (Leo Burnett), one-sixth. The remainder of the time is still open. Both the pregame and postgame shows are as yet unsponsored.

On the radio side, the Padres executives report only one-quarter left unsold.

The radio games will also be carried on KICO(AM) Calexico, Calif., and KBLU(AM) Yuma, Ariz.

TV announcers have not been deter-

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KTVU WHERE GIANT FANS ROOT, ROOT, ROOT FOR THE HOME TEAM.

2 KTVU

San Francisco/Oakland Television
Represented by TeleRep.

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mined but Jerry Gross and Duke Snider return to do the games on radio.

San Francisco Giants

KSFO(AM) starts its 14th consecutive year of Giant baseball broadcasts this year and the only thing missing from last year will be Russ Hodges, who moves over to TV exclusively. The 172 games planned will include the full sea-

son and 10 exhibitions and will be carried on a 14-station network in California and Nevada. KSFO said the remainder of the time available (three-eighths) will be sold this week.

Four sponsors share a rotation of the before and after game shows. They are Western Air Lines (BBDO), Kilpatrick Bakeries (J. Walter Thompson), Metropolitan Life Insurance Co. (Young & Rubicam) and Toyota dealers (Clinton E. Frank).

KTVU(TV) Oakland moves into its

ninth year of Giant telecasts and will air 17 regular-season away games and two exhibitions.

The station is not planning either a warmup or wrapup show, saying that regular programming provides a more effective lead in, eliminates tedium and makes it easier to sell sponsors. Russ Hodges, although retired from the Giants, is under contract to KTVU and will announce the games along with Lon Simmons who does the radio broadcasts with Bill Thompson.

TheMedia

A lurch toward tighter program control

FCC proposes annual reports, ranking of stations, better crack at license renewals by citizen groups

The FCC has proposed a drastic revision of its license-renewal procedures, one that would institutionalize the role of citizen groups in the renewal process and involve the commission deeply in the delicate matter of programing.

The commission last week adopted a thick sheaf of notices of proposed rulemakings and inquiries that, in sum, are designed to promote "community feedback" and, in the case of commercial television, to enable the community groups as well as the commission to keep track of a station's programing:

All stations would be required to make announcements, at specified intervals throughout their license period, concerning their obligation to serve the public interest and inviting comment on their service. Television stations would also be required not only to complete a new renewal form calling for a more detailed breakdown of programing than is now required but to report on their programing annually.

In addition, the commission adopted a notice of inquiry aimed at providing—for television stations—a definition of "substantial service," as the term is used in the agency's Jan. 15, 1970, policy statement on comparative hearings involving renewal applicants (see details, page 30). The statement says the commission will favor the incumbent in such proceedings if he can demonstrate that he has provided "substantial service."

And in yet another related matter, the commission adopted its long-pending primer advising applicants as to what is expected of them in ascertaining community needs. The primer will be

used by both radio and television applicants, but the commission may yet exempt commercial-television renewal applicants from answering the ascertainment question.

In a notice of inquiry and proposed rulemaking looking to adoption of a new license-renewal form for commercial-television licensees (new forms for radio and educational stations will be considered later), the commission proposed to require the TV broadcasters to list "the most significant problems and needs" in their area in the preceding 12 months and to describe the programing that they carried to deal with those problems and needs. This report would be required annually, as well as every three years, in licensees' regular renewal applications.

So would a report on the amount of news, public affairs, "other" programing (exclusive of entertainment and sports) and local programing. The data would be required both in terms of totals and percentages of total station time for a composite week, and of prime time (6-11 p.m.). The present form does not require the same information for prime-time programing, but runs about three pages longer than would the proposed form of five pages.

One purpose of the annual statistics would be to provide the commission with criteria for determining which television renewal applicants need closer scrutiny. The commission says the statistics would provide a nationwide data base enabling it to rank stations "in each critical programing category."

The commission would group the stations before ranking them, and is

seeking comments on how they should be grouped—by market size, for instance, by revenues or by a combination of factors. It is also seeking comments on the level below which stations' renewal applications should be picked for referral to the commission for close scrutiny—for example, the lowest 10 percentile in each group.

The notice looking to a new renewal form listed three other reasons for requesting annual filings, which the Commission said, would not be evaluated yearly and would not constitute the initiation of an annual renewal process:

- To provide the commission with nationwide statistics on television programing which would be valuable in shaping new policies and in keeping the commission, Congress and "other interested persons" informed.

- To enable the commission to make a more complete evaluation of programing performance of a licensee during the past renewal period.

- If necessary, in a comparative hearing, to determine whether a renewal applicant had upgraded his programing in the final year of his license period. The 1970 policy statement asserts the commission will not consider upgraded programing in the third year in determining whether a renewal applicant has provided "substantial service."

The proposals are the product of work begun by the FCC staff last September after Dr. Barry Cole of the University of Indiana, who had spent the summer studying the commission's license-renewal procedures, delivered a sharp critique to the commission



Co-author Cole

(BROADCASTING, Sept. 21, 1970).

Dr. Cole, who was retained as a consultant after the commission decided to overhaul its procedures, is credited with staff responsibility for the document containing proposals dealing with renewal procedures, although some had been prepared by the staff. Henry Geller, former FCC general counsel now serving as a special assistant to Chairman Dean Burch, is the architect of the proposed inquiry looking to a definition of substantial service. The overall renewal-procedures document was adopted unanimously, the other by a 5-to-2 vote, with Commissioners Robert T. Bartley and Robert Wells dissenting.

Both documents provide reasons for the sweeping review the commission has undertaken. And both placed emphasis on the emerging role that citizen groups are playing in the renewal process, and on the need to provide a smoother mechanism than now exists for enabling those groups to engage in a dialogue with stations through the life of their license period.

"There has been a significant in-

crease in the number of petitions to deny or complaints directed to license-renewal applications," the commission said in an introduction to the over-all package of proposed changes. (At one point last fall, some 100 renewal applications were held up as a result of last-minute petitions to deny and protests from citizens groups.) Many petitions, the commission noted, contend that the licensee has not met its obligation to discover and fulfill the needs and interests of its community. "In most instances, the points raised in these filings were not communicated to the licensee during the license period; indeed, little or no dialogue occurred," the FCC said. "This is a patently unsatisfactory situation."

The purpose of its proposals, the commission added, "is to simplify the renewal process by concentrating on the essential elements, to insure a *continuing* dialogue on these elements between the licensee and the community, and, finally, if there is to be resort to commission processes, to provide more orderly procedures, fair to both petitioning parties and to the licensee."

The commission, in its notice of inquiry, stressed the point of "community involvement." Its proposals "are geared to a continuing dialogue between station and community—not a triennial spurt; to actual performance in crucial areas rather than elaborate surveys; and, finally, to reliance upon community leaders and groups, both to point up the need for any further inquiry by the commission at renewal time or to spur substantial performance by the possibility of filing of a competing application."

The FCC added the disclaimer that the proposals were not designed to "dictate particular program or format." But it made clear the licensee's ability to program his station as he sees fit would be circumscribed. The proposals "indicate areas where the licensee must focus in view of sound and basic allocations policy," the FCC said. In addition, since the programming is to be chosen "after giving appropriate and good-faith attention to the area's needs and interests . . . the commission intends to place great reliance on community interest and participation in the renewal process."

Commercial television is the only service subject to all of the proposals under consideration since it is the one service that has been most closely studied. The commission said it will consider the same approach in other areas—radio and educational broadcasting—if it proves successful in television.

The proposed requirement that both radio and television broadcasters make regularly scheduled announcements inviting comments on their service is de-



Co-author Geller

signed, the commission said, to insure that licensees remain conversant with community problems and to head off confrontations at license-renewal time. The commission, in its notice of rule-making, noted that many of the complaints it receives about station performance concern events that occurred in the past.

A separate proposal is aimed at heading off the kind of last-minute filings of petition to deny that, the commission says, "are disruptive" of its processes. It would require radio and television licensees to file renewal applicants four calendar months prior to the expiration of their licenses, instead of 90 days, as at present. The first day of the last full month of the expiring license would be retained as the cutoff date for filing petitions to deny. The resulting three-month period, the commission said, should be sufficient for citizen groups to examine renewal applications, discuss problems with stations and, if they wish, file timely petitions to deny.

Furthermore, the commission would refuse to grant extensions of time in

FCC seeks to define substantial service

If adopted, guidelines on service could apply at renewal hearings

What constitutes "substantial service" by a television station? Can a prima facie indication of such service be determined through an examination of the amount of local programming and programming "designed to contribute to an informed electorate" that a station provides? Should consideration be given to a station's revenues?

These are among the questions the FCC posed last week in an inquiry it instituted to develop guidelines that would give more explicit meaning to the commission's 1970 policy statement assertion that, in a comparative hearing involving a renewal applicant, it would favor the incumbent that has provided "substantial service." Although the statement applies to radio and television, the commission is limiting its inquiry to television, since, it said, its preliminary study of renewals has focused in that area. (See page 28)

The commission suggested that the question be approached in terms of "two critically important areas"—local programming and programming aimed at informing the electorate, that is, news and public affairs. It said a station that is merely "a network spigot" is not meeting its "crucial role" as a local

outlet; one that does not do a "substantial" job in news and public affairs is "undermining" the commission's basic allocations scheme, since the commission has allotted as much spectrum space to broadcasting as it has in the belief broadcasters would contribute to an informed electorate.

Basing its proposals on a study of the service provided by all renewal applicants, the commission offered for comment the following figures as representing substantial service:

- Local programming—a range of 10-15% of the broadcast effort, including 10-15% in the prime-time period of 6-11 p.m.

- News—a range of 8-10% for network affiliates, 5% for independent VHF stations, including figures of 8-10% and 5%, respectively, in prime time.

- Public affairs—a range of 3-5%, including 3% in prime time.

The ranges in the various categories are designed to take into account different levels of station profitability. The commission suggests that the high end of the range apply to stations in the top-50 markets with revenues exceeding \$5 million; the low end, to stations with revenues of less than \$1 million.

Furthermore, the commission would exempt unprofitable stations from the guidelines. For that reason, it has excluded, for the present, independent UHF stations. And, "in the unlikely event that any other station losing money were to find itself in a comparative renewal hearing," the commission said, it could show "the inapplicability"

of the guidelines because of its financial situation.

The commission asked for comment on whether news and public affairs should be viewed together, with one over-all figure and leeway for the licensee to make judgments with that figure. The commission noted that the two categories have a "clear, close relationship."

The commission stressed that the proposed "general guidelines are just that—general or prima facie indications of substantial service, not definitive mathematical models." Nevertheless, the commission expressed the view that they would be helpful, both to broadcasters and the public, in indicating what is required, "at least quantitatively, to meet substantial public-interest requirements in two critically important areas."

If guidelines are adopted, the commission said it would be fair to make them immediately applicable to renewal applicants that are in hearing. It suggested that licensees be given an "appropriate time interval"—perhaps 12 months—to meet the guidelines. Comparative hearings involving renewal applicants before that period "would be governed by the present, more amorphous standards."

The commission, noting that it may conclude that adoption of guidelines is not feasible, said that one alternative is simply the development of policies through a series of ad hoc decisions, with an over-all policy awaiting the accumulation of experience. The commission said it was open to all alternatives and suggestions.

which to file petitions "unless all parties concerned, including the renewal applicant, consent" to the request. That course, the FCC said, represents "a reasonable balance between necessary safeguards for the expression of the public interest by community groups and the need for orderly application processing."

In the public announcements, the commission is proposing to require commercial stations to make prescribed announcements every eighth day during the license period, except for the six-month period leading up to the expiration of the license, when proposed renewal-application notices would be broadcast.

The announcements would be aired between 8 and 10 p.m. on television and between 7 a.m. and 9 a.m. or between 4 and 7 p.m. on radio, and would state that the station has been given a three-year license to operate "in the public interest" on a frequency that "is public property" and that it has an obligation to determine the most

significant needs in the area and to provide programming to help meet them. The announcement would invite the viewers and listeners to help the station keep informed of the adequacy of its service by submitting opinions, criticisms or suggestions; the public would also be informed that comments may be sent to the FCC.

Television licensees, in addition, would state that they are required to submit an annual filing as to what they consider their area's most pressing problems and that the filings are available for inspection. All stations would be required to maintain a public file of all comments and suggestions they receive.

Separate requirements on announcements are expected to be issued soon for educational stations.

The schedule of renewal-application announcements would be the same as that for those carried throughout the remainder of the license period. The announcements would inform the public as to the date of filing of the application, note that it is available for inspection

and that anyone wishing to protest to the commission has until 30 days before the current license expires to do so.

In addition, the commission intends to publish a booklet explaining renewal procedures and to require licensees to keep a copy on hand for the public. Its availability would be noted in the station's announcements.

Group makes a point of thanking broadcasters

The Broadcasting and Film Commission of the National Council of Churches, whose director, the Rev. Dr. Everett Parker, has often nettled broadcasters, had some kind words for them last week.

The BFC's board of managers made public a statement of "thanks" to the many members of the broadcasting industry whose assistance and cooperation have made it possible for the BFC, its

18 member denominations and agencies and other religious groups to communicate the mission and challenge of the Christian religion today to the public."

Among examples of cooperation in 1970 it listed joint production of eight *Directions* programs on ABC-TV; 18 *Look Up and Live* and special programs on CBS-TV; 17 *Frontiers of Faith* and special programs on NBC-TV; production of weekly *Art of Living* and *National Radio Pulpit* programs with NBC Radio; use of public-service religious spots by radio and TV networks and stations; production of local religious programs and use of syndicated religious programs by stations, and providing an opportunity for BFC representatives to participate in the radio sessions of the fall meetings of the National Association of Broadcasters.

"The BFC looks forward to closer association with the industry in 1971 in its efforts to serve the religious and ethical needs of the American public," the statement concluded. It was adopted Feb. 11 at a meeting conducted by Dr. Parker, who pioneered in public participation in broadcast license-renewal proceedings.

Earle Moore defends citizen-licensee deals

Earle K. Moore, a lawyer specializing in citizen-group protests against broadcast operations, has defended the FCC-endorsed principle of private settlements between licensees and complainants.

Mr. Moore, who has represented the Office of Communication of the United Church of Christ in several broadcast cases, took specific aim at a recent speech by Richard R. Jencks, president of the CBS/Broadcast Group (BROADCASTING, Jan. 25). Mr. Jencks had deplored "broadcast regulation by private contract" and had said the precedents set by individual broadcasters in resolving local disputes could lead to unfair regulation of the whole broadcasting business.

Mr. Moore, lecturing at the Annenberg School of Journalism at the University of Pennsylvania Feb. 8, asserted that Mr. Jencks implied that community groups barely represent the entire public interest. He said Mr. Jencks suggested that there were many other public needs to be served besides those of racial minorities. By way of rebuttal, Mr. Moore referred to an agreement he negotiated on behalf of a black group with KTAL(TV) Texarkana, Tex.-Shreveport, La. "Paragraph one of the KTAL agreement committed the station to recruit a staff 'which is broadly representative of all groups in the community'."

Mr. Moore said other parts of the

agreement required the station to broadcast all sides of controversial issues; publicize services for all the poor; carry programs representing the three primary faiths; present ministers of all races on local religious programs and consult with all substantial groups in the community regarding tastes and needs.

"In other words, nothing in the agreement required any special treatment of blacks," Mr. Moore said. "Many provisions brought benefits to the entire community."

He said Mr. Jencks suggested that a "weak" station might give up too much, but he added that "the station is always stronger than the community group in money, trained personnel and in access to the evidence—its own records."

Will the real spokesman please stand up?

An official of the Justice Department's antitrust division who was speaking before a group of communications lawyers last week was asked for whom the department speaks in its pleadings before the FCC. Does it clear them with the recently created Office of Telecommunications Policy?

The question, directed to Donald I. Baker, deputy director of antitrust policy planning, was prompted by a remark Clay T. Whitehead, OTP director, had made in an appearance before a similar group last month (BROADCASTING, Feb. 1). Mr. Whitehead said OTP is the administration's spokesman in communications matters.

Mr. Baker, his listeners felt, was less categorical than Mr. Whitehead had been. He said that, in the normal process, "we should consult with OTP"; and be "sort of a team effort." But, he added, "we represent the administration" in matters dealing with competition, and have taken positions on matters different from those of other government agencies in the past.

Could there ever be a case of Justice and OTP taking conflicting positions? he was asked.

"I suppose it's conceivable," he said. "But it would be a highly unusual case."

Pioneer banquet set

The Broadcast Pioneers banquet will be held Tuesday, March 30 at the Sheraton Blackstone hotel, Chicago. Tickets for the informal reception and dinner will be available at the National Association of Broadcasters convention, Conrad Hilton hotel, there. Reservations for tables should be made through M. H. Shapiro, Pioneers executive secretary, c/o BMI, 589 Fifth Ave., New York 10017.

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See page 43.


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U. of Chicago seminar will examine the media

Still another seminar to explore the impact of the telecommunications media upon society has been scheduled, this time at the University of Chicago, Feb. 26-27. The agenda includes both TV and cable TV and industry representatives are participating.

The Beardsley Ruml Colloquium, sponsored by the university's division of social sciences, will be open to the public at no charge. Students have organized the event. Most sessions are the second day.

Keynote speaker will be Tony Brown, executive producer of *Black Journal* and president of the National Association of Black Media Producers. Another key speaker will be Marshall Field, university trustee and head of the Field publishing interests group that includes WFLD-TV Chicago.

The CATV panel is to include Irving Kahn, president, Teleprompter Corp.; Sol Schildhouse, chief of the FCC's CATV Bureau; Ralph Lee Smith of the Sloan Commission and author of "The Wired Nation," and Theodore Ledbetter, editor, *Black Communicator*.

A programing panel includes David Connell, *Sesame Street*; Gilbert Mendelson Citizens Communications Center,

Washington; Scott Craig, NBC, Chicago, and Phil Watson, Pacifica, FM operator.

Another panel on media and public interest includes William D. Wright, national coordinator, Black Efforts for Soul on Television; Harry Skornia, University of Illinois; Robert Pauley, former president, ABC Radio Network, and Robert Bennett, professor of law, Northwestern university, and onetime aide to FCC Commissioner Nicholas Johnson.

NAB TV-board race begins to take shape

Five candidates for the upcoming six vacancies on the TV board of the National Association of Broadcasters have confirmed their intentions of running, it was learned last week. Two other broadcasters are said to be prospective candidates.

Two of the confirmed five candidates are incumbents seeking re-election. They are William Grant, KOAA-TV Pueblo, Colo., and Peter Storer, Storer Broadcasting Co. Other candidates who have written to or spoken to TV broadcasters of their desire to be elected are Earl W. Hickerson, WCEE-TV Rockford, Ill.; Fred Weber, Rust Craft Broadcasting Co., and Wilson Wearn, WFBC-TV

Greenville, S.C. Mentioned as possible candidates are Robert Bennett, WNEW-TV New York and Robert Wright, WTOK-TV Meridian, Miss.

TV-board members whose terms expire this year, in addition to Messrs. Grant and Storer, are Norman P. Bagwell, WKY-TV Oklahoma City; Eldon Campbell, WFBM-TV Indianapolis; Harold Essex, WSJS-TV Winston-Salem, N.C., and Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., none eligible for re-election.

The TV-board elections take place during the NAB convention in Chicago next month. The chairman and vice chairman will be chosen by the board next June. A. Louis Read, WDSU-TV New Orleans, present vice chairman, is expected to be chairman. He would succeed Mr. Shea who is not eligible to run again. A contest seems to be shaping up, however, for the vice chairmanship between Donald P. Campbell, Baltimore Sunpapers stations, Baltimore, and Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y.

Changing Hands

Announced:

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

■ KPLC-TV Lake Charles, La.: Sold by Harry W. Chesley Jr., Ray Eder and others to G. Russell Chambers for \$2,050,000 (story, page 37).

■ Wavo-AM-FM Decatur, Ga.: Sold by Bob Jones University, Greenville, S.C., to Robert M. Sudbrink for \$682,750 (story, page 33).

■ WVOG(AM) New Orleans: Sold by David W. Wagenvoord, Fred Westenberg and others to James A. McCullough and Charles D. Saunders for \$600,000. Messrs. McCullough and Saunders own WXXX(AM) Hattiesburg, Miss.; WLEF(AM) and WSWG-FM, both Greenwood, Miss., and WHHM(AM) Henderson, Tenn. Messrs. Wagenvoord and Westenberg have an interest in WVOG-FM New Orleans, and Mr. Wagenvoord has an interest in WVOG-TV there. WVOG(AM) is a daytimer on 600 khz with 1 kw. Broker: Hamilton-Landis & Associates Inc.

■ WOCO-AM-FM Oconto, Wis.: Sold by Robert Koeller to Walter F. Kaszynski for \$132,000. Mr. Koeller has no other current interests. Mr. Kaszynski is associated with Northern Illinois College, DeKalb, Ill. WOCO(AM) is a daytimer on 1260 khz with 1 kw. FM operates on 107.1 mhz, with 3 kw and antenna 210 ft. above average terrain. Broker: Chapman Associates.

■ WLIQ(AM) Mobile, Ala.: Sold by Thomas S. L. S. and Kathryn Hartzog to F. M. Smith, George J. Sliman and



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71-8

Holten D. Turnbough for \$100,000. Hartzog family owns 80% of Hart's Inc., Memphis, a food-products company which produces biscuits used by Kentucky Fried Chicken franchises. Messrs. Smith, Sliman and Turnbough jointly own WLAU(AM) Laurel, Miss. WLQJ is daytimer on 1360 khz with 5 kw directional. Broker: Blackburn and Co. Inc.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 62).

■ **KNOP(AM)** North Platte, Neb.: Sold by Richard F. Shively and others to A. E. Dahl for \$275,000. Mr. Shively has interests in KNOP-TV North Platte, owns WLFI-TV Lafayette, Ind., and has 25% of applicant for a new TV at Nampa, Idaho. Mr. Dahl was formerly general manager of KWIX(AM) Moberly, KLIK(AM) Jefferson City and KHMO(AM) Hannibal, all Missouri; KZIX(AM) Fort Collins, Colo., and WJON(AM) St. Cloud, Minn. KNOP is full time on 1410 khz with 1 kw day and 500 w night.

■ **WTOS(FM)** Wauwatosa, Wis.: Sold by Stuart D. Mishlove and others to Margaret S. Sudbrink for \$170,000 (see below).

Sudbrink radio family to increase by three

Mr. and Mrs. Robert M. Sudbrink are adding three more stations to their growing broadcast holdings. With the announced acquisition of WAVO-AM-FM Decatur, Ga., and the FCC's approval of the sale of WTOS(FM) Wauwatosa, Wis., on Feb. 10, the Sudbrinks' group of stations has grown to 10.

WAVO-AM-FM was purchased, subject to FCC approval, from Bob Jones University, Greenville, S.C., by Mr. Sudbrink. Dr. Bob Jones Jr. is president of the school, which owns and operates WMUU-AM-FM Greenville. Total consideration in the sale, including non-competition and consulting agreements, was \$682,750. Chapman Associates, Atlanta, is broker for the transaction.

WTOS(FM) was sold by WCAB Inc., wholly owned subsidiary of Career Academy, a diversified vocational-education institution, to Mrs. Sudbrink. Selling price of WTOS was \$170,000.

Two years ago, the Sudbrink group comprised two stations: WRIZ(AM) Coral Gables, Fla., and WLYF-FM Miami. Since then the Sudbrinks have purchased individually WTOW(AM) Towson, Md.; WLIF(FM) Baltimore (formerly WTOW-FM); KLVF-FM Pasadena, Tex., and WZIP-AM-FM Cincinnati.

The Whitehead scenario for CATV

As outlined for black officials, it combines light regulation, heavy emphasis on access

Clay T. Whitehead, who has made it clear that the new Office of Telecommunications Policy that he heads will play a wide-ranging role in the development of communications policy, has begun spelling out the kind of CATV regulation he favors. And in general it appears to be based on the theory that government regulation should be limited, and on the belief that the aim of the government's CATV policy should be access to the medium.

The "confused policy route of over-the-air regulation" that he feels has inhibited access to radio and television and has resulted in government regulation of programming (BROADCASTING, Dec. 21, 1970) can be avoided, he says. But he would guard against ghettoizing "the hardware of communications," broadcasting as well as cable.

Mr. Whitehead disclosed his thoughts at a workshop on cable television that was held Feb. 12-13 in Washington for 41 black elected officials from across the country (BROADCASTING, Feb. 15). The workshop was held at Howard uni-

versity, Washington. Mr. Whitehead told his audience that the "potential of broadcasting, whether by cable or over-the-air, for dealing with the problems of minority groups in American society is tremendous."

"But your main concern should be a vital, flexible, low-cost, many-channel, easy-access broadcasting system that ties us together as a people," he said. "The hardware of communications should not be physically structured or divided up in time to enforce separate-but-equal service to minorities of any sort. Rather, we should seek the widest possible opportunities for access and let the man with the message and the would-be listener or viewer find each other out."

His remarks, coming at a time of growing demands by blacks and other minority groups for access to broadcast and CATV facilities, indicates that his belief in the desirability of wider access is not without its caveat. He feels that government regulation of broadcast programming resulted from the limitations placed on access to radio and television;

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he is understood to feel that, to take one example, blacks programing exclusively for blacks over a CATV cable might produce the same result.

Although he said "the best over-all concept for cable policy and regulation is not yet clear," he offered his listeners five "facts" to consider in developing local CATV regulatory policy—facts he said had emerged from his office's studies of CATV. Together, they constitute support for the view that government restrictions should be kept to a minimum, at least initially, and that access should be promoted. However, while he prefers to favor competition as a regulator, he said nothing about competition between cable and television—one of the key issues in the controversy over cable. The "facts":

- "Exclusive operating rights are unnecessary and unwise. Few cable companies need the protection of exclusivity in order to wire your community—although they obviously would like it if you care to give it away."

- "Franchise fees should be nominal. The value of cable to your community is not the few added revenues you can get for municipal government; its value is the profoundly important communications service it can bring to your citizens." (The FCC, in its pending CATV rulemaking proceeding has proposed prohibiting communities from imposing CATV franchise fees of more than 2%, on the theory that larger fees might prevent systems from providing needed services.)

- "Municipal ownership is not best for your citizens or your municipal government. It is the exclusive franchise carried to the absurd. Cable systems require large amounts of capital and the revenues are far in the future; a municipally owned system will almost inevitably be an obsolete, limited system."

- "Be wary of 'free' channels reserved for special purposes." Such channels "will pass the costs on to the consumer in a regressive way." While "reserved channels for educational stations made sense in over-the-air broadcasting because of the severely limited number of channels and the law that private broadcast station owners were not common carriers," the total number of CATV channels "is limited only by demand—or government policy." (The commission, in its CATV rulemaking proceeding, asked for comments on whether CATV systems should make channels available for specific purposes, including channels for which no charge would be made.)

- "Don't automatically treat cable as a public utility." Some services are treated as public utilities in order to assure the consumer maximum benefit. But most "elements of a public utility, such as large economies of scale or

Two-way cable TV tested

Manhattan Cable Television reported last week it has been experimenting for several months on a limited basis with a two-way communications system to a select group of subscribers.

Charles F. Dolan, president, said questions are being sent from its studios to 11 subscribers from mid-Manhattan to the lower end of the city and their answers are being relayed back.

He said the initial tests are being conducted to gauge the engineering capabilities of the system.

He indicated that before the two-way system could be used for such business purposes as stock quotations, shopping, teaching lessons and banking, it must be computerized and associated companies must be signed to participate in the venture, a presumable long-term project.

wasteful duplication arising from competition are not readily apparent in cable. . . . Simple requirements on the cable operator of nondiscriminatory access, equal access to all households, and the like might well achieve your end objectives far better than extremely detailed municipal or federal regulation ever could."

His general message, Mr. Whitehead told his audience, was: "Go slow and don't lock yourselves in." He said the "great heyday of cable" has not yet arrived, and won't come in 1972 or even 1973. "It will take time to develop," he said. "Its potential and its nature will evolve. It is easy to add restrictions as the need arises; it is almost impossible to remove privileges once they are granted."

Pastore reintroduces FCC cable guidelines

At the request of the FCC, Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) last week introduced a bill (S. 792) certifying that the commission has authority over CATV, and setting forth legislative guidelines on cable regulation.

The measure is identical to legislation Senator Pastore introduced last year (BROADCASTING, March 30, 1970). The bill, which followed the FCC's proposed legislative guidelines on CATV, died in the Commerce Committee.

The bill submitted last Wednesday (Feb. 17) would amend the Communications Act to specify that the FCC has the authority to regulate the "construction, technical characteristics and operation" of CATV; "to secure the maximum diversity of programing" through a balance of broadcast and

CATV services; to exempt smaller cable systems from regulation when appropriate, and to regulate the broadcast of sports events by cable systems.

The commission indicated last year that it would prefer general guidelines to the kind of detailed provisions set forth in Senator John L. McClellan's (D-Ark.) copyright bill, which was approved by the Senate Copyright Subcommittee but progressed no farther in the 91st Congress. In a letter to Senator Pastore, FCC Chairman Dean Burch spoke for himself and five of the other commissioners in criticizing the copyright bill as too detailed and too concerned with matters of communications policy that are normally left to the FCC (BROADCASTING, March 16, 1970).

The Judiciary Committee failed to act on the copyright bill last year. However, Senator McClellan reintroduced it two weeks ago (BROADCASTING, Feb. 15).

CATV seeks damages of over \$1 million

The FCC has ordered a hearing to investigate a complaint by a Warrensburg, Mo., CATV operator against the United Telephone Co. of Missouri, the former owner of a competing cable-TV system in the Warrensburg area. The complainant, Warrensburg Cable Inc., is asking the commission to award it punitive and compensatory damages from United Telephone totaling \$1,160,000.

The action dates back to a complaint by Warrensburg Cable, in October 1966, that United Telephone was installing transmission lines for United Transmissions Inc., which it then owned. Warrensburg said that the telephone company had violated Section 214 of the commission's rules in not notifying the commission that it was installing the facilities for United Transmissions. It said that it was being discriminated against by United Telephone. The commission ruled in favor of Warrensburg Cable and directed the telephone company to stop constructing the lines until it received approval. Approval was later granted by the Common Carrier Bureau, but in the meantime United Telephone sold its CATV system to Harri-scop Broadcasting Corp.

But last year, after petitioning the commission to halt the sale of United Transmissions, Warrensburg filed a complaint charging that the telephone company had deliberately sold the CATV facility in order to avoid the consequences of an illegal act (the Section 214 violation). Alleging that in 1966, United Telephone had denied its request for line installation, Warrensburg Cable went on to say that the tele-

phone company's agreement to furnish lines to its subsidiary was a discriminatory action, in violation of the Communications Act.

The commission ruled that the discrimination charges "clearly call for further inquiry in an evidentiary hearing." It downgraded United Telephone's statement that the commission has no authority to assess punitive damages, and its allegation that the sale to Harriscope was legal since it complied with a commission ruling barring telephone companies from furnishing CATV services in their operating areas through affiliates' companies.

Chicago citizen group draws up CATV ordinance

A model-city ordinance for cable television which would not only make the medium a common carrier for anyone with something to say but also establish a city "commission" to regulate local CATV has been composed by the Better Broadcasting Council Inc. of Chicago, a citizen group which earlier had involved itself in local broadcast license-renewal proceedings. Pay-TV service channels also would be permitted in the concept.

The council plans to present the ordinance to the Chicago City Council at a later date and will present it also during testimony March 1 at a CATV hearing by the Illinois Commerce Commission. The council, one of 16 applicants for a cable franchise in Chicago, has copyrighted the model ordinance but is offering it to lawmakers without permission and to others with written permission. The Council was criticized by a city-council subcommittee a fortnight ago for incomplete testimony (BROADCASTING, Feb. 1).

The model for Chicago calls for at least six local cable franchises, each with a three-year life. Each system would be available on a low-cost common-carrier basis. If the backlog of public bids for channel time exceeded two weeks, the ordinance would require that cable operators expand channel capacity.

The franchise fee would be a quarterly 1.5% of gross, payable quarterly. Open bidding would be required in obtaining a franchise.

The plan envisions a Chicago cable-television commission of seven members, one chosen by the mayor and the other six elected by the CATV subscribers.

Term of office would be four years. The commission would hold monthly hearings on subscriber complaints and represent the city before the FCC as well as issue and review franchises.

\$3-million merger ties TVC and Cablevision

Television Communications Corp., New York-based cable-TV owner and operator, has acquired through merger Cablevision Corp. of America, Boston, in a transaction described as involving more than \$3 million. Under terms of the agreement, TVC issued to CCA an undisclosed amount of common stock and assumed CCA's existing liabilities.

Through the merger, TVC obtained a CATV complex with a total of 175,000 potential subscribers, including operating systems in Malden, Mass., and Nashua, N.J., and franchises for Salem, Lowell, Peabody, Everett, Medford, Somerville, Winthrop, Brockton, Amesbury and Foxboro, all Massachusetts. Construction in these 10 franchised areas is expected to begin late this year.

The Malden system, the only existing CATV operation in greater Boston, serves about 2,400 subscribers, while the Nashua system has approximately 2,600 subscribers.

With the merger, according to Alfred R. Stern, president of TVC, the firm's total number of potential subscribers rises to 500,000. The acquisition is TVC's second venture into the top-100 markets, Mr. Stern added. The first is

in Akron, Ohio.

With 23 systems serving over 90,000 subscribers throughout the U.S., TVC also owns WBNB-TV Charlotte Amalie, Virgin Islands, WKJG-TV Fort Wayne, Ind., and recording facilities.

Bill would extend tax break to CATV

Representative Hugh Carey (D-N.Y.) has introduced legislation that would give CATV operators the same tax break broadcasters may receive when they are forced to divest their holdings under the FCC's ownership rules.

The bill (H.R. 1246) would amend a section of the Internal Revenue Code that authorizes the FCC to issue a tax certificate to connection with any broadcast sale that is "necessary or appropriate" to a change in its policy. The certificate permits a seller to avoid taxes on his proceeds from the sale for at least two years—permanently if he reinvests the money in his remaining broadcast properties.

Mr. Carey's bill, which was co-sponsored by 13 other New York representatives, would substitute the words "communications facilities" for the words "radio broadcasting stations," in the current law. The measure was referred to the Ways and Means Committee.

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Court rejects new hearing on WHDH-TV

But question raised by Wadsworth vote still pends at FCC

WHDH Inc. has been rebuffed by the U.S. Court of Appeals in Washington in a bid for a rehearing of the case in which the court upheld the FCC action denying the license-renewal application for WHDH-TV Boston, and awarding the contested channel 5 to a competing applicant.

But WHDH still has two last hopes of staving off the commission's death sentence. One is the Supreme Court, and WHDH attorneys last week said the high court would be asked to review the case.

The other is the commission itself, which is considering a WHDH petition that it reopen the lengthy proceeding to determine whether its 3-to-1 decision was based on the "findings and conclusions of a majority of the quorum" that participated in it.

The appeals court last week gave no reason for denying the request for a rehearing other than that it felt "no modification is warranted either of the result or the views" in the opinion, except for "relatively minor statements."

In a separate action, the court denied a motion filed by the winner in the case, Boston Broadcasters Inc., aimed at permitting it to begin operating on channel 5 without delay. BBI had asked the court to overrule a commission order staging the effectiveness of the channel 5 decision until 30 days after final disposition of any judicial review.

The court said it was denying the motion in order to give WHDH time to seek Supreme Court review. But it said the stay will be revoked if WHDH does not file its appeal within 60 days. The deadline is aimed at assuring Supreme Court action on the appeal during the high court's present term.

The WHDH petition pending before the commission was based on a story in BROADCASTING indicating that former Commissioner James J. Wadsworth, who voted with the majority, based his vote on factors other than those cited in the commission's order (BROADCASTING, Dec. 28, 1970-Jan. 4). The commission decision, handed down on Jan. 23, 1969, and affirmed on May 20, 1969, in an order denying petitions for reconsideration, was based principally on the issue of diversification of ownership of mass media. Mr. Wadsworth was quoted as saying he was concerned solely with the ex parte activities that had been attributed to a WHDH-TV offi-

cial early in the case, which dates back to 1954.

WHDH said that if the statements attributed to Mr. Wadsworth are true, only two commissioners—less than a majority of a quorum—voted for the critical findings. BBI, however, in urging the commission to dismiss the petition, said 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 of fraud or bias (BROADCASTING, Jan. 18).

New way is sought to boost weekend sample

Officials of The Pulse Inc., audience-measurement firm, think they may have found a way to increase weekend sample sizes without a big increase in costs. Their solution: Ask respondents about "last Saturday's" and "last Sunday's" radio listening all week long.

Normally, Pulse's daily interviews solicit information on radio listening done the day before. Since Monday-Friday is a unit, the composite sample for that period consists of five days of interviews, results of which are averaged. Weekend data, however, is collected on only two days, Sunday (for Saturday listening) and Monday (for Sunday). Thus the sample size for each weekend day is about one-fifth the size of the Monday-Friday composite.

In a test in New Orleans, officials said last week, interviewers followed customary procedures for collecting weekend data but also asked for Saturday and Sunday listening data on the other days as well. Half of the interviews collected information for the weekday before, plus "last Saturday," and the other half collected for the weekday before plus "last Sunday."

The results, officials said, showed "close agreement" with those obtained in normal interviewing procedures in New Orleans during the same period.

ABC adds nine affiliates

ABC Radio has announced the signing of nine new affiliates. Joining the American Contemporary Network are WKMK (AM) Blountstown, Fla., and WNLA-FM Indianola, Miss. Five new affiliates of the American Entertainment Network are KDHN (AM) Dimmitt, Tex.; KHOZ (AM) Harrison, Ark.; WAMX-FM Huntington, W. Va.-Ashland, Ky.; WGSB (AM) Geneva, Ill., and WPIP (AM) Collierville, Tenn. WRAM (AM) Monmouth, Ill., joins the American Information Network and KHOZ-FM Harrison, Ark., the American FM Network.

October-December 1970. In the experiment, the sample size for Saturday was 1,096 as against 439 in the normal system, and for Sunday was 1,034 as against 486 using standard procedures.

Reporting on the test in a technological bulletin made public last week, The Pulse said that "rather generally the leading stations remain leaders on both methods and the last-placed stations remain in the position in both methods. Levels also are maintained quite similarly in both methods."

Pulse said "the only large differences" for Saturday as a whole were in the teen-age column and that these were "undoubtedly" attributable to the teen-age sample's being twice as large in the experiment (156) as in the regular study (64).

Pulse said the results indicate "a practical solution may be possible to the problem of weekend sample sizes without unreasonable cost increases" and that additional experiments were being conducted.

Tainted franchises on Long Island?

Three CATV arrangements and renegotiated fees under scrutiny in Islip

The Suffolk county district attorney's office in New York is investigating alleged irregularities in Islip, L.I., where Teleprompter Corp. and two other companies have cable franchises.

A spokesman for the district attorney last week would say only that the investigation has not been completed and it remained to be decided whether a presentation to a grand jury would be made.

Teleprompter said that in the summer of 1969 it was granted what it regarded as an exclusive franchise for the Islip area. It promised to pay \$100,000 spread over three years. When the township also granted franchises shortly thereafter to two other companies, Telerama and Inter-County of Suffolk, Teleprompter renegotiated its contract to pay only one-third of the \$100,000, a Teleprompter spokesman said. Teleprompter paid the \$33,333.33 in the first year and feels its franchise fees for the three years have been satisfied, according to the spokesman.

Teleprompter has begun service in Islip. The other two systems, not yet in operation, are said to have favored-nation clauses in their contracts under which they are to pay the same fees as Teleprompter.

Inter-County of Suffolk is a subsidiary of Sterling Communications, whose

Sterling Manhattan Cable operates a CATV system in part of Manhattan. Teleprompter is also in Manhattan, but in another part.

The district attorney's office also is said to be investigating a \$2,000 check paid to an Islip labor consultant by Teleprompter. According to Teleprompter, the labor consultant, John Mackie, has worked for Teleprompter at various company installations throughout the country. Teleprompter said his wife, who works for the Islip township, mailed out his bill to Teleprompter from her office, and Teleprompter addressed the check to Mr. Mackie at her place of business instead of his home.

Kahn denies bribery in Johnstown franchise

Irving B. Kahn, president-chairman of Teleprompter Corp., New York, and two officials and a former official of Johnstown, Pa., pleaded innocent last week to charges of bribery and conspiracy in the granting of a CATV franchise by the city of Johnstown to Teleprompter in 1966 (BROADCASTING, Feb. 1, et seq.).

Mr. Kahn and the others were freed on bail and given 30 days to enter motions. The case has been referred to Judge Constance Baker Motley of the U.S. Southern District Court of New York, but no trial date has been set. Bail was set at \$10,000 each for Mr. Kahn and Kenneth O. Tompkins, mayor of Johnstown, and at \$7,500 each for Robert McKee, a Johnstown councilman, and J. Howard Deardorff, a former councilman.

The indictment charges that Teleprompter and Mr. Kahn paid a total of \$15,000 in bribes to city officials of Johnstown, including the mayor, for an exclusive cable franchise in that city. After the indictment was handed down, Mr. Kahn said that he and his company has been subjected to "extortionate demands by corrupt local officials who threatened to destroy Teleprompter's investment in Johnstown."

ABC-owned FM gets new call and new quarters

Construction of new modern quarters for the ABC-owned FM station in Chicago is nearing completion as part of the company-wide program to give individual identity to FM, announced several months ago. The Chicago outlet with FCC approval has become WDAI-FM, changed from WLS-FM, it was announced last week by Harold L. Neal Jr., president, ABC Owned Radio Stations.

WDAI-FM will be housed with ABC

radio network facilities on the fourth floor of 360 North Michigan Avenue. ABC-owned WLS(AM) Chicago is on the fifth floor there and until now also housed the FM.

Leonard A. Cohen, formerly executive vice president of WBCN(FM) Boston, replaces Craig Bowers as general manager of WDAI-FM. Mr. Bowers becomes national director of special projects, ABC-FM Spot Sales, Los Angeles. WDAI-FM is stereo with a progressive rock format.

Lake Charles TV is sold for \$2 million

The FCC last Thursday (Feb. 18) approved the sale of KPLC-TV Lake Charles, La. The transaction involves the transfer of control of Calcasieu Television and Radio Inc. from Harry W. Chesley Jr., Ray Eder and others to Lake Charles Television Inc., a corporation formed specifically for the purpose of acquiring KPLC-TV. Consideration of the sale was \$2,050,000.

Calcasieu is also the licensee of KPLC-AM-FM Lake Charles. A provision of the TV sale contract provides that KPLC-AM-FM be sold to a separate buyer or buyers, in order to insure diversification of ownership in the Lake Charles market. No announcement of the sale of the AM or FM has been made to date, but the present licensee plans to spin off the two stations before the final consummation of the KPLC-TV sale takes place.

Lake Charles Television Inc. is owned by G. Russell Chambers, who will manage the station with his son, Russell Carlyle Chambers. Neither father nor son has any other broadcast interests.

AP reports growth of broadcast department

The broadcast department of the Associated Press achieved a net gain of 64 TV-radio stations in 1970 to reach a total of 2,285 members, according to the annual report of AP general manager, Wes Gallagher.

The report, which was mailed to members last week in advance of the annual meeting in New York on April 19, pointed out that the AP Photocolor service was delivered to 116 stations and Newsbreak, a taped audio service, was sent to 57 member radio outlets.

Mr. Gallagher's report accented the AP's movement from mechanical to electronic delivery of the news report in 1970. He said that during the year the AP put into operation the first of six regional computer systems. The first serves seven Southeastern states from Atlanta, and five more centers will follow in 1971 until all states are served,

he reported.

Other regional computer systems will originate from Chicago; Kansas City, Mo.; Columbus, Ohio; Boston, and Seattle.

"The new use of satellite circuits abroad, particularly from Latin America, allows South American bureaus to file directly on world news circuits for the first time," Mr. Gallagher said. "In the ever-growing area of sports, professional and amateur, the Associated Press has established a 1,050-word-a-minute sports circuit to handle the sports explosion."

Commencement challenge to the 'TV generation'

Leonard A. Swanson, vice president and general manager of WUC-TV Pittsburgh, last week told the graduating class at Robert Morris College there that "the vast wasteland" is in the viewing audience, not the television industry.

Speaking to the graduating class, "the first full-fledged television generation," Mr. Swanson challenged the students to use "the current communications revolution" to expand their knowledge. He called television the "supreme miracle" that can bring all the world's peoples together.

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See page 43.

Army enlists Ayer for ad blitz

Recruiting command plans four-month campaign, costing \$10.6 million, in over 1,200 markets

The U.S. Army Recruiting Command (USAREC) is scheduled to pump \$10.6 million into an unprecedented experimental four-month radio and TV advertising campaign created by N. W. Ayer & Son, Philadelphia. Designed in an effort to increase the number of volunteers for Army service, the Army will be using paid time for recruiting advertising on both television and radio in both network and spot. The mammoth campaign has been scheduled to run from March 1 through June and to saturate the country.

Not all stations, however, regard it as a windfall. There have been complaints from some that have carried free recruiting spots in the past and a rejection by at least one major station which refuses payment for such public services.

The Army has contracted with Ayer to produce 30 new 20-second commercials for TV and 100 new radio spots in 30- and 60-second lengths. Frank G. Kenesson, director of information services at Ayer, said the agency began lining up the broadcast time in early February in attempts to reach the Army's primary target audience of young men 17 to 20 years old as well as other persons who may influence

their thinking.

The intensity of the TV campaign is emphasized by Ayer's plan to place an average of 13 recruiting spots per week in every TV market in the country via the major networks. Purchases at ABC, NBC and CBS are estimated at more than \$3 million. Locally, high-level TV saturation in a number of markets is planned where local TV buys will double the national schedule. At CBS the Army has spent over \$1 million for participations beginning Tuesday, March 9. The shows involved are *Mannix*, *Mission: Impossible*, *Gunsmoke*, *Hee Haw*, the *Thursday* and *Friday Night Movies*, plus multiple sports affairs. At ABC, USAREC expenditures are estimated at \$750,000, including the *Sunday* and *Monday Night Movies*, *Room 222*, *Love, American Style*, the *Movie of the Week*, and sports. Participations purchased at NBC are tallied as comparable to the other networks, but the only show named so far is *The Bold Ones*.

The radio campaign roster includes the ABC Contemporary Network, Blair Radio Network, local contemporary music stations, local general stations, local ethnic stations, and clear-channel stations. The specific stations involved

were not disclosed. Tentative schedules call for 144 radio spots per week in each of the top-100 markets, 36 spots per week in the second 100 markets, and 24 spots per week in approximately 1,000 other markets.

Eldon Wyant of USAREC's Advertising and Information Division at Fort Monroe, Hampton, Va., described the Army's new advertising tactic as an attempt to stimulate enlistments through the use of prime time. He commented that although the Army has previously received large amounts of free public service time, these messages were generally aired during nonprime time when few potential enlistees were listening or watching. According to Mr. Wyant, pre- and post-campaign studies will be conducted to ascertain the results of the Army's advertising barrage. Hopefully such studies might help reduce draft calls or promote an all-volunteer Army, but specific information concerning these studies was not available from either the Army or Ayer. However, Mr. Kenesson at Ayer felt that comparing pre- and post-enlistment data would be at least a partial if not significant indication of Army advertising effectiveness. In addition, Mr. Wyant pointed out that the result of these studies would be released to other branches of the armed forces, and that the Army's present time buying did not mean that it would be authorized to do so beyond the termination date of the advertising experiment.

But although the Army has had little difficulty making purchases from the networks, some stations have flatly rejected the proposal or even expressed resentment.

WGN-AM-TV Chicago turned down \$50,000 worth of the Army recruiting business, according to a letter written last Monday to N. W. Ayer & Son's Philadelphia office by Ward L. Quaal, president, WGN Continental Broadcasting Co., group owner. He said the refusal applied also to the group's other outlets, KDAL-AM-TV Duluth and KWGN-TV Denver.

Writing to John Coverly-Smith, Ayer broadcast supervisor, Mr. Quaal said the WGN stations have "always given

Go-ahead given for 1971 TVB sales clinics

Station members of the Television Bureau of Advertising have voted by a nine-to-one ratio for holding TVB sales clinics during 1971.

The bureau decided to poll members on the subject, recognizing that stations might want to economize this year because of the sluggish business picture (BROADCASTING, Feb. 8). Tom McGoldrick, director of retail sales for TVB, said that affirmative replies were given by 91% of member stations that had attended the three most recent TVB meetings and by 74% of stations that had not attended any recent sessions.

For 1971 TVB has dubbed the meetings "lean-selling" sales clinics which will focus on "ways to do more with

less, including making more sales with current sales information," according to Mr. McGoldrick. The clinics will be held in 20 cities from April 13 through May 27.



Jim Frost (l.), TVB director of local sales, and Mr. McGoldrick tally votes for bureau's sales clinics.



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Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Jan. 24, 1971.
(net time talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 24	Total dollars week ended Jan. 24	1971 total minutes	1971 total dollars
	Week ended Jan. 24	Cume Jan. 1-Jan. 24	Week ended Jan. 24	Cume Jan. 1-Jan. 24	Week ended Jan. 24	Cume Jan. 1-Jan. 24				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 121.4	\$ 337.5	\$ 237.1	\$ 612.6	63	\$ 358.5	175	\$ 950.1
Monday-Friday 10 a.m.-6 p.m.	1,323.5	3,920.1	3,087.5	10,864.8	1,561.3	5,930.7	797	5,972.3	2,352	20,715.6
Saturday-Sunday Sign-on-8 p.m.	1,116.1	3,530.5	1,794.8	5,166.2	140.3	5,871.8	230	3,051.2	871	14,568.5
Monday-Saturday 6 p.m.-7:30 p.m.	285.2	885.3	506.9	1,643.5	510.9	2,712.7	80	1,303.0	258	5,241.5
Sunday 6 p.m.-7:30 p.m.		37.5	563.9	1,876.3	211.6	846.6	16	775.5	54	2,760.4
Monday-Sunday 7:30-11 p.m.	5,249.4	17,777.5	5,818.7	18,540.2	6,891.4	24,301.7	420	17,959.5	1,449	60,619.4
Monday-Sunday 11 p.m.-Sign off	126.6	1,183.8	290.6	491.8	503.6	1,465.3	86	920.8	258	3,140.9
Total	\$ 8,100.8	\$ 27,334.7	\$12,183.8	\$ 38,920.3	\$10,058.2	\$ 41,741.4	1,892	\$30,340.8	5,417	\$ 107,998.4

time for such messages free of charge and we will continue to do so as long as I am steward of these precious properties."

Noting, for example, that WGN-TV ran eight free join-the-armed forces announcements during December, Mr. Quaal assured Mr. Coverly-Smith "that we will schedule spot announcements for recruitment purposes just as we carry messages for other public service entities, including the Navy and the Air Force."

WGN Continental has turned down other similar business earlier. Mr. Quaal wrote Illinois Governor Richard Ogilvie Dec. 24, 1970, to explain why he was refusing to accept \$11,000 worth of radio spot business from the state on WGN designed to alert highway motorists on the dangers of ice and snow, tires, drinking, etc. The drive, involving the use of 10-second and 30-second spots, was placed through Sperry-Boom Inc., Rosemont, Ill., advertising agency.

Mr. Quaal told the governor that it "is our responsibility and also that of all broadcasters, whether in Illinois or any other state, to air safety messages as those proposed by Sperry-Boom. It was a fine idea, but we cannot accept payment for these spot announcements, which we have rewritten and are airing over our facilities as public service messages, as we have in the past, to alert motorists using the highways."

Sperry-Boom explained the highway safety account is handled as a regular commercial-type account. The agency said the campaign began at the holiday season and is to run through the July 4 weekend. About 40 stations presently are involved in the schedule, it was related, and WGN has been the only outlet to refuse the business.

Taking another view, Howard McDonald, partner and co-manager, KRNS-(AM) Burns, Ore., stated in a letter to USAREC dated Feb. 12: "You are no longer qualified for public service time on this station. Our public service time is reserved for groups and organizations that do not have access to advertising budgets. I personally resent any government body buying any form of advertising and I strongly disapprove of your action."

Meanwhile, other federal representatives called on advertising talents. It became known last week that the Department of Commerce has signed a \$550,000 six-month contract with Marsteller Inc., New York, to compose an advertising campaign to sell American business on "export awareness." The test project, authorized by Congress in 1969, is being handled by the Bureau of International Commerce, with Ron Demer, a special assistant, in charge.

The campaign, which is not yet final, is expected to use business magazines, and to be similar to a \$35,000, seven-time test that took place last summer in Minneapolis-St. Paul. There a package of media was bought that included regional editions of *Time*, *U.S. News and World Report*, *Sports Illustrated*, as well as local magazines and newspaper supplements. That campaign was by The Adworks Inc., New York. The national test is due to start in April.

Under the contract with Marsteller, the agency will be reimbursed on a sliding scale depending on how much is spent in media. This runs from \$36,000 for expenditures below \$300,000 to a maximum of \$48,000 for outlays between \$400,000 and \$500,000. The other \$50,000 will be spent for a modest public relations project that would

include sales conferences, trade-press releases, direct mail, and speaking dates for Commerce officials, according to Mr. Demer.

The move comes just at the moment when the department is reducing its public-relations activities by \$800,000. But, Mr. Demer stressed, there is no connection between his advertising campaign and the reduction, since the export project was in the planning stage well before the cutbacks were ordered.

This is not the only advertising campaign in which the Department of Commerce is engaged. For years, the U.S. Travel Service, an independent office in the department, has advertised abroad, urging Europeans and others to "Visit the USA." In the last fiscal year, it operated on an advertising budget of \$1,076,000, with most of that spent on media advertising in Europe, Japan, Canada and Mexico. This fiscal year, ending June 30, its advertising budget is smaller: \$821,000, with media buys concentrated in Great Britain, West Germany, Canada and Mexico. In both years, the Mexican advertising was focused principally on TV. The agency is Ogilvy & Mather, New York.

Business briefly:

■ **Olympia Brewing Co.**, Tumwater, Wash., through Botsford Ketchum Inc., San Francisco, has unveiled a series of six 60-second and two 30-second TV commercials highlighting "Northwest Events." Commercials will begin airing in the brewery's 11 western state distribution area. A year-long campaign with extra flights during the summer is planned.

American Petroleum Institute, Washington, through Leo Burnett Co., Chi-

cago, plans a broad consumer education advertising campaign this year starting in late Spring that will involve both the television and print media. TV emphasis will be chiefly network but some local spots will also be used. Total budget this year is about \$4 million.

The Maxwell House division of General Foods Corp., White Plains, N.Y., through Ogilvy & Mather Inc., New York, has introduced "Max-Pax," a ground coffee packaged in a filter bag, in test markets, supported by spot TV. Markets are Chicago, Phoenix, Dallas, Houston, Indianapolis and Syracuse, N.Y. The 30- and 60-second commercials are scheduled to run through July.

American Safety Razor Co., New York, through Leo Burnett Co., Chicago, has launched an extensive network TV and print advertising campaign to promote its new Personna 74 tungsten steel blade. Among the TV programs to be used: ABC's *Wide World of Sports*, CBS *Evening News With Walter Cronkite* and CBS *Sunday News*, CBS *Friday Night Movie* and selected baseball games. Budget was not disclosed.

Armour-Dial Inc., Chicago, through Foote, Cone & Belding there, plans major Dial product promotion at retail level that involves TV this Spring and ties-in with Dodge and the Dodge safety sheriff, Joe Higgins. Contestants will win Dodge station wagons full of Dial-brand gifts. Exposure on all three TV networks is planned.

No 4A verdict yet on AAF code proposal

The board of directors of the American Association of Advertising Agencies appeared last week to have taken a cautious approach to the plan proposed by the American Advertising Federation for a code of standards for advertising.

The AAF's code blueprint was on the agenda for an AAAA board meeting the weekend of Feb. 13-14 at Boca Raton, Fla. Officials were not available at New York headquarters late last week but, in response to inquiries, the office of President John Crichton released a statement saying that the board members supported self-regulation in principle but had reached no decision on the AAF plan except to ask for further meetings with "other interested parties."

Widespread support for the plan, at least in principle, had been indicated by representatives of a large number of organizations, including AAAA, during the AAF convention in Washington early this month (BROADCASTING, Feb. 8). AAF's proposal envisions a voluntary code of self-regulation embracing advertisers, advertising agencies and advertising media.

Tobacco men seek broadcast 'fairness'

They send films, tapes to stations they find airing antismoking spots

The Tobacco Institute, Washington, is monitoring radio and television stations throughout the country in search of antismoking messages. To stations carrying such information, the institute is sending audio tapes or television films accompanied by requests for time in the interest of fairness.

The films, in both 30-second and minute lengths, and the tapes, which are minutes, argue that cigarettes have not been conclusively proved to be a menace to health. The audience is invited to write for printed details of the cigarette industry's position.

So far the institute has sent tapes or films to about 200 stations, according to an institute spokesman. About 50 have reported using the messages. Another 50 have rejected them.

Last December the institute sent a letter to all broadcasters asking for fair exposition of its side of the smoking-and-health issue. The letter was dispatched after the FCC had ruled that the fairness doctrine would no longer

apply to antismoking and prosmoking messages when the prohibition against cigarette advertising on the air became effective, as it did last Jan. 2.

A spokesman said that the Tobacco Institute's monitoring and follow-up were sequels to the December letter.

Meanwhile, a request by a group of Kentucky tobacco growers for an injunction against the carriage of antismoking messages on network television was taken under consideration by the U.S. Court of Appeals in Cincinnati.

Arguments on the appeal filed by the group last summer, seeking to overturn a lower court's decision in the case, were heard in Cincinnati on Feb. 11.

The group, claiming that no causal connection had been established between cigarette smoking and cancer, sought to have the three TV networks enjoined from broadcasting anything that suggests cigarettes will kill smokers.

The U.S. district court in Lexington, Ky., ruled against them, holding that cigarette manufacturers had conducted "massive" advertising campaigns that "never bothered to drop even a subtle hint" that cigarettes might be hazardous (BROADCASTING, June 8, 1970).

The networks contended at the time that FCC and court rulings required them to carry the antismoking message. Though no longer required to, the networks are continuing to carry warnings.

IN NEW ORLEANS

WSMB

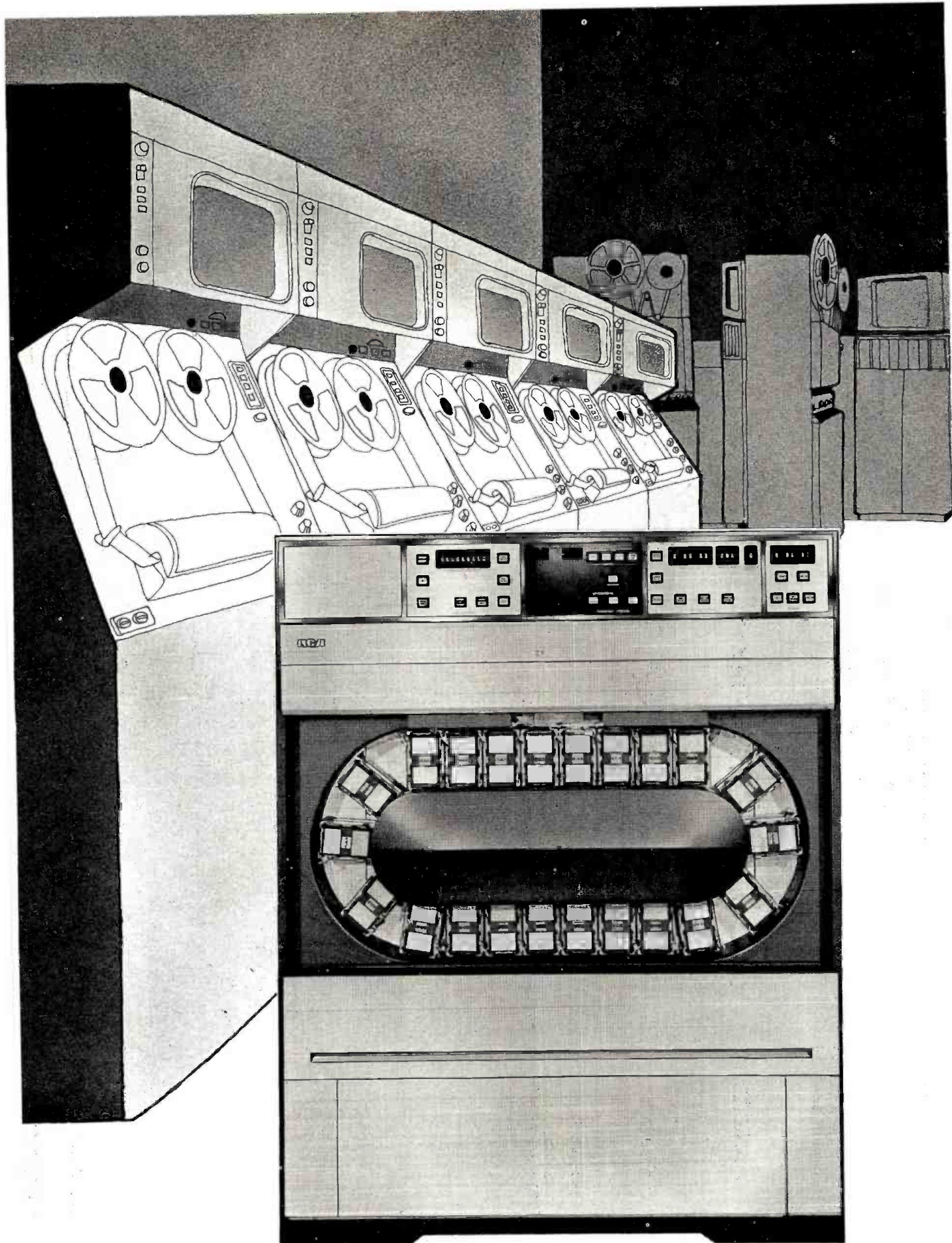
REACHES

MORE

ADULTS



Morning, Noon and Evening—ALL DAY LONG—WSMB reaches Metro Area ADULTS. WSMB is #1 in A.M. Drive TOTAL ADULTS, including MEN 25-49 and WOMEN 25-49. 10 A.M. to 3 P.M. WSMB is #1 with the 18 PLUS group. 3 P.M. to 7 P.M. WSMB is #2 with the 12 PLUS group. NEW ORLEANS ARB METRO AREA—AVERAGE 1/4 HOUR DELIVERY OCT. NOV. 1970 WSMB New Orleans • 5,000 watts • 1350 kc • Represented by METRO RADIO SALES.



Should you put the 'cart' before the reels?

When a new piece of equipment creates as much excitement in today's cost-conscious broadcast industry as our "cart" machine has done, you know it's got a big potential for both saving and making money. The big question is how much can it do to make your operation more efficient, and what new profit opportunities will it bring? We suggest you take this little quiz and see for yourself what the "cart" machine can do, compared to the tape system you're now using.

1. How long does it take an operator to load, optimize and cue a tape commercial on a "cart" machine?
a. ☐ 3 sec. b. ☐ 30 sec. c. ☐ 3 min.
2. If you schedule 4 tape commercials during a break, how many "cart" machines would be needed to play them back?
a. ☐ four b. ☐ two c. ☐ one
3. How many cartridges can be loaded into the TCR-100 at one time?
a. ☐ 12 b. ☐ 22 c. ☐ 100
4. How many times can a cartridge message be replayed before it starts to deteriorate?
a. ☐ 25 b. ☐ 50 c. ☐ 100 d. ☐ 200 or more
5. What about tape costs, compared to a reel-reel-to-reel video tape recorder?
a. ☐ about twice as much
b. ☐ about half as much
c. ☐ about the same
6. The "cart" machine can free up your reel VTR's for which of the following tasks?
a. ☐ teleproduction b. ☐ promos
c. ☐ previews
7. What can the "cart" machine do about rebates?
a. ☐ virtually eliminate them
b. ☐ cut down on them drastically
c. ☐ nothing much

As you'll see when you've got all the right answers (upside-down, below), the "cart" machine is more than just a piece of hardware. It's a whole new system for saving time and money when you're airing commercials, promos, and ID's. And it opens up new avenues for making additional profits.

If you got more than five answers wrong, we'd say you need a "cart" machine right now. If you got them all right, you probably just ordered one.

And if you haven't already ordered one, ask yourself why not.

The RCA logo is displayed in a bold, black, sans-serif font. The letters are thick and closely spaced, with the 'R' and 'C' being particularly prominent.

GOP prepares campaign-control bills

Scott bill reportedly limits all media rates while Anderson bill provides free time

Legislation scheduled for introduction this week by Republicans in both houses of Congress would impose spending limitations on candidates for federal offices. One bill would require all media to sell time or space at the lowest unit rate. Another would in effect provide candidates with free broadcast time in half-hour blocks.

The measures are the long-awaited bill by Senate Minority Leader Hugh Scott (R-Pa.) and legislation authored by Representative John B. Anderson (R-Ill.). Senator Scott's bill and Mr. Anderson's legislation—in the form of four separate bills—are tentatively scheduled for introduction Thursday (Feb. 25).

The specific provisions of Senator Scott's comprehensive campaign-spending bill were not revealed. However, Senate sources indicated the proposed legislation stresses full disclosure of campaign contributions and expenditures and would repeal Section 315 of the Communications Act (equal-time provision) for major-party presidential and vice-presidential candidates.

Reportedly, it also places certain limits on campaign spending, and requires all media to sell candidates time or space at the lowest unit rate—which is understood, in some media circles, to mean the lowest rate given a commercial advertiser, including those with long-term contracts. Apparently Senator Scott's bill would not advocate free broadcast time for political candidates.

In addition, the Scott measure is said to provide tax benefits for campaign contributors and mailing privileges for candidates. Chief co-sponsor is Senator Charles McC. Mathias Jr. (R-Md.).

Mr. Anderson's legislation is in the form of four separate bills (BROADCASTING, Feb. 15). One limits campaign contributions and the amounts candidates may spend for TV and radio time, billboard and print advertising, postage and telephones. Another bill provides

that candidates for federal office would be reimbursed by the Treasury for certain time purchases they make in the 35 days preceding the general election. Presidential candidates would in effect receive five half-hour blocks free; senatorial candidates would get three half-hour blocks, and candidates for the House would receive two half-hour blocks.

Two other bills, similar to provisions in Senator Scott's measure, would provide tax credits for small contributors and reduce mailing rates for candidates.

Some of the proposals in both Senator Scott's and Representative Anderson's coming proposals are closely similar to suggestions made by CBS President Frank Stanton earlier this month (BROADCASTING, Feb. 8).

A spokesman for Senator Scott said last week that, although the senator's prospective bill incorporates some of the administration's "thinking" (draft proposals were reviewed by the White House), the bill will not necessarily include all White House recommendations. From other sources, it was learned, the measure apparently is not to be considered administration-sponsored.

The legislation was promised as an alternative to last year's vetoed political broadcasting bill (S. 3637). And Senator Scott's offer to draft a new bill received the support of President Nixon (BROADCASTING, Nov. 30, 1970).

The vetoed bill principally sponsored by Senator John O. Pastore (D-R.I.), would have limited candidates' radio-TV spending to an amount equal to a multiple of seven cents per vote cast in the previous election, or \$20,000, whichever was greater; repealed Section 315 as it relates to the Presidency and Vice-Presidency, and prohibited broadcasters from charging candidates more than the lowest rate offered any advertiser for an equivalent time period.

In vetoing the bill the President said it would not achieve its supporters'

stated aims. With broadcast curtailed, money would only be diverted to other media, he argued (BROADCASTING, Oct. 19, 1970). The attempt to override the veto in the Senate was unsuccessful; it failed by four votes.

The introduction of Senator Scott's bill and Mr. Anderson's legislation will fall on the eve of hearings to be held by Senator Pastore's Communications Subcommittee on S. 382, a reform bill co-sponsored by Senator Pastore, Majority Leader Mike Mansfield (D-Mont.) and Senator Howard W. Cannon (D-Nev.). The hearings, scheduled for March 2-4, will also examine "related proposals."

These will include a broad measure (S. 1) introduced last month by Senators Mike Gravel (D-Alaska) and James B. Pearson (R-Kan.), and almost certainly Senator Scott's bill.

The roster of witnesses scheduled to appear before the Communications Subcommittee includes FCC Chairman Dean Burch, Senator Gravel, representatives of the Republican and Democratic National committees, the presidents of three networks and a representative of the National Association of Broadcasters. Also scheduled are Newton Minow, former FCC chairman and chairman of the Twentieth Century Fund's Commission on Campaign Costs in the Electronic Era; spokesmen for Common Cause and the National Committee for an Effective Congress; Joseph Burns, president of the Communications Workers of America, and Washington political analyst-activist Philip M. Stern.

TV political ads a public concern

Most adults advocate some form of controls, according to FC&B study

Almost three-fourths of adult Americans favor some kind of restriction or control on political advertising on television, Foote, Cone & Belding, New York, reported last week.

The agency based its assertion on a national study conducted last November to determine the extent to which people felt political advertising on television was influential in the last election and their attitudes toward restricting or controlling political advertising on TV ("Closed Circuit," Feb. 15).

John E. O'Toole, president of FC&B, said the agency has not been involved in advertising for political candidates and has "some serious reservations about representing a candidate and his beliefs in 60- or 30-second time units."

The study, designed by FC&B and conducted for it by the Gallup Organi-



Senator Scott



Rep. Anderson

zation, found that 74% of the 1,609 respondents supported some kind of restriction or control of political TV advertising, with 65% in favor of controlling the advertising itself (political restriction) and 9% saying that only the length of the campaign should be limited.

The overwhelming majority of adults, the study said, believe that political TV advertising was influential in affecting people's voting behavior in the last election. Seven out of 10 felt that TV advertising was at least "somewhat influential" and 32% indicated they thought it was "highly influential."

The study showed that the public's most frequently expressed concern was that "all candidates should have equal time and money" for television advertising. People living in the eastern part of the country, it was stated, voiced "somewhat greater concern about control over political advertising," while Westerners were "much more likely to feel that . . . the content of the advertising should be restricted."

The study was part of FC&B's Monthly Information Service, in which the agency gathers information each month (via personal interviews) on attitudes and behavior of the adult U.S. population.

The study on political advertising was distributed by FC&B in Washington to legislators, government agency officials and other political and opinion-making leaders.

Rep appointments:

- WJAB(AM) Westbrook, Me.; WFMN(AM) Newburgh, N.Y., and KYAC(AM) Kirkland, Wash.: AAA Representatives, New York.
- WEOK-AM-FM Poughkeepsie, N.Y.: Eckels & Queen, Boston.
- WNAB(AM) Bridgeport, Conn.: Kettell-Carter, Boston.
- KCRA(AM) Sacramento, Calif.: Blair Radio, New York.
- WCHV-AM-FM Charlottesville, Va.: Better Music Radio Representatives Inc., New York.
- WVWI(AM) St. Thomas, Virgin Islands and WRAL-FM Raleigh, N.C.: Adam Young Inc., New York.

Agency appointments:

- Paramount Pictures Corp., New York and Los Angeles, has appointed Diener/Hauser/Greenthal, New York, as its advertising agency. Agency's first broadcast campaign for Paramount started last week for company's motion picture, "Love Story," on local TV and radio in the New York area. Former agency was Lennen & Newell, New York.

Two guns take aim at food ads

Choate draws up 'code' for ads directed at children; Nader goes after Wonder Bread

Television broadcasters and advertisers had a new code of advertising principles proposed for them last week, applying to "edibles" and calling among other things for broadcasters and advertisers to underwrite a research and information center to study the impact of television on children.

The proposals, circulated among government agencies, Congress and advertising associations, are from nutritionist Robert B. Choate, chairman of a Washington organization, "Council on Children, Media and Merchandising." Mr. Choate achieved national attention last summer when he charged before a Senate subcommittee that breakfast-cereal advertisers were catering to children's tastes for sugar-coated food to the extent that it was to the detriment of their health (BROADCASTING, July 27, 1970).

At the same time, it became known last week that consumer crusader Ralph Nader had asked the Federal Trade Commission to issue a complaint against ITT-Continental Baking Co. and its advertising agency, Ted Bates & Co., New York, for what he called the false nutritional claims made for Wonder Bread on television and elsewhere.

Mr. Choate's proposed code was announced during his appearance last week in Washington before the Citizens Board of Inquiry on Hunger and Malnutrition, an organization established after the White House Conference on Nutrition and Health in 1969.

Mr. Choate noted that the average child spends between 1,000 hours and 2,000 hours a year in front of the TV set up to age 14; that the average child receives 10 advertisements per hour on television on what to eat, which, he said primarily advises them "to eat snacks, sweets and soda pop."

TV, he said, is the nutrition "mis-educator" of today's young.

Noting that the FTC has cracked down on nutritional claims by Coca-Cola's Hi C drink, Carnation's Instant Breakfast and, only two weeks ago, on Ocean Sprays' cranberry juice cocktail and Swift & Co.'s baby-food line (BROADCASTING, Feb. 18), Mr. Choate added: "But the FTC and the FDA [Food and Drug Administration] have yet to act on breakfast cereals."

Noting that the FCC has scheduled an inquiry into children's programing and advertising, Mr. Choate urged his audience to write to the FCC, and to others in government and in the advertising field. This is the rulemaking proceeding ordered by the FCC last month

that is based on the petition by Action for Children's Television for restrictions on children's programs and the advertising that they carry (BROADCASTING, Jan. 25).

In what he called "a public appeal to the private food industry, advertising agencies and the broadcasters of the United States," Mr. Choate listed a 10-point platform to govern the advertising of foods and beverages that are aimed at children.

In essence, the proposed code calls on advertisers to make public the "true" ingredients and major nutrients in the product; that advertisements affirmatively state the nutrient contribution of the food and its role in a balanced diet under guidelines to be prepared by FTC and the FDA; to permit claims of nutrient contribution only in instances where an individual, typical serving contains 10% or more of the recommended daily allowance established by the National Academy of Science/National Research Council.

The proposed advertising code would also forbid advertisements that claim superiority over competitive foods where the nutrient content of such food is standardized by the FDA; prohibit claim of sweetness or sugar content unless accompanied by a statement of caloric content and "a warning as to its possible cavity-producing effects"; forbid the awarding of prizes or rewards "that do not make a positive contribution to the child's improved physical condition."

And, focusing on time standards, the proposed code would prohibit more than four advertisements of a food product in any 60-minute period of children's programing; forbid the advertising of drugs, medicine or vitamin pills weekdays between 7 a.m. and 10 a.m. or between 2 p.m. and 9 a.m., and on weekends and holidays between 7 a.m. and 9 p.m.

The proposal also calls for the clear delineation and identification of advertisements and their separation from both characters and story in programs that have been designed primarily for children.

The research and information center that is recommended in the proposed rules would be financed by advertisers, agencies and broadcasters and would be under the direction of a board "representing children, consumers, ethnic groups, young parents, social scientists and the impoverished as well as industry and the advertising profession." It also would publicize reports of

its work in the media itself.

Mr. Nader in a letter to FTC Chairman Miles Kirkpatrick dated Feb. 11, charged that Wonder Bread TV advertising claimed nutritional benefits. The letter was signed also by Ruth G. Desmond, president, Federation of Homemakers; Janie Boyd, Consumers Association, Washington; Dr. Michael Jacobson and Mrs. Aileen Cowan, both of Mr. Nader's Center for the Study of Representative Law.

Noting that FDA required virtually identical nutrients in all enriched white bread, Mr. Nader questioned the Wonder Bread slogan that speaks of helping "build strong bodies 12 ways." The public takes this to mean, he stated, that there are 12 nutrients in the product, whereas, he said, the FDA requires only five and that is all there are in Wonder Bread.

Since much of Wonder Bread advertising is directed at children, Mr. Nader expressed strong resentment at the long-running commercial that shows a child growing over a span of 11 years by leaps and bounds in the space of a few seconds. Children, Mr. Nader said, are "the most gullible and impressionable segment of the population."

Not only should ITT-Continental be penalized for this type of advertising, he said, but so should its advertising agency, Ted Bates Co., New York.

He asked the FTC to require Wonder Bread to disclose in its future advertising that the FDA imposes a minimum of five nutrients in all enriched white bread and that many other nutrients, not contained in the product, must be supplied by other foods in a diet; prohibit the slogan "helps build strong bodies 12 ways" and also the commercial

showing a child's rapid growth.

Following similar suggestions proposed by the FTC in several complaints and by consumer advocates, Mr. Nader suggested that Continental Baking be required to run corrective copy in its advertising disclosing that it had engaged in deceptive advertising or be barred from advertising the product for a period of time. He also advocated that the penalty for the advertising agency include the requirement that for two years it include in its promotional material a notation to the effect that some of its past advertising for clients had been found deceptive.

Meanwhile, the two firms that were accused two weeks ago of falsely advertising nutritional claims issued statements disclaiming the attacks.

Swift said it had no intention of misrepresenting its products and noted that it had voluntarily discontinued the challenged advertising in October 1969. It said that it does not feel the advertisements in question were deceptive.

Ocean Spray's Edwin F. Lewis, president of the company, labeled the charges part of the FTC's "highly novel" program of issuing complaints against well-known companies whose real honesty in product values is beyond substantial question. "And," he added, "we think it [the complaint] is ill-founded and we are certain that the legalism upon which it is based has no general relevance to the enjoyment and benefit our good customers enjoy from using this fine product."

Also in advertising:

Opens branch ■ Telpac Management Inc., New York, which functions as the

television department of advertisers and agencies, has opened its first branch office, at 625 North Michigan Avenue, Chicago. Clair Callahan and Mrs. Myrna Ravitz, television commercial producers, have been named senior partners in charge of the Chicago office. Telephone (312) 787-9393.

Yale opens memorial ■ The Robert E. Lusk Memorial Fund has been established by Yale University, Mr. Lusk's alma mater, in memory of the late chairman of the executive committee and former chief executive officer of Benton & Bowles, who died Jan. 2 (BROADCASTING, Jan. 11). The fund will be used to assist Yale students in "emergency situations" with loans or gifts, or a combination of both. A B&B spokesman said contributions may be made through Henry Chauncey Jr., Yale University, New Haven, Conn. 06520.

Available ■ The 1971 TRIPAC Cooperative Advertising Manufacturer-Retailer Guide Book is now available. The guide, now in its 12th year of publication, offers information on 727 manufacturers. It is cross indexed by manufacturers, by trade or brand names and by merchandise categories. The book is published annually by Maurice K. Henry, who owns media interest, and is presently with George J. Cooper, New York newspaper consultants. Cost of the book is \$20. Contact TRIPAC Inc., P.O. Box 627, Middlesboro, Ky.

Volunteer services ■ Calderhead, Jackson Inc., has been appointed volunteer agency for the New York Urban Coalition. An agency spokesman said plans are to continue heavy use of TV and radio as well as print advertising and retain some elements of the "Give a Damn" campaign theme made popular on TV and radio by the coalition's former agency, Young & Rubicam, also New York. Broadcast time for the campaigns is donated as is the majority of print space.

Church-owned FM sheds noncommercial status

WRVR(FM) New York, owned by the Riverside church there, announced last week that it will end its 10-year status as a noncommercial station and will accept a limited amount of advertising beginning this summer.

The station was licensed by the FCC in January 1961 as a commercial outlet but chose not to accept advertising.

WRVR, with an operating budget estimated at \$200,000, has been entirely supported by special gifts, but a majority of these were made nonrenewable after 1970, a spokesman said. The move to accept commercials was made by the board of deacons and the board of

Representative Rosenthal's bill has had a checkered history in the past two years. An identical measure was introduced last year, but died late in the 91st Congress when the Rules Committee deadlocked on whether to send it to the floor. It was introduced last month as H. R. 14, then reintroduced last week with a substantially larger number of co-sponsors: The latest count shows that 133 Democrats have put their names on the measure.

Meanwhile, identical bills have been introduced by Representatives Florence J. Dwyer (R-N.J.), who along with Mr. Rosenthal led the fight for passage of the bill in the 91st Congress; Dante Fascell (D-Fla.) and Chet Holifield (D-Calif.). Mrs. Dwyer is gathering Republican co-sponsors for the bill.

The bill was part of a package of consumer bills introduced last week by Mr. Rosenthal.

Rosenthal bill gets yet another launching

A broad consumer-protection bill that would establish three separate agencies to deal with consumer affairs was introduced again last week by Representative Benjamin S. Rosenthal (D-N.Y.).

The measure (H. R. 4429) calls for the creation of a permanent Office of Consumer Affairs in the White House, to coordinate the consumer activities of all federal agencies; a Consumer Protection Agency, to function as an independent executive-branch office, representing the interests of consumers before federal agencies and courts; and a Consumer Advisory Council, designed to give the public a voice in consumer matters through a committee of private citizens. Duplication by the two executive-branch agencies is specifically forbidden in the bill.

trustees of the church when efforts to raise operating funds from other sources failed.

The church said it planned to impose restrictions on the type and number of commercials allowed and hoped to reach a "middle ground" between a total commitment to commercial broadcasting and noncommercial broadcasting.

In preparation for the transition, WRVR plans to improve its transmitting facilities to reach a larger audience. The station is on 106.7 mhz with 19 kw and antenna height of 460 feet.

Sheldon C. Singer, vice president of RTV International Inc., New York broadcast management consultant, has been chosen to handle the transition procedures.

A station spokesman said WRVR intends to retain some of its broadcast time for church services and programming and will announce future programming plans later.

TIO offers educational guide to commercial TV

The Television Information Office has issued the spring 1971 "Teachers Guides to Television". Guides are designed to point out the educational values of many television programs. One of the 14 lesson plans offered to educators deals with the separate and distinct functions of television news, commentary and editorials. Each guide contains a related film list and bibliography.

Copies may be obtained at \$2.25 each from Teachers Guides to Television, which produces the guides. Address is Box 564, Lenox Hill Station, New York 10021.

ANA workshops to peer ahead into seventies

Cable television, video cassettes, program syndication and how all these elements may affect the future of television advertising will be explored in a two-day workshop sponsored by the television committee of the Association of National Advertisers May 25-26 in New York.

Umbrella theme for the sessions is "The segmented Viewing Public of the Seventies—and How to Reach Them."

ANA said the program will include such topics as:

- "Syndication—what it is, how it works, how it compares with network programming and its commercial potentials";
- "Cable TV—its markets and operations, local programming, use in test markets and commercial applications";
- "Video players—the potential mar-

Two sponsors split the NBC-TV network

Pfeiffer's Foods Inc. announced last week that it would make its network television debut March 1 in a one-month campaign on a line-up of 52 NBC-TV stations.

NBC officials, however, said that wasn't even half the story—that through the same agency, Allen Products Co. had bought the same commercial positions on the rest of the NBC-TV network.

Thus viewers in some markets will see commercials for Pfeiffer's quality salad dressings while viewers in other markets are watching messages for Allen's Alpo dog food. Weightman Inc., Philadelphia, is the agency for both.

Pfeiffer's announcement inadvertently touched a sensitive point for spot-TV salesmen and network affiliates who have accused networks of raiding spot

business and selling pieces of networks in the current hard-sell drive for business.

Pfeiffer's also said that it has been using spot TV in major markets for many years and that in its NBC-TV purchase it will more than double the number of markets carrying its advertising. The 52 stations, according to the announcement, cover the company's distribution area from Chicago to New York and from Bangor, Me., to Norfolk, Va.

NBC sources said the salad-dressing commercials would be fed to the Pfeiffer's stations from NBC-owned WMAQ-TV Chicago while the dog-food commercials would go to the rest of the network from NBC's New York headquarters. The orders reportedly call for up to 12 commercials per station per week.

Pfeiffer's is a division of International Salt Co.; Allen Products is a division of Liggett & Myers.

ket for program materials. The systems under development and estimates of their availability in the consumer marketplace and a demonstration of some of the hardware which is now operational";

■ "The future—discussion of the social, economic and advertising effects of these developments, including the views of the FCC on future opportunities and problems."

ANA said speakers would include FCC Commissioner Robert Wells and Richard Pinkham, Ted Bates & Co.; Ken Fritz, Tele-Cassettes Enterprises; George Simko, Benton & Bowles; Joseph Ostrow, Young & Rubicam; Seymour Banks, Leo Burnett Co.; Herbert Maneloveg, SFM Media Services Corp., and Paul Klein, Computer TV Inc.

The workshop, at the Plaza hotel, will be open to advertisers and agencies and to representatives of broadcasting and related fields. Registration fees of \$70 each for ANA members and \$90 per person for nonmembers will cover meeting charges for both days, receptions, luncheons and a copy of the proceedings. Registration forms are available from William D. Kistler, vice president, ANA, 155 East 44th Street, New York 10017.

RC starts co-op drive

Royal Crown Cola Co., Columbus, Ga., and its bottlers have launched an estimated \$13 million-to-\$14 million co-op spot radio and television campaign for 1971 on behalf of RC's Cola and Diet Rite. Funds will be supplied on a co-op basis to local bottlers. Selections of spot markets and placement of supporting newspaper advertising will be made by

the bottlers and placed through local advertising agencies. The commercials and newspaper ads were created by Wells, Rich, Greene, New York.

Norelco launches big broadcast campaign

North American Philips Corp., through LaRoche, McCaffrey & McCall Inc., both New York, last week announced plans for an estimated \$8-million advertising campaign for 1971 to promote its Norelco shavers.

The campaign, to start in early March, will include spot TV in 52 markets, 14 CBS-TV programs and a magazine schedule.

Commercials in 30-second and 25-second versions will be seen on the following CBS shows: *Friday Night Movie*; *Guns, Smoke & Hawaii Five-O*; *Thursday Night Movie*; *Hee Haw*; *Mission: Impossible*; *The Honeymooners*; *All in the Family*; *Medical Center*; *Mannix*; *CBS Evening News with Walter Cronkite*; *Merv Griffin Show*; *Family Affair* and *Sunday News with Roger Mudd*.

About 60% of the \$8 million will go into broadcast advertising.

CBS Radio sponsors

CBS Radio reports that it had made new sales to more than 20 advertisers since the beginning of the year. Among the network sponsors are the Carrier Corp.; the Florida Citrus Commission; Buick Motor Division of General Motors Corp.; Colgate-Palmolive Co.; R. T. French Co.; Chrysler Corp.; Melnor Industries Inc. (lawn mowers), and the Skil Corp. (tools).

Programers burn while Washington fiddles

Prime-time accord, regulation of content worry executives in charge of local shows

Television program executives are resentful of, but prepared to live with, the FCC's prime-time access rule. What they now fear is an extension of government intervention in program content.

These two concerns were uppermost in the minds—and on the lips—of station officials last week at the annual program conference of the National Association of Television Executives.

The programers exhibit an attitude of resignation toward prime-time access. They grant that the rule has placed stations in turmoil, but foresee quick action by network affiliates to fill the vacated time slots once the networks decide which three hours they will program nightly next fall, when the rule takes effect.

The executives are therefore turning much of their attention elsewhere, and wondering what Washington has on the front burner for them. They speculate that the next battles will take place over children's programming and public-affairs shows. And they try to guess whether whatever pressure is exerted will be in the area of time periods—as in the case of prime-time access—or content, or sponsorship, or all three.

In what seemed to be a playback of broadcasters' anxiety, Clay T. Whitehead, director of the Office of Telecommunications Policy, told the conference in a keynote address that government should not be "meddlesome" in content. He warned, however, that a truce can come only if broadcasters develop greater professionalism in meeting their responsibilities (see this page).

When the programers did talk about prime-time access, their discussion often turned to network tactics. Most agreed that the networks would probably have to program in the same three-hour time periods next fall, to prevent any one network from reaping the advantage of a head start in the evening.

Right now, however, stations do not know whether the starting time will be 7:30 or 8 p.m. CBS-TV has said it plans to program from 7:30 to 10:30 p.m., leaving the 10:30-11 p.m. slot for affiliates to fill locally. NBC-TV has said it favors programming 8-11 p.m. on

all nights but Sunday, returning the 7:30-8 p.m. time period to affiliates. ABC-TV has indicated preference for the NBC route.

According to a sampling of general managers and program managers conducted over several weeks by BROADCASTING, stations appeared to be in a holding pattern but were considering a wide range of options to fill open time (BROADCASTING, Feb. 15). Station people at NATPE confirmed that these options included expanded news segments, first-run syndicated shows, rearranged feature-film periods and off-network presentations. Stations in the top markets—especially those in the eastern zone—seemed inclined to fol-

low the path of expanded news.

The conference opened Wednesday morning with a panel discussion of what the future may hold for TV, programers in particular. In the panel session, entitled "A Matter of Survival," Jack Harris, KPRC-TV Houston, predicted that TV as a mass medium would undergo change but, at the same time, "it will survive, much in its present form, but hopefully with improved substance."

Mr. Harris saw "the importation of unlimited distant signals" by cable TV as perhaps the most immediate threat to the "over-the-air system of free broadcasting." He said broadcasters do not propose to dictate how many program services CATV operators can



Program regulation as Whitehead sees it

Clay T. Whitehead, director of the Office of Telecommunications Policy, fluctuated between laissez-faire and bombs-away last week in talking about regulation of television programming during his keynote address to the annual program conference of the National Association of Television Program Executives in Houston (see above).

Mr. Whitehead, whose office plays the primary role in setting the administration's telecommunications policy, said OTP would like to work with television programers, but not in a "meddlesome way." Commenting that government ought to diminish its involvement in programming, he suggested that OTP may invite programers "as a profes-

sional group" and broadcasters as "businessmen" to submit their views on this subject.

However, Mr. Whitehead made clear his view that increasing government intervention in programming is inevitable unless broadcasters become what he termed "more professional" in their calling. By that he meant that broadcasters must recognize their obligations to society, he said. And should the current broadcast system "prevail" in the face of challenges from other services such as CATV, Mr. Whitehead said, the social significance of TV would become even greater, particularly the question of broadcasting's ability to serve diversified interests.

In an earlier meeting with newsmen, Mr. Whitehead said that the issue of community access to the media is crucial to that diversity and social responsibility he seeks. The issue will increase in importance, he said, as it has become obvious that lack of access to the media by minority groups is a primary source of "frustration."

But in his speech, Mr. Whitehead spoke favorably of the job television programers are now doing—given the limitations of the present system. Although he found evidence of a "paperback mentality" in television, he said programers are doing a good job and need not feel they have "prostituted" themselves.

provide "so long as they create, produce or acquire them in the open market." He warned also of "the most vocal of the splinter groups" who, he said, are being told they own the airwaves "and should make the program decisions."

But Mr. Harris added that if TV is to survive and "fulfill its great promise," broadcasters must be satisfied with less profit to achieve greater community service.

Also on the panel was Edwin Diamond, "multimedia" critic with Post-Newsweek Stations, who said that TV does not air criticism of itself nor make a self-evaluation. That it adheres to "rear-view mirrorism" by not being aware of what is ahead of it, or alongside, but only of the "landscape passed."

And Paul Klein, president, Computer Television Inc., explained his computer-run, wired-TV programming service concept and asserted that commercial TV eventually will lose viability "and you will die" because of limited spectrum, a fixed audience and a program content that has "become vulnerable."

Don Menchil, vice president, Telcom Associates, said the prime-time access rule "buys time for you to phase in local programming" with a chance for broadcasters to become showmen and try out new concepts. (Those who are reluctant and hesitate, he said, "will pass into history.") Another panelist, Sonya Hanklin, host of National Educational Television's *Meet the Arts*, warned of "plastic" talk and plastic personalities on commercial TV and suggested commercial broadcasters develop shows which deal with real, personal problems of viewers.

A panel session Wednesday afternoon on advertisers' views drew polarized comments from ad-agency executives on the desirability of advertiser-syndicated shows in which a trade-out or barter approach is used.

Donald C. Foote Jr., vice president, department of media relations and planning, Young & Rubicam, cited the advantages of such shows, which in addition to giving stations programming and spots for sale locally, provide the advertiser-syndicator with programming regarded as compatible with the product shown in his commercial. (Y&R normally retains two positions and permits stations to sell remaining time). Mr. Foote also noted that there were obvious "cost advantages" for the advertiser and agency.

Michael D. Moore, vice president, programming and media services, Benton & Bowles, questioned the "promise" held out by advertiser-syndicated series that are offered to stations. He suggested that programming developed in this way was "inferior"—that it is produced with a desire (and need) to keep production costs low, thus diluting the

effectiveness of program climate for the advertiser's commercials.

Mr. Moore said that it was doubtful that time periods occupied by advertisers' barter programming could be really "valuable" to stations "because at best they are only half-sold properties." He also raised a question as to tie-in sales where used as leverage by an advertiser. In this variation, the national advertiser uses his strength as a spot buyer to push clearance of his program.

Another panelist, L. A. Douglass, program manager-advertising, U.S. Steel Corp., outlined the corporation's programming, in which the advertiser works directly with stations—currently, in 12 major metropolitan markets. In this approach, Mr. Douglass said, U.S. Steel takes the position that it is part of the community and wants to join with the station in attacking local problems. He said the advertiser's target is primarily customers, business and industry leaders and government officials; the company considers any of the general public delivered as "bonus audience."

Does FCC censor by raised eyebrow?

Law-review article hits content regulation via nonadjudicable 'coercion'

The FCC's use of "tools of coercion" in dealing with allegedly offensive programming is criticized in the current issue of the *Harvard Law Review* as raising "serious constitutional questions."

The anonymous author of a "Note" entitled "Morality and the Broadcast Media: A Constitutional Analysis of FCC Regulatory Standards," points out that the commission can influence programming without imposing prior restraint that could be tested in court, and has done so.

The article says that "the effective prohibition of morally offensive programming on radio and television should be removed from the commission's broad power to judge whether the performance of a licensee is in the public interest." The author, however, would not object to regulations designed to give members of the audience more control over what they choose to see or hear: for instance, a requirement that programming which raises questions of taste be broadcast at a late hour.

With its responsibility for protecting the public interest as its justification, the article states, the commission has dispatched complaints it has received about programming to the station involved, has issued revocation orders and made its

views known at license-renewal time. Given a station's interest in holding on to a license, the article notes, the commission has "an effective lever over the [station's] policies and operation."

The commission, in dealing with programming matters, invariably states that it is not violating the constitutional and statutory prohibitions on censorship because it is not imposing prior restraint. However, the article observes that the promises Pacifica Foundation has made concerning programming on its noncommercial stations after receiving complaints forwarded from the commission provide "an example of the commission's tendency to employ the rhetoric of freedom of expression while retaining a firm hand on programming that strays too far from an implicit moral consensus."

The article makes it clear the author is concerned with the constitutional issues raised in connection with "morally offensive" programming only. It says that kind of programming is deterred by "a process operating outside the scope of constitutional adjudication." One example cited was the one-year license renewal given KRAB(FM) Seattle for failure to comply with its own standards in airing a program containing profanity (BROADCASTING, Feb. 23, 1970).

"In view of the importance of free adult expression and the availability of means to give adults some control over reception of morally offensive material," it argues, "the FCC should not be permitted to coerce suppression of programming which meets prevailing constitutional standards."

The author does not object to the kind of regulation the commission has employed to promote diversity of expression and access to the media. The article says such regulation "may be justified to reach and serve many sub-audiences and to avoid dominance of the airways by a limited range of social, moral and political expression."

The article says that the commission should only take the kind of action against "morally offensive" programming that can be tested in the courts. It notes that such a sanction provides "less flexibility" than those the commission has used. But a court decision, it adds, "will give stations some indication of what they may safely broadcast" and hopefully, "open the media to a full range of privileged expression."

The commission last year attempted that course. It imposed a \$100 fine on WUHY-FM Philadelphia, for violating the statute prohibiting the broadcast of obscenity and indecency, and for failure to operate in the public interest, and urged the station to challenge the action in court (BROADCASTING, April 6, 1970). However, the station chose instead to pay the small fine.

Group seeks record of children's shows

Four organizations say films, tapes are needed to analyze children's TV

In a move to augment the FCC's invitation for comments on the possible establishment of specific policies for children's programming, four public-interest groups last week petitioned the commission to ask TV stations to open up their programming records. The organizations called on the commission to require television broadcasters and advertisers to make available to the commission and the public, the actual content of children's programs and commercials aired over a broadcast week.

Charging that the commission's invitation to broadcast licensees (BROADCASTING, Jan. 25) "will not produce sufficient information upon which an object analysis of [children's] programming can be based," the four groups—Action for Children's Television; the National Citizens' Committee for Broadcasting; Council on Children, Media and Merchandising, and the Office of Communication of the United Church of Christ—urged the commission to ask broadcasters to make available:

- At least one film or video-tape copy of all network programming and advertising on the seven days in the composite week;
- Film or video tape at the earliest possible date and in no case later than 30 days prior to the May 30 filing deadline for comments;
- Film or video tape of all children's product commercials approved during 1969 and 1970 as meeting the television code and guideline standards;
- Stations' program logs for the composite week along with their summary data.

ACT was the group which made the original proposal to the commission, calling for increased variety in children's programming and, at the same time, a ban on all sponsorship of it (BROADCASTING, Feb. 9, 1970).

The groups last week offered to make available a representative to work with the commission's staff or with "anyone designated by broadcast licensees to facilitate an equitable working arrangement."

The four organizations said that the comments to be submitted by broadcasters in the case would not be sufficient for a number of reasons. They charged that researchers would have to rely on the individual network and licensees' analysis of their children's programming

and advertising, which is "likely to reflect their own subjective and possibly self-serving judgements." They cited in particular the "worst" type of programs in which old cartoons are shown and a live host, "not usually qualified to produce programming of sufficient educational value," entertains a small studio audience.

They further alleged that programs of the *Romper Room* type sometimes are syndicated and offer formats "of alleged but little real educational value." The exploitive aspects of these programs would not readily be disclosed by broadcasters, the groups said.

The groups pointed out the lack of definition in children's programming of what is an "educational" program and what is "entertainment." They suggested that reasonably informative programs should be classified by licensees as "educational," while sports programs and other noninformative types should be called "entertainment." Also lacking, they said, is an adequate definition of what programs are primarily designed for children of a particular age group and of programs "of substantial interest to children." Licensees, in their reports, they said, could easily exclude afternoon horror films and other such programs with a large audience of children, and substitute in their place early evening programs of more consequence but much less popularity to the younger set.

The organization also felt that licensees will tend not to disclose the "seasonality of programming and commercial saturation tactics."

And "because response to the inquiry is voluntary," the groups said, "there may be a greater number of responses from stations with more favorable information to report," and among those reporting, less information might be supplied for questions which might reveal deficiencies.

Alleged censorship considered by WGA

Members of the Writers Guild of America West council meet today (Feb. 22) to consider what additional steps, if any, the guild will take against the alleged censorship of a member's script written for *The Young Lawyers*. The union charges the script was changed in response to a memo from Henry Colman, vice president of current programming at Paramount, which produces the series, and liaison between the studio and ABC, which carries the series. Mr. Colman was said by the guild to have later denied the charges, saying that union representations of the incident were "distorted."

The script called for two program leads together in a bar, unwinding after

a day's work. Scriptwriter John Block said the change stems from fear of having a white hero and black heroine shown together in a bar. Paramount said that if the male lead was to be in a bar at all, it should be with a date rather than a co-worker. Accordingly, the change was made.

Although guild members met with representatives of the studio over the incident, which occurred shortly after the series began last September, no agreement over the dispute was reached. WGA insists the case is not closed. Paramount representatives could not be reached for additional comment.

FCC turns down format protest

It says a showing of loss justifies program change despite listener objection

The FCC last week issued evidence that it will not force a broadcaster to maintain a music format that continuously puts his station in the red, even if a change in format spurs complaints from the community.

The commission denied complaints from 34 listeners of WTOS(FM) Wauwatosa, Wis., a station serving Milwaukee, protesting a proposed change in format from progressive rock to easy listening. The format change was dependent upon the commission's authorization of the sale of the station from WCAB Inc. to Margareta S. Sudbrink for \$170,000 on Feb. 10. No evidentiary hearing was warranted, the commission said, adding that Mrs. Sudbrink's ascertainment of community needs satisfied the commission's requirements.

In view of the station's financial history and the sustained operating losses incurred with the rock format, the commission said, it could not expect the continuation of this format "on into bankruptcy." The commission said the station is now losing \$3,000 per month and is down from full-time operation to a 14-hour broadcast day. The commission also noted the April-May survey of the American Research Bureau which, it said, showed that both WTOS and WZMF(FM) Menomonee Falls, Wis., a station described by the commission as operating in "a bedroom community of Milwaukee" and the only other progressive rock station serving that city, had average audience shares of .8% each, a figure reflected in WZMF's balance sheet as well, the commission added.

Of 19 stations either licensed to or serving Milwaukee, the commission said two are contemporary rock; two

are progressive or hard rock; three are black oriented; one is a religious-music station; one broadcasts classical music; two have adult contemporary formats; two have a variety-type or diversified format, and three program standard music pops.

The vote on the decision to deny the complainants' protests, waive hearing requirements and grant the sale of WTOS was 5-to-1, with Commissioner Robert T. Bartley concurring and Commissioner Nicholas Johnson dissenting.

Earlier this month a similar citizen challenge over a format change erupted when classical-music lovers protested the sale of WONO(FM) Syracuse, N.Y. because of rumors that the new licensee would eliminate all classical music (BROADCASTING, Feb. 8). And before the Syracuse group was aroused, a long-hair group in Atlanta went to court in a successful effort to block the sale of the city's only classical music stations, WGKA-AM-FM, to a buyer that proposed abandoning that format (BROADCASTING, Nov. 2, 1970). The distinction made between the Atlanta case and WTOS's situation, other than the difference between long-hair music lovers and long-haired rock-music lovers, is vast, the commission argued.

Unlike the Atlanta case where the WGKA stations programed classical music for ten years and where there was a substantial question as to whether the stations were operating at a loss, WTOS has been programming progressive rock for less than two years and had sustained substantial operating losses in both years. Moreover, the commission said, the small number of protests here—compared to 2,000 complaints protesting WGKA's format change—and the fact that there is another station in the Milwaukee market serving up full-time progressive rock, clearly distinguish these cases.

Chicago TV's lead list of NATPE winners

Nine TV stations have won awards in the fourth annual "program excellence" competition held by the National Association of Television Program Executives. Award winners were announced and excerpts of the programs shown Thursday (Feb. 18) during NATPE's eighth annual conference in Houston (see page 48). The awards were presented for locally produced shows (syndicated programs are not permitted in the competition).

Three Chicago stations were winners: WFLD-TV for a weekly series, *Cartoon Town With Bill Jackson*, in the children's programming category; WMAQ-TV for *Royko at Best*, one-hour special that dramatized the writings of *Chicago Daily News* columnist Mike Royko on

Susskind subsidiary into syndicating

Separate shows featuring Mr. and Mrs. Susskind are first offerings

Talent Associates-Norton Simon Inc., New York, which has specialized for 20 years in production and packaging of network programs and specials, has formed its own syndication operation to produce and distribute programming.

David Susskind, president of the firm, said last Thursday (Feb. 18) that he considers syndication "a growing and important part of the television business" and has accordingly established Talent Associates Distributors-Norton Simon for this purpose. Heading the syndication operation, he said, is Robert Morin, who has been named vice president. Mr. Morin formerly was an executive with Allied Artists Television and LIN Broadcasting.

The new firm's initial project is *Joyce and Barbara: For Adults Only*, a half-hour discussion program featuring Mrs. David (Joyce) Susskind and Barbara Howar with guests including Truman Capote, Bette Davis, Henry Kissinger and Johnny Carson. Chesebrough-Pond's, through Wm. Esty Co., has bought the series for the entire country on a trade-out basis, marking its first TV buy in more than two and a half years, according to Mr. Morin.

In development at TA Distributors is a daily half-hour celebrity-game program titled *Do You Sleep in the*

contemporary America, in the category of performing arts, and WLS-TV Chicago for its *Eye Witness News* promotion in the promotional announcements category.

WQXI-TV Atlanta was winner in the variety-show category for its special *Dimensions in Black*, fashion-show production using only blacks (including producing staff, models, designer, program staff). WAVE-TV Louisville, Ky., for *D. W. Griffith: An American Genius*, a one-hour special on the motion picture director, was the winner in the instructional (educational) category. KABC-TV Los Angeles won the public affairs category for stations in top-50 markets for *A Children's Garden of Pollution*, a one-hour special, dramatic documentary; wow-TV was winner in that category for stations below the 50 markets for *Home of Champions*, a one-hour special on professional and amateur sports in Omaha.

WSB-TV Atlanta won the award in the interview category for *Richard Russell: Georgia Giant*, three one-hour programs

Nude? Also planned are a daily half-hour sewing and fashion show that would be sponsored by McCall's Patterns, through Young & Rubicam, New York, and a half-hour stripped show featuring Arlene Francis.

Mr. Susskind added that TA Distributors has taken over the distribution of his two-hour discussion program, *The David Susskind Show*, which has been on the air for 13 years. That program was formerly syndicated by National Telefilm Associates, Los Angeles, and now is sold in 63 markets, with TA Distributors having added 30 markets in recent weeks.



Mr. Susskind

on consecutive nights in which the late senator reviewed his career. The award in the public-service announcements category went to KOMO-TV Seattle for a promotional series, *Seattle Opera Association*.

'School: Who Needs It' is due next September

The Lutheran Church in America is now producing *School: Who Needs It!*, a new Davey and Goliath television special, scheduled for early September release.

The fifth in the series of half-hour Davey and Goliath specials, it is designed for seasonal use, at back-to-school time. The four earlier programs were for showing at Halloween, Christmas, New Year's and Easter.

Also in production are 13 15-minute episodes of the Davey and Goliath series, to be released at the same time as the new special. When these are completed, the series will offer a film library of 65 episodes and five specials.

NBC dominates two sets of awards

Network collects 10 of 102 honors handed out by Ohio State and the Freedoms Foundation

Two sets of awards issued annually at this time of year were announced last week by the Freedoms Foundation, Valley Forge, Pa., and the Institute for Education by Radio-Television, Ohio State University. The Ohio State awards went to 52 winners selected from a field of nearly 600 entries. The Freedoms Foundation awards honored over 50 individuals and organizations in its radio, television and motion-picture categories.

NBC figured prominently in both batches of awards, receiving six awards in the television category of the Ohio State awards and four in the TV category of the Freedoms Foundation, including the foundation's principal television honor.

The following received Ohio State awards in the radio, formal instruction, category:

- Alberta School Broadcasts, Department of Education, Edmonton, Alberta, Canada; Canadian Broadcasting Corp., Toronto (two awards); noncommercial WHA-AM-FM Madison, Wis.; WTAE-AM-FM Pittsburgh; noncommercial WAMU-FM Washington.

In the radio, informal instruction, category:

- WCCO(AM) Minneapolis; WTGN(FM) and New Life Radio Productions, both Lima, Ohio; WOXR-AM-FM New York; Sol Panitz and the Voice of America, Washington; WNEW-AM-FM New York; CBS News, New York; WAKY(AM) Louisville, Ky./LIN Broadcasting Corp.; WNOE-AM-FM New Orleans; noncommercial KPFA(FM) Berkeley, Calif.; WEEL-AM-FM Boston; NBC News, New York (two awards); CJCH(AM) Halifax, N.S., Canada; WDAS-AM-FM Philadelphia, and WABC-AM-FM New York.

In the television, formal instruction, category:

- Noncommercial WKNO-TV Memphis; Ontario Educational Communications Authority, Toronto (two awards); Hampton Roads Educational Television Association Inc., Norfolk, Va.; Indiana University Radio and Television Service, Bloomington, Ind.; Metromedia Television, Los Angeles; WKYC-TV Cleveland; British Columbia Department of Education and Canadian Broadcasting Corp., Vancouver, B.C., and National Instructional Television, Bloomington, Ind.

In the television, informal instruction, category:

- WMAQ-TV Chicago; NBC and NBC News, New York (six awards); Maryland Center for Public Broadcasting,

Owings Mills, Md. (two awards); Radio-TV Bureau, University of Arizona, Tucson, Ariz.; WNBC-TV New York; Metromedia Producers Corp., Hollywood; noncommercial KRMA-TV Denver; CFPL-TV London, Ont., Canada; WKYC-TV Cleveland; noncommercial KDIN-TV Des Moines, Iowa; WMAL-TV Washington; KNXT(TV) Los Angeles; CBS-TV and CBS News, New York (two awards).

The Freedoms Foundation presented its principal radio award, an encased George Washington Honor Medal, to WDAS-AM-FM Philadelphia for its radio programing *Help a Junkie—Bust a Pusher*. The foundation gave its principal television award to NBC (a Distinguished Service Award) and AT&T (an encased George Washington Honor Medal) for the program *It Couldn't Be Done*. The organization gave a special award to Paul Harvey, news analyst and commentator. He was given \$500 and an encased George Washington Honor Medal for his commencement address at Brigham Young University, Provo, Utah, on May 29, 1970.

The following received George Washington Honor Medal Awards from the Freedoms Foundation for radio programs:

- Nelson Boswell, Fort Lauderdale, Fla.; Jim Miller, Whitehall, Pa.; Radio and Television Commission, Southern Baptist Convention; KNX-AM-FM Los Angeles; NBC Radio, New York; WGN(AM) Chicago; KXL-AM-FM Portland, Ore.; Project Alert, Pensacola, Fla.; WHEB(AM) Portsmouth, N.H.; WJOB(AM) Hammond, Ind., and Mary Lou Kieswetter, Munster, Ind.; WPIT-AM-FM Pittsburgh; WSDR(AM) Sterling, Ill.; WLIV-AM-FM Livingston, Tenn.; WSB-AM-FM Atlanta, and WWRL(AM) New York.

The following were given Honor Certificate Awards for radio programs:

Warner package in 34 markets

Warner Bros. Television, Burbank, Calif., has reported initial sales of volume 16 of its feature films in 34 markets. Of the 34 sales, 30 are said by Alvin Unger, vice president and domestic-sales manager, to be in the top-100 markets. Stations in New York, Los Angeles, Boston, Cleveland and Washington are among those that have purchased the group of 30 off-network pictures. Included in volume 16 are "55 Days at Peking," "Can-Can" and "Goodbye Charlie."

- Representative William H. Harsha (R-Ohio), Washington; WBAL-AM-FM Baltimore; WSAW(AM) Allentown, Pa.; KEEB(AM) and KEFM(FM), both Nacogdoches, Tex.; WBYO-FM Boyertown, Pa., and General Carl A. Spaatz, Squadron 807; WSMJ(FM) Greenfield, Ind.; KFRO(AM) Longview, Tex., and Joseph Schlitz Brewing Co.; WMAL-AM-FM Washington; WWSA-AM-FM Harrisonburg, Va.; WNUZ(AM) Talladega, Ala.; KGAK(AM) Gallup, N.M.; WQMR(AM) and WGAY(FM) Silver Spring, Md.-Washington; WYZZ(FM) Wilkes-Barre, Pa., and American Asphalt Paving Co., Shavertown, Pa.

The following obtained George Washington Honor Medal Awards for television programs:

- ABC, New York, and Minnesota Mining & Manufacturing Co., St. Paul; ABC, New York; KHOU-TV Houston-Galveston and Billie J. Rudd, Houston; Radio and Television Commission, Southern Baptist Convention and the Walsh Foundation, both Fort Worth; NBC, New York, and Philadelphia Police Department; NBC, New York; WFIL-TV Philadelphia; WJBK-TV Detroit and American Airlines; WMAL-TV Washington; WTOP-TV Washington, and U.S. Steel Corp., Pittsburgh.

The following received Honor Certificate Awards for television programs:

- KREX-TV and Jane Kercheval and Marilyn Wilson, all Grand Junction, Colo.; NBC, New York, and Howard Johnson Co.; WCAU-TV Philadelphia; WEAR-TV Pensacola, Fla., and Project Alert; WGN-TV Chicago, and U.S. Army Field Band, Washington; Howard Whitman Productions and WPTV(TV) Palm Beach, Fla., and WKYC-TV Cleveland.

Cronkite, NET producer win George Polk awards

CBS News correspondent Walter Cronkite and TV producer Alan Levin were among the winners of George Polk Memorial Awards announced last week by the Brooklyn center of Long Island University "for outstanding achievements in journalism during 1970." The awards will be presented at a luncheon in New York on March 24.

In the freedom-of-the-press category, Mr. Cronkite and the *CBS Evening News with Walter Cronkite* were designated winners for resisting a reported attempt by the White House to discredit CBS News's televised disclosure of an atrocity at Bau Me, South Vietnam, and for the broadcast about this threat to the freedom of the press.

Mr. Levin was selected as the winner in the television reporting category for *Who Invited Us?*, a National Educational Television documentary that examined American economic, political

and military involvement in underdeveloped countries, particularly those of Latin America.

Awards also were made in 10 other categories in other media. This is the 23rd year of the awards, named for a CBS correspondent killed in Greece in 1948.

'Anti-Semitic' material unanswered on KAYE(AM)?

B'nai B'rith, national Jewish fraternal organization, has asked the FCC to deny KAYE(AM) Puyallup, Wash., renewal of its license because of the station's alleged failure to comply with the commission's personal-attack rules.

Both B'nai B'rith and KAYE last week filed their proposed conclusions in the hearing set by the commission last July (BROADCASTING, July 27, 1970) to determine whether KAYE's license should be renewed. The object of citizens' complaints, KAYE had its license set on the block because of questions concerning its compliance with the personal-attack rules and fairness doctrine.

B'nai B'rith argued that on July 31 and Dec. 28 and 29, 1969, and rebroadcasted thereafter, KAYE aired programs containing "blatant anti-Semitic propaganda" alleging an international Jewish conspiracy to enslave Christians. B'nai B'rith contends that KAYE failed to give the required notification after these and other personal attacks on the Anti-Defamation League and its local supporters. It also argued that the station failed to provide tapes of the programs in question "until pressed" and that the station did not offer an opportunity to respond to the attacks.

KAYE, in its proposed findings, detailed in length its practices in attempting to fulfill the commission's ascertainment-of-needs and fairness-doctrine requirements, adding that it did not fail to give any individual or group who was personally attacked over its facilities, notification, tape recordings or an opportunity to respond as required. KAYE further argued that there has been no evidence supporting any finding or conclusion that it has not been candid and truthful in its communications with the commission.

NCAA tourney will again be broadcast by NBC-TV

NBC-TV will cover four rounds of the National Collegiate Athletic Association-sponsored championship basketball tournament for the third year. Coverage will begin Saturday, March 13 (2-6 p.m. NYT), with an opening-round doubleheader. The regional finals doubleheader is set for Saturday, March 20 (2-6 p.m. NYT), followed by the semi-finals Thursday, March 25 (7:30

p.m. NYT-conclusion), and the title game Saturday, March 27 (2-6 p.m. NYT). Semi-final and final games will originate in the Houston Astrodome.

Sponsorship has been sold out to the following: Buick Motor Division, General Motors Corp. (through McCann-Erickson); Goodyear Tire & Rubber Co. and International Harvester Co. (Young & Rubicam); Texaco Inc. (Benton & Bowles); United Air Lines and Philip Morris (Leo Burnett); Pizza Hut Inc. (Noble-Dury & Associates); Equitable Life Assurance Society of the U.S. (Foote, Cone & Belding).

Also, Pabst Brewing Co. (Kenyon & Eckhardt); Sears, Roebuck and Co. (FC&B and J. Walter Thompson); Midas Inc. (Wells, Rich, Greene); Wembley Inc., necktie manufacturer (Peter Mayer Advertising); Gale products division of Outboard Marine Corp. (D'Arcy, MacManus, Intermarco); and Monroe Equipment Co. (Aitkin-Kynett).

Trucking into broadcast buys

Eaton Yale & Towne Inc., diversified producer of truck and off-highway components, Cleveland, through J. Walter Thompson Co., New York, will make its first venture into network TV as the full sponsor of an NBC-TV special, *This Child is Rated X: An NBC News White Paper on Juvenile Justice*, Sunday, May 2, 10-11 p.m. NYT. The special, narrated by NBC News correspondent Edwin Newman, will examine juvenile justice and children's rights in America. Martin Carr, producer of the NBC white paper, *Migrant*, presented last year, wrote, produced and directed the program.

WBZ(AM) airs four-week probe of drug problem

WBZ(AM) Boston is programing *Drugs: The Flesh Is Weak, the Spirit Is Willing*, a four-week examination of the drug problem, scheduled to begin at noon today (Feb. 22). The project is expected to take 93 hours of air time and run through March 22. It will explore the underlying reasons for drug use and attempt to communicate new techniques for improving the situation. Moreover, the program will engage in an effort to bring the station, its listeners and legal experts together in drafting a new drug law.

Produced in cooperation with the Massachusetts Teachers Association and the Associated Industries of Massachusetts, the project will have television coverage through WBZ-TV, which will present several aspects of the month's shows. The MTA plans a week of pre-study in the schools, a week of special hour-long broadcasts at 10 to 11 a.m. March 1-5, and a week of follow-up

education and discussion. AIM will join WBZ in distributing posters, drug-abuse kits and a directory of groups in the state which offer drug assistance and information.

Inflation first film in U.S. Chamber series

A new U.S. Chamber of Commerce film on inflation is being offered stations.

The 20-minute film had its premiere this month as part of a 30-minute program on KELO-TV Sioux Falls, S.D., and its two satellites, KDLO-TV Florence and KPLO-TV Reliance, both South Dakota. In the film, Arch N. Booth, executive vice president of the U.S. Chamber of Commerce, offers suggestions on the problem of inflation.

After the film was aired four local businessmen discussed inflation in the Sioux Falls area. The program also had local sponsorship and was promoted in advance on the air and in a local newspaper.

The film is available through local chambers of commerce, who acquire it at a rental fee from the U.S. Chamber of Commerce in Washington.

The U.S. Chamber of Commerce is also planning other film productions and public affairs programs on such subjects as welfare and health care, with the hope of securing the same kind of local participation.

S.C. broadcasters hear rallying cry

Walter A. Schwartz, president, ABC Radio Network, last week called for broadcasters to unify against the forces "pressing for throttling regulations that threaten to choke the industry between political pressures and economic sanctions." He was speaking at a meeting of the South Carolina Association of Broadcasters in Columbia.

Mr. Schwartz predicted that quality programing and news coverage would suffer if such forces are allowed to prevail, and in that event the public would be the loser. In calling for professional solidarity Mr. Schwartz added: "It is now time we all acted as one, and with the help and counsel of the NAB—may it become more militant—determine that we will be emancipated."

At the same meeting Irwin Lewis, director of elections coverage, NBC News, pointed up the increasing complexity of news and news reporting and the need for greater expertise. As evidence of his observation Mr. Lewis cited NBC's use of four computers and 25 computer programmers, a news team in every state, public opinion surveys, plus seven thousand reporters during the last national election.

Program notes:

Lunar ratings ■ In the A. C. Nielsen Co. 70-market Multi-Network Area (MNA) ratings for the moon walk on Feb. 5, shown on television from 9 a.m. to 2:30 p.m. EST, NBC-TV had a 13.6 rating and a 46 share of the three-network audience. CBS-TV had a 10.5 rating and 35 share, and ABC-TV, 5.7 rating and 19 share. For the lunar launch and docking the next day, from 1:30 to 3:45 p.m. EST, CBS led with a 12.6 rating and 38 share, followed by NBC with 11.9 and 35, and ABC with 8.9 and 27.

Syndication system ■ H-R Television Inc., New York, has developed a filing and reporting system providing its represented stations with detailed information on every major program in syndication. H-R said that the speed with which this data is sent to its stations is an invaluable aid in "spotting trends and buying attractive syndicated shows." The system includes over 5,000 data cards based on Nielsen audience trend information.

Little guy has say ■ "Feedback," a series designed to give the public a chance to speak its mind on important issues, is being instituted by KTLA(TV) Los Angeles. It will become a regular feature of the station's nightly newscasts. KTLA has said it would seek out the average viewer who has an opinion to express about a news story he has seen on television. The idea came from a series of reports the station did on welfare that attracted much viewer comment, some of which was aired in a special, three-part news series.

ABC News specials ■ ABC newscaster Frank Reynolds will narrate three specials planned for ABC-TV this spring, starting with *The Anatomy of Welfare* produced by Ernest Pendrell, for broadcast Tuesday, April 13 (10-11 p.m. EST). The second, dealing with mining and mines, and the third, to be announced, are scheduled to be broadcast in May and June.

Hallmark encore ■ NBC-TV's *Hallmark Hall of Fame* will rebroadcast "A Storm in Winter," Emmy award winning drama starring Peter Ustinov and N'Gai Dixon, Tuesday, April 27 (7:30-9 p.m. NYT). Special, sponsored by Hallmark Cards Inc., through Foote, Cone and Belding, both New York, was originally broadcast Feb. 6, 1970.

Spotlight on religion ■ *Religion in America Today*, a 10-part series surveying the religious climate in the U.S., will begin next Sunday (Feb. 28) on ABC-TV's *Directions*, from 1 to 1:30 p.m. EST. Divided into four general categories, the series will run on successive Sundays between March 7 and May 16, excepting April 4 and April 11, when special Passover and Easter pro-

grams, respectively, will be presented.

Words from Bandy ■ Metromedia Television is producing a one-hour talk show featuring John Bandy and guests in a discussion of provocative topics. Called *Bandy*, the weekly program was to begin last Saturday (Feb. 20) on Metromedia's WNEW-TV New York (Sat. 11-12 p.m.) and after a trial run, is scheduled for syndication.

Features from AI-TV ■ American International Television has placed two feature-film packages into syndication. They are *Films for the 70's* consisting of 26 action features, and *Fantastic Sci-Fi Theater*, embracing 14 science-fiction motion pictures.

London-bound ■ *The Dick Cavett Show*, ABC-TV's late-night talk program, will move to London for two weeks, starting in late April. London tapings of the show will begin on April 24, for showing in the U.S. April 26 through May 7. To allow Mr. Cavett time to set up the programs in England, repeat broadcasts are scheduled for April 22 and 23. The show will return to New York for the May 10 program.

Telethon lineup ■ Hughes Television Network has lined up 100 TV stations throughout the U.S. for the live telecast of the "Jerry Lewis 1971 Labor Day Telethon" for the Muscular Dystrophy Associations of America, Monday, Sept. 6. Last year Hughes distributed

the program to 65 stations. The telethon will originate on Metromedia's WNEW-TV New York.

Drug study ■ "Mattel/NBC Children's Theatre" will explore the use of drugs with children from ages of 4 to 11 in a special on NBC-TV entitled *A Day With Bill Cosby*. Program, to be broadcast Saturday, March 27 (12-1 p.m. NYT), will be fully sponsored by Mattel Inc., Hawthorne, Calif., toy manufacturer, through Carson/Roberts Inc., Los Angeles.

Hello, Chet ■ Distribution of 260 five-minute commentaries by Chet Huntley in 26 Western states is being handled by TV Cinema Sales Corp., Los Angeles. The shows are being offered for daily use in local TV shows. TVCS also announced acquisition of 384 other five-minute shows, 260 segments of *That's Show Biz* and 124 episodes of *Man Around the World* travelogues.

U.N. award ■ The International Telephone and Telegraph Corp. is sponsoring an award for journalistic excellence in covering the United Nations during the 1970 calendar year. Any journalist, team, publication or broadcasting medium is eligible for the award, which consists of \$500 and a trophy. Entries must be submitted by March 26 and should be mailed to: Deadline Club Awards, c/o Russ Tornabene, NBC News, Room 517, 30 Rockefeller Plaza, New York 10020.

Cartoon classics ■ Cartridge Television Inc., New York, an Avco Corp. subsidiary, has arranged with Radio and Television Packagers Inc. and Winters/Rosen Distribution Corp., both New York, to make *Cartoon Classics* and *Roger Ramjet* programs available on its Avco Cartrivision video cassette system. Radio and Television Packagers has agreed to make available 16 cartoon features of the *Cartoon Classics* series and Winters/Rosen, 24 of the *Roger Ramjet* cartoon series, all to be converted to the Cartrivision format.

New casting company ■ Barbara Claman, formerly general manager, Television Casting Service, New York, has formed her own company, Barbara Claman Associates, there. The independent casting service will assist production companies and agencies which do not have their own casting department. Office is located at 565 West End Avenue. Phone: (212) 724-2497.

ABC pilot ■ *Annie*, a half-hour comedy series pilot starring the comedy team of Jerry Stiller and Anne Meara, is being filmed for ABC-TV by Philip Productions Inc., New York. The story is about a "kookie-mixed-up" single girl from Staten Island, N.Y. Mel Brooks is executive producer, Joseph Cates, producer, and Martin Charmin, director.

Changing Formats

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

■ WINF(AM) Manchester, Conn.—National Media Corp. has switched from an all telephone-talk format to middle-of-the-road music. Two hours of telephone talk will continue to be broadcast late in the evening. WINF is full time on 1230 khz with 1 kw.

■ WTPR-AM-FM Paris, Tenn.—Paris Broadcasting Co., effective March 15, plans to alter its format on both stations. WTPR(AM) will continue programming MOR music in the morning. But it will broadcast popular music in the afternoon until sign-off, discontinuing contemporary music in the early afternoon, adding 20 minutes of gospel music from 12:35 p.m. to 12:55. WTPR-FM will abandon its present background-music format and broadcast "metropolitan country" music 100%. WTPR(AM) is a daytimer on 710 khz with 250 w. WTPR-FM is on 105.5 mhz with 3 kw and an antenna 200 feet above average terrain.

I remember Ike ■ National Educational Radio Network, programming arm of the National Association of Educational Broadcasters, Washington, is offering to noncommercial radio stations two new 13-program series, *The Eisenhower Years* and *Down to the Sea*. *BBC World Theatre*, a series of complete dramas, will continue to be offered.

New production firm ■ Chicago Audio-Visual Services Inc., 333 N. Michigan, Chicago, has been formed to offer post-production work in both film and videotape commercials for advertisers and agencies. Sole owner is Phyllis Abboud, formerly midwest representative for Acme Films of Hollywood, and recording services director at WTTW(TV) Chicago.

Lord Clark returns ■ British art historian Lord Kenneth Clark will narrate

a one-hour special, *A Renaissance Life: A Personal View of Bernard Berenson*, Monday, April 12, 9-10 p.m. EST, over the Public Broadcasting System. Program was co-produced by The British Broadcasting Corp. and National Educational Television and made possible by a grant from the Xerox Corp. Sir Clark wrote and narrated the BBC series "Civilization" telecast over PBS last year.

ABC-TV falters in ratings

ABC-TV, which was running at or near the top of the ratings during the first two weeks after making its midseason program changes in January, slipped back in the Fast National Nielsens for the week ended Feb. 7. The report, out last week, put CBS-TV ahead with a 20.7 rating in the 7:30-11 p.m. EST averages for the week, followed by

NBC-TV at 19.3 and ABC-TV at 18.4. CBS had six, NBC three and ABC one of the top-10 shows.

White to cover Yankees

The New York Yankees has named Bill White as the third member of its television announcing team. The Yankee telecasts will be on WPIX(TV) New York, and fed to a seven-state regional network. According to the Yankees, Mr. White is the first black play-by-play announcer covering the major leagues.

Mr. White was a first baseman with the St. Louis Cardinals, San Francisco Giants and Philadelphia Phillies. Recently he has been broadcasting evening sports on WFIL-TV Philadelphia. He will be filling the announcing spot vacated by Bob Gamere last year and joining the veteran Yankee announcing team of Phil Rizzuto and Frank Messer.

Equipment&Engineering

Plans set to beef up Kaiser UHF transmitters

Kaiser Broadcasting Co. is investing approximately \$2.6 million in a capital program to increase the signal power and coverage of four of its UHF-TV stations.

Eugene R. Hill, Kaiser engineering vice president, said the program includes the purchase of RCA's new high-power 60-kw UHF transmitters for WKBS-TV Burlington, N.J.-Philadelphia; WKBG-TV Cambridge, Mass.-Boston; WKBFTV Cleveland and WKBD-TV Detroit.

Mr. Hill said other elements of the investment include the planned purchase of a high-power transmitter for KBHK-TV San Francisco and the conversion of the existing KBSC-TV transmitter in Los Angeles to 55-kw operation. The 60-kw transmitters now in use at the stations will be operated in parallel with the new 60-kw units, providing assurance of continuous broadcast signals in the event one unit fails, Mr. Hill reported.

Technical topics:

Ecological endeavor ■ RCA last week announced that it has received a \$1.9-million contract from General Electric to develop electronic systems for satellites slated to conduct experimental surveys of the earth's natural resources in 1972 and 1973. Under the agreement, RCA's Astro-Electronics Division, Princeton, N.J., will build two power supply sub-systems that will convert the sun's energy into electrical power for earth-resources technology

satellites in orbit.

Solid monitors ■ Two solid-state TV monitors, a 22-in. color unit with NTSC decoding and a 20-in. monochrome monitor with illuminant "D" phosphor, have been introduced by Rank Precision Industries, New York. Both operate on either 525 or 625 line standards and are designed with matching finishes and overall front dimensions to present a coordinated appearance when used together. The color unit, also available with PAL decoding, features a 4:3 aspect ratio tube and contains transistor matrixing circuits insuring stability. The monochrome unit features high linearity and stability scan generators, two video inputs, a notch filter giving a 12 dB notch at the color sub-carrier frequency and an independent solid state e.t.h. generator.

Remote control anyone? ■ A remote camera control, model CR-1, is now available from Diamond Power Spe-

A plunge into color

Amherst Cablevision, Amherst, N.Y., last week announced plans to purchase \$95,000 worth of RCA color equipment for program origination for its new cable-TV system, which is under construction and designed to reach up to 30,000 homes.

The RCA equipment to be bought includes the PK-610 film system, which will give the firm the ability to originate color motion pictures and slides, and two new single pickup tube PK-730 color studio cameras for use presenting news, sports and other local events from the studio and on location.

cialty Corp., Lancaster, Ohio. The CR-1 produces a composite video signal which meets EIA specification RS-170 when driven by Diamond's STA-1 sync generator and operates with several Diamond closed-circuit cameras. Offering remote control of beam, target and electrical focus, the unit contains video-processing circuits for polarity reversal, gamma correction, phaseless adjustable aperture correction and peak white clipper and blanking reinsertion. A keyed clamp circuit reduces hum and tilt and provides stable black level. The horizontal and vertical drives have adjustable delays for proper signal timing in up to 2,000 ft. of cable.

Lighting data ■ SOS Photo-Cine-Optics Inc. has made available a new 60-page lighting equipment book. Price of the book is \$1, but SOS is offering the first copy free of charge to those involved in professional motion pictures and television. Copies may be obtained from the company at 40 Kero Road, Carlstadt, N.J. 07072, Dept. 1-23.

Fellow member ■ R. A. Isberg of Berkeley, Calif., consulting communications engineer, has been elected to Fellow Member of the Institute of Electrical and Electronic Engineers, in recognition of his contributions to television engineering and demonstrating the application of television to university-level teaching.

Motorized stripper ■ A motorized coaxial cable stripper (model CX-2) has been developed by Western Electronic Products Co., San Clemente, Calif. In a single operation, it prepares cables, from .075" to .435" diameter, for most con-

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serted. Price: \$249.50.

Junior college gets full color ■ San
Diego City College has bought a com-
plete RCA studio facility valued at ap-
proximately \$270,000 the company re-
ported last week. When installation is
completed later this month, the school
will become the nation's first two-year
college to operate an all-color television
studio, according to RCA. Purchase in-
cludes color cameras, TV tape and film

systems, and other RCA equipment.

Porta-recorder ■ Sony Corp. of Amer-
ica, Long Island City, N.Y., has de-
veloped compact, portable video-tape
recorder, Model AV-3650, with elec-
tronic editing and automatic control of
audio and video recording levels. Sony
said electronic editing system permits
fully synchronized, roll-free assembly of
sequences from variety of sources onto
prerecorded tape. Other features were
said to include half-inch tape capability,
audio-after-video recording capability,
300-line horizontal resolution, stop mo-
tion and variable slow-motion playback,
skew and tracking controls, and radio-
frequency signal output meter. Suggest-
ed list price is \$995.

Promotion

The benefits of art

Public service spots for television to
promote "Art for Man's Sake," a na-
tional educational project of the Busi-
ness Committee for the Arts Inc., New
York, have been produced by the volun-
teer agency, Edward H. Bliss & Co.,
Chicago. The drive is to begin in May
and will be handled through The Adver-
tising Council Inc. TV-color film, which
comes in minute and 30-second ver-
sions, will attempt to illustrate that
modern man is reduced to barbarian
status without the beneficial attributes of
art, music, books, theater and poetry.

Highway honors upcoming

The Highway Users Federation for
Safety and Mobility will present the
Alfred P. Sloan Awards for Highway
Safety June 8 in New York, with two
categories of awards: broadcasting and
print media. There are 10 awards in
each division and a \$7,500 cash award
for which anyone may nominate a can-
didate. The awards encourage innova-
tion in public-service programs aimed at
the reduction of traffic accidents, in-
juries and deaths. Deadline for entries
is March 30. Address: Highway Users
Federation, 1776 Massachusetts Ave.
N.W., Washington, 20036.

Promotion tips:

EVR award ■ Elmer H. Waverling, vice-
chairman and chief operating officer,
Motorola Inc., has been awarded a CBS
Electronic Video Recording (EVR)
golden cassette. Mr. Waverling was
honored as "one of the first to see the
potential of cassette-TV" and as a
"guiding force in the development of
a mass-produced EVR player." Moto-

rola was the first company licensed by
EVR to manufacture player units in the
U.S.

TV to book ■ Pocket Books, division of
Simon & Schuster Inc., New York, has
published the "National Environment
Test," an original book edition adapted
from the CBS News broadcast, offering
readers a chance to test their knowledge
of the environment crisis. "The Na-
tional Environment Test" was broad-
cast May 19, 1970.

Record year ■ The United Way of
America reported that its public-service
advertising reached 2.4 billion home
impressions in network-TV and 2 bil-
lion in network-radio during the past
year. An estimated \$834 million was
raised in 1970, \$17 million over 1969,
for allocation to local, state and na-
tional health and welfare agencies.

Dirty pictures ■ WFUN(AM) Miami, is
trying to combat pollution by collecting
"dirty" pictures. Listeners are encour-
aged to take photographs of blighted
areas and send them to the station. The
pictures judged dirtiest will win cash
prizes. WFUN plans to forward all en-
tries to local and state officials.

Robbery record ■ WGN-AM-FM Chicago
is distributing a recording of a telephone
conversation between an alleged bank
robber and WGN News there last year
(BROADCASTING, Jan. 4). The incident
occurred Dec. 22, 1970, when WGN
reporter Don Harris learned that a
robbery was in progress at a local bank.
When Mr. Harris telephoned the bank
he unexpectedly got the would-be ro-
bber on the phone for several minutes
before the latter was apprehended by
the police.

Radio profits: where the median lies

NAB report on 1969 shows how 50-kw and daytime-only stations fared

The typical 50-kw radio station had a profit ratio of 18.86%, while the typical daytime-only radio station had a profit ratio of 5.67% to total revenues in 1969, according to the broadcast management department of the National Association of Broadcasters.

The figures are down somewhat from 1968's 50-kw station's profit ratio of 19.87% and daytimers' 7.13%. The drop is attributed to increased expenses even though gross revenues in 1969 were generally above those in 1968.

In the 50-kw classification, the media station had total 1969 broadcast revenues of \$1,092,300, including time sales of \$1,170,300, plus incidental broadcast revenue, minus agency and representative commissions and payment to networks for sale of time. Revenues in 1969 were largely from local advertisers (51.1%) and national and regional advertisers (47.6%). Only 1.3% came from networks. These proportions are similar to the breakdown in the 1968 report.

Total broadcast expenses for the typical station were \$886,300, with the largest percentage attributed to programming (33.5%) and general and administrative (30.7%). The largest salary requirements also were charged to programming (39.2%). Depreciation and amortization came to \$39,300, and music license fees to \$30,700, leaving a profit of \$206,000.

In 1968, the median 50-kw station had total revenues of \$829,400, with times sales of \$960,000. Total expenses ran \$664,600 and profit \$164,000.

The 50-kw report for 1969 also noted that the typical profitable station had a profit ratio of 25.56% to total revenues of \$1,207,400, compared to 1968's profit ratio of 24.37% on \$991,200 total revenues.

For daytime-only stations, the NAB report for 1969 listed the typical station's revenues as \$103,000 after time sales of \$103,600, with \$94,100 coming from local advertisers, and \$9,500 from national and regional advertisers. Nothing came from networks. Total expenses ran \$97,200, with depreciation and amortization set at \$5,200 and music license fees at \$3,000, for a profit of \$5,800. In 1968, on the other hand, total broadcast revenues for median daytimers were \$96,300, with

time sales of \$96,900. Total expenses in 1968 ran \$89,400 and profit, \$6,900.

However, the 1969 profit ratio was higher than the national median for daytime stations in the smaller markets where the bulk of the sunrise-to-sunset radio stations are (between 10,000 and 25,000 population)—7.01% on total revenues of \$112,000. In 1968, this ratio came to 6.93% for the same class of station.

Both reports have been sent to NAB members in their respective categories.

Capcities earnings inch up 1% in 1970

Capital Cities Broadcasting Corp., New York-based group broadcaster, has reported consolidated income before extraordinary items for the year ended Dec. 31, 1970, of \$11,511,000, an increase of 1% over the previous year, in which income amounted to \$11,383,000.

Included in the firm's financial statement is the operation of the Pontiac Press, which Capcities acquired on May 20, 1969, from the date of purchase.

The figures include an extraordinary item based on costs relating to the discontinuation of in-house printing of Fairchild Publications, a subsidiary, which amounted to \$4,700,000. Other extraordinary items included are the net gain on a \$2,500,000 tax benefit and fewer net gains on disposal of other properties. These reduced net income by over \$2 million.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.57	\$ 1.55
Revenues	85,858,000	85,187,000
Net income	9,475,000	11,383,000

Note: Per-share earning was compiled following deduction of extraordinary items equal to 29 cents per share.

Ameco halts merger; reports earnings loss

Ameco Inc., Phoenix-based cable-equipment supplier, has suspended indefinitely plans to merge with American Cable Television Inc., group-CATV operator also based there.

Bruce Merrill, president of Ameco and also principal owner of American

Cable, said that negotiations were cut off to allow the firm's annual stockholders' meeting to take place. The meeting had been postponed pending consummation of the negotiations with American Cable. Ameco had sought to acquire all the operating subsidiaries of that firm (BROADCASTING, Oct. 5, 1970).

In the same announcement, Mr. Merrill said Ameco continued to operate in the loss column during the six-month period ended Dec. 31, 1970. Revenues for the period were down over \$800,000 from the same period in 1969, with the same number of shares outstanding.

For the six months ended Dec. 31, 1970:

	1970	1969
Revenues	\$1,072,392	\$1,953,050
Net income	(107,246)	(364,913)
Earned per share	(0.09)	(0.30)
Shares outstanding	1,200,000	1,200,000

Company reports:

Kinney National Services Inc., New York, diversified service enterprise, voted at its annual shareholders meeting last Tuesday (Feb. 16) to shorten its name to Kinney Services Inc., as part of a program to build "a better recognition of Kinney, the corporation," and elected 19 incumbent directors for fiscal 1971. Kinney also reported an increase in revenues and net income for the three months ended Dec. 31, 1970:

	1970	1969
Revenues	\$149,176,000	\$124,360,000
Net income	10,185,000	8,793,000
Earned per common and common-equivalent share	0.55	0.50
Earned per diluted share	0.51	0.46

Combined Communications Corp., Phoenix, group broadcaster, publisher and advertiser, reported a 57% increase in net income for 1970 over the previous year, before auditing. An extraordinary income of 20 cents per share resulted from a change in accounting for outdoor-advertising revenues and tax reductions from an operating loss carried over from an acquired company.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.84	\$ 0.60
Gross revenues	26,120,802	18,359,835
Net income	1,628,836	1,036,805
Shares outstanding	1,946,492	1,724,265

Cypress Communications Corp., Los Angeles, multi-system CATV owner, operator, reported an increase of over \$1.5 million in revenues for the six-month period ended Dec. 31, 1970, the first half of fiscal 1971. Although not released because of the pending regis-

tration of 370,000 shares of stock, the firm had apparent income of \$42,600 in the second quarter, almost eliminating the \$43,000 loss reported during the first three months. For the six months ended Dec. 31, 1970:

	1971	1970
Earned per share	\$ —	\$ (0.05)
Revenues	4,275,020	2,698,272
Net income	(400)	(38,055)
Shares outstanding	1,886,631	1,679,293

*Note: An extraordinary item of \$23,367 consisting primarily of the unrecovered value of replaced equipment, was recorded in the second quarter. Second-quarter data was not released, pending Securities & Exchange Commission approval of a stock registration.

The Grass Valley Group Inc., Grass Valley, Calif., manufacturers of solid-state equipment for television, reported a decline in 1970 in sales and earnings, compared to 1969 figures.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.39	\$ 0.51
Revenues	3,443,000	3,734,000
Net income	575,000	751,000

Kaufman and Broad Inc., Los Angeles, housing development firm and parent of Nation Wide Cablevision Inc., operator of CATV systems on the West

Coast, recorded record income during 1970, including a 52% increase in revenues, 43% in net income and 40% in per-share earnings, over 1969 figures.

For the year ended Nov. 30, 1970:

	1970	1969
Earned per share	\$ 1.12	\$ 0.80
Revenues	152,347,000	100,460,000
Net income	6,580,000	4,611,000
Shares outstanding	5,885,617	5,735,825

For the three months ended Nov. 30, 1970:

	1970	1969
Earned per share	\$ 0.35	\$ 0.24
Revenues	51,119,000	31,086,000
Net income	2,026,000	1,431,000

The Broadcasting stock index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

	Stock Symbol	Ex- change	Closing Feb. 17	Closing Feb. 11	Closing Feb. 4	1970-71 High	1970-71 Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Broadcasting									
ABC	ABC	N	29 3/4	30	27	30	19 1/2	7,073	\$192,739
ASI Communications		O	2 1/2	3 1/4	3 1/4	7	1 1/4	1,789	6,708
Capital Cities	CCB	N	34	34 1/4	35 1/2	36 1/2	19 1/2	6,061	201,528
CBS	CBS	N	35 1/2	33 1/4	34 1/2	49 1/2	23 1/4	27,042	909,422
Corinthian	CRB	N	29 1/2	29 1/2	29	33 1/2	19 1/2	3,381	95,953
Cox	COX	N	22 1/2	23 1/2	23	24 1/2	10 1/2	5,789	128,805
Gross Telecasting	GGG	A	13 1/2	13 1/2	12 1/2	17 1/2	9 1/2	803	10,841
Metromedia	MET	N	23 1/2	23 1/2	23 1/2	23 1/2	9 1/2	5,734	123,281
Mooney		O	5 1/2	5 1/2	5 1/2	8 1/2	4	250	1,250
Pacific & Southern		O	16 1/2	15	14 1/2	20 1/2	5 1/2	1,636	24,131
Rahall Communications		O	25 1/2	26	24	28 1/2	5 1/2	1,040	27,820
Reeves Telecom	RBT	A	3 1/2	3 1/2	3 1/2	15 1/2	2	2,288	7,733
Scripps-Howard		O	22 1/2	23	24	25	14	2,589	58,253
Sonderling	SDB	A	29	26 1/2	28 1/2	34 1/2	10 1/2	991	27,500
Starr	SBG	M	12 1/2	12 1/2	12 1/2	18 1/2	7 1/2	461	5,592
Taft	TFB	N	33 1/2	34 1/2	33 1/2	33 1/2	13 1/2	3,712	103,936
Total								68,400	\$1,875,675
Broadcasting with other major interests									
Avco	AV	N	16 1/2	15 1/2	16 1/2	25 1/2	9	11,470	\$203,593
Bartell Media	BMC	A	6 1/2	6 1/2	5 1/2	14	3 1/2	2,254	12,690
Boston Herald-Traveler		O	26	26	26	44	24	574	15,068
Chris-Craft	CCN	N	8 1/2	9 1/2	9	11 1/2	4 1/2	3,804	34,236
Combined Communications		O	13 1/2	13 1/2	13	17	5 1/2	1,945	24,313
Cowles Communications	CWL	N	9 1/2	9 1/2	9	10 1/2	3 1/2	3,969	36,661
Fuqua	FQA	N	21 1/2	20 1/2	18 1/2	31 1/2	7	6,401	108,049
Gannett	GCI	N	36 1/2	37 1/2	36	37 1/2	18 1/2	7,117	257,991
General Tire	GY	N	23 1/2	24 1/2	25	25	12 1/2	18,344	433,469
Gray Communications		O	7 1/2	7 1/2	6 1/2	7 1/2	3 1/2	475	2,969
ISC Industries	ISC	A	6 1/2	6 1/2	6 1/2	7 1/2	4 1/2	1,628	11,608
Lamb Communications		O	2 1/2	2 1/2	2 1/2	6	2	475	1,368
Lee Enterprises	LNT	A	23 1/2	23	22 1/2	23 1/2	12	1,957	40,608
Liberty Corp.	LC	N	23	22 1/2	22	23	13	6,744	150,931
LIN		O	9 1/2	9 1/2	9 1/2	11 1/2	3 1/2	2,244	21,318
Meredith Corp.	MDP	N	25 1/2	23 1/2	23 1/2	44 1/2	18	2,744	62,783
Outlet Co.	OTU	N	18	18 1/2	18 1/2	18 1/2	10	1,342	22,143
Post Corp.		O	12 1/2	12 1/2	12 1/2	17 1/2	8	713	8,556
Ridder Publications		O	21 1/2	22	21	22 1/2	9 1/2	6,217	138,328
Rollins	ROL	N	32 1/2	32	32 1/2	40 1/2	19 1/2	8,053	241,590
Rust Craft	RUS	A	33	32 1/2	32 1/2	33	18 1/2	1,159	34,191
Schering-Plough	PLO	N	66 1/2	69 1/2	68 1/2	69 1/2	46	25,084	1,690,159
Storer	SBK	N	24 1/2	24 1/2	23 1/2	30 1/2	14	4,223	95,566
Time Inc.	TL	N	48 1/2	48 1/2	45 1/2	48 1/2	25 1/2	7,257	333,822
Trans-National Comm.		O	3 1/2	3 1/2	3 1/2	4 1/2	1 1/2	1,000	5,000
Turner Communications		O	3	3	3	8 1/2	2 1/2	1,328	3,984
Wometco	WOM	N	21 1/2	21 1/2	20 1/2	21 1/2	13 1/2	5,817	114,188
Total								138,577	\$4,154,999
CATV									
Ameco	ACO	A	9	9 1/2	9	16	4	1,200	\$10,358
American Electronic Labs.	AEL	O	7 1/2	8 1/2	4 1/2	8 1/2	2 1/2	1,620	7,290
American TV & Comm.		O	19 1/2	19 1/2	19 1/2	24	10	2,042	41,351
Burnup & Sims		O	31	34	27 1/2	34	14	987	26,402
Cablecom-General	CCG	A	13 1/2	13 1/2	14 1/2	23 1/2	7 1/2	1,605	22,470
Cable Information Systems		O	3	2 1/2	2 1/2	5	3 1/2	955	2,388
Citizens Financial Corp.	CPN	A	16 1/2	16	16 1/2	17 1/2	9 1/2	994	16,401
Columbia Cable		O	10 1/2	10 1/2	10 1/2	15 1/2	6 1/2	900	9,675
Communications Properties		O	9 1/2	8 1/2	8 1/2	10 1/2	6	1,800	15,300
Cox Cable Communications		O	19	19	19 1/2	25	12	3,550	76,325
Cypress Communications		O	8 1/2	8 1/2	8 1/2	17 1/2	6	1,679	13,432
Entron	ENT	A	4 1/2	4	3 1/2	8 1/2	2 1/2	1,320	4,792
General Instrument Corp.	GRL	N	41	22	41 1/2	41 1/2	11 1/2	6,250	126,563
Sterling Communications		O	4 1/2	5	5	7 1/2	3	1,100	5,500
Tele-Communications		O	16 1/2	16 1/2	16 1/2	16 1/2	8 1/2	2,704	45,292
Teleprompter	TP	A	68 1/2	68 1/2	72	133 1/2	46	1,161	98,975
Television Communications		O	9 1/2	9 1/2	9 1/2	19 1/2	3 1/2	2,697	28,622
Viacom	VIA	N	18 1/2	17 1/2	17	19 1/2	15 1/2	3,760	63,469
Vikoa	VIK	A	11	11 1/2	10 1/2	27 1/2	8 1/2	2,318	21,724
Total								38,840	\$636,327

Times Mirror Corp., Los Angeles, licensee of KDFW-TV Dallas, reported record revenues but decreased earnings and income for its fiscal year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.80	\$ 2.31
Revenues	487,711,355	472,719,906
Net income	30,146,787	38,646,162
Shares outstanding	16,661,727	16,643,636

Note: Sale of World Publishing Co. and the discontinuation of certain publishing operations resulted in a net loss after taxes of \$3,864,096. Sale of KRLD-AM-FM Dallas, on July 1, 1970, resulted in a net gain after tax of \$3,436,467. Net result is an extraordinary loss of \$427,629 or three cents per

share for 1970. In 1969, Times Mirror sold the Sun Company, San Bernardino, Calif., and its subsidiary, for an extraordinary gain of \$4,641,053 after taxes or 28 cents per share. 1969 figures have been restated to reflect the pooling of interests acquired in 1970.

Starr Broadcasting Group Inc., New Orleans, group broadcaster, announced record sales and earnings for the six-month period ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.50	\$ 0.36
Revenues	3,657,293	1,574,433
Net income	245,936	163,918

Note: Per-share earnings computed on basis of 496,262 shares outstanding.

Financial notes:

■ **Scripps-Howard Broadcasting Co.,** New York, has declared a quarterly dividend of 35 cents per share, payable March 10 to stockholders of record Feb. 26.

■ **LVO Cable Inc.,** subsidiary of LVO Corp., both Tulsa, Okla., has filed with Securities and Exchange Commission for registration of 340,000 shares of common stock. Net proceeds from new issuance will in part be used to repay

	Stock Symbol	Ex- change	Closing Feb. 17	Closing Feb. 11	Closing Feb. 4	1970-71		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	15%	17%	15%	31½	8%	6,150	\$89,175
Disney	DIS	N	171%	83½	171	171%	89%	6,012	947,672
Filmways	FWY	A	11¼	10	9%	18½	5%	1,754	16,014
Four Star International		O	1%	1%	1%	4	1%	666	919
Gulf & Western	GW	N	25	24¾	22½	25	9½	14,964	344,172
Kinney National	KNS	N	33¾	30%	29%	36	20%	10,469	303,601
MCA	MCA	N	27¼	27	24%	27¼	11%	8,165	204,125
MGM	MGM.	N	22¼	22½	22%	29½	12%	5,883	127,955
Music Makers		O	3%	3%	3%	9	2%	589	1,696
National General	NGC	N	23½	25¼	23¼	25¼	9	4,910	106,203
Tele-Tape Productions		O	1%	1%	1%	6%	1½	2,183	3,820
Transamerica	TA	N	18%	18%	17½	26%	11%	63,630	1,113,525
20th Century Fox	TF	N	12%	13%	13%	20½	6	8,562	89,901
Walter Reade Organization		O	3%	3	3	8%	2	2,414	7,556
Wrather Corp.	WCO	A	7%	8	7%	10%	4%	2,200	16,500
Total								138,551	\$3,372,834
Service									
John Blair	BJ	N	18%	17%	18%	23½	10%	2,583	\$45,848
Comsat	CQ	N	58%	58½	58%	58%	25	10,000	575,000
Creative Management	CMA	A	15	14	14¼	15	10	1,102	14,601
Doyle Dane Bernbach		O	26¼	24¼	23%	26¼	13%	1,919	44,137
Elkins Institute		O	11¼	11%	11½	12¼	9	1,664	20,384
Foote Cone & Belding	FCB	N	9%	9%	9%	12½	7%	2,175	19,031
Grey Advertising		O	13	11%	11	13½	5%	1,207	12,830
LaRoche, McCaffrey & McCall		O	14½	14½	14	17	8½	585	7,020
Marketing Resources & Applications		O	9%	7½	4	9%	1	504	1,452
Movielab	MOV	A	3%	3%	3%	7½	2	1,407	4,756
MPO Videotronics	MPO	A	6%	7	7	9%	4%	558	3,421
Nielsen		O	43¼	43½	42	44¼	26	5,299	230,507
Ogilvy & Mather		O	29½	28%	27%	29%	14½	1,029	26,240
PKL Co.	PKL	A	5%	6%	4%	12%	2½	743	3,715
J. Walter Thompson	JWT	N	40	38%	38½	40	21½	2,746	101,602
Transmedia International *		O	3%	—	—	5%	1¼	535	2,005
Wells Rich Greene	WRG	A	23½	22%	20%	23½	5	1,581	30,640
Total								35,637	\$1,143,196
Manufacturing									
Admiral	ADL	N	11½	12%	11¼	14%	6½	5,158	\$52,870
Ampex	APX	N	20½	20%	21%	48½	12½	10,874	224,331
CCA Electronics		O	2%	2%	2½	5	1½	2,096	52,240
Collins Radio	CRI	N	18	17%	19	37¼	9	2,968	50,842
Computer Equipment	CEC	A	5%	5%	5%	12¼	3½	2,406	11,429
Conrac	CAX	N	24	23	21½	32%	11	1,262	27,449
General Electric	GE	N	104	104½	103½	104½	60%	90,884	9,077,494
Harris-Intertype	HI	N	65%	64	60%	75	36%	6,308	372,172
Magnavox	MAG	N	41%	42%	41%	42%	22¼	16,674	669,128
3M	MMM	N	103%	102½	101	114%	71	56,058	5,500,972
Motorola	MOT	N	62½	61%	58%	62½	31	13,334	786,706
RCA	RCA	N	32¾	32%	32%	34%	18%	68,403	2,069,191
Reeves Industries	RSC	A	4	4	4%	5%	2½	3,458	12,968
Telemation		O	11½	11%	12	24	8½	14,040	129,870
Westinghouse	WX	N	76%	76½	72%	76%	53%	40,705	2,986,933
Zenith	ZE	N	43%	42%	40%	43%	22%	19,020	763,273
Total								353,648	\$22,787,868
Grand Total								771,653	\$31,110,887
Standard & Poor Industrial Average			107.82	107.52	106.00				

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. 28.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.
* New entry.

firm's short-term bank indebtedness. Remaining revenue will be added to existing working capital. None of proceeds will go to parent company. LVO Cable owns and operates 21 CATV systems with 80,000 subscribers.

Kluge claims gains against the stream

Metromedia profits up though revenues down as result of economies

Metromedia Inc., New York, reported a better than twofold increase in net income for fiscal 1970 over 1969 despite a decline in revenues. The figures were announced by John W. Kluge, president and board chairman of the diversified communications company at the firm's West Coast headquarters in Los Angeles. Mr. Kluge added that economies instituted by the corporation in 1968 and continued over the past two years have resulted in the savings of \$600,000 for month in 1970 against 1969.

Mr. Kluge told a Thursday (Feb. 18) news conference that Metromedia intended to expand its broadcast holdings and that by 1973 he expected to have a full complement of radio and television stations. He added that the company was continuously seeking major-market properties, although he would not identify any markets where negotia-

tions were in progress. Metromedia currently owns four VHF television stations (WNEW-TV New York, WTTG Washington, KMBC-TV Kansas City, Mo., and KTTV Los Angeles), six AM's (WNEW New York, KLAC Los Angeles, KNEW San Francisco, WCBM Baltimore, WIP Philadelphia and WHK Cleveland) and six FM's (WNEW-FM New York, KMET Los Angeles, KSAN San Francisco, WASH Washington, WMMR Philadelphia and WMMS Cleveland). The firm recently gave its UHF station, KNEW-TV San Francisco, to the Bay Area Educational TV Association, licensee of noncommercial KQED(TV) there (BROADCASTING, Sept. 14, 1970).

Metromedia will continue to produce the Jacques Cousteau specials, although costs are rising to about \$360,000 a show, Mr. Kluge said. Metromedia Producers Corp. also expects to make available immediately reruns of 24 *National Geographic* specials it produced for the society during the last six years.

Mr. Kluge said Metromedia was in better financial shape, despite the tight economy, than it had ever been in. He said the company was anticipating no blanket personnel cutbacks but expected to continue through fiscal 1971 the economies it had been practicing since 1968. Only a few weeks ago it became known that Metromedia was reducing its corporate headquarters staff. Four vice presidents of the parent company left (BROADCASTING, Jan. 25).

Mr. Kluge told the newsmen that the loss of cigarette revenue would not



Mr. Kluge

be felt as much by Metromedia as perhaps by some other groups. Only 2% of its TV revenue was concentrated in tobacco, he said.

For the year to Jan. 2:

	1970	1969
Earned per share	\$ 1.02	\$ 0.50
Revenues	158,891,998	160,478,365
Income	5,883,860	2,793,762
Shares outstanding	5,739,809	5,568,602

Note: An extraordinary loss relating to the net result of the donation of KNEW-TV San Francisco to KQED(TV) of \$1,574,201 or 27 cents per share is not included in the 1970 figures. This would reduce the income to \$4,259,659 or 75 cents per share. An extraordinary loss in 1969 of \$692,616 or 12 cents a share reduces those income figures to \$2,101,146 or 38 cents per share. Fiscal 1970 was 52 weeks long; fiscal 1969 was 53 weeks long, ending Jan. 3, 1970.

International

ABC, ATV team up for cassette programing

ABC Inc. and Associated Television Corp., London, are forming a company to produce and distribute video-cassette programing, it was announced jointly last week by Leonard H. Goldenson, president of ABC Inc. and Sir Lew Grade, deputy chairman and chief executive officer of ATC.

The company expects to be active in programing covering educational, industrial training and specialized home entertainment. Elton H. Rule, president of the ABC broadcast division, and Sir Lew will be responsible for the organization and development of the new company.

Mr. Goldenson said that this project and others still in the formative stage will enable ABC "to participate in a major fashion in this emerging field in the future." Sir Lew commented that the new organization will "become a

significant supplier of programing in this exciting new era of communications."

CTW hopes to launch European 'Sesame Street'

The Children's Television Workshop is undertaking a six-month project to study the feasibility of broadcasting its preschool educational program, *Sesame Street*, in French, German, Italian and other European languages. CTW recently reported that it was placing the program in English-speaking countries in Africa and Asia (BROADCASTING, Feb. 8).

The research team of Claude Giroux and Eric Rouchat, Parisian film and television executives, have been retained for the study. According to Michael H. Dann, the workshop's vice president in charge of international activities, the Giroux-Rouchat study will range from funding to format problems, and will

include a survey of production facilities, animation, writing, acting, availability of air time, means of distribution and other creative talents available in a number of European countries.

CTW has already begun a similar study in Latin America and hopes to eventually produce the series for Spanish-speaking countries.

Tele-Rep signs Canadian pact

Tele-Rep Inc. announced last week that it has signed an agreement with All-Canada Radio & TV Ltd. under which the latter company will sell national spot TV time to Canadian advertisers and agencies for the 11 station clients of Tele-Rep. Alfred M. Masini, president of Tele-Rep, said the agreement excludes Toronto, which will continue to be handled by Tele-Rep's Detroit office. All-Canada has offices in Toronto; Montreal; Winnipeg, Manitoba; Calgary, Alberta; and Vancouver, British Columbia.

Broadcast advertising

Jack Frantz, account supervisor, Grey Advertising, New York, named VP. **Barbara Feigin**, senior group head, Grey, appointed associate research director, department of marketing research.

Charles Brom, formerly account supervisor, Campbell-Ewald, Chicago, joins Edward H. Weiss & Co. there in same capacity.

Robert M. Winter, associate product manager, H. J. Heinz Co., Pittsburgh, joins Gardner Advertising, St. Louis, as account executive.

Alan Dietz, copy supervisor, Leo Burnett Co., Chicago, appointed associate creative director.

Leonard T. Giarraputo, VP and national sales manager, WNEW-TV New York, appointed director of national TV sales, Post-Newsweek Stations. **Norman Hayes**, national sales manager, WJXT-TV Jacksonville, Fla., appointed regional TV sales manager, Post-Newsweek Stations, group owner of WTOP-TV Washington, WPLG-TV Miami and WJXT.

Michael Davison, associate media director, Erwin-Wasey, Los Angeles agency, appointed director of research and sales development, KMPC(AM) there.

George Adkisson, formerly general sales manager, KFRE-AM-FM Fresno, Calif., joins KGNC-AM-FM Amarillo, Tex., as general sales manager.

William Froelich, formerly account executive, WDVV(FM) Philadelphia, appointed local sales manager.

Donald R. Jacques, with WGY(AM) and WGFM(FM) Schenectady, N.Y., appointed sales manager, WGFM(FM).

Media



Mr. Ockershausen Charleston, S.C. (See "Week's Profile" page 73). **Andrew M. Ockershausen**, assistant general manager, WMAL-AM-FM-TV, elected secretary-treasurer of parent company.

Richard S. Stakes, general manager, WMAL-AM-FM-TV Washington, also elected VP of Evening Star Broadcasting Co., parent of Washington stations and WLVA-AM-TV Lynchburg, Va., and WCIV(TV)

Frederick S. Houwink, who retired in 1970 as general manager of Washington stations, but remained as VP of parent firm, elected senior VP. In addition Mr. Stakes and Mr. Ockershausen were named to Evening Star board.

Kenneth R. Frankl, formerly general counsel and assistant secretary, Bishop Industries Inc., cosmetic manufacturers, Union, N.J., joins RKO General Inc., New York, as general counsel and secretary.

Max Bauman, manager, purchases, NBC-TV West Coast, appointed manager, transportation and duplication there. He is succeeded by **Willard G. Hanes**, liaison buyer, NBC West Coast. **Elliott Kallick**, supervisor, general accounting, NBC West Coast, appointed manager, treasury operations.

W. Edward McClenahan, general sales manager, Triangle Stations' program-sales division appointed head, broadcast division, Evans Communication Systems, Charlottesville, Va., licensee of WCHV(AM) and WCCV-FM there.

Joseph G. Fitzgerald, sales manager, WSPB-AM-FM Sarasota, Fla., elected VP, Worth Communications, licensee.

Don R. Reich, general manager, WUNI(AM) Mobile, Ala., also named VP.

Jim Stowe, formerly general manager WGNT(AM) Huntington, W. Va., named VP and general manager, KVOY(AM) Yuma, Ariz.

Thomas J. Miles, sales manager, wbov(AM) and WDSB(FM) Dover, Del., appointed general manager.

Curtis W. Butler, station manager, WCHS-TV Charleston, W. Va., appointed general manager.

Norman F. Taft, general sales manager, KRKO(AM) Everett, Wash., named to added duty of assistant station manager.

Jack Stockton, formerly program manager, WBBM-FM Chicago, appointed director of operations.

Programing

Seymour Horowitz, director of program services, ABC-TV, New York, appointed program director, ABC-owned WXYZ-TV Detroit.

Robert Burnett, senior TV producer, J. Walter Thompson, Chicago, joins Acme Film and Videotape Laboratories there as manager.

William E. Pfeiffer, formerly VP in charge of planning and development, WLOS-TV Asheville, N.C., named VP, programming.

William P. Finley, formerly with CBS Television City, Hollywood, joins WJAR-TV Providence, R.I., as television director.

Keith Curtis, program director, WBUM-FM Columbus, Ohio, joins WFIN-AM-FM Findlay, Ohio, in same capacity.

David L. George, formerly producer, WHAS-TV Louisville, Ky., joins Oppenheim, Herminghausen, Clarke, program producer, Dayton, Ohio, as writer and producer.

Bruce Sommers, formerly with WEIC-AM-FM Charleston, Ill., joins WCNW-AM-FM Fairfield, Ohio, as production director.

News

Chuck Martin, reporter, *Alamogordo* (N.M.) *Daily News*, appointed news director, KOAI(TV) Flagstaff, Ariz.

Bob Eastman, writer-producer, WBBM(AM) Chicago, appointed assistant news director.

Gene Brodeur, newscaster and writer, KDB(AM) Santa Barbara, Calif., joins KMPC(AM) Los Angeles as newscaster.

Peter Burns, formerly Vietnam correspondent, NBC News, joins WJW-TV Cleveland, as newsman and anchorman.

Tom Sheldon, program and news director, WFIN-AM-FM Findlay, Ohio, appointed director of news and public affairs.

Forrest M. Bullard, producer and director, KOMO-AM-TV Seattle, appointed assistant manager of public affairs, KOMO-AM-TV.

Sue O'Brien, formerly public-affairs director and reporter, KTLN(AM) Denver, joins KBTR(AM) there as consumer-affairs director. **R. D. Sahl**, night-news editor, KHOW(AM) Denver, joins KBTR as newscaster.

Robert Dustman, formerly sports director, WWTV-FM-TV and WWAM(AM) Cadillac, Mich., joins WZZM-TV Grand Rapids, Mich., as sports editor.

Robert H. Lamey, with WSOC-AM-FM-TV Charlotte, N.C., appointed sports director.

Promotion

Gerald Minnucci, formerly director of

audience promotion, WCAU-TV Philadelphia, appointed director of advertising, promotion and press information, KGO-TV San Francisco.

John Furman, coordinator of broadcast standards, Cox Broadcasting, Atlanta, named to added duty of coordinator of promotion.

William Mandel, formerly advertising manager, WCBS-TV New York, appointed director of advertising and promotion.

Ken Taishoff, formerly promotion and sales-development director, WWTW-FM-TV and WWAM(AM) Cadillac, and WWUP-TV Sault Ste. Marie, both Michigan, appointed creative director. All are Fetzer Broadcasting stations.

Equipment & engineering

Patrick A. Bartol, formerly CATV specialist, AEL Communications Corp., CATV equipment manufacturer, Lansdale, Pa., appointed Northern regional sales engineer. **Joel J. Sacco**, CATV

sales engineer, AEL, appointed Southeastern regional sales engineer.

Walter B. Dennen, formerly associate director of PR, Gray & Rogers, Philadelphia agency, joins RCA Solid State Division, Somerville, N.J., as manager, news and information.

Bruce R. Lang, formerly president, production services, Reeves Telecom Corp., New York, joins Teletronics International, video-cassette manufacturer, New York, as executive director, medical programs.

Donal Leith, formerly chief engineer, WPHL-TV Philadelphia, appointed to newly created position of chief of studio operations.

Russ Artz, formerly chief engineer, KEMO-TV San Francisco, rejoins WPHL-TV Philadelphia, in same capacity. Both are U.S. Communications stations.

Sam Pero, formerly research engineer, Mosler Systems, security-equipment manufacturer, Hamilton, Ohio, joins WCNW-AM-FM Fairfield, Ohio, as chief engineer.

Allied fields

Candace Martin, formerly producer, noncommercial KQED(TV) San Francisco, appointed assistant to director of television activities, Corp. for Public Broadcasting, Washington. **George W. Linn**, assistant to former Representative Daniel Button (R-N.Y.), joins CPB as director of legislative affairs.

Dr. Roderick David Rightmire, department of television and radio, Michigan State University, Lansing, appointed director, School of Radio-Television, Ohio University, Athens, Ohio.

Deaths

Robert L. Moora, 58, public relations executive, RCA Corp., was found dead in his automobile near his home in Medford Lake, N.J. on Feb. 14. New Jersey State Police said hose had been attached from exhaust to sealed interior of car. Mr. Moora, who was suffering from cancer, is survived by his wife, two daughters and one son.

ForTheRecord®

As compiled by BROADCASTING, Feb. 9 through Feb. 17 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

Final action

■ KMTC(TV) Springfield, Mo.—Broadcast Bureau granted license covering new station; specify studio location as 3004 East Cherry Street.

Other actions

■ Broadcast Bureau granted request of Professional Telecasting Systems Inc. and extended through Feb. 19, time to file reply comments in amendment of TV table of assignments (Clarksville, Tenn.) (Doc. 19045). Action Feb. 10.

■ Review board in Jacksonville, Fla., granted Florida-Georgia Television Co., The New Horizons Telecasting Co., Florida Gateway Television Co. and Community First Corp., an extension of time to Feb. 16 to file reply to opposition to settlement agreement, filed by Broadcast Bureau Dec. 18, 1970 (Docs. 10834, 17582-4, 18185-6). Action Feb. 9.

Rulemaking action

■ FCC terminated proposed rulemaking initiated to foster expanded use of UHF TV ch's. (Doc. 14229), adopted July 27, 1961. Action Jan. 27.

Existing TV stations

Final actions

■ WMAL-TV Washington—Broadcast Bureau granted CP to change ERP to vis. 316 kw; aur.

47.9 kw; trans. location to 4001 Brandywine Street, N.W., Washington; change type trans. and type ant.; make changes in ant. system; ant. height 780 ft.; condition. Action Feb. 8.

■ CBS and KGLO-TV Mason City, Iowa—FCC cited CBS Inc. and Lee Enterprises Inc., licensee of KGLO-TV, for violation of rules for station's reducing power without permission for broadcast of Minnesota Viking-Green Bay Packer football game on Nov. 22, 1970. Action Feb. 3.

■ KMBC-TV Kansas City, Mo.—Broadcast Bureau granted license covering alt. main vis. amplifier. Action Feb. 4.

■ WSTV-TV Steubenville, Ohio—Broadcast Bureau granted license covering utilization of formerly licensed main trans. as aux. at main trans. location. Action Feb. 4.

■ WISN-TV, WTMJ-TV, WITI-TV and WVTW-TV, all Milwaukee—FCC granted requests of Hearst Corp. (WISN-TV), The Journal Co. (WTMJ-TV), WITI-TV Inc. (WITI-TV), and WKY Television System Inc. (WVTW) for extensions of authority to simplex superaudible signals on their aural carriers. Action Feb. 10.

Actions on motions

■ Office of Opinions and Review in Indianapolis (Indiana Broadcasting Corp. [WISH-TV]), TV proceeding, by order released Jan. 13, Hearing Examiner Lenore G. Ehrig approved petition by Indiana Broadcasting Corp. for dismissal of application; dismissed with prejudice such application and terminated proceeding; accordingly, Indiana Broadcasting Corp.'s petition for reconsideration and grant without hearing, filed Oct. 9, 1970, is dismissed as moot (Doc. 18983). Action Jan. 22.

■ Hearing Examiner James F. Tierney in Charlotte, N.C. (Jefferson Standard Broadcasting Co. [WBTV(TV)]), TV proceeding, denied request by Southern Broadcasting Corp. for permission to appeal adverse ruling of presiding officer (Doc. 18880). Action Feb. 5.

Other action

■ KFBC-TV Cheyenne, Wyo.—FCC adopted temporary stay of hearing involving application of Frontier Broadcasting Co., licensee, for renewal of license (Doc. 18797). Action Feb. 10.

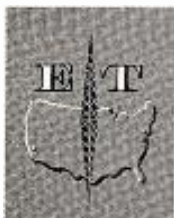
Rulemaking petition

■ Chicago and New York—National Organization For Women. Supplemented petition to add chart which lists management personnel of 45 TV stations in top-five major markets, and to add chart which lists management personnel of 43 stations

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in sixth, seventh, eighth, ninth, tenth and fourteenth top national TV markets. Ann. Feb. 12.

New AM stations

Initial decision

■ Hearing Examiner Basil P. Cooper in Blacksburg, Va., proposed grant of application of Broadcasting Service of Carolina Inc., for CP for new D AM at Blacksburg, on 710 khz, with 5 kw (Doc. 18445). Ann. Feb. 3.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Warren and Parma, both Ohio (Howard L. Burris et al.), AM proceeding, advanced prehearing conference to Feb. 11 (Docs. 18369, 19114-5). Action Feb. 8.

■ Hearing Examiner Charles J. Frederick in Whitley City, Ky., and Jellico, Tenn. (McCreary Broadcasting Corp. and Jellico Broadcasting Corp.), AM proceeding, granted petition by Jellico Broadcasting for leave to amend application to show updated and currently effective letter of credit for \$62,000 from apparently reputable financial institution (Docs. 18959-60). Action Feb. 8.

■ Chief Hearing Examiner Arthur A. Gladstone in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, granted in part motion by Southeastern Broadcasting Co. and ordered that hearing examiner is authorized to hear presently established issues 5, 6 and 9 in Montgomery, Ala., at time and place to be announced later; further ordered that in event review board adds misrepresentation and lack of candor issues to Clanton, those issues shall also be tried in Montgomery; that examiner hear all matters designated for trial in Montgomery at one time, either before or after appropriate hearing sessions in Washington, and that trial of such issues in Montgomery shall be concluded under such circumstances as shall make it unnecessary to undertake more than one trip to that site for purpose of hearing sessions (Docs. 18782-3). Action Feb. 1.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, granted request of Empire Broadcasting Stations Inc., extended to Feb. 8 time to file responsive pleading to further supplement to petition for leave to amend filed by Harvest Radio (Doc. 18852). Action Feb. 1.

■ Hearing Examiner Jay A. Kyle in Owensboro and Hawesville, both Kentucky (Edward G. Atsinger III, et al.), AM proceeding, upon request by L. & L. Broadcasting Co., ordered that time for filing responses to petition for leave to amend filed by Hancock County Broadcasters shall be Feb. 16 in lieu of Feb. 9 (Docs. 19068-70). Action Feb. 8.

■ Hearing Examiner Chester F. Naumowicz Jr. in Flora, Ill. (The Virginia Broadcasting Corp.), AM proceeding, upon request of applicant, ordered all procedural dates continued 13 days, and ordered hearing to begin March 10 (Doc. 19025). Action Feb. 8.

■ Hearing Examiner Chester F. Naumowicz in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM and FM proceeding, granted motion by Broadcast Bureau and ordered depositions be scheduled in series in various cities involved on dates reasonably calculated to permit continuous depositions with interruption only for travel between various cities; schedule shall contemplate final termination by May 7 (Docs. 19122-5). Action Feb. 4.

■ Hearing Examiner James F. Tierney in Guayama and Yabucco, both Puerto Rico (Fidelity Broadcasting Corp., et al.), AM proceeding, granted petition by James Calderon to amend his application to update his financial qualifications (Docs. 19055-7). Action Feb. 5.

Other actions

■ Review board in Owensboro, Ky., granted L & L Broadcasting Co., Owensboro, extension of time to Feb. 17, within which all parties may file replies to responsive pleadings to four petitions to enlarge issues filed Nov. 19, 1970, by Owens-On-The-Air Inc., L & L Broadcasting Co., and Edward G. Atsinger III (Docs. 19068-70). Action Feb. 11.

■ Review board in Bayamon, Puerto Rico, granted petition by Augustine L. Cavallaro Jr., Bayamon, Puerto Rico, for extension of time to March 26, to amend application for AM CP to specify San Juan as principal city location (Doc. 16891). Action Feb. 11.

■ Review board in Green Bay, Wis., granted request by Green Bay Broadcasting Co. for dismissal of petition to enlarge issues in proceeding on application of Frank M. Cowles, Green Bay, for AM CP (Doc. 18790). Action Feb. 10.

Existing AM stations

Final actions

■ KSUD West Memphis, Ark.—FCC denied peti-

tion by Newport Broadcasting Co., licensee, for reconsideration of Dec. 2, 1970, action declining to assign FM ch. 232A to either Millington, Tenn., or West Memphis (Doc. 18905). Action Feb. 10.

■ KOMS Redding, Calif.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Jan. 28.

■ KBOL Boulder, Colo.—Broadcast Bureau granted license covering changes for ant.-trans. location and ant. system. Action Jan. 28.

■ WGUN Atlanta—FCC denied and dismissed, respectively, petition for reconsideration and motion for stay filed by Van Nostrand Radio Engineering Service, seeking to have set aside and designated for hearing, site change application granted by Broadcast Bureau to WGUN; affirmed WGUN grant. Action Feb. 10.

■ WGNU Granite City, Ill.—Broadcast Bureau granted CP to increase height of tower to 592 ft. Action Jan. 29.

■ WYFE Rockford, Ill.—Broadcast Bureau granted CP to increase power to 10 kw, install new trans.; change trans. location to one-half mile north of Guilford on Shaw Road, Rockford; delete remote control point. Action Jan. 28.

■ WFBM Indianapolis—Broadcast Bureau granted license covering new alt.-main trans. Action Jan. 27.

■ WKLO Louisville, Ky.—Broadcast Bureau granted license covering auxiliary trans., nighttime DA-N. Action Jan. 28.

■ KAMX Albuquerque, N.M.—Broadcast Bureau granted remote control. Action Feb. 3.

■ KOBE Las Cruces, N.M.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans. Action Jan. 28.

■ WSHB Raeford, N.C.—Broadcast Bureau granted mod. of license covering change in hours of operation to U. Action Feb. 10.

■ WPAL Charleston, S.C.—Broadcast Bureau granted license covering use of previously licensed trans. for aux. purposes only. Action Feb. 10.

■ WEEP Pittsburgh—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purposes only. Action Feb. 5.

■ WKBN Youngstown, Ohio—Broadcast Bureau granted CP to change ant.trans. site to Western Reserve and Beard Road, Poland; make changes in N-DA system; condition. Action Jan. 29.

■ KTMK McAlester, Okla.—Broadcast Bureau granted CP to increase D power to 1 kw, install new trans. Action Jan. 28.

■ WAAK Dallas, and WGTL, Kannapolis, N.C.—FCC granted petition by Fred H. Whitley, licensee of WAAK, and Fred H. Whitley Inc., licensee of WGTL for reconsideration of earlier dismissal of renewal applications. Action Feb. 10.

■ KNOX-FM Fort Worth—Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 380 ft.; condition. Action Feb. 8.

■ KWSU Pullman, Wash.—Broadcast Bureau granted license covering alternate main trans. Action Jan. 28.

Actions on motions

■ Chief, Office of Opinions and Review, in Jacksonville, Fla. (Belk Broadcasting Co. of Florida), renewal of license of WPDQ, granted request by applicant and extended through Feb. 5, time to reply to Broadcast Bureau's opposition to Belk's petition for reconsideration (Doc. 19126). Action Feb. 1.

■ Chief, Office of Opinions and Review, in Indianapolis (Star Stations of Indiana Inc., et al.), renewal of licenses of WIFE-AM-FM, et al., granted motion by Star Stations of Indiana, Central States Broadcasting Inc. and Star Broadcasting Inc., and extended to Feb. 11, time to reply to oppositions to Star's petition for reconsideration and other

appropriate relief (Docs. 19122-5). Action Feb. 8.

■ Hearing Examiner Isadore A. Honig in Pine Bluff, Ark. (James J. B. Scanlon [KCAT], and Lovelle Morris "Jack" Beasley), AM proceeding, on request of applicant Beasley extended to Feb. 16, date for preliminary engineering exchange (Docs. 19093-4). Action Feb. 6.

■ Hearing Examiner Chester F. Naumowicz Jr. in Jacksonville, Fla. (Belk Broadcasting Co. of Florida), renewal of license of WPDQ, scheduled further prehearing conference for Feb. 4 (Doc. 19126). Action Feb. 1.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis (Star Stations of Indiana Inc.), renewal of licenses of WIFE-AM-FM et al., granted motion by Broadcast Bureau to produce, and motion by Star Stations of Indiana, Inc., Central States Broadcasting Inc. and Star Broadcasting Inc. (renewal applicants) for protective order; ordered renewal applicants to produce documents specified in bureau's motion and ordered bureau not to disclose to any potential witness documents produced or information contained in answers to be filed in response to its interrogatories (Docs. 19122-5). Action Feb. 8.

■ Hearing Examiner Chester F. Naumowicz Jr. in West Jefferson and Blowing Rock, both North Carolina (Childress Broadcasting Corp. of West Jefferson [WKSJ], Mountain Broadcasting Corp.), AM proceeding, granted petition by Mountain Broadcasting Corp. for leave to amend application to meet issue regarding financial qualifications (Docs. 19015-6). Action Feb. 8.

New FM stations

Applications

■ West Palm Beach, Fla.—Daytona Broadcasting Inc. Seeks 92.1 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 189, West Palm Beach, Fla. 33402. Estimated construction cost \$33,960; first-year operating cost \$24,000; revenue \$10,000. Principals: Robert M. Weeks, president, et al. Ann. Jan. 13.

■ Savanna, Ill.—Carroll County Broadcasting Co. Seeks 100.1 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address Route 1, Mount Carroll, Ill. 61053. Estimated construction cost \$30,395; first-year operating cost \$63,000; revenue \$70,000. Principals: Dennis W. Voy (50%) and Randy C. Smith (50%). Mr. Voy owns 100% of KMAQ-AM-FM Maquoketa, Iowa. Mr. Smith owns 100% of Oakville Country Club, Mount Carroll, Ill., teaches at Mount Carroll High School, Mount Carroll, Ill. and is salesman for Arnold Palmer Golf Co., Chattanooga, Tenn. Ann. Dec. 28, 1970.

■ Charles City, Iowa—Radio Inc. Seeks 104.9 mhz, 3 kw. Ant. height above average terrain 100 ft. P.O. address 207 N. Main, Charles City, Iowa 50616. Estimated construction cost \$24,283; first-year operating cost \$6,000; revenue \$9,000. Principals: L. J. Bromberg, sole owner. Owns KCHA(AM) Charles City.

■ Sioux Center, Iowa—Tri-State Broadcasters Inc. Seeks 94.3 mhz, 3 kw. Ant. height above average terrain 226 ft. P.O. address 115 Florida Ave. N.W., Orange City, Iowa 51041. Estimated construction cost \$21,425; first-year operating cost \$6,000; revenue \$10,000. Principals: Russell Vande Brake, president, et al. Ann. Jan. 15.

■ Glasgow, Ky.—John M. Barrick. Seeks 105.5 mhz, 0.620 kw. Ant. height above average terrain 590 ft. P.O. address 202 Circle Springs Dr., Glasgow 42141. Estimated construction cost \$64,292.50; first-year operating cost \$18,000; revenue \$30,000. Principals: John M. Barrick, sole owner. Owns WCDS(AM) Glasgow, and has interest in men's clothing store, tourist complex, land development. Ann. Feb. 3.

■ Albany, N.Y.—Metroland Broadcasting Corp. Seeks 100.9 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address 111 Washington

Summary of broadcasting

Compiled by FCC, Feb. 1, 1971

	On Air			Total On Air	Not On Air		Total Authorized
	Licensed	STA*	CP's		On Air CP's		
Commercial AM	4,311	2	14	4,327	61		4,388 ¹
Commercial FM	2,169	0	34	2,203	124		2,327
Commercial TV-VHF	497	2	12	511 ²	13		524
Commercial TV-UHF	162	0	23	185 ²	92		283
Total commercial TV	659	2	35	696	105		807
Educational FM	432	0	14	446	37		483
Educational TV-VHF	77	0	8	85	4		89
Educational TV-UHF	102	0	9	111	12		123
Total educational TV	179	0	17	196	16		212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on nonreserved channels.

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Ave., Albany 12210. Estimated construction cost \$100,212; first-year operating cost \$166,572; revenue \$75,000. Principals: Thomas P. Moore (25%), Joseph A. Reilly (25%), Orville J. Sather (25%), William A. Bernardo (12.5%) and Matthew H. Mataraso (12.5%). Mr. Moore and Mr. Sather each own 50% of WBCO-AM-FM Bucyrus, Ohio, and Mr. Sather is director of engineering for WOR-AM-FM-TV New York; Mr. Bernardo has interest in insurance firm; Mr. Mataraso is attorney, and Mr. Reilly is station-sales manager, WERA (AM) Plainfield, N.Y. Ann. Dec. 28, 1970.

■ *Ossining, N.Y.—Board of Education, Free School District No. 1. Seeks 90.3 mhz, 10 w. Ant. height above average terrain 100 ft. P.O. address 89 Broadway, Ossining, N.Y. 10562. Estimated construction cost \$9,146.35; first-year operating cost \$1,300.00; revenue none. Principals: Mr. Harry Davenport, Board of Education, et al. Ann. Jan. 13, 1971.

■ *Houston—William Marsh Rice University. Seeks 91.7 mhz, 10 w. Ant. height above average terrain 157 ft. P.O. address 6100 Main Street, Houston 77001. Estimated construction cost \$2,095.95; first-year operating cost \$1,420.33; revenue none. Principals: Dr. Norman Hackerman, university president, et al. Ann. Dec. 15, 1970.

Final actions

■ Riviera Beach, Fla.—Francis Kegel. Broadcast Bureau granted 94.3 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address 892 Arlington Drive, West Palm Beach, Fla. 33404. Estimated construction cost \$35,125; first-year operating cost \$35,000; revenue \$30,000. Principals: Francis C. Kegel (sole owner). Mr. Kegel is president and general manager of bank equipment manufacturer. Action Feb. 8.

■ Forest City, Iowa—Douglas E. Eddy. Broadcast Bureau granted 102.3 mhz, 3 kw. Ant. height above average terrain 200 ft. P.O. address 147 West K, Forest City 50436. Estimated construction cost \$48,868; first-year operating cost \$35,000; revenue \$36,000. Principal: Mr. Eddy is manager of Forest City pane and glass company. He also has interest in a storage and warehouse firm and in a general contracting-real estate development firm. Action Feb. 8.

Actions on motions

■ Hearing Examiner Basil P. Coover in Donaldsonville, La. (LaFourche Valley Enterprises Inc., and Soul Broadcasters), FM proceeding, granted petitions by applicants to extend that procedural dates are extended and scheduled evidentiary hearing for March 16 (Docs. 19004-5). Action Feb. 5.

■ Hearing Examiner Frederick W. Denniston in Corpus Christi, Tex. (The Big Chief), FM proceeding, granted petition by applicant for leave to amend application to substitute A. V. Bamford as individual as applicant in lieu of A. V. Bamford and Jack Beasley, partners doing business as The Big Chief, subject to condition that should a 1.65 issue be added by review board, Mr. Bamford will be responsible for producing Mr. Beasley as witness at hearing should his testimony be required; hearing now scheduled to commence Feb. 25 will deal only with financial issue, unless a 1.65 issue has been added sufficiently in advance of that date to permit its consideration (Doc. 19089). Action Jan. 25.

■ Hearing Examiner Jay A. Kyle in Pittston, Pa. (P. A. L. Broadcasters Inc.), FM proceeding, granted request by Broadcast Bureau and extended until Feb. 12 time for filing proposed findings of fact and conclusions, and further ordered that replies may be filed on or before Feb. 19 (Doc. 17885). Action Feb. 1.

■ Hearing Examiner Herbert Sharfman in Virginia Beach, Va. (Payne of Virginia Inc., et al.), FM proceeding, ordered that hearing issue 1 be construed to permit exploration of availability of Payne of Virginia's actual entire first year cash requirement, despite issue's limitation in terms to availability of "the additional \$24,350"; granted Payne of Virginia's petition for leave to amend financial portion of its application, and accepted proposed amendment subject to further condition that within 10 days, Payne file an appropriate affidavit to amendment (Docs. 19095-7). Action Jan. 22.

Other actions

■ Review board in Harriman, Tenn., modified rule concerning compliance by Folkways Broadcasting Co. with requirements to advise FCC of changes in its corporate situation, in proceeding on applications by Folkways and Harriman Broadcasting for FM CP's on ch. 224A in Harriman (Docs. 18912, 18913).

■ Review board in Harriman, Tenn., granted in part, petition by Harriman Broadcasting Co. for addition of false logging and lottery issues against Folkways Broadcasting Co., in proceeding on applications by Folkways and Harriman Broadcasting for FM CP's on ch. 224A in Harriman (Docs. 18912-3). Action Feb. 12.

■ Review board in Donaldsonville, La., denied request by Soul Broadcasters for extension of time to oppose various pleadings filed by La-

Fourche Valley Enterprises Inc., in proceeding on competing applications of LaFourche Valley and Soul for new FM in Donaldsonville; extended time for Soul to oppose filings to 10 days from date of release of board's action (Docs. 19004-5). Action Feb. 12.

■ Review board in Albany, N.Y., denied petition by Functional Broadcasting Inc., for enlargement of issues in proceeding on competing applications by Regal Broadcasting Corp. (WHRL-FM), Functional and WPOW Inc., for new FM in Albany (Docs. 18210-2). Action Feb. 12.

Existing FM stations

Final actions

■ KOTN-FM Pine Bluff, Ark.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location on 92.3 mhz; ERP 5.6 kw. Action Jan. 28.

■ *KKUP(FM) Cupertino, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to Tonita Hill, 0.65 mi. bearing 265° from Almaden AFS radio station, Cupertino; change studio location to 10075 Pasadena Avenue, Cupertino; operate by remote control for proposed studio location; install ant. and make changes in ant. system. Action Feb. 8.

■ KFSG(FM) Los Angeles—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 4009-4015 Wilshire Blvd., Los Angeles. Action Feb. 9.

■ KLRO(FM) San Diego—Broadcast Bureau granted CP to change trans. location to 7022 La Jolla Scenic Drive; change ant., make changes in ant. system, ERP 37 kw, ant. height 570 ft.; remote control permitted. Action Jan. 29.

■ KPLX(FM) San Jose, Calif.—Broadcast Bureau granted CP to install former main trans. as aux. trans., and ant. at main trans. location on 106.5 mhz; ERP 14.5 kw; ant. height 330 ft.; remote control permitted. Action Jan. 28.

■ WPLO-FM Atlanta—Broadcast Bureau granted CP to install trans.; ERP 50 kw, ant. height 280 ft. Action Feb. 9.

■ KFMA(FM) Jerome, Idaho—Broadcast Bureau permitted remote control. Action Feb. 3.

■ WMAQ-FM Chicago—Broadcast Bureau granted CP to install trans. and ant.; change ERP to 6 kw; ant. height 1,170 ft. Action Feb. 4.

■ WWKI(FM) Kokomo, Ind.—Broadcast Bureau permitted remote control. Action Feb. 3.

■ KYEA(FM) West Monroe, La.—Broadcast Bureau granted CP to change trans., studio and remote control location to Martin and Glenn St., West Monroe; install ant., make change in ant. system; ERP 3 kw, ant. height 260 ft. Action Feb. 4.

■ WCAO-FM Baltimore—Broadcast Bureau granted CP to install new aux. ant. at main trans. location. Action Feb. 9.

■ WMAR-FM Baltimore—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action Jan. 28.

■ WORC(FM) town of Barnstable, Mass.—Broadcast Bureau granted mod. of SCA to make changes in programming. Action Feb. 4.

■ WBCN(FM) Boston—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 25 kw; ant. height 490 ft. Action Jan. 28.

■ WHBI(FM) Newark, N.J.—FCC authorized Cosmopolitan Broadcasting Corp., licensee, to transmit stock market data to brokers' offices in New York financial district on a 60-day experimental basis. Action Feb. 3.

■ *WFUV(FM) New York—Broadcast Bureau granted license covering new aux. trans. Action Feb. 5.

■ KAWL-FM York, Neb.—Broadcast Bureau granted CP to replace expired permit; install trans. and ant.; make changes in ant. system; ERP 2.75 kw; ant. height 310 ft. Action Feb. 8.

■ WIFI(FM) Philadelphia—Broadcast Bureau granted request for SCA on 67 khz. Action Feb. 4.

■ WAMO(FM) Pittsburgh—Broadcast Bureau granted license covering use of former main trans. Action Jan. 28.

■ WGCL(FM) Cleveland—Broadcast Bureau granted CP to change studio location to 1715 Euclid Avenue, Cleveland, with remote control permitted from proposed studio location; install trans. and ant.; make changes in ant. system, ant. height 600 ft.; ERP 40 kw. Action Jan. 28.

■ WOXR(FM) Oxford, Ohio—Broadcast Bureau granted license covering changes. Action Jan. 28.

■ WTAW Bryan, Tex.—FCC Complaints and Compliance Division Chief William B. Ray informed Radio Bryan Inc., licensee, that it failed to comply with personal attack rules on July 30, 1970, broadcast. Ann. Feb. 3.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Gahanna

and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, set procedural dates, and scheduled hearing on March 30, in Columbus, Ohio, at place to be specified (Docs. 18308, 18793). Action Feb. 1.

■ Hearing Examiner Ernest Nash in Seattle (The Jack Straw Memorial Foundation), renewal of license of KRAB-FM, on request by applicant, extended to Jan. 29, time to file reply findings (Doc. 18943). Action Jan. 21.

■ Hearing Examiner Chester F. Naumowicz in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), renewal of license of WPDQ, granted motion by Broadcast Bureau and ordered depositions be scheduled in series in various cities involved on dates to permit continuous depositions with interruption for travel between various cities; schedule shall contemplate final termination by May 7 (Doc. 19126). Action Feb. 4.

■ Hearing Examiner Herbert Sharfman in Virginia Beach, Va. (Payne of Virginia Inc., et al.), FM proceeding, denied petition by Virginia Seashore Broadcasting Corp. for leave to amend; rejected amendment without prejudice to filing of new petition within 15 days, which adequately shows continued availability of certain loan; should new petition not be filed, proposed amendment will be accepted for informational purposes only (Docs. 19095-7). Action Feb. 1.

Rulemaking petitions

■ WAMI(FM) Opp, Ala.—Requests amendment of FM table of assignments to assign ch. 272A to Opp. Ann. Feb. 12.

■ WSGC(FM) Elberton, Ga.—Requests amendment of FM table of assignments to add ch. 221A to Elberton. Ann. Feb. 12.

■ KVVW(FM) Pearsall, Tex.—Seeks amendment of rules to assign FM ch. 234 to Pearsall; delete ch. 237A from Uvalde, Tex., and add ch. 244A to Uvalde. Ann. Feb. 12.

■ WEKO(FM) Cabo Rojo, Puerto Rico—Amended petition to request assignment of ch. 221A to Cabo Rojo instead of ch. 252A. Ann. Feb. 12.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses (Continued on page 71)

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All other classifications 35¢ per word—\$4.00 minimum.
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RADIO

Help Wanted Management

Vice President/General Manager position in top 10 market. Outstanding opportunity for dynamic executive interested in greater financial rewards. Previous management or sales management experience necessary. Send resume and salary requirements to Box B-214, BROADCASTING.

Manager. Small NYS market. Good base, plus incentives. Should earn \$12,000 easily. Box B-216, BROADCASTING.

Sales manager . . . far west Texas major market AM-FM needs top flight, hard working salesman. Must be honest, pay bills and make sales. Right man can become station manager. Send photo, resume, and references first mailing. Small market country boy salesmen don't be afraid to apply. Box B-259, BROADCASTING.

Owner-general manager getting ready to retire. Seeking experienced, capable manager to take his place. We're a 5000 watt, network affiliate serving a medium sized and growing Florida market. Competent management must be able to function in all areas of broadcasting, administrative, sales, programming, production, and with a general knowledge of technical requirements. Our greatest need is in sales and sales management. Must be community oriented and able to involve himself in community affairs. Will sign term contract for employment to cover period during which we get to know each other. If abilities and interest during first six months proves equal or better than expected, owner will phase himself out of management completely and it's your baby. Send full resume first letter. Experience, references, provable sales record, income required, interests, hobbies, political philosophy, etc. Box B-267, BROADCASTING.

Immediate opening in the radio department of the Back to the Bible Broadcast studios. Position: Assistant radio engineer. Responsibilities: Maintenance of professional recording and studio equipment and equal time in operation of console for production of program masters and tape editing. Experience in design and installation of studio equipment required. Experience in multi-track recording technique desirable. Salary open. Send resume to: Personnel Office, Back to the Bible Broadcast, Lincoln, Nebraska 68501.

Sales

National sales manager/operations director. Large eastern market. Must have successful radio sales and salesman training background. Also helpful to have been a DJ, PD and newsmen. Good education necessary although college degree not required. E.O.E. Qualified women applicants given equal consideration. Send resume and references. Box A-249, BROADCASTING.

Salesman-administrators, broadcast or education background wanted by major broadcast schools, Calif. Permanent positions, guarantee. Send resume Box B-25, BROADCASTING.

Local sales manager Florida million market. Man must be creative, best salesman on staff and lead other men to new highs. Fine potential with strong company for man who can deliver. Box B-189, BROADCASTING.

Needed . . . top flight . . . experienced, eager, hungry radio salesman. For stable, leading station in medium size growing Florida market. Promotion opportunities available if ability is proved. Desk sitting, order takers not wanted . . . men interested in earning \$10,000 to \$15,000 per year or more through hard, sidewalk-pounding work welcome. Send full details, references, experience, provable personal billing figures first letter. Box B-266, BROADCASTING.

I want a salesman, who is presently near enough to Hartford, Conn. to travel at his expense to see us . . . his experience is selling both large and small accounts and making plenty of cold calls . . . he's doing well, but with an organization that doesn't realize that the salesman is singularly the most important man in the organization. He wants to work for an organization where a good salesman will have the opportunity for management and ownership, and he wants proof that others have made it. Are you that salesman? Start at \$12,500 plus commissions . . . plus benefits with young three station group buying more . . . call Michael Schwartz . . . 203-521-1550 . . .

Sales continued

Minneapolis-St. Paul opportunity with a going station. Must be a responsible self-starter who knows how to sell radio. If you are that man you will make money at KRSL, the Request Radio station. No phone calls please. Mail resume, picture, and all other information to KRSL, 4500 Excelsior Boulevard, Minneapolis, Minnesota 55416.

I want a sales-pro who does not just sell clients time and numbers—but, creativity. Territory—wide open—career opportunity—unlimited. CBS Radio for greater Hartford, Connecticut. Dominant in sports. Salary open—good fringe package. Call Al Gates—(203) 246-8820.

Radio rep salesman young, aggressive, research minded, for new radio rep firm. Must have agency, rep, or local radio experience. Write Better Music Radio Reps, Inc., 45 East 51st Street, N.Y.C. 10022.

Colorado! Expanding group has opportunity for successful radio salesman. Must have future management potential. Call Charlie Powers day 618-942-2181 evening 618-993-5151.

Announcers

Earn more money. Experienced announcers or newsmen only. Break into fulltime sales. See your efforts pay off immediately through commission. Send full resume, photo. Box B-38, BROADCASTING.

5 KW in northern Virginia needs an experienced announcer 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 B-137, BROADCASTING.

Morning-man with warmth and gusto! A 24-hour, top 40 operation, in Southern New England, offering good starting salary and liberal fringe benefits. If you aspire to work for a top-notch secure company, apply with resume and tape to: Program Director, Box B-180, BROADCASTING. This position will be available as of June 1, 1971. If you don't have experience, save your stamp. Equal opportunity employer.

New Jersey MOR seeks announcer on the way up for vacancy in June. 1 year minimum experience required. Car necessary. Salary commensurate with ability. To arrange for interview send tape and resume to Box B-207, BROADCASTING.

Morning man for modern country format, warm, adult, sincere pro with top-40 or MOR background. Must be family man with 10-15 years experience in major market radio. Salary open, we'll pay for the right man. Texas major market fulltimer. Send resume, tape, references, photo. Box B-226, BROADCASTING.

One of Michigan's most exciting stations is looking for a multi-talented jock. Ability to communicate on a one-to-one basis, good production and writing ability are a must. Advancement opportunity excellent in the area's best facilities. Good pay for good talent. Send resume and tape to Box B-248, BROADCASTING.

Brand new station, new equipment C&W format. Single station market. Send tape, resume, and salary requirements. Box B-255, BROADCASTING.

Soul jocks wanted—no screamers—good diction. Send tape, resume and salary requirements. Box B-261, BROADCASTING.

1st ticket-staff announcer willing to start between \$100.00 and \$120.00 per week. Some experience necessary . . . part time sales available if qualified . . . one of Florida's delightful, medium market resorts . . . send tape, references, experience, full information first letter. Box B-265, BROADCASTING.

Professional announcer, mature voice and good references for evening shift on good music station. Excellent pay and working conditions. Call Raymond Saadi, KHOM, Houma, Louisiana 876-5466.

Announcer . . . to do all Black, all talk radio program in prime time. Must have third class license. Send tape and resume to Bert Weiland, V.P. Gen. Mgr., WERD Radio, 330 Auburn Ave. N.E., Atlanta, Georgia 30303.

Announcers continued

Florida east coast—needs announcer. Immediate opening. WRMF, Titusville. Phone 305-267-1121.

Wanted: announcer with progressive and top 40 background and production experience. Send resume, tape, and salary requirements in first letter. Tad Murray, Operations Director—WSAC AM/FM, Box 70, Fort Knox, Kentucky 40121.

Sharp pro for combination slot. Must be excellent on production, air, news and attention to detail. Play-by-play helpful but not mandatory. Fulltime MOR in beautiful Southern Illinois. Call Charlie Powers days (618) 942-2181; after 7:30 PM CST (618) 993-5151.

Technical

Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

We have an opening for a fully qualified engineer with directional antenna experience and announcing ability. Salary is open for the right man. If you are looking for a permanent home call WBSO, Bensenville, S.C., A. Ken Harmon, General Manager.

Chief, experienced directional, remote control, maintenance. Full details to General Manager WCBM, Baltimore.

Part-time engineer. First-class FCC license required. Send resume to WCOA, Box 1669, Pensacola, Florida 32502.

News

Experienced newsmen for 10,000 watt midwest station. Gather, write and air newscasts. Prefer midwesterner. Must have at least 1 year in actual news operation. Send all information, salary and audition tape in first letter. Box B-235, BROADCASTING.

Experienced newsmen to join medium market station in midwest. Must be able to dig beyond the obvious, write, and deliver. Send all information to News Director, P.O. Box 3788, Davenport, Iowa 52808.

Sharp thinking, sounding newsmen for nation's capital. Area's only 24 hour all news station. Tape, resume to Joel Lyons, Operations Director, WAVA, Arlington, Va. An equal opportunity employer.

Need young, experienced newsmen. Must have good voice, good appearance, and dedicated to broadcast journalism. Central east Texas. Phone Dudley Waller, AC 214-586-2211.

Programing, Production, Others

We need a sharp program director, for a top forty soul radio station, in the mid west. If you have a background in programing, and are of management calibre, please forward tape, resume, picture and salary requirements immediately. Box B-236, BROADCASTING.

Program director for brand new C&W format station. Single station market. Send tape, resume and salary requirements. Box B-256, BROADCASTING.

Expanding corporation needs P.D.—production expert with tight board and administrative ability for modern country station. Box B-271, BROADCASTING.

Production director—creator of interesting and original commercials, comedy, etc. Unusual opportunity in medium market station, Rockies. Box B-282, BROADCASTING.

Sharp pro for combination slot. Must be excellent on production, air, news and attention to detail. Play-by-play helpful but not mandatory. Fulltime MOR in beautiful Southern Illinois. Call Charlie Powers days (618) 942-2181; after 7:30 PM CST (618) 993-5151.

Production man wanted. Must have good voice. Production experience essential. Must be creative. Imaginative, familiar with latest Ampex equipment, and know such techniques as Electronic Splicing. \$600.00 monthly or better for right man. Phone Dudley Waller, AC 214-586-2211.

Situations Wanted Management

Ready—successful experience in all aspects, including top sales training. 1st phone, versatile, aggressive, responsible, family man. Seeking solid incentive and/or equity situation. Box B-169, BROADCASTING.

Temporary management position wanted in the middle Atlantic states while awaiting FCC approval of C.P. Experience includes general manager of medium market radio and TV and major market radio. Box B-218, BROADCASTING.

Manager—medium market. Presently sales manager with 11 years additional broadcast experience, programming, administration. Analytical, creative, sincere, sober, 40, married, college. Prefer West, but will consider situation. Reply to Box B-219, BROADCASTING.

Small/medium market owner . . . for a percentage of the gross and option to buy, I'm willing and able to solve your problems. Experienced, track record and references. Box B-232, BROADCASTING.

After 14 years of training, I'm ready for small/medium market management. Experienced in all phases of AM radio/UHF TV and currently sales manager in medium market. Box B-233, BROADCASTING.

If you have a full time AM or FM, I will put together and train a sales force that will have the best sound in town to sell. 13 years in broadcasting. First 7 as a top jock and P.D. last 6 as a successful general manager. Age 31. Major market experience. R.A.B.—B.R.I. age & cost marketing trained. Top 40-soul-MOR and free form experience. Box B-237, BROADCASTING.

General manager seeks new challenges. Strong sales background. Three years management experience with top rated station in market of 300,000. Age 31, college grad and married. Current income, \$18,000.00. East Coast, Southeast or Midwest only. Box B-239, BROADCASTING.

General manager, sales manager, salesman, top rating producer with outstanding successful history in each category in AM and stereo. Prefer medium but will consider smaller market for right offer. Box B-242, BROADCASTING.

Anxious to relocate—50,000 or less market. Radio station manager—15 years proven track record in sales—promotion—administration—metro and secondary markets. Salary negotiable. Box B-251, BROADCASTING.

Creative, selling manager returning to radio. Directed three winners. 25 years experience, Radio-TV. Small-medium markets. Prefer Northeast, Florida, salary 5 figures, plus. Box B-274, BROADCASTING.

General Manager—seeking first full command after accumulating extensive value in management consulting and top group broadcasting. If you need a total manager, who will protect your license, increase ratings and provide profits—I could be your most important 1971 management decision—let's discuss. Box B-278, BROADCASTING.

Station in trouble? Try my Profit Plan 12. Broadcast attorney. Complete or part management program—technical and equipment services available. Contact the John Hoffman Broadcast Service, Box 177, Hershey, Pennsylvania 17033.

Sales

Mature salesman-announcer. Proven sales—excellent management ability. Class voice. Strong on production, news, copy. Creative and dependable. Write Box B-223, BROADCASTING.

Stumbo is available. Radio sales 7 years. Agency experience 9 years. Willing to relocate. Phil Stumbo, 705 Old Country Rd., Elmsford, New York 10523.

Salesman, year experience for pop station, 26, management potential, 3rd endorsed, speech degree, honest, need immediate work in Texas, California, or east coast state. P.O. Box 5502, Dallas, Texas 75222.

Announcers

Black P.D. available now. First phone ticket. Production ace, super jock. 7 years experience, can get numbers. Box A-178, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice . . . Box A-209, BROADCASTING.

Personable family man, broadcast school education seeking announcing position some sales, third endorsed. Box B-85, BROADCASTING.

First phone, college grad, experienced Top 40/MOR personality. Top notch production, copy, and news. Good voice. TV experience. Military complete. Anywhere for right position in good medium market. Box B-86, BROADCASTING.

Announcers continued

Experienced and handicapped, are you in your thinking? If not . . . Box B-120, BROADCASTING.

C&W 1st phone—good voice, friendly delivery, 6 years experience, including large markets. Good sales record. Box B-140, BROADCASTING.

Start the new year right, hire me. 11 years in radio—last 6 in present medium sized midwest market station. Strong on humor, commercial delivery and telephone. Ready for opportunity in big market. Let me prove it. Tape and resume available upon request. Box B-155, BROADCASTING.

Morning man with play-by-play. Want something permanent—5 yrs experience—rock, MOR, country—draft deferred. Box B-179, BROADCASTING.

D.J., with 3rd ticket, good news, commercials, and tight board, ready now. Box B-200, BROADCASTING.

Experienced professionally trained announcer. Three years college—Political Science major. Will relocate. Box B-204, BROADCASTING.

MOR, first, BA, small market, Calif., anywhere 315-478-8896. Box B-209, BROADCASTING.

You don't have to be No. 1 to have a better idea . . . Top 40, 1st phone, exp. Box B-212, BROADCASTING.

Let's work together, and make money. We'll be No. 1, only top 40, rock, what else do you need? Box B-213, BROADCASTING.

Anyr wanted, a boss who appreciates good music. 22 yrs. experience. Box B-215, BROADCASTING.

Soul or rock jock. First phone, stable pro. Box B-217, BROADCASTING.

Picky announcer for picky station—you want wide awake, affable personality who writes, produces New York City style spots . . . who does voices, cracks a few jokes and generally entertains. I want MOR station. Large-medium to major market in West or Southwest. Don't expect aircheck. Picky me, will send picky you something better. Box B-224, BROADCASTING.

Major suburban market jock, seeks solid spot with good station. M.D. & P.D. background too. Top references!!! Mike Jeffries (516) 798-8935 or write Box B-228, BROADCASTING.

Sports announcer New York market air experience, can do basketball. Color studio production. Box B-234, BROADCASTING.

Announcer—personality six years experience also music director—available immediately. Box B-246, BROADCASTING.

Experienced: disc jockey, newscaster, announcing, tight board, versatile, dependable, creative. Box B-247, BROADCASTING.

First phone! Mature adult music. Experienced. 48. Pro. All markets. No maintenance. 219-436-8781. Box B-252, BROADCASTING.

Professionally trained announcer B.A. degree seeks position in sportscasting/play-by-play. Box B-257, BROADCASTING.

Medium and major markets: 7 years D.J. and news, available for your market. Currently Calif. medium . . . 25, veteran, third endorsed . . . prefer West. Box B-268, BROADCASTING.

Progressive young jock, one year experience, single, draft exempt, will relocate. Box B-269, BROADCASTING.

Experienced announcer-salesman . . . 23 . . . family . . . college . . . looking future. Box B-270, BROADCASTING.

Disc-jockey news tightboard experienced, depend- able, 3rd class. Married. Box B-272, BROADCASTING.

Professionally trained announcer and musician, married, stable. Willing to relocate. Box B-277, BROADCASTING.

Four years experience, high ratings, more than creative production. Call 219-743-4611.

Exp. P.D., production background. Ticket, relaxed style. J. Tyrrell, 4115 Douglas, Apt. C, Dallas, Texas 214-526-3992.

Girl Friday—announcer-copywriter. Miss Lee, 329 West 24th Place, Chicago, Ill. 60616.

Experience in top 40 and contemporary formats. I'm seeking same on AM or progressive FM. College, professional musician, production knowhow and 3rd. I prefer NE. For air check and resume, call 212-241-7108.

Announcers continued

Ready to move down. Major market engineer needs more air experience. Will do anything to get it. 22, single, draft free. Instantly portable first phone. Tape, references, 312-323-2084 or 343 Western, Clarendon Hills, Ill. 60514.

MOR—top 40 DJ radio school grad—tight board. 3 class. Can follow instructions. Desire and ability. Carolinas & Va. Gary K. Smith, 609 Seminole, Jacksonville, N.C. 919-347-1185.

Have 3rd ticket, will travel. B.A. degree. 25. Active military completed. Broadcasting school graduate. Good voice. Dependable. Will send tape, resume. Gary Wenzlaff, 912 Circle, Forest Park, Illinois 60130.

I am a young man seeking employment as a disc jockey in any station with a MOR format. Donald J. LoVasco (313) 477-5674 Livonia, Michigan.

I need a job! Announcing or sales; broadcast school grad., 3rd phone; draft deferred; age 21; good voice. Prefer MOR or top 40. Contact Eric Hardenbrook, 16832 Ridge Road, Holley, N.Y. 14470 or phone (716) 638-8571.

Ready to move, mature voice. Available immediately. Philip E. Bridges, 22 E. 38th St., New York, N.Y. 10016.

Over 10 years in radio. Rock, MOR, C&W, production. news. I'm 26, single, looking for responsible position in radio or break in T.V. Best references! First phone! Mature! Contact Charlie Walters, 250 South Pine, Cortez, Colorado 81321.

Keep the customer happy? Can do! Air work, production, color, and remotes. Bright, alive talent refuses to be buried. Sincere, professional replies only. Brian Clendenen, 500 North State St., Concord, N.H. 03301.

Available as full time staff announcer. Aggressive beginner. Broadcasting school graduate. Knowledge of sports. 3rd endorsed. Single. Can relocate. Cal Bader Jr., 314 Milton Street, Easton, Pa. 18042.

Announcer three years experience, played all music- tight board-third phone. Call 502-333-5931. Box 13, Sullivan, Kentucky 42460.

First ticket, announcer dj, some experience, 19, single, good voice, references, tight board, draft deferred, dependable . . . \$125 week, desire small market, anywhere, any format . . . Dave Wolf, 235 Pleasant, Dallastown, Pa. 17313 717-244-8081.

Twenty years experience in four stations in small, medium and large markets. Hard working, reliable, can fill any slot on or off the air MOR or CW. Local conditions can govern salary. Ph. 313-751-6945.

Greater Chicago—northwest Indiana. Two years experience 5000 watt medium market provides good background in all phases: MOR, rock, pop, production, news. Six months weekend TV news, host of TV movie. Third endorsed. Prefer less than two hours from Chicago loop. All areas considered. Bill—312-943-6110.

Attention: Top forty, MOR, and R&B stations. Beginner that ain't too proud to beg for a job, with an equal opportunity employer anywhere! Third class endorsed, top student graduate from N.Y.C. School of Announcing & Speech. Former pro songwriter/singer. For audition tape/resume call 212-858-0396 or 212-677-1111 Ext. 311. or write to Billy Ferrell, G.P.O. Box 647, Brooklyn, N.Y. 11201.

Country jock. First phone. Experienced. 701-572-3119.

Florida. Veteran announcer, 40's dependable. Full or part time. 1st phone, light maintenance. Smith, Orlando 843-9525.

Technical

Experienced 1st phone engineer (Penna.) AM-FM studio/transmitter operation, \$130 week. Excellent reference. Box B-113, BROADCASTING.

Young experienced engineer with first ticket. Good voice and ability. Will relocate anywhere. College grad. References available. Box B-206, BROADCASTING.

Operations, manager/chief engineer (1st), desires reasonable compensation for unreasonable responsibilities. Anchor news, play-by-play, adult format music, talk, special events. CP to sign on—and on. Permanency with potential considered over starting pay. Knowledge of R&R and P&L. (918) 423-4971. Box B-260, BROADCASTING.

Experienced chief—TV AM FM microwave—engineer seeks growth opportunity in medium market. 17 years experience all phases. Box B-281, BROADCASTING.

Situations Wanted

News

Network correspondent, 36, interested in home in top market as news director. Married, 2 children. Box B-161, BROADCASTING.

Mature voiced experienced college grad reservist seeks long hours, much writing near N.Y.C. 1 1/2-man department loves actualities, documentaries. Box B-168, BROADCASTING.

Seeking employment as newscaster and dj. Have experience, willing to work very hard; will send tape if required. Box B-211, BROADCASTING.

Three talented young professionals: cinematographer, newsman, writer-producer, experience in documentaries, news and commercials—want to do documentaries. Make us an offer. Box B-250, BROADCASTING.

Sports: I've served my apprenticeship; ready to move on in sports; college grad; married; young; great references; if you've got the job . . . I've got the talent and desire for it. Box B-263, BROADCASTING.

I want out of N.Y. Experienced, employed, I do news, production, copy, can D.J. your sound. 516-628-8325.

Accomplished newsman, 10 years news director medium market r/tv, seeks news/sports position southern California. Married, 37, stable, BA journalism, strong writer, sports, air ability. Phone 213-397-7813.

Lousy, absolutely lousy, with experience top ranks radio news editing. Four years radio net NYC left as Senior Editor. Done BBC specials, serious and very unserious. Last two years working Europe where now supervise 12 man night staff. Some newscasting experience but am world's worst. Amusing, original devil though, talking between records, I think. Have feel for production. Exchange proven news talent chance CW-MOR music show with reasonable amount freedom. Money fairly important. Hurry! Back U.S. March for interviews. Tony Lindner (a friend), 1 English Garden, Munich, Germany.

Programing, Production, Others

Professional radio-TV sports director/columnist wishes return to play-by-play or PR sports. Sharp appearance. Major league references, credits. All offers considered. Box B-12, BROADCASTING.

Program director available 1st phone 24 years experience, announcing in radio & TV, mature voice, settled, married, no children. Box B-158, BROADCASTING.

Need a sports director? Talented play-by-play all sports. Anxious to move into major college professional coverage situation. Reliable. References. Box B-183, BROADCASTING.

Talented announcer with first phone and seven years experience in announcing, production, programing, engineering, on camera news and limited sales. Add a degree in radio/TV plus four years as an Air Force officer. Married—age 28. PD potential. Prefer midwest—medium or major—contemporary or MOR. Let's talk. R. C. Dennis, 302-734-2926 (after 6:00 pm/EST). Box B-203, BROADCASTING.

College student with two years experience at 1000w AM desires summer employment. Tape, reference on request. Work anywhere, any job. Box B-220, BROADCASTING.

Energetic professional desires position as program manager or production manager. 10 years experience, medium market, presently program manager. Family man. Box B-225, BROADCASTING.

Name the job . . . I've done it—or can do it successfully. Program director in small Mass. market looking for medium or large market opportunity. In Northeast or West coast. Married, 25, stable financially & otherwise, five years experience. Tape & resume on request. Offers over \$170 only, please. (617) 632-8105, after three. Box B-249, BROADCASTING.

P.D. with background in all phases of station operation. Excellent record, four stations in twenty plus years. Not afraid of work or handling personnel. Phone 313-751-6945.

Television Help Wanted Management

Assistant promotion manager for aggressive, independent UHF, major east-coast market. Must have promotion experience with emphasis on-air, a high standard of quality, and keen desire for No. 1 job. Send detailed resume with photo and samples to Box B-254, BROADCASTING. First come first served.

Sales

Operation/sales service manager for Iowa Television Station. Man or woman. Salary commensurate with experience. Full responsibility for continuity, promotion, plus client/agency contact. Include resume with references. Write Box B-241, BROADCASTING.

Salesman wanted—NBC affiliate—WDAF-TV in Kansas City. Looking for young aggressive salesman. Contact Mr. Phil Jones, WDAF-TV, Signal Hill, Kansas City, Missouri 64108.

Chicago local television sales opening for young, experienced broadcast salesman who is close enough to visit us at his expense. Experience must include large and small accounts and cold calls. Our profitable operation needs a man ready for major market television. Letters only. R. Creaden, Chicago.

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Applications now being accepted for experienced, responsible, ambitious engineers by leading station group in warm, sunny, healthy, booming southwest, where living costs less and is more enjoyable. Operations expanding. Excellent opportunities for professional advancement. Box B-162, BROADCASTING.

Wanted, TV studio technicians . . . experience preferred. Union shop . . . fringe benefits . . . equal opportunity employer . . . send resume to Engineering Department, WNAC-TV, RKO General Building, Government Center . . . Boston, Mass.

News

Anchorman. Innovative television station in West seeks experienced news writer, editor & proven on-air man. Resume with VTR air-check to Box B-156, BROADCASTING.

Wanted: Mature anchorman and reporter, major midwest market. Good on-air appearance, experienced in areas of news gathering, writing and reporting. Will deliver major TV newscast five nights per week. Send complete resume and VTR in confidence to Box B-221, BROADCASTING.

Programing, Production, Others

Director/producer for top 25 market. Major group owned station seeks a man of quality. Must be creative; staging, blocking helpful; news and special events/remote experience needed. Above average salary for above average director. Box B-134, BROADCASTING.

Promotion director—independent in major market. Responsible for audience, sales promotion, and publicity. Send resume to: Box B-230, BROADCASTING.

Producer-director—major midwest market: Opportunity for creative, experienced individual in live, tape and film and documentary production. Must have minimum five years' experience in producer-director capacity. Immediate vacancy. Send complete resume in first letter. All replies confidential. Box B-245, BROADCASTING. An equal opportunity employer.

Art director needed immediately by major southeast group owned independent. Excellent salary and fringe benefits for right person. Send resume, photo and samples with first. Reply to Box B-283, BROADCASTING.

Television

Situations Wanted Management

Attention CATV operators: Young, aggressive broadcaster wants cable management or assistant management-sales slot. Six years broadcast sales. Tremendous track record. All phases of radio-television production, direction, announcing. Currently assistant to President in sales of well known major market radio station. Bachelor of Science in radio-television. Major concentration of study was broadcast management, CATV industry, and advertising. Box B-188, BROADCASTING.

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General manager and operating national sales manager. Extensive experience in local sales management, budgets and quotas, programing and promotion along with network and representative relations and negotiations. Box B-205, BROADCASTING.

Business manager: Five years top network production, all phases administration, operational affairs. Single, military completed. (212) 998-6385 or Box B-208, BROADCASTING.

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Successful TV salesman desires more financial opportunity. Top biller in market for 1970, but, limited income potential because of market size. Write Box B-240, BROADCASTING, to talk with this young, hungry salesman.

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Experienced children's show host rated first in market area. Call 319-556-2998.

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Chief of independent U, top 30 markets, desires change. Twelve years experience. Box B-112, BROADCASTING.

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First phone—26 years exp., transmitter or maintenance. Box B-276, BROADCASTING.

First phone beginner, professionally trained, will travel. Lee Erickson, 5037 Bakman #3, North Hollywood, Calif. 91601.

News

Experienced newswoman seeks opportunity. Network reporting experience, BA degree, writer, producer. Box B-14, BROADCASTING.

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Career-minded newshen, 25, experienced writer-producer with good working knowledge of film and tape, some air work, seeks general or beat reporting, radio-TV top 25 market. Box B-238, BROADCASTING.

Married veteran, 32 years, M.A. broadcast journalism, Ford Foundation Fellow, B.A. mathematics, West Point, Peace Corps. Good appearance and TV delivery. Strong writing ability, excellent on features and stand-ups. One year TV news experience. VTR, resume. Box B-273, BROADCASTING.

Professional TV meteorologist with experience seeks new affiliation. (312) 234-3781.

Programing, Production, Others

Producer-director-writer. 15 years experience news, public affairs, documentary, cultural programing. Currently employed. Prefer Washington, D.C. area, but will relocate for right offer. Box B-97, BROADCASTING.

Director, switcher, first, studio-operations, B.A. anywhere. 315-478-8896. Box B-210, BROADCASTING.

Kiddie show producer-host format proven successful call 319-556-2998.

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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.

Wanted: used turntables, consoles, cartsystems, amplifiers, mikes and general broadcast equipment. Setting up educational broadcast station and production room, with money enough only for shipping costs. All gifts tax deductible. Help Ohio Valley College, College Parkway, Parkersburg, W. Va. 26101.

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FOR SALE Equipment

continued

HJ7-50 Andrews Helix 1 1/2" air coaxial transmission cable jacketed 6,000 feet available 50% off factory price can be cut to order at tremendous savings. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

Approx. 2000 ft. 3 1/2" Steatite transmission line, hangers and misc. hdw. Side band filter, Harmonic filters, bridge diplexer all for Ch. 6. One TF6-BM ant., one 8 x 12 passive reflector, will sell all or any part. WECT, Wilmington, N.C. 28401.

Broadcasting tower, building and land available Southern New Jersey area. Following relocation of a broadcast antenna, on or about July 1, 1971, a broadcasting tower 1049 feet AMSL with 1100 feet of transmission line and a Channel 12 antenna will become available together with a 1600 sq. ft. building and sufficient acreage for supporting cables, in the vicinity of Glassboro, New Jersey. Interested parties may obtain additional information by writing to General Manager, WHYI, Inc., 4548 Market Street, Philadelphia, Pa. 19139.

New recorders/reproducers and playbacks. Scully 280-2, \$1475; 280, \$1190; 270, \$845; 270-1, \$845; 270-2, \$900; 270-4, \$950; Ampex AG440B-1, \$1400. Factory warranty, immediate delivery. Santa Barbara Capital Corporation, P.O. Box 398, Chatsworth, California 91311.

Save \$\$\$ on Andrews Helix fittings. We have excess stock on new couplers, flanges, adaptors with and without gas barriers. Phelps Dodge, Styroflex and Prodelin fittings also available. Box B-280, BROADCASTING.

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3-3200 Ampex Slave Duplicators; 2-351 Ampex amplifiers; 1-300 Ampex. Best offer. Kenneth Metzger, 914 Dirksland, Colorado Springs, Colorado 80907-303-635-0622.

RCA console model 8C-6A. Excellent condition. Call 212-247-6010.

For sale: Schaefer automation system, stereo, latest model, perfect, perfect condition. Group has three systems. Only need two. Includes audio clock and random select spotter. Approximately \$8,000.00 equity. Right buyer can simply take up payments. Phone Dudley Waller, AC 214-586-2211.

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Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

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

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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 Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

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Programing, Production, Others

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Television

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News

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(Continued from page 65)

for following and coropending aux.: WVEM(FM) Springfield, Ill.; WOC-TV Davenport, Iowa; WDXR(AM) Paducah, Ky.; KRUS(AM) Ruston, La.; KTGR-AM-FM Columbia, KYXX, KSYN(FM) Joplin, KY-CF(FM) Springfield, all Missouri. Actions Feb. 4.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis (Star Stations of Indiana Inc.), renewal of licenses of WIFE-AM-FM, et al., scheduled further prehearing conference for Feb. 4 (Docs. 19122-5). Action Feb. 1.

■ WTOS(FM) Wauwatosa, Wis.—FCC granted application by WCAB Inc. for renewal of license. Action Feb. 10.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following VHF translators: K07FL, K09FQ and K11FQ, all Thompson Falls and Thompson River area, both Montana, to Aug. 9. Actions Feb. 9.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following FM's: KSFM Sacramento, Calif., to June 1; South Atlantic Broadcasting Corp. Savannah, Ga., to June 1; WTHO-FM Thomson, Ga., to April 1; WWTO Peoria, Ill., to April 1; *WMKY-FM Morehead, Ky., to April 1; KAPB-FM Marksville, La., to June 6; WKLA-FM Ludington, Mich., to May 13; WALT Meridian, Miss., to July 25; KQUE Houston, to May 1; WHWB-FM Rutland, Vt., to May 1. Actions Feb. 8.

■ *KFPR(FM) San Francisco—Broadcast Bureau granted mod. of CP to change trans. site to Mt. Sutro Television Center, San Francisco; change studio location to site to be determined in San Francisco; remote control permitted from proposed studio site; change ant.—make changes in ant. system, ERP 4 kw; ant. height 780 ft. Action Feb. 4.

■ KTVU(TV) Oakland, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to July 29. Action Jan. 29.

■ Savannah, Ga.—South Atlantic Broadcasting Corp.—Broadcast Bureau granted mod. of CP to change studio location to 10001 Abercorn Street, near Savannah. Provisions of rules have been waived to permit location of main studio beyond corporate limits of Savannah. Action Feb. 9.

■ WEZI(TV) Louisville, Ky.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 8. Action Feb. 8.

■ WEZI(TV) Louisville, Ky.—Broadcast Bureau granted mod. of CP to make vis. ERP 1170 kw; aur. ERP 117 kw; trans. location to approximately 750 ft. west of present location; change type trans. and ant.; ant. height 1,380 ft.; condition. Action Feb. 8.

■ WRBT(TV) Baton Rouge—Broadcast Bureau granted mod. of CP to change ERP to 871 kw vis., 174 kw aur.; change trans. location to 1.35 miles east of River Road; change trans. and ant.; ant. height 1,000 ft. Action Feb. 4.

■ WESM(FM) Prince Frederick, Md.—Broadcast Bureau granted mod. of CP to change trans. location to off State Route 221, 0.75 mile south of Barstow, near Prince Frederick; install trans. and ant.; ERP 1.85 kw, ant. height 370 ft.; remote control permitted. Action Feb. 4.

■ *KSJR-FM Collegeville, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to July 29. Action Jan. 29.

■ *WWCL(FM) Wesson, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to May 4; granted mod. of CP to change trans. and studio location to Copiah-Lincoln Junior College, second floor, Student Activities Center; change trans. and ant.; make changes in ant. system, ant. height 115 ft. Action Feb. 4.

■ Kansas City, Mo. KAYQ Broadcasting Inc.—Broadcast Bureau granted mod. of CP to extend completion date to June 15. Action Feb. 4.

■ KYTV(FM) Springfield, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 22. Action Jan. 29.

■ WRDR(FM) Egg Harbor, N.J.—Broadcast Bureau granted mod. of CP to change trans. location to 22d Avenue, Hamilton township, N.J., change trans., make changes in ant. system, and change ant. height 280 ft.; remote control permitted. Action Jan. 28.

■ WHCU-FM Ithaca, N.Y.—Broadcast Bureau granted mod. of CP to make changes in transmission line. Action Feb. 4.

■ KPUR(AM) Amarillo, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 1. Action Jan. 28.

■ WPNS(AM) Hurricane, W. Va.—Broadcast Bureau granted mod. of CP to extend completion date to June 1; condition. Action Feb. 10.

■ W78AM Fajardo, P.R.—Broadcast Bureau

granted mod. of CP to extend completion date for UHF translator to July 28. Action Jan. 28.

Other actions, all services

■ FCC extended time for filing replies to response of CBS Inc., to order of Dec. 31, 1970, requiring submission of additional information on proposed transfer by CBS of CATV and syndication operations to Viacom International, to Feb. 22. Action Feb. 10.

■ FCC invited comments on proposed FCC rules authorizing use of coded information in the air, transmissions of radio and television stations for automatic program identification, and whether rules should be based on proposals by Audicom Corp. or International Digisonics Corp., or some mod. of the two proposals (Doc. 18877). Action Feb. 10.

■ Chief, Broadcast Bureau, on request of Radio South Inc., extended through March 9, time to file comments, and through March 19, to file reply comments, in amendment of FM table of assignments (Donrhan, Mo.; Princeton, W. Va., et al.) (Doc. 18476). Action Feb. 9.

■ FCC amended FM and TV rules to conform requirements for prior approval for main studio moves in most respects. Amended rules require specific authorization for relocation of all FM and TV main studios to points outside community of license except for FM main studio relocation at AM main studio site, in case of commonly-owned AM-FM stations licensed to serve same community. Action Feb. 10.

Translator actions

■ Clarkdale, Ariz. KOOL Radio-Television Inc.—Broadcast Bureau granted CP for new UHF translator to serve Clarkdale on ch. 68 and rebroadcasting KOOL-TV Phoenix. Action Jan. 28.

■ Hearing Examiner Millard F. French in Prescott, Ariz. (Prescott T.V. Booster Club Inc.), TV Translator proceeding, granted request of H & B Communications Corp. and extended to Feb. 19, time to file reply to Broadcast Bureau's pleading of Jan. 26 (Docs. 18817-8). Action Feb. 8.

■ K72DL Copeco and Siskiyou County, both Air-Port, Calif.—Broadcast Bureau granted CP to replace expired permit for new UHF translator. Action Jan. 28.

■ Paradise, Calif., Sacramento Valley Television Inc.—Broadcast Bureau granted CP for new VHF translator to serve Paradise on ch. 5 by rebroadcasting KRCR-TV Redding, Calif. Action Jan. 28.

■ K76BJ Ukiah, Calif.—Broadcast Bureau granted license covering changes for UHF translator. Action Jan. 28.

■ Pineville, Ky.—Kentucky State Board of Education—Broadcast Bureau granted CP for new VHF translator to serve areas northeast, northwest, southeast and southwest of Pineville, on ch. 8 by rebroadcasting WKSO(TV) Somerset, Ky. Action Jan. 28.

■ K04GA Kings River, Nev.—Broadcast Bureau granted CP to replace expired permit for VHF translator. Action Jan. 29.

■ Bryson City, N.C. Multimedia Inc.—Broadcast Bureau granted CP for new VHF translator to serve Ela and Whittiers communities, both North Carolina, on ch. 3 by rebroadcasting WFBC-TV Greenville, S.C. Action Feb. 9.

■ Marion, N.C.—Wmetco Skyway Broadcasting Co.—Broadcast Bureau granted CP for new VHF translator to serve Marion and West Marion on ch. 10 by rebroadcasting WLOS-TV Asheville, N.C. Action Jan. 28.

■ K13FB Medical Springs, Ore.—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action Jan. 29.

■ K77CN Camp Wood, Tex.—Broadcast Bureau granted CP to replace expired permit for new UHF translator. Action Jan. 28.

■ K83BE Cherry Springs and Loyal Valley, both Texas—Broadcast Bureau granted CP to make changes in ant. system of UHF trans. Action Jan. 29.

■ Fredericksburg, Tex. Fort Mason TV Improvement Co.—Broadcast Bureau granted CP's for new UHF translators to serve Doss, Cherry Springs and Loyal Valley, all Texas, on ch. 79, by rebroadcasting KENS-TV San Antonio, Tex., and ch. 81, by rebroadcasting WDAI-TV San Antonio. Action Jan. 29.

■ K74CX Mason, Tex.—Broadcast Bureau granted CP to change type trans. of UHF translator; increase output power, and make changes in ant. system. Action Jan. 29.

Ownership changes

Applications

■ KDEN(AM) Denver—Seeks transfer of control of KDEN Broadcasting Co. from F. E. Amole Jr. and E. E. Koepke (each 50% before, none after) to North American Broadcasting Co. (none

before, 100% after). Consideration \$580,650. Principals of North American Broadcasting: Douglas C. Stephens, president (80%), Bernon L. and Louise B. Stephens (each 10%). Douglas C. Stephens was previously employed at KIMN (AM) and KDEN (AM), both Denver; Bernon L. Stephens is vice president of Mountain States Insurance Agency, Denver; Louise B. Stephens is retired assistant secretary-treasurer, Finance Acceptance Co., Denver, and bookkeeper, Mountain States Insurance Agency, Denver. Ann. Feb. 8.

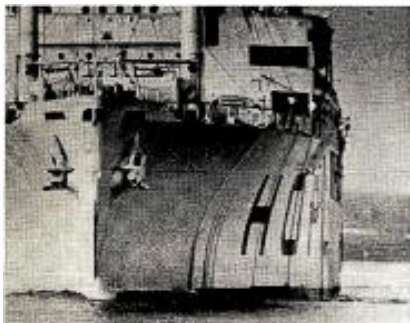
■ **WBMI (FM)** Hartford-Meriden, Conn.—Seeks transfer of control of Business Music Inc. from Carl W. Schultz (100% before, none after) to Comunico Inc. (none before, 100% after). Consideration \$426,500 plus sum equal to current assets of BMI. Principals of Comunico: Frederic W. Constant (48.35%) and L. Stevens Edwards (21.99%), et al. Mr. Constant is account executive, WNHG (AM), and was assistant to president Valjon Inc., Minneapolis, group radio station. Mr. Edwards was with Toro Manufacturing Co., Minneapolis, lawn products.

■ **KVFD (AM)** Fort Dodge, Iowa—Seeks assignment of license from Northwest Broadcasting Co. to Fort Dodge Broadcasting Inc. for \$360,000. Seller: Edward Breen, president, et al. Mr. Breen is also president of KVFD-TV Fort Dodge. Buyers: C. Ross Martin (15%), Max E. Landes (15%), Glenn A. Christians (20%), Rex W. Weitzell (10%), G. Gale Cowle (15%) and John A. Flambo (25%). Mr. Martin is manager of Iowa Radio Network. Mr. Landes is manager of KVFD and has real estate interests. Mr. Christians is vice president of merchandising of Massey Ferguson Inc., Des Moines, Iowa, advertising agency. Mr. Weitzell owns advertising agency and farm. Mr. Cowle owns KASI (AM) Ames, Iowa. Mr. Flambo is salesman at KQUA (AM) Moline, Ill., and KOXX (AM) Keokuk, Iowa, and has interest in real estate business. Ann. Jan. 28.

■ **WBFI (FM)** Southampton, N.Y.—Seeks transfer of control of True Radio Broadcasting Inc. from Ira Littman, Merman Yellon and Leon Stern (jointly 100% before, none after) to Roger Coleman (none before, 50% after), John G. Keljikan (none before, 45% after) and Ralph K. Keesing (none before, 5% after). Consideration: Sum not to exceed \$15,000. Mr. Coleman owns national radio rep firm and FM radio service company. Ann. Jan. 28.

Actions

■ **KVOY (AM)** Yuma, Ariz.—Broadcast Bureau



HOPE has the largest waiting room in the world

From the day they are born to the day they die, over half the people on earth never see a doctor.

Project HOPE's medical teams teach and heal . . . they go to all points of the compass . . . at home and abroad . . . wherever they are needed . . . wherever there are the lame, the blind, the sick, the hopeless . . . wherever the generosity of the American people makes new missions possible.

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granted transfer of control of KVOY Radio Inc. from Neil Sargent, Clara Lou Wilfert and William L. Lindsey (100% before, none after) to Magnamedia Inc. (none before, 100% after). Consideration: \$300,000. Principals of Magnamedia Inc.: Robert (Casey) Meyers (80%) and James Stowe (20%). Mr. Meyers owns automobile dealership, has interest in auto body supplying firm, real estate, developing firm and owns leasing corp. Mr. Stowe is general manager of WGNT (AM) Huntington, W. Va. Action Jan. 28.

■ **WXLW (AM)** Indianapolis—Broadcast Bureau granted transfer of control of Indianapolis Broadcasting Co. from Robert D. Enoch, Florence B. Enoch, et al. (jointly 100% before, none after) to Enoch, et al. (jointly 100% before, none after) to Consideration: \$489,000. Mr. Grewe owns WEIF (AM) Moundsville, WAPR (AM) Parkersburg, both West Virginia; WSTL (AM) Eminence, Ky., and WQIW (AM) Latrobe, Pa. Action Jan. 28.

■ **WDEE (FM)** Detroit and WHRR (FM) Miami—FCC granted assignment of licenses from Storer Broadcasting Co. to Bartell Broadcasting of Michigan Inc. and of Florida Inc. for \$1,225,000. Sellers: Peter Stover, president, et al. Buyers: Bartell Media Corp., 100%. Stock of Bartell Media is voted by Edward R. Downe Jr., president. Buyers own WADO (AM) New York, WOKY (AM) Milwaukee and KCBQ (AM) San Diego. Action Feb. 10.

■ **KNOP (AM)** North Platte, Neb.—Broadcast Bureau granted assignment of license from North Platte Television Inc. to A. E. Dahl for \$150,000, including two-year, 35-mile covenant not to compete. Sellers: Richard F. Shively, president, et al. Mr. Shively has interest in KNOP-TV North Platte, owns WLFI-TV Lafayette, Ind., and 25% of applicant for new TV at Nampan, Idaho. Buyer: A. E. Dahl, sole owner. Mr. Dahl was former general manager of KWIX (AM) Moberly, KLIK (AM) Jefferson City and KHMO (AM) Hannibal, all Missouri; KZIX (AM) Fort Collins, Colo., and WJON (AM) St. Cloud, Minn. Action Jan. 29.

■ **KCAN (AM)** Canyon, Tex.—Broadcast Bureau granted assignment of license from J. R. Clodfelter to Courtney Broadcasting Inc. for \$67,055.06. Seller: J. R. Clodfelter, sole owner. Buyer: Wesley E. Ninemire, sole owner. Mr. Ninemire is salesman for truck trailer and equipment manufacturer; owns sign advertising firm and is flight instructor for flight school. Action Feb. 9.

■ **KAML (AM)** Kennedy-Karnes City, Tex.—Broadcast Bureau granted assignment of license from The Camel Co. to The Nine-Ninetv Co. for \$80,000. Sellers: Estate of Charles W. Balthrope, et al. Buyers: Horace Dayton Smith, Joan M. Smith, Horace L. Smith and Dottie E. Smith (each 25%). Horace Dayton Smith is employee of KAML; Horace L. Smith is farmer; Joan and Dottie Smith are housewives. Action Jan. 29.

■ **KFDX-TV** Wichita Falls, Tex.—Broadcast Bureau granted assignment of license from Wichtex Radio & Television Company to Clay Broadcasting Corp. of Texas for \$5,050,000. Sellers: D. A. Cannan, president, et al. Buyers: The Charleston Mall Association, publisher of the *Charleston* (W. Va.) *Daily Mail* (80%), Lyell B. Clay, president and director and Paul A. Brissette Jr., vice

president, director, and general manager (10% each). Clay Broadcasting Corp. is licensee of WWAY (TV) Wilmington, N.C. Mr. Clay has real estate and motel interests. Action Jan. 28.

■ **WTOS (FM)** Wauwatosa, Wis.—FCC granted assignment of license from WCAB Inc. to Margaret S. Sudbrink for \$170,000. Seller: Stuart D. Mishlove, vice president, et al. Buyer: Margaret S. Sudbrink, sole owner. Mrs. Sudbrink owns 15% of farm land, real estate. KYND (AM) Burlington, Iowa, 50% of farming partnership, 50% of WRMS (AM) Beardstown, Ill., and applicant to purchase WZIP-AM-FM Cincinnati. Action Feb. 10.

CATV

Final actions

■ **Santa Barbara, Calif.**—FCC terminated agreement between Cable TV of Santa Barbara and Cable TV of Santa Barbara County Inc., and Central Coast Broadcasters Inc., licensee of KCOY-TV Santa Barbara, providing KCOY-TV program exclusivity as long as signal can be brought in comparable to that of distant stations in Los Angeles. Action Feb. 10.

■ **Franklin, N.H.**—FCC granted petition by Community TV Corp., CATV operator for waiver of hearing provision of rules and authorization to carry distant signals of WXPQ-TV Manchester, N.H., and when station is not on air, signals of WSBK-TV Boston, and WSMW-TV Worcester, Mass. Action Feb. 3.

■ **Bryan, Tex.**—FCC ordered Community Cablevision Corp. to cease and desist from further violation of rules (commencement of new service before FCC rules on challenge to that service) and interim processing procedures in Doc. 18397, and to cease and desist from supplying to its subscribers signal of KPRC-TV Houston on its CATV at Bryan without prior approval (Doc. 18922). Action Feb. 9.

Other action

■ **Dayton, Wash.**—FCC reopened cease and desist proceeding requiring Touchet Valley Television Inc., owner and operator of CATV at Dayton, to provide program exclusivity for signals of KNDU (TV), Richland, Wash., and remanded to hearing examiner for further hearing and issuance of supplemental initial decision (Doc. 18825). Action Feb. 10.

Designated for hearing

■ **Warrensburg, Mo.**—FCC designated for hearing petitions by Warrensburg Cable Inc. for enforcement of cease and desist order, complaint for damages, review of action by Common Carrier Bureau, and for declaratory and other relief in proceeding involving application for Section 214 certification, by United Telephone Company of Missouri, for CATV channel distribution facilities in Warrensburg (Docs. 19151-2). Action Feb. 10.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Feb. 17. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in *italics*.

■ **Maywood, Calif.**—Theta Cable of California, subsidiary of Teleprompter Corp. (multiple-CATV owner), New York, and Hughes Aircraft Co. (multiple-CATV owner), Culver City, Calif., have applied for a franchise.

■ **Santa Clara, Calif.**—City council has granted a franchise to Telenorpromper Corp. (multiple-CATV owner), New York.

■ **Manatee county, Fla.**—Manatee Cablevision Inc., Bradenton, has purchased the system owned by Storer Cable TV Inc. (multiple-CATV owner), a subsidiary of Storer Broadcasting Co., Miami Beach. The firm has applied to county commission for an exclusive 30-year contract in addition to its present non-exclusive contract which expires in 1975.

■ **St. Petersburg, Fla.**—City council has granted a franchise to TM Communications Co. of Florida (multiple-CATV owner), Tampa, a subsidiary of Times Mirror Co., Los Angeles.

■ **Soda Springs, Idaho**—Cablevision of Soda Springs, Inc., Soda Springs, has been granted a franchise. Construction is already under way replacing the equipment of the Ray Horner Co., which they purchased, with transistorized ampli-

fiers and aluminum encased coaxial cables. Nine channels will be provided plus several FM radio channels. One of the channels will be reserved for local programming beginning with a 24-hour weather service, public service announcements and periodic live programs. Rates have not been established.

■ **Chicago-Zenith Radio Corp.**, Chicago, has purchased a minority interest in Electronic Industrial Engineering, a CATV company.

■ **Austin, Minn.**—Austin Cable Vision, Austin, has been granted a franchise.

■ **Butler, Mo.**—Cablevision Corp. has been granted a franchise. The company will pay the city \$500 or 1% of the gross, whichever is greater, for the first year of operation. The rate goes up to 2% or \$500, whichever is greater, in the second year. The system will provide 6 channels plus and eventual local weather scan.

■ **Amherst, N.Y.**—Construction begun by Amherst Cablevision Inc.

■ **Portville, N.Y.**—Southern Tier TV Cable Co. (multiple-CATV owner), Portville, has been purchased by Allband Cablevision, Olean, N.Y. Allband will now serve the area of Olean, Allegany, Portville, and Eldred, all New York. Plans call for a \$100,000 improvement program to expand the combined system to Portville and rebuild and expand the Portville system.

■ **Smithtown, N.Y.**—All-Town Cable TV has applied for a franchise.

■ **Sandusky, Ohio**—Four companies have applied for a franchise: North Central Television Inc.; Telecable Corp.; Continental Cablevision of Ohio Inc. (multiple-CATV owner), Fostoria, Ohio; Suburban Cablevision Inc. (multiple-CATV owner), Whippany, N.J., a subsidiary of Suburban Propane Gas Corp. (multiple-CATV owner), Whippany, N.J.

When Richard Stewart Stakes began his association with broadcasting in 1954, he didn't even own a television set. Today, as vice president of Evening Star Broadcasting Co., and general manager of WMAL-AM-FM-TV Washington, Mr. Stakes operates in the heat of a city that generates more news than any other in the world. To top it all off, he is also vice president of two Evening Star subsidiaries—the licensee of WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C.

His preparation for this big job makes him atypical among broadcast general managers: It was in finance, not sales or programing, that Dick Stakes learned the business. And he recalls that experience as a real advantage—an opportunity to learn every aspect of station operations.

When Mr. Stakes entered the business 17 years ago, he had been a dissatisfied accountant with the local electric-power company. His first broadcast job was as business manager for WTTG(TV) Washington (which was then owned by the old DuMont network), and he became the station's assistant general manager before leaving in 1956 to join Evening Star Broadcasting, where he progressed steadily until being named general manager last year.

What brought him from ledgers and fine-line pens to his present office, with its Chippendale chairs and wood paneling in the style of colonial Williamsburg is an underlying current of ambition. Dick Stakes is a calm, affable, low-profile kind of man, but the exterior does not hide his drive to succeed.

He talks in terms of "opportunities": the opportunity offered him by WTTG, by Evening Star, by broad experience in total broadcast management. These opportunities, in turn, gave him what he regards as his advantages. In the financial pilot's house, he had the chance to keep tabs on all goings-on in the operation of the station. "Access to information and experiences in all phases of operations, administrations and acquisitions" in his original job as controller and later as assistant treasurer and treasurer of the licensee company gave him his working experiences, he says.

As a controller, he didn't spend all his days behind an adding machine; he dealt in areas of financial systems and procedures for the entire operation. He was allowed a "range of operations within the operation," he recalls, and was able to become acquainted with areas as diverse as labor negotiations, administration and engineering. This broad knowledge fueled his rise in the corporate hierarchy—and, understandably, left him with no regrets about not limiting himself to strictly financial matters.

Today, Mr. Stakes oversees three dis-

Richard Stakes: From finance to top management

tinct operations—a TV station, a middle-of-the-road AM, and a progressive-rock FM—in a city of great extremes. On the one hand, there are the high and mighty of government; on the other, a

Week's Profile



Richard Stewart Stakes — vice president, Evening Star Broadcasting Co., Washington; general manager, Evening Star's WMAL-AM-FM-TV there; VP, WLVA Inc., subsidiary of Evening Star and licensee of WLVA-AM-TV Lynchburg, Va.; VP, First Charleston Corp., subsidiary of Evening Star and licensee of WCIV(TV) Charleston, S.C.; b. May 27, 1923, Luttrellsville, Va.; BA in financial management, Southeastern University, Washington, 1949; accountant, Potomac Electric Power Co., Washington, 1946-1950; U.S. Army, 1950-1953; business manager, WTTG(TV) Washington, 1954-1956; assistant general manager, 1956; Evening Star Broadcasting Co., 1957-present, serving as controller, 1957-1958; assistant treasurer, 1958-1965; assistant treasurer and assistant general manager, WMAL-AM-FM-TV 1965-1968; treasurer and assistant general manager, 1968-1970; treasurer and general manager, 1970-1971; m. Christine Beuchart, Nov. 12, 1949; children — Richard (Stew) Jr., 18, Patricia Lee, 16; outside interests—golf and 42-foot power boat.

community that is over 70% black.

The challenge of that city is obvious—and one of its recent effects is documentable: WMAL-TV has just weathered a petition to deny license renewal, filed by local blacks (BROADCASTING, Feb. 8). Mr. Stakes is "satisfied"—as was the FCC—that the charges of racism in programing and employment practices have been sufficiently answered.

The stations must also serve suburbanites of nearby Maryland and Virginia—many of whose children listen to WMAL-FM, which has enjoyed a marked improvement in ratings since switching to its present all progressive-rock format.

In overseeing these stations, Mr. Stakes is an advocate of what he calls "bottoms-up management." Although he is responsible for setting over-all policies and direction, he says the stations' success requires a management staff that is "capable of total communications in all directions." Indeed, the word "candid" crops up as often as "opportunities" in his conversation, and he uses it to describe his goal in staff relations. As he puts it, he hopes to "create the climate where anyone dealing with me is able to state his position as candidly as he is able, and then I can do the same."

From his staff he also expects the forward drive for the stations. "Direction should be created within the organization," he says. He feels the freedom he allows and the candor he encourages will naturally produce the momentum necessary to insure progress.

Keeping the organization "bottoms-up" is, as he says, "more difficult but more satisfying."

A man who operates quietly and without ostentation, Mr. Stakes is a believer in tradition, as his office decor would suggest, and takes pride in his origins in the rural Tidewater area of Virginia. Away from the office, his pleasures are quiet ones—spending time with family and friends in a power boat, or getting in a round of golf.

Yet Dick Stakes is not a man who confines himself narrowly to his immediate job and locality. In 1962, for example, he was one of the founders of the Institute for Broadcasting Financial Management, which operates as an exchange for information involving common broadcast financial problems—billings, insurance, music-licensing negotiations, and so on. The Institute now comprises over 400 active and associate members. His initiative with IBFM is one more bit of evidence that Dick Stakes bears little resemblance to popular stereotypes of the finance-oriented individual as a man of narrow perspective, limited interests and a 75-word vocabulary. Quiet and methodical he is; narrow he is not.

The ultimate absurdity

The Consumers Association of the District of Columbia has been in existence four years and claims to have 225 members. With those credentials it has asked the FCC to revolutionize the regulation of broadcasting.

The association, as reported here in last week's issue, wants the FCC to adopt rules penalizing radio and television for carrying what the association conceives to be deceptive advertising. By the association's evident standards the penalties would apply to just about any commercial now on the air.

Never mind the jurisdiction of the Federal Trade Commission, which is explicitly charged by law to prosecute advertising that is found to be false, misleading or deceptive. The little band of dedicated consumers would have the FCC leap into the same field—but only with radio and television as the regulated media.

The proposal has been advanced in the form of a test case against WTOP-TV Washington and its affiliated network, CBS-TV. Admittedly the station was picked as the guinea pig because of its high standards. The theory is that if a station of good character can be converted from guinea pig to goat, the precedent will establish higher standards for lesser stations. It is punishment that WTOP-TV ill deserves.

For approximately the same reasons the same station has been made the object of a number of other legal actions intended to achieve generally applicable results. By now the management of WTOP-TV and its parent, Post-Newsweek Stations, may be weighing the virtues of virtue.

If there is any justice left at the FCC, the Consumers Association of the District of Columbia will be promptly restored to the anonymity from which it so recently emerged.

Wrecking crew

In the early nineteen-thirties, during the great depression, there was genuine concern whether two infant pursuits—born of then new technology—could survive. They were known as commercial radio and commercial aeronautics.

In spite of blunders from the very beginning (the word "commercial" was and always has been an unfortunate choice) these callings did more than survive; they led the parade back to prosperity.

But these vehicles of modern communication and transportation were not to romp along hand-in-hand. Aeronautics became aviation, and airlines began to sprout almost everywhere. They needed traffic controls. And since they were given protection as to routes they required rate regulation. They were common carriers.

Radio's regulatory problems were different. Broadcast stations needed traffic control not for protection against competition but to avoid interference. So Congress set up, first, the Federal Radio Commission and, then (in 1934), the FCC, to control the radio traffic in the skies. There was no rate regulation for broadcast services, because Congress specifically decreed there could not be. There was plenty of competition between radio and radio and among radio and newspapers and magazines. Nobody even thought about regulating competition among media that were protected by the First Amendment.

A generation has passed. The airlines are in trouble. Costs have skyrocketed. Strikes have taken their toll. And, evidently, overregulation by government has only accentuated the predicament.

By contrast, radio and the newer broadcast medium, television, have prospered. Yet they too are now threatened by

overregulation. At the FCC there are serious proposals to dismember multimedia groups, to regiment stations into regulated programming as a condition of license renewal, to deny broadcast ownership to corporations with other holdings in diversified fields. At the Federal Trade Commission a movement has been started to force advertising into literal configurations that could destroy its effectiveness—and television advertising is usually the prime target.

The federal courts have done their share to intensify governmental regulation by demanding that the FCC extend its powers. And the role of Congress in the process may be measured by its act outlawing \$230 million in cigarette advertising on radio and television. Broadcasters are entitled to wonder whether there is a calculated campaign to enfeeble their stations and networks.

Overregulation would be debilitating enough in a strong economy. It can be devastating in the business conditions that now exist.

If the government is as interested in economic recovery as its spokesmen profess to be, it could start by calling a halt to contrived attacks on the advertising media that are essential to the economy. Unarrested, the present trend in Washington can lead only to the debasement of broadcast program and advertising services that have been proved vital to the American people and American business.

Let there be light

Pro football's television-blackout policy appears to be in some well-deserved trouble. The Senate Commerce Committee says it intends to hold hearings (BROADCASTING, Feb. 15). It's time somebody did something.

If there was ever any justification for the policy—theoretically to protect the gate—it disappeared long ago. The gate needs no protection. For all practical purposes, and usually literally, the games are sold out. Thus many fans who would like to go to the games cannot. Thanks to the local blackouts, they cannot see them on television either.

The irony doesn't stop there. Television has done more to popularize pro football than anything since, oh, say, Sammy Baugh. Yet it is currently paying \$45-50 million a year for the privilege. But let's not get started on that. The price spiral has got to end some day. The blackout farce ought to end now.



Drawn for BROADCASTING by Sid Hix

"Now there's a gal who'll never have ho-hum mouth... Martha Mitchell!"

A Battle in the Shenandoah



Photo: Daily News-Record, Harrisonburg

On the morning of October 6, 1970, school children of Harrisonburg and Rockingham County, Virginia, trudged to classes under an acrid, menacing pall of smoke. A giant pile of discarded tires burned at the city dump, and the air was ugly black for fifteen miles. This wasn't the first time, but it was to be the last.

WSVA personalities Arnold Felsher and Wip Robinson had begun marshalling audiences at 5:00 a.m. to come to arms against the threat.

By 9:00 a.m. the *Candid Comment* two-way talk show was on the air, and telephone calls of protest were piling up. WSVA radio and TV continued coverage, urging their audiences to contact

local officials personally.

People demanded action. They got it.

One week later, the Harrisonburg City Council issued orders for 100% enforcement of anti-burning ordinances. In November the Rockingham County Board of Supervisors voted to prohibit all commercial dumping of tires at county dumps.

WSVA stations had completed a job well done.

The clouds are cleaner now.

Leading the good fight for a clean environment is a way of life at the Gilmore Broadcasting stations. It is a re-enactment of our pledge. We will continue the fight in each of our audience areas.

We won a battle in the Shenandoah.



James S. Gilmore, Jr., president

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING

KALAMAZOO, MICHIGAN 49006

WEHT-TV
Evansville

WREX-TV
Rockford

KODE-TV
Joplin

WSVA-TV
Harrisonburg

KODE-AM
Joplin

WSVA-AM
Harrisonburg

WSVA-FM
Harrisonburg

On February 5, 1971, Philip Cuppett cleared up one misconception about cassette TV.

Now we're going to clear up some others.

Philip Cuppett works in the shipping department at the CBS Electronic Video Recording facility in Rockleigh, New Jersey.

On February 5, 1971, Philip dispelled one of the misconceptions clouding the cassette TV industry:

Misconception No. 1: "All the different cassette TV systems are still in the laboratory stage."

One system is here and ready now... CBS Electronic Video Recording. Philip proved it when he loaded quantity shipments of EVR Cassettes to the first four customers: Equitable Life, Hawaii Department of Education, American Program Bureau and Davis & Geck.

Misconception No. 2: "No single cassette TV system is emerging as the standard for the industry."

Today, the CBS-developed EVR System—a "phonograph for the eye"—lists cassette customers in the United States, Canada and ten other countries.

EVR Player manufacturing licenses have been executed with Motorola Inc. in the U.S.A. and Canada, Rank Bush Murphy Ltd. in the United Kingdom, Robert Bosch GmbH in Germany, Industrie A. Zanussi SPA in Italy, Luxor Industri A.B. in Sweden, and Hitachi Ltd., Mitsubishi Electric Corp. and Toshiba in Japan.

EVR Cassette programming and distribution contracts are being actively pursued by the EVR partnership in the United Kingdom, by Mondadori in Italy, by the CADIA Consortium in Switzerland, by Videothel Programm GmbH in Germany, and by the

Bonniers Group and Esselte in Scandinavia.

Worldwide distribution of EVR Cassettes is already assured.

Misconception No. 3: "Cassette TV systems are hopelessly expensive."

Motorola has set a price of \$795 for its EVR Teleplayer, available only in a version designed specifically for education and training. Considering its features, this price is quite realistic.

Since CBS will not enter the consumer market before 1972, price comparisons for home EVR Players are premature and invalid.

As for the EVR Cassettes themselves, present customers find them dramatically less expensive than 16mm film of comparable running time.

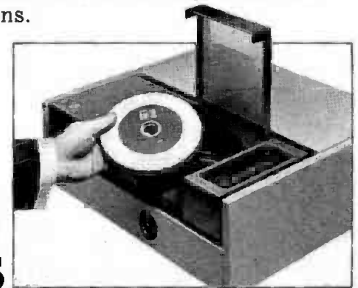
Misconception No. 4: "Any pirate can copy an EVR Cassette."

Program producers who use the EVR System know that every EVR Cassette offered for sale or rent is one that he ordered, and not an unauthorized copy. Unlike videotapes, EVR Cassettes cannot be counterfeited. Only EVR processing facilities can produce EVR Cassettes.

An unauthorized videotape neither looks like an EVR Cassette nor produces the kind of picture quality inherent in the EVR System. The EVR Cassette stops piracy in its tracks.

Any other misconceptions? Copy of our new Rockleigh Processing Facility brochure might clear them up. Write for one. Or come on out to Rockleigh (by appointment) and meet Philip.

Cuppett and some of the others. They're busy turning out EVR Cassettes, but not too busy to answer questions.



**CBS
ELECTRONIC
VIDEO RECORDING**

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51 West 52 Street, New York, N.Y. 10019



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